# No Magic, Inc.

# Executive Overview

**Accelerating the Model-Driven Enterprise**

magicdraw®

# Here's How No Magic Accelerates the Model-Driven Enterprise

**No Magic provides model-driven enterprise solutions, based on UML, SysML, BPMN, SoAML and UPDM standards, which enable organizations to effectively manage and visually communicate their needs to internal and external stakeholders.**

Our solutions accelerate enterprise performance, moving from traditional paper-based processes to digital, web-based management of requirements gathering, and architecting through project completion and implementation.

**MagicDraw® software, in combination with its add-ons, provides a highly cost-effective, proven, enterprise-wide solution for modeling your systems, processes and enterprise architecture.**

Leverage the value of your current technology investment – MagicDraw provides interoperability to all current technologies and legacy systems, allowing users to export data in common data formats. We offer an extensive team of experienced industry professionals to help you achieve your goals.

**Our solutions help you to reduce expenses, increase revenue, optimize productivity and support information sharing.**

With over a decade of experience, innovation and growth, No Magic, Inc. is the leading provider of modeling solutions. No Magic supports the planning process with award-winning, standards-compliant solutions which rapidly model your enterprise architecture, business processes, applications, information and technology. We call this Accelerating the Model-Driven Enterprise.

## Six Key Reasons to Select No Magic:

**1** ▶ **Leading the way in modeling**

No Magic is considered one of the industry's most innovative companies. Our flagship product, MagicDraw, has won acclaim and awards, including Software Development Jolt and Java Developer's Journal Awards.

**2** ▶ **Respected thought leader within industry standards organizations**

Driving innovation while keeping current with evolving industry standards, No Magic provides product updates multiple times each year. No Magic's CEO is currently on OMG's board of directors. In addition, our experts are significantly involved in OMG standards development. As a result, our solutions have proven to be the most standards-compliant in the industry, meshing seamlessly with UML 2, BPMN, SysML, DoDAF, UPDM, SoaML, regulatory compliance and Java 6, among others. No Magic also partners with leading vendors to provide specialized product enhancements including parametric simulations, MDA-based time estimations, model-driven development (MDD), web- and service-oriented architectures (WOA/SOA), ontologies, etc. Many standards bodies have adopted MagicDraw as the defacto standard for producing their work products for industry consumption, including the ISO, OMG, ACORD, SWIFT and others.

**3** ▶ **Customize and Extend**

MagicDraw is built with the ability to be customized and extended. Users will find it easy to customize the functionality set needed, change existing behavior to align with process and requirements, or even add new functionality and distribute all of this to your organization and partners.

**4** ▶ **Avoid vendor lock-in**

MagicDraw's native file format uses XMI reflecting the latest OMG standards, so the vital artifacts of your software development process will remain accessible for years to come. With MagicDraw, you won't be confined to a proprietary development process. Also, CSV data import/export further expands interoperability capabilities when coupled with our Cameo™ DataHub connectivity solution.

**5** ▶ **Support for all major platforms and environments**

MagicDraw provides support for all major platforms, requiring no specific development environment. MagicDraw runs on all major platforms and integrates with all leading Java IDEs including Eclipse, so there's no need to purchase additional components in order to fully deploy your applications. Moving between platforms is as easy as moving from one computer to another and since the user interface remains identical on each platform, there's no learning curve. Our solutions bridge the gap between business and IT.
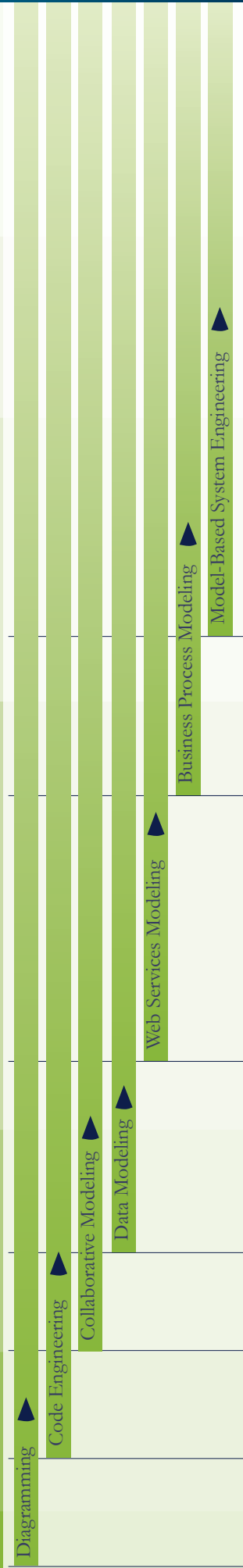
**6** ▶ **Improve productivity and reduce costs**

For about the same price as a competitor's maintenance fee, your enterprise can be upgraded to the best-of-breed solutions from No Magic. Refer to our technical overview document to discover why MagicDraw creates solutions faster than any other product in the marketplace, increasing productivity and reducing costs.

# MagicDraw® History

## 2010 – 2012

**MagicDraw 17.0.X**

UML 2.4.1 specification support. / Introducing a graphical representation enhancing traceability between model artifacts beyond displaying as a simple table. / Extended Cameo Data Modeler – repackaging physical data modeling, upgraded physical layer modeling capabilities. / MagicDraw and Eclipse EMF integration. / Diagram Overview shape. / Generic Table. / QVT and TOGAF support. / Editing in Matrixes. / SVN 1.6 support in Teamwork Server. / SSL support in Teamwork Server.

## 2008 – 2009

**MagicDraw 16.X**

Cameo Data Modeler plugin enables logical data modeling (ER), transform and trace to physical data models (DDL). / UPDM, UML 2.2 specification and Interaction Overview diagram support. / MOF, CMOF and EMOF modeling and import-export from MagicDraw. / Velocity template-based automation of code generation for Oracle databases. / Traceability support. / Introduced UPDM plugin.

**MagicDraw 15.X**

Model Merge, Project Branching, Active Validation.
Full UML 2.1.2 metamodel support.
Methodology Wizards Plugin.
Many usability, image export, SysML enhancements and improvements.

## 2006 – 2007

**MagicDraw 14.X**

Integration with Rational Doors through DataHub.
New Report Engine based on Velocity templates, allowing for flexible reuse of existing or creation of new report templates easily.
C++ code engineering improvements.

**MagicDraw 12.X**

Integration of teamwork server with IBM® Rational® ClearCase® and Subversion.
Domain-specific language customization engine.
Enhanced integration with AndroMDA and openArchitectureWare.
SysML plugin.
Model validation, dependency matrix.
Visually enhanced diagrams.
Full support for Protocol State Machine Diagrams.
C++ and C# code engineering improvements.
MagicRQ plugin – integration with IBM Rational® RequisitePro®.

**MagicDraw 11.X**

Import of EMF-based UML 2 XMI to MagicDraw.
Export of MagicDraw model to EMF-based UML 2 XMI.
Seamless Eclipse integration.

## 2003 – 2005

**MagicDraw 10.X**

UML 2.0 metamodel and notation support.
BPMN (business process modeling notation) support.
BPMN export to BPEL.
Integration with ProActivity Business Process Analysis Suite.
XMI 2.1 support.

**MagicDraw 9.X**

UML 2.0 notation support.
Visual Model differencing.
Improved integration with Eclipse.
Transformation of UML models to specific models.

**MagicDraw 8.X**

Java source code reverse engineering to sequence diagram.
Integration with Borland CaliberRM requirements tool.
Integration with BEA WebLogic Workshop.

**MagicDraw 7.X**

Teamwork server improvements.
RTF and PDF templates for software design document and use case specification.
Performance increase up to 100% in MagicDraw's client Teamwork Server.
Significant UML profiling enhancements.
Database reverse engineering improvements.
Integration with IntelliJ IDEA.
XML Schema, WSDL, EJB 2.0 support.

**MagicDraw 6.X**

C# code reverse engineering and generation.
Integration with NetBeans.
Open API for extending MagicDraw.

## 2001 – 2002

**MagicDraw 5.X**

Full support for UML 1.4 semantics and notation.
Integration with Eclipse platform.
.NET bytecode reverse engineering.
Java reverse engineering enhancements.
EJB-UML notation support.

**MagicDraw 4.X**

UML diagram extensibility support.
C++ round-trip enhancements.
Database design support.
Teamwork support.
Customizable, XSL-based reporting engine.

## 1999 – 2000

**MagicDraw 3.X**

Support for UML 1.3 notation and metamodel.
MagicDraw files are natively stored in XMI (XML metadata interchange) format.
Integration with Sun Forte for Java IDE.
CORBA IDL reverse engineering and code generation, C++ code engineering, Java code engineering.
Swing GUI.
New class diagram wizard.

**MagicDraw 2.X**

Multiple projects support.
Improved load and import operations.

## 1998

**MagicDraw 1.X**

All UML 1.1 diagrams supported.
Import/export from Rational Rose file format.

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Feature categories (vertical columns, right side):

- Diagramming
- Code Engineering
- Collaborative Modeling
- Data Modeling
- Web Services Modeling
- Business Process Modeling
- Model-Based System Engineering

# Partial List of Clients

## AEROSPACE, DEFENSE
- The Aerospace Corporation
- BAE Systems
- Boeing
- Computer Sciences Corporation (CSC)
- Cubic Defense Applications
- Lockheed Martin
- LTU Lufttransport Unternehmen
- Northrop Grumman
- Raytheon
- Sandia National Laboratories
- Science Applications International Corporation (SAIC)
- Teledyne Brown Engineering

## CONSUMER GOODS
- COPA
- ITELLIUM Systems & Services
- NuSkin

## INFORMATION TECHNOLOGY
- BEA Systems
- Business Objects
- Digital Steps Limited
- Google
- IBM
- InterComponentWare AG
- JBoss
- Multi-Support
- Saab Communications
- Saguaro Technology
- Sopra Group
- Sun Microsystems
- Trigent Software
- VERMEG

## ELECTRONICS
- ABB
- Cisco Systems, Inc.
- General Electric
- Hewlett-Packard
- Hitachi
- Samsung Elektronics Research Institute
- Siemens AG
- Xerox

## TELECOMMUNICATIONS
- AOL
- Avaya
- Cisco
- Covad Communications
- DNA Finland Oy
- Eurotel Praha
- Teligent AB
- Verizon Wireless

## EDUCATION
- British Columbia University
- Dresden University of Technology
- Indiana University
- LMU Munich University
- Massachusetts Institute of Technology (MIT)
- The University of Texas

## FINANCIAL (BANKS, INSURANCE)
- AIG United Guaranty
- Association for Cooperative Operations Research and Development (ACORD)
- Bancoval
- Bank of America
- Banque COVEFI
- Barclays Global Investors
- Bloomberg
- Citigroup
- CitiMortgage
- CNP Assurances
- Credit Suisse
- FinanzIT GmbH
- Ford
- GMAC BANK
- Lincoln Financial Group
- Mia Software
- Nykredit Data
- Ontario Systems
- PricewaterhouseCoopers
- Prima-solutions
- Reuters
- Royal Bank of Canada
- Safeco Insurance
- Textron Financial Corp.
- Thompson Financial

## OIL/ENERGY
- Constellation Energy
- Duke Energy
- DynMcDermott Petroleum Ops. Co
- EDF Energy
- National Grid
- New Energy Associates
- Shell Canada Limited
- Stirling Energy Systems

## TRANSPORT, LOGISTICS
- BMW Group
- DaimlerChrysler
- De Post – La Poste
- DHL
- Expeditors
- Port Infolink B.V.
- SAAB
- Salomon Automation
- Volkswagen AG

## GOVERNMENT
- Australia Department of Defence
- Australian Securities & Invest
- Bayerisches Landesamt für Steuern
- Canadian Ministry of Government Services
- Federal Reserve Bank
- Jet Propulsion Laboratory (JPL)
- Lantmäteriet
- Los Alamos National Laboratory
- National Aeronautics Space Administration (NASA)
- National Institute of Standards and Technology (NIST)
- National Institutes of Health (NIH)
- Naval Research Laboratory
- Sandia National Laboratories
- State Information Technology Agency (SITA)
- State of New Jersey, Office of IT
- U.S. Department of Defense (DoD)
- U.S. Department of Energy
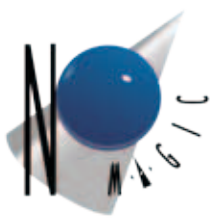- U.S. Securities and Exchange Commission

## HEALTHCARE, PHARMACEUTICALS
- Bear Creek Corporation
- Electronic Healthcare Systems
- GE Healthcare
- Health Market Science
- LION bioscience AG
- VSA GmbH

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