EUROSTARS PROPOSAL E! - 7644 BA-Language
Application form

1. General Information

General Information

2. Product Outline

Product Outline

3. Main Participant

Main Participant

ODZ AG

4. Other Participant

Add a participant   Modify

Remove

1.- SparxSystems Software GmbH

Save   Print complete form

Unless otherwise stated, the information you enter in the application form is published and freely available to the public. If a particular field is marked 'CONFIDENTIAL', this means that access to the information is only available to EUREKA National Project Coordinators from EUREKA Member Countries, funding agencies from these countries, the two technical experts who will assess the application and members of the Independent Evaluation Panel (IEP) who will rank the application.

Menu
G.Inf
Desc
Main
Other

1. General information

Acronym	7644 BA-Language
Title	BAL (Business Analyst Language) - The business-oriented development language based on functional standard definitions.
Summary	The new development system should make tools available to business analysts (BA), allowing them to define requirements in such a way as to enable the generation of functional applications without any programming skills.

Select the technological and market area your application addresses.

Tech. Area	1	ELECTRONICS, IT AND TELECOMS TECHNOLOGY

Click to fill in

Market Area	2.7	Computer Software

Click to fill in

This information is generated based on the information given in the phases (2.5.2) and the cost contribution given by the participants in the tables (3.6.3 and 4.6.3)

Estimated project costs in €

Generate Overview

It is not necessary to fill in this field as the information will appear automatically.

	ODZ AG	SPARX	Total
WP1	0 €	0 €	0 €
WP2	0 €	0 €	0 €
WP3	0 €	0 €	0 €
WP4	0 €	0 €	0 €
WP5	0 €	0 €	0 €
Total	0 €	0 €	0 €

Participants' Contribution

Generate Overview

It is not necessary to fill in this field as the information will appear automatically.

Company	Country	Type	Contribution %
ODZ AG	SWITZERLAND	P	
SPARX	AUSTRIA	P	

Cost & Duration

The start and end date of the project must be entered manually. On the basis of this information, the duration is processed.

Start Date	01/01/2013	End Date	31/12/2013

Menu

The total cost and duration are generated automatically by using the 'Generate Cost and Duration' function.

Total Cost [0] €   Total Duration [12] Months

The Eurostars Programme is powered by EUREKA and the European Community

2. Project Outline

2.1 Project description

Note: the information entered in this section is considered as public.

The project aims to realise a development system for commercial applications based on basic business standard-definitions.

The basis of the system is an extendable set of basic standard processes -- this means no more (or at least not meaningful) divisible processes-definitions, including the data and functions to process and store this data -- which are selected and interlinked from the BA to the required process definitions to automatically generate executable application code for the target environment.

The basic processes and the underlying data structures and primary functions are provided in their basic (canonical) form.

The new system is intended to develop tools for business analysts (BA) with which they can define requirements and rules so that a running application can be generated without any programming.

The BA-Language will expand the BPM concept by the scaling of ideas and direct code generation to create new applications and support and optimise the maintenance of commercial applications.

--> Points to note <--

Without actual coding:
The business application is generated from the BA-standards without manually coding (Zerocode).

Reuse:
BA-Standards realises the ultimate reusability of standardised modules.

Test and stepwise refinement at high-level:
Business requirements can be transformed into executable modules, tested and directly updated or refined at high-level.

No overheads:
The generated code contains only the functionality required by the defined business requirements and no unused code like in other standard packages on the market today.

Maintenance:
No maintenance needed at code level.

The Eurostars Programme is powered by EUREKA and the European Community

Note: the information in this section will be treated as confidential.

2.2.1 What is innovative about your project?

The software development process today, to write individual software or to apply modifications, needs different users or user groups.

- The operating department phrase their needs for the IT department.

- The Business Analyst translates these requests into IT-technical specifications of the requirements.

- The Programmer/Analyst creates an executable application. The data management and the technical documentation are under his responsibility.

- The Business Analyst tests the application in conjunction with the operating department and writes the user documentation.

The well-known Standard Applications like SAP, Avaloq and ABACUS have to be customised within the pre-programmed range. The whole programme code and all the database items are installed, even if they are not used.

With the introduction of the BA-Language, this

+ moves the software development to the business analyst. This means that an executable application can be generated by the BAL-Tool directly from the modelled trade request.

+ sets the basic BAL processes by standardisation of business cases.

+ generates the application code and application documentation directly.

+ allows a largely automatic implementation of the compliance rules on a higher abstraction level.

+ reduces the overheads included in standard applications because only the needed programme code and only the needed database items are installed.

2.2.2 Description of the technological developments envisaged in the project

2.2.2.1 What are the technological risks?

The technological risks are to reduce the semantic gap.

2.2.2.2 What are the technological alternatives, their advantages and disadvantages compared to the technological developments envisaged in your project?

The actual developing methods are based on the classical, well-known CASE-Tools.
This requires higher staffing (and costs) in development and maintenance and
– very important – lacks standardisation in the process definition and in code.

2.2.2.3 Research method

The new BAS-Technology will be developed as new types in the UML-World by the mean of standardisation of task and atomic activities.
Method and technologies (UML, BPML, …) are well-known but not used in this context and not in this combination.
The missing elements / tools will be developed during the project as .Net Applications.

2.2.2.4 What are the specific problems or demands in your project's area of application or sector?

The greatest weaknesses of today's systems / solutions are:

- Expertise required:
The current procedures are very complicated and can be applied only by specially trained personnel with the appropriate expertise.

- Separation between business and IT:
The methods cause a separation between the user agents (BA) and the IT Department.

- Old procedure:
We still do things as we have done for decades.

- Not "State of the art":
The potential of today's hardware and software is not fully used.

+ High overheads:
Many of the best practices are still cumbersome despite tailoring and therefore result in high overheads.

2.2.3 What are the expected project results?

1. A higher abstraction in the implementation of technical requirements through the standardisation of business-processes (BAL basic Standards).

2. Better compliance and observance of the prescribed legal and compliance requirements.

3. Minimise the costs with a comprehensive support and by largely automating documentation, testing and maintenance.

2.3 Market application and exploitation   (CONFIDENTIAL)

Note: the information entered in this section will be treated as confidential.

2.3.1 What type of market does your project reach?

Organisations, companies and enterprises in every branch.

2.3.2 What is the estimated market size and expected market share?

Worldwide, around 10%

SparxSystems (with its independent sister companies around the world) currently serves> 300,000 customers – 50% are related to business processes, 50% are related to software/system engineering. Of course, business processes contain more than BAL addresses, but it is an indicator of the market.

2.3.3 Participant's position on the market(s)

ODZ in Switzerland: medium-sized software-house with some large companies as customers

SparxSystems Austria is a small software company focused on distribution of an UML Tool: Enterprise Architect with a huge number of customers

The Eurostars Programme is powered by EUREKA and the European Community

2.3.4 What is the status of competition on the market(s)?

Currently, there are separate solutions and dedicated tools - both stand alone. They go some way to implement individual parts of the planned BA-language. An integrated solution, based on basic BA-standards, does not exist.

2.3.5 Non-technological aspects of the market introduction

Introduction and expansion with a Swiss interested Association which has thousands of members in retail and industry.

2.3.6 Marketing approach

After testing the BA language as a prototype, the BAL will be provided for selected this Swiss interested Association members for the beta test and verified in their market. After this phase, the BAL will be spread among this Swiss interested Association members.

Simultaneously, the BAL software package will be available as an open source for the interested user to download.

The BAL standard catalogue as well as training and support will be offered for a fee at the beginning of the spread.

2.4 Cooperation   (CONFIDENTIAL)

Note: the information entered in this section will be treated as confidential.

2.4.1 Participants and subcontractors

No subcontractors

1. ODZ AG, Zug, Switzerland
2. SparxSystems, Vienna, Austria

2.4.2 Who is responsible for knowledge protection and how will the rights for this knowledge be distributed?

ODZ AG, Zug, Mr Willi Zweidler
A contract consortium together with SparxSystems, Vienna, Mr Peter Lieber

2.4.3 For which parties outside this consortium could your project results be useful?

For all branches which build, maintain and use their own commercial software (Retail and Industry, Banking and Financial Institutions, Insurance, Administration).

2.4.4 How is your project management set up?

By ITIL Information Technology Infrastructure Library

2.5 Project execution   (CONFIDENTIAL)

Note: the information in this section will be treated as confidential.

2.5.1 Technical approach

Implementation of a BAL-Metamodel with MOF/XMI as the basic structural element. This defines the overall data structures of the BA-Standards which in turn are defined as BPM and stored in the DB.
BA-Standards are subject to rules and constraints, also stored in the DB.
Rules and constraints are either basically system-wide, domain-specific or BA-Standard specific.
All elements (BA-Standards, rules and constraints) are used as XML for the further transformations and finally for the code generation.

2.5.2 Work Packages

Complete the different work packages involved in your project by stating the work package, describing its content and indicating the planned start and end dates.

Work Package   1

Title   Define & Create Namespace & DB-Model

Add a Work Package
Delete Work Package

Start Date   01.01.2013   End Date   28.02.2013

Description

The WP-1 includes the following main activities:

Organisation/Management/Controlling/Documentation.

Analyse, define, normalise and document the requirements to the BA-Standards.
Map to Meta Object Facility (MOF/XMI).
Specify / define the BAL namespace for XML processing.
Specify / define the data base model with ERM / ERD (entity-relation-model / -diagram).
Create a database on the basis of the defined ERM / ERD.

Sign-off and Quality Gates.

Work Package   2

Title   "Personal Management" Prototype

Add a Work Package
Delete Work Package

Start Date   01.03.2013   End Date   15.04.2013

Description

The WP-2 includes the following main activities:

Organisation/Management/Controlling/Documentation

Create the basic BAL Standards for the 'Personal Management' process on the basis of MOF-Model in WP-1.
Store this definition in the database.
Export the stored definitions from the database as XML formated file for further use (functional tests & test basics for tools development (WP4)) .

Sign-off and Quality Gates.

Work Package   3

Title   Implementation of the Prototype

Add a Work Package
Delete Work Package

Start Date   16.04.2013   End Date   15.07.2013

Description

The WP-3 includes the following main activities:

Organisation/Management/Controlling/Documentation.

Menu

Implementation of the prototype from the WP-2 within Enterprise Architect in order to:

a) prove that it is possible with the tool.
b) identify which features in the tool are missing.
c) specify the missing functions.

Document the approach as a basis for future users.

Sign-off and Quality Gates.

Work Package 4

Title   Tools, Usability and Taxonomy

Start Date   16.7.2013   End Date   15.11.2013

Add a Work Package
Delete Work Package

Description

The WP-4 includes the following main activities:

Organisation/Management/Controlling/Documentation

Implement the tool requirements of the WP-3.
Test and optimise the BAL tools and standard functions in terms of usability.
Refine MOF (Meta Object Facility) on the basis of the findings.
Refine the created BAL documentation.

Sign-off and Quality Gates.

Work Package 5

Title   Usability & Function Test

Start Date   16.11.2013   End Date   31.12.2013

Add a Work Package
Delete Work Package

Description

The WP-5 includes the following main activities:

Organisation/Management/Controlling/Documentation.

Collect a use case with more complexity (defined with the Swiss interested Association) to test the usability and functionality (β-Version).
Create and finalise the required documentation for tests.
Functional & Usability Tests with selected users.
Performance Tests & possibly split and implement scalable version with DB-server.

Sign-off and Quality Gates.

3. Main Participant

3.1 Organisation

3.1.1 Legal Address

Enter details of your organisation as prompted by the fields.

Short Name: ODZ AG   *This name is used in the headings of the generated tables on page 1*

Full Name: ODZ AG

Street: Baarerstrasse 53

Po Box: Postal Code: CH-6302   City: Zug

Province (Region): Zug   Country: SWITZERLAND ▼

Telephone: +41 (0) 41 500 15 30

Web address: www.odz.ch

3.1.2 Operational Address

(If different from the legal address but in the same country)

Street: Brahaldenstrasse 8

Po Box: Postal Code: CH-8412   City: Hünikon / ZH

Province (Region): Zurich

Telephone: +41 (0) 52 315 25 55

3.2 Contact person data

Enter details of your project's main contact person as prompted by the fields

Last Name: Zweidler   First Name: Willi

Function: Owner   Title: CEO

Direct Telephone: +41 (0) 52 315 25 55   Fax: +41 (0) 41 500 15 31

E-mail: willi.zweidler@odz.ch

3.3 Organisation Overview

3.3.1 Organisation type

☒ R&D Performing SME

(CONFIDENTIAL)

3.3.2 Registration

Year of registration of the company: 1992   Company registration code: CH-550.0.169.756-3

3.3.3 Financial Report

Year of latest financial report   period from: 01/01/2011   to: 31/12/2011   Date submitted to national tax authority: 31/12/2012

3.3.4 Financial statements

Does another organisation control your company?   ◯ Yes   ● No

if yes, are the Financial statements consolidated?   ◯ Yes   ● No

The Eurostars Programme is powered by EUREKA and the European Community

3. Main Participant

Please ensure that you use the correct units when filling in the table (Euros or numbers). All number entries must use the format 1234567.89 A single decimal point is permitted, however numbers should not use `thousands separators', punctuation, letters or currency units. For example, one million one hundred Euros should be written as `1000100.00'.

(CONFIDENTIAL)	A	B	C
3.3.5.a Number of Employees	17	17	17
3.3.5.b Number of Employees as FTE	12	12	12
3.3.6 Number of FTEs dedicated to R&D activities	3	3	3
3.3.7 Turnover (€)	1149494.71	1201759.92	1200000
3.3.8 Turnover dedicated to R&D expenditure (€)	240000	240000	240000
3.3.9 Gross Earnings (€)	204010.63	191760.16	180000
3.3.10 Net Income (€)	22984.61	20833.34	20000
3.3.11 Balance sheet total (€)	917706.59	804204.37	800000
3.3.12 Number of running R&D projects	1	1	1
3.3.13.a Workload of R&D projects (no. of employees)	4	5	6
3.3.13.b Workload of R&D projects (FTE)	3	3	3
3.3.14.a Public Grants received (number)	1	0	0
3.3.14.b Public Grants received (value in €)	6250	0	0

The Eurostars Programme is powered by EUREKA and the European Community

3. Main Participant

Menu
G.Inf
Desc
Main
Other

3.4 Financial support plan of the applicant (CONFIDENTIAL)

Note: the information in this section will be treated as confidential.

3.4.1 Describe your actual financial situation (max. 4000 characters)

Please see annual financial statement 2011 and document till August 2012 in the annex.
Positive cash-flow.
W. Zweidler has private assets.

3.4.2 Describe the financing of the self-funded part (max. 4000 characters)

Financed by cash-flow and credit. Salaries will be paid by the gross income from our clients.

3.5 Expertise (CONFIDENTIAL)

Note: the information in this section will be treated as confidential.

3.5.1 Expertise and core business

Services

ODZ is an independent software company offering services since 1970 in:

•Organisation
•Consulting
•Coaching
•Project Management
•Analysis
•Realisation/Programming
•Training
•Implementation
•Maintenance

System engineering in:

- Retail and Industry
- Financial Institutions and Banks
- Insurance
- Construction
- Administration

Company loyalty:

Employee company loyalty is on average, as per 31 July, 2012: 23,8 years.

3.5.2 Managerial expertise

Willi Zweidler

Menu

The Eurostars Programme is powered by EUREKA and the European Community

3. Main Participant

Menu
G.Inf
Desc
Main
Other

Owner
CEO
Swiss business diploma
Swiss A-levels, Type C (extra-occupational)
Company economist with a degree in Business Economics (extra-occupational)
Long-standing IT Expert for the Swiss analytic and later organiser examinations (SGO)
Long-standing committee member for information technology in the Examination
 commission for Swiss Organisers
Long-standing Vice President of the Swiss Examination Commission for Organisers
Founding member of GES company (Swiss EDP service provider and software manufacturer),
 known today as SwissICT due to several mergers
Leader of the GES work group "Faster to better software" with the publication of the book with the
 same name
Leader of the SVD Association work group on IT costing with regard to IT norms (BAL)
President Executive Board of ODZ AG
Owner single-member company ODZ for R&D BA-Language

3.6 Contribution to the project (CONFIDENTIAL)

Note: the information in this section will be treated as confidential.

3.6.1 Technical contribution

Techniques used

Operating Systems:
z/OS, MVS, VMS, ECL, DOS, W95, W98/ME, NT4, W2k, Win XP, Vista, Seven, Mac OS X, Unix, Linux, Solaris, AIX

Network Environment:
DNS, DHCP, WINS, TCP/IP, WAN, Intranet, Security, VPN

Hardware:
IBM-Mainframe, UNISYS-Mainframe, PDP, VAX, PC, Notebook, Mac, LAN Printer, Storage, Backup

Tools:
Versioning, Sub-version, Eclipse, Enterprise Architect, VMWare, .Net

Applications:
MS Office, MS Outlook, MS Visio, MS Exchange, MS Project, Groupwise, Notes, Backup, Security, ISPF, SDSF, TSO, Dreamweaver, Photoshop, InDesign, CMS with Joomla! and TYPO3

Methods:
UML, SCRUM

Languages:
COBOL, PL/1, Fortran, CICS, C, C++, C#, SAP ABAP, MAPPER, HTML, SQL, JAVA, Lingo, PHP, CSS, Java Script, VRML, Perl, Unix Shell (csh, bsh, ksh)

Databases:
DB/2, ORACLE, IMS, MS Access, FileMaker, MySQL, Postgres

Specialities Client / Access:
Remote Access

Specialities HW/SW:
Storage, Archiving systems, 64-bit systems

Specialities Network HW:
Firewall (general)

3.6.2 Goal in project participation

Develop a new business oriented IT Language on a higher abstraction level.
The product is a Business-Analyst Language (BAL).
ODZ can sell services, processes, consulting, training.
Market access: With the Swiss interested Association for Retail and Industry.

3.6.3 Detailed cost contribution in €

Describe the main participant's detailed contribution costs in €.

3. Main Participant

Work Package	Person Months	Personnel in €	Overheads in €	Travel & subsistance in €	Material, consumables, equipment depreciation in €	Other costs in €	Subcontracting costs non R&D in €	Subcontracting costs R&D in €	Total in €
WP1	10.50								
WP2	8.00								
WP3	15.50								
WP4	20.00								
WP5	10.50								
Total in €									
	64.50								

3.6.4 Detailed contribution per Work package

Describe the detailed role of the participant in the work package.

Work Package	Description of the role of the participant
WP1	Define & create Namespace & DB-Model ODZ is responsible for the business management, the organisational process and contribution to the Business-Analyst-Standards (BAS). Sign-off and Quality Gates.
WP2	"Personal Management" Prototype ODZ is responsible for the business management, the organisational process and contribution to the detailed analysis and definition of the BAS . Sign-off and Quality Gates.
WP3	Implementation of the Prototype ODZ is responsible for the business management, the organisational process and contribution to the user-centered development in the implementation. Sign-off and Quality Gates.
WP4	Tools, Usability and Taxonomy ODZ is responsible for the business management, the organisational process and contribution to the rules of usability and taxonomy. Sign-off and Quality Gates.

The Eurostars Programme is powered by EUREKA and the European Community

3. Main Participant

WP5	Usability & Function Test ODZ is responsible for the business management, the organisational process and the contribution to the test management. Collaboration with the Swiss interested Association related to a more complex use case. Sign-off and Quality Gates.

3.7 Economic Impact   (CONFIDENTIAL)

Describe what you expect as a result of the project in terms of new technology, products, services, processes, IPR and market access.
Note: the information in this section will be treated as confidential.

3.7.1 Describe the business plan of the commercialisation period   (max. 4000 characters)

After the WP5 start the expansion of BA-Language. We will collaborate with the Swiss interested Association with thousands of Swiss member companies.

Please see the letter of interest from the Swiss interested Association in the annexe:
"In our function as standardisation body we are very interested to follow the work of the BAL project. A positive outcome could led to a combined use of our System (standards to identify – capture – share of products, services and locations) and ECR (Efficient Consumer Response) process recommendations.
Therefore, we kindly ask you to keep us informed over the progress and the outcomes."

We intend to commercialise our BA-Language with the Swiss interested Association, details must be negotiated with them.

3.7.2 Expected employment growth as a result of your project   20   %   (CONFIDENTIAL)

3.7.3 Impact on annual turnover   20   %   (CONFIDENTIAL)

3.7.4 Economic results of the project
Describe the different levels of this project's economic results in your organisation and the time and cost for their market introduction.

	Product Service Spin-off	Market introduction (year)	Investments (€)	Turnover (5 years in €)	Margin%	ROI		
1	BA-Language	2	1000000.00	1110000.00	9.9%	11%	+	-

3.7.5 Comment   (max. 4000 characters)

The amounts are estimated carefully and depend on the acceptability, usability and performance of the BA-Language.

The Eurostars Programme is powered by EUREKA and the European Community

4. Participant

4.1 Organisation

4.1.1 Legal Address
Enter details of your organisation as prompted by the fields.

Short Name	SPARX	*This name is used in the headings of the generated tables on page 1*
Full Name	SparxSystems Software GmbH	
Street	Handelskai 340/Top 5	

Po Box | Postal Code 1020 | City Vienna

Province (Region) Vienna | Country AUSTRIA ▼

Telephone +43 (0)662 90 600 2041

Web address www.sparxsystems.eu

4.1.2 Operational Address
(If different from the legal address)

Street

Po Box | Postal Code | City

Province (Region)

Telephone

4.2 Contact person data

Enter details of your project's contact person as prompted by the fields.

Last Name	Lieber	First Name	Peter
Function	Senior Partner	Title	
Direct Telephone	+43 676 898 599 888	Fax	
E-mail	peter.lieber@sparxsystems.eu		

4.3 Organisation Overview

Enter details of your organisation type as prompted by the fields.

4.3.1 Organisation type
- ☒ R&D performing SME
- ☐ University
- ☐ Administration
- ☐ SME
- ☐ Research Institute
- ☐ Other
- ☐ Large Company

R&D performing SMEs and SMEs should complete all the following fields. Other types of organisation can omit fields 4.3.5 to 4.3.14.

(CONFIDENTIAL)

4.3.2 Registration

Year of registration of the company 2001 | Company registration code FN209872k

4.3.3 Financial Report

Year of latest financial report period from 1.10.2009 to 30.9.2010 | Date submitted to national tax authority 12.01.2011

4. Participant

4.3.4 Financial statements

Does another organisation control
your company?   ○ Yes   ● No

    if yes, are the Financial statements
    consolidated?   ○ Yes   ● No

Please ensure that you use the correct units when filling in the table (Euros or numbers). All number entries must use the format 1234567.89 A single decimal point is permitted, however numbers should not use `thousands separators', punctuation, letters or currency units. For example, one million one hundred Euros should be written as `1000100.00'.

(CONFIDENTIAL)	A	B	C
4.3.5.a Number of Employees	8	9	10
4.3.5.b Number of Employees as FTE	8	9	10
4.3.6 Number of FTEs dedicated to R&D activities	5	5	5
4.3.7 Turnover (€)	2109035	2200000	2400000
4.3.8 Turnover dedicated to R&D expenditure (€)	400000	450000	500000
4.3.9 Gross Earnings (€)	141837	154000	60000
4.3.10 Net Income (€)	106377	90000	40000
4.3.11 Balance sheet total (€)	252108	350000	310000
4.3.12 Number of running R&D projects	2	3	3
4.3.13.a Workload of R&D projects (no. of employees)	3	4	5
4.3.13.b Workload of R&D projects (FTE)	3	4	5
4.3.14.a Public Grants received (number)	2	2	3
4.3.14.b Public Grants received (value in €)	160000	130000	250000

The Eurostars Programme is powered by EUREKA and the European Community

4. Participant

4.4 Financial support plan of the applicant (CONFIDENTIAL)
Note: the information in this section will be treated as confidential.

4.4.1 Describe your actual financial situation (max. 4000 characters)

SparxSystems is a growing company, supporting Enterprise Architect in the Central European Market. We are investing quite a lot into market envolement and new technologies esp. for the embedded and business process area. Our expected revenues for the current fiscal year are 2.4M EUR with small profit because of our investments in a new sales platform and in new additional products. We expect to reach 2.8M EUR in the next fiscal year starting with Oct, 1st. Currently we have 8 employees and the number of employees will grow to 10 or 11 next year. We have positive cash flow situation, enough for investing up to 400-500kEUR a year. We are supported for market grow by an AWS supported credit (140kEUR).

4.4.2 Describe the financing of the self-funded part (max. 4000 characters)

We have positive cash flow situation, enough for investing up to 400-500k EUR a year. We are supported for market grow by an AWS supported credit (140kEUR).

4.5 Expertise   (CONFIDENTIAL)
Note: the information in this section will be treated as confidential.

4.5.1 Expertise and core business

We have been in the model engineering business since 2001. We have 18,500 customers. We sell Enterprise Architect and supply additional services like training, consulting in that area. In addition we also participate in joint development initatives with Technical Universities.

4.5.2 Managerial expertise

Peter Lieber is a founder of various companies specialised in the software industry. He knows the different business models very well and is an experienced business development manager and software architect. Knowledge transfer of technology and software architecture especially in n-tier environments has been his profession for over 15 years.
Peter Lieber always has new and innovative ideas for visionary and evolutionary software solutions. Entrepreneurs and managers, interested in new ideas in information and communication technology, find in Peter Lieber an engaged peer and collegue.

4. Participant

4.6 Contribution to the project   (CONFIDENTIAL)

Note: the information in this section will be treated as confidential.

4.6.1 Technical contribution

SPARX transforms BAL approaches into a UML Tool (using the open standard XML that guaranteees usage for almost every UML Tool). The tool of our choice is Enterprise Architect which provides a lot of the required elements for routine work like code generation and will bring a faster visible success in BAL approaches to the project.
We deliver a ready-to-start data structure for BAL, based on MOF.
We deliver simulation and impact analysis tools and support identifying smart and usable BAL.

4.6.2 Goal in project participation

SparxSystems Goals are:

- Adding BPMN/BPEL Knowledge to the project – to follow accepted standards
- Adding profiles/pattern Knowledge
- Increase our knowledge for upcoming business relevance of our product
- Understand the branch and the market much better to increase our salary and address additional target groups

4.6.3 Detailed cost contribution in €

Describe the main participant's detailed contribution costs in €.

Work Package	Person Month	Personnel in €	Overheads in €	Travel & subsistance in €	Material, consumables, equipment depreciation in €	Other costs in €	Subcontracting costs non R&D in €	Subcontracting costs R&D in €	Total in €
WP1	4.5								
WP2	3								
WP3	5								
WP4	9								
WP5	3								
Total in €									
	24.5								

4.6.4 Detailed contribution per Work package

Describe the detailed role of the participant in the work package.

Work Packages	Description of the role of the participant

4. Participant

WP1	Define & Create Namespace & DB-Model Sparx is responsible for the technical realisation of the Business-Analyst-Standards (BAS). Sign-off and Quality Gates.	
WP2	"Personal Management" Prototype Sparx is responsible for the technical realisation details of the BAS. Sign-off and Quality Gates.	
WP3	Implementation of the Prototype Sparx is responsible for the technical realisation, here the implementation of the prototype. Sign-off and Quality Gates.	
WP4	Tools, Usability and Taxonomy Sparx is responsible for the technical realisation, here the support of the tools used. Sign-off and Quality Gates.	
WP5	Usability & Function Test Sparx is responsible for the technical realisation, here the support of the usability and function test. Sign-off and Quality Gates.	

4.7 Economic Impact   (CONFIDENTIAL)

Describe what you expect as a result of the project in terms of new technology, products, services, processes, IPR and market access.
Note: the information in this section will be treated as confidential.

4.7.1 Describe the business plan of the commercialisation period   (max. 4000 characters)

After the WP5 start the expansion of BA-Language. We will collaborate with the Swiss interested Association.

- Adress 320K Users++ worldwide with this additional capabilities
- We will bring our knowledge into the standardisation communities.
- We try to increase our market shares incl. all of our sister companies and supporting companies all over the world (Spain, UK, Scandinavia, US, Japan, Australia, New Zealand, South America (Chile, Brazil)) due BAL

4.7.2 Expected employment growth as a result of your project   `20` %

4.7.3 Impact on annual turnover   `10` %

4.7.4 Economic results of the project

Describe the different levels of this project's economic results in your organisation and the time and cost for their market introduction.

	Product Service Spin-off	Market introduction (year)	Investments (€)	Turnover (5 years in €)	Margin%	ROI		
1	BA-Language	2	300000.00	750000.00	60%	150%	+	-

The Eurostars Programme is powered by EUREKA and the European Community

4. Participant

4.7.5 Comment

The amounts are estimated and depend on the acceptability, usability and performance of the BA-Language.

7644 BA-Language, 23 of 24

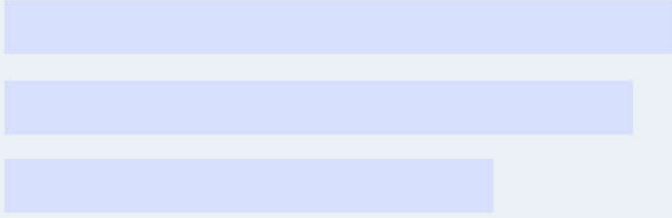The Eurostars Programme is powered by EUREKA and the European Community

4. Participant

The Eurostars Programme is powered by EUREKA and the European Community