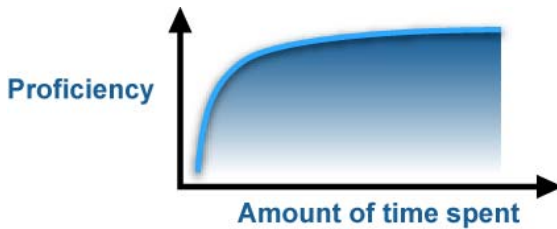


10 reasons why you need BP Visual ARCHITECT

1. Easy to Learn with an Intuitive User Interface

BP-VA is based on the most intuitive resource-centric design, which provides a GUI that allows users to navigate around, with minimal learning time. In fact, many of our users told us that they become spoiled by its one-click diagramming features. With BP-VA, your company can minimize the learning costs and maximize the productivity of individuals as well as teams.

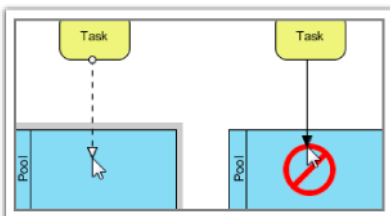


2. Easy to Manage Complex Business Process Models

Our user-friendly GUI often exceeds our customers' expectation with its ease of use. Auto-stretch pool, task to sub-process with a single-click, callout shape, sweeper and handi-selection are just some of our popular features.

3. Validate Business Process On The Fly

Unlike many other tools, BP-VA does not require memorization of all the rules and syntaxes of BPMN. It allows analysts to concentrate on the design at hand rather than recalling notations. Also, the validity of the diagrams is safeguarded by the automatic rule checker in BP-VA. The reliability of your work is sure to go up.



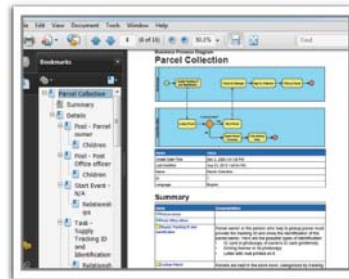
4. Extend and Customize BPMN

A Stereotype provides the capability to create a new modeling element, as a variation from an existing modeling element with a modified intent. BP-VA allows you to define your own "dialect" of BPMN through stereotyping: particular recurring modeling concepts that you want to express with a shorthand visual or text notation.

5. One Diagram Speaks Multiple Languages

We all appreciate the benefits of having a multiple language interface for an application, such as Microsoft Windows. Likewise, analysts working in multinational corporations often need to present their workflow designs to people from different parts of the world. If it is the case for you, our Nicknamer feature will help solve that problem.

6. Produce a Professional Looking Report In Just a Second



You can share your design with your customers, teammates or present your ideas to your boss in reports generated automatically in the format of your choice (PDF, HTML or MS Word) by BP-VA's Report Generator.

7. 100% OMG's BPMN Standard Notation Compliant

BPMN provides a standard way to graphically represent business processes in a business model. It is a common language shared by analysts who create and refine business models, technical developers responsible for implementation and business managers who supervise. BP-VA is 100% BPMN-compliant and supports the most up-to-date BPMN standards.



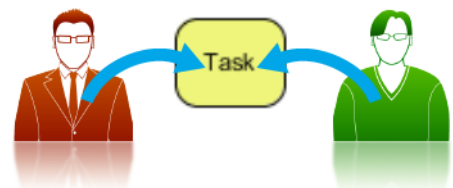
8. Affordable Price for Unbeatable Features

BP-VA will make your life easy. With just a few clicks, you can model business processes, manage complex workflows and produce professional looking reports. And it is incredibly priced from US\$118.5 (Modeler Edition) to US\$1198.5 (Simulacian).



9. Team Works in Parallel

Your team can work collaboratively and concurrently by using the VP Teamwork Server. It is fully integrated with CVS and the Subversion control platforms.



10. Visual Paradigm Also Uses BP-VA!

BP-VA is so great that we actually use it ourselves. It helps us model various parts of our business such as user support. We share the joy and concern our users might have. We plan and test our products extensively to ensure the best user experience.

Yes, you could say that we eat our own dog food!



For more information, please visit
<http://www.visual-paradigm.com/product/?favor=bpva>

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