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## **Sierra Atlantic and Entreon Build First Enterprise Business Modeling Solution**

*i<sup>3</sup>-Frameworks™ Promote Unified Business Model Across Enterprise*

**September 12, 2000—FREMONT, CA**—Sierra Atlantic, the i<sup>3</sup>-Frameworks™ company, and Entreon, the leading provider of Enterprise Business Model (EBM) Management solutions, today announced their partnership to integrate Sierra Atlantic's i<sup>3</sup>-Frameworks™ with EBM to leverage complex business models and associated rules stored in e-Business and enterprise applications. By integrating i<sup>3</sup>-Frameworks™ with EBM, companies can exchange enterprise information seamlessly across networked applications without re-inventing business models. As a result, the EBM solution speeds deployment of applications by leveraging readily available enterprise definitions and adapt to the continuously changing business landscape.

Companies implementing e-Business solutions need to ensure that the enterprise business model is consistent and logically identical across all software applications to process business transactions accurately and efficiently. Previously, defining business models within software applications has been an arduous and redundant task, taking several months to build and execute. Now, the integrated EBM solution delivers a unified view of the organization, from one business definition, that dramatically accelerates project delivery.

### **Frameworks Simplify Business Model Communication**

Sierra Atlantic's i<sup>3</sup>-Frameworks™ utilize Entreon's EBM, allowing companies to manage, track, and communicate changes to the business model across the extended enterprise, from front-office eCRM applications to back-office operational applications. "Sierra Atlantic offers pre-built business architectures and connection models necessary to launch our EBM solution," said James M. Crowley, vice president, Business Development, Entreon. "Sierra Atlantic's i<sup>3</sup>-Frameworks™ enable our EBM solution, StarBEAM™, to quickly connect to the complex mosaic of enterprise software applications."

Entreon's EBM solution provides a single repository of enterprise models that speed integration with other software applications. "Our partnership with Entreon extends our i<sup>3</sup>-Frameworks™ to provide faster collaboration for the Global 2000 and new-economy leaders," said Gokula Mishra, director, eCRM Solutions, Sierra Atlantic. "The EBM solution helps customers implement enterprise business models once, and speeds integration of software applications around these models."

## **About Sierra Atlantic**

Sierra Atlantic accelerates the deployment of collaborative commerce networks through i<sup>3</sup>-Frameworks™. Through trusted engineering partnerships with category-leaders such as Oracle, Agile, Siebel, Vitria and Nuance, Sierra Atlantic designs and develops breakthrough i<sup>3</sup>-Frameworks™ that power integrated e-Business processes through the extended enterprise. Founded in 1993, Sierra Atlantic is headquartered in Silicon Valley with offices in Dallas, Chicago, New York, London and Singapore. Sierra Atlantic leverages its India-based Global Development Center, Sierra Optima. Customers include the Fortune 1000 and emerging new-economy leaders, spanning high technology, communications, process and financial services industries. For more information, please visit [www.SierraAtlantic.com](http://www.SierraAtlantic.com).

## **About Entreon**

Entreon's mission is to help its customers develop and deploy Enterprise Business Model Management software solutions to better understand, analyze and manage the enterprise. Entreon is the innovator of Enterprise Business Model Management technology and the first software vendor to deliver an Enterprise Business Modeling Facility with the ability to formally capture and visualize, manage, broker, exchange, and communicate the complex enterprise business models of today. The Enterprise Business Model drives and synchronizes the business configuration of every enterprise application. Entreon's patent pending technology, delivered through the StarBEAM™ EBM software, enables management to understand the end-to-end profitability of its business model over time. StarBEAM delivers true "touch point" visualization of all B2B partner interactions.

StarBEAM supports and enhances these enterprise solutions: e-Commerce B2B (Partner Relationship Management), e-Commerce B2C (Customer Relationship Management), and e-Business Intelligence.

# Press Release



Privately held and located in twin cities of Minneapolis and Saint Paul, Minnesota, Entreon is the acknowledged leader in Enterprise Business Model Management software solutions. Customers include Fortune 500 companies spanning high technology, telecommunications, and manufacturing industries. More information related to Entreon and its StarBEAM software product can be found at [www.entreon.com](http://www.entreon.com).

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