

NEWS RELEASE

MID Invites You to the 10th Insight in Nuremberg

"Business IT Alignment by Modeling" at Insight 2012

Nuremberg, Tuesday, October 09, 2012 – MID GmbH: The Innovator user conference will be celebrating its 10th birthday with the motto "Business IT Alignment by Modeling", November 19-20, 2012 in Nuremberg. Guest speakers, including notable experts and book authors: Prof. Dr. Thomas Allweyer asks the question whether BPMN has delivered on its promises. SAP innovation strategist, Dr. Mario Herger, will be showing you how to use play instinct with Enterprise gamification for your company's success. World best referee of the decade, Dr. Markus Merk, will share some food for thought that can be used both on and off the pitch. Another highlight for the business IT alignment topic is Stephanie Borgert's talk on how to use holistic project management for communication between business and IT.

There will also be numerous user presentations from customers and partners who use Innovator in their projects, including Bundesagentur für Arbeit, DAK, Intend Geoinformatik GmbH and Solvistas GmbH.

MID managing director and product strategist, Jochen Seemann, will showcase the latest Innovator developments and give you a taster of what is held in store for the future.

The various workshop offers available, including the three hour power workshops the day before the Insight, as well as 45 minute taster workshops and short demo sessions on the day of the conference, allow each and every participant to get to grips with Innovator and learn as much or as little as required.

You can find more information about the Insight and register under www.mid.de/insight.

"We have come up with a new event concept peppered with highlights for the tenth Insight" explains managing director, Jochen Seemann, "Communication and exchange of ideas are important factors this year, as is the option to really get to grips with Innovator".

The three hour long power workshops are new this year and cover "Around the Business Modeling World in 3 Days", "From the Idea to the Architecture" and "The Road to Corporate Information Architecture". The power workshops will be held in the training center at MID's headquarters, Monday November 19, 2012, the day before Insight. Each participant will work at their own training computer. One workshop costs €333 and two booked together €555.

The main conference will take place Tuesday, November 20, 2012, in the Sheraton Carlton hotel, situated right next to the main railroad station in Nuremberg. Registration fees are €99. This includes conference documents, catering and the 45 minute taster workshops that will be running at the same time as the various talks.

There will also be an interactive lounge where smaller areas will hold various 20 minute running demo sessions. MID partners, including Ammonit EDV Consulting GmbH, HOOD GmbH and sepp.med GmbH, will also be demonstrating how they implement Innovator into their solution scenarios.

You can find more information and register under www.mid.de/insight.

MID – the modeling company

MID teams are focused on central modeling as a reference for extensive processes in companies and big IT projects. Top German companies and authorities rely on the products, knowledge and support provided by MID - the modeling company. More than 100 specialists put this vision of realizing efficient and effective IT systems with concrete requirements for processes and products into practice. And all this, for more than 30 years.

Processes are created in the standard notations BPMN 2 or UML 2 and can be seamlessly transferred into UML or ERM software models. The aim is to develop or generate executable code. A perfected rights and roles concept for all stakeholders, transparent collaboration and powerful functions ensure your model success.

www.mid.de

About Innovator

With Innovator 11 R4, MID offers a mature solution for corporate modeling of processes and IT systems. Extensive functions support the powerful product, specifically various roles within the company and projects. Innovator enables effective and efficient integration of business and IT thanks to current standards used and effective extensions for its applications. Innovator is available for various roles:

- Innovator for Business Analysts
- Innovator for Software Architects
- Innovator for Database Architects
- Innovator SAP Integration
- Innovator Office Integration

www.innovator.de

PR Contact

For more information about MID and Innovator, please call Renate Herrmann on +49(0)911-96836 68 36-677 or e-mail her at presse@mid.de