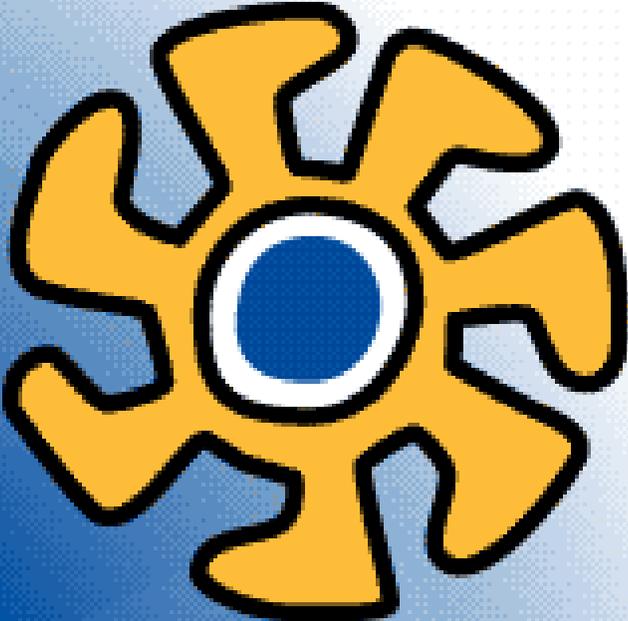


OMG

OMONDO



Presentation

March 23th, 2005





# OMONDO Overview

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**Business :** **Independent Software Vendor**

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**Headquarters** **Paris - France**

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**Research lab** **France & Croatia**

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**Employees** **11 (10 research members)**

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**Founded** **2002**

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**Financial Strength** **2004: Net Profit: 150,000 €**  
**2005: Estimated Net Profit: 500,000 €**

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**Customers** **US and EEC Fortune 1000 corporations**  
**100 customers – 300.000 Free Edition Users**

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**Products** **EclipseUML Free Edition - EclipseUML2 Studio Edition**

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**Services** **Support is exclusively related to EclipseUML Studio and provided by the research lab for non german speaking countries. No training, consulting or professional services are provided.**

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**Partners** **IBM – Eclipse Foundation add-in plugin member**

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# OMONDO Business Model

Target :	Architect/developers using Eclipse
Core Business	UML Eclipse
Market	Architect/developers using Eclipse and UML
Sales	Telemarketing in English, French and German to upgrade existing users from the free to the Studio edition
Strategy	To have as many as possible free edition users (300.000) and upgrade to Studio Edition (currently only 0.1 % have upgraded from the free to studio)
Expenses cut	No marketing, sales and presales teams. (usually over 50%) No offices and subsidiaries (usually over 15%) . Only research labs and internet investments.
Expenses cut benefice	About 90% of the generated revenue is reinvested in research. Our customers directly invest in their existing modeling tool and contribute to EclipseUML Free Edition



# The OMONDO Philosophy

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Respect  
Official  
Standards

**OMG**  
**W3C**  
**Eclipse**

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Promote

**UML2**  
**MDA**  
**Eclipse**

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Use non  
proprietary  
open  
source  
solution

**Eclipse**  
**EclipseUML2 metamodel**  
**GEF – EMF**  
**Hibernate**  
**XDoclet etc..**

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- April 2005**    **EclipseUML Studio 2.1**  
    –Eclipse 3.1 M6  
    –EclipseUML for Architect
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- May 2005**    **EclipseUML 3.0**  
    –JDK 1.5  
    –Hibernate in the Class Diagram
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- June-July  
2005**    **EclipseUML 3.1**  
    –Eclipse 3.1  
    – UML2 diagrams upgrade completed
-



# Build software fast and efficiently

Give Partners, Project Managers, Lead Technologists, Architects, Practitioners access to the same tool for the entire project life cycle (*four solutions in one product: EclipseUML Studio Edition*).

