BigLever Software and No Magic Partner to Enable a New Dimension in Model Based Systems and Software Engineering

New Solution Combines Product Line Engineering and Model Based Engineering to Deliver New Levels of Efficiency, Competitive Advantage for Companies Delivering Complex Product Lines

AUSTIN, Texas – April 4, 2016 – BigLever Software, the leading provider of Product Line Engineering (PLE) solutions, announced today that the company has partnered with No Magic, the premier standards-based modeling, simulation and analysis solutions provider, to deliver an integrated PLE and Model Based Engineering (MBE) solution – the No Magic MagicDraw/BigLever Software Gears Bridge. This new integration enables companies to achieve competitive advantage through the reduction of complexity, greater efficiency, increased product quality, enhanced scalability and portfolio diversity, as well as improved cross-functional alignment between engineering and operational roles.

"Product engineering organizations need a new approach for harnessing the ever-growing complexity of managing product variation across a product line portfolio," said Dr. Charles Krueger, BigLever Software CEO. "PLE has emerged as a game-changing engineering paradigm for addressing this need. By partnering with No Magic, and bringing MagicDraw into the PLE Ecosystem, we are creating a new dimension for Model Based Engineering with MagicDraw – one that combines PLE's innovative feature-based variation management capabilities with the powerful visualization, analysis, verification, and validation capabilities of MBE."

PLE addresses product complexity by dramatically simplifying the creation, delivery, maintenance, and evolution of a product line portfolio. It uses a shared set of engineering assets, a managed set of features, and an efficient means for automating production of assets for the product line. BigLever's Gears PLE solution and methods enable a unified *feature-based* approach across the full lifecycle, from portfolio planning to multi-discipline asset engineering and testing, product management, manufacturing, sales, and service. By providing a "single source of feature truth," PLE enables a holistic view into the feature variations for a product family, thereby eliminating the need for different variant management mechanisms across tools, processes and organizational functions.

"The No Magic global team is delighted to announce this partnership with BigLever," said Gary Duncanson, President and CEO of No Magic. "Our strategic alliance facilitates the work taking place by our commercial and defense sector customers as they endeavor to meet their large-scale product line and design variant deployment requirements. PLE has been of critical importance in many industry domains, including the automotive sector. The integration of PLE and Model-based Systems Engineering represented in this unique partnership simplifies and mitigates product design complexity, while at the same time providing equally impressive industry results of a two-to-ten-time gain in engineering metrics."

About the No Magic MagicDraw/BigLever Software Gears Bridge

No Magic's MagicDraw MBE platform is used by enterprises to replace document-driven artifacts with integrated and traceable models. The MagicDraw/Gears Bridge extends MagicDraw to operate seamlessly, efficiently, and effectively as part of the unified PLE lifecycle toolsets used by a growing number of systems engineering organizations.

The new Bridge allows engineers to use Gears PLE concepts and constructs as first-class systems engineering mechanisms for managing product line diversity in MagicDraw models, as a highly scalable alternative to traditional clone-and-own or manual variant management approaches. MagicDraw models can now be seen as shared assets within Gears-based production lines, and automatically configured for different products by making feature choices in a Gears feature profile.

About No Magic

One of the most respected providers of standards-compliant modeling, simulation and analysis solutions in the industry, No Magic is positioned by Gartner, Inc. in the Magic Quadrant for Enterprise Business Process Analysis Tools, and in the 2014 Gartner MarketScope and 2015 Market Guide for Enterprise Business Process Analysis*. The Cameo Suite supports the full enterprise application lifecycle from business requirements/planning through and including final testing with award-winning, OMG$^®$ standards-compliant products that efficiently model organizational structure, business processes, applications, information and technology. No Magic's MagicDraw supports multiple domain-specific models based on UML including BPMN, SysML. fUML, DoDAF/UPDM, MDD, SOA, unit testing, data modeling, simulation, concept and ontology. Professional services include training, consulting, custom applications and MagicDraw product customizations such as custom modeling domain diagrams, requirements management, team collaboration, design and analysis.

About BigLever Software

BigLever Software, Inc., the leading provider of systems and software product line engineering solutions and services, dramatically simplifies the creation, evolution, maintenance and delivery of a product line – a portfolio of similar products or systems with variations in features and functions. BigLever's patented Gears solution enables organizations to reduce development costs and bring new product line features and products to market faster, enabling businesses to more reliably target and hit strategic market windows. BigLever is based in Austin, Texas. For more information, visit www.biglever.com.

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