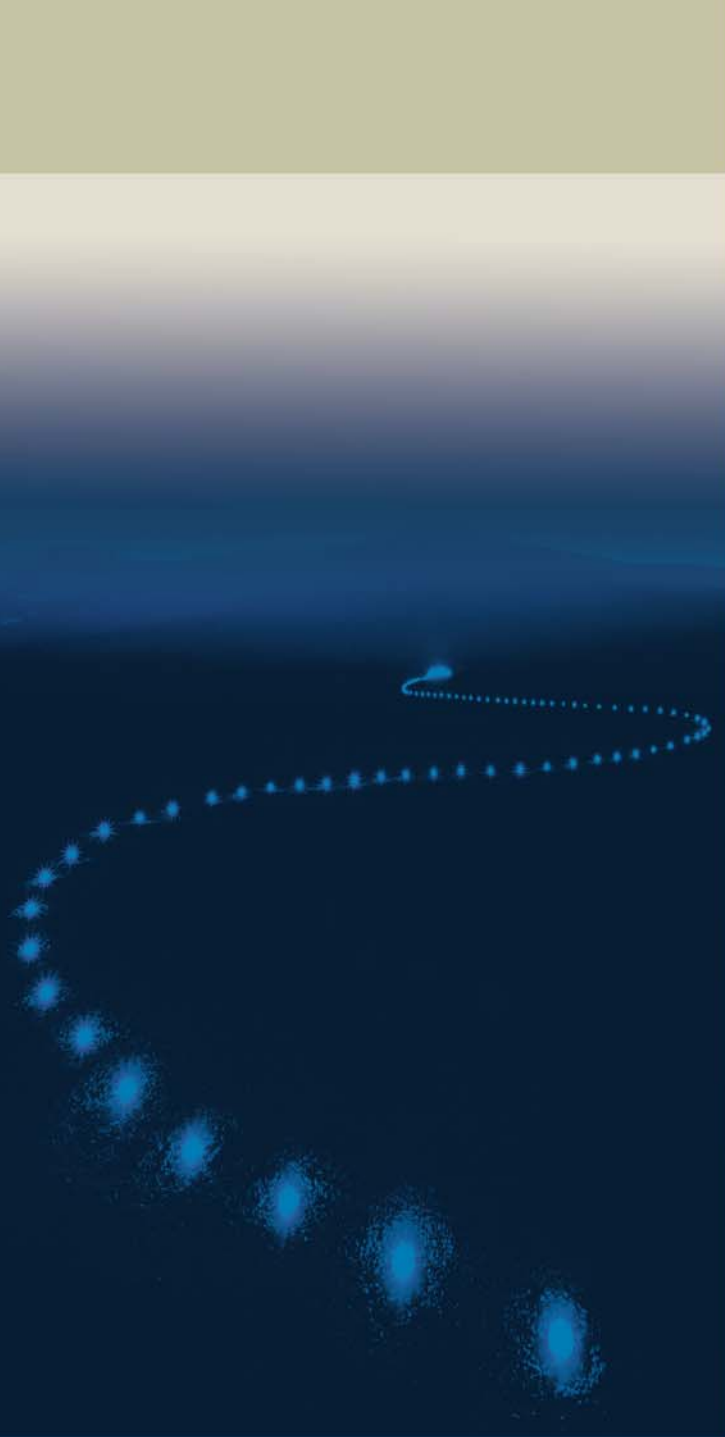


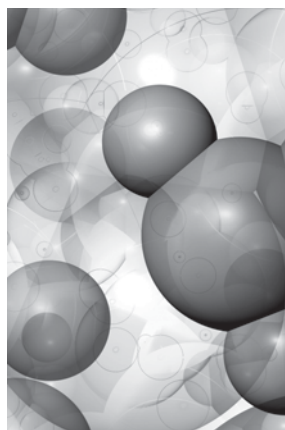
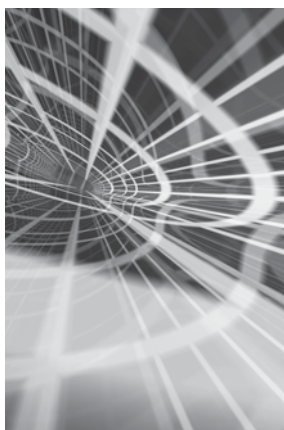


Business Process Excellence and Enterprise Architecture



Modeling Solutions for Process Excellence
and Enterprise Architecture







Since the creation of MEGA, the company's sole objective has been to supply the market with the best enterprise architecture solutions in order to provide client projects with significant added value.

Although modeling was first used by IT analysts to design systems, it has gone on to become a powerful way of meeting the demands of corporate governance projects. Modeling is now used to create new management tools for company executives. Its scope extends to organizational and quality management, as well as financial and risk management, which are feeling the pressure of tighter regulations.

Today, MEGA's main challenge is to offer solutions adapted to the needs of a wide spectrum of users with varying levels of technical knowledge. Our mission is to provide the advantages of enterprise modeling anywhere in the world, with a minimal learning curve.

To achieve its goals, MEGA focuses on methodology to provide assistance that is customized to the specific needs of each project. Our specialized consultants are trained experts in deploying these methods, which guarantees project success. On an application level, the MEGA software suite is an easy-to-use range of tools adapted to a new generation of users, combining flexibility with a powerful, logical and organized repository.

Moreover, thanks to our ongoing involvement in international organizations, MEGA actively contributes to the development of the modeling standards of the future.

MEGA was founded on strong human and professional standards, including the respect of individuals and ethical standards. We believe that our growth, our close working relationship with clients, and our industry leadership go hand in hand with our respect for these fundamental values.

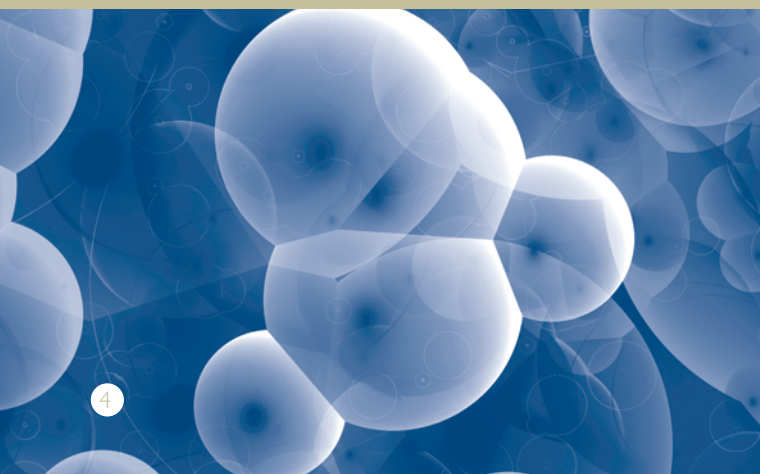
A handwritten signature in black ink that reads "Lucio de Risi". The signature is written in a cursive, slightly informal style. It is positioned on a light gray rectangular background.

Lucio de Risi, President & CEO

Facing the Unpredictable



*Managing change starts
with understanding business processes*



Existing in a Demanding Global Economy

To be successful, enterprises must constantly evolve, especially in a fast changing, worldwide environment. To respond quickly to unforeseen events, organizations must be agile.

Globalization both challenges the enterprise and diminishes its planning capabilities. Organizations are constantly reconfiguring themselves in order to adapt to changing conditions and improve competitiveness, while all the while reducing operating costs as much as possible. To make matters even more complex, new regulations, such as State initiatives to control and reduce macro economic risks, force executives to relinquish permanent control over their operations. As the ability to predict the direction of business becomes more complex, transformational skills become more critical.

Driving Enterprise Performance

Due to the complex obstacles faced when trying to add value for the customer, the enterprise must find innovative ways of organizing its business. This is the goal of Enterprise Governance.

Modeling makes it possible to control corporate assets, skills and resources with precision.

To remain competitive and productive, the enterprise needs to adapt, and at the same time, continue to manage its overall operations.

Developing new offerings while ensuring the best operating cost compared to market value requires ever greater organizational efficiency.

Modeling allows organizations to identify and understand value chains, the business processes for implementing them, as well as the resources - human or technological - that they use. Enterprise modeling thus provides executives with the best means for understanding a company's assets and how they can be used to build real transformational capabilities.

CIO AND CHANGE MANAGEMENT: A CENTRAL ROLE

Optimizing an organization means optimizing its resources while mastering its value creation mechanisms. It follows, therefore, that outsourcing a part of the IT Systems gives CIOs a new role.

If technical infrastructure management is to be outsourced, solutions for managing the information system must be found.

Modeling an enterprise's architecture, business processes, skills, management rules, and information systems is a critical management tool for the CIO when piloting a company's transformation project.



François Tabourot,
Chief Operating Officer

« *Mastering the Enterprise Model leverages competitive advantages and supports growth.* »

From Supporting Business Operations with IT to Creating Business Value with IT

Using technology to reduce costs has always been a key objective for CIOs. The new economy has taken this logic to the extreme, resulting in the emergence of virtual operations. In this context, the ability to build new organizations that leverage both human skills and technology poses a new challenge for CIOs.

IT is central to corporate operations. After having provided the user's workstation with new tools, it can in many cases replace the workstation altogether. The information system therefore has become one of the main drivers of a company's transformation and growth. But its rise also poses a new challenge: how to redefine the position of human resources in value chains. How can we find the best balance between human and technical resources?

How MEGA creates Value for its Customers



Modeling: clarity yields action



Business Efficiency and Agility through Modeling

The goal of enterprise architecture modeling is to provide executives with tools for managing corporate assets by simulating scenarios that anticipate reconfiguration requirements before changes are implemented.

By consolidating all business initiatives, enterprise architecture modeling paints a detailed picture of every dimension of a company, from strategy to operational resources.

Across a broad spectrum of projects, MEGA provides a consistent process for building a true enterprise repository.

Meeting Regulatory Compliance Requirements

Ensuring corporate compliance means demonstrating to regulators how resources and operations are controlled. This is common to all the new regulations that executives face today including Sarbanes-Oxley and Basel II. Because regulatory compliance pressure comes from outside the company, it can be the ideal starting point for the introduction of enterprise architecture modeling.

Achieving and maintaining regulatory compliance offers a real opportunity: it provides executives with the means to drive future corporate transformations. MEGA can enable you to meet specific compliance requirements, while gradually building a common knowledge repository that can be used to comply with other current and future regulations. As a result, MEGA's process makes it possible to meet short term regulatory requirements, while ensuring compliance longevity. By building an enterprise repository, other business initiatives that require enterprise process models can utilize those that have already been developed for a specific compliance project.



Driving Business Transformations

Enterprise architecture modeling is the best management tool for implementing a corporate strategy. It provides any one person at any time with a clear and consistent view of their contribution to the global transformation project.

A purely economic view of the enterprise has dominated corporate thinking for too long. New strategic thinking needs to integrate corporate operations. Why? Because how a company puts its products and services into operation is often the company's main competitive advantage.

With MEGA, business modeling results in enterprise maps, covering pure strategic objectives and customer value chains down to everyday operations.

- It provides an understanding of the starting point of any transformation project
- It ensures the definition of possible targets
- It supports the description of improvement paths

MEGA is compatible with the main performance measurement systems (Balanced Scorecard, Activity Based Costing, etc.) and is built on the best choices of methodologies and associated indicators. It also reuses existing model libraries (ITIL, eTom, etc.).

Controlling IT Value

More than ever, IT investments are made in terms of business opportunities.

Increasingly, CIOs must optimize business IT according to cost. Mapping IT systems ensures maximum control.

Since enterprise architecture modeling provides executives with corporate asset management tools, it also provides CIOs with the means of managing IT resources. Thanks to its consistent enterprise and IT governance processes, MEGA is a powerful enterprise architecture solution for CIOs. By mapping IT system descriptions with enterprise value chains, MEGA can measure IT costs in relation to true business issues. It provides the best means for real IT governance.



MEGA's Expertise



MEGA's solutions are based on our extensive experience working with government agencies and Fortune 500 companies worldwide.



As a leading independent provider of Enterprise Architecture methodologies, MEGA has developed unique expertise in all modeling-based projects. Whatever the issue, MEGA's consultants systematically stick to a modular and proven approach. By structuring the use of modeling methodology, MEGA is able to demystify complex organizational environments.

A Proven Modeling Methodology

MEGA calculates the added-value of its consulting assignments using a powerful business modeling methodology that is based on:

- Detailed analysis of the relationships between the enterprise and its environment, as well as between different business units within the enterprise
- Functional description of business processes (what), which makes it possible to assess the current situation and construct target paths (how)

Having proved its effectiveness on numerous projects, MEGA's modeling methodology is continuously improved in order to adapt to all business applications, such as IT systems analysis and design, IT city planning, business transformation and change management, operational risk management and regulatory compliance.

In order to ensure project success, MEGA's methodology includes:

- A complete and detailed meta-model, covering all enterprise modeling views
- A set of project management processes that detail the sequence of steps and models to be produced for a given situation

In addition, MEGA regularly contributes to 21st century modeling standards and invests a significant part of its revenues in research and development of these standards. Today, for example, MEGA participates in international standard bodies, such as OMG (Object Management Group) and the Open Group.

A Team of Specialized Consultants

Modeling project management is a skill unto itself. MEGA provides its clients with a high-level consulting team that is uniquely qualified to handle enterprise architecture modeling projects.

By combining a pragmatic approach with a powerful modeling methodology, MEGA offers a skill set that is unique on the market.

Day in and day out, MEGA consultants are involved in numerous projects where business process analysis and modeling provide a crucial advantage in developing effective management tools:

- Best practices identification and sharing
- Business process optimization
- Value chain management
- Operational risk management
- New regulatory compliance (Sarbanes Oxley, Basel II, etc.)
- Quality management and ISO certification
- ERP Adoption
- IT City Planning and IT Governance
- Enterprise Data architecture

« With over 100 consultants specialized in business modeling, MEGA offers a unique talent pool in Enterprise Architecture. »

Terence Lee,
US Consulting Director

« The end product of every consulting assignment is leveraged using a consistent, shareable and reusable business repository. »

Ludovic Relandeau,
Country Manager UK

« Understanding how people, information, and resources interact is essential to improving value creation and delivery. »

Claudio Pucci,
Consultant Manager, Italy

« Creating a view of the enterprise architecture that is both business- and IT-centric enables the optimization of business-critical functions and facilitates decision-making. »

Martin Sharp,
Director Consultancy Services, UK



« MEGA offers consistent and comprehensive capabilities across all enterprise architecture topics in order to ensure reusability of past work for new and complementary projects. »

Jacques Mercey,
VP Research & Development, MEGA

Internationally renowned Modeling Tools

As soon as office automation tools appeared on the market, MEGA decided to develop a modeling environment to support its processes and methodology.

In 1986 MEGA developed the first European enterprise modeling software for Windows. Today the MEGA software suite is widely deployed and used by more than 35,000 people worldwide.

A real added-value to the company's offering, MEGA modeling tools integrate both the company's methodology and enterprise modeling processes.

Based on a common, shared repository, the MEGA software suite contains all the modeling tools required for any project:

- MEGA Process for Value Chain and Business Process Analysis
- MEGA Architecture for IT Systems Mapping and Governance
- MEGA Business Data for Corporate Data Architecture modeling
- MEGA Simulation for Business Process and Organizational Simulations
- MEGA Designer for IT Systems and Database Design

MOKA is a methodological toolset that enables the sharing of best practices in modeling. Thanks to MOKA, MEGA provides users with customizable methodology libraries to guide them through the implementation of their modeling project.

International Expansion



In accordance with its worldwide leadership strategy, and to support the increasingly international dimension of its customer projects, MEGA has taken a two-pronged approach:

- First, MEGA recruits business and information systems consultants from the best schools, in order to provide its customers with the finest resources anywhere in the world. Representing 15 different nationalities, MEGA consultants can handle projects in any cultural context.
- At the same time, MEGA has established local operations as the new basis for its worldwide business development. It has subsidiaries in the United States, the United Kingdom, Germany, Italy and Japan and representatives in Canada, Mexico, North Africa and anywhere else our customers require project support.

An Active Community

Today, more than 1,500 clients worldwide, from a vast range of industries, can testify to the value of MEGA's approach and use enterprise architecture modeling for their business projects.

Among them:

AIP Assicurazioni, Airbus, Alitalia, Allianz, Alstom, Amadeus, ASM Brescia, Auchan, Avenir Telecom, Aviva, AXA, Axtel, Banca Finemiro, Banca Pop. di Bari, Banca Pop. di Puglia e Basilicata, Banco Pop. di Verona e Novara, Banque Accord, Banque Cantonale Vaudoise, Banques Populaires, Banque Rothschild, Bouygues, BNP Assurances, British American Tobacco, Caisses d'Epargne, Caixabank, Caterpillar, Cardinal Health, Carrefour, Carrier, Carta SI, Cegetel, Celesio, Cofinoga, Comau, Council of Europe Development Bank, Cour des Comptes, Credit Agricole, Crédit du Nord, Crédit Lyonnais, Credito Emiliano Group, Darty, Delta, Department of Transportation, Dexia, DirectTV, EADS, EDF, Endel, Euroclear, Eurofactor, Eurostar, Eutelsat, Finaref, France Telecom, Givaudan, Groupama, Hartford Financial Group, ICCREA Group, Intesa Leasing, Italcementi Group, Italtel, KBC, KBL, La Poste, Legal & General, Levi Strauss, Lombardia Informatica, LVMH, Mars, Mediolanum, Michelin, Natexis, Nextra, Ministère de la Défense, National Defence Canada, Nissan, Novartis, Noos, Orange, Philip Morris, Poste Vita, RAI, Renault, Rheinmetall, Richemont, Royal & Sun Alliance, Sanofi Aventis, Saras, SFR, SNCF, Société Générale, Suez, Target, Thales, The Phone House, Total, Tractebel, Unicredit Group, Veolia, Vitro, Winterthur, Wyeth...



Knowledge transfer through MEGA University

The modeling expertise accumulated with each project is taught at the MEGA university. It is a one-of-a-kind place for active methodological research and development, based on real experiences. It is the main means for sharing knowledge, and in particular best business modeling practices among teams. The University is MEGA's best asset for ensuring a high level of consultant expertise, and consulting assignment excellence everywhere. It also plays a key role in MEGA's international development.



Created in 2005, the Business Performance Club is aimed at senior-level management and IT executives. This community is a place for business professionals to share their experiences and important information concerning business modeling. The community is comprised of a large network of influential professionals in Europe and the United States.

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