

Press Release: Object Insight has joined the Rational Business Alliance Program

Ann Arbor, Michigan, November 21, 2002 - Object Insight has announced that it is now a member of the Rational Business Alliance Program. When asked about JVISION and his decision to join the Rational Business Alliance Program, Dr. Ron Suarez, president of Object Insight had this to say:

"First of all, I never positioned JVISION as a competitive product with Rational Rose. The two tools serve different purposes. JVISION was always meant to fit into a much different niche than Rational Rose and we will continue to support our JVISION customers around the world. More than a few times while exhibiting at JavaOne, people in the Rational booth directed show visitors to our booth. I think some have seen us as a feeder company, getting people ready to cross over into Object Oriented methodologies by providing very simple and therefore very easy to use approaches to getting started. So we have had a philosophy of "less is more" with JVISION, while at the same time recognizing that the size of the project and the culture of the development team are very important factors in determining the appropriate tools and how to use them. I have been involved with Object Technology since the 1980's. I founded and ran Arbor Intelligent Systems from 1988 until I sold it in 1998. Arbor Intelligent Systems focused on Smalltalk tools, training and consulting in manufacturing, telecommunications and financial applications. So I lived through the methodology wars and was happy to see UML finally emerge as a standard in 1996. Today, the arguments are not so much about which methodology to use, but rather, whether a company can afford to do any real analysis and design. The answer, many have given to this problem, is that you cannot afford to not do proper requirements gathering and put good software engineering practices into place. But, this response just put many development teams between a rock and a hard place. They finally realized the importance of analysis and design, but could still not figure out how to get started with it. This is the place where Object Insight is now positioned with training and mentoring services. Having been the developer of a "minimalist" UML tool, we are uniquely qualified to guide people step by step, as they get started with graduating into more complex tool sets.

In the past few years Rational and their consultants have become a lot more flexible regarding their recommendations for getting started with the Rational Unified Process (RUP). Today people realize that RUP is a framework and teams need to understand how to select from that framework what they will need for a project. This attitude change, plus great improvements to the usability of Rational Tools lead us to start working with Rational Rose more frequently in our consulting practice. During 2002, Object Insight has worked with four different teams on various projects at Unisys. Some of the people we taught and mentored had been doing Cobol development for 30 or more years and were totally new to thinking in an object oriented way. By carefully choosing how to introduce key aspects of RUP and selecting a focus on where to start using Rational Rose, we were able to help geographically distributed teams do a much better job at communicating with each other during analysis and design. So, we finally decided it was time to make our relationship with Rational official."

More about Object Insight

For more info about Object Insight's products, training and service offerings see:

<http://www.object-insight.com>

or call (734) 669-0400

About Rational

Rational Software Corporation provides a platform for software development that speeds time-to-market while improving software quality and predictability. Rational's platform for software development combines software engineering best practices, integrated market-leading tools, and professional services to help organizations accelerate success. For more info see:

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