

Doreen Evans Associates Inc. Selects Blueprint for Business Analysis Alliance

Alliance Enables Clients to Improve Application Quality and Reduce Costs

August 31, 2011, Toronto, ON and Boston, MA – Blueprint, the global leader in requirements solutions for software business analysts, and Doreen Evans Associates Inc., one of the foremost providers of business analysis services, today announced an alliance whereby Doreen Evans Associates Inc. will resell Blueprint Requirements Center and provide related consulting and mentoring services to their broad client base.

Doreen Evans Associates, Inc. (DEA) is one of the longest-running consulting organizations in the requirements space, specializing in enterprise architecture, business process, and requirements definition and management solutions for customers who undergo business transformation ranging from evolution of supporting technologies and systems to mergers or acquisition. Since 1992, DEA has overseen hundreds of transformative projects across many industries in companies such as Manulife Financial, New York Life, Verizon, Blue Cross / Blue Shield, and Pfizer.

"Doreen Evans Associates Inc. has built an impeccable reputation as one of the strongest players in business analysis and they are recognized experts in requirements definition and management," said David Nyland, Blueprint's Chief Executive Officer. "The professionals at DEA have an enviable track record of delivering high-quality business solutions for two decades leveraging extensive experience and a knowledgebase of best practices that are second to none. We are thrilled at Blueprint to have DEA incorporate our Requirements Definition and Management software as a central component of their client engagements."

"Blueprint's approach to supporting the requirements lifecycle is exceptional," said Doreen Evans, DEA's President and Chief Executive Officer. "DEA has been in the requirements business for 20 years and we consider ourselves BA tool experts, having used repository-based architecture modeling tools on all of our client projects. After a comprehensive evaluation of requirements definition and management software solutions, it was clear that Blueprint's technology for helping business analyst teams define, validate, and manage requirements was outstanding. We see this partnership as an opportunity to deliver even greater value to our clients and ensure success for their projects."

In addition to reselling and consulting on Blueprint's products, Doreen Evans Associates and Blueprint are planning a number of joint-marketing initiatives over the coming months.

About Blueprint:

Blueprint is the world leader in requirements management solutions for enterprise application development. Its patented requirements definition and management software improves the

expressiveness and quality of requirements, dramatically reducing the miscommunication that leads to rework, delays, and budget overruns. With Blueprint's solution, business analysts clearly express requirements using a range of visual formats that are integrated to enforce consistency and remove conflicts, stakeholders understand and efficiently validate the requirements, and the team effectively leverages them throughout the entire lifecycle. Blueprint dramatically improves the software development lifecycle, accelerating delivery times and reducing costs for hundreds of major corporations. Headquartered in Toronto, Blueprint has sales offices throughout North America. Visit www.blueprintsys.com.

About Doreen Evans Associates, Inc.:

Doreen Evans Associates, Inc. (DEA) is a consulting firm committed to Business Analysis and Requirements Excellence. DEA helps organizations establish, institutionalize and maintain best-in-class Business Analysis competency, and offers experienced business analyst practitioners to fill the skills gap found in many companies. DEA is aligned with the International Institute of Business Analysis (IIBA) and incorporates IIBA best practices into a practical approach to fit the unique needs of each client. Founded in 1992, DEA is wholly committed to the business analysis profession, utilizing and continuing to improve a best-of-breed Requirements Life Cycle Process, enabled by robust and comprehensive BA tools and delivered by highly proficient, professional Business Analysts.

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