



VENDOR DATA

MEGA International
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Founded: 1991

Ownership: Private

Employees: 250

Employees in R&D: 40

Total Company Revenue: NA

Key Partners:

- Filenet
- Compuware

Reference Accounts:

- Blue Cross Blue Shield
- Michelin
- Dept. of Transportation
- Enterprise Rent-a-Car
- AXA
- Morgan Stanley

Product: MEGA Modeling Suite

Number of Installations: More than 1,800 customers worldwide.

Selected Products

MEGA Modeling Suite

- MEGA Process
- MEGA Architecture
- MEGA Designer
- MEGA Business Data
- MEGA Simulation
- MEGA Advisor

MEGA GRC Platform

- MEGA Control and Risk
- MEGA Control System Manager

PRODUCT BRIEF

MEGA Modeling Suite

COMPANY OVERVIEW

Founded in 1991 in Paris, MEGA International has grown to be an enterprise architecture solutions provider with a business process modeling perspective.

MEGA International's new version of its MEGA Modeling Suite has added a new component, MEGA Advisor, to the comprehensive set of tools that enable enterprise architecture (EA) and business process analysis (BPA). MEGA Advisor is an on-demand, web-based reporting application intended for users that need access to essential business process modeling information. The tool adapts to the viewer's perspective and filters through all of the information in the EA repository to present the relevant information via a web portal to the user. The latest version of MEGA Modeling Suite also includes interfaces to third-party complementary toolsets for EA and BPA. With a customer base of more than 1,800, including large enterprises such as Michelin and Philip Morris USA and more recently many government agencies, MEGA is an established player in the enterprise architecture market.

COMPANY STRATEGY

- Focus on a direct sales model in large markets in the Americas, Europe, and Asia, where MEGA has a developed a solid presence. Use indirect sales relationships to build newer markets, including Africa, Australia, and Mexico.
- Partner with technology experts that complement the MEGA Modeling Suite, including offering interfaces to popular third-party tools from IBM, SoftwareAG, and Systar
- Offer targeted solutions to meet specific business needs, such as governance and compliance, and tools such as MEGA Advisor, for delivering the right information in a timely manner to a variety of corporate users.

IMPLEMENTATION STRATEGY

MEGA International works closely with its customers to identify the goals and objectives of a specific project. In most cases, customers either want to launch a specific type of technology, such as business process management, or they have an explicit business problem to address. MEGA will help the customer define their goals and the roles of each team member and then develop a plan using MEGA's proven methodologies, software solutions, and consulting expertise to execute the project. The ultimate goal of most projects is a phased approach toward enterprise architecture, and MEGA offers a four-layer framework to define how enterprise architecture can be implemented with tangible business benefits.

The average implementation time for a project tends to be three to six months. Sales are split between software and services, reflecting the strong consulting arm that MEGA is known for. MEGA works closely with its customers to provide the best vertical expertise possible, and has been able to ramp up quickly in new areas. The MEGA Modeling Suite supports a variety of standard data exchange formats including WSDL, BPEL, and UDDI, to enable the end-to-end management of services-oriented architectures. The latest interfaces released in the MEGA Modeling Suite, including IBM WebSphere Integration Developer, SoftwareAG CentraSite, and Systar BusinessBridge, will enable customers to more quickly integrate their EA and BPA efforts with leading BPM, SOA, and BAM solutions.

ROI ASSESSMENT

Process Improvements

One MEGA customer found after deploying the MEGA enterprise architecture solution to aid with compliance reporting, staff efforts in subsequent years for reporting consumed only 10% of the time used previously.

Warning Signs for Projects

- Companies focused on a specific type of technology rather than looking at the bigger picture.
- Companies that don't properly identify all of the aspects of a process-related problem, both technical and non-technical.

MEGA International's approach is to work closely with customers to define their process issues and create a methodology that will deliver a clear ROI.

Upside Take

MEGA International has had notable success in the government vertical market bringing in process optimization that delivers ROI. The latest version of the MEGA Modeling Suite will further enable the company to reach out to a variety of vertical markets, especially with the MEGA Advisor to engage end users that are not directly involved in modeling but need access to operational data related to EA and BPA.

CRITICAL SUCCESS FACTORS

- Continue to increase market share in North America, especially on the commercial side with EA and BPA-related capabilities.
- Successfully position the MEGA Modeling Suite as an enterprise process analysis and enterprise architecture solution that can complement business process management engines.
- Bridge the gap between the enterprise architecture and the business process management messages to successfully engage both IT and business stakeholders in sales.
- Launch additional market-driven solutions such as MEGA's recently released Governance Risk and Compliance (GRC) Platform and the new MEGA Advisor.

UPSIDE ANALYSIS

MEGA has a long history of being able to help enterprises solve their most pressing process-related problems. Therefore, Upside Research believes that MEGA has the potential to go far with its business process analysis capabilities and enterprise architecture solutions. The latest release of the MEGA Modeling Suite addresses many market needs, including the new MEGA Advisor tool. In a previous Product Brief, Upside Research stressed the importance of MEGA finding a way to successfully engage both IT and business stakeholders in the discussion around process modeling and enterprise architecture. Because both business and IT leaders are critical to the success of an enterprise initiative, we recommended that MEGA continue to define how its MEGA Modeling Suite offers solutions designed for both sets of individuals.

The MEGA Advisor demonstrates that MEGA understands this relationship between the two entities in an enterprise. The tool provides a way for non-modeling-oriented users to gain access to critical operational data in a way they can most easily consume it. Upside Research believes that this and other similar tools will help MEGA move its solution closer to the heart of the business-technology nexus in its customers and thereby establish itself as indispensable to corporate strategy and day-to-day operations.

About Upside Research

Upside Research is a research and consulting firm focused on helping clients put application development, Web services, business process management, integration, and enterprise infrastructure challenges in perspective.

Upside Research helps organizations find practical ways to achieve their IT goals and profit from the diversity of a changing technology landscape.

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