

## PRESS RELEASE



# Gentleware presents its Community-Based Product Strategy

## UML 2.0 is not the highest priority of UML Customers at the present time

Hamburg, September 21, 2004. Gentleware AG, international producer of UML tools, presented its new product strategy, which is based on a strong involvement of the users of the Poseidon for UML tool. According to a customer survey, UML 2.0, the upcoming version of the UML standard from the OMG, is not yet the main concern within the Poseidon community. Accordingly, product functionality and comfortable product behavior has been given priority during release planning, rather than the complete integration of UML 2.0.

In the future, customers alongside with the Hamburg software producers will decide in which direction product development will go. After a large-scale customer survey in which the users of the tools indicated their top priorities, Gentleware modified its planning in accordance with the customers' requests. Thus, topics like an IDE integration with Eclipse, extensions to printing abilities, and team capability are the focus of attention. From this point forward, the Poseidon community will regularly receive the opportunity to actively communicate to the company their product expectations, and to thus considerably affect the development of the roadmap.

The recent consumer survey indicated that the integration of UML 2.0, which had top priority up to this point, is currently not the main concern of users. Instead, product functionality and product behavior are clearly the center of attention. "The priority in the product planning has been decided with the daily user in mind. For these users, the complete integration of UML 2.0 is

Schanzenstraße 70  
20357 Hamburg  
Germany  
Tel. +49 (0)40-2442 5330  
Fax. +49 (0)40-2442 5331  
info@gentleware.com  
www.gentleware.com

Vorstand  
Dr. Marko Boger, CEO

Aufsichtsratsvorsitzender  
Dr. Peter Slabschi

Commerzbank Hamburg  
Swift Code: COBA DE-HH  
BLZ 200 400 00  
Konto-Nr. 15 555 80

HRB 79792  
Amtsgericht Hamburg  
Steuernummer 25/883/00903  
VAT-ID: DE 214731075

nice to have, but the direct uses are not yet immediately evident to the customer at the present time," explains Dr. Marko Boger, founder and director of Gentleware. "With topics like an Eclipse integration or extended printing capabilities, the increase in functionality is immediately noticeable in daily work."

The direct exchange of ideas with the user community is not new for the company, due to its roots in the open source project ArgoUML. With the new product strategy, customer feedback flows directly to the product planning roadmap and brings the product even closer to the customer demands. The new roadmap is available for viewing at the Gentleware home page, [www.gentleware.com](http://www.gentleware.com).

## About Gentleware

Gentleware AG was founded in 2000 in Hamburg, Germany, and develops tools for software modeling based on the Unified Modeling Language (UML). It is led by the founder and Board of Directors member Dr. Marko Boger, who for a long time previous was the driving strength behind the open source project ArgoUML.

The product line "Poseidon for UML" is the leader in UML tools, with over 600,000 downloads worldwide. In addition to the free Community Edition available on the Gentleware webpage ([www.gentleware.com](http://www.gentleware.com)), various commercial editions with an abundance of the most up-to-date functionalities are available for the professional use of UML. Poseidon for UML is characterized in particular by its high degree of usability and its conformity to international standards. Gentleware has the know-how in pointing the way in training and consulting as well as with the development of customized tools.

## Contact

Gentleware AG  
Nicole Fischer  
Schanzenstr. 70  
20357 Hamburg  
Germany  
Direct: +49 - 40 - 29 89 85 76  
Tel: +49 - 40 - 24 42 53 30  
Fax: +49 - 40 - 24 42 53 31  
[nicole.fischer@gentleware.com](mailto:nicole.fischer@gentleware.com)  
<http://www.gentleware.com/>