

**RAVENFLOW, ASPE AND IIBA OPEN
THE 2010 BUSINESS ANALYST SALARY SURVEY**

Emeryville, CA—August 10, 2010—Ravenflow, a leading provider of requirements definition software solutions, today announced the opening of the second annual Salary Survey for Business Analysts. The 2010 survey, hosted by ASPE, Inc. and endorsed by the International Business Analyst Association (IIBA), examines compensation as it relates to education, experience, location, company size, certifications and related factors.

Participation is open through September 10 at <http://2010-BA-Salary-Survey.questionpro.com>. Participants will be invited to view the results in a live webinar with Ravenflow in October.

“Last year, more than 2,500 business analysts from the U.S. and Canada participated in the survey,” said David Mantica, president of ASPE. “This established a great baseline for the industry. Our goal is to have even more respondents this year, so we can better identify developing trends, career patterns and training needs.”

The 2009 survey revealed that business analysts had an average annual salary of \$71,000 - \$80,000. However, many analysts expressed concerns that the economic climate would have a negative impact on future compensation. The 2010 survey should reveal whether those fears were grounded.

“When we broadcast the 2009 Salary Survey results, it was one of the year’s best attended webinars,” said Susan Boers, president and CEO of Ravenflow. “I am pleased that Ravenflow not only provides business analysts with solutions that improve their day-to-day jobs, but also facilitates delivery of important information that will assist them in career development.”

“IIBA was keen to be involved this year. Salary information is a critical part of the value we provide to the business analyst community,” said Kathleen Barret, CEO of IIBA. “As an organization, we are dedicated to helping our members develop and succeed. We believe this survey will increase awareness of what we do on a global basis.”

To participate in this important survey event, please visit <http://2010-BA-Salary-Survey.questionpro.com> by September 10. Participants will have the option to receive the results directly via email, or they can join Ravenflow’s live webinar results event. Webinar details will be announced later.

About Ravenflow

Ravenflow is a leading provider of process visualization and requirements definition software that allows companies to gain better insight, clarity, and quality in their process improvement and

application development projects. Leveraging a patented natural language engine, Ravenflow helps companies analyze and visualize their business processes, application requirements, and system engineering needs. Ravenflow recently received the 2010 IBM Jazz Innovation Finalist Award, the 2009 Jolt Productivity Award, 2009 IBM Rational ISV Partner of the Year Award, and was selected as a Gartner “Cool Vendor in Application Development.” For a test drive, please visit www.ravencloud.com.

About ASPE

ASPE, Inc. is the parent company of four premier training divisions. With a catalog of over 500 courses including courses in Agile Methods, Project Management, Requirements & Business Analysis, Software Testing, and Enterprise Architecture, our mission is to eliminate skills gaps and transform complex business challenges into strategic capabilities. Over 2000 events have been held, training more than 20,000 people each year. ASPE offers courses delivered through highly regarded onsite (private) delivery practice which allows customers to customize content to their specifications, or via public open enrollment classes. For more information about ASPE training, please visit www.aspeinc.com.

About IIBA

International Institute of Business Analysis (IIBA) is an independent non-profit professional association serving the growing field of business analysis. For individuals working in a broad range of roles – business analysis, systems analysis, requirements analysis or management, project management, consulting, process improvement and more – IIBA[®] can help you do your job better and enhance your professional life. IIBA has become the leading association in the world of business analysis through the creation of the *Business Analysis Body of Knowledge*[®] (BABOK[®]), the collection of knowledge within the BA profession reflecting the current generally accepted practices. We help business analysts develop their skills and further their careers by providing access to unique and relevant content and member forums, as well as through our Endorsed Education Provider (EEP[™]) Programs. To become a member of IIBA, please visit www.theiiba.org.

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