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**Action Technologies Inc.'s Collaborative Solution Wins
Highly Coveted Industry Award For The Third Year In
A Row**

March 7, 2002 - Alameda, Calif. - Action Technologies' nominated customer has won the prestigious *Global Excellence in Workflow* award again. This makes Action's solution the only solution worldwide to have won both the *Global Excellence In Workflow* award and the *Microsoft Industry Solution* award three years in a row. Each of Action's customers associated with these awards has benefited from Action's unique ability to turn business process advantage into competitive advantage. Action Technologies is honored to be a part of the success experienced by these customers - WorldCom Inc., Ford Motor Company, Lockheed Martin, R.R. Donnelley & Sons, Lubrizol, and Pacific Gas and Electric Company.

Action's submission once again exemplified that companies who work collaboratively with their customers and suppliers to reduce cycle times in key elements of the value chain create competitive advantages. Over the past three years, Action's award-winning applications for the *Global Excellence in Workflow* award have shared similar characteristics. Action's nominated customers have had major accounts that make up a substantial percentage of their total revenue. When one of these major accounts makes a request for custom goods or services the company is eager to negotiate how and when they can deliver on the request because the contract value is always high. Moreover, if they cannot deliver on the unique requests from their most valuable customers they risk losing the account to a competitor. Finally, each of the three applications involved employees, customers, and suppliers collaborating across corporate boundaries.

By implementing Action's solution, these award winning companies have given their cross corporate boundary teams the visibility to track accountability in each phase of negotiating, delivering, monitoring and measuring the engagements for custom work with major accounts. Knowing, in real-time, who needs to take the next action ensures nothing slips through the cracks. Involving the customer in every step from design to delivery reduces misunderstandings and rework. As a result, cycle times have been reduced by 25-50%, productivity often increased by more than 100%, and customer satisfaction ratings dramatically improved.

Time and time again, Action's customers have proven that reducing cycle times in key elements of the value chain creates competitive advantage. To read more about these customer success stories please visit us at www.actiontech.com.

About Action Technologies

For more than 20 years Action Technologies (www.actiontech.com) has delivered award-winning Business Process Management (BPM) software that reduces the time and cost of decision-driven processes by 40-60% and typically generates returns of more than 300%. The ActionWorks® Suite enables our leading global customers to analyze, redesign, implement and continuously improve their operations through a patented system for managing negotiations and commitments.

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