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Action Technologies Listed in the Visionary Quadrant in Magic Quadrant for Business Process Management

July 21, 2004 – Oakland, Calif. - Action Technologies (www.actiontech.com), a 20-year-old software firm specializing in business process management, has been positioned in the "visionary" quadrant in the Pure-Play BPM 2004 Magic Quadrant* released by analyst firm Gartner, Inc. (NYSE: IT and ITB). Gartner's quadrants evaluate technology firms based on their ability to innovate, differentiate their products and grow their business. According to Gartner, "the prospects for a vendor and its customers will be strongly affected by the strength of its vision." Gartner defines vendors listed in the visionary quadrant as having a clear vision of market direction and are focused on preparing for that, but they can still improve in terms of optimizing service delivery.

Action Technologies' ActionWorks® suite is the only BPM software that models the "natural" ways that knowledge workers interact, rather than the artificial command/control methodology found in other packages. Because ActionWorks is based on a system of negotiations and commitments, rather than assigned tasks, accountability rests with individual performers instead of senior management. In the last three months the company has introduced several new modules designed to facilitate specific business activities:

- **ActionWorks TeamWorks** provides a powerful suite of Web-based collaboration and administrative tools for managing work in dynamic team environments
- **ActionWorks Corporate Performance Manager** focuses everyone in an organization on achieving corporate strategic goals
- **ActionWorks Standards Coordinator** allows seamless integration of standards and regulation compliance into business processes
- **ActionWorks Contract Life Cycle Manager** allows companies to automate all stages of contracts, from negotiation to enforcement

Action Technologies is widely regarded as a leading company in the BPM software sector. The company is the only three-time winner of the Microsoft Industry Solution Award, and has won five medals for excellence from the Workflow Management

* *Magic Quadrant for Pure-Play BPM, 2Q04*, by Jim Sinur, published June 25, 2004.

Coalition (WfMC). ActionWorks 5.0 was named a top "Trend-Setting Product of 2003" by *KMWorld* magazine.

Bill Welty, CEO for Action Technologies, said, "We feel it is not surprising that Gartner has positioned us in the visionary quadrant in BPM among all participants in this industry. After all, we have focused on human centered Business Processes for more than twenty years, and our customers have enjoyed financial returns that have won more awards in BPM than any other vendor."

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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