A Brief Primer on the Next Business Revolution

**The Power of
Collaboration**

Action Technologies, Inc.
Coordinating for Success

Collaboration
— The New Revolution

computation

communication

collaboration

In the past twenty years, two revolutions have produced breakthrough advances in business productivity. First came the explosion in **computation**, which introduced a surge of new efficiencies throughout the enterprise as it automated and accelerated what had been laborious tasks for everything from procurement and finance to claims processing. Then, a proliferation of **communication** technologies drove a second revolution, freeing us to stay in touch and interact anytime, anyplace, by whatever means is the most convenient - cell phone, Web browser, email pager.

Now, bolstered by the gains of the first two advances, we enter the third revolution: **collaboration**. By coordinating interactions among your knowledge workers with suppliers, partners, and customers, the collaboration revolution allows for better decisions and more effective performance throughout the enterprise.

Welcome to the **collaboration revolution...**

Think about it:

How often do you need to better coordinate with your employees, customers, and suppliers?

Do you know the status of every commitment you have made to a customer?

How frequently do you see decisions delayed in a mission-critical process due to missed commitments or poor coordination?

Despite the advantages we derive from strapping silicon and burly bandwidth, faster computers and networks just don't guarantee that we coordinate employees, suppliers, and customers more effectively. Neither do they prevent projects from going over budget, nor from going under altogether. If you are seeking to really improve how to serve customers, reduce cycle times or costs, or manage demand chains, your best strategy is to develop more effective business processes. And, the quality of your business processes is directly tied to how well your knowledge workers - those involved in high-value, creative, inventive work - pool their talents in a collaborative project. There are any number of ways for professionals to collaborate - by phone, fax, through desktop computers, or even good old-fashioned, face-to-face meetings and white boards. However, more computing power and communication technology alone do not guarantee that your people's interdependent collaboration delivers an innovative solution or project, on time and on budget.

So what does?

Increased Productivity:

"We've gotten productivity gains of more than 20%, while increasing customer satisfaction (from Action Technologies' solution)."

Faster Time-to-Market:

"We are now at least 50% faster than any other competitor, and our revenue per employee in this division is now more than $1,000,000."

Reduced Costs:

"We've reduced our cycle time on a key process from 49 days to 5 days! It is our belief that we will save over $1 billion using Action Technologies' software over the next several years."

Increased Market Share:

"Coordinating with our customers over the Internet is one of the four key strategies for our company. We have the fastest response time in the industry and have gained significant market share with our system."

The Action Technologies' Solution Delivers Bottom-Line Benefits

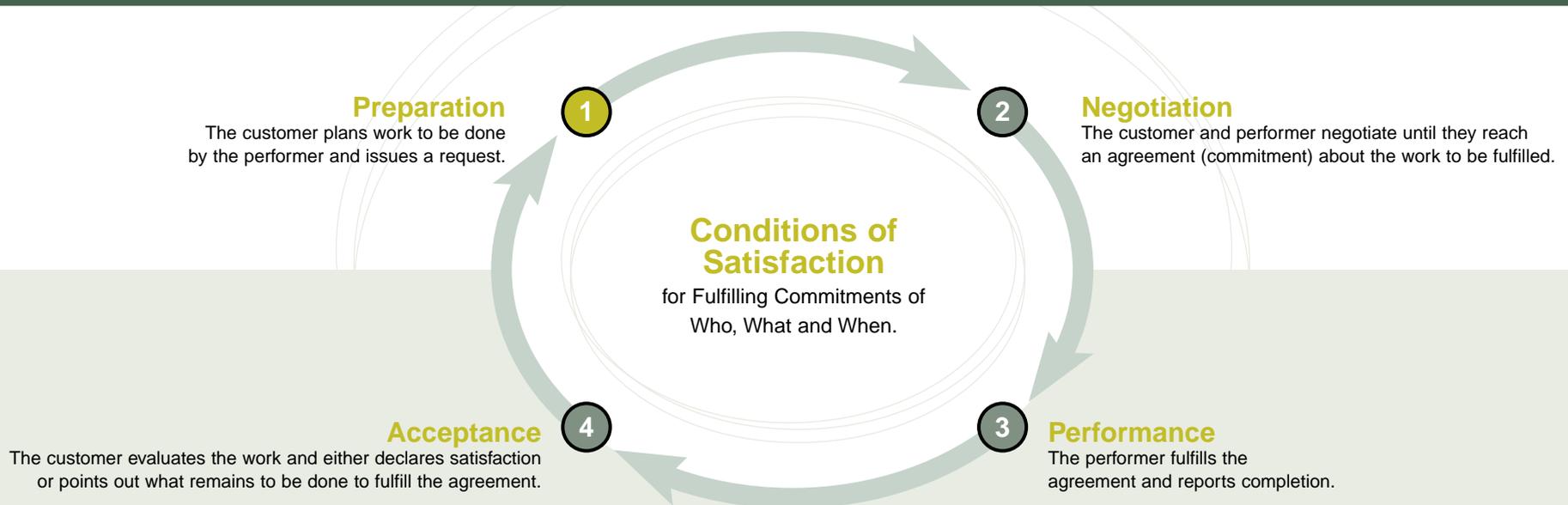## Action Technologies Coordinates Commitments

No matter what the industry, your business depends on people who interact by sharing their ideas and expertise. People are not typically assigned clearly defined, repetitive tasks; and the standard clerical or administrative tools are just not appropriate or adequate to manage their interactions. From financial professionals to semiconductor designers to automobile engineers, teams of knowledge workers invent, innovate, improvise, and ultimately succeed by making key commitments to one another. They promise to do something that someone else requests.

If the commitment slips or falls short of the need, so does the project objective. Commitments are the fundamental glue of business collaboration. Do you want to pinpoint a mysterious delay in, say, negotiating a critical purchase? Does your product design team need a way to quickly work through exceptions? Make new hires productive more quickly? Or, to generally take time and waste out of just about any process? Then follow the commitment trail, and you'll find the answers.

Which is exactly what Action Technologies can help you do.

Preparation
The customer plans work to be done by the performer and issues a request.

1

2

Negotiation
The customer and performer negotiate until they reach an agreement (commitment) about the work to be fulfilled.

Conditions of Satisfaction
for Fulfilling Commitments of Who, What and When.

Acceptance
The customer evaluates the work and either declares satisfaction or points out what remains to be done to fulfill the agreement.

4

3

Performance
The performer fulfills the agreement and reports completion.

The Only Solution that Links Negotiation and Commitments

Action Technologies has developed the first practical solution capable of managing the complex web of commitments among people in cross-functional and cross-corporate work teams. By coordinating commitments, our enterprise solution can capture, improve, and measure virtually any organized activity that affects your most essential goals, from time-to-market and customer satisfaction to productivity and profitability.

By incorporating a closed-loop approach to coordinating commitments, our solution provides an automatic, built-in structure that applies naturally and unobtrusively to any activity involving negotiated decisions across corporate functions. With it, workers can track where any commitment or decision is at any point in the process. Because our solution is the only one that embeds the means to both negotiate and make commitments, you have a fail-safe method to zero in on issues and define clear ways to resolve impediments. In other words, it provides an effective roadmap for closing the loop and moving forward. What's more, our solution functions as a lens through which all participants can view the coordination progress of a process - even if it is the customer who needs to monitor your progress. And when everyone has real-time access to the status of each decision or commitment that can contribute to removing delays and cost from your processes, the benefits in speed and customer satisfaction are dramatic.

Because our solution assembles such a revealing view of what works and where to improve, it provides a further advantage: the ability to continuously improve your business processes. Whatever the process or goal, you have the benefit of a dynamic, hands-on solution that spotlights your entire business process and allows you to evaluate critical success conditions as you provide key employees, customers and partners the means to coordinate among themselves.

Take Action
for a Complete Solution

To learn more about how Action Technologies' solution can introduce a new level of competitive advantage in the collaboration revolution, please contact us. Our solution is available either as a fully supported standalone product, or in conjunction with services from one of our many integration partners.

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www.actiontech.com
Action Technologies, Inc.
1301 Marina Village Parkway, Alameda, CA 94501
1-800-967-5356