Taking Action for Better Business Processes

Technology for the
Bottom-Line

Promoting Function to Strategy:
The Technology Officer as **Visionary**

Enterprises view technology as a given - a fundamental resource that fulfills critical tasks and functions. As a technology officer, you orchestrate your hardware and software to stay current with computational needs, regularly sizing up new industry offerings. But, in general, we have all the speed necessary for crunching data adequately. And, any incremental increases no longer lead to the proportionally dramatic productivity gains they once did. In fact, shortfalls in computing power are rarely the reason why important initiatives falter or fail altogether.

At Action Technologies, we do not think you have to accept a diminishing return on technology investment. As a technical professional, your role - and potential to contribute to your organization's success - is growing in scope. This is especially true as your business colleagues look to you for a new level of support: strategies that enable new and profoundly better business processes.

In essence, what once was an isolated utility now has the promise to support strategies that help your people work together and your business perform more profitably. Your expertise, combined with the right technology innovations, can help formulate better business processes that unite your business, ensure better customer service and coordinate your employees, suppliers, partners and customers in substantially improved ways. Imagine the value in pinpointing and eliminating the delay in a key program, allowing customers to monitor collaborative processes, or accelerating time-to-market.

This is the new vision of partnership with your business colleagues, and a view we help you achieve with **Action Technologies' solution.**

A Business Process
Design for People

Action Technologies has developed the first practical business process automation solution capable of managing how people work together. To understand it, think about the familiar ways you set up process design for managing material (things) or information (data). You use standard technology procedures to coordinate a series of clearly defined actions, such as storing, retrieving, transporting, and transforming.

Our solution's innovation is to recognize that all successful business processes depend on how successfully knowledge workers collaborate. Instead of managing things or data, we created a software system for business collaborations. And, instead of coordinating actions such as storing, retrieving and transporting, we capture and coordinate the ways in which people with different skills and knowledge collaborate on business decisions.

In brief, successful collaboration among business people depends on one individual or group (the customer) requesting something specific from another individual or group (the performer). These two parties negotiate an agreement in which the performers commit to do the work, complete the work, after which the customer assesses the work to see that it meets the negotiated agreement.

By means of our closed-loop interaction model, Action Technologies' patented solution coordinates the commitments that take place among collaborating people. The solution scales to capture and provide a common view of crucial activities - no matter how complex the process or the number of participants involved. It eliminates waste from your processes by monitoring commitments continuously. If the loop remains open because of an unfulfilled commitment that holds up progress, you see it clearly and can fix it. The loop is also a lens for your people to see exactly where to improve their processes, because it is easily understood by all participants - from team members to managers. Even better, they are fully in control of monitoring for exceptions and addressing them independently without special technical support. So you enhance your strategic capabilities without increasing your overhead.
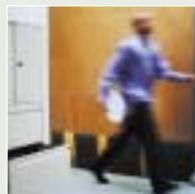
Preparation **1**   **2** Negotiation

Conditions of Satisfaction

Acceptance **4**   **3** Performance

Fast Implementation:
"We chose ActionWorks® for our client in the financial services industry because we needed to be up and running within nine months. Any other software system required up to two years for the same complex implementation."

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."

Bottom-Line Results:
"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."

Action Technologies' Process Builder is a powerful, graphically intuitive modeling and application development tool. It provides an easy-to-use approach for mapping out a business process and executing it immediately - all without the need to write a line of program code. The Process Builder saves time by giving continuous feedback to process designers, which eliminates the need to write the entire process before debugging it.

Built for
Ease of Implementation

Whether your platform is pure NT or an NT/UNIX mix, our solution provides robust application development and system integration capabilities. Our tools allow for fast implementation, and enable you to integrate our solution smoothly with your existing systems, while scaling to your business requirements. **Features include:**

Integration: Our solution provides standard ways to integrate with other systems such as your legacy data systems. We support COM, ODBC, XML, and generalized server-side and client-side scripting. We provide transaction control points that allow smooth integration with other transaction systems.

Open Architecture: We expose all portions of our system through published APIs. Across the system, we support a variety of protocols and interface programming standards, including COM, XML, Visual Basic, C, HTML, and SMTP.

Scalability: Our solution is tuned to assure that it scales efficiently and effectively under multi-threaded use on multi-processor machines. We support development of n-tiered business applications, and provide for segmentation of the system across multiple machines.

Security: The system allows linking with authentication systems such as Kerberos and other standards your company may have adopted, as well as with NT Domain names and SQL Server names. It operates smoothly with HTTPS, reverse proxies, double firewalls, and other typical security configurations.

Fast Implementation: Rapid application development tools include business rules mapping components, application generators with drag-and-drop functionality, as well as other components and modules that allow application developers to quickly deploy Web-based process automation applications.

Professional Services: In addition to its software solution, Action Technologies and its partners offer a complete set of professional services. They consist of several levels of technical support, including 24x7 for mission-critical operations. We also offer a complete training curriculum available either onsite or in-house designed to bring application developers and process analysts to full productivity as quickly as possible. Our consulting services include process design analysis, rapid application development (RAD), Internet RAD for remote-hosted development, systems integration projects, and expert onsite assistance for any special development needs.

A Call to Action

To learn more about how Action Technologies' solution can support the technology officer's role as a strategic business partner, 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.