



Using BPMS Technology To Realize The BPM Value Proposition

| AuraPortal 6 in1: A Gold Asset |

(1) BPMS (2) CRM (3) Supply Chain (4) Intranet (5) Documents (6) Portals

Agenda

- Introduction
- Roadblocks to business process improvement success
- Strategies for gaining value from BPM
- Proof of Concept Demo
- AuraPortal and CAASPRE Consulting

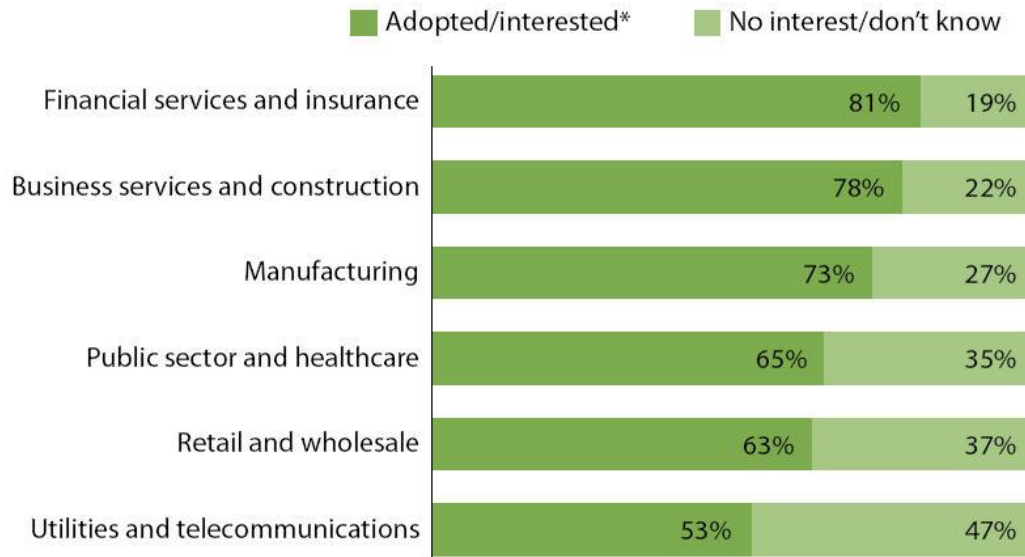
Key drivers for BPI initiatives

- Increased regulation
- Lower tolerance for errors
- Cost reduction
- Operational excellence
- Short delivery times
- Better quality
- Faster service
- Time to market
- Productivity of personnel
- Shorter intervals in keeping processes in synch
- Ability to easily simulate cause and effect of process changes



Internal and
External Pressures

“What are your firm’s plans to adopt the following types of platform and infrastructure software?”
 (Business process management software [BPM])



Source: Forrester Research, Aug. 24, 2010

BPM is similar to “Lean” practices:

They make sense to do, but most companies wait until they are about to go out of business before taking the plunge.



Elements to consider with BPM : CHANGE

Existing Technology
Infrastructure



New Technology
Paradigms

Existing Business
Practices



New Best
Practices

Existing Culture

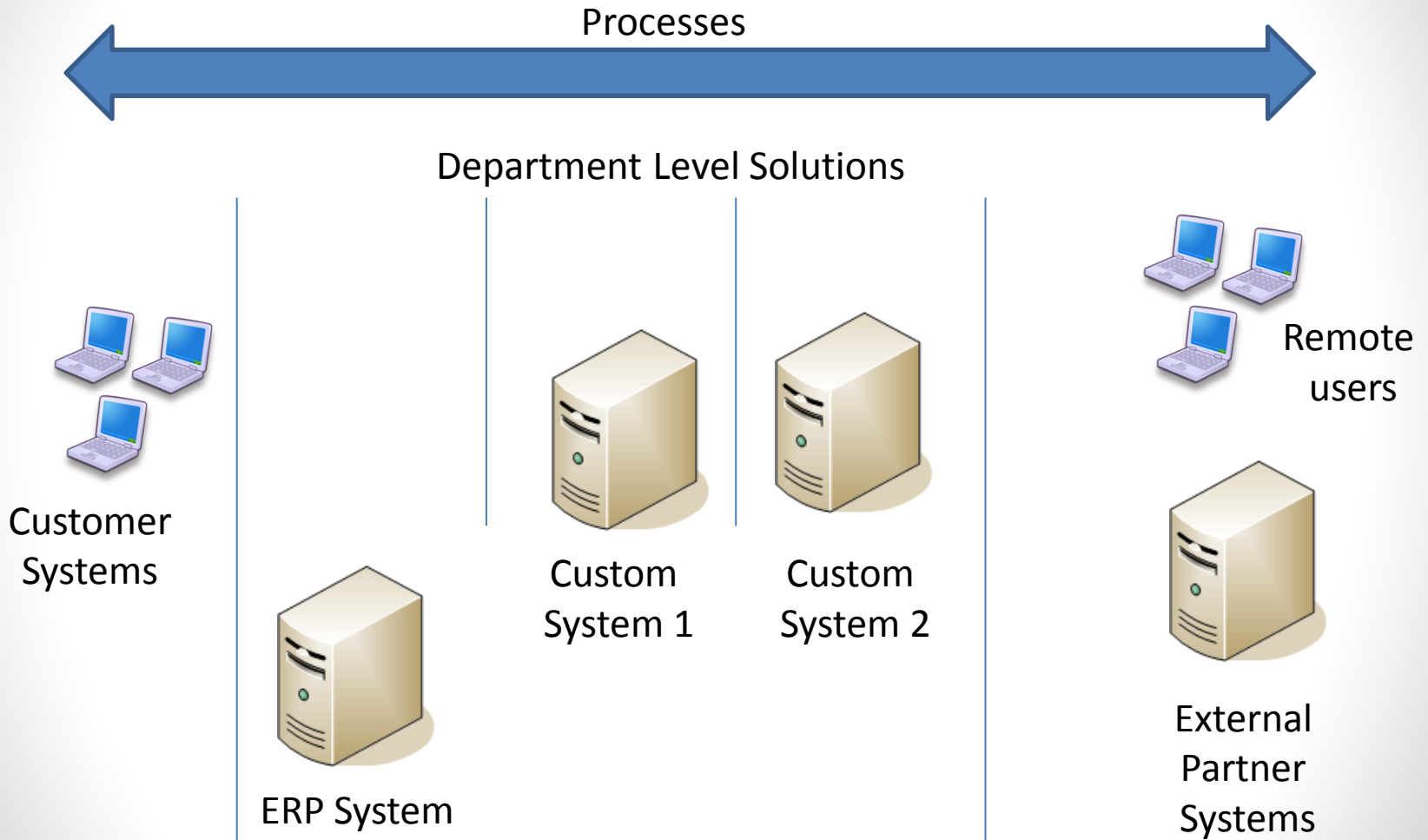


Desired New
Culture

Technology:

- Companies have adopted a variety of systems and methodologies:
 - ERP Systems
 - Home-grown custom industry specific systems
 - External vendor systems
 - Remote user systems
 - Manual systems procedures





Business Process Improvement (BPI)

“Business Process Improvement is a systematic approach to help an organization optimize its underlying processes to achieve more efficient results.”

Business Process Management (BPM)

“Business Process Management is a management approach focused on aligning all aspects of an organization’s wants and needs that promotes business effectiveness and efficiency while striving for innovation, flexibility and integration with technology.”

The Result

“Business Process Improvement and BPM enable organizations to be more efficient, more effective and more capable of change than a functionally focused, traditional hierarchical management approach. “

The three key advantages that BPM bring are:

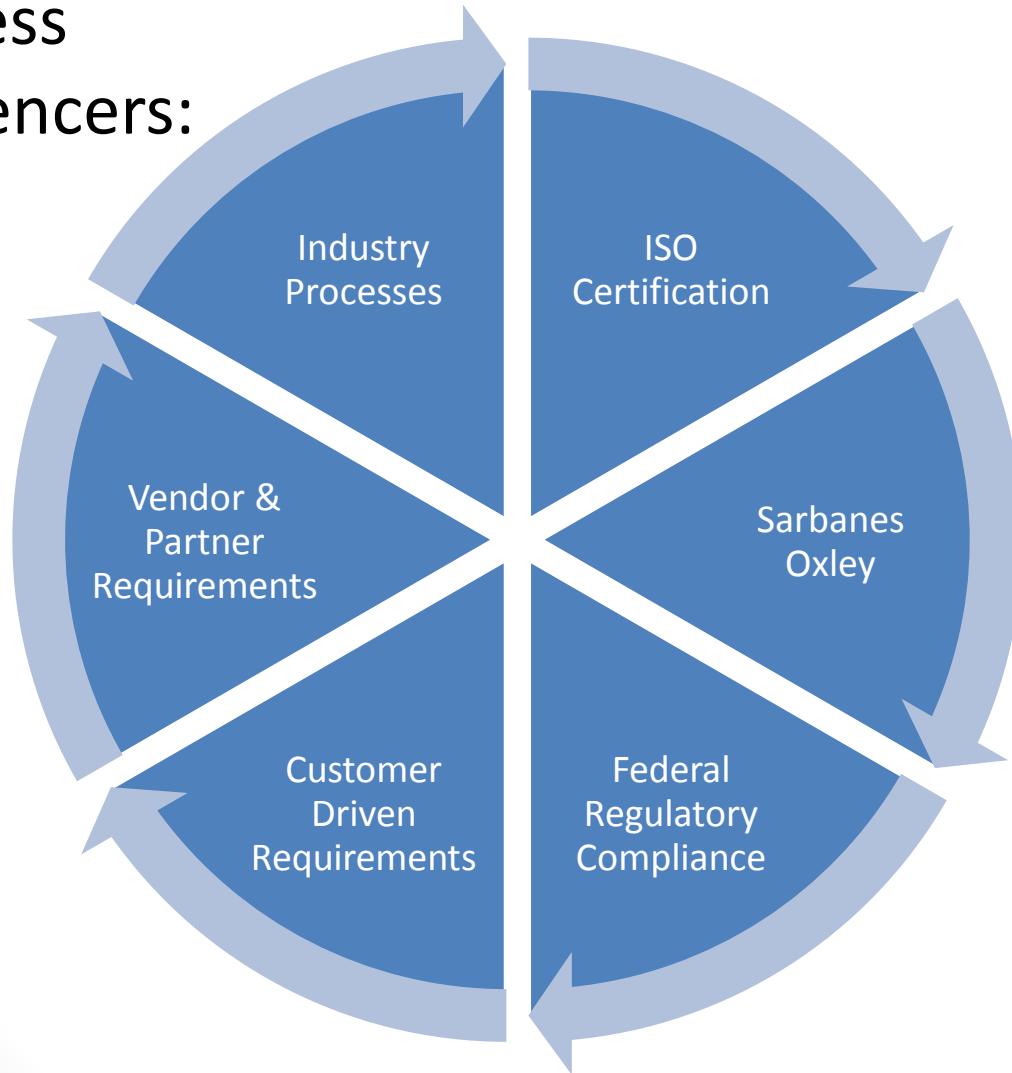
1. Transparency
2. Process Refinement
3. Centralization of Data

Process:

The Business Process Improvement Challenge



Process Influencers:



Culture:

- Business Process Improvements often require changes in procedures
- Small pilot BPI/BPM initiatives are often the best way to gain traction and internal support
- Involvement of the end users
- Regular updates/communications on the progress being made
- C-Level support



Importance of Management Control

- Successful businesses have learned that all improvements start with **controlling** processes.
- One needs to think carefully about the **path and participants** associated with the processes.
- Continuous access to **real-time management info** is needed in order to navigate the business in the right direction.
- The ability to **monitor and optimize** performance.
- Flexibility to **easily adapt** to constant change and unforeseen market influences.



Why do we have too little control when it comes to process management?

- We define the processes insufficiently or not at all
- Objectives are unclear
- Processes are too abstract
- The business doesn't work with the processes
- Insufficient communication
- Too little attention for bottle-necks
- Too little grip on progress/situation

Realizing BPM Success : Speed

- Rapid update and deployment of new models that reflect the current procedures
- Rapid results using a focused process that can gain support – Users see the value quickly
- Timely response to issues and changes
- Tools that support all of the above



Analysis



Scope



Look at the Big Picture



Map the Human Element



Culture

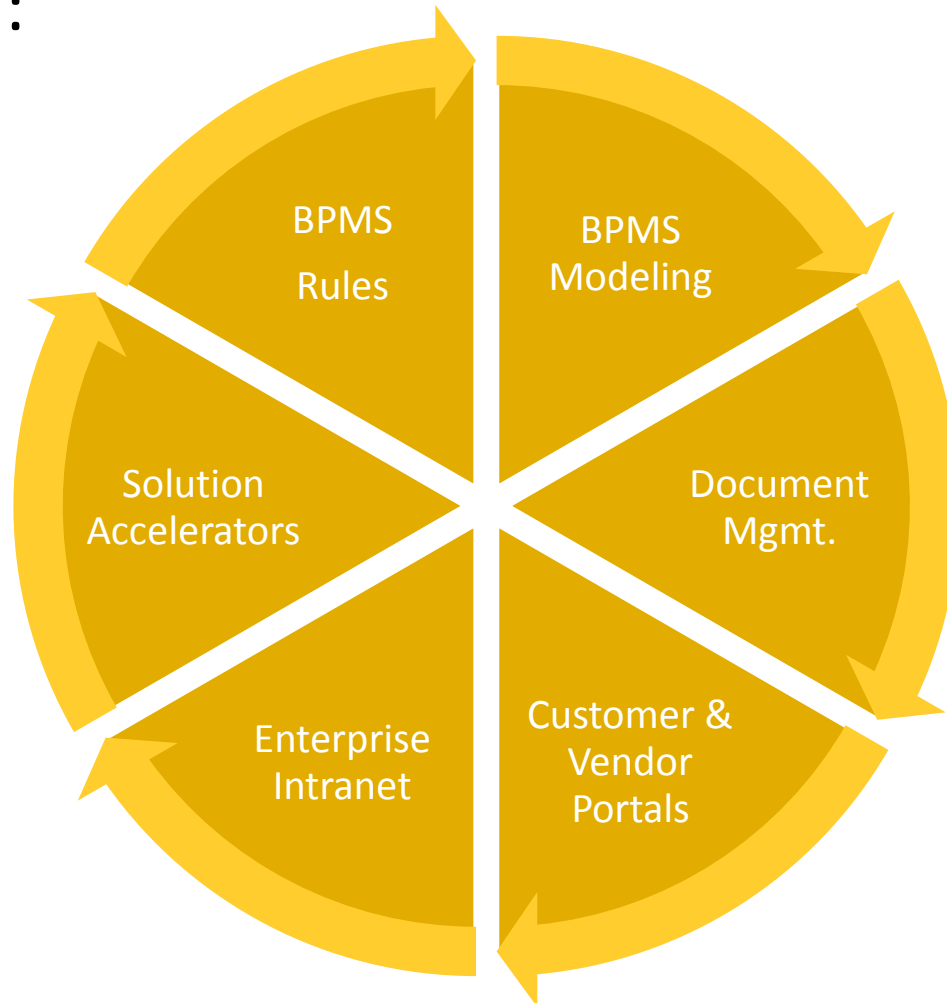


Governance



Monitoring

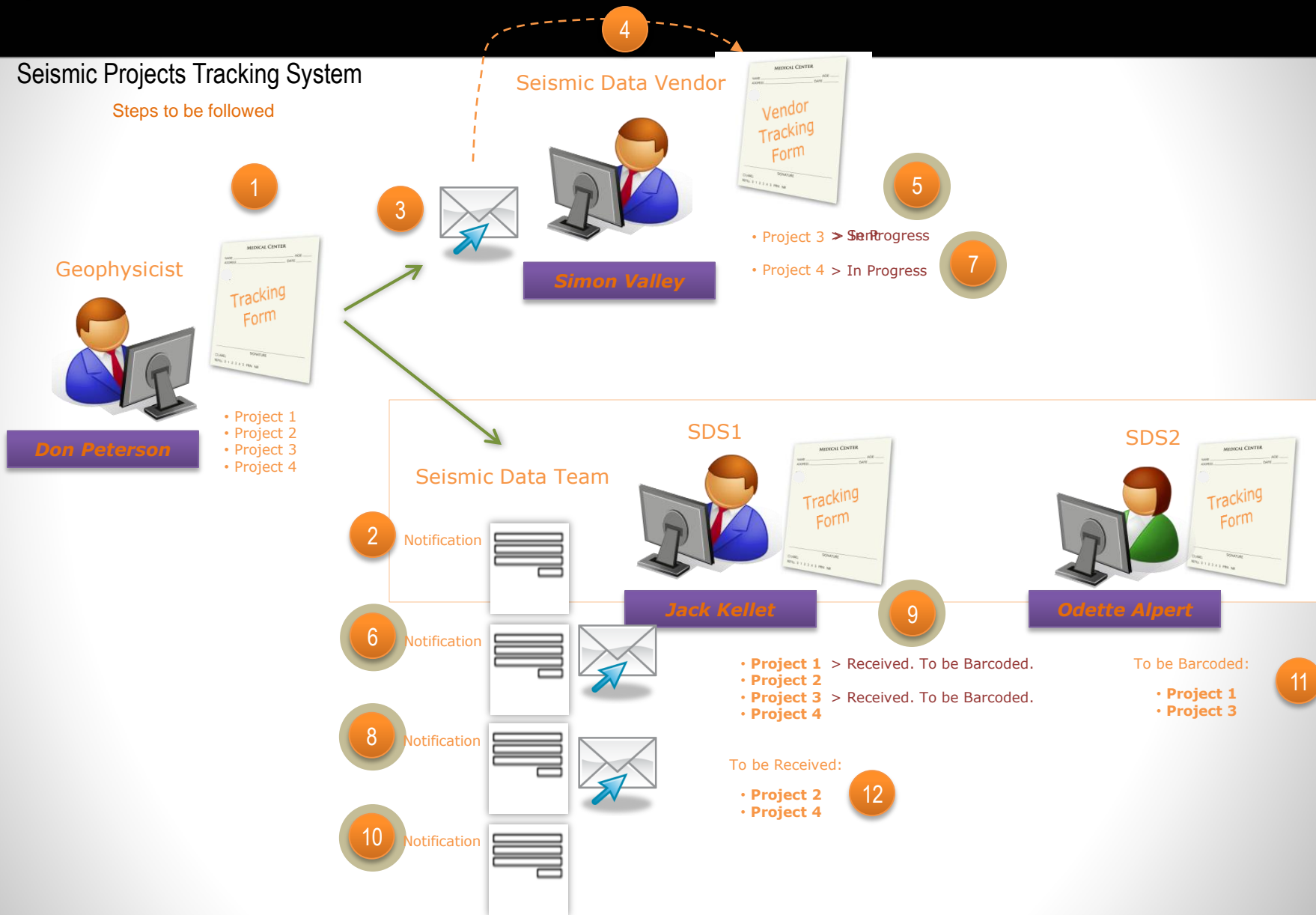
Solution:



Proof of Concept Demo

Seismic Projects Tracking System

Steps to be followed



Seismic Projects Tracking System

Steps to be followed

Field Geophysicist

Don Peterson

Project 4

- Project 1
- Project 2
- Project 3
- Project 4

Vendor

Seismic Data Vendor

Simon Valley

Vendor Tracking Form

- Project 3 > ~~Start~~ Progress
- Project 4 > In Progress

Research

Seismic Data Team

SDS1

Jack Kellet

Notification

Notification

Notification

Notification

- Project 1 > Received. To be Barcoded.
- Project 2
- Project 3 > Received. To be Barcoded.
- Project 4

To be Received:

- Project 2
- Project 4

Barcoding

SDS2

Odette Alpert

To be Barcoded:

- Project 1
- Project 3

AuraPortal Company Facts

- AuraPortal's Goal: To develop a Business Process Management Suite (BPMS) Software that provides greater speed, agility, and discipline in managing business practices.
- Founded in 2001 with annual increase in sales growth over 30% consistently year over year
- Financially very strong; Profitable; Privately owned.
- Over 90 employees dedicated exclusively to AuraPortal BPMS.
- More than 250 certified AuraPortal consultants worldwide in over 80 channel partner professional services organizations.
- Over 350 BPMS customers, across 41 countries
- Microsoft Gold Certified Partner

INDUSTRY	COMPANY	LOGO
Oil Business	PEMEX, Saras	 
Aerospace	Aeroports de Catalunya	
Logistics	Ryder	
International Manufacturing	TOYOTA, YAMAHA	 
Chemical	Bristol-Myers Squibb	
Food Processing	Coca-Cola, FritoLay, PepsiCo, eLPOZO	  

INDUSTRY	COMPANY	LOGO
Textile	Equipo Comercial	
Energy	Eletrabras	
Chain Store	KA International	
Government Agencies	Spanish Ministry of Defense	
Services	SunProyect	
Engineering	Emin	

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United Kingdom - Sales Office

Ruddington Fields Business Park
Mere Way, Ruddington, Nottinghamshire, England

Valencia, Spain - Development Center

Paseo Germania 84 Entresuelo, 46702
Gandia (Valencia), Spain

80+ CHANNEL PARTNERS

250+ Consultants

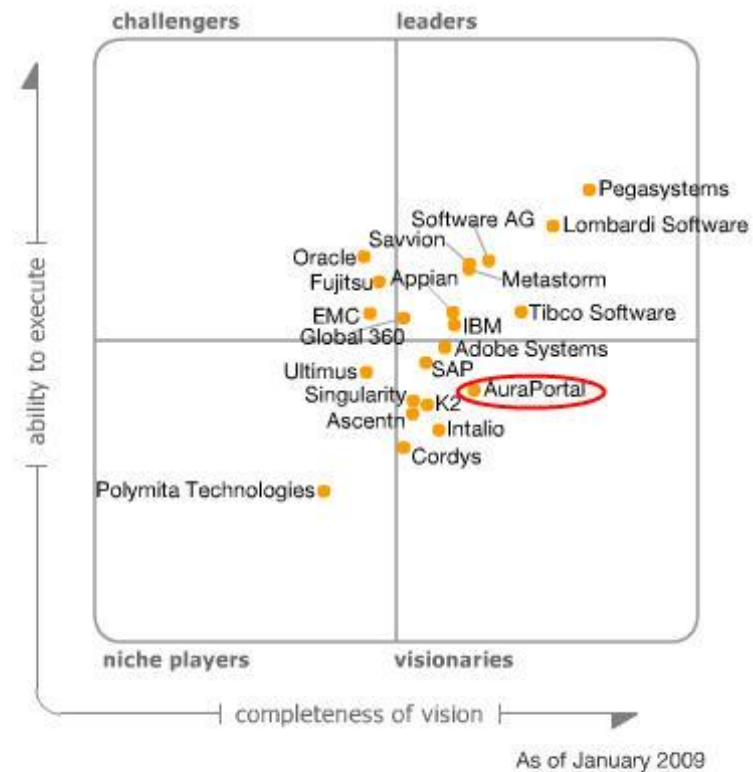


Analyst Reviews

- **Gartner:** *AuraPortal has been selected by Gartner Inc. in its well-known 'Magic Quadrant' and defined as the "Example of the next generation of BPMS"*

Magic Quadrant

Figure 1. Magic Quadrant for Business Process Management Suites



Source: Gartner (February 2009)



- **BP Trends:** *"AuraPortal is one of the most complete and advanced BPMS solutions on the market, backed up by a financially strong company with a large number of satisfied customers of all sizes working with the product for several years."*
- **Ovum:** *"AuraPortal Excels in Ovum's technology assessment study which was set by a highly competitive field." "The vendor has demonstrated that its BPM platform can support complex processes and high-throughput scenarios." (OVUM - Decision Matrix on BPM Vendors, 2010)*



Innovations

AuraPortal is the pioneer in several key market trends, among them:

- **BPMS oriented to business people** capable of coping with the most complex processes directly from their models without any programming or IT intervention.
- **The construction of the new paradigm of CRM and SCM based on BPM** processes instead of traditional approaches based on prebuilt structures.
- **A revolutionary new Business Rules system** more powerful and easier to use without the need of rules engines and without any programming.
- **The inclusion of a Platform containing:** Document handling (SharePoint), Content Portals, Families of elements (Items, Accounts, Areas and Projects) and Commerce thru Internet in just one application.

Key Differentiators

- The Ability for Business Users to truly maintain models in real time.
- Tight integration (and bundling) with Microsoft SharePoint, Visio, Office, etc. and integration with external systems (ERP)
- Implementation Scalability from very focused, small projects to large scale implementations.
- Significant product depth and strength, but still very easy to use
- Process Pattern Templates (Solution Accelerators) for faster implementations
- Very satisfied customer and partner base

CAASPRE Consulting

- Business Process Consulting Experts with a focus on the “Customer Experience”
- Founded in 2000 with focus on improving business performance
- Combining best practices with applications and tools to support continuous improvement
- Extensive experience in the Non-Profit, Professional Services and Financial Services Industries.

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