

ProcessGene™ – Software Industry Business Case



The ProcessGene™ Suite: Design Processes, Supervise Realization, Control Changes, Enforce Compliance

Customer Profile

NICE Systems (NASDAQ: NICE) is the leading provider of Insight from Interactions solutions and value-added services, powered by the convergence of advanced analytics of unstructured multimedia content and transactional data – from telephony, web, email, radio, video, and other data sources. NICE's solutions address the needs of the enterprise and security markets, enabling organizations to operate in an insightful and proactive manner, and take immediate action to improve business and operational performance and ensure safety and security. NICE has over 24,000 customers in more than 150 countries, including over 85 of the Fortune 100 companies.

Business Situation

Nice business processes are carried out by several business units, geographical units and divisions. Company's main process related challenges has been to achieve global solution consistency by using a pre-configured and pre-tested business process baseline, yet enabling a relatively high operational flexibility to local business units – a "think global - act local" corporate strategy. Other challenge have been (1) the optimization of Process knowledge transfer between the global baseline and local subsidiaries (2) improving the connectivity between business and IT, and (3) regulatory compliance and enterprise quality improvement.

ProcessGene's Solution

ProcessGene's process realization solutions enables multi-subsidary organizations to distribute a unified process baseline, while allowing subsidiaries a controlled level of flexibility in determining local processes. The solution allows multi-subsidary organizations to model their business processes, and enables users to view the interrelation of global and local practices. The "global baseline" is found at the top of a multi-organizational structure, and represents the organization's model outline. PG's Multi-Org application is unique in that it treats each subsidiary as a "Local" organization which is permitted certain unique practices not necessarily reflected in all subsidiaries.

Benefits

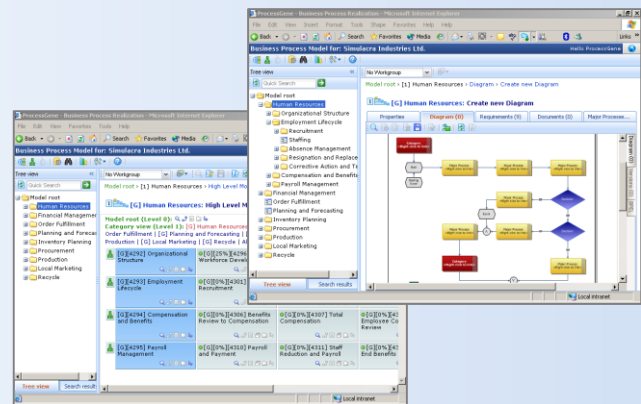
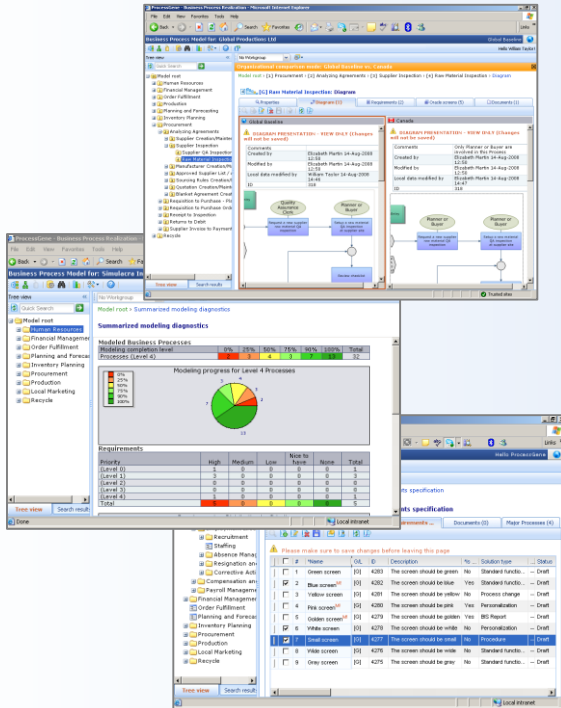
- ✓ Establishing a common organizational terminology and hierarchy for business processes.
- ✓ High level of correlation between user requirements and the actual implementation.
- ✓ Clear visibility between the business processes and the supporting IT system.
- ✓ Capability to re-use the business process baseline for IT rollouts and upgrades.
- ✓ Retention of organizational knowledge at an easily accessible location, in a DB format to be used for business process improvement and compliance enforcement



The ProcessGene™ Vision

ProcessGene™ is the industry leader in Business Process Realization

ProcessGene™ has been continuously innovating products and solutions in the field of Business Process Realization. We believe that business process innovation and excellence are crucial for the success of the business and for achieving strategic goals. Our solutions solve real customer pains, and show clear value generation results. ProcessGene™ provides the only end-to-end integrated solution for designing processes, supervising their realization, controlling changes and enforcing compliance.



Committed to Deliver the Industry's Leading Business Process Realization System

Thanks to our unique expertise, we have been privileged to provide superior solutions to world leading organizations and be part of a thrilling global industry. Our executive team is committed to continue the translation of ProcessGene's scientific innovation into outstanding product and business achievements.

Dr. Avi Wasser, Executive Director, ProcessGene™ Ltd.

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