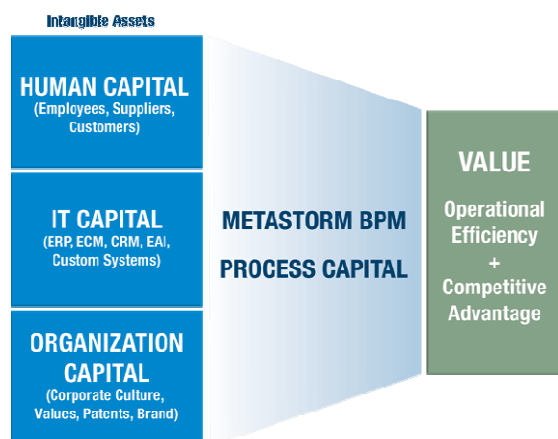


# Metastorm – Powering Enterprise Process Advantage through BPM

## The Value of Business Process Management

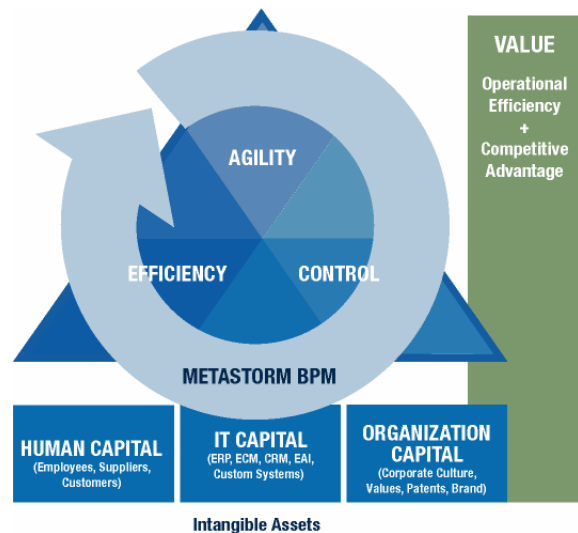
All processes have an impact on success – and it is the processes that are unique to an organization that have the biggest impact on competitive advantage and market leadership. Most likely you can identify at least a handful of processes that you believe are unique to your organization – areas that you pride yourself on in terms of being better, faster, and more innovative than others in the market. It is these unique, mission critical processes that make up your *process capital*. The key to success is first recognizing that you have process capital and second, learning how to leverage that process capital for strategic advantage.



Metastorm's Business Process Management (BPM) software gives you the power to design, automate, manage, control, and effectively execute and improve your most complex processes. Metastorm's software gives you the technology you need to better leverage your most valuable assets – the intangible assets comprised of human capital, information technology capital, and organization capital – by closing the gaps between these siloed assets and uniquely providing you with the ability to realize increased productivity from your people, applications and processes.

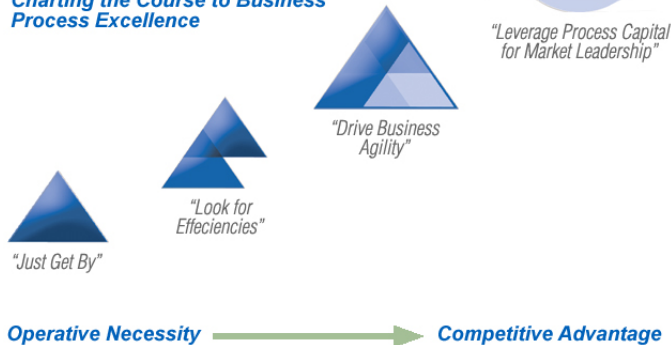
The leading enterprise BPM solution on the market today, Metastorm is the only solution that provides the framework and experience you need to help you achieve Enterprise Process Advantage — a heightened level of business performance resulting from increased process efficiency, control, and agility.

With Metastorm, you can take control of your processes quickly and easily – deploying processes one at a time across the enterprise – so that you get an immediate return on your investment today and continue to get increasing value from the solution long-term. Metastorm can help you realize the full potential of your process capital – taking you from an organization that just views process as an operative necessity to an organization that is thriving on unified processes for competitive advantage.



# Levels of Enterprise Process Advantage

*Charting the Course to Business Process Excellence*



By helping organizations focus on how they can leverage their most unique, mission critical processes for strategic advantage, Metastorm does more than just provide a software product – it delivers a framework for creating and tracking real business results. And Metastorm BPM software does more than just automate processes; it gives you a powerful enterprise tool to better leverage existing applications, to orchestrate and take advantage of Web services technology, and to increase your overall competitiveness.

## The Company

Metastorm is the leading provider of enterprise software for Business Process Management. Founded in 1996, Metastorm is 100% focused on BPM – a focus that has resulted in a product designed, architected, and developed purely for the complex, human-centric process challenges that face organizations today.

Named as a “Leader” by Gartner, Inc. in its Magic Quadrant for Pure-Play BPM and recognized by BPM Today as the best BPM software for automation and ROI, Metastorm has over 1200 clients in 41 countries across the financial services, government, business services, manufacturing, retail and healthcare industries. Metastorm’s market leading growth has helped fuel innovation, and the company’s unique focus on measuring results and helping organizations achieve increasing levels of Enterprise Process Advantage has resulted in significant value and return on investment for its clients.

## Solutions

Because it is designed to be an enterprise BPM solution, the Metastorm BPM Suite is being leveraged by many organizations as process management infrastructure that links together multiple systems, databases, and organizations to generate efficiency, control, and agility across mission critical processes. Metastorm’s clients are using Metastorm’s business process management software to run critical processes in the areas of compliance and risk management, supply chain operations, customer service, and internal operations.

Compliance & Risk Management	Customer Service
<ul style="list-style-type: none"> <li>Anti-Money Laundering</li> <li>Basel II, Sarbanes-Oxley, FOIA, UK Online 2005, GPEA</li> <li>Contract Management</li> <li>Crisis Management</li> <li>Finance &amp; Accounting Compliance</li> <li>ISO 9001, Six Sigma</li> <li style="text-align: right;">and more...</li> </ul>	<ul style="list-style-type: none"> <li>Citizen Response Services</li> <li>Client Matter Intake</li> <li>Customer Request Management</li> <li>Customer Communication Tracking</li> <li>Issue Tracking &amp; Resolution</li> <li>New Customer Processing</li> <li style="text-align: right;">and more...</li> </ul>
Supply Chain Operations	Internal Operations
<ul style="list-style-type: none"> <li>Engineering Change Orders</li> <li>New Product Design &amp; Configuration</li> <li>Order Management &amp; Tracking</li> <li>Sales &amp; Operations Planning</li> <li>Shipping &amp; Receiving</li> <li>Strategic Sourcing</li> <li style="text-align: right;">and more...</li> </ul>	<ul style="list-style-type: none"> <li>Accounts Receivable Mgmt/DSO</li> <li>Contract/Grant Management</li> <li>Invoice Matching</li> <li>IP &amp; Asset Tracking</li> <li>Expense Management</li> <li>Purchase Order Processing</li> <li style="text-align: right;">and more...</li> </ul>

From a solution perspective, BPM software can be applied to solve business problems that you have today – thereby making it easy to justify the investment and eliminating the need to buy point solutions for each specific process project. Part of the power of BPM lies in its ability to provide a “process layer” that can automate, manage and control all of the core processes across your organization – even those that extend to your customers and suppliers. And best of all – Metastorm’s BPM software is fast to implement and delivers measurable results.

## The Product

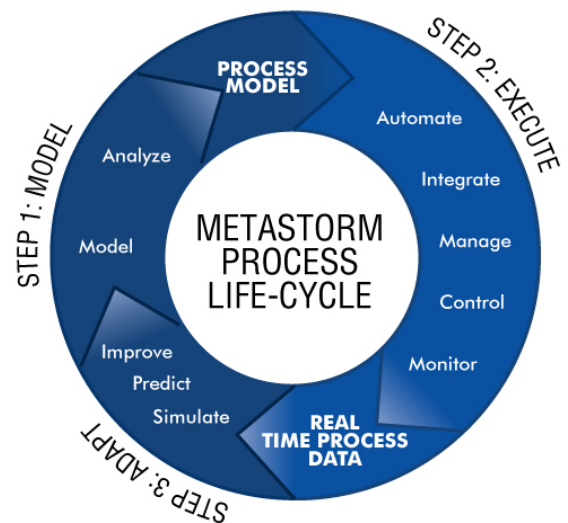
Metastorm is an enterprise BPM software solution, and the best at supporting large, complex processes – both within and across organizations. Metastorm’s BPM software suite provides a wide range of capabilities to support the full business process management lifecycle, including the design, automation, and management of processes across an organization – with an emphasis on enabling real-time, “roundtrip” process improvements by leveraging a combination of process modeling, simulation, and execution technologies all orchestrated through a single BPM solution interface.

The Metastorm BPM suite provides an enterprise platform on which processes can be designed and quickly deployed and managed across the organization. Metastorm BPM delivers several critical components in one robust solution:

*Process Designer.* The Metastorm Designer is the best in its class, and offers a powerful graphical environment in which business users are able to model and design processes, create forms and develop process actions in a collaborative environment. Metastorm BPM provides a unique action architecture that is unmatched in the industry and allows business users to design and map out dynamic, complex processes with very little technical expertise or script writing. And unlike many other process design products, process maps created in Metastorm BPM can be immediately deployed and executed in the Metastorm Process Engine without additional coding.

*Process Execution Engine.* The Metastorm Process Engine is robust, scalable, and fault-tolerant. It manages and controls the execution of processes according to specified business rules and leverages Metastorm’s built-in security features and unique, dynamic roles capability to ensure that access to or involvement in any aspect of the process – including data, forms, and actions – are authorized.

*Process Simulator & Real-time Agility Features.* No process is static, and Metastorm BPM is the only solution on the market today that delivers the ability to make real-time process changes to forms, roles, and process flows without time-consuming code changes or system downtime. And Metastorm’s robust process modeling and simulation module – Metastorm Envision – allows you to assess the impact of process changes before you apply them, taking into account cost and resource allocation objectives.



Metastorm Envision can also support Six Sigma efforts with packaged statistical analysis templates. In addition, Metastorm BPM's built-in version control system ensures that no work-in-process is lost or delayed as a result of the change and that a fallback option is always available.

*Business Activity Monitoring, Reporting & Analysis.* Whether it is for compliance or business management, you need accurate and easy access to information. Because Metastorm BPM stores everything in a relational database, all data related to a process – including process statistics and business data – can be easily monitored and viewed in various formats, including audit trails, exception alerts, and graphical management reports. Metastorm BPM provides the ability to access information through a portal or customizable dashboard so that managers and process owners can continuously monitor, measure and take action on all aspects of a business process. Metastorm also offers an advanced reporting module – Metastorm Insight – that provides industry-leading process intelligence capabilities that allow organizations to analyze critical process information from a historical, point-in-time, or time-phased perspective. The results of this analysis can be leveraged to reduce process cycle time, improve productivity, eliminate process bottlenecks, accelerate decision-making, improve service levels and reduce operational costs.

*Integration.* Most processes rely on access to data stored in multiple systems and often rely on actions executed by other systems. One benefit achieved from BPM is the ability to pull everything together into a single interface. Metastorm makes it easy to accomplish this by variety of variety of integration capabilities for both the business analyst as well as IT and development teams. Business analysts can establish and manage the integration points within a process through guided Integration Wizards during Process Design while Metastorm Integration Manager (MIM) provides the foundation for more complex system-based integration and process management. Metastorm Integration Manager is one of the strongest system-based process integration solutions on the market today. In addition to providing point integration to many systems, MIM also enables native process execution on legacy systems including the most proprietary custom and home-grown system. For developers, APIs and an SDK are provided to allow for the extension of Metastorm BPM functionality to other applications. For the ultimate in integration flexibility, Metastorm BPM provides the Universal Process Orchestrator – a packaged application that allows existing .NET, Java, and Web Services code to be converted into Metastorm-compatible process components and stored in libraries to be easily accessed by any process running on Metastorm BPM. Metastorm was the first to offer a BPM solution to support Web services and the application can both publish and consume Web services, as well as providing easy-to-use interface for managing Web services processes and orchestrating services within the framework of a service-oriented architecture.

*Single Client Interface.* User access to Metastorm BPM is controlled through a single, integrated client. A Web-based dashboard is provided with the application, but the process client can also be deployed within Microsoft Outlook or as part of a Microsoft SharePoint Portal using packaged process clients provided by Metastorm. Users have access to everything they need to do their job – or jobs in the case of multiple roles – from a single, easy-to-use interface. Login and authorization can be controlled through LDAP, a corporate portal, or directly through the Metastorm BPM dashboard.

*Powerful Architecture.* Metastorm BPM has a unique Web-centric, service-oriented architecture that was designed from the ground up with agility in mind – enabling organizations to model, automate and change even the most dynamic processes quickly and easily. The vast array of client interface options and flexible, open architecture make it the ideal solution for automating, managing, and controlling the unique, human-based – and often complex – processes that drive organizational success. Metastorm BPM uses

Oracle or Microsoft SQL Server as its repository database and communicates with clients using XML. It takes advantage of many standards and advanced technologies such as BPEL, XML, WSDL, SOAP, LDAP,

HTML, HTTP, DCOM, SSL, J2EE, and .NET. For secure, guaranteed delivery and receipt of critical information, Metastorm BPM includes a packaged adaptor kit that ties the solution seamlessly to the leading message queuing systems, including IBM WebSphere Messaging, Microsoft MQ, and Java Messaging System. Finally, Metastorm BPM provides robust interoperability features for both .NET and J2EE – including out-of-the box component converters and software developer kits for both environments.

With its unique architecture, best-in-class roundtrip process application suite, and ease of deployment and maintenance, Metastorm BPM is *the* solution of choice for complex, mission critical processes across the enterprise.

### Key Facts

Website	<a href="http://www.metastorm.com">http://www.metastorm.com</a>
Year Founded	1996
Product	Business Process Management Software

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