


Bluespring Software

Technology & Solutions to Support the Full
Business Process Innovation (BPI) Lifecycle



$\boxed{\text{BPA}} + \boxed{\text{BPM}} + \boxed{\text{OEP}} = \boxed{\text{BPI}}$

Bluespring Software: Technology & Solutions to Support the Full Business Process Innovation (BPI) Lifecycle

The Business Process Challenge

In order to compete and win, deliver essential services, or even just survive in today's global economy, organizations of all types are under constant pressure to "do more with less" – i.e. reduce cost while increasing responsiveness, ensuring quality, responding to market changes, maintaining regulatory compliance, and supporting growth. As they pursue these goals, most organizations quickly recognize that the performance of one or more critical business processes range somewhere between sub-optimal and "broken", costing them unnecessary cost, time, and risk.

Goal: Streamline business processes in order to reduce cost, increase responsiveness, ensure quality, respond to market changes, maintain compliance, and support growth.

Clearly, such processes need to be improved or completely re-engineered in order to achieve the necessary level of performance. But process innovation initiatives can be complex, time-consuming, and therefore costly. Organizations sometimes focus exclusively on process automation without clearly understanding the current process or developing a clear business case for change. Results can be unpredictable – there is even the risk of reducing performance if changes are not done properly. Processes managed too loosely may be unsustainable; those built too rigidly won't effectively evolve as business needs change.

So where do you start? How do you identify the areas with the most potential for improvement and accurately determine the ROI? What is a reliable change process?

Bluespring Advantage™

The Bluespring approach is built around a family of products and services we call Bluespring Advantage.

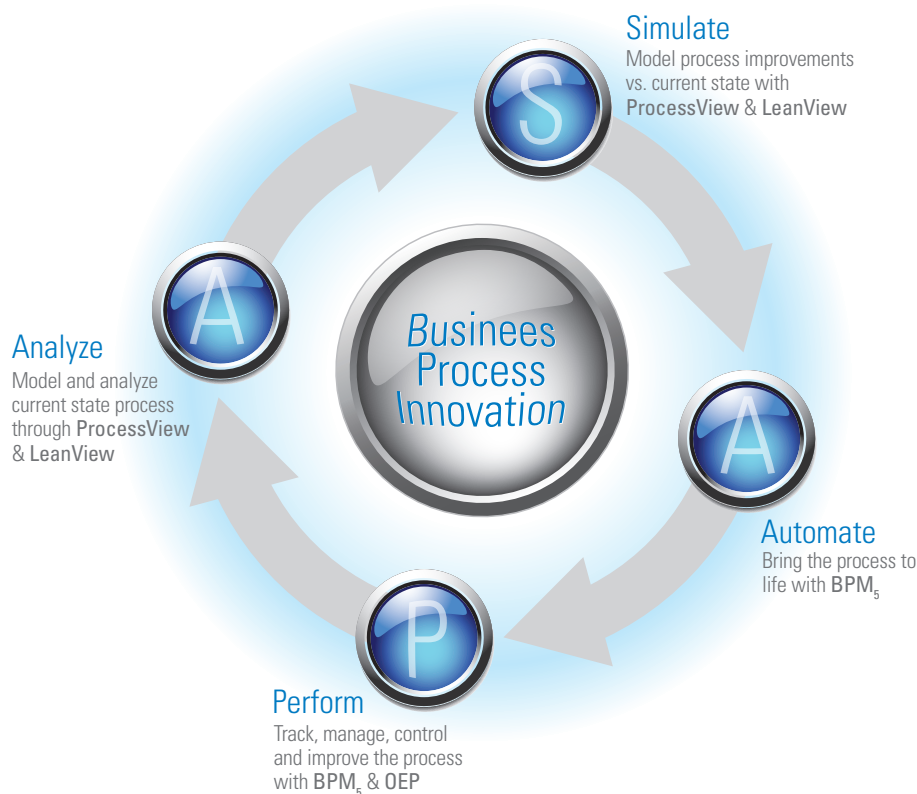
Bluespring Advantage makes it possible for you to gain a clear understanding of current processes, identify the best opportunities for meaningful performance improvement, define enhanced or re-engineered processes, and develop the business case for change, including ROI. It supports the rapid design and deployment of streamlined business processes spanning multiple systems and organizational entities. And it enables you to monitor and report on actual process performance to manage them in real time, build process intelligence, drive continuous improvement, and respond to changing business conditions.

Bluespring Advantage enables you to rapidly, confidently, and cost-effectively perform every stage of the Business Process Innovation (BPI) Lifecycle. It is the only comprehensive solution that combines a practical BPI roadmap with a robust family of modular Business Process Analysis (BPA), Business Process Management (BPM), and Operational Excellence (OE) tools, coupled with a full range of cost-effective services to ensure the success of your process innovation initiatives.

With Bluespring Advantage, you can:

- **Simplify complex processes** so they can be easily visualized, understood, and improved
- **Accelerate time-to-value** with a clearly defined methodology and powerful, easy-to-use tools based on proven process improvement principles
- **Ensure success of your process improvement initiatives** with hands-on assistance as needed
- **Minimize technology investment** by leveraging industry-leading Microsoft tools and your existing enterprise systems

ASAP: Proven BPI Lifecycle



Bluespring LeanView helps you rapidly improve the operational and financial performance of both product and service value streams. With integrated tools for Value Stream Mapping & Analysis (VSM&A), Lean process design, and Lean Enterprise Transformation (LET), it provides a powerful framework for enterprise-wide Lean deployment and sustainment.

Business Process Management

Bluespring BPM₅, the Bluespring BPM Suite, helps you remove unnecessary time, cost and risk from key business processes by effectively automating processes spanning any combination of people, systems, data, and documents. Flexible point & click process modeling enables you to rapidly design, deploy, and manage processes with little or no need for programming or modification to existing systems. The actual performance of business processes can then be monitored against defined KPIs to alert process owners to problems, build process intelligence, and identify opportunities for further improvement.

Operational Excellence

Bluespring OEP, the Bluespring Operational Excellence Portal, enables you to gain and sustain a true competitive advantage with a continual focus on operational excellence. It provides a comprehensive, collaborative OE framework that includes a repository of organization-wide process descriptions, detailed performance data, management scorecards, improvement opportunities, business case/ROI information, and much more. It easily aligns with any organizational structure, creating “one version of the truth” for all business processes.

Bluespring Advantage™

Bluespring Advantage is a modular suite of products and services to support every stage of the BPI Lifecycle.

Tools to Structure and Speed Process Innovation

The Bluespring Advantage toolset supports multiple process improvement methodologies, including Lean, Six Sigma, PDCA, PDSA and others. Developed to enable, accelerate, and sustain BPI initiatives, they provide powerful, easy-to-use tools to support each phase of the BPI Lifecycle.

Business Process Analysis

Bluespring ProcessView helps you make good decisions on process improvement approaches, priorities and investments. It enables everyone involved to fully understand and visualize current processes, design improved processes, prioritize the best opportunities, identify transformation activities, and produce a reliable business case for change.

Comprehensive Support and Delivery Services

Bluespring Advantage services are available to support every phase of the BPI Lifecycle. Delivered by experienced specialists, they provide you with the exact level of assistance you need in the most cost-effective manner.

Business Process Analysis Services

Rapid Process Assessment (RPA) enables you to quickly and confidently determine the best way to improve a specific business process or related process set. Using ProcessView, Bluespring specialists develop a current-state process map, assess process performance, identify and prioritize improvement opportunities, create future-state models, outline transformation activities, and produce a detailed business case and ROI for change – all within a very short period of time.



Value Stream Assessment (VSA) enable organizations committed to Lean principles to quickly and accurately analyze the performance of both product and service value streams. Using LeanView, Bluespring specialists develop a current-state value stream map, assess value stream performance, outline transformation activities, identify and prioritize value stream improvement opportunities, and produce a detailed business case and ROI for change – again, all within a very short period of time.

Business Process Management Services

Process Automation Design & Deployment services speed implementation of automated processes that may involve a wide range of people, systems and data sources. Working as part of your team or in a largely turn-key manner, Bluespring specialists use BPM5 to design the process workflow, business rules, forms, and activity monitors required to achieve and sustain the desired future-state vision.

Bluespring also has extensive experience developing packaged process-centric solutions for sales by OEM solution providers in addition to deployment of BPM solutions for specific customer organizations.

Subscription-based BPI Services

Virtual Coaching provides a very cost-effective way to leverage the experience of Bluespring's experienced professionals to achieve rapid, optimal results. Bluespring BPI specialists allocate scheduled time periods for phone and web-based interaction with your personnel to answer questions, provide guidance, and help address any challenges that may arise during a process improvement project.

Virtual Modeling also provides a very cost-effective way to utilize Bluespring resources to accelerate BPI efforts. You send pertinent process information to Bluespring ProcessView specialists who model current-state and future-state processes, providing valuable process intelligence, improvement recommendations, and business case outbriefs without the expense of travel.

Process Health Check provides a low-cost way to continually improve key business processes once automated using Bluespring BPM5. Bluespring specialists periodically review your actual process performance KPIs and other information produced by BPM5 to make recommendations for improvements. This service easily pays for itself with just about any key business process.

Just a Few Examples of Bluespring Advantage at Work...

- Identity and Access Management
- Equipment Lease Processing
- Employee On-Boarding
- IT Asset Management
- Production Management
- Marketing Collateral Management
- Media Spend Management
- Investment Fund Portfolio Management

Visit www.bluespringsoftware.com/solutions for many more examples



Modern Technology & Architecture

Bluespring Advantage fully leverages Microsoft technology platforms and applications to provide a truly collaborative BPI environment. And it uses an open architecture to enable easy integration of automated business processes into an organization's existing enterprise systems environment.

Microsoft applications, including SharePoint, Visio and Office make it easy for BPI teams to organize, store, and share process information. A high level of collaboration among your process improvement specialists, process owners, process experts, functional managers, and executives helps you realize the greatest results. In addition, Bluespring Advantage's use of Microsoft technology and applications reduces the overall cost of BPI initiatives by leveraging investments already made in both infrastructure and employee training.

An open architecture using methods and standards such as web services, SOA, XML, and SQL significantly reduces the cost of deploying streamlined business processes by making it easy to leverage existing systems, applications, data, and documents within automated processes. It also reduces any need for process participant training by integrating workflow forms and alerts into the office tools your people are already using on a daily basis.

Bluespring Software is a Microsoft Gold Certified Partner and Managed ISV



The Bottom Line

- **Waste Out; Efficiency In** – Business Process Innovation using Bluespring Advantage is all about improving financial performance by eliminating waste and improving efficiency. The ROI is never difficult.
- **Low Total Cost of Ownership** – Bluespring Advantage combines the latest technology with cost-effective expert services and an architecture that enables you to fully leverage the systems, technologies and people skills you already have.
- **Rapid Results** – At Bluespring, we understand that time is always of the essence and we're organized to deliver results and ROI as quickly as possible – often faster than you may think possible.

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