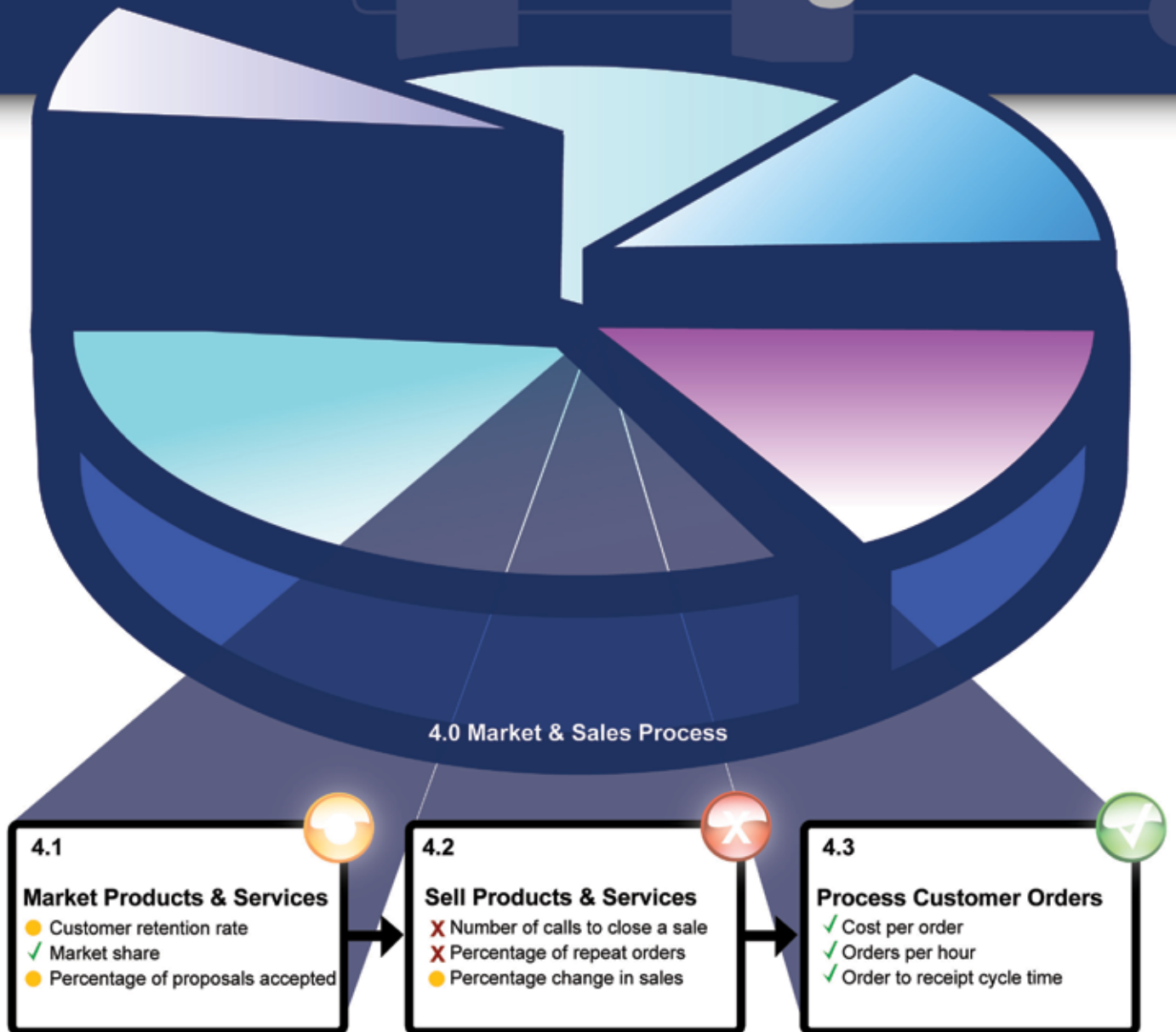


Process Oriented

Business Intelligence

interfacing.
People • Processes



"Interfacing's integrated approach to managing processes, knowledge, people and applications is unique in the BPM field. Their single platform design will help companies unify their management, transformation, and governance tasks, while staying flexible enough to encourage agile company growth."

-Ted Jandi, Vice President, OEM Partner Channels at Cognos.

Bridge the Gap between Process and Performance

Business Intelligence (BI) isn't just about results – it's about results that make sense. With data-centric reporting, your company can view its overall performance and the challenges it faces. But in order to get the most of these results, your company must understand how they were achieved. By managing Business Processes alongside Business Intelligence and Performance metrics, your company not only gains a perspective on how it is performing, but also an understanding of how it got there and what changes need to take place in order to get to the next level. This allows you to keep track of which processes are working properly and which are not, enabling you to make clear and effective decisions on how to implement new processes, standardize existing procedures, and move the entire company towards greater performance.

From Data-Centric Reporting to Process-Oriented BI

A **Data-Centric** approach to Business Intelligence is only half of the picture. The value of having access to the data stored in your IT systems is obvious. But this information is often found by combining data from many systems that are frequently disconnected, making it difficult to get a realistic idea of how the data relates to company operations. For example, having sales metrics stored in a database might provide valuable information on how resources are performing, but outside of a relevant context, this information is difficult to analyze and gain an understanding of why success was attained, making it impossible to replicate successful results.

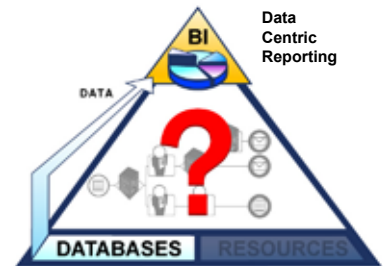
Process-Oriented BI combines Business Process Management (BPM) with BI/Performance analysis. Mapping the processes on which you are reporting allows your managers to understand why specific results were achieved. With company processes mapped and managed with associated performance information, your managers know exactly which processes are functioning optimally and which are not, giving them the information needed to make effective decisions regarding company strategies. Now you know why certain processes were successful, and based on this information, you can implement successful changes and standardize processes with repeatable results in the future.

"The EPC is allowing us to fill in process gaps that standard flowchart tools could not."
-Dave McCloskey, North American BSM Leader, Equifax

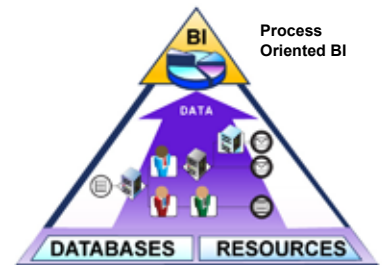
"We have found the right tool to make our company a leading edge consulting engineering business; we even incorporated EPC process shapes in our logo."
-Colin Stuart, Co-Founder, Stuart Wright Pte Ltd

Key Benefits:

- Link BI/Performance data to processes.
- Unite disparate information streams via processes
- Generate custom visual reports through simple drag-and-drop
- View valuable dashboards for all data in a single company portal
- Gather real world performance metrics from the workflow engine
- Report on any object in the EPC database



Data
Centric
Reporting

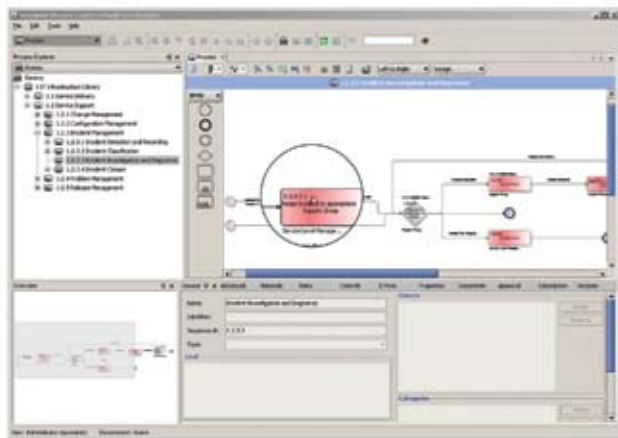


Process
Oriented BI

The Enterprise Process Center® (EPC) Integrated BI / Performance Module

The EPC Performance Module gives organizations and users access to a powerful set of dashboards and reports based on the real-time business process information available within the EPC's process repository. The Performance Module integrates the IBM Cognos BI and Performance engine with the EPC process repository to bring BI to the next level. Business users are given the ability to quickly extract and display valuable information – this is crucial to the efficient management of company processes, ensuring transparency and ownership throughout all levels of your organization.

The EPC Web Portal displays all of these current user-defined reports in a clear dashboard view alongside all the relevant process, risk, metadata and other enterprise information. Furthermore, the reporting tool is integrated with our workflow engine, gathering real-world statistical data on actual employee and IT systems performance, further enhancing the value of the dashboard view and putting much-needed data into the hands of your company managers.



EPC Modeler

Analytics



BI Dashboards in EPC Web Portal

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