

## Linking Business Strategy with Process Excellence

*Your organization's ability to provide your customers what they want, when they want it, in the most cost-effective manner, strongly influences your competitive advantage. To achieve this, successful companies have shifted from function-centric towards becoming process-oriented by adopting Business Process Management (BPM).*

### What is Business Process Management?

BPM is a management methodology that helps you focus on the development, management and improvement of effective, value-adding processes that replace traditional business functions (e.g. Marketing, Production, Finance etc.) as the drivers of business activity. The aim of this change in focus from function to process is to allow you to manage changes in your business environment more effectively, as any process enhancement will impact your entire organization, rather than just a single functional unit. This will make your organization more agile in responding to business opportunities whenever they arise.

A key requirement for the proper implementation of BPM is to integrate the effort with strategy management and performance measurement. This ensures that your business processes keep in line with and drive your strategy, and that any deviation is noticed quickly and alleviated timely.

### Key Benefits

BPM adds focus, purpose and direction to your organization and provides a source for strategic competitive advantage by reducing your time-to-market, order-to-cash and operating costs while improving quality. Other benefits include:

**Reductions in Inefficiencies and Errors** - The inefficiencies and errors associated with handoffs between functional areas can be eliminated, saving costs and time.

**Real-Time, Factual Reporting** - With BPM, each strategic and operational key metric has an underlying process. This enhances the collection of performance information and enables easier adjustments and improvements.

**Agility** - With BPM, change management and constant improvement of operations become embedded in the culture, thus improving the ability to react to changes swiftly.

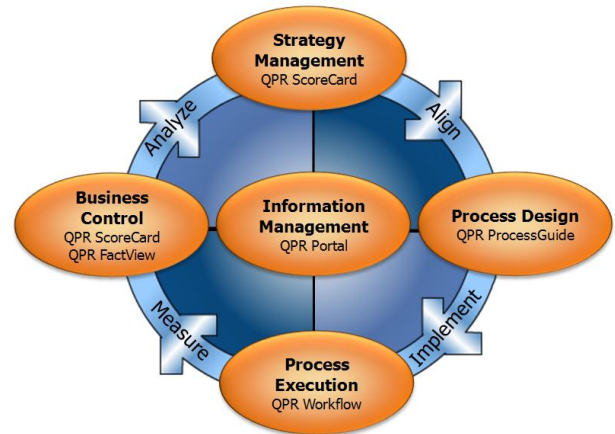
**Reductions in Complexity and Risk** - Process modeling, simulation, analysis and optimization help organizations reduce the complexity of important decisions and control the risks involved with them.

**Better Alignment of Resources** - A process-centric view of resources provides valuable insight as to how they are best allocated. By aligning them according to defined processes, the roles and responsibilities of each employee become clearer.

### The QPR BPM Solution

QPR provides you with a complete, fast and easy way to obtain support for the full BPM cycle. It focuses on giving process control to the people directly involved in your business

processes with easy-to-use tools that are quickly to deploy and roll-out, while keeping your total cost of ownership at the lowest level possible.

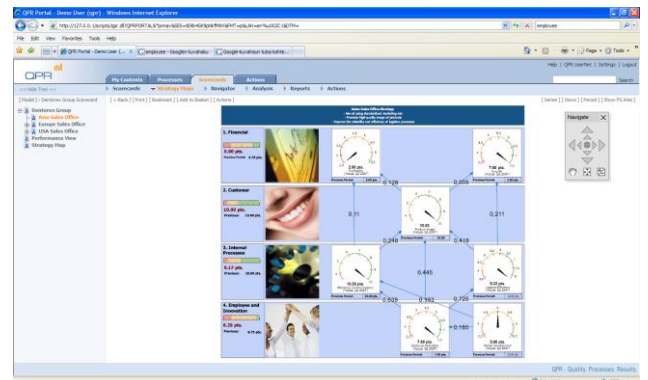


QPR products support the full BPM cycle

### Aligning Processes with Strategy

Providing your users with one environment that integrates strategy, process and performance management will help you validate processes against strategic objectives, timely identify the processes that require improvement and scenario-test new processes prior to their implementation.

QPR ScoreCard and QPR ProcessGuide allow you to make a direct connection between actual performance metrics and business processes in order to monitor and improve your progress towards reaching your strategic goals.

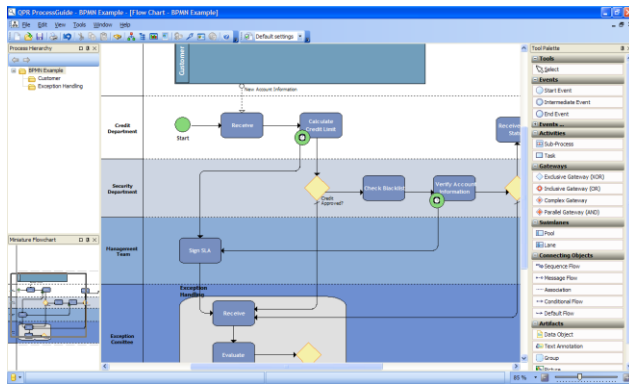


Strategy mapping in QPR ScoreCard

### Process Design and Implementation

Process Management is a multifaceted activity with many participants, involving process discovery, design, analysis, development, execution and where possible, automation. QPR ProcessGuide provides your users with powerful, yet easy to use process modeling tool that supports all phases of process management and focuses on the collaborative facet of these activities. QPR ProcessGuide provides a simple, yet extendable modeling notation for process discovery as well as the industry standard BPMN (Business Process Modeling Notation) notation for process development. Additionally, it will convert models in

BPMN to BPEL (Business Process Execution Language) for input in QPR Workflow, a business workflow application generator and process execution engine.



*BPMN modeling in QPR ProcessGuide*

## Executing and Monitoring Processes

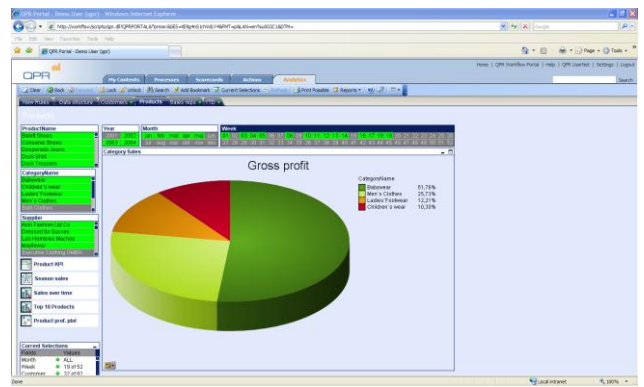
Competition and changes in your business environment drive the need to constantly adapt and improve your business processes. Whether they are automated or not, you can only improve your processes effectively when you monitor their actual performance.

QPR Workflow offers your business users a fully web-based environment for the design, execution, monitoring and management of automated workflow applications that greatly reduce task handover times by managing workload levels automatically, while ensuring that processes are executed exactly the way you want it. With QPR ProcessGuide, QPR Workflow and QPR ScoreCard therefore, you cover the entire spectrum of process management and are able to timely identify the need for process improvement or process alternatives.

## Business Control and Analysis

A changing business environment requires you periodically to assess your strategy and to make well-informed decisions about how to refine it to best suit the changed conditions. QPR ScoreCard and QPR FactView will assist in providing the intelligence that will allow you to make better informed decisions. They arm your employees with multi-dimensional drill-down capabilities and predictive analysis that, unlike traditional BI solutions, are not restricted to the anticipated queries embedded in OLAP cubes.

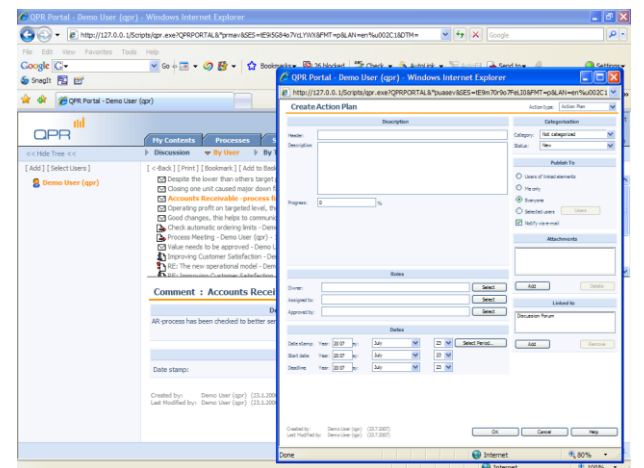
This truly ad-hoc analysis and the ability to spot and share trends faster and more comprehensively than any other BI solution will give your organization an edge over others when it comes to the quality of decision making.



*Powerful, ad-hoc analysis with QPR FactView*

## Empowerment and Collaboration

In order for your BPM initiative to succeed, all the information associated with it needs to be conveniently available to all the people that participate in it. The QPR Portal provides all participants in your organization with an always up-to-date, easy to access and personalized online source of information that covers the entire BPM cycle.



*Action planning with QPR Portal*

## Your Next Step

Find out how the QPR BPM Solution can help your organization in shortening the path towards becoming significantly more competitive! Contact one of our BPM experts for an onsite or online demo! Contact: [customer@qpr.com](mailto:customer@qpr.com)

## QPR Software Plc

Since 1991, QPR Software Plc has specialized in providing solutions that help people and organizations take control of their business processes and achieve their goals, founded on our belief that the most successful businesses and communities will be those that best utilize the competencies of their people. QPR cooperates with an extensive network of talented partners in over 50 countries worldwide.