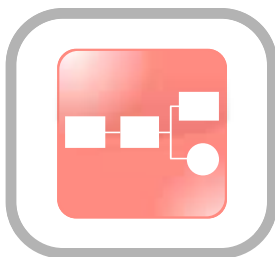




An Innovative Approach to Business Process,
Human Resource and System Management

Process, People and System

Optwize is a B2B consulting service provider committed to business process management (BPM). Our services include consulting on business motivation modeling (BMM), business process management, and the integration of an open-source enterprise resource planning (ERP) platform based on a service-oriented-architecture (SOA).



Our approach to BPM helps the business take control of their processes and identify and resolve process bottlenecks quickly without placing demands on IT. Processes are transformed from simple flowcharts to “digitized” processes deployed within the ERP platform, connecting people, information, materials, equipment and computing activities which make up a workflow. Business process owners can now analyze, simulate and improve processes right from their desktops and then deploy and execute the optimized processes (human and system tasks) within the ERP platform.



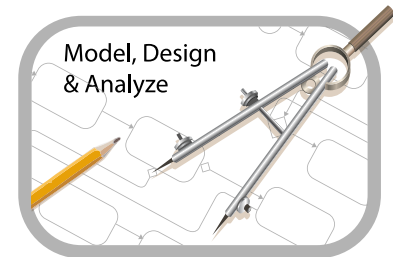
The agility offered in this methodology is key to fostering and maintaining a Continuous Process Improvement (CPI) strategy for your organization. The BPM solutions at Optwize, implemented on an open-source, service-based platform, ensure that your organization's processes, people and systems can adapt to and support changes without getting bogged down by challenges and delays which come with major system conversions in a traditional business-IT structure.

The Optimize BPM Methodology

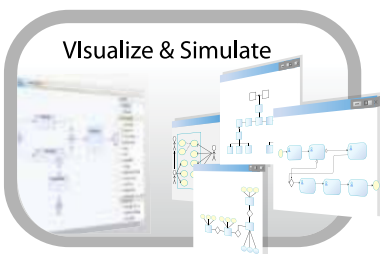


Our BPM approach begins with BMM which comprises the discovery and documentation of your organization's ends which are visions, goals and objectives. It then continues to identify the means by which your organization will achieve these ends. The means are further related to your processes, both existing and newly created. This relationship between the ends, means and processes ensure that all system and human resources are deployed towards achieving the organizationally defined ends.

We design, model and analyze existing and new processes to increase revenue, achieve cost savings and facilitate business to business integration (B2Bi). Our methodology includes representation of people, process and system in a dynamic computer model. The processes are mapped using a graphical user interface by the process owner and transformed into an executable process linked to enterprise data and systems residing within the ERP platform.

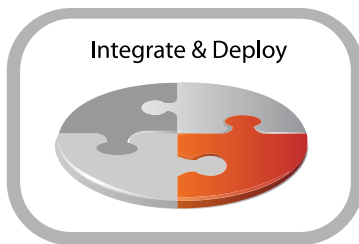
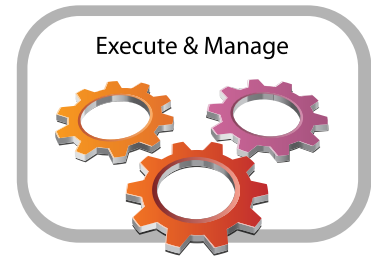


Models of existing processes illustrate the "now" and help to identify any problem areas that need to be redesigned. Simulating many possible scenarios & analyzing outcomes corresponding to different sets of input variables determine how a process will operate under different circumstances. New processes can also be designed, tested and optimized in a cost-effective manner



through simulation which then facilitates efficient business process monitoring on a continuous basis. By partnering with the business process owner, we can quickly design and conduct "what-if analysis" on new processes to implement within your organization.

Optimize uses an open-source ERP Platform supported by an SOA to deploy all organizational processes. The processes are linked to services running on your ERP system and process owners can control the processes by mapping and manipulation of easily understandable, function-specific business process diagrams. These processes can be run in the simulation engine, improved with what-if-analysis and then deployed as a web service within your ERP platform.



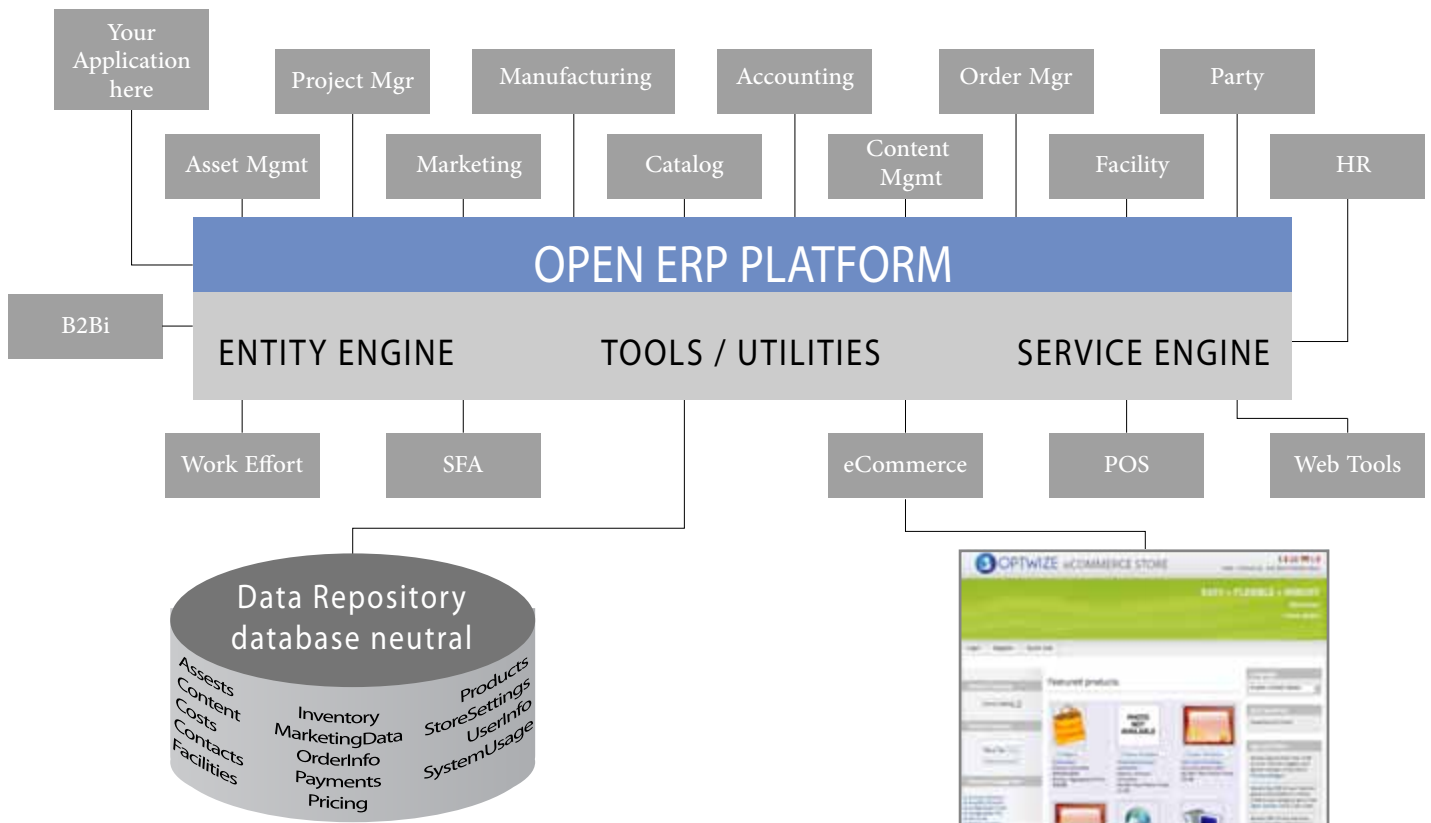
Our adoption of OMG's BPMN2 elevates the process model from a mere graphical representation to one which includes execution semantics. The ability to store, share and translate process specifications and business rules into executable services lends itself to a seamless cycle of definition, model-

ing, simulation, integration, execution and management of your business elements, all within a highly transparent and scalable open-source architecture.

This approach to business process, human resource and system management employs a business intelligence mechanism to track key process metrics, so that the relevant information can be easily visible to, and performance statistics can be efficiently monitored by, the business process owners. The ERP system is built upon a highly normalized enterprise data warehouse that empowers your business teams with the data and tools needed for continuous process improvement.



Open ERP Platform



Optimize enables your processes through a fully open-source, complete enterprise suite that can be used straight out of the box. As the diagram above illustrates, the suite provides a generic solution for most common business functionality such as Order Management, Asset Management, Content and Contract management, HR and Accounting, to name a few. Optimize, using a process-centric approach in modeling, capturing and executing the processes within your organization, then delivers a customized application for your needs, built on a common architecture using common data, logic and process components.

Our solutions based on an SOA can be implemented in conjunction with your current computing environment and does not require any major system conversions.



1902 Wright Place, Suite 200
Carlsbad, Ca 92008
www.OPTWIZE.biz
888.OPTWIZE (678-9493)