



amdocs

"Our business challenge is working in a complex matrix organisation which dictates efficiency and effective operational processes. We chose to work with Microsoft and PNMsoft in order to answer these needs. The PNMsoft platform creates transparent work processes which are independent of the organisational structure".

Eyal Ben Amram, Global VP, Systems & Technology

Amdocs deploys 30 complex processes within 3 months

PNMsoft's SEQUENCE is helping Amdocs employees to significantly enhance their productivity at client sites. It cuts 30% off the set-up time needed to provide services to new customers, allowing revenues to flow in faster. The ability to complete process development in one-fifth of the time previously required also brings major savings to the IT team.

Challenges

- Increase operating efficiencies on the 'manufacturing floor' and thereby reduce 'time-to-revenue' on new projects.
- Reduce the significant cost of operations such as recruiting and training
- Manage hundreds of complex business processes
- Coordinate across 16,000 employees and 50 countries

Situation Analysis

Amdocs is a world leader in Telco billing and customer management solutions. In 2007 the company recorded revenues of approximately \$3 billion and maintained a workforce of more than 16,000 professionals in over 50 countries.

With a strong commitment to growth, Amdocs was particularly concerned that its staff working at client sites around the world could become productive more quickly. They searched for a BPM system that could be highly customised and would support hundreds of business processes, many with hundreds of different decision points and business rules.

About PNMsoft

PNMsoft was founded in 1996 by experts in human workflow processes and specialises in Business Process Management (BPM) and Workflow Automation solutions for business users. The company is a multi-national enterprise with its marketing headquarters in the UK, the R&D centre in Israel and a global network of business partners and associated offices.

The company has solid financial backing from Goldrock Capital (<http://www.goldrock-capital.com>) an institutionally-backed fund specialising in high-tech companies that show strong growth potential.

PNMsoft is noted for looking beyond pure software issues, towards key requirements such as customisation and fast ROI.

The company has formed close and long-standing partner relationships, particularly with Microsoft. PNMsoft is a Microsoft Gold Certified Partner as well as a member of the Microsoft Business Process Alliance.

The BPM system needed to provide high performance over a centralised server and interface to the major CRM and ERP systems that were already deployed within the organisation.

Strategy and Implementation

Amdocs selected PNMSOFT's SEQUENCE for its scope and flexibility. The software's highly modular and flexible approach allowed Amdocs managers to rapidly set up customised automated processes and cover a wide range of organisational activities. In addition, full integration with Microsoft's desktop and Outlook meant that SEQUENCE could be globally applied, crossing language and cultural barriers while saving on training costs.

Specific processes covered:

- *Project Management*: supervising progress
- *Purchasing*: handing purchase requests
- *HR*: managing recruitment and training
- *Security*: getting approvals for new accounts
- *IT*: handling SOX and Basel compliance issues

The benefits of automating many standard processes, synchronising steps between teams and creating reusable components has given Amdocs a strong boost in increasing productivity.

Results

Providing services to a new customer used to take several months due to extended set-up processes such as recruitment, training and relocation. Automating these processes has enabled Amdocs to cut the set-up time by 30%, generating millions of dollars in revenue that would otherwise have been delayed. SEQUENCE has also delivered a competitive advantage and improved service/value for Amdocs clients.

Amdocs IT personnel now create processes in one-fifth of the time and saves millions of dollars annually.

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About SEQUENCE

SEQUENCE is an intuitive BPM software suite based on a graphical flowchart-based platform. It contains powerful options to give users great flexibility in taking an existing business process and converting it from a manual flow to an automated flow.

SEQUENCE provides a full end-to-end BPM solution that includes exploring, modelling, simulation, execution, integration, monitoring and optimisation functions. People interact with the solution via their familiar desktop environment such as Outlook and SharePoint. SEQUENCE also interfaces with best-of-breed 3rd party software.