



data communications

*"We were impressed with PNMsoft's agility in implementing tailored processes for our R&D and manufacturing environments. The SEQUENCE platform has been valuable in helping us achieve more in less time, improve quality and cut time to market."*  
**Haim Kershen, VP Quality, RAD**

## Tighter control during the R&D and manufacturing cycles

**SEQUENCE has helped RAD to improve time-to-market to overcome competition when selling thousands of components in over 100 countries. Products are customised faster for niche markets and OEM requirements. R&D follows a smoother track to the production line. Finished products have higher reliability and are improved in less time.**

### Challenges

- Set accurate and quantifiable standards by which to judge the efficiency of the company's R&D processes
- Streamline, manage and monitor R&D projects
- Reduce R&D turn-around time to beat the competition's time-to-market
- Closely monitor and document all product changes
- Maximise responsiveness and minimise turn-around time for product rejects and customer complaints

### Situation Analysis

**RAD Data Communications** is active in more than 100 countries, and is internationally recognised as a leading manufacturer of network access equipment for data communications and telecommunications applications. RAD offers an impressive array of innovative access product solutions to serve the technological and business requirements of service providers, carriers and enterprises.

With almost 30 percent of employees involved in R&D, managers needed an efficient work tool to help them track each stage of the R&D process and find ways to reduce turn-around time. In addition, RAD's focus on niche markets and OEM customers made it imperative to tighten control over product change requests, returned components and customer response.

### 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.

## Strategy and Implementation

After deciding that BPMS is the right technology, RAD evaluated several available systems, some of which were eliminated because of their size and inflexibility. RAD eventually selected PNMSOFT's SEQUENCE, based on several prime advantages. These including the product's scalability and flexibility, its Open Platform approach that enables users to tailor the solution on an ongoing basis, and finally, the product's Rapid Development capabilities. This allows for processes and solutions to be developed and implemented rapidly.

RAD's positive experience with SEQUENCE in the R&D field led to further areas of implementation. These included the *Commitment Process* – documenting and managing all product amendments and improvements (and therefore decreasing the incidence of human error); the *Corrective Action Tasks (CATS)* dealing with rejected components, the history of corrective actions, analysis of problems and customer complaints; and *Production Floor Management* – coordinating stock and products regarding all changes and approvals.

### Specific processes covered:

- *R&D Management*: reducing time-to-market
- *Quality Assurance*: implementing corrective and preventive actions
- *Customers & Partners Service*: undertaking customer surveys and strengthening commitment to customers

## Results

SEQUENCE fitted perfectly with RAD's multidisciplinary approach. It allowed R&D managers to assume greater control of all processes from initial product concept to market release. It created task lists and alerts for project managers. Moreover, for all decision-makers in the company, SEQUENCE generated a data-gathering system that allowed them to compare the real-time progress of projects against their planned schedule.

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***RAD Data Communications has decreased R&D turnaround time, improved time-to-market and raised quality standards***

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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, modeling, 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.