

Business as a Service



Introduction

Today more than ever, organisations need to secure their competitive advantage and cope with the volatility and the ever increasing globalisation of markets. While facing these challenges, CxO's should consider IT as an enabler for their strategy. This is especially the case as technology shifts across IT space in the form of Cloud Computing.

Cloud Computing has existed since early 2000, but there has never been so much buzz and optimism around its viability and application as there is today. In its early days the infrastructure and Internet simply lacked reliability and the confidence around security was not there within the Business. Now the world has become a smaller place with Social Media driving many Business' routes to market, crossing geographic boundaries instantly. Public Clouds enablement allow a company to realise these benefits while retaining the security inherent in a Private Cloud.

The advantages of no capital expenditure is not lost on the CFOs in the business world, with the new Cloud licensing model allowing a company to "Pay As They Go". Recognising the ability to ramp up for those critical peak times at year end and ramp down during the holiday season when business is slow. It also allows this workforce to be located anywhere in the world to realise economies of scale and cheaper offshore resources.

In terms of the Business ROI the use of such tools as ECM & BPM in themselves show a tremendously fast return through the automation and control of their Business Processes, better content control, stronger Business Analytics to plan, and comprehensive compliance of their Business's Content and Business Processes. The rate of return is accelerated further by AWPL's strong portfolio of insurance and banking templates, which allow the Business to start work almost immediately rather than a long 18 month wait for a bespoke development. Companies such as Aviva, Standard Bank and Prudential across multiple sites are realising the ROI of some of these proven artefacts: Underwriting, New Business, Fair Dealing Compliance (TCF) and Customer Services.

Many businesses have silos of content, especially after a merger or takeover, AWPL's solution recognises this and the ability to federate the Business's Content and Business Processes seamlessly through its ECM & BPM Federation layers. Long gone are the days when a company has to spend months or even years to migrate a system's content or processes before the business user can gain access, simply plug them in and the end user has immediate access with full security control. Other areas this impacts are when migrating between vendors as they can both work in parallel with one consolidated front end view, while the work of moving the content and processes to one platform goes on in parallel. We have seen many businesses wanting to shy away from an expensive upgrade in preference to utilising our Case Management Solution to enhance any lacking of functionality and allowing different versions of different product to work through the ECM and BPM layers, as opposed to have to integrate directly.

DotSphere Case Manager Overview

DotSphere Case Manager is an ECM/ BPM Accelerator, which enables customers to build business processes more efficiently, reducing the risk and implementation time of a BPM solution by 70-80%. This can be delivered directly or via our **Cloud** offering, allowing flexible licensing and faster expansion for those busy business periods or faster geographical growth. These templates allow a significant improvement in the time of deployment with a standard departmental rollout taking as little as 3 to 6 months to design and deliver.

DotSphere Industry Accelerator

DotSphere has industry accelerator templates that allow a more effective use of pre-defined artefacts from the Insurance and Banking industry, these include:

Underwriting

New Business

Claims Processing

Treat Customer Fairly

Credit Management

Loan Management

Customer Servicing

HealthCare Claims

Commercial Lines

DotSphere Federation Layers for ECM and BPM

DotSphere has a federation layer made up of two component parts, which allow the Case Manager to collaborate with any industry recognised ECM or BPM products seamlessly. The power of these is best seen when a company acquires another and they need the business to have access to all forms of content and both parties' Business Processes. These layers allow the customer to "plug in" the content so the business user has access to both in a secure fashion.

Another strong ROI is seen when companies are being forced to upgrade or are told that certain BPM and ECM products are not compatible. These issues can be removed by using federation layers and allowing DotSphere to control the conversation between these tools and even enhance their functionality should it be lacking

NOTE: The longer term migration of data to the chosen platform can then be facilitated in the background using AWPL's Migration Framework and Services.

Understanding You Future Needs

AWPL has always been at the front edge of technology with its DotSphere Case Management tools being in its 9th year and 5th release. We have also seen a strong shift in the need for our customers to utilise the Internet and the ability to expand quickly using Cloud technology.

Treat Customer Fairly (TCF)

The Financial Marketplace has a need for stronger Compliance, so we have developed a Treat Customer Fairly solution to allow our customer to proliferate fair dealing throughout their organisation via the DotSphere Case Manager. This not only controls conversations, but allows future analysis to allow a better service to your customers.

Collaboration of the Social Enterprise

In this fast moving world we see Social Media as a key route to market, with such companies as Dell already having their workforce trained and working with Social Media which is becoming their best route to market in terms of speed and cost.

At AWPL we are working with a collaboration of key partners to ensure you get the most out of this new world technology, bringing the power and speed of Social Media conversation and networking into the world of ECM and Business Intelligence. We allow you a look at how the Social Media world sees you and your competition. We also allow you a look at how your internal staff and customer communication can both drive your products and services, as well form strong collaborative groups for a more efficient and informed workforce with your customer base. This loyalty is the new way to sell and ensure you are in tune with your marketplace.



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