

Delivering Visual Solutions for Strategic Business Process Management

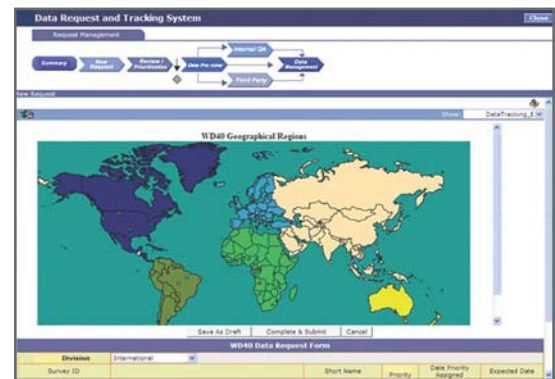
PopChart® and OptiMap™ integrates smoothly with Orchestra Enterprise Software Platform

Many organizations are challenged with finding effective solutions for managing and using business-critical content. Complex business processes require a hybrid of knowledge and information delivered in an accessible, structured and discernible style to aid in effective decision-making. The process of streamlining information and appropriately displaying that information for executive decision makers can be key to an enterprise's bottom-line success.

Background

PointCross, Inc. is a leading software technology company that delivers automated business process management (BPM) solutions, such as those for global asset and program management, to help customers compete successfully through quick and efficient decision-making. The PointCross Orchestra™ solution is a business information framework that enables organizations to streamline their processes by contextually organizing knowledge-intensive activities and managing all the relevant communications and content.

Many of PointCross' clients who use Orchestra are in the oil, energy and mining business, including Shell EPB and BHP Billiton. For example, many Energy and Petroleum (E&P) companies routinely develop and assess opportunities for the investment and growth of their portfolio value. Orchestra provides a "closed loop" E&P management system that propels regional and thematic strategies to drive budgets and controls on the processes that can turn opportunities into assets, while providing data and information feedback that drive portfolio and strategic decision making processes.



A drilldown dashboard for a funnel-based data request and tracking system in Orchestra. OptiMap is used to provide a geographical interface for easy selection of countries and associated assets, and Orchestra automates the population of data fields in the Data Request form based on the selected items.

Challenge: Portfolio Management on a Grand Scale

While PointCross' proprietary enterprise software impressively manages knowledge-intensive processes, the firm needed a conduit for clients to access, visualize and navigate through complex information quickly and easily. Corda Technologies provided this tool in the form of its charting, graphing and mapping software, PopChart and OptiMap.

PopChart combined with OptiMap allows PointCross to build charts, reports and maps from live XML data, which are then fed into Orchestra in real-time. For PointCross, its clients are able to access their information in an attractive presentation.

Before the implementation of Corda's solution, the burden of transferring collective data to viewable charts was cumbersome at best. Most of the work was done manually, and static charts and graphs often relied on outdated information. Collection and preparation of charts was an onerous and expensive process that took from hours to days to complete. Because PopChart and OptiMap are seamlessly incorporated into Orchestra, PointCross can now link live XML data feeds into the charting and mapping application, giving clients real-time visibility into their business processes.

"Corda has alleviated a great deal of pain for us." Said Shree Nath, Director of Technology for PointCross. "It allows our systems to link up directly to a live charting application where visual presentations draw from the most recent data in Orchestra, instead of users having to process the data and then manually chart it. We help transform business decision making into a real-time, processes-driven activity. The ability to have all of the necessary charts, maps and reports automatically populated is of tremendous value to us and our customers."



Example of a real-time Six Sigma process dashboard in Orchestra with a list of projects, and their current states in the project funnel. PopChart is used to display the status of active and other projects.

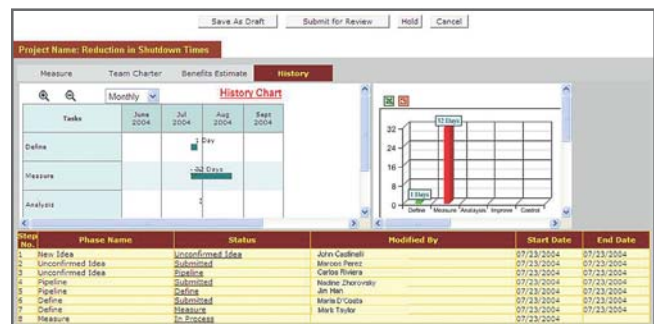
Visualizing the Course Ahead

PointCross has used PopChart and OptiMap to create dynamic, real-time digital dashboards. A digital dashboard in this case somewhat resembles the dashboard on a car. It organizes and presents information in a way that is easy to view and understand. Dashboards offer a simple graphical presentation of diverse data. Charts and graphs can be compared to a speedometer in a car; they provide a quick assessment of a single item by indicating whether the measured function is within set parameters. With the capability to drill down into deeper levels of underlying information, managers can bring projects back on track by quickly isolating the source of problems and taking corrective actions, or delegating this responsibility to others.

“Some of our clients manage a portfolio of assets in the billions of dollars,” says Nath. “They are constantly looking to make investments in certain areas and to procure blocks of oil fields or even other companies, so they are continuously looking at real-time data in the system. Since we help them to make mission-critical decisions faster, they find even more value for us. Our intent is to get to a point where, instead of making decisions at various intervals, say once a month or every six weeks, our clients have continuous access to real-time information. They will be able to make better decisions faster - that is a huge value proposition for them.”

The following are specific instances in which PointCross has used PopChart and OptiMap:

- Executive Dashboards – used to drive simplified workflow driven Web views built on top of the Orchestra platform.
- Graphical Status Reports – used in automated Orchestra reporting for various processes including portfolio management and program management office (PMO) coordination.
- Portfolio Perspectives – used for slice and dice analysis of exploration and production asset portfolios.
- Executive Management Reporting – used to synthesize key information from detailed portfolio and other programs into Microsoft PowerPoint slides. Corda PopChart output is fed automatically into PowerPoint slides to simplify and expedite management reporting.



One drilldown view from the consolidated Six Sigma dashboard in Orchestra showing details for an individual project and its funnel history. PopChart is used to display the time spent in each project phase.

Exceeding Expectations

“PointCross was researching charting and mapping solutions that would pass XML information from Orchestra into a third party application,” Nath said. “Now with Corda’s solution, PointCross’ live charts and digital dashboards can be immediately delivered in real-time to our clients.”

Corda excels at providing system integration, a variety of views, pop-up and drill-down features, and an unmatched level of presentation quality that is demanded in today’s process driven environments. As an added benefit for customers, Corda charts and maps can be customized to match client colors and preferences to keep them consistent with company branding. Enhanced drill-down capabilities turn a graph or map into a mine of information, and rollover features give charts clarity and precision.

In addition to providing ROI for PointCross customers, PopChart and OptiMap have saved PointCross the time and money it would have spent to develop charting and graphing software in-house. PointCross has found Corda’s partnership essential in its movement toward providing clients real-time digital dashboards in Orchestra.

“In the longer-term, we expect our clients to use Orchestra to simulate business scenarios in conjunction with Corda’s charting and mapping capability. Essentially, we would take a certain data set, and perform analyses on it to find out possible impacts on the customer’s global portfolio,” Nath said. “If they can visualize what the impacts would be, the value is huge because it gets them into the realm of scenario playing with the possibility of furthering the overall performance of the enterprise”

Nath concluded, “In an industry where important decisions demand critical and timely information, Corda has helped us stay ahead of the curve.”



CORDA™