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PRESS RELEASE

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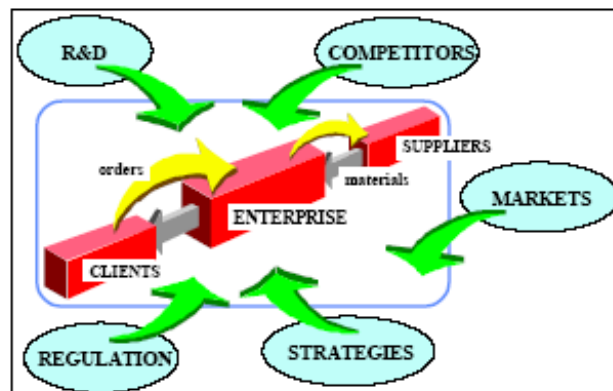
PWR-Consulting Establishes New Consulting Practice:

CREATING VALUE FROM EMPLOYEES WITH BPM

There are an increasing number of enterprises that are changing their business operations from a functional approach to a process-oriented approach; enterprise modeling is perceived as a necessary step to perform this change. Current modeling technology allows the use of enterprise models to go far beyond descriptive purposes; in fact, such models can play a major role in defining and managing business processes and in mapping business processes to support systems such as workflow systems.

Bill McSpadden

The world's largest companies are earning outsized returns—without significantly increasing the size of the workforce—by making their professional employees ever more productive. In today's global marketplace, a handful of companies that have developed massive scale and scope are generating enormous earnings: \$10 billion or more a year. Such extraordinary profits, the evidence suggests, reflect the ability of these mega-institutions to make their talented professionals—tens of thousands of them—more productive.



Intangible assets such as knowledge are the key to these companies' profitability, and it is professionals who create and use them. Mega-institutions not only employ disproportionately high numbers of professionals but have also found ways to help them work together ever more effectively. That combination has allowed these companies to increase their share of the top 2,000 corporations' net income significantly, while their share of the total workforce hasn't gone up in proportion.

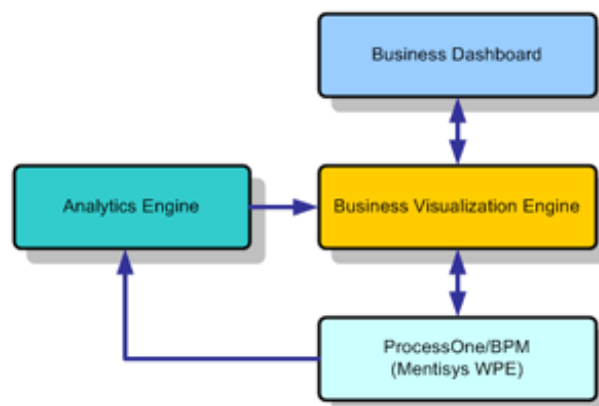
As more 21st-century companies come to specialize in core activities and outsource the rest, they have greater need for workers who can interact with other companies, their customers, and their suppliers. Thus the traditional organization, where a few top managers coordinate the pyramid below them, is being upended.

Raising the productivity of employees whose jobs can't be automated is the next great performance challenge—and the stakes are high. Companies that get it right will build complex talent-based competitive advantages that competitors won't be able to duplicate easily—if at all.

Business Process Modeling (BPM) - BPM is a critical corporate technology suite providing a flexible, model-driven platform for developing performance management solutions to solve complex, process-related business problems at low cost and on short notice. BPM provides the decision support tools and framework necessary to allow you to quickly identify operational bottlenecks and resolve the root cause of the problem in real time. Making critical decisions requires information to be presented within the right context, and must include the incorporation of historical data, current conditions, and information from various systems across and potentially outside the enterprise.

With Business Process Modeling you have the power to build or purchase applications that enable you to see what is and what isn't working modeled against what really matters. BPM is often a distributed J2EE platform that is comprised of the following core components.

- Work Process Engine
- Analytics Engine
- Business Visualization Engine
- Business Dashboard



BPM modeling provides the required services to create a paradigm of your business in terms of business metrics, business processes, organizational structure, organizational relationships and

workflow resource assignment models. These models provide the context for analysis and interpretation of data allowing you to quickly analyze key performance measures and their true business impact. An interactive dashboard provides information presented in a visually meaningful and intuitive way allowing you to act on alerts and events caused by business or exception conditions.

For more information about this exciting new service, contact:

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About PWR-Consulting

PWR-Consulting has provided its business consulting expertise to manufacturers and enterprise application vendors since 1980. Consulting expertise has been supplied in Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Manufacturing Execution System (MES), Customer Relationship Management (CRM), Product Lifecycle Management (PLM), Process Control, and Business Performance Management (BPM) disciplines. PWR brings decades of industry-specific experience in the business applications and manufacturing and supply chain market as well as a depth of knowledge in best business practices. With this foundation of experience and knowledge, PWR-Consulting is uniquely qualified to not only provide an unbiased perspective, but is also able to engage with it's clients as an active team member. Our mission is to drive tangible results and benefits quickly and cost effectively. PWR-Consulting offers a variety of programs and service engagement options, including retainer-based consulting engagements, project-oriented engagements, management training programs, fixed-scope/fixed-price tactical projects and materials development, and subscription-based delivery of industry research.