



Seranin's Motera Business Process Integration and Performance Measurement Workbench: Operational Benefits from Your ISO Investment

ISO (International Organization for Standardization) compliance is a critical success factor to many companies. ISO standards raise levels of quality, safety, reliability, efficiency, compatibility and interchangeability and provide these benefits at an economical cost.

Unlike earlier ISO versions that were organized from a functional point of view, ISO 9001:2000 maintains a process management structure that suggests organizations construct and manage their businesses as an integrated series of activities and events. As organizations transition to ISO 9001:2000 they must consider the following key elements when implementing their quality management systems:

- Identification and documentation of business processes
- Determination of process sequence and interaction
- Establish criteria and methods necessary to secure effective operation and control of processes
- Ensure resources and information availability to support processes
- Measure, monitor and analyze processes
- Implement actions to achieve planned results and continual improvement
- Identify the control of outsourced processes as applicable

Optimization, that is, the continual improvement of the organization's core business is a fundamental underlying concept in the ISO model. Organizations already challenged by the daunting task of implementing a quality management system, turn to the experts at Seranin to help manage processes. With the need to achieve ISO 9001:2000 certification by the end of 2003, an infrastructure such as Seranin's, that not only delivers process modeling and optimization but real-time capture of process performance measures, is critical. Plus, recognizing measurable operational benefits beyond certification from their ISO investment is enormously advantageous in any economy.

Through its Motera Business Process Integration and Performance Measurement Workbench (BPI/PM), Seranin Software Corporation provides organizations with the most effective and comprehensive solution for developing, maintaining, simulating and

measuring critical business processes and realizing the accompanying operational benefits from their ISO investment

Motera delivers value beyond simply satisfying the critical and most disruptive elements of an ISO 9001:2000 quality management system. With Motera, organizations can actually interrogate and interpret business and process performance metrics in real-time as a process is executing and initiate action to improve business conditions long before they become visible to internal and external customers. This real-time process visibility and the corresponding ability to take action improves the speed and effectiveness of business operations resulting in more informed business decisions and significant operational cost savings. For any ISO organization that is concerned about its ability to meet or exceed customer expectations, equipping their ISO quality management system with the ability to provide real-time visibility, measurement and management enables them to take charge of their business processes and leverage them as a source of competitive advantage.

Without Motera BPI/PM, organizations embracing ISO standards have intensely laborious and error ridden challenges on their hands. Motera BPI/PM specifically supports the development and maintenance of an ISO quality management system, in three phases:

- **Process Development and Simulation**

Motera BPI/PM features a graphical Interactive Development Environment that facilitates both process development and documentation. Motera supports three levels of diagramming to aid the ISO organization through the steps of creating a process: business use case diagrams, business object diagrams and business process diagrams.

- **Process Maintenance**

All business processes change, as the business needs change. ISO compliant organizations must have process representations that are easy to update, modify and maintain. With Motera BPI/PM, all shared process information is stored only once and modifications can be made in a single place as opposed to many places.

- **Process Measurement**

Once a process is developed and placed into operation, monitoring the performance of the business process and business served by the process is crucial. Motera's metrics can be translated into the business context to provide valuable insight into the performance of a business process and enable the ISO organization to identify opportunities for continual improvement.

During the development phase of a new business process and whenever attempting to improve an existing process, simulation is critical. Motera BPI/PM supports full process simulation, enabling a view of the execution of the business processes and related flow of information. The Motera business process simulation method provides: detailed performance and aggregate time and cost analysis, an automated approach for selecting and performing alternative scenario analysis, validation of process flows and interaction between process activities and identification of process constraints and potential bottlenecks.

Business optimization requires enormous focus on continual business improvement. Seranin supports the strict ISO approach to ensure that your organization can achieve ISO standards and perform the recurrent processes to remain compliant.

Organizations that view the quality of their products and services as a means to increase shareholder value and achieve competitive advantage have likely invested in and will continue to invest heavily in ISO or other quality management initiatives. Seranin ensures that the return on these investments extends beyond certification and delivers operational benefits in the form of operational, efficiencies, and reduced costs.