

## Credit Card DNA Case Study

### **The Situation**

Credit Card DNA Security System (Holdings) Limited ("CCDNA") is an investment holding company listed on the Stock Exchange of Hong Kong (Stock code 1051), with diversified businesses across Technology Provider, Content Service Provider, and E-Commerce Enabler in Greater China, as well as active participations of potential project for Oil & Gas Exploitation. Headquartered in Hong Kong SAR and have presence in Shenzhen and Beijing China PRC.

The company has employees at offices located in Hong Kong headquarter, Shenzhen and Beijing China. Its corporate IT environment has more than couple hundreds workstations that connecting employees through Intranet system to corporate resources.

*Billy Tam, President, Credit Card DNA Security Holdings Limited, says: "We have offices all over China region. It is a challenge to communicate effectively with employees from distributed offices for report review and approval. All documents required for approval are printed on papers; it is not so easy to make approval when you are on a business trip."*

In order to increase employee productivity, Billy would need to improve its IT system so that it could automate business process workflow with the capability to link up employees, applications and systems from its distributed offices in China region. The system should also provide a complete audit trail for all workflow tasks monitoring and reporting.

### **The Solution**

Billy has examined several market solutions, but it was ATPATH Automation Server that stood out.

The IT team at the company worked with ATPATH Consulting Services to develop and implement the solution. The installation of ATPATH Automation Server didn't require changes in corporate IT infrastructure. As a result, the pilot program lasted just one month, and the actual deployment for the headquarter office in just couple of weeks.

By providing managers with complete visibility and control over its business process, timeliness and productivity have dramatically increased. After choosing and implementing ATPATH Automation Server, the operation approval process is now streamlined. For example, one approval process previously taking 4 days to complete, now requires less than 4 hours. People in the approval process are held to tighter schedules and managers are notified when bottlenecks arise, allowing them to take action and rectify delays.

*"We have offices all over China region. It is challenge to communicate effectively with employees from distributed offices for report review and approval. All documents required for approval are printed on papers; it is not so easy to make approval when you are on a business trip."*

*"This is the exact business process management system we are looking for, and we are very pleased using it."*

*Billy Tam  
President*

*Credit Card DNA Security Holding Ltd.*

Using ATPATH Automation Server, staff members generate approval requests and managers respond using a single web-based application. Each request is tracked and managed to provide business managers with up-to-date information for all corresponding approval. The application allows each request to be submitted, received, reviewed, approved, tracked, monitored, and reported. Managers are now confident that they are making the right investment decisions within the company's budget -- ensuring that localized objectives are aligned with the company's global strategy.

*"This is the exact business process management system we are looking for, and we are very pleased using it." Billy Tam, President, Credit Card DNA Security Holding Limited.*

### **For More Information**

For more Information and query about ATPATH Technologies and its products and services, please contact the Hong Kong head quarters at (852)2856-3801. To access information over the Web, please visit the corporate website, <http://www.atpath.com>