



# ATPATH Automation Server

*Revolutionizing  
Business Process Management  
Platform*

[www.atpath.com](http://www.atpath.com)

# ATPATH Technologies – Who we are



## Company Profile

- Founded in 1998, specializes in Business Process Management (BPM) Software
- Concepts and architecture developed over 5 plus years
- HK hub, PRC software factory, expanding to US and Europe

## Objectives

- Provide a platform that BPM solutions can be quickly built and deployed for unique and complex process needed by any organizations
- Simplify business workflow using latest Internet technologies to increase process efficiency, focus on complex and human-centric process
- Apply low cost high benefit philosophy to multi-lingual business applications

## Company Strengths

- Ex Microsoft International management / technical team
- Powerful, scalable & cost-effective product

# ***Our Vision* is to solve key business issues**



## ***Staying Competitive***

- Respond quickly to a changing business environment
- Ensure short time-to-market

## ***Improving Operational Efficiency***

- More effective & efficient business communications
- Efficient tracking & monitoring system

## ***Improving Enterprise Management***

- Improve internal and external communications
- Impose enterprise wide standards and procedures

## ***Improving Revenue***

- Deliver better and quicker customer service
- Increase revenue per customer while reduce customer service costs

# Why is ATPATH Automation Server Cool?



- Provides true practical end-to-end business measurement possibilities at low cost
- Can be implemented easily by non-programmers
- Enables very high value and measurable business benefits to be achieved in a short time
- Uses low cost commodity Internet technology to dramatically lessen the systems integration challenge, exploit existing infrastructure

# What is BPM and where do you apply it?



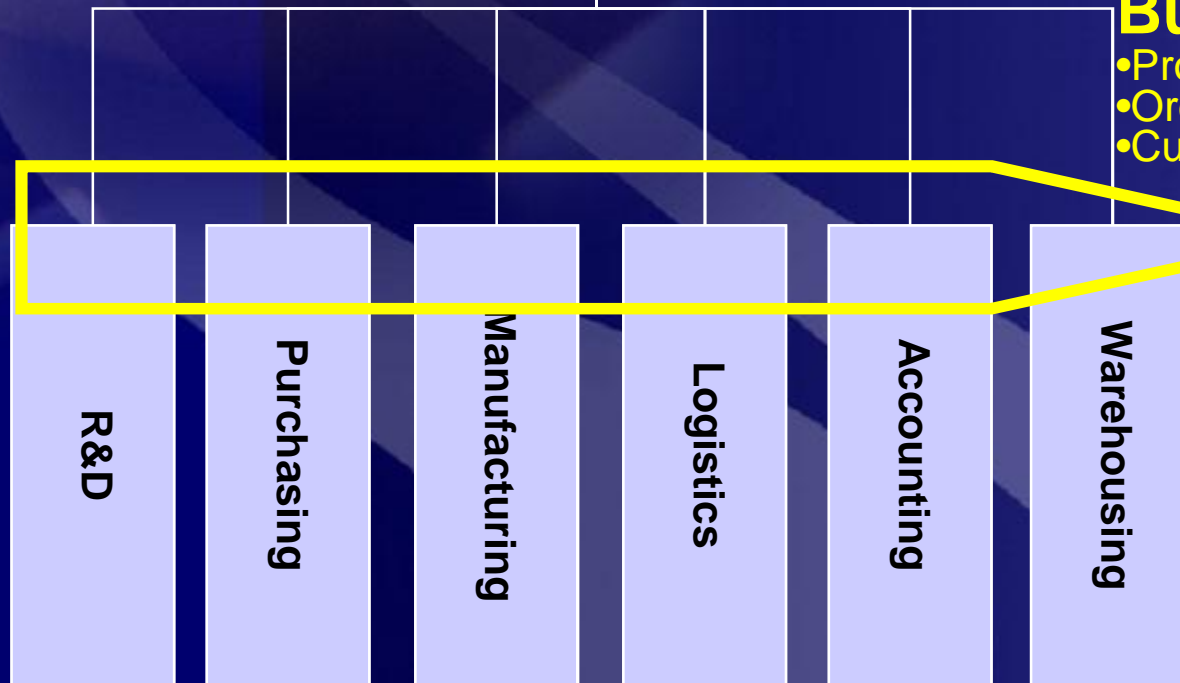
## Management

## Management Processes

- Performance measures
- Financial management
- Strategic planning
- Capital budgeting

## Business Processes

- Product development
- Order fulfillment
- Customer service



## Work Processes



## The Magical Yellow Box...

- Forces a systematic approach to **understand your processes** → **Identifies opportunities for improvements and reduces duplications of work**
- Enhances **efficiency of your processes** by computerization → **Focuses your staff on higher value-added activities that require human intervention**
- Enables **measurements of business productivity** and helps your staff to understand how they to improve → **Changes performance objectives from vertical functional to end-to-end goal-oriented perspective**



# Issues with the Yellow Box

## Criteria for Evaluating a BPM Solution

### Ease of User Adoption

- Is training easy to do?
- Does ongoing programming require a lot of effort?

### Ease of Deployment

- Does deployment take a lot of effort?
- What desktop configuration is required?

### Connectivity with Existing / External Systems

- Can you integrate it with existing systems to minimize costs?
- Does it comply to industry standards?

### Flexibility for Future Expansion

- How scalable is the solution?
- Is it flexible enough for you to expand deployment for other processes?

### Cost Effectiveness

- What is the total cost of ownership? Including
  - Hardware
  - Software license
  - System consulting
  - Ongoing maintenance?



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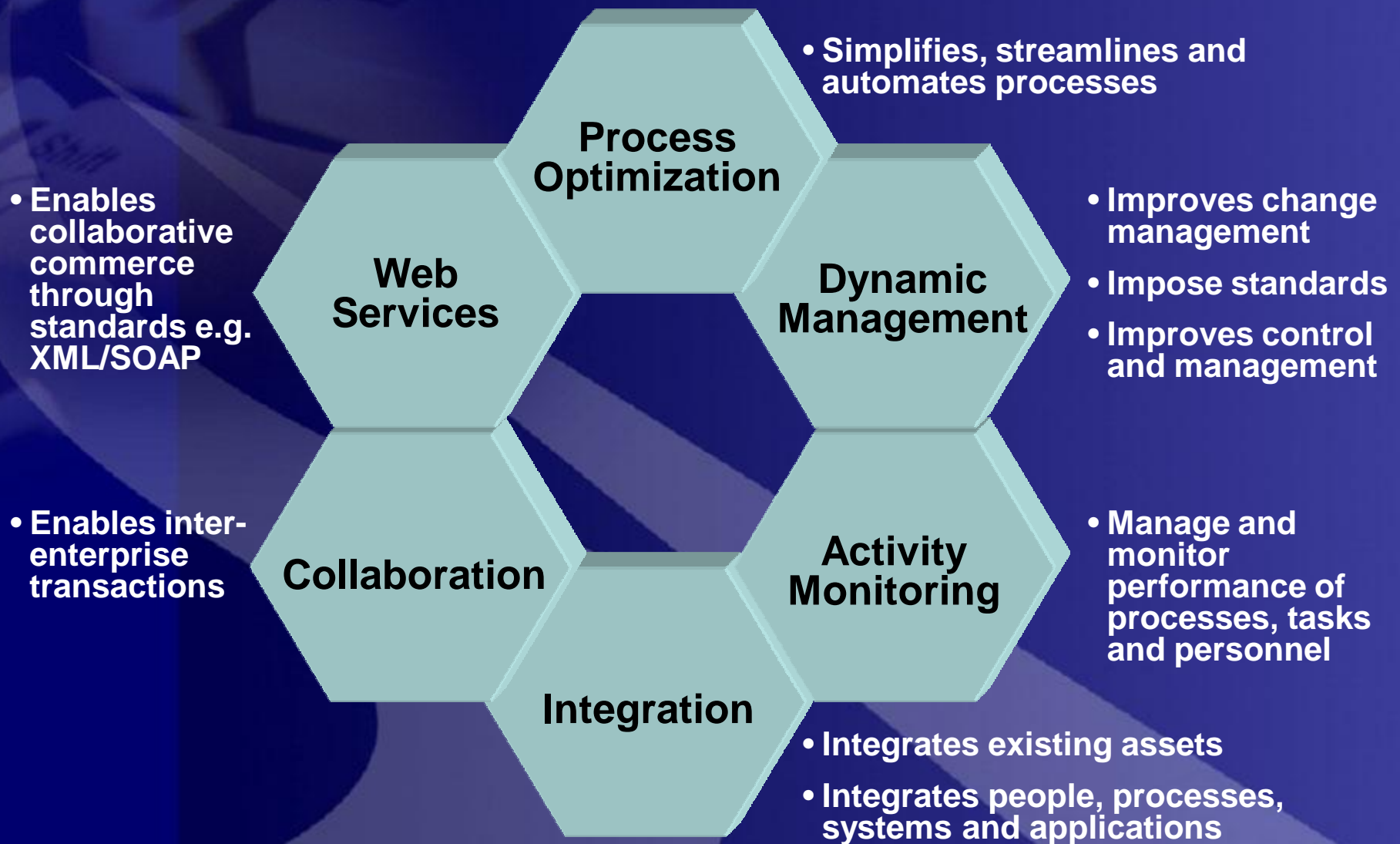
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## Advanced web-enabled BPM solutions

- 100% browser-based, familiar to all
- Users can create / change process without any programming
- Accessible from any Internet browser
- Does not require client set-up; minimal desktop requirement
- Collaborates with existing systems over generic platforms and languages such as XML
- Built-in “end-to-end” total business solution
- Highly flexible, designed generically to accommodate future expansions
- Minimal hardware requirements and simple system programming
- Immediate and tangible return on investment

# Today's BPM software provides six key functionalities for greater return of tomorrow



# The Market



- BPM market is poised for significant growth, could hit over USD\$ 6B by 2005 from \$2.26B during 2001, as more and more businesses look to streamline operations and cut costs
- Asia Pacific BPM market is untapped (currently at 6% of WW market share), poised for strong growth
- “90% of the Fortune 500 will be using BPM by 2005 and warn that late adopters will lose competitive advantages.” – [Gartner]
- “For the Fortune 2000 companies the quest to implement the best business process management solution is becoming highly desirable .....”  
– [IDC]
- “The BPM concepts are right on target ..... Savvy companies will embrace having a process-centric organization and will adopt Business Process Management software .....”  
– [AMR Research]
- “The BPM category may arguably provide the greatest return on investment compared to any other category available on the market today ....” – [Aberdeen]
- “It’s no surprise then that BPM is quickly emerging as the moniker for the next Killer App in enterprise software .....” – [Delphi]
- In 2002, over 400 of Fortune 500 companies has setup development and sales offices in Guang Dong province



# ***The ATPATH Customer Experiences...***



## Case Study: *Swire Beverages*

### Company Background

- Largest global Coca-Cola franchise
- Coke production / distribution subsidiaries in Greater China and the USA
- Total franchise population of over 400 million



## Case Study: *Swire Beverages*

### Benefits of Solution Adopted

- Streamlined and simplified business processes
- Reduced human errors and process lag-time
- Imposed corporate standards across the whole organization
- Lowered costs for running business processes
- Reduced process run-time by a multi-lingual system
- Made process activity monitoring and control easy



## Case Study: *Swire Beverages (con't)*

Swire Beverages sites adapt ATPATH BPM platform

- Site locations:
  - Hong Kong
  - Nanjing
  - Xian
  - Xiamen
  - Guangzhou
  - Hangzhou
  - Hefei
  - Zhengzhou



## Case Study: *Swire Beverages (con't)*

Example: BPM applications are being deployed

- § Company Leave Request
- § Business Travel Request
- § Credit Line Approval
- § Purchase Requisition Request
- § Marketing Resources Booking Request
- § Absence from Office Request
- § Working Time Card Process Approval
- § Packaging Goods Receive and Deliver Process
- § Sales & Marketing Production Process Review and Approval
- § Accounting Review and Audit
- § Sales Channel Definition & Modification Review Process



## Case Study: *Advanced Clinical Sciences Corporation*

### Company Background

- Global drugs trial company head quartered in the UK
- Handles the testing of new drug compounds of leading pharmaceutical companies
- Thousands of patients involved in a typical drug test
- Each drug test takes 8-10 years on average

### Key Challenges

- Paper-based trials are too slow
- Processes are complicated and error-prone
- Keeping track of test results from various sites is very costly
- Patient enrollment takes a long time
- Inefficient audit-trail and data reporting processes

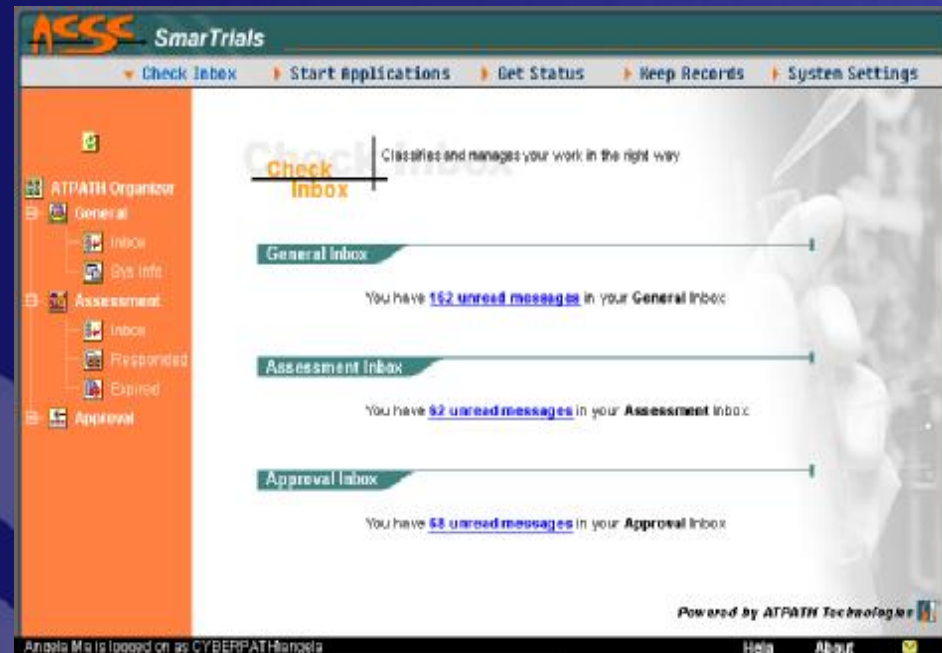


# Case Study: *Advanced Clinical Sciences Corporation*



## Benefits of Solution Adopted

- Eliminates poorly designed paper-based processes
- Enhances patient recruitment and data collection efficiency
- Improves the accuracy of test results
- Upgrades data management and reporting facilities
- Reduces operational costs of clinical researches



*ACSC SmarTrials running on  
ATPATH Automation Server*

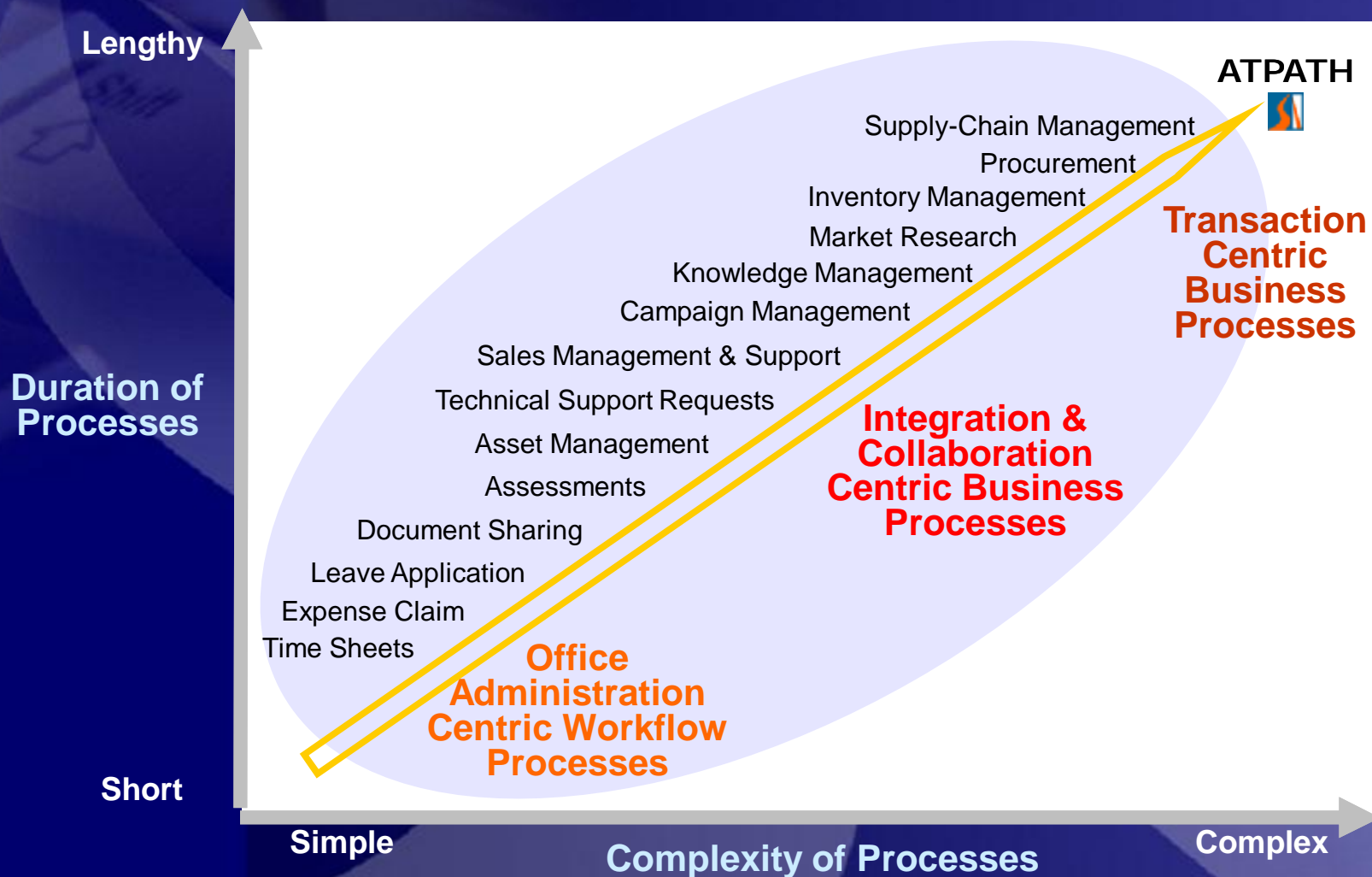


***ATPATH Automation Server –  
How is it positioned?***

# ATPATH Automation Server is an all-rounded BPM tool



Offers functionalities from simple office automation to complex transaction based processes



# ATPATH Automation Server is a cost-effective, highly functional BPM tool



- Low cost of ownership
- Easy to deploy
- Leverage on existing assets

High

Cost Effectiveness

Low

Document sharing solutions

Stand-alone vertical applications

Stand-alone workflow applications

Industry specific automation solutions

Other Collaboration Centric BPM products

Other Transaction Centric BPM products

ATPATH



Low

Functionality

High

- Offers all essential BPM functionalities

# Step by Step BPM using ATPATH Automations Server



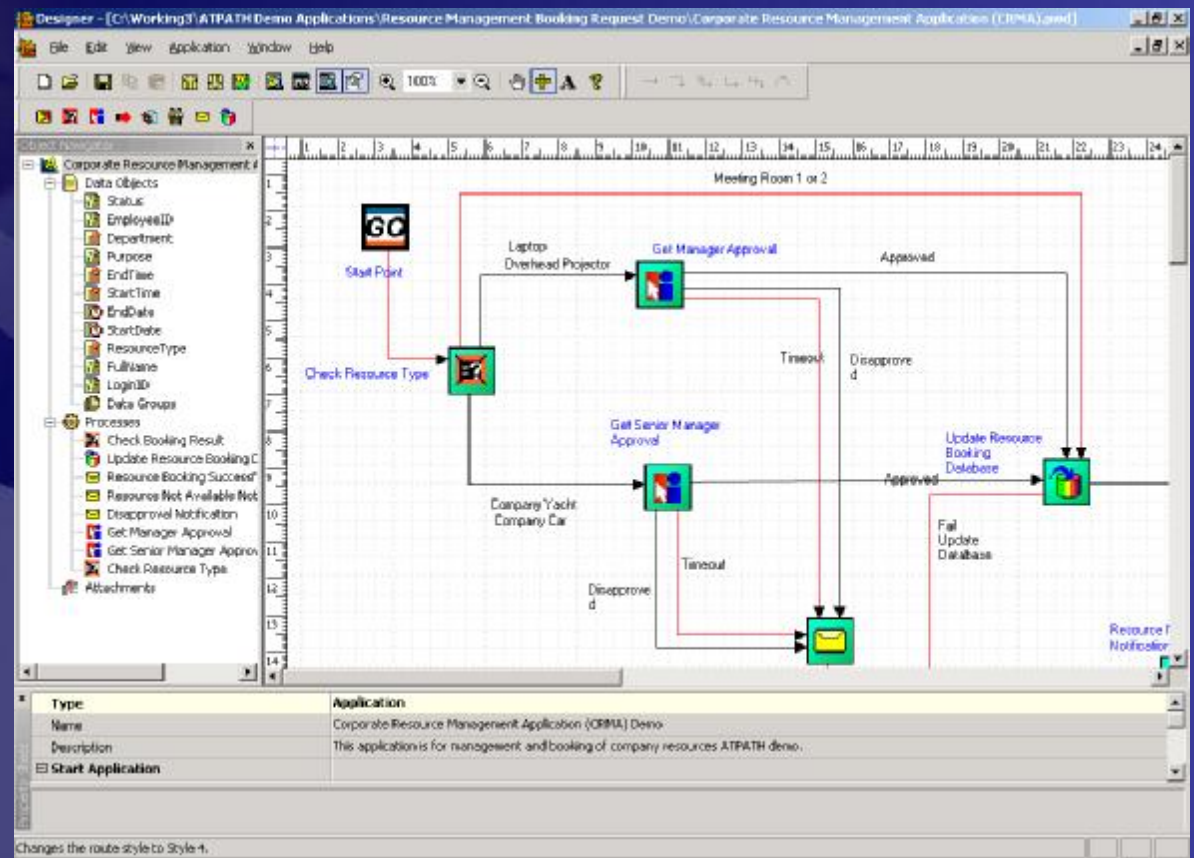
- **DEFINE** critical business processes as a series of inter-related applications
- **INTEGRATE** applications into process management
- **DEPLOY** processes as Internet applications
- **MONITOR** their execution
- **ANALYZE** and report their impact
- **CONTROL** their execution as needed

# Define Critical Business Process



Define Business Processes:

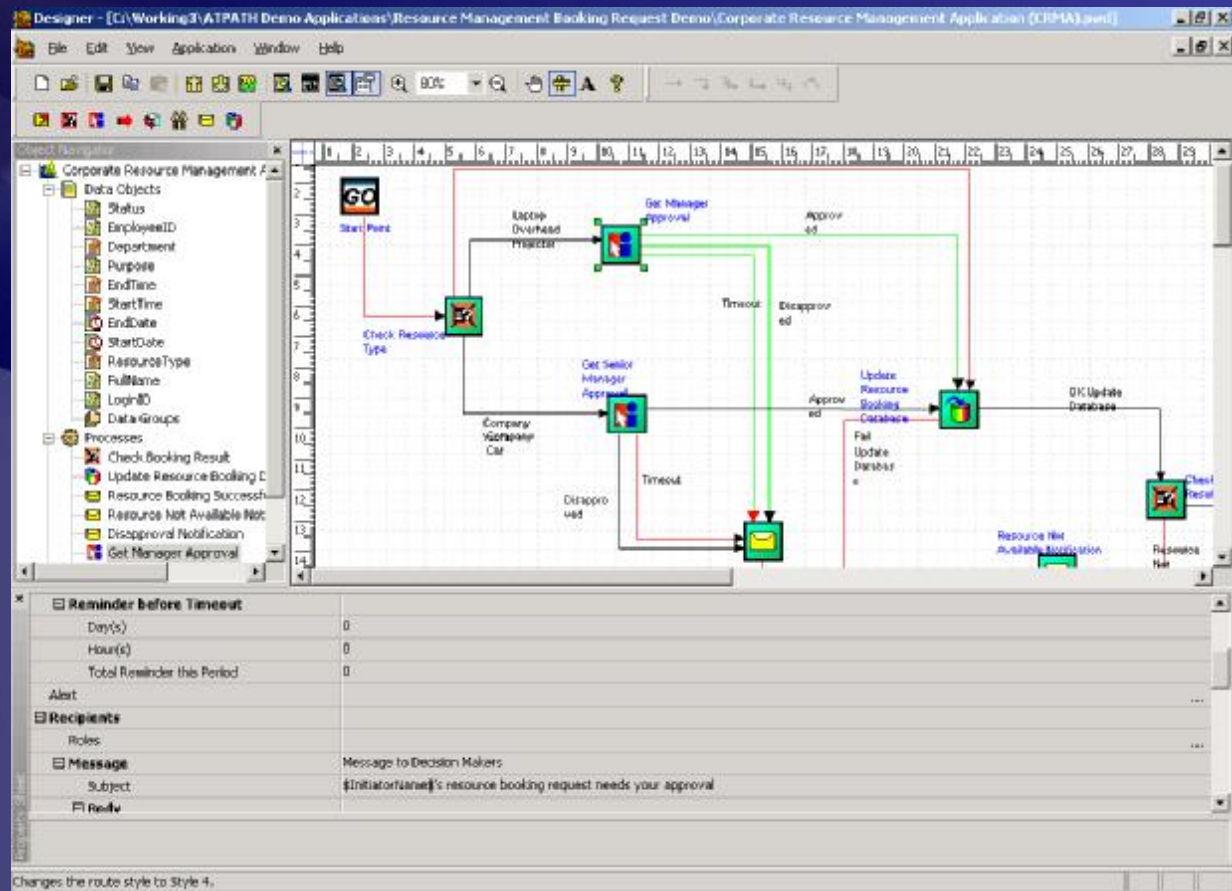
Operation Flows,  
Information Flows,  
& Business Rules



# Integrate Application into Processes



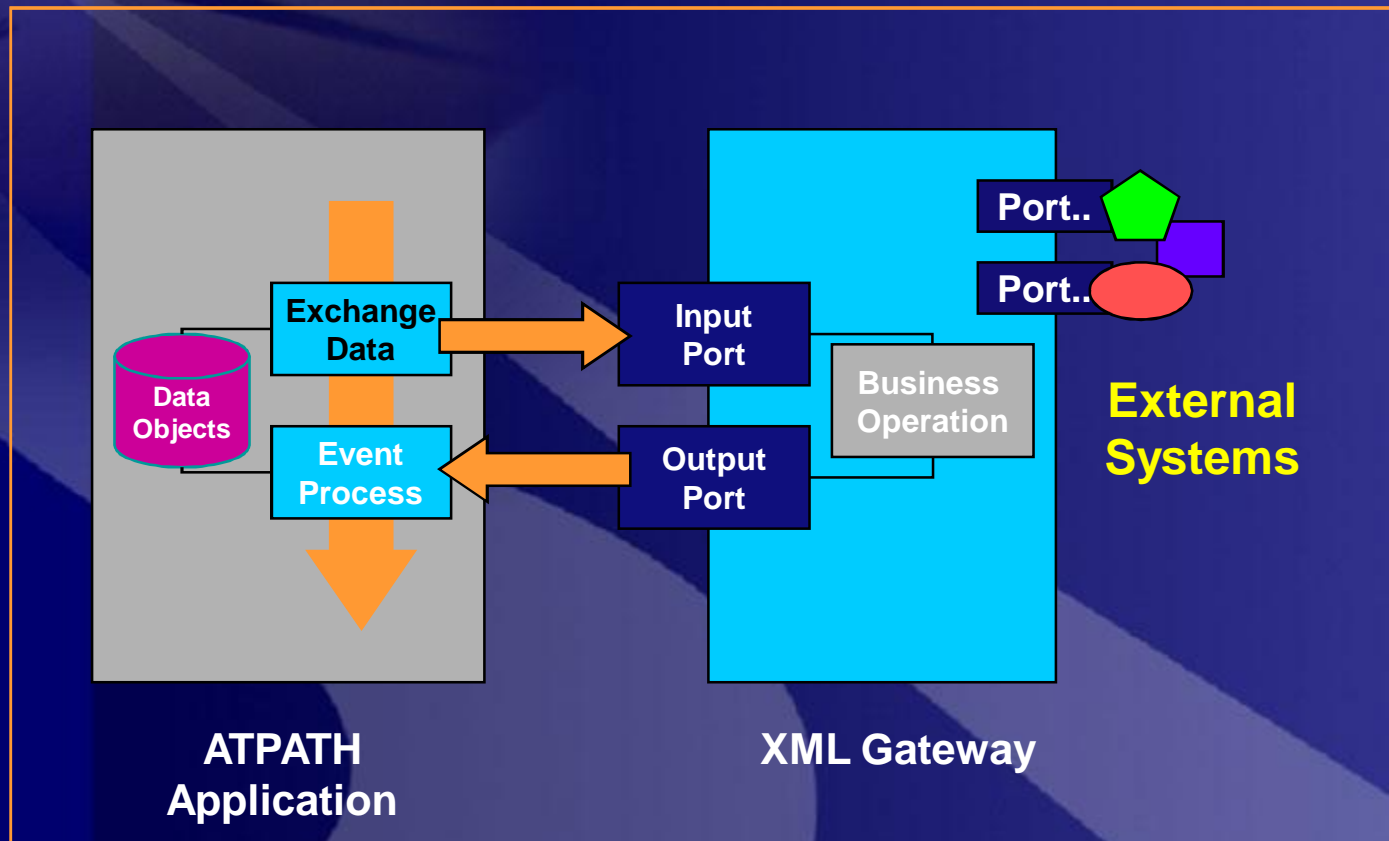
Integrate applications to manage all Business Processes



# Integrate with External Systems & Databases



Integrate Business-to-business processes with minimal time and effort



# Deploy Processes as Internet Applications



Business processes accessible on the Internet anytime, anywhere

ATPATH Explorer 3.0 - Microsoft Internet Explorer

Address: http://192.168.1.10:2011/atpath/atpath.asp

ATPATH Explorer

Check Your Mail - Manage your work in the right way

	Messages	Unread	Folder in Today's Mail
<b>General</b>	10*	100	
Inbox	4	3	
Sent Items	33	130	
<b>Assessment</b>	0	0	0
Inbox	11	11	11
Preparation	11	11	
Review	11	11	
<b>Approval</b>	13	4	0
Inbox	9	4	0
Respected	9	0	
Expired	0	0	

John Lisa is logged on as ADMIN@1012081

Search Help About

Core Internet

# Monitor Execution



Monitor your business; measure its performance

The screenshot displays the ATPATH Explorer 3.0 web application. The browser window title is 'ATPATH Explorer 3.0 - Microsoft Internet Explorer'. The address bar shows the URL 'http://172.16.132.211/atpath/atpath.asp'. The application has a navigation menu with options: 'Check Inbox', 'Start Applications', 'Get Status', 'Keep Records', and 'My Settings'. The 'Keep Records' option is currently selected.

The main content area is divided into two sections:

### Process Overview

Name	Get Manager Approval
Type	Interactive Process
Started	Nov 12, 03 18:28
Ended	Nov 12, 03 18:28

### Decision Summary

Decision Makers:

- APPROVE (1)
- DISAPPROVE (0)
- NO REPLY (0)

Expanded for **Edward Lo**:

- APPROVE at Nov 12, 2003 18:28

At the bottom of the browser window, it indicates 'John Liao is logged on as NEWPORT\JohnL' and the status bar shows 'Done' and 'Internet'.

# Analyze and Report their Impact



Collect and query business data and generate reports

ATPATH Business Intelligence 3.0 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History

Address <http://seattle-star/FBI/default.asp> Go Links

## ATPATH Business Intelligence

System Reports Application Reports Business Info Reports

[User Application Privilege Report](#)  
[Application Delegation Report](#)  
[User Login / Logout Audit Trail Report](#)  
[Language Preference Report](#)  
[Recipient Response Time Report](#)

[Application Usage Report](#)  
[Application Status Report](#)  
  
[Task Status Report](#)  
[Active Task Report](#)  
[Completed Task Report](#)  
[Pending Task Report](#)  
[Failed Task Report](#)

[Decision Process Step Report](#)  
[Process Entry Date Report](#)  
[Process Step Duration Report](#)

[Business Info Report](#)

Done Local intranet

# Control Their Execution as Needed



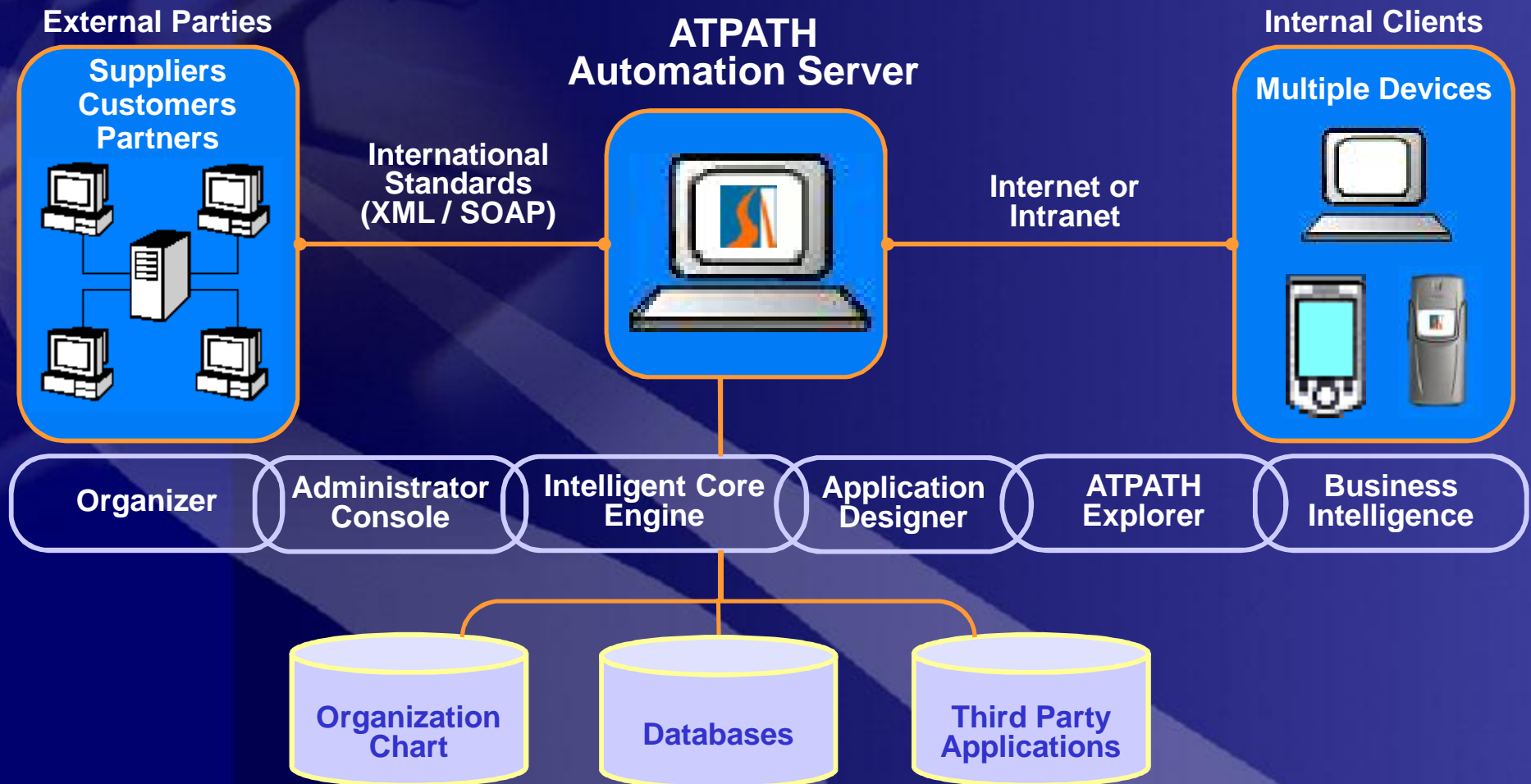
Control the execution of processes via dynamically collected metrics

The screenshot displays the ATPATH Administrator Console 3.0 interface. On the left, a tree view shows the application structure under 'ATPATH'. The 'TimeSheet' application is selected, showing its details: Appid: 0000000005, created on Nov 12, 2003 19:36. On the right, a dialog box titled '0000000005 - TimeSheet' is open, showing the 'Operation' tab. The dialog includes a 'Current Status: Running' section with 'Start' and 'Stop' buttons, and checkboxes for 'Perform role assignment check' and 'Show paused application in ATPATH Explorer'. Below this is an 'Inherit Settings from Application' section with an 'Inherit' button. At the bottom, there are checkboxes for 'Enable application request confirmation after application is started' and 'Enable decision response confirmation after decision is made'. The dialog also has 'OK', 'Cancel', 'Apply', and 'Help' buttons.

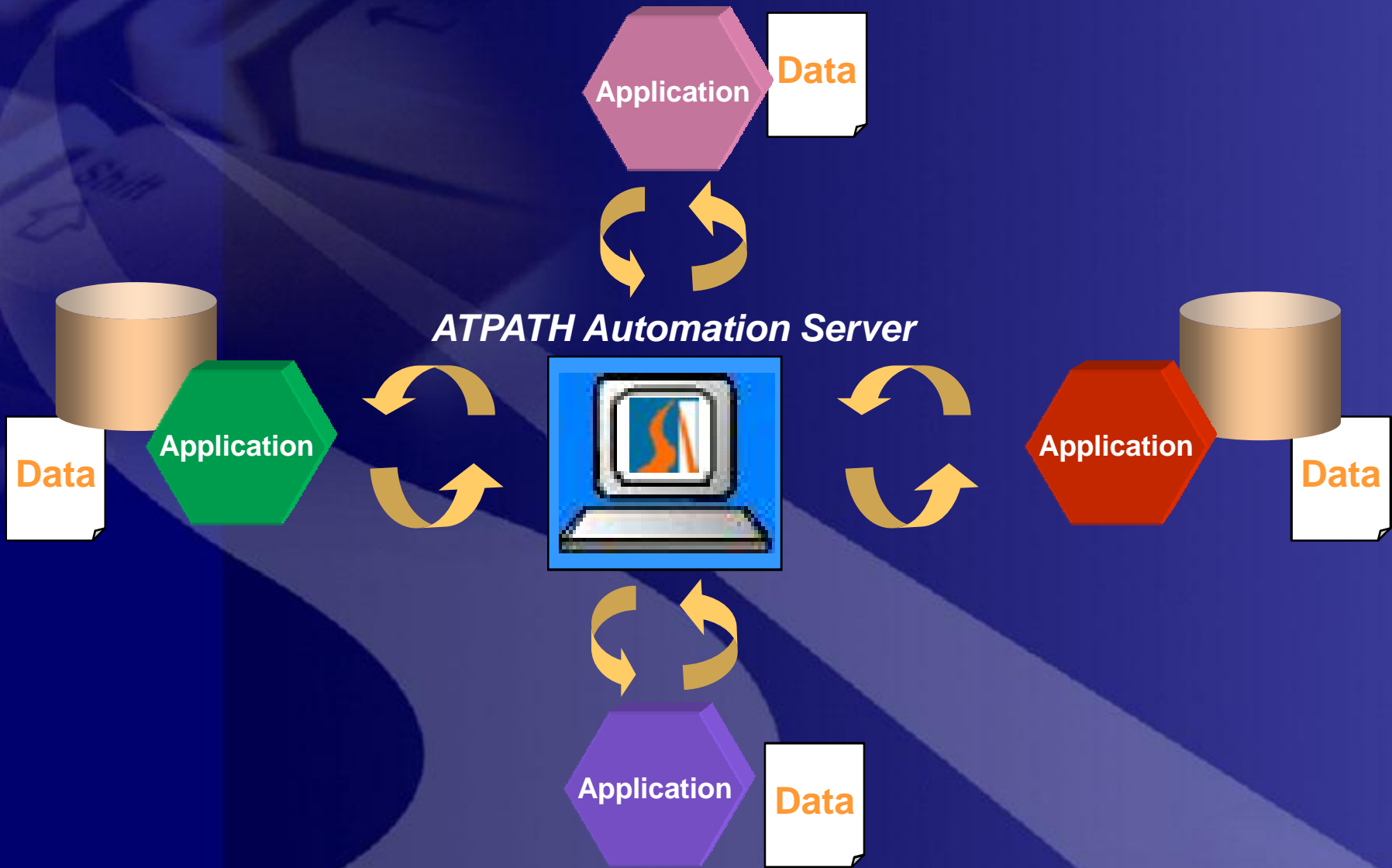


# ***ATPATH Architecture***

# The *ATPATH* Architecture



# ATPATH Automation Server - Ability to manage a process over multiple systems





## Contact Us

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