



## EXPERT INSIGHTS

Reports on Project Management  
Software & Team Management



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# Why Companies are Making the Switch to “Software as a Service”

Imagine looking for new software and seeing, “System Requirements: Internet Access.” Ever-expanding Internet capabilities are allowing organizations to expand the traditional view of software as an off-the-shelf product, purchased, installed and run on your computer’s hard drive. Web-based Software as a Service (SaaS) runs entirely through your Internet connection.

Web-based applications leverage the capabilities of the Internet. Creatively using web 2.0 technologies like AJAX gives web-based software a quick and responsive feel like that expected from desktop applications. Choices in the SaaS category are growing as aggressive

software developers harness the capacity of the model to serve the growing demands of the business marketplace.

Project and Portfolio Management (PPM) and Customer Relationship Management (CRM) industries are especially progressive in their use of SaaS. Implementing a SaaS solution in this environment is often faster, easier on the budget, and more portable than a desktop installation.

Consider implementation where a quick online setup (about as complex as buying a book from Amazon.com) is all that’s required to purchase software licenses and get full collaborative functionality—much faster than deploy-

ing IT staff across the company armed with installation CD’s or lengthy download instructions. Teams can be working together in a new application in no time.

SaaS providers typically charge a monthly or annual license fee. The hefty cost of purchasing desktop software, setting up internal server exchanges, evaluating each workstation for hardware requirements, and performing individual installs is replaced by a more manageable recurring payment.

SaaS tools are very portable. With the proliferation of Wi-Fi Internet access, managers and executives get the functionality of their applications through wireless-enabled devices like laptops and PDAs. Think about it—minutes from now, you could be managing projects that span the globe from the comfort of your blackberry.

To read the full report, go to [www.expert-insights.com/attask.asp](http://www.expert-insights.com/attask.asp)



@task is a leading provider of web 2.0 on-demand project management software. Customers include Apple, CBS, Chevron, Hanes, HBO, Hitachi, Lockheed Martin, Louis Vuitton, Macy’s, McDonalds, Toyota, US House of Representatives, Walt Disney, and the Wharton School of Business. @task is browser, platform and database independent and, allows organizations to define initiatives and projects, automate processes, and distribute real-time data through a secure and easy-to-use online environment. @task provides global support allowing users to collaborate on projects in their native language. For more information visit [www.attask.com](http://www.attask.com) or call (866) 441-0001.

# Dispersed Task Management: How a Global Team Can Work

Whether you’re developing software, managing a financial team or manufacturing faucets we more often than not work with a global team. For good or bad—that’s the reality. Many business leaders have dispersed their project teams around the globe and managing this trend requires the right technology to tie project players together so they can work effectively as a team.

You can find yourself struggling with traditional approaches to managing project teams. Traditional project management tools lack certain key elements for today’s environment. Project software often omits the role of the knowledge worker. While they do offer thorough scheduling features, they lack a focus on information, tools, and work allocation for the many individuals dispersed about the world. Also missing,

are enabling tools that allow the team to prioritize and focus their efforts across borders and time zones.

By allowing knowledge workers common access to shared tasks and documentation, communication and productivity can be greatly improved. But to be part of a winning team, they need to be playing the same game as well.

Here are six key concepts in creating a dispersed project team management system:

1. Classify – Define and categorize task items.
2. Target – Parlay action items into specific tasks on a milestone schedule.
3. Prioritize – Rank and order task action items for all team members.
4. Collaborate – Select and direct the right tasks for

and to the right people.

5. Check Status – Monitor tasks with regard to schedule and milestone adherence and completed task actions.

6. Maintain History – There is valuable information in project history. Historical data gives way to continuous improvement.

Today’s project teams need tools that can transform an overwhelming project into very specific tasks. Such technology must respect workloads, milestones, and task priority. Simply stated: knowledge workers need to know who is doing what, when, where, and how.

If the planet earth is our new playing field, project management must be turbocharged with smart technology to play the game well. Dispersed task management changes the rigor of the distributed team. For most any organization, it deserves serious consideration.

To read the full report, go to [www.expert-insights.com/alexsys.asp](http://www.expert-insights.com/alexsys.asp)



Rich Bianchi is the president of Alexsys Corporation, based in Stoneham, MA. Alexsys Corp. is an innovator in software solutions designed to automate the management of tasks and business processes associated with any kind of organization. Alexsys Team® 2 software is a powerful project management tool that helps organizations complete complicated projects on time and within budget by recording and assigning responsibilities with due dates for tasks. It’s solutions have been deployed by hundreds of organizations of all sizes around the world, including leading Fortune 50 companies in the petroleum, financial services and telecommunications industries as well as large government agencies. For more information visit [www.alexcorp.com](http://www.alexcorp.com).



## EXPERT INSIGHTS

Reports on Customer Communications & Retail Pharmacy



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# Improving the Customer Experience with Personalized Communications

Successful organizations continually look for ways to reach the right prospects and boost response rates while strengthening customer relationships. As competitive pressures rise, improving the customer experience has become increasingly important to organizations worldwide.

Targeting prospects and servicing customers involves a variety of communications, including marketing materials, welcome kits, statements, and correspondence. Producing relevant, consistent and appealing communications results in a more satisfying customer experience and greater revenue opportunities.

Customer Communications Management (CCM) software enables the generation of highly

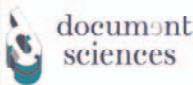
personalized and customized communications to improve the customer experience. Two of the most challenging forms of communications addressed by CCM software include marketing materials and statements.

Research shows that personalizing marketing materials can improve response rates by up to 500%. As marketing organizations leverage the Internet, they need software that seamlessly integrates with common authoring environments and tools from Microsoft® and Adobe® to produce graphically rich and customized communications in high-volume and on-demand, for delivery to customer-preferred channels such as web sites, e-mail, fax, mobile devices and traditional print.

In addition, electronic and paper-based statements are increasingly being viewed as strategic communications vehicles with a key role in shaping the customer experience. Organizations that invest in their statement capabilities can build stronger customer relationships by leveraging the creative design flexibility of popular desktop tools to create well designed, customized statements that combine promotional elements with transactional data. The results are often referred to as "TransPromotional" statements.

To date, organizations have had few options for personalizing customer communications, other than using a mix of complex proprietary tools, manual processes, and outside service providers. Today, CCM software provides a fast, flexible and easy-to-use solution for producing highly personalized communications that can rapidly improve the customer experience and provide a competitive advantage.

To read the full report, go to [www.expert-insights.com/document.asp](http://www.expert-insights.com/document.asp)



Document Sciences is a market-leading provider of customer communications management solutions. Our award-winning xPression® software suite enables organizations to automate the creation and delivery of highly personalized communications -- from customized marketing materials, contracts and policies to high-volume relationship statements and correspondence, via print, email and the Web, in both real-time and batch. Over 500 organizations use Document Sciences' solutions to reduce development costs by up to 90%, improve time-to-revenue by as much as 75%, and enhance the customer experience with highly effective 1:1 communications. 760.602.1400 • [www.docscience.com](http://www.docscience.com)

# Technology Improves Efficiency in Pharmacy/Healthcare Markets

Retail and hospital pharmacies are facing numerous business challenges and efficiency issues. One of the fastest-growing trends in pharmacies is the use of letter-sized prescriptions by healthcare providers. Pharmacies are experiencing greater than 50% increases in the number of patients submitting 8.5" x 11" prescriptions over traditional 4"x 6" handwritten prescriptions. While original prescriptions must be physically or electronically stored up to 10 years according to federal mandates, traditional desktop document scanners present problems. Typical roll-fed or flat-bed document scanners are slow, unreliable and unable to withstand the rigors of processing hundreds of documents daily per store. High-speed scanners are expensive and too

large for limited countertop spaces. As the average number of prescriptions purchased in the United States has topped 3.6 billion per year, pharmacies are often overextended with processing times and storage capacity limitations.

Recent advances in imaging technology can allow pharmacies to improve their prescription processing methodology and reduce the time spent scanning prescriptions and patient identification. New imaging devices can reduce the scan time of letter-sized prescriptions by 900%, from as much as 1 minute per scan, down to <5 seconds. With average pharmacies processing 1340 prescriptions per week, the labor efficiencies gained can be remarkable—up to 15 hours per week.

Image compression technologies associated with the new devices also produce dramatic disk space savings, replacing file sizes of 1-2Mb from traditional scanners with files as small as 48Kb.

While advanced imagers are ruggedly-designed to manage high-volume prescription imaging without downtime, they also scan and process bar code data. Pharmacies can scan curved medication bottles, prescription numbers and other retail purchases without adding additional devices to crowded countertop space. This technology is applicable in virtually any industry requiring fast capture of high-resolution document images with bar code scanning and signature capture. In healthcare markets, medical-, hospital- and physician-groups can benefit greatly from imager/scanning technologies to improve performance, increase productivity and reduce or eliminate paper-driven processes.

To read the full report, go to [www.expert-insights.com/barcode.asp](http://www.expert-insights.com/barcode.asp)



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