

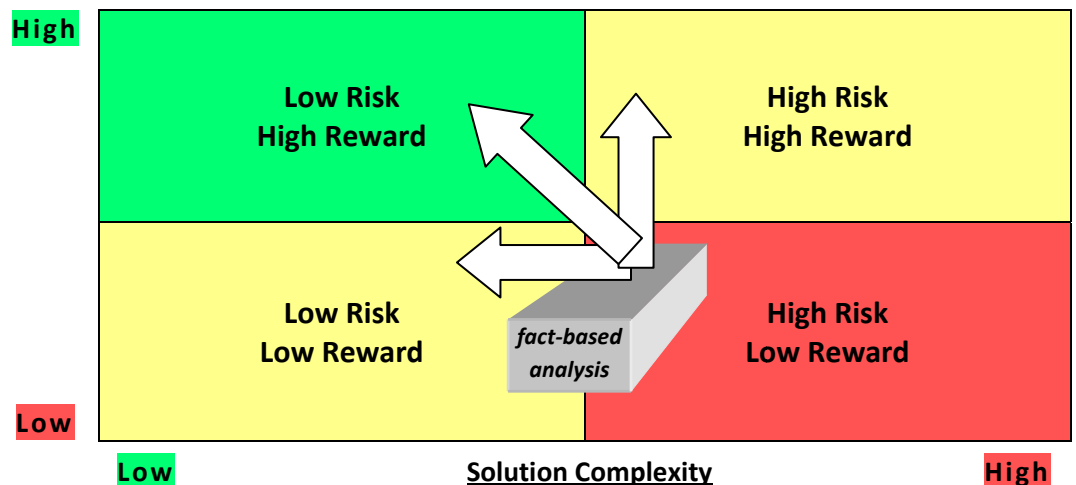
## Business Process Management (BPM)

Business Process Management generally refers to the concept of using standards-based modeling techniques to truly understand how business gets done within an organization. Modeling business processes allows CPI Interactive to perform **quantitative, fact-based analysis to determine technology solutions that will provide the highest and most reliable return on investment for your company.**

### Choosing the Right Technology Solutions for Your Business

#### Bottom-line Impact

- Revenue growth
- Cost reductions
- Customer and partner satisfaction
- Industry competitiveness
- Regulatory compliance

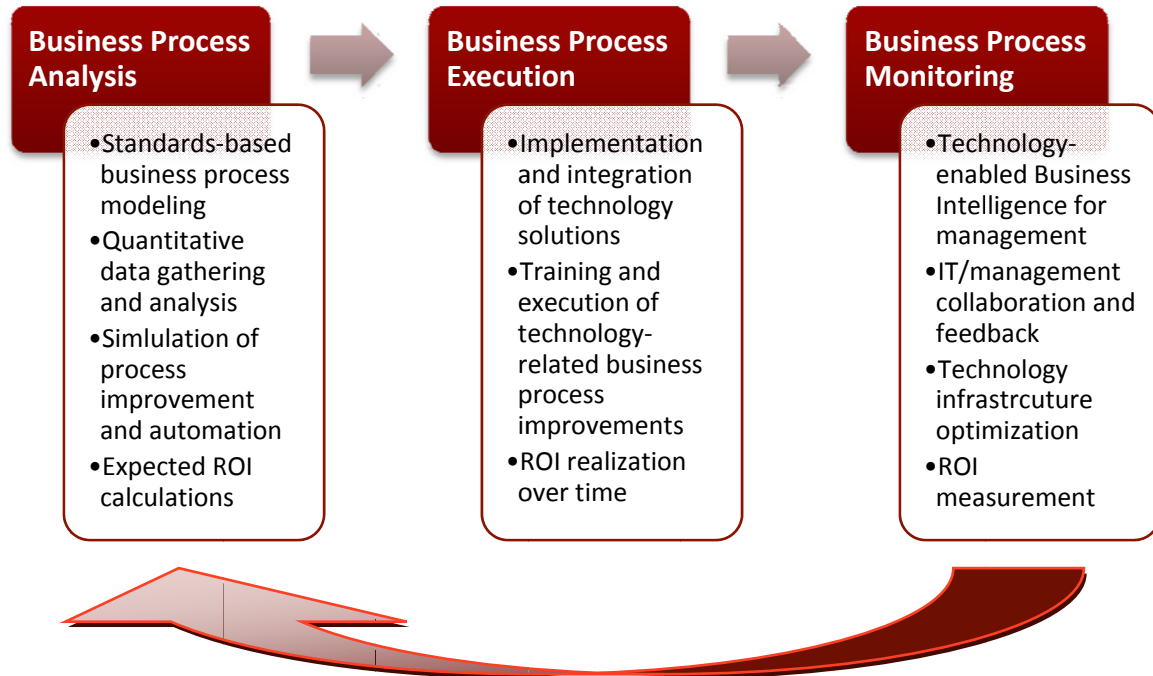


(Process steps, integration points, IT environment, exceptions, participants, transactions, timeframe, etc.)

## Customized Business Process Management Solutions for Your Organization

### For Any Company

Every company has very different business and technology needs and very different Business Process Management and Information Technology solutions already in place. In addition, every business or technology solution can be implemented many different ways. CPI will learn about your company and determine your Business Process Management and Information Technology needs. We will then recommend a wide array of solution options, along with financial and timeline implications. We will partner with your company in implementing long-term, dynamic technology solutions, constantly reassessing our strategy and maximizing your return on investment.



### For Companies With Internal IT or Web Technology Development Departments

CPI Interactive can help your company's management work as efficiently as possible with your company's IT or Web Development departments. We may recommend one or more of: setting up an internal Center of Excellence (COE), training stakeholders across your company to work with one another using standards-based modeling techniques, implementing a Service-Oriented Architecture (SOA) across your technology infrastructure, and having CPI Interactive perform annual BPM checkups for your company. Alternatively, depending on your company's needs, we might simply recommend a single turn-key or custom software solution. CPI will work with you through every phase of development and implementation, ensuring maximal efficiency and bottom-line impact.

### For Companies Who Know What Information Technology They Need

CPI Interactive has been developing proprietary web technology and implementing turn-key or custom software solutions since long before the advent of the concept of Business Process Management. If you already know what types of Information Technology or Web Development solutions your company needs, CPI will work with you to implement and integrate those solutions into your existing technology infrastructure. In addition, we can help your company perform structured Business Process Management analysis to determine the highest return, least risk technology implementation strategy.