



Trust your BPM Projects to the
Leader in Process Automation
Management and Optimization

WHY PRINCETON BLUE?

BECAUSE GARTNER SAYS SO*

Why should you work with Princeton Blue? Our organization was formally recognized by Gartner, Inc., as one of a select group of elite BPM and integration services named to Gartner's most recent "**Who's Who in Business Process Management Consulting and System Integration**" report.

BECAUSE FORRESTER RESEARCH SAYS SO†

New Jersey-based Princeton Blue is an emerging service provider for business process automation, management and optimization solutions, and business rules platform implementations. The company is active in the BPM industry as a thought leader and is visible at different industry and practitioner events.

ACHIEVE BUSINESS TRANSFORMATION THROUGH PROCESS INNOVATION

Your business's ability to compete and dominate your market is only as strong as your capacity to adapt and grow.

Business process automation, management and optimization solutions from Princeton Blue will position your company to:

- Increase Efficiency and Drive Higher ROI
- Improve Operational Performance
- Enhance Business Agility through Operational Visibility

In addition to local BPM experts in your region, you can also leverage BPM expertise from our Global Solution Center (located in Mumbai, India), the first facility in India dedicated exclusively to delivering BPM solutions for our customers.

Learn how Princeton Blue can help transform your business today!

* "Who's Who in Business Process Management Consulting and System Integration, Volume 2", Gartner, Inc., 2011

† "Overview: BPM Service Providers, Q4 2013", Forrester Research, Inc., 2013

HOW WE ENSURE THE SUCCESS OF YOUR BPM AND RULES INITIATIVES

Leveraging our deep project experience, existing templates, reusable artifacts and other accelerators, we will minimize your risk and deliver results in a much shorter time than you'd expect. We will:

Provide BPM Advisory Services Our Advisory services can help get you started quickly on your BPM journey. Our years of BPM and Rules experience will hand hold you on your BPM roadmap and help you demonstrate the value of BPM to the business.

Provide BPM Product Evaluation Princeton Blue has gained significant expertise in the usage patterns of BPMS and understand this world thoroughly. We can help you select the most appropriate BPM Product based on your specific needs, driven by your vision and strategy.

Provide Comprehensive BPM Project Lifecycle Services We will define, architect, design, develop and deliver your BPM and Integration projects.

Business Rules Harvesting and Implementation Leverage our expertise to harvest business rules from your legacy systems and configure those on your Business Rules Management System (BRMS) to achieve significant business agility.

Enable Platform Integration We will define a strategy to overcome challenges faced with multiple BPM and Integration platforms as a result of a merger or acquisition.

Assist in Platform Upgrades We will assist with your platform upgrades, ensuring you benefit from the security and reliability of supported versions and can leverage the features of the latest platform releases.

Provide Governance Guidance We will help you establish BPM Competency Centers to ensure a consistent and standards-based approach to governance, reusability and delivery of such solutions.

Complete a Readiness Assessment We can assess your readiness and maturity to adopt BPM as an enterprise-wide discipline to help reduce the time and cost to deliver on strategic initiatives.

Princeton Blue can deliver these capabilities in various delivery models. Our experienced BPM and Integration consultants can augment your team to ensure maximum knowledge transfer or take complete responsibility for your projects to ensure the fastest delivery time.

PUT OUR BPM, RULES AND INTEGRATION EXPERIENCE TO WORK FOR YOU

Princeton Blue offers you years of BPM and Rules project experience, partnerships with the leading BPM and Rules technology platform providers, lessons learned and best practices to reduce risk on your initiatives and ensure success.

Our deep integration and SOA experience allows us to leverage legacy systems as business and technology services to support the business processes and rules. Our strong partnerships with the leading technology vendors IBM, Pegasystems and Appian provide options for our clients to work with the industry leading technology platform that suits them the best.

“Princeton Blue and your developed solution is a constant topic at the leadership table. Our team is definitely excited about the value your solution brings to our process and communication/transparency with our partners”

– Satisfied Customer

BPM EXECUTIVE SUMMIT

For the last 2 years, Princeton Blue has held an annual conference (titled “BPM Executive Summit”) for our customers to share their experiences and learn from others’ journey. This event is sponsored by Princeton Blue, so customers can freely discuss any topic without any sales pressure. Keynote presenters and session moderators include Clay Richardson from Forrester Research and Prof. Michael zur Muehlen from Stevens Institute of Technology. Both are well respected industry thought leaders in the BPM and Rules space.

Average attendee satisfaction score was 9.2 (on a scale of 1-10). Here’s a sampling of some of our customers’ feedback regarding the most recent BPM Executive Summit:

“The value of this group is the participants: the open discussions, the passionate arguing, just being able to discuss common experience with incredibly intelligent colleagues – fantastic”

“The BPM Executive Summit is a great opportunity to exchange and nurture ideas with colleagues from other organizations that are just as passionate about BPM as I am”

“Princeton Blue provides clear and valuable thought leadership”

“A very unique opportunity to discuss challenges and trends with my peers and industry experts in the BPM space”

PRINCETON BLUE LABS

The Princeton Blue Labs is a place where we nurture solutions that we believe will shape the future of BPM. This is the result of our vision for BPM, our experience and our thought leadership. Below are sample solutions that are currently being worked on in the Princeton Blue Labs.

Rules Engine

Good decisions make great Business Processes. Good decision making requires robust business rules that drive those decisions. Within a BPM solution, rules play a very key role. Business users need the ability to define these rules in a simple and intuitive way. The dynamic nature of rules required the ability to make changes to these rules on the fly with little or no IT intervention. Business users also need an audit trail to know who changed which rule and when. Princeton Blue has built a solution to provide a business friendly user experience allowing business users to create and maintain rules in the form of decision tables. The Rules Engine offers business users the ability to define, test, modify and analyze decision table rules through a simple, intuitive and mobile enabled user experience.

Unified Customer View

Today most organizations know about their customers thru the channels they interact with the bank, such as branches, call center, online and mobile. There is an order of magnitude more information about customers' interests, likes and dislikes, social presence and influence status available thru social media. The Unified Customer View (UCV) solution combines internal CRM, Service Request information with social personas, personal interests and influence status to provide a Unified Customer View, which in turn allows an organization to proactively and better manage complaints and escalations, brand ambassador and loyalty programs, suspicious activity detection, upsell and cross-sell opportunities and regulatory compliance.

Gamification

Games are fun! Games give a user a sense of power and control over what they are doing. They provide engagement and an experience that is not as easily satisfied in the work world. So how can we inspire these feelings in employees at work? The competitive and collaborative aspect of gaming can be used to improve the performance and productivity of teams at work also. Princeton Blue team has built the Gamification solution for customers who want to leverage the power of gamification within their business processes. The Gamification solution can be customized to meet your business needs, and in turn, drive results by continually engaging your employees. Collaboration is encouraged and rewarded and the competitive nature of the solution is intended to maximize an individual's productivity. This solution is most applicable in areas where team members work together on similar tasks, such as call centers, finance and operations among others.

GLOBAL SOLUTION CENTER (MUMBAI, INDIA)

Princeton Blue's India operation (known as Global Solution Center or GSC) is based in Mumbai. The GSC team comprises some of the most experienced BPM and Rules professionals in the country. Our recruiting process is very rigorous in identifying the best and brightest BPM and Rules practitioners to ensure their skills and experience are on par with our US BPM and Rules consultants. Customers can leverage our GSC to deliver a more cost effective BPM or Rules solution for their organization.

OUR KEY TECHNOLOGY PARTNERS

We chose three key BPM and Rules technology platforms in 2007 and have developed our BPM and Rules delivery practices around these platforms. Coincidentally, the three BPM vendors are recognized by industry analysts as leaders and visionaries in the Gartner Magic Quadrant and Forrester Wave reports. We continue to evaluate newer technology platforms in this space and are open to adding a fourth technology platform to our delivery capability as long as it offers something unique and differentiated.

"We've been working with Princeton Blue on developing an improved workflow solution. They have been extremely accommodating and I have every confidence that they will deliver on time and within budget. My experience with them has been a very good one."

– Satisfied Customer

For more information on our consulting and implementation services, solutions and preferred technology platforms, visit www.princetonblue.com or call (908) 369-0961.

THIS COULD BE YOU! RECENT PRINCETON BLUE CLIENT PROJECT SUCCESS STORIES

Princeton Blue supports clients in a number of industries – Financial Services, Pharmaceutical, Consumer Goods, Industrial Manufacturing and more. The following represents a sampling of our many project success stories:

PROFESSIONAL LENDING SOLUTION FOR A MAJOR FINANCIAL INSTITUTION

Business Driver: Recently launched new product leading to complex portfolio, need for personalized offerings for borrowers, and pressure to differentiate from competition through service.

Solution Highlights: BPM based phased automation of lending process, end-to-end process automation across all participants, streamlined & customized approval, and real time integration with key systems like credit rating.

Benefits: Flexibility & customization with high level of collaboration & visibility, quick turnaround times, and future growth ready.

MULTI-YEAR BPM PROGRAM FOR NORTH AMERICAN BANK

Highlights: BPM program running since 2007 adding significant value to all core business areas. Helped company transform its business processes significantly throughout the globe.

Key Business Areas: M&A, VISA Card Dispute Management, New Account Opening, STP for Wire Transfers, Mobile Deposits, and BIAN based Business Services Architecture.

Princeton Blue's Role: Process consulting, technology expertise, BPM methodology, architecture, and best practices. Helped setup BPM COE.

CLIENT INQUIRY PROCESS FOR A MAJOR FINANCIAL INSTITUTION

BPM solution to improve processing of "Client Inquiries" through automation and intelligent routing to appropriate destinations based on business rules.

Drivers: Global Bank with operations and diverse product portfolio, client account inquiries required timely & accurate responses, current process involved a lot of manual work leading to delays, and required data from many systems.

Solution Highlights: End-to-end automation through BPM with rule driven intelligent routing, integration with 6 underlying systems & single Sign-On, and fully auditable controls & in-depth analysis capabilities.

Solution Benefits: Reduced cycle time, better visibility into the process, effective communication, and process improvement through analysis.

CUSTOMER MAINTENANCE REQUEST FOR A MAJOR FINANCIAL INSTITUTION

Drivers: Growing need to improve customer experience associated with account maintenance requests, scope for significant improvement in productivity in current process via automation & eliminating duplicate requests, and need for better monitoring, visibility & analysis.

Solution Highlights: Workflow to automate 17 different types of customer maintenance requests, rule based intelligent routing, integration with multiple systems including core banking, SLA monitoring & escalation, rules driven customization, and in-depth reporting & analysis.

Benefits: Customer maintenance time reduced to 25%, elimination of manual sorting (@ 3840 hrs/yr), reduced printing of paper (@ 151K prints/yr), active tracking of SLA to ensure 72 hr deadline, and reduced/elimination of duplicate requests.

TALK TO ONE OF OUR BUSINESS TRANSFORMATION CONSULTANTS OR BPM/RULES TECHNICAL EXPERTS

We'd be more than happy to share our experience, put you in touch with our customers, or better yet, schedule some time with your team to review your requirements and explore how business process improvement thru BPM and Rules can create the desired business outcome.

Website: www.princetonblue.com **Email:** info@princetonblue.com **Call:** (908) 369-0961