

srcLogic is a boutique consulting firm that delivers award-winning enterprise Business Process Management (BPM), Case Management, and analytics-driven web-based solutions. Our team's pioneering work incorporating customer experience, analytics, and self-service into BPM is leading the industry in a new direction resulting in greater end user adoption and success.

Our proven methodology, "The srcWay" delivers production applications to clients with tactical, highly skilled, surgical teams in months not years. The results speak for themselves as our client solutions have won numerous industry awards including:

- Best BPM Project, Process Excellence Network (PEX)
- Finalist, Excellence.gov

srcLogic provides the full range of advisory and implementation services to accelerate BPM and Case Management initiatives. Our team provides expertise and thought leadership in supporting an organization's initiatives with:

- Independent market analysis, technical evaluations, and product recommendations
- System design and development
- Product implementation
- Project advisory support and best practices

### **Enterprise Self Service**

As the web technology landscape has evolved over the past 15 years, so too have end-user expectations and demands. In today's fast paced dynamic mission environment, end users demand the same self-service, easy-to-use capabilities that are readily available on the Internet, tablet, or mobile phone. End-users are accustomed to web and mobile applications like TurboTax, Amazon.com, and mobile banking; however, within the enterprise environment most applications fail to deliver that same level of usability or self-service.



At srcLogic we embrace the self-service approach. Our team members have been recognized globally for delivering award winning self-service applications; We've been cited in numerous periodicals for innovation in self-service; we pride ourselves in being thought leaders and bring that creativity and expertise

to every organization we work with.

### **"The srcWay"**

To ensure consistent delivery of self-service, easy to use capabilities, srcLogic created the “srcWay”, a unique and proven approach to developing and deploying enterprise applications. The srcWay uniquely combines:

1. The principles and flexibility of Agile
2. The proven best practices from GE’s Change Acceleration Process (CAP)
3. Alignment with enterprise project methodologies and policies.

This methodology delivers compelling benefits:

- Higher Customer Satisfaction – Continuous communication throughout the project by keeping customers involved and engaged.
- Reduced Risk – Continuous validation of requirements as collected instead of waiting until the end of the project (user acceptance) speeds the process and reduces downstream defects. Alignment with customers project policies and methodologies ensures clear and continuous communication of progress and compliance.
- Continuous improvement – We recognize that end users base their requirements on their experiences and as they’re exposed to new ideas and options their desires evolve. We incorporate this dynamic into our approach so we can anticipate, accelerate and adapt to changing requirements.

The srcWay utilizes best practices from GE’s Change Acceleration Process (CAP) to ensure that project induced change is successfully accepted and incorporated into the organization’s DNA. The Change Acceleration Process expressed as an equation is:

The (E)ffectiveness of a solution is equal to the product of (Q)uality and the (A)cceptance of the solution or  **$Q \times A = E$** .

srcLogic and our methodology, The srcWay, embrace the Change Effectiveness Equation as it pertains to system design and development. The overall effectiveness of the solution will be based equally on both the **QUALITY AND ACCEPTANCE** of the solution.

The srcWay incorporates “design thinking” into the Agile methodology. This mantra forces our development team to incorporate both functional requirements as well as “soft” requirements like user experience.

Although Mobile development is increasing popular, the claim “mobile enabled” only represents device flexibility and does not equal a great user experience by its presence alone. A great user experience includes all aspects of the user’s interactions including emotions, behaviors, usability and device flexibility. Design thinking forces our team to focus on empathy, story boarding, understanding the end-user, and their overall experience in addition to traditional system requirements. Design thinking is the perfect complement to



Agile as both are based on rapid prototypes or sprints and eliciting feedback from end-users early in the development cycle.

**BPM as a Discipline:**

BPM is often thought of as simply a development tool and BPM expertise is commonly defined by vendor training and proficiency with a software platform. To srcLogic BPM is much more. BPM is a discipline with the foundation of success built on an understanding of the customer's challenge, the customer's environment, customer change (real or anticipated), and how the customer sees the solution impacting their organization's success.

srcLogic can lead the creation of a BPM Center of Excellence for customers investing in business process management. The Center of Excellence approach helps drive improvements in process centric skills, agile development practices, and customer methodology compliance. A Center of Excellence approach also speeds development and lowers cost of deliver through highly efficient and effective utilization of resources across multiple projects and streamlined communications.

**The "Case" for Case Management:**

srcLogic is engaged in multiple transformative Adaptive Case Management initiatives. The challenges these solutions address is diverse; the solution designs are compelling; and, the users of these systems are excited about the marriage of BPM, CRM, analytics, and unstructured content – all delivered through an omni-channel self-service framework.

**Commitment to Enterprise Open Source:**

There is an old adage that applies to both software and bovines: "why buy the cow when you get the milk for free?"

As open source software has continued to mature it is now a viable alternative to proprietary offerings. Open Source, however, does not always mean free. There are various types of open source software licenses. The predominant open source technologies we see today is what we call "freemium," That is, open source platforms that offer both a free Community Edition as well as a subscription-based Enterprise Editions. srcLogic is well versed in leading open source platforms for document management, business intelligence, and business process management. We are also early adopters of NoSQL technologies like MongoDB, Hadoop, BigTable.

**About srcLogic:**

srcLogic was founded in 2013 with a unique, narrow focus on advanced application design, development excellence, and delivering award-winning applications. srcLogic's three managing partners have extensive experience in the full lifecycle of process driven application design. Our team provides a diverse background from a cross section of industries that combine to provide a unique perspective on problem solving, user experience, and solution delivery.