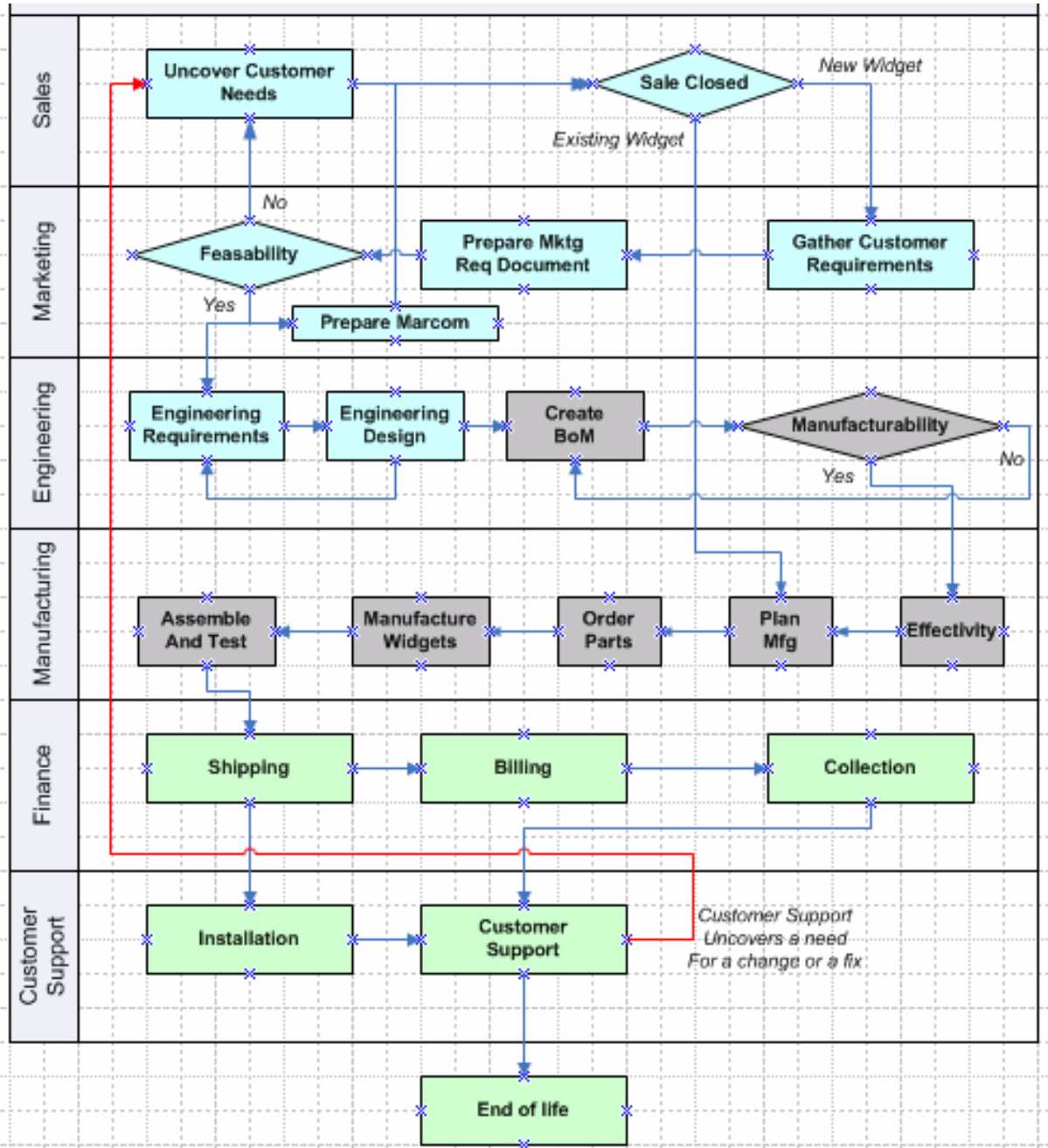


Process Orchestration

Product Lifecycle



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Product Lifecycle

The lifecycle of a product begins with an expressed need from a potential customer. The process ends when a company decides that they will no longer manufacture that item. The process touches almost every department within a company.

In between the expressed need for a product and its end of life many activities take place: define the requirements; develop and test a product concept; fully define and develop the product; identify suppliers; plan the manufacturing; develop the supply chain; prepare marketing programs; order parts; assemble and test; package and ship; collect revenues; product installation; product support and maintenance; and eventually declare the end of product life.

A full product lifecycle will fully envelop new product development and introduction [NPDI] - the latest buzzword being touted in the industry.

Enterprise Resource Planning [ERP] software addresses a small portion of the lifecycle of a product. It begins with a bill of materials and ends with billing. How will you manage the rest of the product's lifecycle?

CRM software was written to manage the sales cycle. Sales people will make entries into the software. The actual process is usually well defined but not managed [control, visibility & predictability]. If a sales person is late making entries, management will see something that is not true.

What software will you use to manage marketing information and processes like NPDI?

Software does exist to manage customer support, but it is not integrated with any of the other enterprise software packages.

A product's lifecycle is really the orchestration of all of the individual processes into a total product lifecycle - as shown on the other side of this document.

Contact Ingenuus to learn how to orchestrate your product's lifecycle.

Ingenuus is revolutionizing process automation with our Active Packet Technology. All the tools needed to map a process, build user screens, create business rules and manage processes are fully integrated into one seamless solution.

The result...

Ingenuus transforms your processes, tasks and projects into an easy to manage web-based business application that provides control, visibility and predictability.

And, Ingenuus customers enjoy a remarkable return on investment.



6136 Frisco Square Blvd
Suite 400
Frisco, TX 75034
Tel: 469-252-1144