

Bridging the gap between strategy and execution.



Visually document ▶ align ▶ execute. Beyond automation.

OVERBLUE™ supports ANY process, from SIMPLE (compliance driven) to COMPLEX (projects).

An organization can achieve success only if its people and infrastructure are constantly aligned and ready to support the goals set by its leaders. Inside organizations, most management is striving for **Operational Excellence** trying to place the best people to deliver the highest value to customers (internal/external) via the most efficient processes and constantly improve their **decision-making** power. In the **digital age** business process excellence "**is all about people**". Therefore at SPHIDA we believe that a key task for all managers – at all levels - is to work with their teams to look for, eliminate and monitor any obstacle preventing their teams from achieving the **desired performance levels** across business activities and processes. OVERBLUE™ connects people and departments, establishes a common operating language, leads to a more cohesive and collaborative organization that fills the gap between strategy and successful execution.

Our software allows any business to deal with fundamental issues related to Operational Excellence, such as:

1. How to quickly align an organization and its processes with corporate strategy and goals ?
2. How to quantify the value of process change and how to successfully implement it ?
3. How to ensure that best practice processes are actually followed in the day to day operations ?
4. Which is the key information to monitor within business processes to ensure control & continuous improvement ?

OVERBLUE™ helps management to understand what customers want and how to get there, have the people that can deliver it, control their processes and align them to their goals, so to ensure happy customers, motivated employees, and efficient processes.

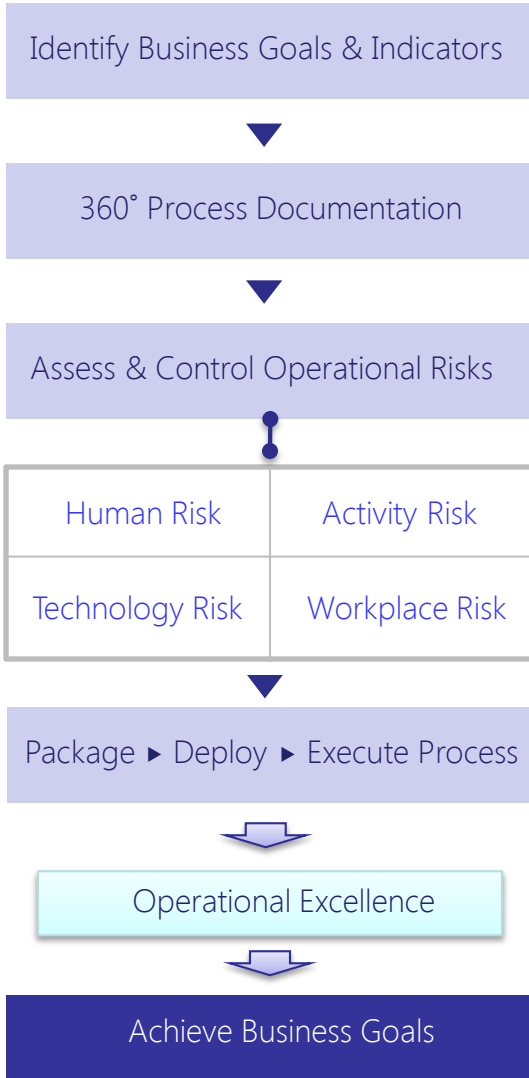
It's obvious that a significant component of business success stems from having the right processes in place and the people ready to execute them so to eke every ounce of performance out of them. After studying process improvement methodologies originated in manufacturing like Six Sigma and Lean, it is apparent that understanding process capability, outcomes, and improvement areas is vital to success.

However dealing with people is far more complex than dealing with "machine based operations". SPHIDA developed a breakthrough methodology named **PROACTIVE THINKING** that combines several separate improvement programs and management tools (e.g. Lean Six Sigma, Balanced Scorecard, Risk Management, Change Management, Knowledge Management...) into a more cohesive and effective Performance Improvement and Execution tool that zeros in on the processes and the people who engage in such processes across the value chain to **optimize decision making** at all levels.

OVERBLUE™ translates into practice all the principles of the PROACTIVE THINKING methodology.

# Bridge the gap between strategy and execution

Once a business strategy has been defined the People within the organization must be "ready" to support its goals. That's when OVERBLUE™ comes into play.



The combined, collaborative effort of Operations, Human Resources and Information Technology leads to **strategic alignment** and sustainable Operational Excellence: OVERBLUE™ is the tool that supports this task. With a number of unique, powerful & easy to use "graphical" features business users can "visualize" the business, capture and analyze all business critical information, and make the right decisions in the day to day execution of their business activities and processes.

## The Overblue™ Cycle



OVERBLUE™ supports all five steps of the PROACTIVE THINKING Lifecycle, from documentation to alignment to execution. It is a unique process innovation tool able to:

- Quickly produce knowledge-rich process maps
- Assess Operational Alignment with respect to top-down management's strategic goals
- Quantify the Value of improving
- Establish a mechanism for continuous Process Innovation

OVERBLUE™ assures that top-down business goals always drive the improvement effort.

OVERBLUE™ is a highly **scalable** business alignment and execution tool that can be used by a single team up to an the entire organization. **Each manager** can use OVERBLUE™ to manage his/her team's **activities** and keep the team fully aligned with business goals, while the **entire workforce** can use OVERBLUE™ to document, analyze, align and execute **business processes** and **activities**.





based on Microsoft Visio™

OVERBLUE™ is a powerful plug-in software for **Microsoft Visio™** that combines all the features of a world class Microsoft™ product with the unique, breakthrough capabilities for process documentation, analysis, improvement and execution developed by SPHIDA®

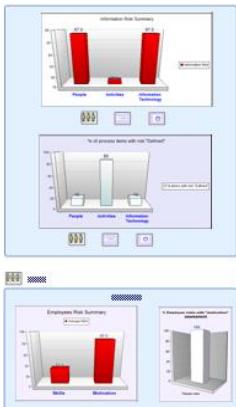
OVERBLUE™ is ideal to improve and execute People Processes, i.e. those high value processes where the ability to streamline activities while fostering creativity and collaboration, flow of information, know-how capture & reuse and continuous improvement are paramount to gain and maintain competitive advantage.

Examples of "People Processes" include:

Project Management - Product Development – Service Delivery - Sales - Supply Chain – CRM...



Almost **70%** of all drawn Business Processes are made with Microsoft Visio™ ....but **without** any structure, analysis tools and execution mechanism behind....



OVERBLUE™ provides the necessary structure behind a Microsoft Visio™ process map, allowing to capture, organize, analyze and maintain all the critical information needed to document, improve and finally execute a business process.

Within a single easy to use Visio™ based document OVERBLUE provides access to all relevant process information, including:

- Process Governance Structure
- Business Goals and Balanced Scorecard Indicators
- People, Roles, Responsibilities & Skills
- Process Resources & Technologies
- Activities, Workflows and Information Flows
- Process Risks, Control Actions and Monitoring Procedures
- Process Collateral Documentation
- Activities Progress Status and Timing
- Process Deliverables completion
- Team Member Individual Goals (MBO)
- Advanced Business Analysis Tools ( e.g. brainstorming maps )
- Advanced Reporting Tools

## Gather & Organize Business Requirements

## Document & Analyze Business Processes and Activities

High Quality Diagrams  
Automatic Analysis Charts  
Full Reporting (Word, Excel)

## Identify & Control Operational Risk

Human Activity  
Technology  
Workplace

## Quickly Build Strong Business Case

## Easily Create Process Templates

Define, Distribute,  
Customize,  
Use  
Share  
Re-Use  
Best-Practices

## Manage Process Innovation Project Lifecycle

## Secure & Manage Know-How

including reference content:

- Templates
- Procedures
- Examples
- Links

## Leverage embedded Process Analysis and Brainstorming tools



## Quickly package and deploy best practices

OVERBLUE can easily switch at any time between **three different** process operating modes:

1. **Document**
2. **Align** ( Improve )
3. **Execute**

OVERBLUE™ dramatically helps to capture and organize all relevant intellectual capital for a given business process/project into a single easy to use and distribute Microsoft Visio™ document. These best-practice process packages can be quickly customized to fit users' specific needs and be EXECUTED using OVERBLUE™.



**Full integration with Microsoft Office™**

OVERBLUE™ is based on Microsoft Visio™ and provides advanced integration features with:

- **Microsoft Outlook™** (including import/export contacts, easily share and organize process related emails, reminders and tasks. Advanced integration with SharePoint™)
- **Microsoft Word™ & Microsoft Excel™** (Export process data and create complete Reports)
- **Microsoft Project™** (including automatic project plan creation and process-project synchronization)



**Full integration with Microsoft SharePoint™**

For customers already using or planning to use Microsoft SharePoint™, OVERBLUE™ for Microsoft Office™ offers unique out-of-the-box integration capabilities. For example:

- Manage SharePoint™ process related **documents, tasks, calendar reminders, discussions..** directly within Microsoft Office™ products. Maximize process knowledge and information sharing within teams.
- **Multiple concurrent users** can “visually” collaborate, edit and update process data at the same time in a Visio™ process.
- Work offline and **synchronize with the SharePoint™ server** at any time to upload changes and download the latest process updates.

## Capture & Manage Process Content

- Capture & classify process content (practice)
- Assign content owners
- Define content expiration
- Automatic broken links detection
- Easily maintain all content always up to date

### Value Proposition

- Define & document the organization's processes
- Identify, Assess, Monitor & Control Operational Risks
- Total Knowledge Retention - don't reinvent the wheel
- Right information to the right people at the right time
- Maximize customer and employee satisfaction
- Facilitate teamwork, sharing & collaboration
- Standardize and streamline process execution
- Support and enhance project management
- Boost creative & knowledge intensive activities
- Single access point to process documentation
- Institutionalize continuous process improvement

Rapidly **align** people & culture, operating processes and infrastructure to management's **strategic goals**

**Bridge the gap between strategy and execution**



Proactive Thinking Software

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**SPHIDA**

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