The following is an extract from the Q&A session presented by Steve Malde, of BT Syncordia, at the HP Netaction Software Suite launch on 13th February 2001.

question 1

"Two of the key themes from the keynote presentations concentrated on business agility and the drive towards e-services. Steve, could you explain the importance of business agility at BT Syncordia?"

Steve Malde: Lets look at business agility, and what it means for BT Syncordia Solutions - we are a fast growing orgainsation growing at over 30% per annum, our customers rely on us to enable their success. The things that matter to them are speed to market, flexibility to working in a changing environment and customer needs and global reach. Let me give you a couple of quick examples:

- The largest bank in the UK wanted to launch a business portal within 3 months, they came to us to work in partnership with the bank, some key application partners to make this happen. We delivered, within 3 months, in an environment which was changing daily in terms of requirements, timescales and the ability to respond to competitive offers.

- We are running one of the largest global mobility portals in the UK, Genie.co.uk. The initial delivery for Genie was required in 6 weeks to support 200k customers. Genie today has over 3.4m global customers with solutions in Honk Kong, a number of European cities and UK.

So, just to summarise what business agility means to us, focus on customer requirements, be flexible to their changing needs, time to market is key and keep an eye on the competition.

question 2

"What technology have you adopted to help you meet those challenges and take advantage of the opportunities?"

Steve Malde: Let me answer this question by explaining our key business goals:

- Firstly, we needed e-t-e Process Control in a generic way - we looked at our top 170 contracts and discovered each was operating on a different end-to-end process. This meant inefficient use of resources and control of the end-to-end solutions

- Secondly, the current solution does not offer on line status tracking and is not flexible to when changes occur.

- Finally, to remain ahead of the game we had to e-enable our customers and suppliers. This mean using secure Extranets to provide electronic interfaces between our key suppliers and more importantly our customers.

So, lets look at how we addressed this, we selected a number of best of breed products as part of our transformation strategy, one of them was HP Process Manager. HP Process Manager provides us with a common e-t-e control process for each of the customers. The work we have done so far has included a full audit of a sample set of our 170 contracts; HP Consulting helped us do this with some of my own people. The outcome was a solution to implement a generic process on HP Process Manager to support the majority of our contracts. We have implemented these recommendations as a feasibility study on two customer contracts, one is a top 5 UK bank and the other is one of the largest global credit card providers.

The benefits we have seen to date include:

- Single e-t-e process controlling the entire customer solution. We have shifted from process silos to an integrated focus on process

- Clear visibility of performance by everyone

involved in the e-t-e support of the customer. By mastering our business processes in this way we have created rapid time to market

- Flexibility in responding to changing needs. Our new found agility has meant that we can deliver better service provisioning to our customers

- Improved efficiency, which has resulted in reduction in people costs.

We are now working with HP Consulting Services to agree plan for further deployment.

Looking forward, we intend to extend the e-t-e process workflow to include our customers and suppliers. The customer piece has already started.

question 3

"Steve, when you were looking at technology to choose, what were you looking for and how has HP been able to help?"

Steve Malde: When I was looking to choose the various best of breed products, we were looking for four things:
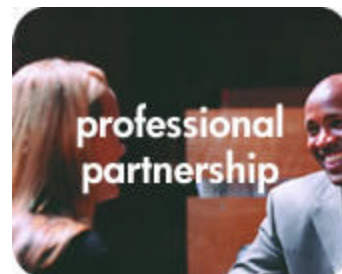
- **Technology** - was the product IP enabled, that is IP bottom up build, was it easy to use without the need for expensive engineering staff, was it flexible and offered advantage of speed. HP Process manager has empowered the business developers in my team - those who have to be in control of the customers needs.

- **Professional Services and Partnerships** - iit was important to choose a partner who had a track record in delivery of end to end integrated solutions, and also have off the shelf products to help us, example, HP Process Manager to BEA middleware integration

- **Global Support and Market Reach** - as we deliver solutions on a global basis, we needed to make sure the partner had global reach. The second piece that was important to me was to take the product to the external market, we are all here to make money and we in Syncordia

all here to make money and we in Syncordia wanted to resell HP Process Manager as part of our applications solutions set

- **Cost** - on a per seat basis.

When we looking for the best of breed process management engines, we underwent a detailed paper evaluation followed by a lab trail of the final few products. HP Process Manager was the one that best products overall that met our commercial and technical needs.

Our experience to date with HP has been very satisfactory; we have had some real value add in the process analysis work and are now discussing rollout to the next 10 big contracts.