

# SunGard® Increases Sales with Workpoint™

SunGard is a global leader in software and processing solutions for financial services, higher education and the public sector. The company also helps ensure business continuity, protecting businesses around the globe from breaches of security, network or hardware failures, data loss, power failure and extreme events ranging from natural disaster to terrorism. SunGard serves more than 25,000 customers in more than 50 countries, including the world's 50 largest financial services companies.

## SunGard Seeks an Embeddable Engine

SunGard's extensive software product portfolio includes EXP MACCESS®, a content management and processing solution that stores various incoming documents into a centralized e-filing system. The solution helps organizations (primarily in the healthcare and insurance industries) manage hundreds of millions of critical documents quickly and efficiently.

Although EXP MACCESS offers workflow, SunGard wanted to enhance the solution with sophisticated business process management (BPM). "Flows and processes that occur in any organization change from department to department, and you have value-chain processes that cut across departments. This is especially true in customer-facing functions, at the edges of the organization," said Roy Massie, director of product management at SunGard EXP. "In order to address that, we needed to expand our product."

SunGard wanted to offer its customers a single application that could seamlessly manage documents as well as critical, enterprise-wide processes. With a highly knowledgeable and skilled software development department, SunGard initially considered building a BPM solution in-house. However, the company knows how complicated comprehensive BPM technology is, and so it also evaluated several third-party BPM providers.

"We wanted to add BPM, but we wanted to do it in a way that was true to the vision of BPM as it was first articulated by industry experts several years ago," Massie said. "We didn't want to do what some other companies had done with BPM, which was take their existing workflow features, slap some lipstick on them, and say 'now we have BPM'."

SunGard's selection process consisted of high performance BPM vendors that could operate on the Microsoft® platform. Furthermore, because EXP MACCESS manages millions of documents

in its central repository, SunGard narrowed its list of potential BPM providers to only those that could handle such high volume. After a thorough evaluation, SunGard ultimately chose Workpoint; a comprehensive BPM solution that coordinates all aspects of a process—people, rules, tasks and systems—into a cohesive whole.

"Workpoint demonstrated industry-grade capabilities, and offered the best balance of value and performance," Massie said. "It was perfectly designed for what we wanted to do, which was embed a BPM solution into our existing product. We essentially needed a good engine, not the whole car."

## Workpoint Empowers End Users

Embedding Workpoint has allowed SunGard to seamlessly enhance EXP MACCESS's functionality. SunGard's customers can now graphically model and deploy workflow for a variety of enterprise-wide functions (claims, enrollment, human resources, accounting, medical management, appeals & grievances, etc.). Additionally, SunGard's customers can now immediately access data—no matter where it resides—to complete their tasks. And with Workpoint embedded in EXP MACCESS, end users can easily change business rules to manage a dynamic environment.

Workpoint also offers several methods for creating process definitions and instances, including open application program interfaces (APIs) and modeling applications. "When we implemented Workpoint, it quickly became apparent that it was built with an API mindset from the beginning," Massie said. "It's very easy to change the process definition with Workpoint. It offers very well-thought out features. Workpoint has a true vision for BPM."



**torque (tôrk)**

: a measurable force that causes an object to rotate. Torque is critical in the design of engines, as it transmits power from the engine to operate the rest of a machine. Workpoint's stateless runtime engine powers end-to-end processes across the enterprise. As such, Workpoint's torque is measured by its ability to meet high volume and high throughput requirements.

Workpoint also offers a graphical process designer, which allows both business and IT users to easily view and model processes.

"Workpoint is very powerful to show to people. It's intuitive enough that our non-technical business users can instinctively understand why it will help," Massie said. "It's also been embraced by IT because it's a tool that they can readily use. We have some customers who can now address heavy, complicated automation because of that."

**SunGard Sees a Bright Future with Workpoint**

As SunGard continues to enhance EXP MACESS, it continues to explore additional ways to implement Workpoint. The company plans to use Workpoint for the automatic generation of correspondence. "Our customers want to go beyond standard correspondence generation and achieve automatic, intelligent creation with distribution," Massie said. "Without Workpoint this would be very difficult."

Although Workpoint is only currently embedded in EXP MACESS (which operates on the Microsoft platform) SunGard also offers Java™ products; so embedding Workpoint in those solutions is always a possibility. "We were impressed that Workpoint offers both a Microsoft and Java engine," Massie said. "That definitely separates Workpoint from the rest of the BPM market."

Since embedding Workpoint, SunGard EXP has realized substantial benefits and is pleased with its return on investment. "Workpoint has helped us increase sales with an already highly successful product. It's accelerated what we can do," Massie said.

**Workpoint: BPM with Torque**

IT environments requiring high performance and high throughput need more than a standard BPM engine, they need a BPM engine with torque. Workpoint is world-class BPM that is differentiated from any other solution on the market today. To date, Workpoint is the only BPM solution with two native engines, offering both a native Microsoft® .NET version and a pure Java™ J2EE version. These interoperable engines, along with a component architecture provide maximum performance and scalability enabling organizations to seamlessly automate, manage and optimize dynamic, high volume business processes across the enterprise. With its powerful, stateless runtime engine, Workpoint is BPM that manages processes throughout the entire lifecycle. It's BPM with torque.

**About Workpoint**

Workpoint LLC provides world-class business process management to organizations across the globe spanning various industries, such as healthcare, insurance, manufacturing, banking and retail. Whether used as an embeddable component or as a standalone solution, we provide our customers with the technology to seamlessly automate, manage and optimize dynamic, high volume business processes across the enterprise. Workpoint LLC is a subsidiary of Planet Group, Inc.

**About Planet Group, Inc.**

Planet Group, Inc. is a privately-held corporation and holding company of a diverse group of technology and business solutions companies. This diverse portfolio of companies provides solutions and services, such as information technology consulting, electronic payment processing, business process management and comprehensive electronic correspondence to industry-leading and Fortune 500 companies in the financial services, healthcare, banking, retail, and consumer industrial and technology industries.



phone: 402.964.1996 • fax: 402.964.1967 • www.workpoint.com

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