

PROGRESS[®] RESPONSIVE PROCESS MANAGEMENT



ACTIONABLE INSIGHT WITHOUT DISRUPTION

The ability to sense and respond to changing conditions and customer interactions as they occur can dramatically impact any business. When business managers are forced to analyze what **has** happened instead of what **is about** to happen, the time taken to identify a change or trend results in missed opportunities, lower profits, and more risk.

Without insight or the ability to sense and respond immediately to the events that impact your business every day you're flying blind. Without the controls you need for continuous process improvement, your competition will pass you by. And in today's "always-on" world, you need mobility and connectivity, whenever and wherever you are. You need operational responsiveness to:

- > **Gain Real-time Visibility**—Gain end-to-end insight into business events and transactions as they occur.
- > **Immediately Sense and Respond**—Understand how events reveal opportunities, threats or inefficiencies and take action.
- > **Continuously Improve Your Processes**—Easily modify your processes to continuously meet or exceed key business objectives.

With Progress® Responsive Process Management (RPM) and the Progress Control Tower™ you are empowered to collaborate on and improve performance through a single business operations platform. By gaining real-time visibility into processes, transactions, and events, you can dynamically control the outcomes and exceptions that impact your business. Regardless of source, you can quickly pinpoint and respond to opportunities and threats without disruption, leading to increased revenue.

The RPM suite integrates easily and flexibly into your existing infrastructure, so you can get up and running quickly, while providing you with the elasticity to grow on your terms, beyond your four walls, and on a moment's notice.

To help you to achieve real competitive advantage and rapid time to value, Progress provides comprehensive, industry-specific solution accelerators for banking and capital markets, communications and media,

“Passively waiting until a plan is missed or customers complain is an expensive way to solve a problem and is increasingly risky to the brand and reputation of a business, particularly when prevention and problem optimization can be designed into the process.”

*Maureen Fleming
Program Vice President
BPM and Middleware
IDC*

“IDC Insight: Business Navigation Systems Combine CEP with BPM”

insurance and supply chain. The Progress RPM™ suite integrates easily and flexibly into your existing infrastructure so you can get up and running quickly, without disrupting your business.

REAL-TIME VISIBILITY

Make the Invisible Visible

Four out of five businesses struggle to gain timely visibility into what's happening across their business today. Many first learn about problems from their customers. Without visibility, they can't determine what's working and what's not and set the right course of action.

The Progress RPM suite delivers comprehensive visibility into any combination of processes, transactions, events, and system-level information. Plugging decision makers into the business and giving them the power to effect change directly starts with the Progress Control Tower (PCT). The PCT is an interactive and easily customized business portal that brings together all your business tools to enable:

- > Business users to see and control the business from any location
- > Analysts to analyze and model your business
- > Solution owners to govern across projects and products



Gain a comprehensive view of what's happening across your business in real-time.

All users collaborate on ways to improve your day-to-day operations. With the Progress Control Tower, now available on the iPad, business users can see and control their business through a “mobile control tower” any time and any place. They can easily blend data regardless of source, analyze it at the speed of thought, and optimize processes on the fly, allowing for smart decision making.

From a single environment you can continuously anticipate problematic events and re-prioritize to keep the business running smoothly and customers happy; dynamically up-sell based on customer activity, context and location; and investigate potentially fraudulent activity while it’s happening and prevent it from spreading.

Both business processes and events often rely on distributed and interconnected applications. The Progress RPM suite delivers complete business process visibility across your infrastructure. You can see how IT systems are supporting the needs of the business, ensuring that IT and the business stay aligned.

IMMEDIATE SENSE AND RESPONSE

20/20 Foresight

Relating complex chains of business events, analyzing and interpreting them intelligently, and responding quickly and effectively to the opportunities and challenges they reveal—these are becoming top business priorities for many leading businesses.

The Progress RPM suite allows you to correlate and analyze business events across multiple data streams in real-time—for complete, accurate, up-to-the-minute situation awareness. You can easily spot opportunities, threats or inefficiencies as they occur; make decisions before it’s too late and act on this information immediately.

With the Progress RPM suite, a distribution company can significantly lower operational costs by correlating business-relevant and environmental data to direct material, trucks and people more effectively. When a flight delay occurs, an airline can gauge lifetime customer value, ticket margin, connection logistics and potential costs in delaying compensation to quickly respond to its

“Our key working directive is how quickly we respond to emergency situations and how we deal with them in a very efficient manner. A slow response time can and has incurred costs running into millions of pounds.”

*IT Director,
A large telecommunications provider*

“We are in an economy that changes daily. As an organization, we need to respond quickly to increase our market share and retain customers.”

*Senior Vice President,
A large financial consulting company*

most valuable customers, increasing customer loyalty. No matter what your business, with Progress RPM, you gain the insight you need and have the tools to immediately transform customer information and competitive, regulatory, and economic information, as well as events, into positive results. All of this can occur while current systems are running and with less involvement from IT.

CONTINUOUS PROCESS IMPROVEMENT

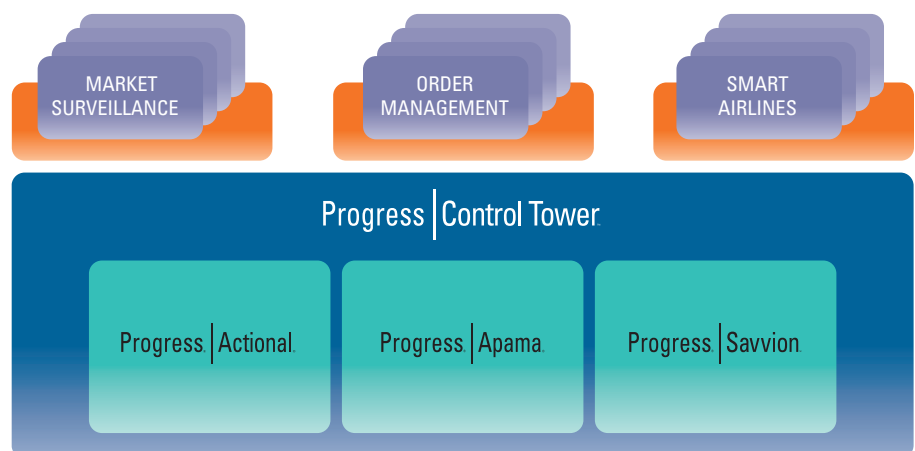
Gain Agility

If your business is like many organizations, today's increasing regulations coupled with greater volumes of transactions produce greater compliance burdens and greater risk. Your business must maintain oversight of processes and react to regulatory changes to reduce noncompliant activity. The Progress RPM suite helps you to anticipate threats in your operations and dynamically respond to them, for example, to prevent revenue loss from fraudulent activities.

Being able to take immediate action is important. But it's just one part of the picture. You also need the agility to continuously improve your business processes on your terms so that you can maintain oversight of processes and react to regulatory changes to drive greater efficiencies.

The Progress RPM suite delivers comprehensive visibility into any combination of processes, transactions, events, and system-level information in a simple, easy-to-use environment. Through the Progress Control Tower, decision makers are provided a real-time view of what's happening in the business along with the control to improve it. By tracking process performance against defined business metrics, you can quickly identify anomalies and target improvement efforts.

The Progress RPM suite integrates easily and flexibly into your existing infrastructure so you can get up and running quickly without disrupting your business.



ACHIEVE OPERATIONAL RESPONSIVENESS

The Progress RPM suite and Progress Control Tower provide business people with the tools needed to define their jobs and imagine ways to make them better through a unified business operations platform. They can drill down into processes and optimize them directly, change rules, or refresh a process with a newer version within minutes through the Progress Control Tower rules manager or process modeler, thereby achieving operational responsiveness.

Operational responsiveness enables businesses like yours to achieve a higher level of business performance. The Progress RPM suite is an interactive, collaborative and customizable solution that integrates easily and flexibly into your existing infrastructure so you can get up and running quickly, without disrupting your business.

Offering out-of-the box support for a wide range of application platforms, ESBs, customer applications, and more, RPM addresses the problem of an unknown or limited process view, and often, initial projects can be deployed in 30-to-90 days. The result is a strategic approach to process that starts with rapid modeling and iteration, enables a fast rollout and, once up and running, generates measurable results. Using the Progress RPM suite and the Progress Control Tower, organizations can begin improving top-line and bottom-line metrics in the same quarter they're deployed.

Progress also provides comprehensive solution accelerators designed for industry-specific business processes, such as revenue assurance in communications, responsive logistics management for supply chains, and real-time market surveillance in financial services.

Contact us to learn more about how the Progress RPM suite can help you to:

- > Get end-to-end visibility of your business and all business transactions across the enterprise
- > Immediately sense and respond to business events. Understand how these events reveal threats, opportunities or inefficiencies—providing an automated response or enabling a human being to take action
- > Continuously improve business processes to continuously meet and exceed key objectives
- > All without disrupting existing infrastructure



PROGRESS SOFTWARE

Progress Software Corporation (NASDAQ: PRGS) is a global software company that enables enterprises to be operationally responsive to changing conditions and customer interactions as they occur. Our goal is to enable our customers to capitalize on new opportunities, drive greater efficiencies, and reduce risk. Progress offers a comprehensive portfolio of best-in-class infrastructure software spanning event-driven visibility and real-time response, open integration, data access and integration, and application development and management—all supporting on-premises and SaaS/cloud deployments. Progress maximizes the benefits of operational responsiveness while minimizing IT complexity and total cost of ownership.

WORLDWIDE HEADQUARTERS

Progress Software Corporation, 14 Oak Park, Bedford, MA 01730 USA
Tel: +1 781 280-4000 Fax: +1 781 280-4095 On the Web at: www.progress.com

Find us on  facebook.com/progresssw  twitter.com/progresssw  youtube.com/progresssw

For regional international office locations and contact information, please refer to the Web page below:
www.progress.com/worldwide

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