



## Product Packaging and Localization

### Ultimus Case Study

- **ROI** realized in just 6 months
- **Quote** cycles slashed from 2-3 weeks to 3 days
- **Elimination** of errors through real-time validity checks
- **End-to-end** visibility at any stage of process
- **Improve** accuracy and interactions between functional groups
- **Project** greatly enhanced employee understanding of value of consistent business processes to organization

Microsoft

Microsoft

#### Process Description & Background/Need

Packaging is one of the most important deliverables of any consumer product. It is often the first touch-point consumers have with a product, and in today's extremely competitive market conditions, it is absolutely essential that it is effective. However, product packaging and localization is also one of the most complex aspects of a product's release cycle. It is critical that it is handled as efficiently as possible.

#### Points of Pain Addressed / Issues

This leading technology manufacturer had extremely complex processes for coordinating packaging of consumer products such as game consoles, keyboards and mice. These processes typically spanned more than 8 internal groups and 15 countries. Prior to automation, e-mail was used to manage and track tasks. The process was riddled with data inconsistencies due to the lack of information validation. Internal product managers were spending 40+ hours per week manually tracking the status of various projects. The manufacturer used Ultimus to automate the entire packaging process in 4 months. Benefits were realized immediately.

#### Solution Overview

A product manager initiates the process, from within a Microsoft SharePoint Portal, when a product has reached the packaging stage of the release cycle. The product manager enters basic details relating to product packaging, localization and translation. The Ultimus form automatically handles all validation of information in real-time dramatically reducing the chance for errors. The product manager then enters the project timeline details on a second form by specifying a start and an end date for the packaging project. The product manager also has the ability to select which steps will be performed as part of this iteration of the process. This functionality provides the product manager with two major benefits:

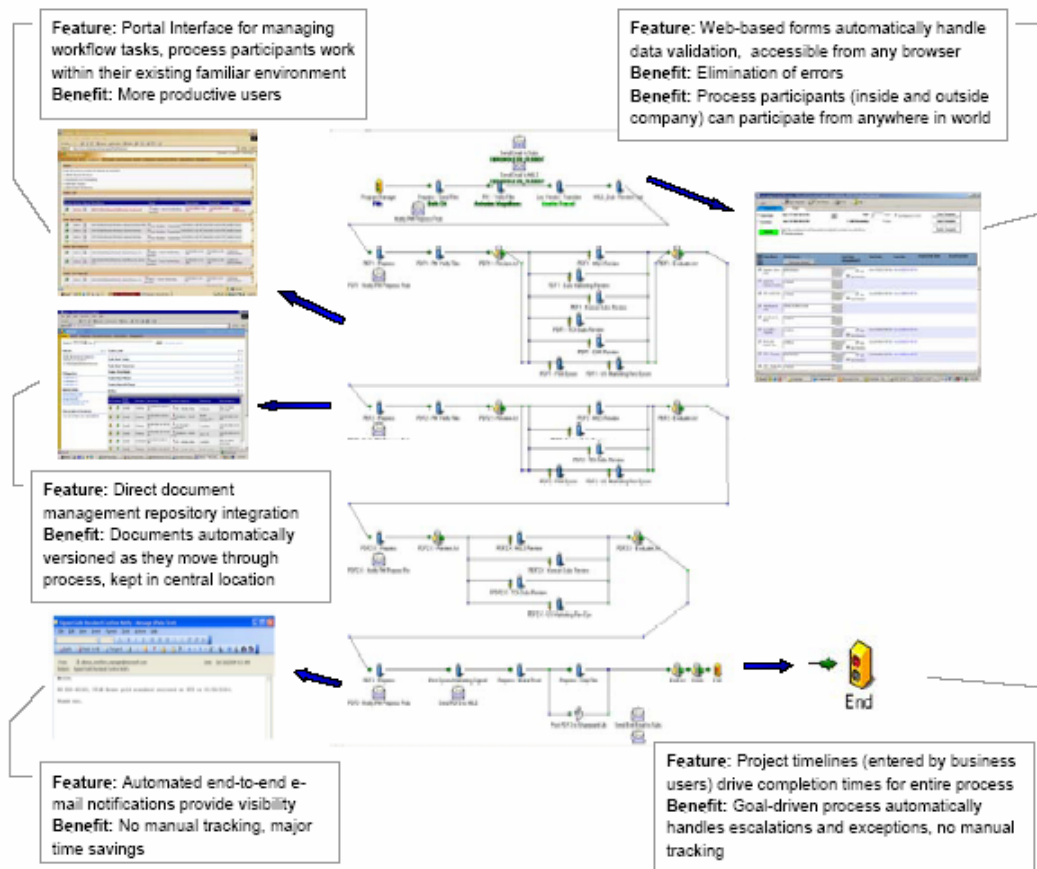
- Product managers are able to dynamically control when the localization project starts, the duration required for each individual step, and exactly when the process must end. The process takes on a dynamic nature and drives itself toward the completion date based on the product manager's decisions. If any steps within the process are late, the process auto adjusts the end dates and notifies the product manager of the status change. This ensures that there is end-to-end accountability and visibility throughout the process.
- The product manager dynamically determines which Steps are performed in the process. The product manager is not limited to a rigid series of process steps and tasks for the packaging effort, and the Ultimus process dynamically adjusts itself through powerful business rules.



Once initiated, the process sends tasks to the various packaging managers for execution of individual activities. Each packaging manager is able to view and execute tasks through the Web-based portal environment. The product manager is also able to view when all tasks are due through the portal interface (those due the same day, due the next day, due within 7 days, and tasks that are further out) all from a single interface.

In many cases, packaging managers must attach files in a variety of formats to the workflow process to illustrate design ideas, sample documentation, or other key information.

These attachments are used by partners at subsequent steps to localize and translate the packaging. To support this, the Ultimus process allows seamless access to internal SharePoint document repositories (Ultimus supports a variety of document management and file systems), and attaches documents to the workflow.



Once the required steps are complete, the packaging can be sent to any number of external vendors around the world for localization and translation. The localization vendors are able to view and update all documents, and changes are automatically versioned in the SharePoint repository. Once localization is complete, the packaging is reviewed and sent to the product manager for final approval.

If at any stage during a release cycle a product manager assesses that the entire packaging project is at risk of missing the product deadline, non-critical Steps can be eliminated, even for processes that are already initiated.

### Recap of key benefits and summary

BPM helps facilitate demonstrable, rapid efficiencies at almost every stage in production lifecycle. Manufacturing organizations that implement BPM with Ultimus can realize increased revenue, cut costs and enhanced customer satisfaction in rapid time

frames. For more information on the Ultimus BPM Suite and how it can help your company become a more agile enterprise, please visit [www.ultimus.com](http://www.ultimus.com).