

Metastorm BPM[®] for Franchisers

Solution Overview

The Challenge

As a Franchiser, you have unique, core processes that are critical to your success – franchisee qualification, real estate acquisition and development, lease management, and customer service. These processes often span multiple applications, require involvement from multiple organizations and rely on data from multiple sources – all of which make them more difficult to manage. Yet because of their critical nature, inefficiency in these processes often results in higher costs, lost opportunities and lower market share. So how can you improve your core processes, make them more efficient and gain greater agility without engaging in a time consuming, costly business re-engineering effort?

The Solution

Metastorm's Business Process Management (BPM) software enables franchisers to quickly and easily automate, manage and control core processes and provide a web-based interface to streamline communication with all parties involved in the franchisee lifecycle. Process improvements translate into improved organizational agility and innovation and enhanced governance capabilities. Metastorm BPM[®] includes:

- Complete process definition and modeling
- Integration with all applications and data involved in processes, including legacy platforms
- Rapid automation of complex, human- and system-based processes
- Escalation, event management and real-time monitoring to maximize employee productivity and optimize process efficiency
- Reporting and analysis on critical process data and key performance indicators
- Simulation for process improvement and optimization

Is Time to Market Critical to Your Success?

Franchise Management has become a highly competitive market. If you don't secure the most profitable geographies for your business and address market demand with your offering, your competition will. By leveraging proven BPM software from Metastorm, you will be able to:

- Accelerate the applicant qualification process
- Streamline and monitor the franchisee approval process
- Initiate and monitor investigative due diligence and credit report processes
- Monitor and control the 'store' planning and build-out process
- Manage the ongoing franchisee lifecycle
- Gain the visibility and flexibility you need to make critical, ongoing process improvements for lower costs, improved service levels, and increased profitability

Highlights

Franchise Management

Processes Enabled

- New Store Opening
- Franchisee Qualification
- Real Estate Acquisition and Development
- Lease Management
- Customer Service

Benefits

- Accelerate time-to-market and increase new store profitability
- Gain control and visibility into store planning and build out process
- Lower costs and increase profitability through streamlining of customer service initiatives

Customer Examples

- Great Clips

About Metastorm Inc.

With a focus on enterprise visibility, optimization, and agility, Metastorm offers market-leading solutions for Enterprise Architecture (EA), Business Process Analysis & Modeling (BPA) and Business Process Management (BPM). As an integrated product portfolio, Metastorm Enterprise™ allows organizations to maximize business results by unifying strategy, analysis and execution. Metastorm is the only solution provider to bring together these critical disciplines on a single software platform to enable an understanding of enterprise architecture and strategy, accurate impact and opportunity assessment, effective process execution, and accelerated value realization for organizations worldwide. For more information on powering strategic advantage with Metastorm Enterprise, visit www.metastorm.com.



1-877-321-META (6382)

+44 (0) 208-971-1500

www.metastorm.com

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