



PARTNERS in PROCESS

How Active Endpoints Makes IT a Strategic Partner and Adds Efficiency to Business Processes

There's the IT side of things, and then there's the business side. Rarely, it seems, do the two meet. And that, unfortunately, is the reality of many of today's organizational environments.

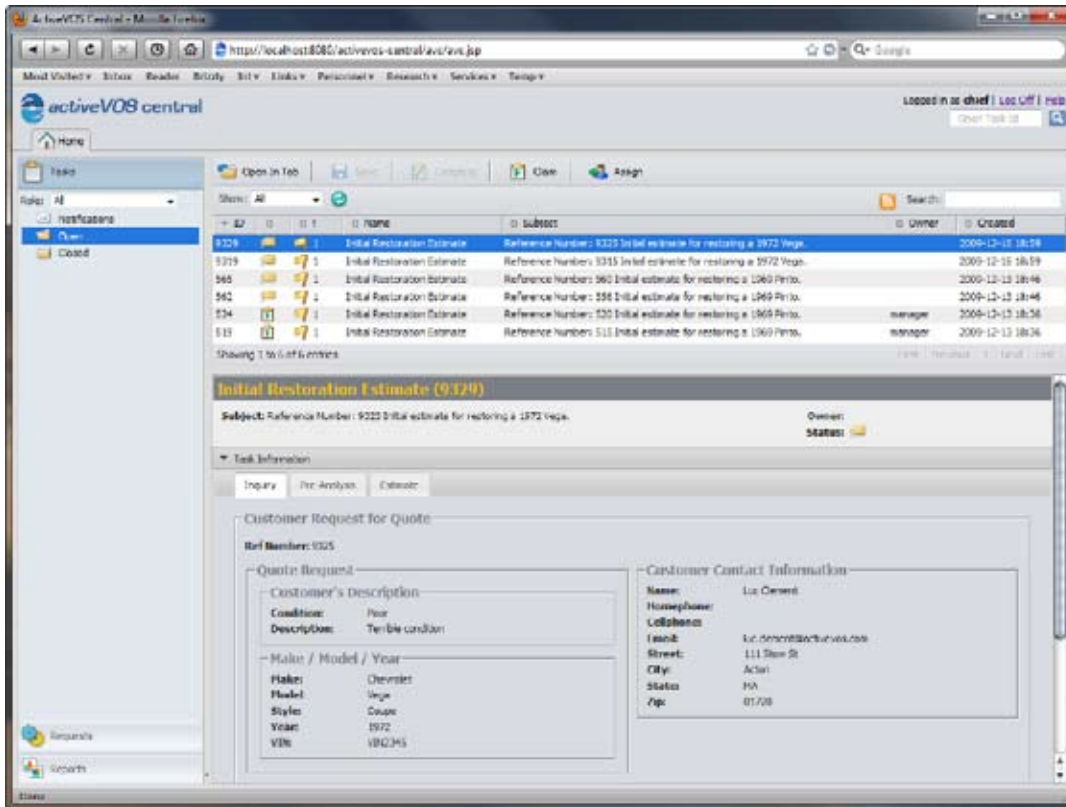
The biggest casualty of that lack of alignment between IT and business, though, is often the organization itself, which needs a synergy between the two ends to work efficiently. Many business processes rely heavily on IT to run smoothly, after all, but the IT department can't go it alone – it needs clear direction from those on the business side of the organization to understand those processes fully.

That's where Active Endpoints fits in. The company's technology automates business processes, and enables the kind of collaborations between end users and IT that today's business environment demands. Using the ActiveVOS™ business process management system – and embedding BIRT to provide activity monitoring and reporting capabilities – can integrate people, processes and services in a way that provides unsurpassed visibility into the activity of processes for IT and

the business. "IT and the business can now glean and rapidly access all kinds of business-relevant information that otherwise would have remained hidden," says Luc Clément, senior director, product management for Active Endpoints.

ActiveVOS includes ActiveVOS Central, for a complete, out-of-the-box application that allows end users to access BIRT-based reports and graphs, in order to get the "visibility" into operations companies need to be competitive today. End users can access tasks, find and start processes and display information, all from their browser. For developers and business analysts, creating BIRT-based reports and graphs for end users to access is easy. Simply design the report – using the power BIRT delivers – then deploy it to the user's ActiveVOS Central userid. In addition to accessing reports, users can search for tasks, and even initiate new processes based on the results shown to them in BIRT reports.

Based in Waltham, MA and founded in 2004, Active Endpoints provides an all-in-one, standards-based and affordable Business Process Management System (BPMS). ActiveVOS enables a



[**Figure 2.1:** Users can search for tasks, initiate new processes and access reports and graphs.]

project team to model, deploy and manage service-oriented process applications that combine human workflow with system tasks; it integrates people, processes and services. And while that may sound like something only Joe Developer in IT could understand, the business user is who benefits from ActiveVOS, because it's designed to make their processes smarter and smoother at the same time as offering complete visibility of status and progress.

Take one example Clément offers by way of demonstration, of a classic car detailing shop that provides estimates online. Potential clients input their details into the shop's website, and from there the automated processes – fueled by ActiveVOS – take over, integrating back-end services, and sending the request to the appropriate person to estimate the costs of renovation, and on through the line of necessary personnel before a full estimate is available and can be emailed back to the car's owner.

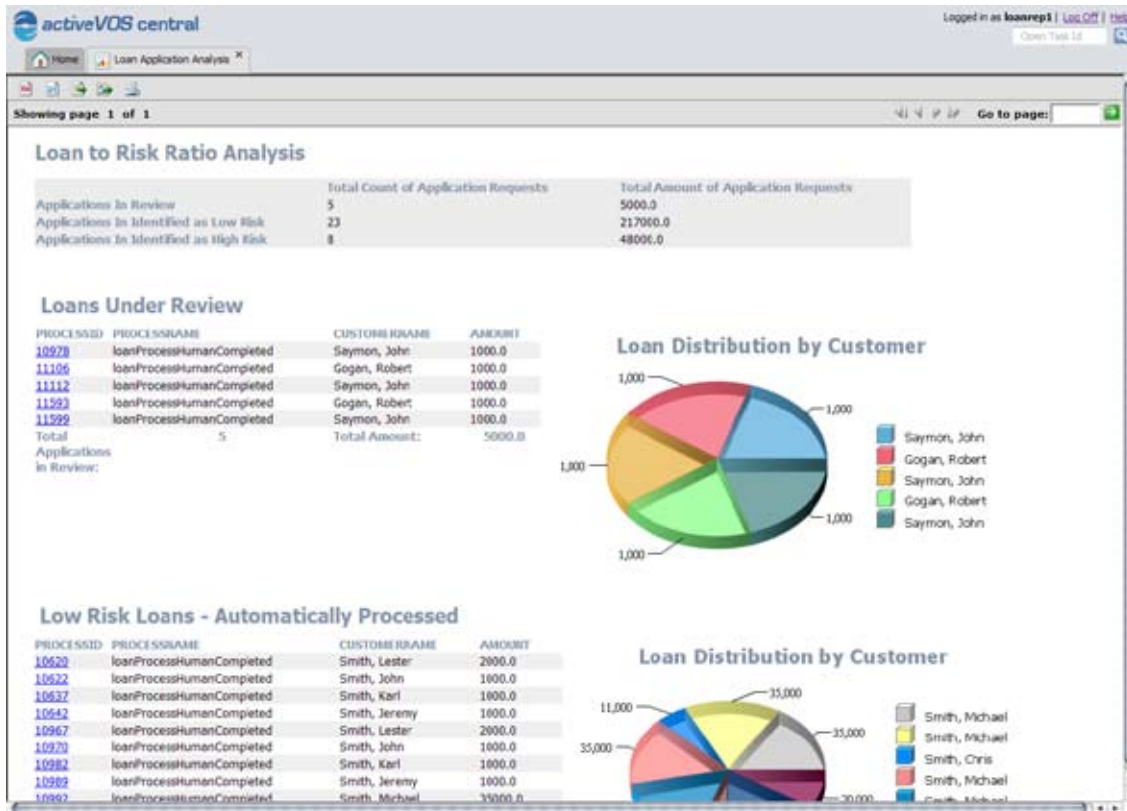
If more information is needed by the shop, an automated request will be sent back to the car's owner automatically, or if that client wants to know where in the process the system is at any time, ActiveVOS can tell them. All of it is efficient, automated and trackable, whether it be for simple processes such as the car estimate, or for more complex processes, such

as those you might see at CERN, the European Organization for Nuclear Research. CERN, which has researchers join and leave the organization from countries all over the world, uses ActiveVOS to integrate every aspect of the arrival and departure of staff scientists – from their initial contact with CERN to the day they arrive to find their new office to the day they return to their home countries.

After all, every business has processes, whether those processes are fueled by a need to generate and track sales – like the fictional car shop – or by strict requirements that everything runs properly and safely, like at CERN. Active Endpoints works with organizations as diverse as Toyota and the FBI, and their goal is to use IT to help business make sure everything runs smoothly. "Organizations today can't afford for things to slip. They need efficient processes and they need to know what's happening," Clément says. "Using ActiveVOS, IT and the business can define and refine processes, to get the most out of them."

How Does BIRT Fit In?

With all of those processes automated through the integration of back-end services and human interaction, a wealth of knowledge becomes available for Active Endpoints' clients. Suddenly, they are able to identify bottlenecks, what works and what doesn't. By partnering with Actuate and utilizing BIRT,



[**Figure 2.2:** ActiveVOS Central offers both Business Intelligence (BI) and Business Activity Monitoring (BAM) via graphs and reports.]

information in ActiveVOS is made easily accessible, through reports designed to deliver to clients the information that they need to ensure all of their processes are running smoothly; tasks get completed on time, and business measurements are captured and reported.

ActiveVOS Central, ActiveVOS' new task management component application, provides a central place to interact with the BIRT reporting capabilities. Users can check on the business process status, carry out and manage the work that processes may require of individuals, and generate reports from varying types of data.

"One of the types of reports that you might be able to get in the case of the classic cars restoration shop is an average time to quote report or the distribution of work report" Clément says. "We're analyzing things that have gone through the system itself, processes that have actually run and those that are currently running."

Active Endpoints has been using BIRT since the 6.0 release of ActiveVOS; the current version is 7.1. In addition to accessing reports from ActiveVOS Central, customers can integrate ActiveVOS reports in portals and web pages using ActiveVOS's ability to expose report execution or access to a cached report via a URL. Using BIRT, ActiveVOS can also be used to generate

reports and email these to users according to a schedule. Among other options, they can specify optional report output format, allowing the report to be exposed as .pdf, .doc, .xls, .ppt, or .xml formats, in addition to the default HTML format.

At the beginning, BIRT was used exclusively for creating operational reports on processes running in ActiveVOS to ensure that SLAs were monitored and performance bottlenecks were discovered, whereas now end user reports and business relevant reports are also part of the mix.

"Being able to provide a cohesive process and report design experience to our customers was really paramount," Clément says. BIRT was chosen for this, he adds, and also because of the flexibility it offers to export reports over the web and to schedule reports as a service. The company appreciates the ability to create multiple formats of reports, to distribute them and to integrate BIRT as part of the design environment.

With BIRT now part of its own process, Active Endpoints can help define and better the processes of its customers, while providing that diverse group of clients the information they need to run their businesses better.

For more information, visit www.activevos.com or visit the BIRT Exchange Marketplace at <http://www.birt-exchange.com/be/marketplace/app-showcase/?app=40>.