Introduction to Info724

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Info724™ is a *Process Excellence and IT Consulting Firm*. We specialize in the operational process, technology, and project management needs of dynamic companies, bringing them objective expertise that is independent of all vendor software packages. We understand both operations and technology and can help you either on a short-term or long-term basis. After we diagnose what you need to improve in your process, we can handle your IT solutions on either a macro- or micro-level, so that you save time and money and enjoy the benefits of project control. We help companies *save money* and *leverage a better ROI* through our special blend of methods, skill sets, knowledge, experience, and project management.

The Markets We Serve

We serve organizations and companies located in the Mid-Atlantic region. We will work with an organization of any size that recognizes our value, but our focus is on Mid-Size ($100MM - $1 Billion) and also Small ($5 - $100MM) companies.

Who We Serve

Our client points of contact and usual project sponsors are the executives such as VPs and Directors on the business side as well as CIOs and COOs. For smaller companies, we are in contact with the President or CEO.

The Way We Select Target Clients

Our selection criteria include location, size, and industry focus. We seek out strategic opportunities that include *Process Improvement* and/or *IT Implementation* in win-win situations and also leverage existing relationships across core verticals. Here is a sample list of some of the clients that we have worked with before:

- Aetna
- Johnson and Johnson
- Cigna
- Comcast Cellular, which was purchased by SBC Communications
- Commonwealth of Pennsylvania Department of Treasury
- Commission on Higher Education
- Godshalls Quality Meats
- Harleysville Insurance
- Pennsylvania Department of Labor and Industry
- Lititz Mutual
- Mercer Insurance Co
- Penn National Insurance
- Philanthropic Insurance Co.
- RMS – Reprint Management Services
- The Hartford
- Tuscarora Wayne Group of Companies
- Ace Designs

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What We Do – The Solutions We Offer

We offer three main services that combine to form a complete solution for our clients. They are ***Business Process Improvement***, ***IT Strategy*** **and** ***Implementation Services***

- ***Business process*** is measuring how a business process or function is performed today, finding and fixing the root causes, and implementing an improved scenario.

- ***IT Strategy*** is the development of a business case to help you make sure IT dollars are not wasted and in fact that they are most effectively spent. We can mentor our client's lieutenant level staff on this so they can do it themselves or we'll do this part on our client's behalf behind the scenes.

- ***Implementation*** is good project management to deliver the systems and/or business process improvement on time and on budget.

The above three services are tied together and viewed as a cyclical process while improvement and innovation are continuous processes. We have extended the industry standard six sigma approach of DMAIC with additional methods that support IT expertise, project management for system implementation, risk mitigation, change management, and skills transfer.

The Methodology We Employ

The approach we take is an extension to the Six Sigma DMAIC model.

The phases of **DMAIC** are:
- Define the problem and what the customers require
- Measure the defects and process operation
- Analyse the data and discover the root causes of the problem
- Improve the process to remove causes of defects
- Control the process to make sure defects don't recur.

A sample prescription for success is outlined as below:

Step	Six Sigma Stage	Summary of Actions Performed
01	D	Client invites us to look at a problem area within their organization.
02	D	Define and confirm client's objective and current metrics of the process, supporting organization and automation under review.
03	D	Document current business process and organizational support elements with maps, graphics, and or descriptions.

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04	D/A	Analyze the current 'As Is' conditions to identify deficiencies and opportunities.
05	I	Develop a detailed view of how the process, supporting organization, and the automation should look. This is the "ideal" viewpoint.
06	M	Assess and measure metrics of the process, supporting organization and any automation information systems currently in place or on the table for development or consideration.
07	A/I	Develop a detailed view of how the process, organization and supporting systems should look given organizational constraints, including the ROI and business case. This is the 'To Be' view.
08	I	Develop a solution path for each improvement project that is identified and approved. Consider process, people and technology in the solution definition.
09	I	Define architecture for each solution that considers current platforms and applications.
10	I	Develop an RFP framework and engage appropriate technical resources.
11	I	Manage system development activities and the testing process for information technology.
12	I	Develop a pilot for business process changes, while using a test and measure approach.
13	I	Manage the implementation of the new automation and new process, within the context of organizational transformation.
14	I/C	Manage the transition of these changes to an on-going support process.
15	C	Measure the performance levels of the new business process, identify success and lessons learned in order to determine next steps and adjustments.
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Six Sigma Step… **D=Define, M=Measure, A=Analyze, I=Improve, C=Control**

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Benefits of Info724™

Here are some examples of how you can benefit from our skills and experience with information technology in your industry:

- **We know your domain** . . . so you don't have to teach us your business.
- **We can speak your language** . . . and translate among your users, management, and "techies."
- **We have knowledge** . . . about the vendor software packages that are available in the industry and can help save your valuable time and to avoid wasted effort.
- **We can provide** . . . quick, short-term help such as for the testing phase, requirements analysis or to jumpstart the project you just haven't gotten to yet, we can be there for you.
- **We can negotiate** . . . on your behalf very effectively, thus saving you money.
- **We can help** . . . you plan ahead and define your budget, so you know what you're up against before you start or continue down a risky path.
- **We are not biased** . . . towards any particular insurance software package or technology, so we're working on behalf of your best interests.
- **We'll manage** . . . your IT vendors for you in a structured way to make sure they fulfill their promises to you.
- **We'll architect** . . . a solution that works for you by seeing the whole picture. Both your goals and technology constraints need to be considered.

Our Common-Sense Philosophy

- **People Based** Belief that websites and e-Business systems should be people-based and organizationally focused... not technology for the sake of technology.
- **Staying Objective** Avoid package-specific or technology-specific bias, and minimize subjectivity by stating our assumptions.
- **Building Long-Term Relationships** Service a small number of clients and consistently deliver world-class quality for their benefit.
- **Cultivating Permanent Staff** Use permanent / salaried professional employees with a full range of benefits, in place of sub-contractors, and develop skill sets, teamwork, family support, and long-term opportunities for our team members.

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- **Managing Risk Preemptively** Proactively identify and manage risks (project, technology, and organizational risks) to mitigate or eliminate impacts to timeline, budget, or scope.

- **Managing Upstream** Detect and fix problems as early as possible to minimize costs, since mistakes and problems left unresolved tend to only grow bigger as time passes.

- **Leveraging Models** Define all project-related knowledge and information such as requirements, site content, management plans, and documentation in written form through the use of tables, text, and diagrams to eliminate gaps in understanding

Project Services Overview

The following provides an overview of typical service offerings from Info724, all of which are grounded in the topic of analytics to help you and your business succeed.

Project Management – Provide qualified IT project managers for short-term or long-term assignments to manage and deliver effective systems on time and on budget. We will evaluate the budget, scope, risks, and staffing to either validate that you're on-track or identify needed changes. Project management means outstanding team leadership for executives and in the trenches, along with group facilitation.

Business Analysis – Assessment, analysis, development, and implementation of business processes and workflow. An organization's operations, along with clearly defined personnel roles and responsibilities, should be simple and efficient. These processes determine how effectively your company operates - both internally and externally – and must therefore support constant change and growth. Because every department's daily and weekly operations include many inefficient business processes, operations, or workflows, there is always room for improvement. These components are mission-critical to the success of any company and they change with every systems project or IT initiative undertaken.

Requirements Management – Development of IT system specifications, detailed system requirements, and project requirements including staffing needs, scope definition, and budget development. Depending upon your situational needs, we will leverage your standard methodology, or apply processes and techniques developed by Info724. Analysis and design work can be conducted using the latest techniques of the UML (Unified Modeling Language) as an example.

Vendor Package Expertise and RFP Management – We have knowledge of most industry software packages in the marketplace, and the expertise to evaluate and help you select the right solution. Development and coordinate all aspects of a Request for Proposal process, laying the proper groundwork for contract negotiations. This service can significantly reduce your risk, effectively control run-away costs, and prevent wasted payments to IT vendors.

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Vendor Management Services – Assessment and/or development of your vendor selection and management policies (VM). Review and evaluation of a vendor proposal – to be sure you're getting the right value and that the right approach is taken BEFORE you sign a contract. While a vendor is providing services to your firm, we'll serve as your representative, champion, or confidential advisor to ensure you're getting the value you deserve for your investment.

Application Development – Strong capability to define your application vision and architecture with qualified developers for short-term or long-term assignments, in conjunction with strong analysis, project management, and testing… to deliver effective systems on time and on budget. Includes effective change management.

Info724 Background

Info724 Ltd.™ (www.info724.com) has proven its success in both business operations and information technology since 1998. Info724 provides companies both large and small with expertise in business process, software applications, and project management to leverage a better return on process improvements and IT investment. The clients of Info724 consistently benefit from the highly successful Six Sigma methodology of defect minimization. The Info724 team includes 15 to 25 professional resources who have industry domain expertise, the leadership skills for facilitation, as well as the ability to speak the languages of both business and IT.

Mr. Peter Kraynak is an expert in the strategic area of operational and technology transformation. As the founder and Managing Director of Info724 Ltd., he has over 21 years of industry expertise, professional IT, finance, and operational strategy experience. After a successful stint with Coopers and Lybrand (later renamed to Price Waterhouse Coopers and now part of IBM), Mr. Kraynak graduated with an MBA from the Wharton School of Business in 1992, where he had a concentration in Strategic Planning & Finance. He followed his MBA by strategic and financial consulting in emerging industries and venture capital in Central Europe for 3 years before returning to the United States to launch Info724™. Mr. Kraynak has served more than 50 client companies and other organizations throughout his career.

Mr. Peter Kraynak has held designations in Project Management, is Six Sigma certified, and has also served as an Adjunct Professor at Drexel University's College of Business (MBA Program) covering the following topics in depth: Systems Integration, Enterprise Process Improvement, IT Project Management, Process Re-Engineering, Strategic Planning and Business Analysis among others. Mr. Kraynak is a frequent guest speaker at conferences and contributes intellectual capital to industry journals and other publications.

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