



**Tracking Systems:
Portal Focus on Productivity
(<http://www.trackingwebsite.com>)**

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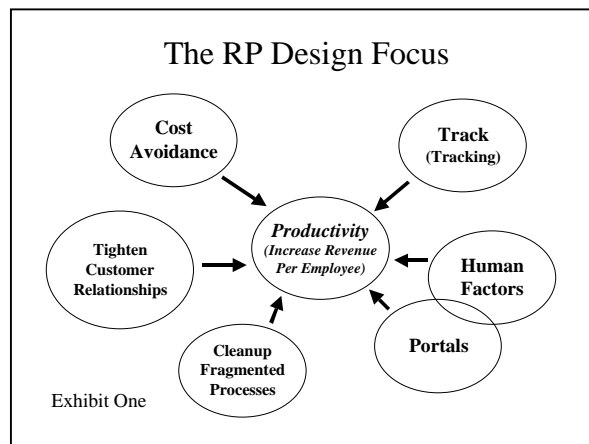
What is RP Design About?

Our focus is upon increasing client business productivity¹ by the application of web-based technology solutions. Every application we develop or problem area we address never loses this focus.

Our Keys To Successful Implementation

We begin an assessment of the customer's current situation, operating environment, technical requirements and vintage of their legacy systems. Up front, the client and RP Design set priorities. We then tackle these items or problems in priority order and make sure each one is working before moving to the next one. We don't attempt to "boil the ocean". We don't bring firms "to their knees" while implementing. The key to our conservative approach is not to attempt to "bite off more than we can chew". We avoid impacting too many organizations or processes at once since there is no reason to attack every aspect of the business, or every problem simultaneously.

We start web portal development at any point. For example, we can target a specialized application, usually the one needing the most attention (or causing the most trouble) that perhaps caters to only a single discipline such as marketing, sales, customer care, manufacturing, physical distribution, independent channels, etc. The initial development is deliberately made narrow in scope for quick delivery and to address the most critical business productivity issue right away. Once the initial set of needs is satisfied, the program proceeds to the next step to tackle the next priority item and so forth until all of the solutions are implemented, and all customer needs satisfied.



Cost Avoidance

Our approach aims to reduce, delay or avoid future costs. Our platforms can link disparate databases, legacy databases, legacy systems, Intranets and Extranets. Likewise, existing applications, regardless of their vintage can be accessed via our platforms. If a firm has information scattered throughout different legacy databases and/or systems, or

¹ The applied measure is revenue per employee.

multiple vendors, our implementation can access the information and make it appear as though it comes from a single source, displayed in the form the user wants to see it.

By connecting to and providing interconnection of these legacy databases and systems, our platforms prolong their life. This can delay or avoid entirely a firm's having to invest in new systems and platforms: it avoids future costs. In most cases, the economics are such that payback or return on the investment for our implementation will be realized in nine months or less.

Tightening Relationships

There are many important truths in business. One is that it takes from seven to ten times more effort to obtain a new customer than to keep an existing one. Why remain vulnerable to dissatisfied customers?

Another truth is employees in businesses spend inordinate amounts of their workday looking for the information needed to do a task or their job. They need "role-based" entry points for employees to gain access to all key aspects of a firm's business relative to the needs of that discipline or department, and commensurate with each individual's level of authorization to do so.

The RP Design remedy is to use "tracking systems" to improve business productivity, service and customer retention. The system brings the company closer to the customer as well as employee.²

Tracking Systems

The objective of the Tracking System is to create a Portal to the right information, in the right form, available at the right time (24/7/365), for the right person. It allows "customization" of what individuals see on their computer screen. The individual can optimize their personal work environment for maximum efficiency.

Who Can Afford a Portal?

Any size company in any vertical market can use and afford a portal. Portals are built to scale. They are custom constructed commensurate with the size, needs and wants of the customer's firm. A firm can start simple and small, perhaps with a single department or discipline at a time, and grow the portal in size and sophistication as needed and as the firm can afford it. The concept is totally scalable.

What is the Starting Point?

Portal development can start from any point. Sometimes, businesses start with a specialized portal that caters to a single discipline, such as, marketing, sales or customer

² Note: an example tracking system may be viewed at http://www.trackingwebsite.com/virtual_tour/welcome.html.

care. The initial portal is reduced or narrower in scope to ensure quick implementation and addressing the most critical business productivity problem right away.

Portal Impact on Productivity

Following are few examples of how portals can increase productivity.

- **Human Friendly Access to All Information** - The portal can be used to catalog and access the existing Intranets and Extranets. The human factors aspect of the portal simplifies access to the existing computing environment. It puts a “pretty face” on them.
- **Thorough View of Business** - The portal is a powerful tool for gaining an all-inclusive view of the whole business. Reports and information covering all aspects of the business are accessible via the portal in the form executives; middle management and employees by discipline want it.
- **Role-based & Customized Access to Information-** Role-based reports by discipline and the associated analysis for each, means departments and individuals spend more time acting on information as opposed to gathering it. In addition, individuals can customize what they see and act on.
- **Role-based & Customized Access to Applications** - Processes, such as sales order entry flowing to operations, exception reporting, and alerts from management, etc., can be streamlined or automated.
- **Document Management** - Documents can be cataloged and retrieved via the portal system. There is a “check-out” and a “check-in” function that allows multiple individuals to operate upon documents. This enables or enhances collaboration. Portals can be used for collaboration on everyday tasks and working and coordinating projects regardless of distance or time zones.
- **Methods & Procedures and “How To”** - If an employee needs to know how to do something, the portal can supply the answer via a “How To” area. The portal can provide real-time access to Methods and Procedures.
- **Access to Training** - In another instance, by clicking upon “training”, a person could sign up for an internal course or take an online course in real-time.
- **Skill and Expert Finder** - How can a firm quickly identify individuals with certain special skills and quickly apply them to a task or project? Firms such as IBM can locate skills anywhere in the world via mouse clicks. With a portal, you don’t have to be the size and sophistication of an IBM to do the same thing. A database of company-wide skills, experts and experiences can be constructed and accessed via the portal.

- **Platform to Enable B2B Transactions** – It is important to get a firm's “information house” in order before entering the world of B2B with both feet. The portal development process precipitates this happening.
- **Internal Cost Reduction via The Self Service Concept** – The more individuals can do without depending upon or interrupting others increases the efficiency of the organization as a whole.
- **External Cost Reduction via The Self Service Concept** – The portal concept can be used, *with restricted access*, for select customers based upon business criteria. Customers, affiliates and partners, if authorized, can have access to information that pertains to them and only them. This establishes a base to begin or enhance B2B transactions. Again, all interfacing would be personalized per customer, affiliate or partner.
- **Single Sign-on/Log-on** - Assuming an employee has the correct level of authorization, with a single sign-on, the user can move seamlessly from system to system, database to database, application to application.
- **Security** – There is now a way to ensure that only individuals with the proper authorization have access to specific information. Use the portal as the access point with its high level of security.

Why Hire Us?

Capability

Our internal capabilities encompass the Human Interface, Development, and Platform. The Human Interface group makes sure that physical access is quick, pleasing and the layout friendly and intuitive. Development encompasses all of those things normally associated with development: architecture, systems engineering, programming and testing. Platform deals with the server and computer connectivity environment.

From our customers' perspective, this capability is manifested by our end products that are **fully tested and therefore stable**, intuitive to use, and quickly implemented.

Open Source/Standards

The server platforms, including their operating systems and the software used to develop and maintain each unique customer environment, employ open source/standards. This allows connecting to other vendors' products and ensures forward compatibility with new technological innovation. The system solutions are able to evolve, as business needs change. Our systems are open-ended.

Even IBM has endorsed the open standards approach. Historically, perhaps no other firm profited as much as did IBM from a closed system proprietary approach to developing, marketing, selling and maintaining computing and software of all sorts. IBM announced

it was spending \$1 billion in 2002 just to convert existing software programs to open standards, specifically to a Linux environment. We employ Linux.

Technology

We never lock our clients into proprietary software as we employ open source/standards for our systems, hardware and software. As a result, our customers have scaleable, changeable systems. Taking this approach allows us, and them, to connect with other vendors' existing and future packages. There are many vendors that offer specialty packages and they can and will be part of the overall environment.

Many independent vendors have excellent packages that are often narrowly focused on a particular application. Since they are narrowly focused, they may be the best of breed for a particular application module. Why reinvent the wheel? A good platform should interface with these kinds of offerings. We take advantage of what everyone has to offer.

In spite of the hype to the contrary, integration between off the shelf packages and a customer's operating environment almost always requires some programming to accomplish. Based upon our experience, our custom platforms, actually require less programming effort to integrate into a customer's existing environment than does the so-called "modification" required for "off the shelf" packages to be integrated into a customer's existing environment. **From the beginning our custom platforms are designed to fit into the existing environment.**

Regardless of whether or not you have nothing but legacy systems and/or Peoplesoft, SAP, Oracle, etc, we can address your unique needs and interface with the former. In addition, **we do not charge our clients licensing fees.**

Speed

Our objective is to get our implementations up and working in a minimum amount of time. Of course the exact time is determined upfront as part of the initial work effort. However, rest assured that our time frames are measured in months and days not quarters and years.

As a result of the former, we quickly get an organization on-line with information at each individual's fingertips -- just a mouse click away. Before, this same information might have taken hours to obtain.

Our interfaces are made human friendly and intuitive. This results in

Benefits Of Our Approach (Summary)

- Fast implementation
- Easily navigable/human friendly intuitive environment increases productivity
- Instant global accessibility/distribution
- Excellent administration and real-time changes
- Disaster Avoidance
- Reduced data capture & retrieval costs
- Reduced support costs
- Complete custom Portal Package
- ***No capital investment and pay as you go!***

Property of RP Design®

little or no training to use the end product. Menus and automated gathering allow for more easy capture and retrieval of information. All this reduces support costs for gathering, storing (data warehousing), retrieving and analyzing (data mining).

We earlier suggested that the customer not attempt to “boil the ocean” but take things a step at a time. Specify an area and implement a solution, then the next and the next and so on. **This ensures paying for what is done not what is promised.** If everything is outsourced to us, there is *no capita outlay*. Customers pay on a monthly basis, and sometimes by project, whichever makes better mutual sense. We have a reputation for always doing what we say we will do, on time and on budget, and providing superior on-going customer service.

Experience

The principals of RP Design each have been dealing with high technology for over 20 years and have been in business for over 17 years. The staff has experience in key aspects of running a business and the technology.

We completed our first major e-business project in April 1995, long before it was called “e-business”. RP Design has been successfully conducting business in the web-services arena since 1997.

Our Core Team

Robert P. Davidson, Ph.D. (President of RPD, Inc.) Is the author of numerous multimedia electronic documents, as well as six acclaimed books in data communications. He has over twenty years experience with telecommunications sales, marketing and engineering with companies as diverse as AT&T, General DataComm and Bell Telephone Laboratories. Bob is a Senior Member of the IEEE, a recipient of the IEEE Computer Society’s Golden Core Award, past member of the editorial board for Spectrum Magazine, and past chairman of the IEEE Computer Society International Test Conference.



Louis Burke (Vice President) has over 26 years of line and staff experience in high tech industries (aerospace, data processing and telecommunications). The list of firms includes IBM, RCA, Honeywell, DEC and AT&T as well as consulting to Sprint and Williams Communications. Lou had hands-on responsibility for new product and new business development as well as P&L responsibility in executive positions.



Barbara Sussman Goldberg, Ph.D. (Vice President-NJ) has over 15 years of product management, marketing and international experience in the telecommunications industry, principally with AT&T. As the co-writer of eight books on data communications as well as editor of a volume on linguistics, she combines industry experience with a strong

academic and writing background. Barbara is very active in NJ. She has been selected as a member of Leadership New Jersey 2002; is the recipient of a "Woman of Distinction 2001" Award by La Tribuna, the oldest Spanish language newspaper in New Jersey; is on the Executive Board of the Women's Political Caucus of NJ; is a founding member and past Chair of the Somerset County Cultural Diversity Coalition; and is on the executive board of the Columbia University Alumni Club of NJ.

Patreena Parsons (Director of Web Development) technically manages the overall development of all Website projects. She is a hands-on developer, constructing and maintaining website forms and form/database interaction. She also implements website search engines and statistical analysis and reporting for Website traffic. Patreena is fluent in several database programming languages and statistical software tools, as well as C language and Visual Basic.

Amy Cole (Art Director) manages the overall design and layout of all web site projects as well as a wide variety of marketing materials. She is responsible for creating all graphics and a Flash animation used in our projects and also updates and maintains web sites once the initial design is complete. Amy has a Bachelor's Degree in Graphic Design, and is fluent in HTML, Photoshop, Illustrator, Macromedia Flash, and Quark X Press.

Jason Woofenden (Developer/Systems Administrator) brings 5 years of experience programming (C/C++ PHP, SQL, Perl, Forth...) to our development team. He creates programming tools and office-wide information systems and works with other developers to deliver database solutions through the web. He also sets up and maintains web servers and office networks.

Colin O'Connor (Developer) constructs, updates, and maintains websites for RP Design. Colin is fluent in HTML, Microsoft FrontPage, Flash and WebPosition.

Joshua I. Grams (Developer) has a solid understanding of web-related protocols and database design. He excels at finding simple solutions to problems, making for shorter implementation times and lower maintenance costs down the road. He is fluent in many programming languages, including PHP and SQL, and has a Bachelor's Degree in Mathematics.

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