



Only Action Enables All Work Types

Today, more than half of the workforce is comprised of “knowledge workers” — people who deal with uncertainty, make strategic decisions, and invent new solutions. In manufacturing, 60% of business processes are people-driven; in services organizations, people-driven processes dominate *all* business activity. And, most often, a knowledge worker needs to interact with other knowledge workers, inside and outside the organization, to achieve truly exceptional business results.

Interactive knowledge work comes in four types – structured processes, projects, team collaborations, and ad hoc interactions. Not only are there four types, but in the real world, knowledge workers often use all four to meet any one business challenge. Knowledge workers plan, negotiate, decide, act, and assess. Executing their real work requires different planning, interaction, tracking, and measurement paradigms for each of these work types — and some way to bring all the threads together in a solution.

Work Type	Description	Characterized by ...
Process	Highly structured, repeatable work steps	Process Maps
Project	Planned sequence to achieve an objective	Gantt Charts
Collaboration	Collection of loosely structured interactions	Collaboration “Spaces”
Ad Hoc Interactions	Find a way to do it!	Messaging

Only ActionWorks® 5 supports all four work types within integrated, closed-loop business processes.

For example, New Product Design is a mix of structured process, project, collaboration, and ad hoc interaction that involves multiple departments, suppliers, partners, and customers. Action’s customers can quickly build, run, and measure these highly interactive, complex business processes because ActionWorks® 5 embodies fundamental knowledge about how people really interact.

Other workflow products require implementing all conceivable alternative routings of work, all conceivable work rule conditions, all conceivable document flows, and all conceivable message captures. Not only is that *impossible*, it negates the value of the knowledge worker! If a machine could do the thinking, why pay the person? But ActionWorks® 5 inherently allows thinking people to decide what to do with a business issue, handle it themselves or involve others, including those not initially anticipated to participate, and still track, monitor, and measure business process performance.

Moreover, ActionWorks® *integrates* the work requests and status from all four styles in a single user interface, visible through four facets — project plan, calendar, work list, and dashboard. And only in ActionWorks® can any of the four work types be *inserted dynamically and seamlessly* into any other project, process, or team’s collaboration, or associated with an ad hoc interaction, just as knowledge workers adapt their work type to achieve their goals.

Workflow vendors use the “assigned task” model of work, an approach that works if everything about the task is well known – that is, clerical or administrative processes in which the process makes the decisions. Collaboration vendors offer “spaces” where individual contributions can be shared and tracked as teams work to consensus. Project Management tool vendors help organize the interdependent steps necessary to reach a specific goal, such as completing a construction project. And messaging vendors have enabled a huge increase in information flow. But alone, these tools are not a solution.

Only ActionWorks® 5 enables greater knowledge worker effectiveness and efficiency as they apply *all* of their experience, creativity, and intelligence to resolving business issues.



Work Type	Applications	Design	Engine	User Interface			Resources		
Processes	Corporate Performance Management Contracts Management Business Activity Monitoring Employee Provisioning Custom Applications	Process Builder Drag & Drop Design Protocol Design in Business Language One-click Process Deployment Best Practices Sample Processes Business Process Integrity Checking	Process Engine—scalable, distributable, multithreaded, extensible Business Rules Engines, Business Process Integrity Assurance Initiate, notify via email, act on, track, and monitor process instances Interaction Services, Web Services, SOAP, XML, APIs	Work Lists Due To Me Due By Me Due By Date Unread By Project Drafts Dashboard Messaging: Email, Outlook® & MSN Chat Integration Calendaring: Outlook® Integration Document Management Contact Management: Outlook® Integration Full Text Searching & Filtering Administration: Time Sheet Management, Time-Off Request Management					
Projects	GANTT charts Dependencies Task Management Earned Value Analysis Resource Management	Best Practice Project Templates Web-based Project Design							
Collaborations	Scheduling Chat Discussion Threads Collaboration Spaces Announcements	Best Practice Collaboration Templates							
Ad Hoc Interactions	Request Management: Routing, Tracking, Approvals Individual & Group Requests Many Items to One Person & to Many People Requests Extended Interactions, e.g., real-time video design meetings	Best Practice Interaction Templates							