

DIGITAL DESIGN

DECISION SUPPORT SYSTEM FOR TOP-MANAGEMENT

Executive's Dashboards, Task Performance Monitoring,
Enterprise Communications Management

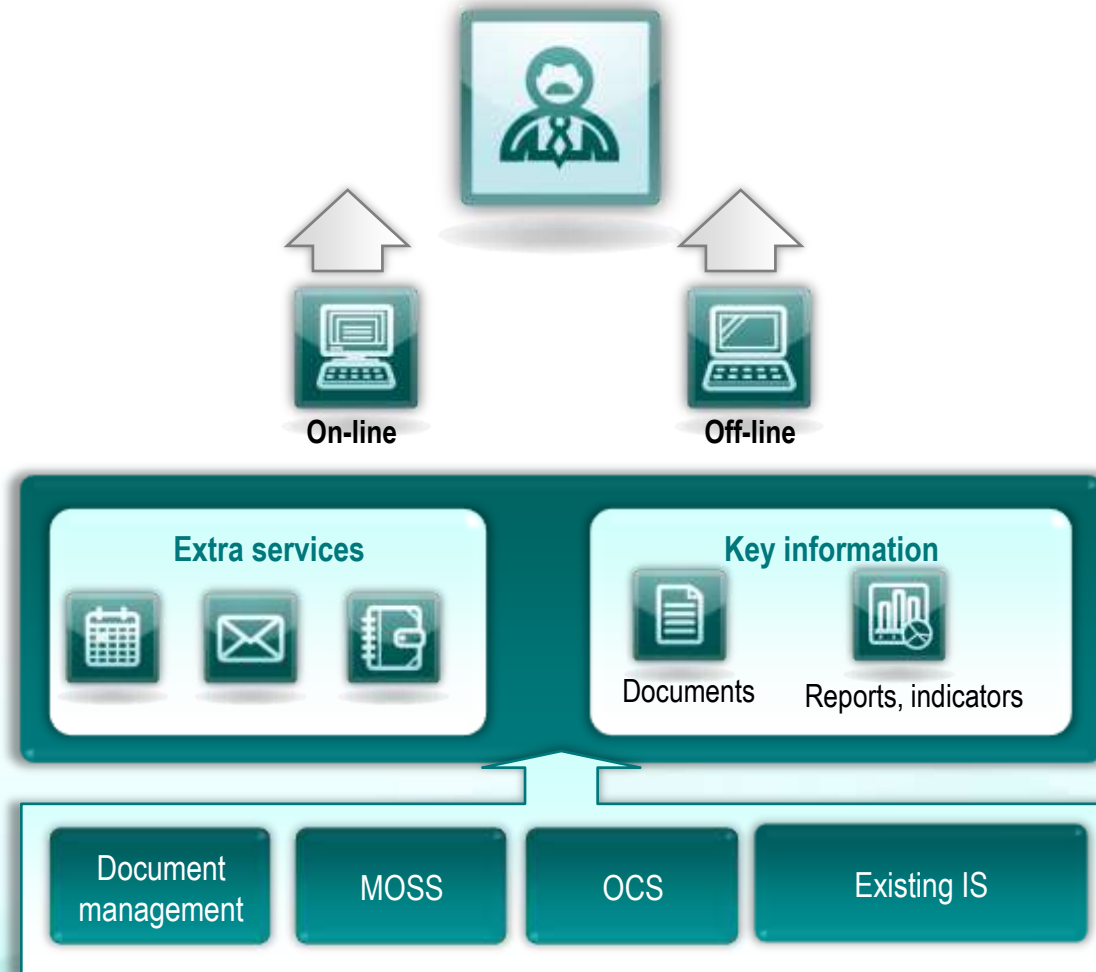
ABOUT DIGITAL DESIGN

- Located in Russia, over 1500 projects since 1992
- Over 350 of personnel in St. Petersburg and Moscow offices
- Solution provider for Russian Railways for 17 years
- Winner of the Quality Award of the Russian Federation Government
- First Russian company to achieve CMMI certification
- Holder of ISO 9001 since 1999
- Microsoft Golden Partner in 12 competences
- Diversified portfolio of customers and services
- No loan capital

BUSINESS TASKS

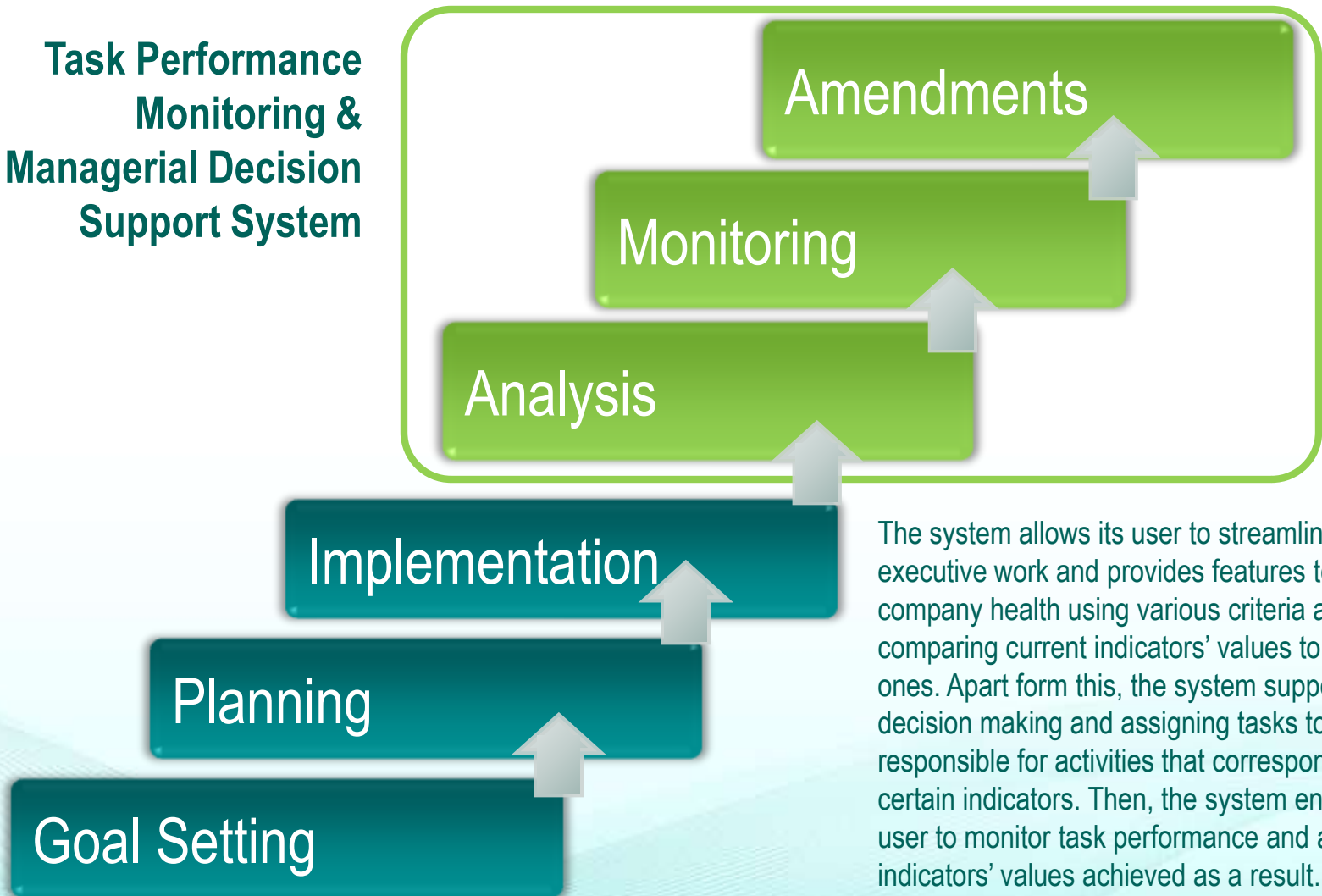
The main tasks of managers addressed by the system:

- Presentation of information for decision making in a friendly way and on time. Information is provided in the form that is easy to understand and analyze, which enable user to make well-informed decisions based on effectiveness indicators, both existing and user-defined. Indicators can be presented separately or linked to each other.
- Efficiency indicators presented for executives can be linked to persons responsible for relevant activities.
- Information is loaded to the system in real time, i.e. when data is changed in source systems and documents it is immediately downloaded to the dashboards to calculate efficiency indicators. User can also work off-line, without connection to source systems.
- Manageable communications – user can promptly contact a responsible person, organize a conference, set a task and then monitor its performance progress.



MANAGERIAL CYCLE

Task Performance
Monitoring &
Managerial Decision
Support System

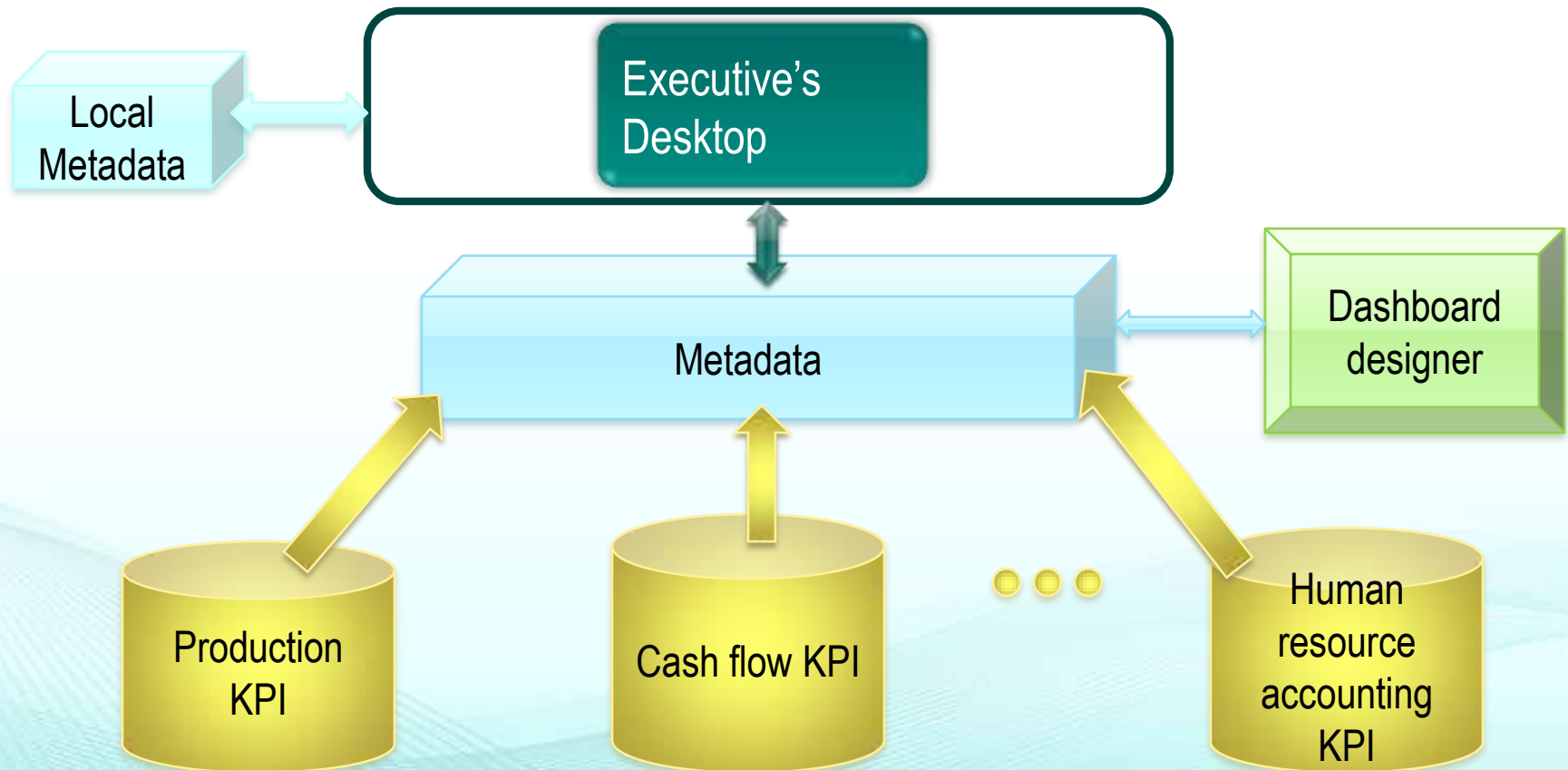


The system allows its user to streamline executive work and provides features to assess company health using various criteria and comparing current indicators' values to required ones. Apart from this, the system supports decision making and assigning tasks to persons responsible for activities that correspond to certain indicators. Then, the system enable its user to monitor task performance and assess indicators' values achieved as a result.

DATA INTEGRATION

From the data integration perspective, the system allows its user to:

- integrate multiple indicators scattered across different system into a single information space on a portal
- set up links between indicators from different systems
- present data in the most convenient way and order it to suit the process of decision making



SYSTEM BENEFITS

- Easy to use
- Uses existing KPI infrastructure
- Flexible report building tools
- Communications with responsible persons
- Conferencing capabilities
- Task assignment and performance monitoring
- Integrated with Outlook
- Cutting edge technologies (SOA architecture)
- Easy to deploy, low hardware requirements
- Easy to adapt
- Possibility of mobile interface



The system allows its user easy to customize presentation of efficiency indicators and generate views (dashboard) to analyze.

DATA PRESENTATION: EXECUTIVE'S DASHBOARD



Data analysis



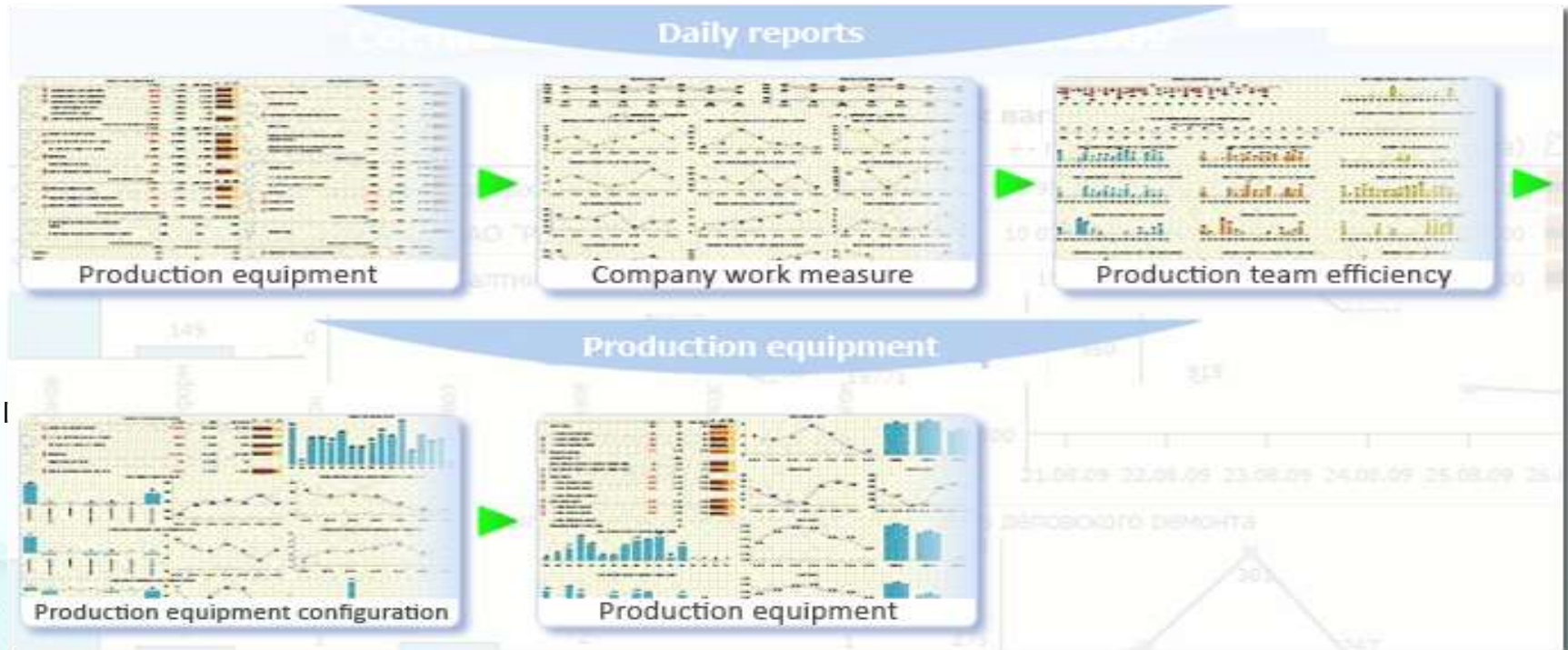
Communications



Task Setting



Task Performance Monitoring



When the Executive's Dashboard is started, information is presented in a pre-defined sequence of reports that allow assessing company's operational health. The reports are built with the latest data accessed in real time. Report building based on cached data is also possible.

EXAMPLE: ANALYZING INFORMATION PROVIDED BY ENTERPRISE SYSTEMS



Data Analysis



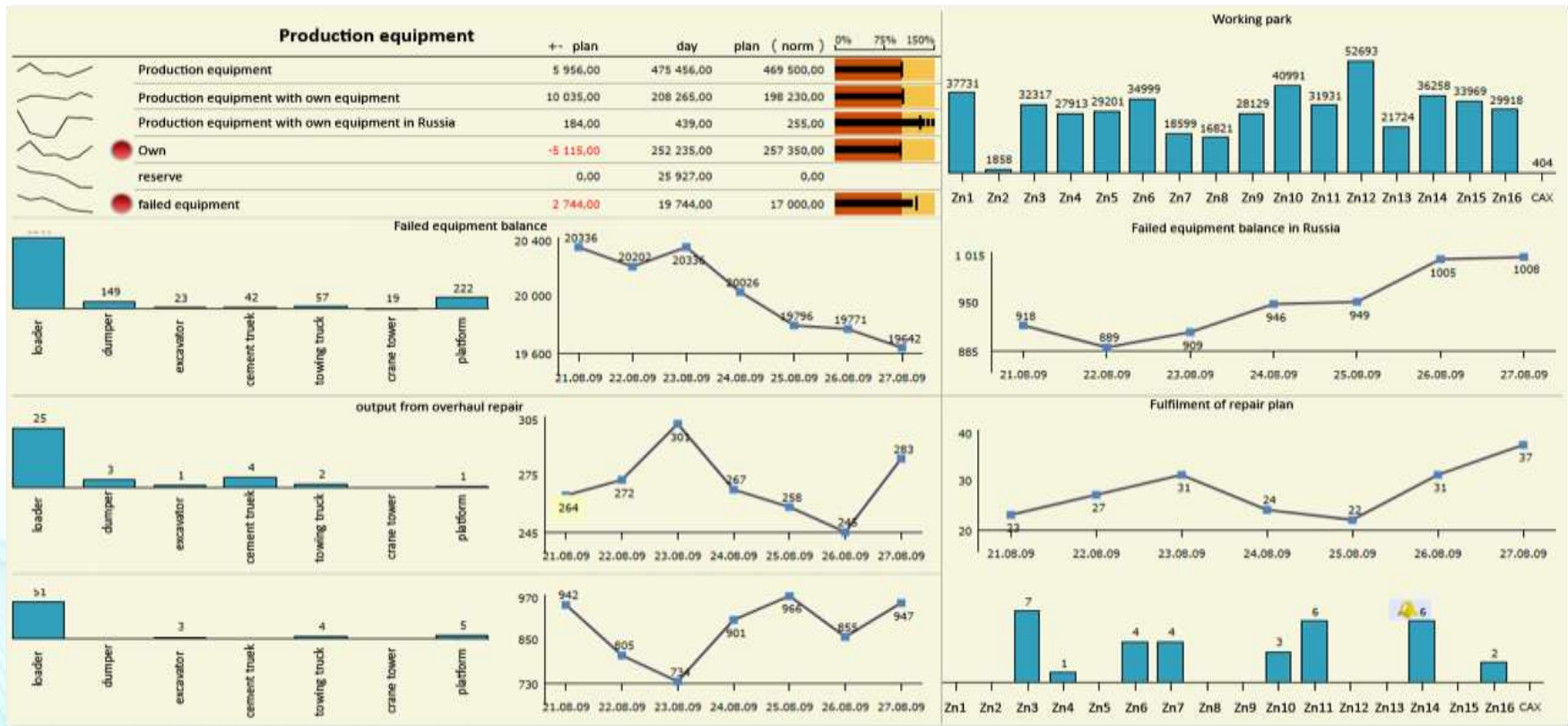
Communications



Task Setting



Task Performance Monitoring



This slide is an example of report showing operational indicators on vehicle repairs.

TASK PERFORMANCE MONITORING (KPI OF COSTS VS. CONTRACTUAL ACTIVITIES)



Data Analysis



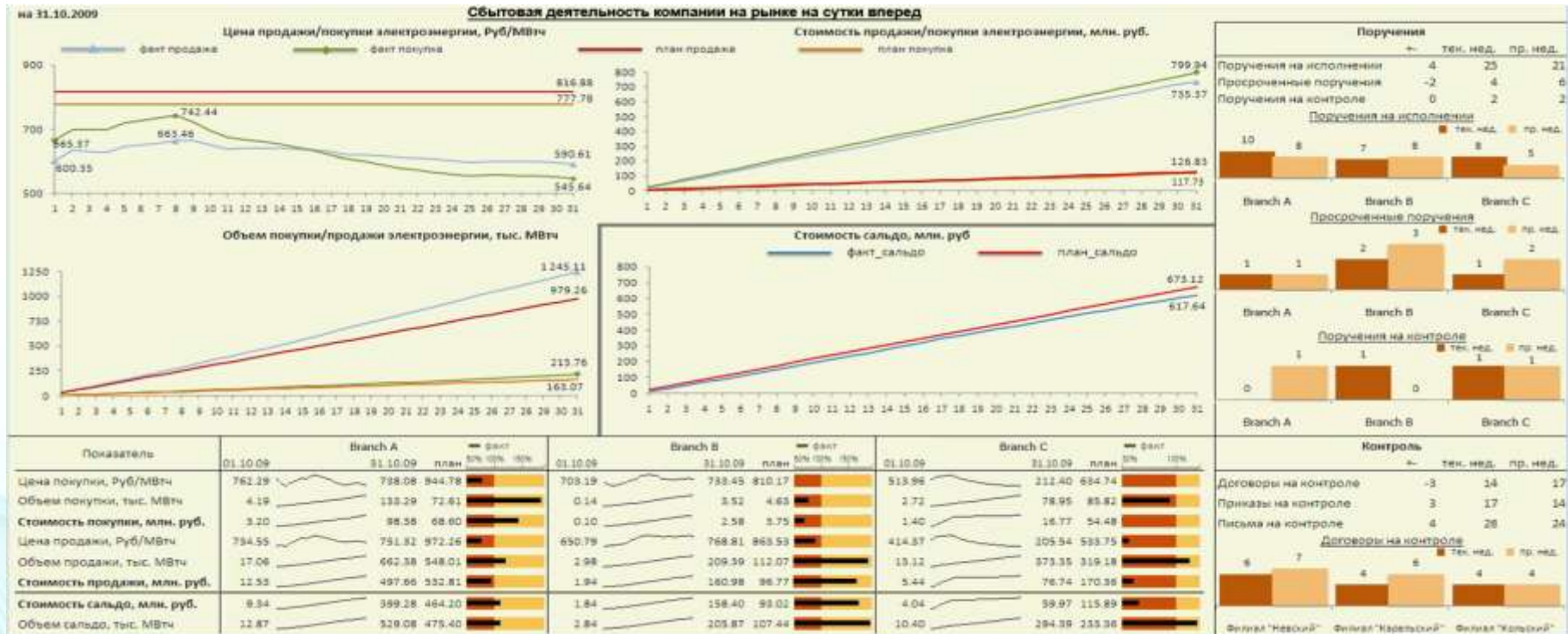
Communications



Task Setting



Task Performance Monitoring



This is an example of generating a report dashboard featuring power spending figures vs. works to prepare contracts for energy provision.

CONTACTING RESPONSIBLE PERSONS



Data Analysis



Communications



Task Setting



Task Performance Monitoring

Состав парка техники			
	Сутки	План (норма)	2% 7% 100%
Эксплуатационный парк техники			
• Эксплуатационный парк техники			
• Эксплуатационный парк техники			
Резерв техники компании			
Запас компании в аренде			
Наличие неисправной техники			
Рабочий парк грузовой тех			
Рабочий парк грузовой техники	-22.2		
• в т.ч. парк компании (в т.ч. аренда)	-44.00		
• парк СНГ и Балтия (в т.ч. аренда)	-7.7		
• собственные	23.25		
Резерв техники компании			
Наличие неисправной техники компании	-2.25		
Грузы 1			
Погрузка грузов	219.40	3 403.00	3 185.60
Грузы 2			
Отправлено грузов (всего)	-70.30	2 714.80	2 785.00
• Отправлено грузов в дальнем следовании	-40.00	266.50	300.50
• Отправлено грузов в пригородном следовании	-30.30	2 454.20	2 484.50
Качество обслуживания			
% выполнения работ	95.40		95.20
% выполнения графика работ	99.60		99.50
Безопасность работ			
Крушений	0		0
Аварий	0		0
Осуде	0		10
Транспортные происшествия по вине компании	3		310
Отказы технических средств	231		3 004

Responsible person

Ivanov Ivan

Director lgotike

ivanov@gmail.com

Index: opened park

updated: 21.04.2009

Description:

Состав парка техники			
	Сутки	План (норма)	2% 7% 100%
Эксплуатационный парк техники			
• Эксплуатационный парк техники			
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Responsible person

Отправить сообщение

Запрос

Вывести

Отправить e-mail

Разместить рабочий стол

Index: opened park

updated: 21.04.2009

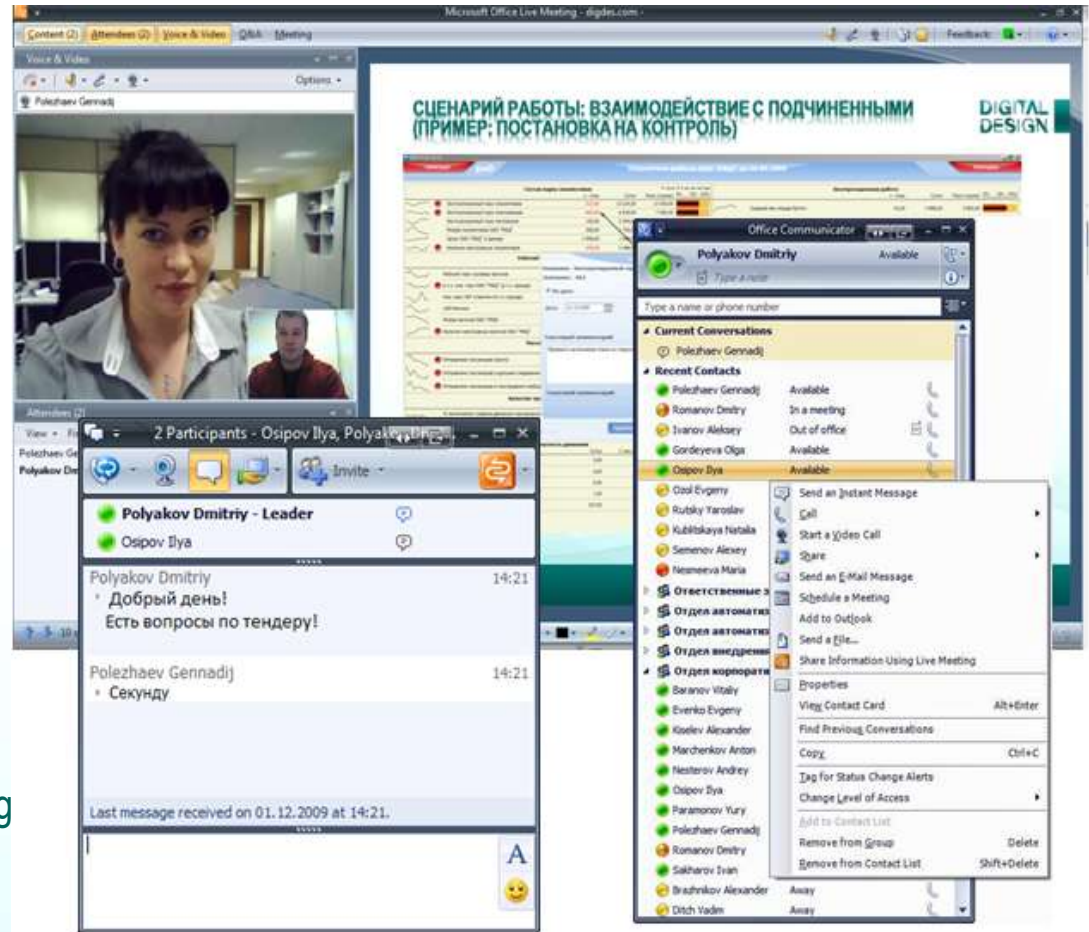
Description:

If there is a person responsible for certain indicators, user can contact him or her on-line or using OCS.

OCS CAPABILITIES

- Text conferences
- Audio- and videoconferencing
- File exchange
- Voice mail
- Document/application/desktop sharing

The system is integrated with OCS (MS Office Communication Server). OCS is used to communicate with employees in all ways, e.g. by videoconferencing, exchanging files, sharing applications etc. OCS can be started from Executive's Desktop to contact persons or groups responsible for certain indicators or activities.



TASK SETTING (EXECUTIVE'S DESKTOP)



Data Analysis



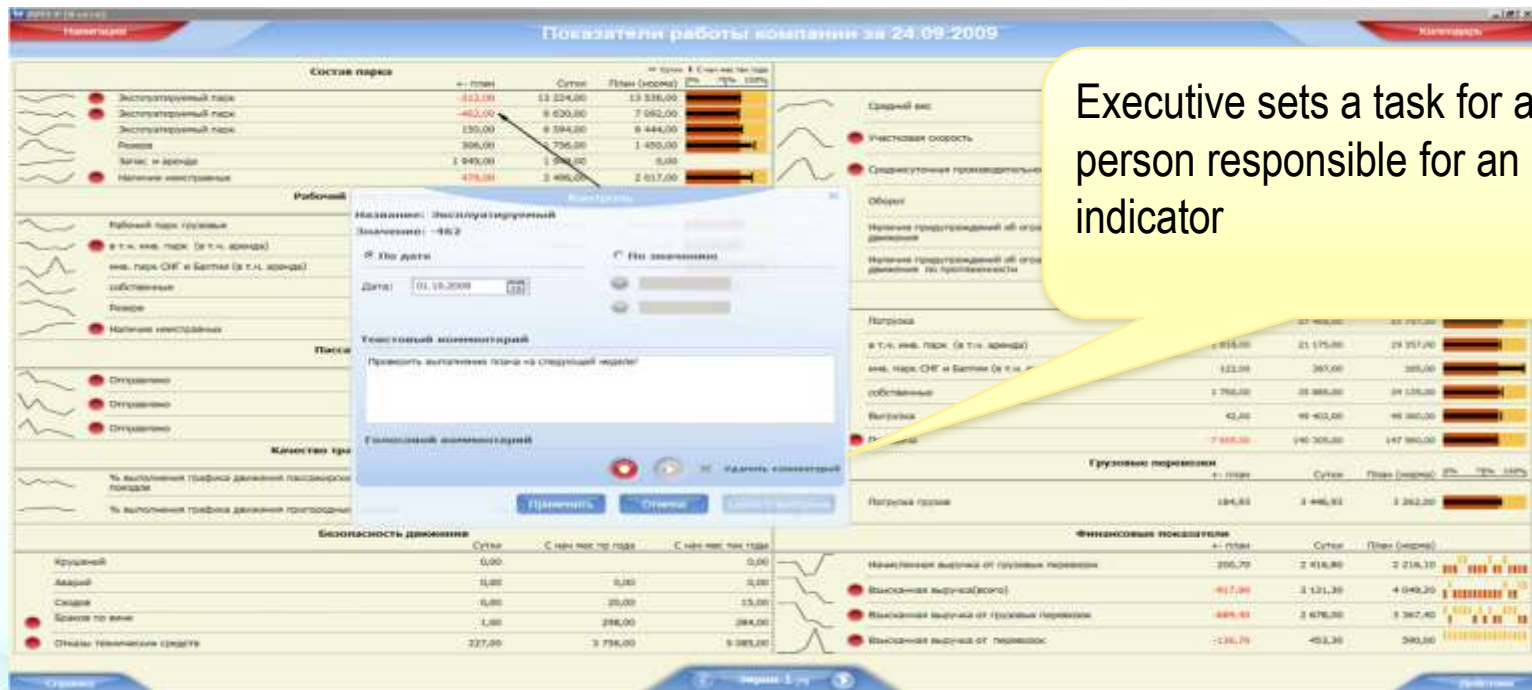
Communications



Task Setting



Task Performance Monitoring



Executives can assign tasks to persons responsible for performance indicators directly from its desktop. For this, an executive does not need to know who exactly is responsible, but just acts based on logical links between indicators. The system will find a responsible person and display tasks when this person starts the system. The system also provides tools to monitor task performance progress.

UPDATING INDICATORS

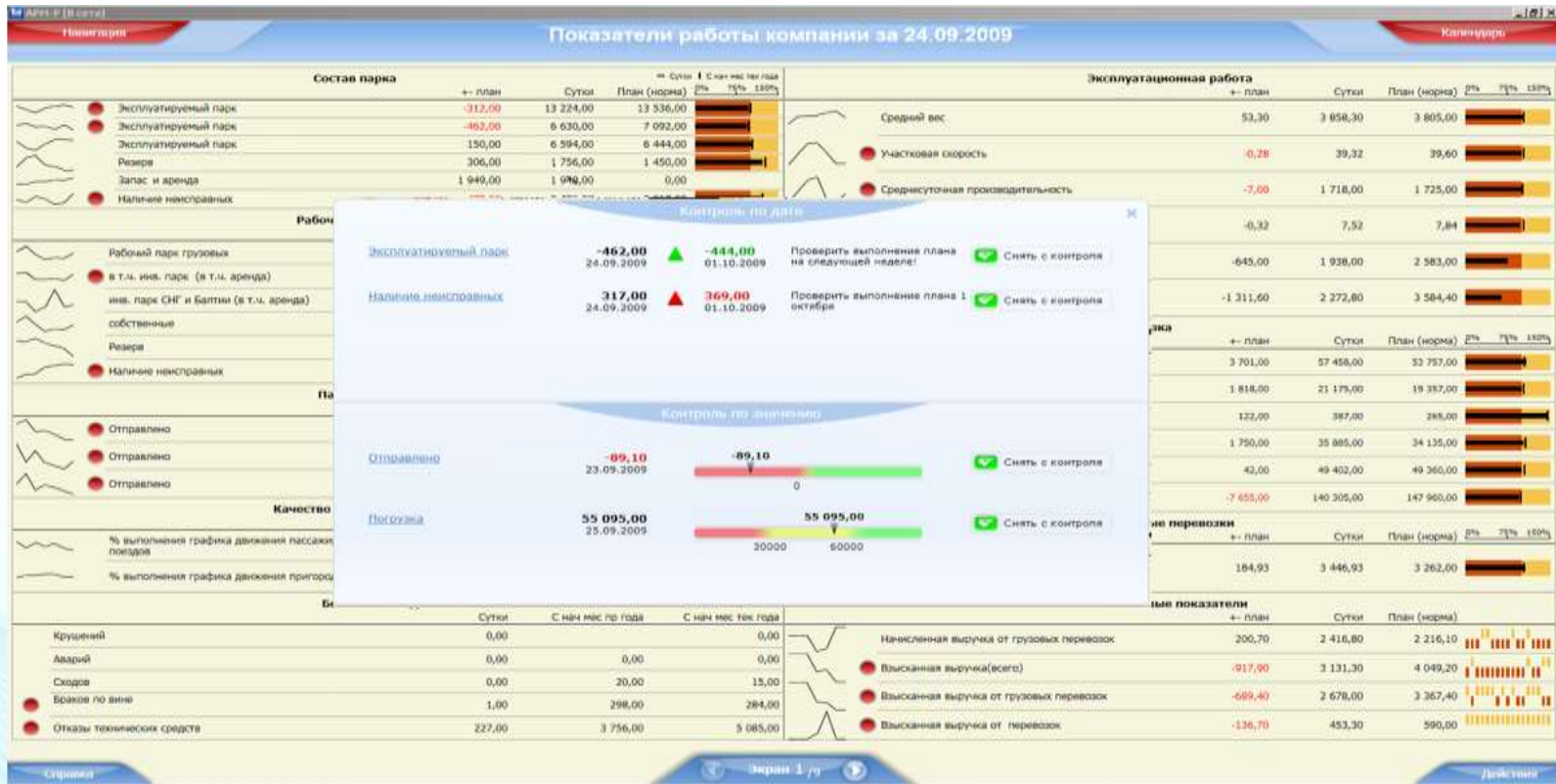


Data Analysis

Communications

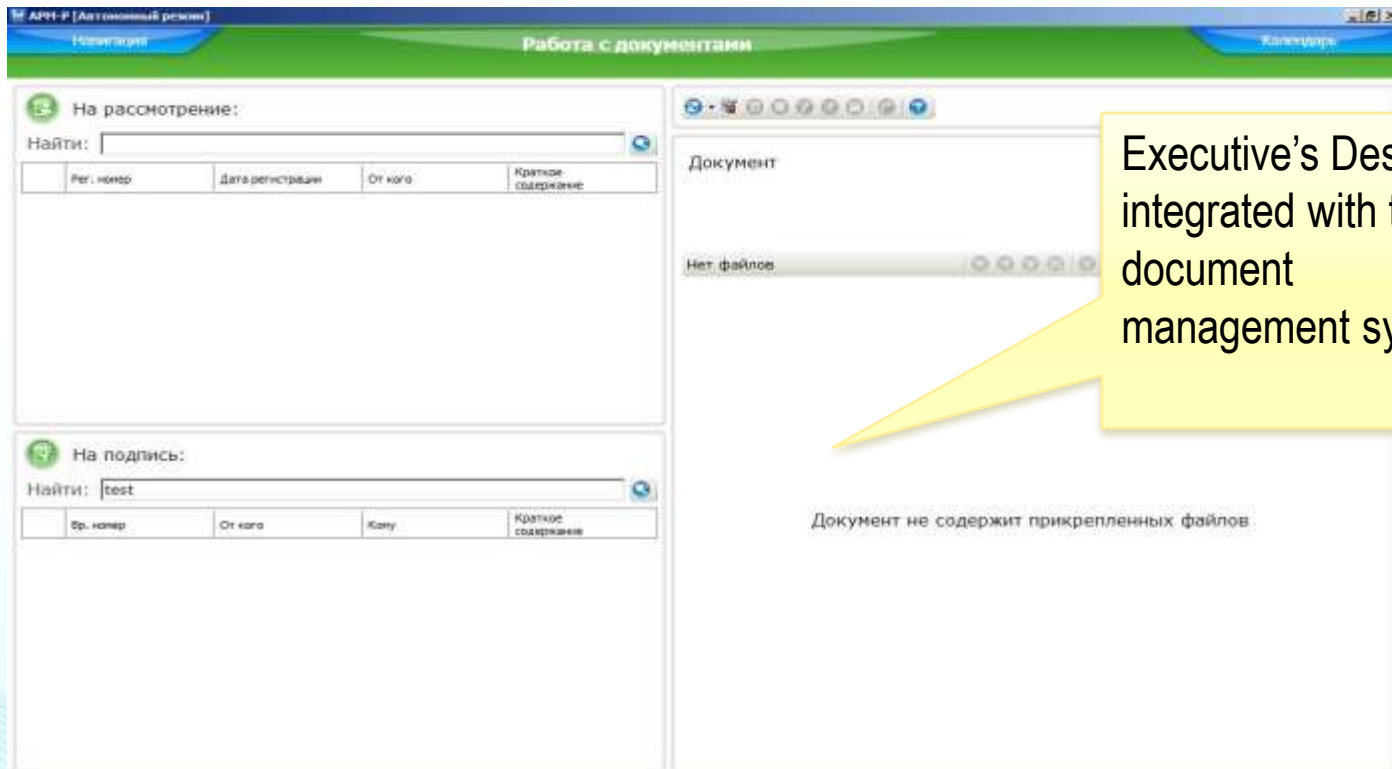
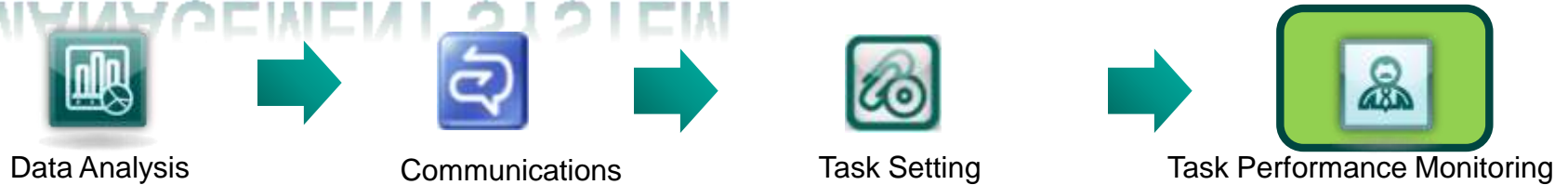
Task Setting

Task Performance Monitoring



Executives can place certain indicators 'under control' and define acceptable ranges for these indicators. When an indicator falls out of this range, its is highlighted automatically.

INTEGRATION WITH DOCUMENT MANAGEMENT SYSTEM



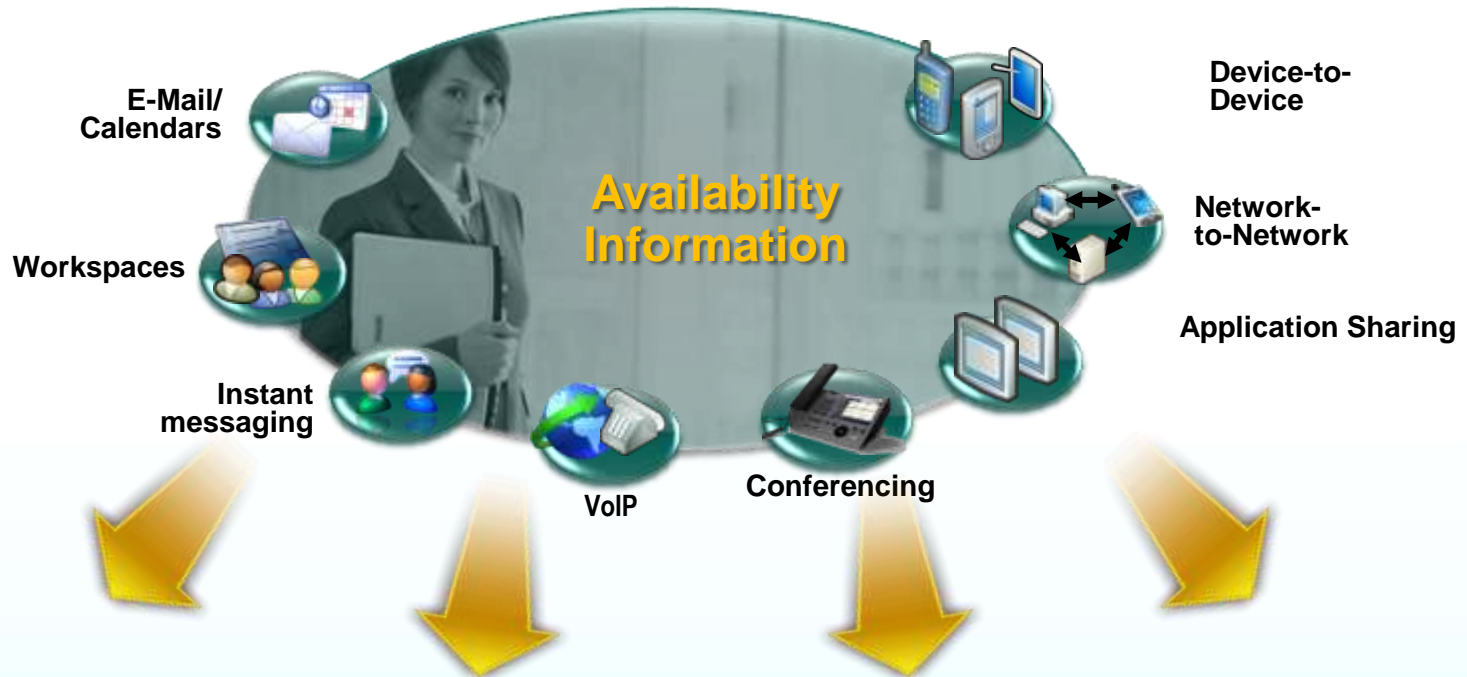
Executive's Desktop is integrated with the document management system

The system is integrated with the document management system, which enables its user to work with documents and assigned tasks directly from Executive's Desktop.

UNIFIED COMMUNICATIONS

IMPROVE EFFICIENCY THROUGH UNIFIED COMMUNICATIONS

DIGITAL
DESIGN



Streamline Communications



Boost Efficiency



Ensure Security

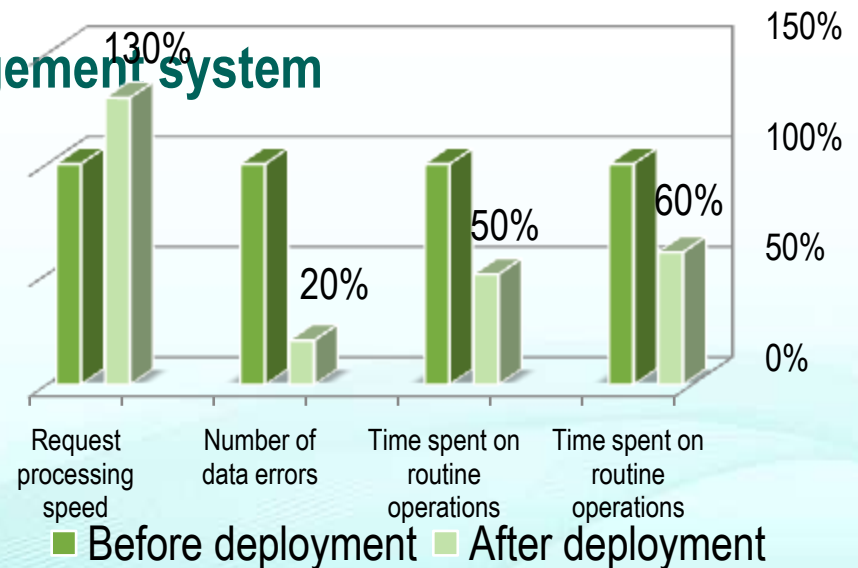


Provide Infrastructure for Future Solutions

BENEFITS OF DEPLOYMENT REPORTED BY CUSTOMERS

These are benefits reaped by customers as a result of the system deployment:

- **‘Smart screen’**: a single entry point for executives to all kinds of information
- **High availability**: Information available on-line, off-line, and remotely
- **Interactive**: Direct executive – employee and executive – executive communications
- **Integration with a document management system**

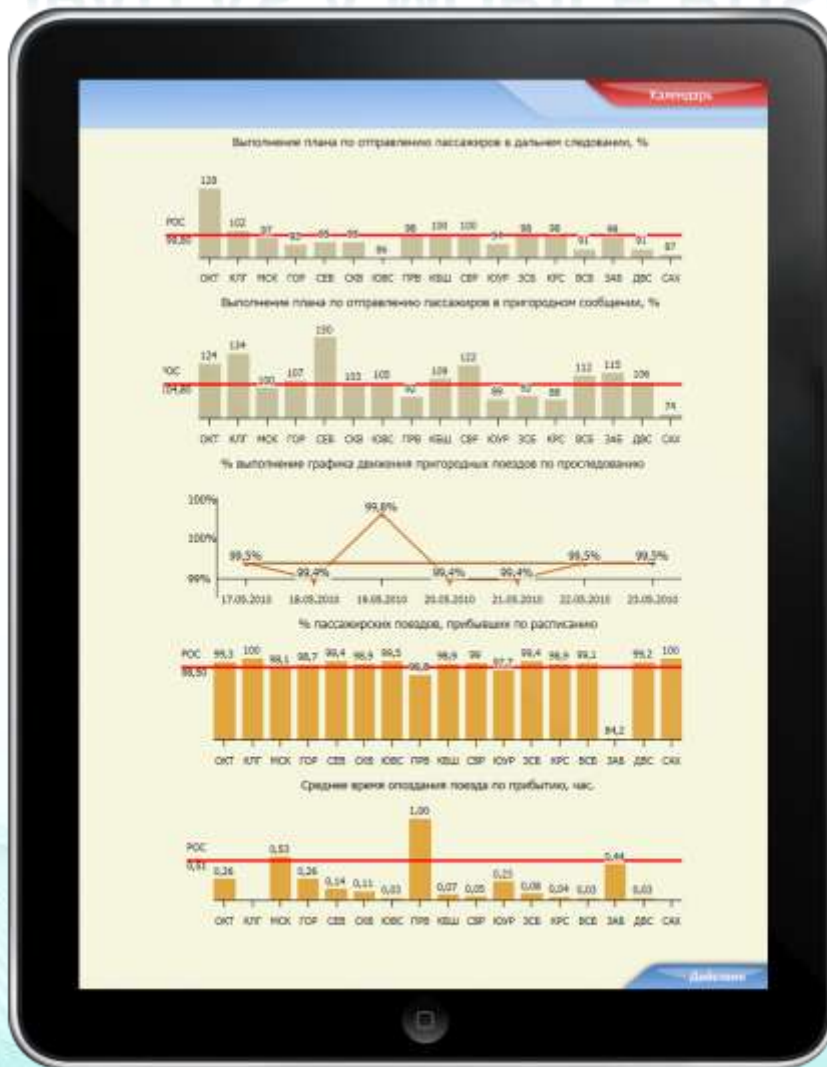


- Analyzing existing infrastructure
 - Analyzing business processes
 - Exploring existing ISs
 - Identifying and prioritizing KPI requirements
- Tailoring the system to suit customer's needs
 - Gathering and organizing source data, adapting the system to suit existing sets of indicators
 - Creating optimal information dashboards based on the results of the analysis
- Training personnel to create dashboards without professional help (business analyst level)

Additional user opportunities

DECISION SUPPORT SYSTEM FOR TOP- MANAGERS AS IPAD APPLICATION

IPAD AS A MOBILE BUSINESS DESK



• iPad is a truly revolutionary device:

- Mobility
- Quality
- Usability

• iPad is very widely used tool by consumers and Top managers

• Top manager is #1 user for iPad 'mobile desk':

- Convenient
- Simple
- Portable

IPAD AS A MOBILE BUSINESS DESK



- Two best applications to run on iPad 'mobile business desk':
 - Document management
 - Information Dashboard

IPAD AS A MOBILE BUSINESS DESK

DIGITAL
DESIGN



- iPad works as thin client
- Business logic runs on a Server
- Data and documents are transferred as images
- Business logic context is downloaded, processed and sent back as XML

WHY DIGITAL DESIGN?

- A team of young, highly qualified professionals experienced in:
 - Providing solutions for a variety of industries such as building, logistics, finance, HR, telecommunications, insurance, IT etc.
 - Analyzing business processes
 - Visualizing data presentation to streamline data analysis
 - Using cutting-edge information technology and legacy software
- Experience in providing data analysis solutions for users ranging from line managers to executives of businesses with up to 200000 employees
- Flexible approach to each customer

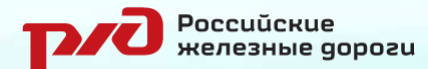
PARTNER STATUSES

- **Over 12 years of cooperation with Microsoft. 11 partner statuses:**
 - Advanced Infrastructure Solutions
 - Custom Development Solutions
 - Data Management Solutions
 - Information Worker Solutions
 - ISV/Software Solutions
 - Learning Solutions
 - Licensing Solutions
 - Microsoft Business Solutions (ERP и CRM)
 - Security Solutions
 - Unified Communications
 - Business Intelligence
- **Hewlett Packard: HP Software Business Partner Provider**
- **IBM Partner World Member**
- **DocsVision Premium Partner (developer of DocsVision document & process management system)**
- **Symantec Registered Partner**
- **Caspersky Lab – Enterprise Business Partner**
- **Citrix Solution Adviser (Silver)**



CERTIFICATES

- Quality certificates ISO 9001:2001 acknowledged by IQNet
- Recognized For Excellence 5★ by European Quality Management Foundation (EFQM), 2007
- CMMI certificate (USA)
- Winner of Quality Award of the Government of the Russian Federation, 2002
- Winner of the annual competition «Russian Railways Partner» in the «Best IT solution provider» competence
- Digital Design technical training centre recognized as the best corporate training solution by Microsoft Partner Forum
- Microsoft World Award finalist in 1999, 2005.
- «Best Microsoft partner in the North-West Russia - 2006».



OUR CUSTOMERS

GOVERNMENTAL AGENCIES



RUSSIAN & INTERNATIONAL TOP COMPANIES



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