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WORKFLOW MANAGEMENT SPECIAL

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ENTREPRENEUR OF THE MONTH

Daniel W. Corcoran, the President and Founder of New York-based company, ServiceSPAN landed his first customer, a Fortune 100 company in the telecommunication sector, who quickly introduced him to the challenges of negotiation and overall leadership. To get it right the first time, Corcoran abides by the principle “the best leaders are only as good as the team they work with.” Leading by example, Corcoran, an adept sailor says, he manages his company similar to the way he sails. The racing of a 39-foot cruising sailboat requires inspiration, communication, delegation, flexibility, and the shared trust of an outstanding, handpicked crew. Likewise, he believes in inspiring his team, leveraging diverse talent, and accomplishing more through collaboration than through micro-management to collectively enjoy the rewards of success.

Corcoran explains, given the scarcity of capital, companies are being prevented from consolidating distinct silos of workflows and data repositories, modernizing their core software applications or taking full advantage of SaaS innovation. ServiceSPAN’s team of experts work with leading corporations to eliminate the cost and risk of replacing existing systems, so they reap the benefits of modernizing or consolidating applications without the actual cost. This is achieved by overlaying an agile software application and support that affords businesses a powerful option to break through the barriers of their legacy applications.

Leveraging domain knowledge in process discovery and analysis, the firm’s Commercial Off-The-Shelf (COTS) software, Work Center Manager (WCM) combines data, business logic, and triggering events from cloud, legacy, and next gen business software. This provides additional automation and a single application to knowledge workers in an enterprise.

The Decisive Factor

“The most important decision taken in my entrepreneurial journey was the creation of our first COTS product in the face of overseas competition for custom software solutions,” says

Corcoran. To do that, in 1995, the firm ceased sales activity and got into an R&D mode for three straight years, dwelling deep into SOA and other technologies and moving all customization into a browser-based configurator. “It was a smart bet that created a huge differentiation in deployment cycle time and restored company momentum,” states Corcoran.

WCM aggregates information systems to create uniform high-context mission-specific environments for informed, guided and undistracted work progression. Processes are modelled in an integrated web-based environment in terms of their data structure, control flows, external integration, work routing, presentation, and security controls. Work routing takes into account priorities, due-dates, jeopardy status, work schedules, work-load strategies, required skills, geographic locations, explicit assignments and external triggering events.

“We have reengineered our product to support process consolidation so that end users juggling a mix of desktop tasks and inbound calls, across multiple work silos, receive prioritized work so precisely that the software decides and ensures the right work gets to the right person on time,” says Corcoran. A smart task-oriented GUI, productivity tools, and precise performance measurement helps to meet every SLA. Activity metrics reporting provides important feedback for continuous process improvement and resource management in consolidated work environments. “The combination of our domain

knowledge and WCM’s ‘Agile friendly architecture’ really helps our clients achieve rapid transformation to reach measurably improved processes,” states Corcoran.

Charting an Impactful Path

Leading his company into two high barrier industries like telecom and healthcare, Corcoran points to the firm’s solutions, continuing to gather momentum in these sectors. In telecommunications, for instance, ServiceSPAN created a geographic fence in an overlay to a global inventory and circuit assignment mainframe workflow. By doing so, the employees in one international region cannot execute transactions to build, change or view the topology of data circuits in another region. For example, users in Singapore cannot see which customers are assigned to a fibre optical cable spanning a bridge in New York.

Corcoran draws attention to a particular instance where for a leading communications company that had many order systems, how ServiceSPAN overlaid new workflow and GUI to enable knowledge workers to complete complicated tasks more reliably. With high reliability, verification tasks were eliminated and new automation opportunities appeared and were executed. The end result was shorter delivery intervals to customers, earlier revenue recognition, and scalability of seasonal work volume.


In healthcare, ServiceSPAN overlays new workflows across revenue cycle, clinical, and document management applications reducing complexity so employees can follow a less labor intensive process. Backlogs are eliminated and the competitive advantages of new processes are realized without user frustration. Such solutions provide the cost benefit of combining old legacy and new cloud applications, without the excessive costs of modernizing legacy applications.

Taking pride in creating solutions that positively benefit medical communities and help patients get better care, Corcoran opines, “We are fortunate for all the highly complex integration, manual process, compliance and risk challenges our telecom clients engage us in, trusting we will successfully improve the lives of their employees and better serve their millions of customers. They have made us capable and competent in reaching out to healthcare where our solutions directly impact human condition.”

In the healthcare sector, for instance, government DSRIP projects challenge

hospitals to comprehensively improve patient health, which requires new workflows that cross a diverse array of service providers in each community. As hospital systems struggle with this and other Obamacare initiatives, ServiceSPAN is in a unique position to help reduce the resource impact on their IT departments, by combining old and new applications to meet their transformative needs.

Adjudged as the Ernst and Young Entrepreneur of the year award finalist in 1999, Corcoran’s stewardship ensured that an early solution deployed by the firm, integrated with over 500 connected systems in real-time. ServiceSPAN stands apart from other vendors by contractually accepting risk throughout the entire process beginning with the 20/20 Analysis, design and requirements documentation. The 20/20 Analysis involves observations of employees working manual processes in the business, gaining an understanding of the software applications they use and what can be made more efficient. “We also offer a unique post-sale service for ‘interface continuity’, which means our solution’s interfaces are up to date with 3rdparty software changes at a fixed cost,” says Corcoran.

Reflective of the amazing journey forward, Corcoran says, “The next big challenge is to engage an evolving SaaS provider to enable their innovative services to integrate and augment clients’ legacy software applications so that knowledge workers use them efficiently in the context of the SaaS solution, rather than disjointedly.” “For example, by legacy-enabling a SaaS provider of innovative healthcare solutions, we may be able to help hundreds of hospitals transform processes, bridge workflows and seamlessly extend informed trust to 3rd parties so they can best collaborate on patient care. The success of such a partnership would enable ServiceSPAN to play an even greater role in improving medical outcomes,” concludes Corcoran. 

CIO 20 MOST PROMISING
WORKFLOW
MANAGEMENT
Review SOLUTION PROVIDERS - 2015

20 Most Promising Workflow Management Solution Providers

Modern enterprises are trying to deal with the global competition by reducing overall cost to carry out the business, and at the same time delivering new products and services to the market. To achieve this, the enterprises must constantly optimize business processes to suite the evolving market needs. Workflow technology helps them reach these goals by providing methodologies to support business process modeling to capture various workflows, business process reengineering to optimize these workflows, and business process automation to incorporate changing workflow needs with ease.

Workflow technology brings many advantages to the enterprises. In document management, for instance, it helps reduce the volume of back-office paperwork. The workflow software digitizes the documents and routes them through the work processes to achieve end results. Hence, the benefits of using such a technology helps drastically reduce errors and prevents tasks from falling through the cracks. Also, if

the right processes are in place, every connected personnel know what they are accountable for. The supervisors are not required to micro manage the progress of process at each stage; instead get an overview of what is happening.

To help organizations find the workflow solution that suits their business needs, in this issue of CIO Review, we present the 20 Most Promising Workflow Technology Providers, featuring the best vendors offering technologies and service that aid in Workflow Management. The firms compiled in this issue have exhibited vast knowledge and in-depth expertise in delivering Workflow related solutions.

A distinguished panel comprising of CEOs, CIOs, analysts, and the CIO Review editorial board have selected the top players from the competitive field of Workflow Management Solutions. The listing provides a look into how these solutions work in the real world, so that you can gain a comprehensive understanding of what technologies are available, which are right for you, and how they shape up against the competition.

ServiceSPAN

recognized by **CIOReview** magazine as



The annual listing of 20 companies that are in the forefront of providing Workflow Management Solution and impacting the marketplace

Shantini
Pradeep Shastri
Editor-in-Chief
CIOReview

Company:
ServiceSPAN

Description:
Domain knowledge and software solutions that remove complexity enabling employees to make excellent back office decisions and efficiently meet the needs of your customers and the communities you serve.

Key Person:
Daniel W. Corcoran,
President and Founder

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ServiceSPAN Overcomes Cloud and Legacy Barriers

By Judy Christin



Daniel W. Corcoran