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**Chassels launches Procession's software that
closes the gap between business and IT –
to bring businesses competitive advantage**

Task Orientated Application (TOA) - a paradigm shift in business software and the latest revolutionary technology to come from a British company – is being explained by the software's champion, David Chassels, CEO of specialist software developer, Procession, at the C-View Madrid Conference, being held at The Park Hyatt, Madrid on 16th and 17th May.

C-View is Europe's corporate performance management summit. Competitive strategy is this year's key topic for the conference delegates, all of whom are among the top business managers in Europe.

According to Chassels: "TOA is a generic application that removes the interpretation gap between the business and IT functions, allowing business 'knowledge' to be quickly digitised to provide business control, agility and competitive advantage."

Chassels added: "Procession's technology has been some years ahead of its time, with Microsoft, IBM and SAP only now beginning to recognise the need for human interaction as the key driver for next generation software - with many others, such as Oracle, not even at that stage yet."

Chassels' speech to the C-View conference will show how a TOA works and how it delivers functionality, mirroring all the complex requirements involving people which drives any business. He said: "Delegates will hear how, with a business driven design philosophy, Procession has solved one of the biggest business software issues: the gap between business requirements and implementation."

According to Chassels, a TOA fits into SOA to deliver the three key attributes for any new software purchase:

- Compliance – to ensure people work within today's regulated environment
- Agility - software that changes as the business changes
- Performance Management – real time operational information to be 'predictive' and efficient.

Procession has recently extended its systems at UK Sport to help the organisation to cope with two significant changes made to its Grant Management System.

The first change relates to a recent decision by UK Sport regarding its policy on funding Athlete Personal Awards that will now see significant changes in the way that UK Sport calculates the amount of money that an athlete can receive. The second change relates to enhancements to UK Sport's system now that it has taken over responsibility from Sport England for funding younger athletes – in preparation for the 2012 Olympics, among other things.

In addition, at the same time, UK Sport is working closely with Procession at looking to rationalise its internal processes to have a centralised application process that can manage all of its processes in the same manner.

Chassels commented: "This is a good example of the Procession software supporting - at a business level - an organisation's day-to-day activities to ensure that these activities operate efficiently and effectively. The fact that our software handles complex changes and new requirements - including assessing, monitoring and paying recipients of Lottery funding quickly and efficiently - has helped UK Sport to continually improve its operations, minimising the cost of administration in the process."

End

Notes for Editors:

About Procession

Procession is a UK-based and owned company that has developed original and innovative software in Task Orientated Applications (TOA). This TOA approach represents a dynamic alternative to pre-built and/or custom hard-coded applications and represents a paradigm shift in Business Software Development.

In effect, Procession has created a highly customisable 'generic' application and has, in one single technology, moved beyond the beyond the concepts of BPM and SOA to a new enabling 'platform' technology to build solutions in its Process Application Platform.

Procession is a complete and comprehensive application platform. In a single technology, it combines data-centricity, BPM, workflow, rules, state, data manipulation, business intelligence and application platform. Procession has it own presentation layer and built-in

message queue for external systems. The recent completion of an extension to Dreamweaver, linking to Procession's tag library in its presentation layer, now deskills and speeds up the build of working web forms as the user interface.

In the words of market analysts the Butler Group, Procession's unique, user-friendly technology "removes the disconnect between requirement and implementation". It also enables strategic processes to be built as working applications at 20 to 30 per cent of the cost of traditional methods.

These systems can be added to or modified easily, giving unrivalled 'agility'. They can also provide management information in real-time to support dynamic Performance Management with guaranteed compliance, as required.

Procession's TOA uses an RDBMS (Oracle), along with Java and J2EE application servers and maintains a runtime repository of process data, process state and reference data. The Procession Process Engine uses declarative process definition. There is no code generation and no custom coding. This unique feature means that business analysts and operational managers who understand the vital operational processes can implement and modify those processes. In practice, Procession has cracked the code for the closed loop linking business and IT - a still sought-after goal by some of the world's largest software technology companies.

About C-View

C-View is the Corporate Performance Management Summit for Europe. Industry-leading speakers, formal and informal networking sessions, and executive roundtable discussions will all address the key issue of competitive strategy.

Extensive discussion and roundtable activity – for and between Europe's business managers – an exclusive exhibition area and boardroom-style delegate-sponsor meetings combine with a two-day, two-track conference programme.

C-View is where Europe's senior management meet to discuss their business and IT strategies, how to implement and drive successful strategy, and to learn performance measures and metrics that will exceed organisational goals.

C-View is organised by GDS International and Ventana Research.

GDS International is a leading multinational media company specialising in business management events and publishing for the world's most exciting markets.

For more information visit www.gdsinternational.com

Ventana Research, the leading research and advisory services firm, helps companies align technology investments with business goals.

For more information visit www.ventanaresearch.com

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