



INCODEA CORPORATION

Simple Business Process Automation

Putting Business Pilot to work for your small business

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SIMPLE BUSINESS PROCESS AUTOMATION

Putting Business Pilot to work for your small business

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What you get when you sign up...

Signing up for a Business Pilot hosted account is easy and can be done directly on the web site.

Hosted Business Pilot accounts are the ideal solution for any small to mid size business that does not want to have to worry about infrastructure and maintenance. Accounts can be created in minutes directly from the Internet at <http://www.incodea.com>

HIGHLIGHTS

-  Document processes
-  Draw workflows
-  Control business
-  Save money

Install Business Pilot Studio

Once your account is created, you will be emailed a user ID and a password to connect to your private Business Pilot repository. In addition, you will be given instructions to download Business Pilot Studio, the desktop application you will use to draw and give life to your workflows.



About Business Pilot Studio

Business Pilot Studio is a powerful application that you install on your desktop computer. It is packed with tools and wizards that will make workflow drafting easier and faster.

As soon as Business Pilot Studio is installed, you are ready to log in, unleash your workflow drafting skills and see your business automation in action.

Identify what needs to be automated first

Every business has processes, whether you call them workflows or simply “day to day operations”. Learning to recognize your processes is half the work when trying to automate your business. Look for repetitive tasks or operations. For instance, when a customer inquires

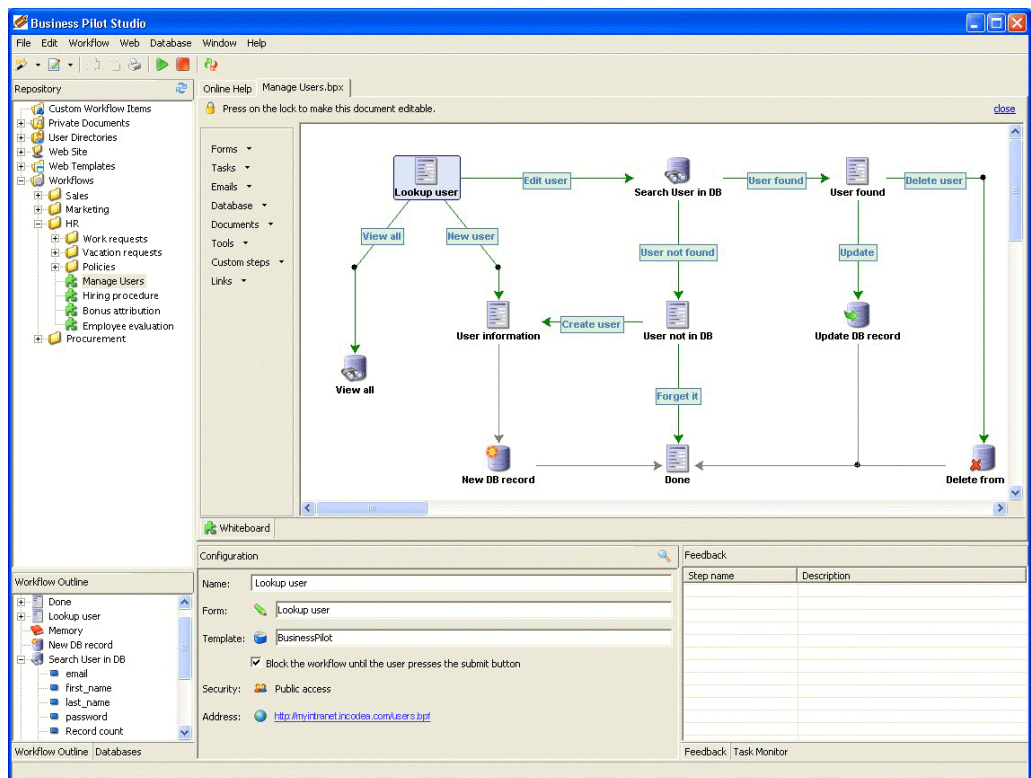
TIP: business processes can be found anywhere there is a repetitive set of tasks.

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about your service or product, there is a process. Most small businesses have an online form on their web site and it sends them an email when a prospect submits it. Business Pilot can do that, but it can also do much more. For instance, it may want to store the information in a database, select a sales representative based on the prospect's postal code or send an email to the prospect on your behalf. All these simple process activities are designed to save you time, efforts and a lot of money by streamlining your work.

Draw the process with Business Pilot Studio

Now that you have identified the different steps in our process, draw them. In Business Pilot, you can draw it by adding the different tasks to the whiteboard and linking them together to identify the order in which things need to happen.



Online forms can be created in minutes thanks to the form wizards and the form designer.

Need an online form? Business Pilot Studio allows you to draw online forms using a drag and drop tool. Place the different fields and text on the form, and you're done. The form is published automatically when you deploy the workflow. The workflow will automatically know how to access the data submitted with the form.

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Need to assign a task? Select who should receive the task notification email and setup a completion form that the assignee must fill out in order to mark the task as complete. Use this form to gather any data the task assignee may have collected while performing the task. Tasks can expire if they are not completed within the amount of time you allocated for them. If they expire, you can make your workflow take a special set of actions.

What about databases? Even if you don't know the first thing about databases, you probably know that they allow you to store data, which is a crucial part of business. Information is power. Sounds scary? With Business Pilot, you will be storing, retrieving, searching and updating in minutes. Workflows can perform all these actions. Studio knows how to talk to databases and does most of the work for you.

The controls are back in your hands. If you are like most business owners, you started small and made your company grow with sweat. You knew about everything going on in the realm of your business. At some point, your organization becomes larger and you delegate to your subordinates. You are starting to lose some of the control, which is a good thing if you surround yourself with good employees. Business Pilot gives you the unsurpassed power of instant notifications and online reports that act as a real-time news feed for what is going on in your company.

From words to practice...

Once your account is created, you can have your first workflow operational in minutes. The Business Pilot User Manual describes easy steps to create simple workflows. Sign up for an account and get a 15-day money back guarantee that will ensure you make a risk-free investment. Our entry-level \$25/month account has all the features enabled for the first 15 days. If you are not happy with it, cancel it.

Technical Support

Our Technical Support agents are experts with Business Pilot and take great interest in your progress and your ability to leverage your workflow system.

"We are very pleased with the high level of customer service and responsiveness from your technical support team. Incodea's support has always been good, but with the new version release of Business Pilot 4.0, the service levels and follow-up have been outstanding. Please let your team know how much we appreciate their assistance."

David Hostetter
President, LeaseQuest Financial Corporation (Canada)



Get down to business...

Pick a process and give it a try. Drop your workflow steps on the whiteboard, link them together and you are done: The workflow is ready to take action and your business can fly in autopilot.

Put the workflow into action

Workflow deployment: In order to give life to your workflow, you must deploy it, which is done through a simple mouse click that will copy it onto the remote server accessible through the Internet/Intranet.

Once the workflow is drafted, taking it live is no problem. With one mouse click, you can deploy it to the server. When a workflow is deployed, all the forms can be seen in a web browser. Business Pilot Studio gives you hyperlinks to click on to go directly to your online forms. It could not be any simpler. Fill out the form, submit it and watch the process do the work you would normally have to do.

The list below enumerates the key points:

- 1. All companies are driven business processes.** It is up to you to decide whether they should continue to be manual or be automated to give you an edge.
- 2. Online forms trigger most business processes.** Business Pilot Studio lets you draw forms and will guide you through the process with wizards.
- 3. Business Pilot Workflows are made out of action items.** Each step in a workflow corresponds to an action item (send an email, assign a task to someone, write to the database, create a PDF document, etc...). This makes it easy to understand.
- 4. Forms can be secured by requiring users to log in.** You can protect forms to force users to authenticate before they can submit them.
- 5. Business Pilot Studio lets you create web pages easily.** With a built in template engine, it is easy to keep the same look and feel across a web site managed by Business Pilot. Workflows can even modify your web pages automatically so that business processes manage content. Incodea's web site is entirely managed by Business Pilot.
- 6. Reports and notifications allow you to keep an eye on your operations.** Regain control and knowledge of your business by leveraging the fact that most of it is automated

Testimonials

"When I first came across Business Pilot, I was attracted by the powerful technology, intuitive user-interface and affordable prices. Now that I have been a customer for over two years, I am most impressed by the exceptional customer service! The Incodea staff has taken extensive personal interest in my account and assisted our staff in maximizing our use of their powerful technology. The longer I use this technology, the more impressed I have become with its incredible impact on business productivity!"

Nick Beale
President/Managing Director, S2i Consulting Group (United Kingdom)

"We are constantly setting up new business processes as our sales and support teams expand and evolve. Business Pilot lets us set up workflows that actually work - quickly! This allows us to eliminate the technical bottleneck that often accompanies changes in our business processes."

Patrick Condon
VP of Business Development, Rackspace Managed Hosting (USA)

"Business Pilot's new PDF document management features have allowed us to professionally manage the large volume of forms used in our processes with what we feel has become the global standard for working dynamically with documents.

Thank you for the innovation, support and responsiveness you deliver everyday. Congratulations on this latest version release."

David Hostetter
President, LeaseQuest Financial Corporation (Canada)

"One of the most recurring problems for many businesses is the cradle-to-grave tracking process for the internal Purchase Order system. By using the Business Pilot solution, we have eliminated that problem for every one our clients. Now Business Pilot automatically drives the process, from obtaining estimates to matching invoices/PO's/receipts to authorizing payment. Flawless, fail-proof and affordable. Thanks Incodea!"

Dan McGinnis
COO, Business Development Associates, Inc. (USA)