



INCODEA CORPORATION

Simple Business Process Automation

Business Pilot™ and the XO

A former XO's perspective

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In my civilian job assignments over the past decade, I've been involved in some of the most administratively challenging work you could imagine: operations, sales, corporate management, shareholder relations, advertising, marketing, accounting, customer service, product fulfillment, HR, insurance, research and development, training...

But I have yet to tackle any civilian job as administratively challenging as that of a U.S. Navy Executive Officer.

Repetitive tasks call for automation

The job of the XO is filled with scheduled recurring tasks.

The tasks associated with the XO billet can seem almost insurmountable. There are the daily recurring events (Officer's Call, Messing and Berthing Inspections, Plan of the Day, Captain's Night Orders, etc); weekly recurring events (PB4T/Plan of the Week, PMS Spot Checks, POA&M Meetings, Integrated Training Team Drills, Personnel and Watch Station Training requirements, etc); and annual/cycle events (Evals, Fitreps, Awards, CCOL Inspections/DISL, INSURV Preps, Training Cycle Preps, JTFEX Preps and other pre-deployment Preps, Battle "E" requirements, EDVR/NEC management...the list goes on). Of course, for afloat commands, preparing for deployment is an evolution that requires preparations as far as 18 – 24 months prior to departure.

Affordable, easy-to-use workflow technology.

It was six years after the Navy, when I was Vice President of Business Development at a software company, that I had the good fortune to meet one of my current partners — the company's Chief Technology Officer, Michael Privat.

Michael had a groundbreaking idea for an affordable, easy-to-use workflow technology that would automate repetitive administrative tasks.

The concept was to create automation technology so simple that any normal businessperson could build and modify their very own workflow processes to automate numerous aspects of their business. And to make it affordable through very inexpensive hosting (ASP), with a licensing option for those who maintain their own intranet structure.

Michael's concept was so impressive that we decided to strike out on our own. Incodea, Inc. was born in 2001, and we released the revolutionary automation software, Business Pilot, in early 2002. We enjoyed immediate, steady success, signing customers all over the world. We also established resellers in seven countries and an authorized distributor in the United Kingdom.

Our first U.S. military customer

In 2003, we signed our first U.S. military customer, a shore based supply/ship repair installation. We were astonished when we heard the effect on their productivity.

An incredible ROI of 5000% After using Business Pilot for almost a year, they reported a 90% reduction in phone calls, 50% reduction in time for contract modifications, and a 20% overall productivity gain, with a 5000% return on investment throughout their command!

It was then I began to realize how beneficial Business Pilot could be to any command, shipboard or shore based.

Even the best of XO's will occasionally let a task slip through the cracks. But with Business Pilot, each of these recurring tasks can be drawn as a simple workflow and automated using a command intranet (license application) or an ASP (hosted application).

A workflow refers to the series of steps necessary to accomplish a task. When you design a workflow in Business Pilot, it automatically completes many of the steps and lets people know whenever their input is required. It pulls up the information they need and checks that they complete their tasks by a specified time. You can design workflows to notify each member of the chain of command during initiation and provide ample time to review all aspects of each assignment.

Any command process covered by Business Pilot would never slip through the cracks again.

Automating a common task: enlisted evaluations

Let me show you how Business Pilot can automate a common tasking: enlisted evaluations. First, a workflow could specify that three months before the due date, each Division Officer is automatically sent a "task assignment" requiring them to complete E-1 through E-3 evaluations. They would receive a link to a "web form" where they could fill in the blanks and choose options from drop-down menus to complete the evaluations.

They would also be given a deadline, let's say 30 days, to complete the task. At the same time, the Department Heads, XO and CO would receive an email notifying them that the evaluation task assignments had been delivered to all Division Officers for completion.

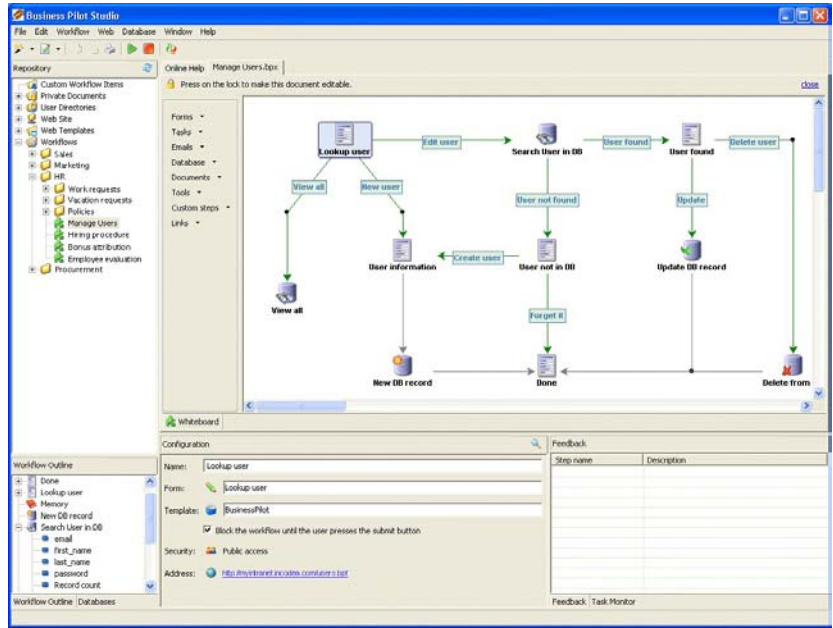
You could automate this process within minutes!

If the evals were completed on time, they would be forwarded to the respective Department Head/XO/CO for review/modification/approval. If they were not completed on time, the Division

Officer would receive a reminder of the tasking, and at the same time, the Department Head (and XO/CO as appropriate) would receive an email notifying them that the respective Division Officer did not complete the evals by their deadline.

With two months remaining before the due date, there is more than enough time for the Division Officer to forward the evaluations for approval. Once approved by the appropriate authority, the evaluations would be printed out for signature.

All information is retained in the accompanying database for retrieval as needed, 24 hours a day, 7 days a week.



A workflow in Business Pilot Studio

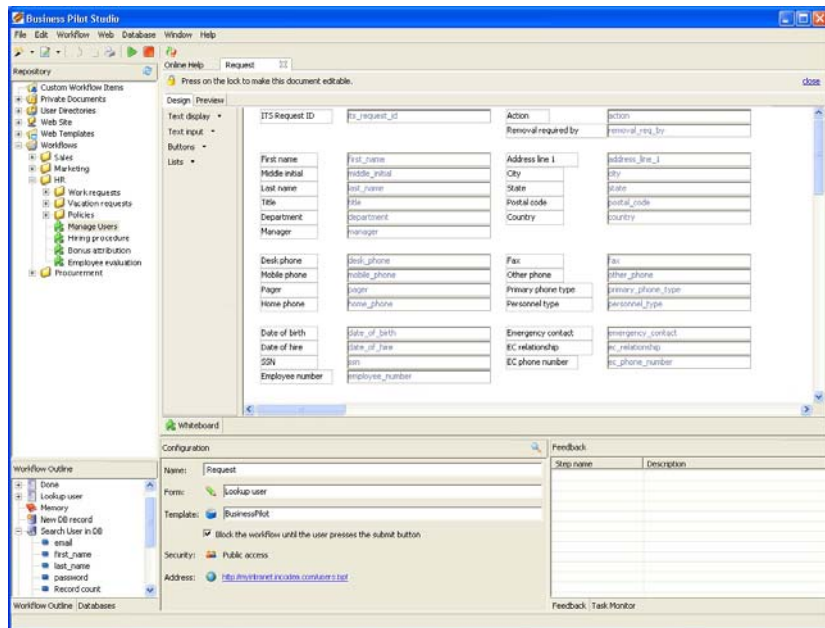
Automating everyday tasks

An XO could easily write similar workflows for everyday tasks. As an example, let's look at Messing and Berthing inspections. The MAA or YN that accompanies the XO might take notes for each compartment. They could then enter each discrepancy into a browser or intranet-based web form to clearly identify each discrepancy and the required correction. That information could then be sent as a task assignment to the respective LPO/CPO/DivO (with a deadline for completion).

BUSINESS PILOT AND THE XO

Next, the DH/XO receives an email describing the deficiency. The discrepancy remains open and active until it is properly identified as completed (noting the corrective action taken). This information remains in the database and helps document recurring deficiencies or identify the “best space” in the command. You can call it up in the database as a report (by division or department) and use it as supporting information for Fitness Reports or LPO/CPO Evaluations.

All information can be protected by secure sign-on, to restrict access to any command form, process or database.



The Business Pilot Studio form designer

Improved efficiency throughout the command

Never miss a required report again... Templates can be established for MOVREPS, SITREPS and CASREPS so that all messages are submitted on time, reviewed/approved as required, printed out or formatted as needed for transmission, and stored on the database.

If deadlines (or ETR's) exist, "task assignments" are automatically generated for the appropriate person to draft the CASREP update (using the formatted "fill in the blank" webform) to ensure that your command NEVER MISSES A REQUIRED REPORT.

Supply Officers can easily manage inventory and fulfillment using Business Pilot. Simple supply-demand workflows will notify SK's of re-order requirements. They can also generate message traffic in support of emergent needs such as CASREPS. These procedures can automate both the fulfillment and reporting requirements with equal efficiency.

Department heads can draft their own workflows to ensure periodicity-based requirements are met. For example, the Chief Engineer schedules his periodic requirement to personally inspect the Main Reduction Gear/Spring Bearings. When the inspections are successfully completed, the inspection results are recorded in the database and an informational email is sent to the XO and CO.

But more importantly, what if the CHENG is transferred before the requirement is due? The new CHENG will receive the "task assignment" and if not completed as scheduled, the XO/CO could automatically be notified.

Business Pilot can help you automate virtually any procedure, from a simple drawing.

These are just samples of how this technology can benefit any command. As personnel transition within a command, often weaknesses and strengths transition equally. This requires a workflow technology simple enough to modify the processes immediately and as often as necessary to suit the ever-changing needs of any command. Since each command is different, each command needs to setup and modify unique command requirements. Business Pilot lets each command do exactly that.

We at Incodea are very proud of the impact our software has had on numerous businesses around the world. I am personally most proud of the success our software has brought our DOD customers. Recently, one of our DON customers received an award from the Secretary of the Navy for their outstanding increase in productivity and decrease in costs. That's as good as it gets!

Try Business Pilot risk-free

Business Pilot will not significantly impact your command's budget. Hosting (ASP) options are available for less than \$25/month and license options start below \$10,000. We offer a 15-day money back guarantee on all hosting accounts, so anyone can try the software with ZERO risk.

Incodea is now a GSA Contractor (GS-35F-0641R) and our products and services are available through the GSA Advantage Website (www.gsaadvantage.gov) or by contacting us directly. Since we have been "pre-approved" by GSA, we can deliver automation technology to your command within days (instead of the months typically required to obtain services through "open source" vendors).

To find out more or to sign-up for an account now, please visit www.incodea.com. You may also feel free to contact me directly (Latham@incodea.com). I would be glad to provide any specific insight on applicability to your command. I invite you to try Business Pilot now, and never miss another deadline.

Charlie Latham
Chief Operating Officer,
Incodea Corporation

About the Author

Charlie Latham received his commission at OCS in Newport, Rhode Island, shortly after his graduation from the University of Florida in 1981. His afloat tours include: OIC, 3MMR, USS SARATOGA (CV-60); Chief Engineer, USS GEMINI (PHM-6); Chief Engineer, USS ARTHUR W. RADFORD (DD-968) and Commissioning Executive Officer, USS GLADIATOR (MCM-11). During his shore tour he served as Senior Class Advisor for the NROTC Unit at the University of Florida.

His personal accomplishments afloat include: COMNAVSURFLANT Command Qualification, Strike TAO Qualification, EOOW Qualification in each of the conventional engineering plants (1200PSI, LM2500 Gas Turbine and Diesel) and Engineering Board Certification (subspecialty 8054R). His awards include the Navy Commendation Medal (3 awards), the Navy Achievement Medal (3 awards), Southeast Asia Service Medal and the National Defense Medal. LCDR Latham left the Navy in 1994 and returned to graduate school at the University of Florida.

In the civilian business community, Charlie's professional assignments have included: Operations Manager, General Manager, District Manager, Division General Manager, Regional Market Development Director, Corporate Development, and Vice President of Business Development.

One of four founders of Incodea, Charlie has served as Chief Operations Officer since the company's incorporation in 2001.

About Business Pilot

Business Pilot software is a workflow automation technology. Business Pilot allows you to draw the processes that drive your command and publish them to a powerful workflow engine. It can gather data from online forms, send emails, generate documents, store and retrieve data from a database and even assign tasks to your command personnel according to the processes that you design.

This powerful, yet easy-to-use software will save your command money by streamlining command processes and ensuring personnel complete their tasks on time, every time.

Incodea is a DOD certified vendor (CCR# 887S6Q), and a GSA Contractor (GS-35F-0641R). Our customers range from Fortune 500 companies and DOD facilities to small "mom and pop" companies.