

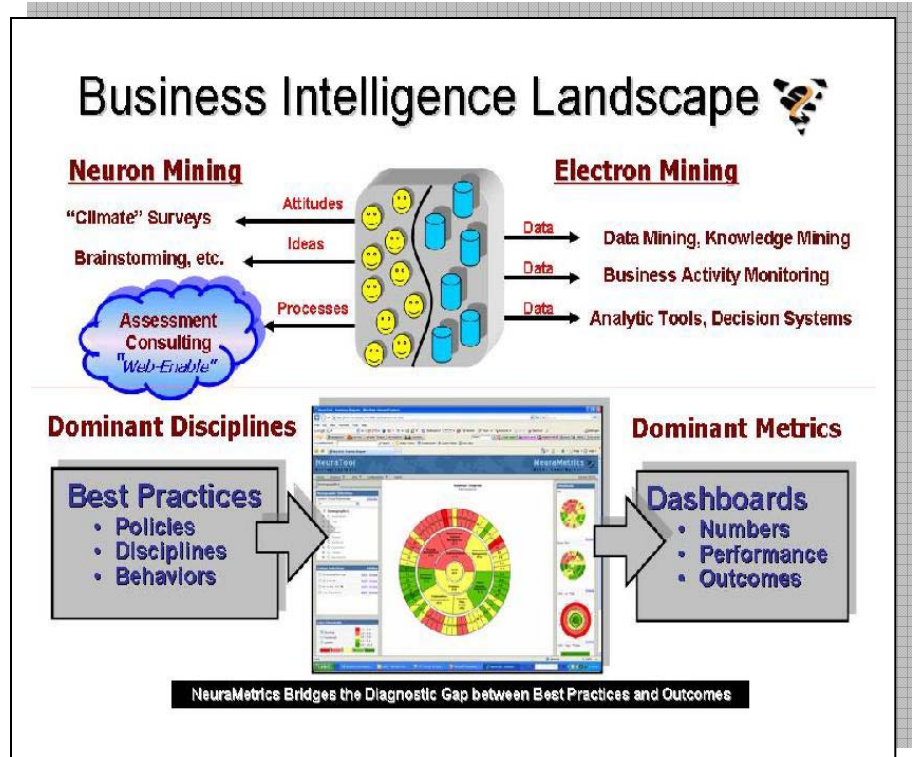
## Analyzing a Business Process

Difficult and time consuming, analyzing a business process is a process in and of itself. It is often identified as the most difficult and least productive element of what we call the consulting continuum, and most consultants admit that they take on this responsibility only to be in position to offer recommendations and the deployment of various follow-up solutions identified in the gaps uncovered by the process. The Consulting Continuum is defined as the course of action a consultant must tolerate to determine the strengths, weaknesses and gaps in a business process. It includes three steps.

The first is Assessment then Recommendation and finally Deployment of the solution(s) available to remedy the GAPS in reality.

The Business Intelligence Landscape in a typical corporation is populated with numerous databases and lots of people. Even though companies are made up of databases and people, we note that most companies spend millions of dollars on the management of electrons (Business Intelligence Systems) and very little on the management of neurons (true Knowledge Management).

When asked, most companies will state that their biggest asset is the Intellectual Capital represented by their employee base - but they don't act like it is. Business Week magazine has discussed this concept in the past and has stated "For the first time in history, mass cooperation across time and space is suddenly economical". And they have further stated "Corporate planners are even starting to use the wisdom of crowds to predict the future". Powerful stuff, but how does it pertain to your business?



The methods used to analyze a business process vary and range from "Electron Mining" (Data Mining or Knowledge Mining) to what we call "Neuron Mining" which requires a means of skillfully and pervasively eliciting opinions from the employee base, and perhaps customers and vendors. Neuron Mining can help a company achieve superior insight and better outcomes across the board.

The "Electron Mining" side of the Business Intelligence Landscape is heavily focused on metrics. This is a world of dashboards and reports that are generated via analysis of collected data and the presentation of numerous metrics. Using these methods, most companies still cannot characterize their processes and detect problem areas in a meaningful way. They find there is a large gap between knowing that something is wrong and knowing why it is wrong and typically focus is on outcomes and performance. There is nothing wrong with this and in all corporations assiduous attention to dominant metrics is the norm. This is the scorecard that businesses run, compete, and are judged on. However, in most cases, the numbers, if unsatisfactory, do not clearly reflect the discrete remedial actions needed to improve them.

To learn more about "Neuron Mining" please return to NeuraTalk™ and continue reading.....

#### **Traditional Assessment**

On-Site – Includes Travel & Living Expenses  
Small Footprint – Usually one site  
Pre-selected audience – 20 to 30 People (usually biased)  
Not Independent  
Not Diverse  
Not Decentralized  
Difficult to aggregate opinions - Difficult to relate results to the entire corporation  
Difficult to quantify – usually a subjective summary  
Results have little statistical significance

#### **NeuraMetrics Assessment**

Web enabled – Minimal to no travel  
Large footprint – Many sites possible – no additional expense  
Pre-selected audience as large as necessary with no additional expense  
Independent - broad, deep, anonymous surveys (with extensive demographic detail)  
Diverse - top to bottom with no additional expense  
Decentralized - whole organization with no additional expense  
Opinions automatically aggregated – eliminate time necessary to review and analyze query results  
Automatic Quantifiable results  
Results have statistical significance

NeuraMetrics works with companies to develop private labeled products that use our methodology to assess business processes, standards compliance, readiness for implementing strategic initiatives and readiness for regulatory audits

Call: 904-246-9733 to set up an appointment for a web demo or just discuss the possibilities.

NeuraMetrics Inc.  
1183 Blue Heron Lane West  
Jacksonville Beach, FL 32250  
904-246-9733