



"SEQUENCE is making everything faster and more efficient. We see improvements everywhere: in process flow across the organisation, reduced waiting time for customs item release, better service for our citizens and central monitoring for executives. In addition, the new infrastructure is now easy to adapt for any required changes."

Shimon Bruner, Chief Information Officer, MITL

Ministry of Industry Trade & Labor Expanding SEQUENCE Use

After successfully pioneering PNMsoft's SEQUENCE for its import license process, Israel's Ministry of Industry Trade & Labor (MITL) has chosen SEQUENCE for several additional processes. MITL reports that SEQUENCE has significantly improved productivity in the trade cycle.

The Challenge

MITL's Custom's Authority regulates imports and issues licenses for importers. Approximately nine thousand new import licenses are requested for over \$45 Billion worth of goods each year. In the past, obtaining a license was a frustrating process involving standing in line at one of the four MITL offices, filling out forms, and waiting several weeks or even months for a license.

The Solution

An online, streamlined application process with SEQUENCE:

Step 1: The importer fills out an interactive Internet form, attaching the necessary safety and engineering documentation. This form is sent to SEQUENCE over a secured infrastructure.

Step 2: Ministry employees process the form in SEQUENCE at three virtual workstations. The first checks that the importer has correctly completed the documentation. The second verifies that safety requirements are met. The third gives final approval.

Step 3: A digital license is sent to the customs agents as an XML file. The importer receives an SMS that the paperwork is completed, and shows proper identification at the Customs desk to release the imported goods.

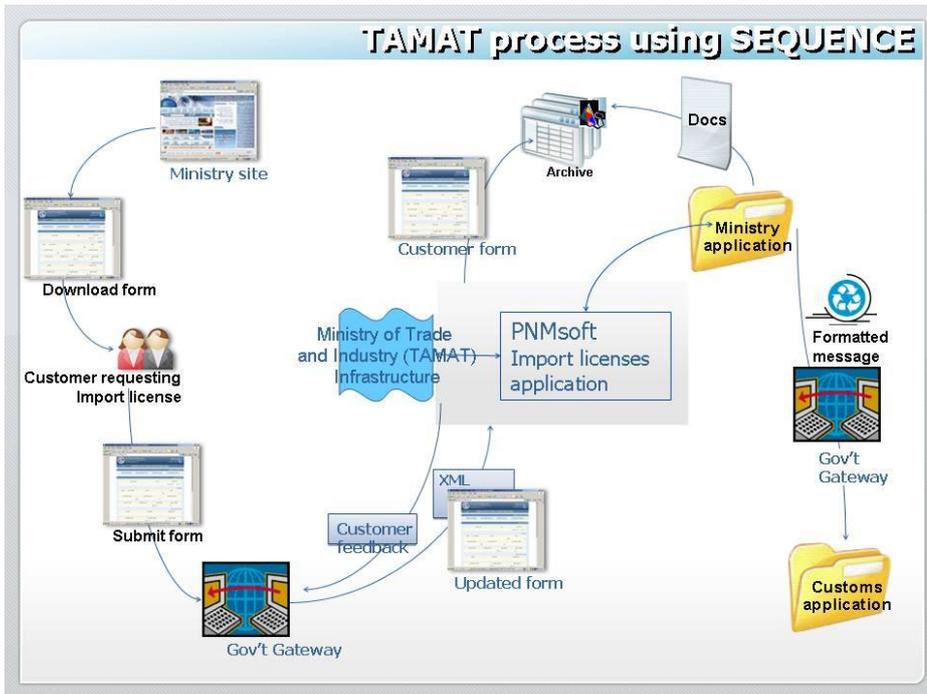
The new system ensures a comprehensive, centralized assembly of information and keeps all parties updated on the status of each request.

About PNMsoft

PNMsoft is a software company which develops, markets, and supports BPM (Business Process Management) software. PNMsoft is a multinational company, with offices and business partners selling its product worldwide. PNMsoft customers are in the public sector, financial services, energy, manufacturing, telecommunications, travel, and pharmaceutical industries and more.

Founded in 1996 by experts in human workflow and BPM, PNMsoft looks beyond pure software issues, focusing on customer needs such as customization and ROI.

PNMsoft has forged close and long-standing partner relationships, particularly with Microsoft, which has appointed it a Microsoft Gold Certified Partner. PNMsoft is also a member of the Microsoft Business Process Alliance. In April 2010, PNMsoft was named a Cool Vendor in the Gartner Report.



Results

SEQUENCE's efficient end-to-end solution transformed the productivity of the Custom's Authority, increasing process efficiency by 70%. MITL reported the following benefits:

- Licensing approval takes from 1 - 4 hours instead of weeks.
- Customs agents are better informed and able to work faster.
- Importers gain from the quick, efficient service.

In March 2010, MITL's IT department won an award from the Israel Chamber of Information Systems Analysts for streamlining their work processes using SEQUENCE. The IT department's Miri Mishkovsky says, "SOA (Service Oriented Architecture) can also mean Service Oriented Attitude. When you finish your Inbox of work for that day, you feel you have accomplished something."

MITL personnel say the new system is 70% more efficient.

Moving Forward

Since the successful deployment of the import licensing process, the Ministry has begun to use SEQUENCE for the following additional processes:

- Engineer, architect, electrician license requests.
- Nation-wide registration for public day care facilities.
- Request from Israeli businesses to open communication channels with foreign markets, with the help of the industrial attaché in Israeli embassies.

PNMSOFT

38 Clarendon Road, 4th Floor
Watford, Hertfordshire WD17 1JJ
United Kingdom

Phone: + 44 (0)1923 813420 info@pnmsoft.com
Fax: + 44 (0)1923 813421 www.pnmsoft.com

About SEQUENCE

PNMsoft's SEQUENCE is an intuitive BPM software suite based on a graphical flowchart-based platform. It contains powerful options to give users great flexibility in taking an existing business process and converting it from manual to automated flow.

SEQUENCE provides a full end-to-end BPM solution that includes modeling, simulation, execution, integration, monitoring and optimization functions. SEQUENCE interacts with users via Outlook and SharePoint. It also interfaces with industry-standard ERP and CRM systems.

Copyright © PNMSOFT Limited 2011. All rights reserved. PNMSOFT and SEQUENCE are trademarks of PNMSOFT Ltd. You may not alter or remove any trademark, copyright or other notice from copies of the content. All other product names, business names or logos mentioned herein are trademarks or registered trademarks of their respective owners.