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**ACTION TECHNOLOGIES INTRODUCES
CORPORATE PERFORMANCE MANAGEMENT
APPLICATION**

June 16, 2004 – Oakland, Calif. - Action Technologies (www.actiontech.com), a 20-year-old software firm specializing in business process management, has introduced **ActionWorks® Corporate Performance Manager**, a new module that extends the functionality of the company's award-winning ActionWorks BPM software suite by allowing companies to align their work with their strategy through a cycle of *planning, negotiation, monitoring, and assessment*.

Corporate Performance Manager allows executives at all levels to negotiate strategic and operational commitments with their direct reports, driving corporate strategy throughout the organization. Using the software's interactive dashboard, knowledge workers can report, and managers can monitor, the progress of each commitment.

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performance management *important business process* organization. Planning what negotiating how and when monitoring the work, and has been done are the only

way to ensure coordination throughout the enterprise. Many management tools, including Balanced Scorecard, Hoshin Kanri, and Management by Objective, seek to ensure this alignment. These techniques have proven to be highly effective—for the 20% of companies who succeed with them. Corporate Performance Manager reduces this failure rate by linking commitments into a chain that structures all work

items to meet corporate objectives. Action Technologies' software models the "natural" ways that knowledge workers interact, rather than the artificial command/control methodology found in other packages. Because ActionWorks is based on a system of negotiations and commitments, rather than assigned tasks, accountability rests with individual performers instead of senior management.

Corporate Performance Manager provides all the functions necessary to capture corporate strategic objectives, drive commitments throughout the organization, manage and monitor achievement, and assess performance. The Strategic Commitment request form permits managers to set numerical, percentage, or milestone performance targets by month, quarter or year, and the performer uses the same form to record his or her actual results. A repository of all commitments - and results - is stored by Action's CPM application. As projects progress, managers can provide specific feedback on the timeliness and quality of the work.

Bill Welty, CEO of Action Technologies, said, "In a world where the expense of knowledge workers is more than 50 percent of all corporate expenses, aligning deliverables with strategic goals is among the most critical actions senior executives can take. Corporate Performance Manager is a powerful tool to allow planning for the next cycle of strategic commitments to be more effective, efficient and productive."

For more information, please visit www.actiontech.com.

About Action Technologies

For more than 20 years Action Technologies (www.actiontech.com) has delivered award-winning Business Process Management (BPM) software that reduces the time and cost of decision-driven processes by 40-60% and typically generates returns of more than 300%. The ActionWorks® Suite enables our leading global customers to analyze, redesign, implement and continuously improve their operations through a patented system for managing negotiations and commitments.

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