

Activity Vision



Focusing on Human Capital

BETTER RESULTS THROUGH INCREASED UNDERSTANDING

Helping a Company Manage Time and Make Money

How a company's human capital is deployed and the people spend their time is often the difference between making and losing money. However, a company's financial control systems often provides limited, if any, insight into how a company's personnel are performing. Optima's Activity Vision rectifies this shortfall. It provides the information necessary for management to optimize the deployment and maximize the contributions of its employees and contractors.

The premise underlying Optima's Activity Vision is that a company in order to optimize results, must understand the details on how people spend their time. If they do, they will be in the position to be dramatically more effective in managing the large, every day investment made in human capital. With Activity Vision in place, the old adage "time is money" becomes "understand time spent and make money."

Activity Vision's broad range of features capture and illuminate how time is spent across the enterprise, generate invoices for services provided, and assist in the management of business improvements. Activity Vision is economical and offers the potential of tremendous returns from business improvements identified because of it. A company using Activity Vision is better able to respond to the human capital demands imposed by new projects, "scope creep" and changing internal and customer requirements, and to do so efficiently and economically.

Flexibility to Easily Incorporate Unique Processes and Accurately Report Time and Expenses

A company's various business processes are included as project templates in Activity Vision. Project templates are easily set up to mirror a company's unique work style. Anywhere, anytime time access to the system delivers the capability to report hours, project progress or service activities, as work proceeds. Activity Vision's design insures time reporting overhead is minimal and built in automatic filtering insures a person only enters time on their own tasks. The system also includes the ability to generate time sheets when support activities are logged. Time sheet notes are required when needed. The ease of entry combined with alerting features insure timeliness and accuracy of the reporting.

Hours entered into Activity Vision are automatically extended by the individual's cost. This provides an accurate up to date accounting of costs of the different activities at all times. The ability to capture project related expenses is also included. The comprehensive and complete repository of time and expense is available for both billing and "mining" for improved business decisions.

Activity Vision Adds a New Dimension to Business Understanding

Activity Vision provides a whole additional dimension to the information available to assist in successfully managing a business. A company's accounting system provides functional costs and CRM software provides activity summaries, but detailed bottom up data on where time is being spent often is lacking. Activity Vision provides detailed insight into how a company's largest investment, its human capital, is utilized. Without



the underlying detail provided by Activity Vision, many opportunities for savings and improvements are missed or overlooked.

Importantly, the information presentation is customized to each individual customer needs. It then can be easily personalized by the individual user to further increase its pertinence and value. Managers can apply Activity Vision's analytic capabilities to better understand how an individual's performance compares with their peers. The costs of human capital is rolled up to understand how it affects product, customer and project profitability. Bottlenecks can be identified and eliminated, best practices strengthened and productivity improved. Activity Vision's combination of capabilities provides a new potent ally to assist in better managing a business.

Flexible Billing Capabilities

Additionally, companies who bill for services, benefit from Activity Vision's invoicing features. The Time and Billing component provides a comprehensive, flexible set of billing options. Billing rates can be set for each project at the organization, project, task, position and resource levels. There are multiple options for time sheet entry and approval, including mark up/down capabilities. Using the time and billing functions together with the Expense and Service business components, add the ability to generate billings in accordance with service contract terms and to capture and invoice for project related expenses. The system provides the ability to customize invoices by organization or by client and generate sales and/or payroll journals for posting to a company's accounting system. Bills are produced accurately and on time. The risk of missed billings is diminished and the data to back up invoices is readily available. The project tracking, time and billing features are sufficiently flexible to handle the imaginative terms a sales organization requires to be responsive to the broad range of client and prospect demands. The likelihood of business being forfeited because of an inability to administer a contract is diminished. Client satisfaction improves along with the accuracy of billing. The efficiency in producing invoices increases and cash collections accelerate.

Expense Reporting Increases Benefits

The expense reporting component is included with Activity Vision when a client desires advance expense reporting features. It provides anywhere, anytime capture of expenses. It is fully integrated with and extends Activity Vision's basic expense capture capability. It provides timely visibility of expenses across the organization. Expense data is easily

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associated with customers, vendors, or sales opportunities. Analytical functions assist in better control of expenses and justify discounts from frequently used vendors. Activity Vision's expense reporting adds to potential cost reductions and contributes to efficiency and a better performing company.

Improvement Initiative Management Insures Benefits are Realized

When opportunities for improvement are identified within or outside of Activity Vision, its Improvement Initiative Management functions increase the likelihood of realizing the business benefits. When people are assigned responsibilities in the quest of accomplishing objectives, pressing day to day issues can cause employees to unknowingly defer tasks, jeopardizing or deferring business improvements. Management follow up is difficult and frequently lacking and planned results become left to chance. Activity Vision addresses these issues. Tasks associated with improvement initiatives are assigned and automatic notification is delivered when tasks are coming due, become past due, and are completed. The initiative at a glance view gives all team members a comprehensive and up to the minute view of progress on the initiative. Activity Vision's Improvement Initiative Management's added degree of individual and management control becomes a key contributing factor to a business' continuing improvement and success.

Document Management Expands Value

Activity Vision's document management capabilities support a firm's efforts to reduce the costly flow and duplication of paper across the enterprise. Reports, forms, presentations, specifications, proposals, quotations, contracts and any other documents supporting different processes are easily stored and retrieved when working in Activity Vision.

Cost Effective Support of New Processes

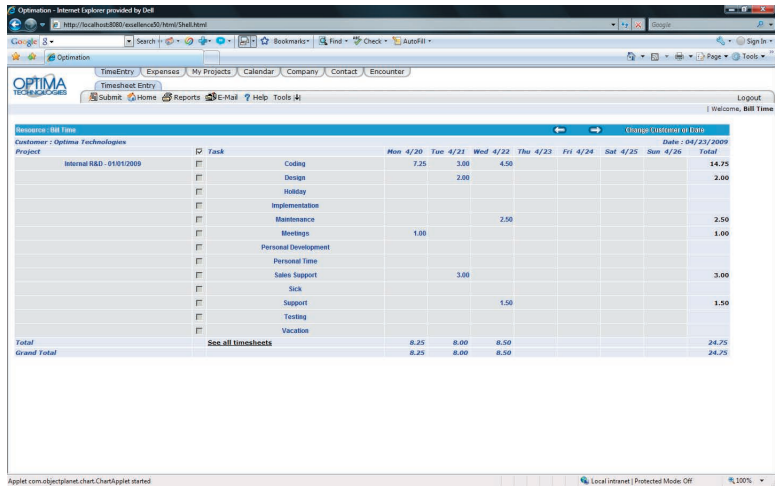
Activity Vision's underlying technology framework includes security, information flow, workflow and business process agents that simplify and accelerate the modification of "out of the box" features. A customer can utilize these capabilities to create functions to support the company's evolving business processes.. Costly development efforts needed for system changes are often avoided. These capabilities both extend benefits and longevity of the system while allowing the application and enforcement of best practices across the organization. Results are improved throughout the system life cycle without sizeable increases in investment.

Deploy Without "Mega" Investment

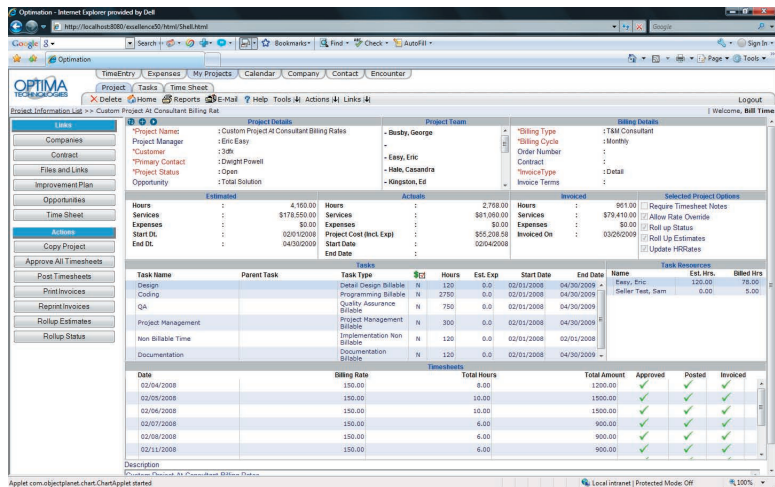
Activity Vision is founded on the assumption that each company's requirements are unique and systems to be effective must address a company's specific requirements. The "one size fits all model" often utilized by many software vendors, typically leads to disappointment. It is driven by the desire to reduce up-front dollar considerations, not long term satisfaction and benefits. Optima's Activity Vision capitalizes on Optima's technology and proven READI methodology to deliver a unique, company personalized, solution quickly and economically. The customer receives its solution adapted to its specific needs, often more quickly and for costs below that of a "canned" package.

The deployment of Activity Vision takes place in a timely fashion on a predetermined and agreed to fixed price and schedule. A Client can deploy the system on their own IT infrastructure or Optima's server complex. The cost of an Optima solution is understood before deciding to proceed and typically is lower than competing alternatives. On time, on budget implementations are the norm for Optima clients. Activity Vision's combination of low cost and robust functionality, adapted to the specific processes of the client, is unique in the industry. It insures satisfaction and high returns on systems investment.

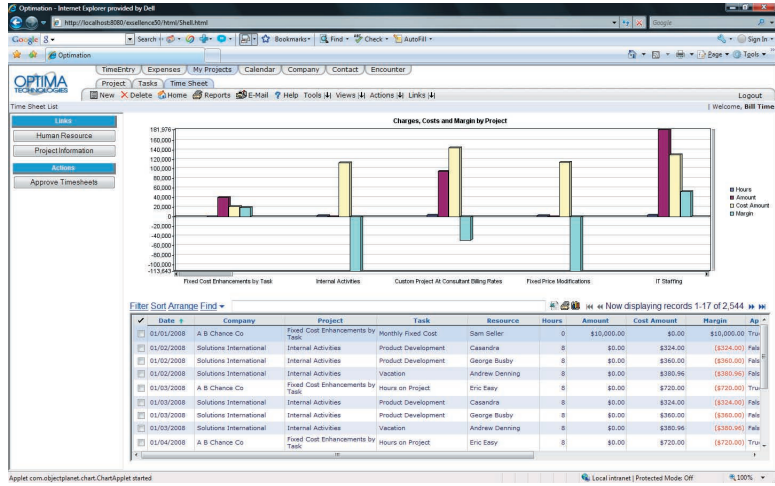
Comprehensive Easy to Use Functions



Entry of time over the web is provided through easy to use forms filtered to include the tasks assigned to the individual



The Project at a glance provides access to comprehensive, up to the minute, information about the selected project.



Graphical and tabular data is available to analyze the billings, costs and margins of projects, processes, customers and products.

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