Woodborne, Inc.

WOODBORNE METHODS

AN OVERVIEW

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INTRODUCTION

Business in the New Millennium

"Virtually everything in business today is an undifferentiated commodity, except how a company manages its information. How you manage information determines whether you win or lose."

Bill Gates

Currently the global business world is going through a revolutionary transformation. More and more businesses are turning to the Internet to transact their internal and external business functions. In this new economy, the key to success for a business in the next millennium is in how quickly it can process information - whether it be from its customers, its suppliers, its partners or its staff. The answer to this challenge is the creation of an integrated system that will link your technical infrastructure and business operations; your network, Internet and intranet functions and allows you to enter the world of e-business. The size of a company is irrelevant; the blueprint for success remains the same. Any company that wishes to be competitive in the year 2000 and beyond cannot afford to ignore e-business.

The increased demands placed upon a company's technical infrastructure and business operations by the enormously accelerated pace of e-business cannot be denied. However, it is highly likely that your company has systems already in place that can be maximized and customized to accommodate the demands. The three key strategic areas that should be addressed in order to create a cost and time efficient e-business system are:

Business Operations:	Your financial, administrative and production business systems
Technical Infrastructure:	Your electronic hardware and network systems
Electronic Commerce:	Electronically capturing and servicing your business-to-business or business-to-consumer market via the Internet

Woodborne, Inc. has processes in place that can assist you in leveraging your existing assets into a streamlined and cost-efficient e-business solution. Woodborne also provides highly qualified specialists who can provide any customization or integration requirements that may be necessary.

AN INTRODUCTION TO WOODBORNE METHODS

Solutions

Woodborne Methods provides a suite of solutions that, either individually or selectively combined, enable your company to successfully leverage its existing assets to an e-business environment. Woodborne Methods contains six distinct project Processes. These Processes are designed to assess your current business operations and technical infrastructure; determine a strategic plan for maximizing that environment; and design, develop and implement a business operations system and technical infrastructure that enables an e-business solution. Each Woodborne Methods process is described in greater detail in following subsections.

The Knowledge Management Process

The Knowledge Management Process is an ongoing high-level strategy for ensuring the cohesion and integrity of your business solution project. Initially it promotes an examination and evaluation of the business entity's strategic direction to provide the necessary focus for developing an effective business solution. It is primarily concerned with providing focus for the enterprise's business plans, ensuring common vision, providing high-level alternative approaches to an e-business solution and a 'best alternative' recommendation.

The Business Operations Assessment Process

The Business Operations Assessment Process evaluates the applications and business processes and 'business rules' that you currently employ. Coupled with the Infrastructure Assessment, this analysis creates a complete picture of how information is processed in your company.

The Infrastructure Assessment Process

The Infrastructure Assessment Process evaluates your hardware, assesses your network infrastructure and analyzes their operational functionality with regard to a business solution. The results of the Infrastructure Assessment Process provide the necessary foundation for the Construction Processes.

Note: The Assessment Processes are normally performed concurrently

The Enterprise Solution Planning Process

The Enterprise Solution Planning Process integrates the results of the Woodborne assessment processes and develops the scope, strategy, plan and approach for the Woodborne Construction Processes. The result of this Process assures the integrity of the overall direction of the business project, identifies the resources necessary to assure its success and estimates the cost and duration of the project.

The Business Operations Construction Process

The Business Operations Construction Process maximizes your existing applications and business processes as well as performing the functions of acquiring, installing, integrating, re-configuring and implementing any further requirements.

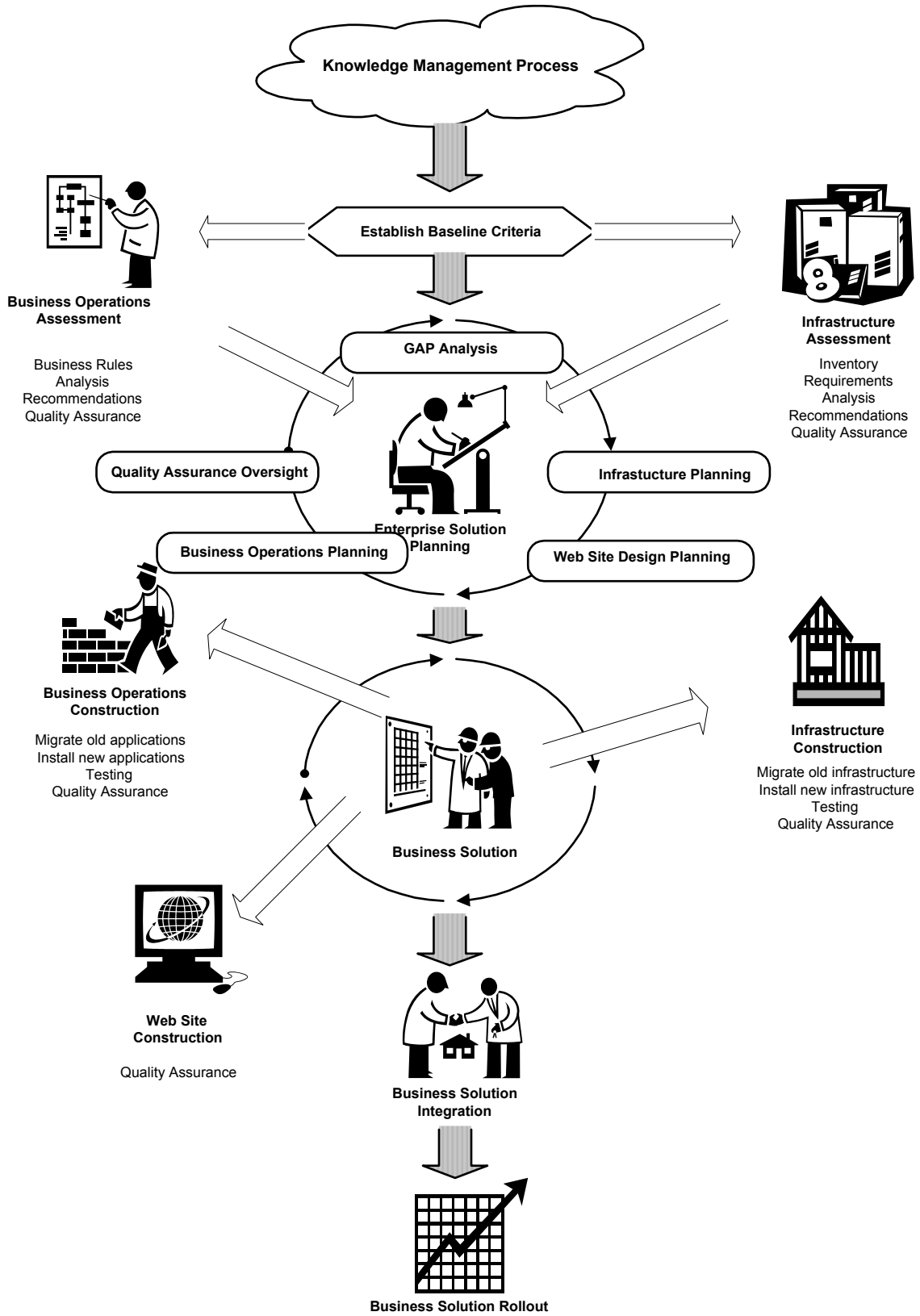
The Infrastructure Construction Process

The Infrastructure Construction Process maximizes your existing infrastructure as well as integrating, developing, building and implementing any further requirements.

A subset of the Construction Processes is the significant activity of *Web Site Design*. Probably the most highly visible component of business, and in many cases the first contact with potential customers, is the web site. Woodborne will engineer and customize your web site to meet your business requirements. After construction, Woodborne will also be pleased to provide you with examples of web-site artwork from our various web-art alliance partners and incorporate your selected look-and-feel into your company's total web presence.

Note: The Construction Processes are normally carried out concurrently

The diagram on the following page graphically describes the Woodborne Methods process flow.

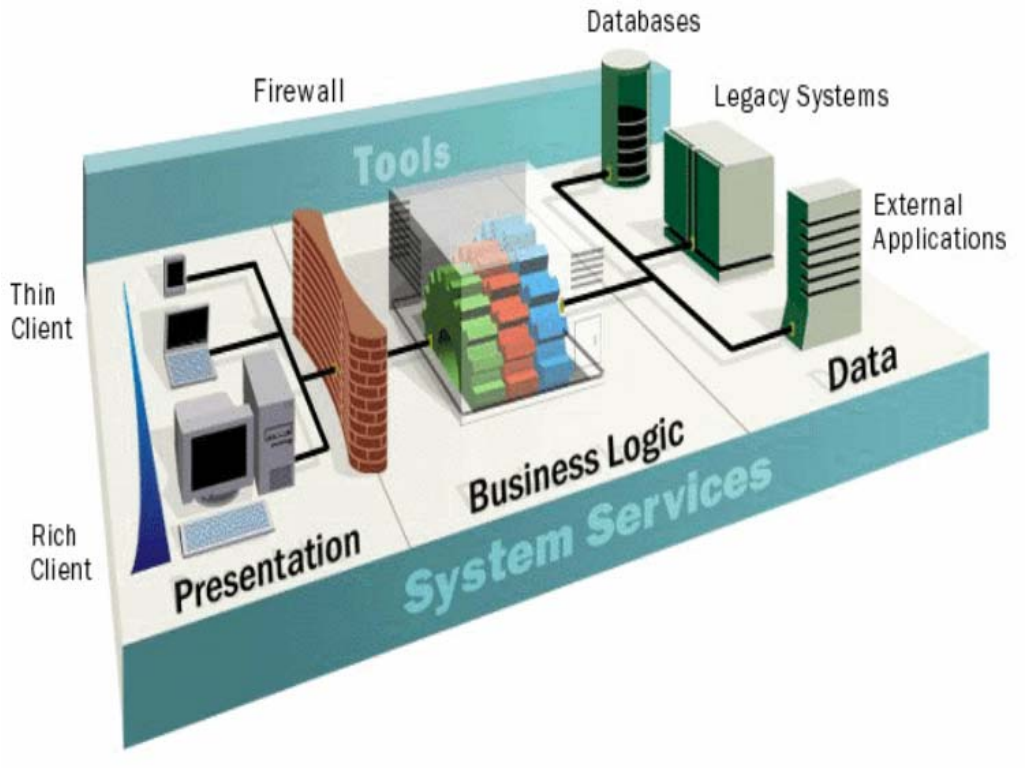


Projec

t Process Flow

Architecture Model

To assist in building a solid, flexible and customized e-business infrastructure for your company, Woodborne employs the widely recognized 3-tier architecture model for information management:



Courtesy of Microsoft

As displayed by the diagram, the 3-tier architecture model addresses the processes inherent in the transferring of information from one place to another:

- **Data**: Where the information is stored
- **Business Logic**: Where the information is processed
- **Presentation**: Where the information is presented

This model can be used for highly complex or reasonably simple examples of information transfer, but the process is basically the same.

MAJOR ACTIVITIES AND DELIVERABLES

This section describes the major activities and deliverables that are included in each of the six project Processes of the Woodborne Methods. In these Processes, Woodborne applies its acknowledged project management expertise to ensure that the project maintains a firm direction, while ensuring the flexibility to adjust to change when necessary.

Most major activities result in a specific deliverable so that the client is able to map the progress of the project. Three Woodborne deliverables that do not vary, whatever the project or Process, are:

1. **The Statement of Work**. This activity develops and produces the base document, the Statement of Work (SOW), for the conduct of the specific project. The SOW is a deliverable that establishes mutually agreed upon scope, assumptions, approach, responsibilities, deliverables, duration and estimated costs of performing the work effort.

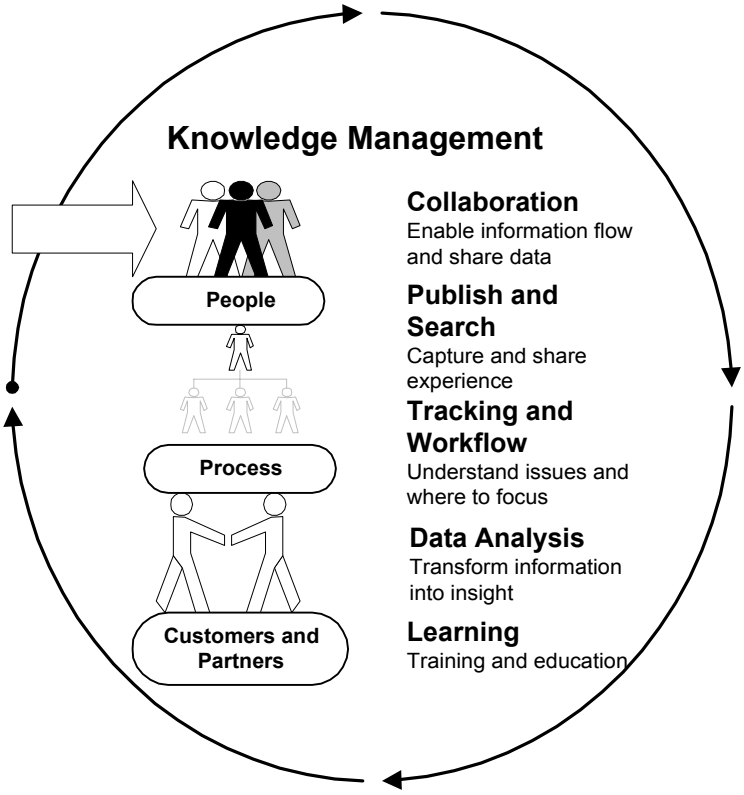
2. **The Project Work Plan**. The Project Work Plan evolves from the SOW, and becomes the primary vehicle for managing and reporting the work effort. The Work Plan is built using Microsoft Project.

3. **The Project Notebook**. The Project Notebook is a Deliverable at the conclusion of each Process or project. It contains records of the SOW, the Work Plan, authorized change requests, signed deliverables, timesheets, reports and any pertinent communications. The Project Notebook is a complete documentation of the project work effort.

The Knowledge Management Process

Upgraded business systems will normally originate from a knowledge management initiative. Knowledge management is commonly regarded as the manner in which the people in your organization generate and utilize information. Any electronic business solution should interlink your data storage, business operations and web-presence into an integrated digital process to maximize both the business enterprise's current assets as well as its ability to effectively meet its business competitive goals.

The following diagram provides a general example of the components of knowledge management:



The Woodborne Methods Knowledge Management Process is a high-level activity that examines your company's strategic goals and ensures that the overall project maintains a cohesive and consistent focus on the enterprise's common vision for a business solution.

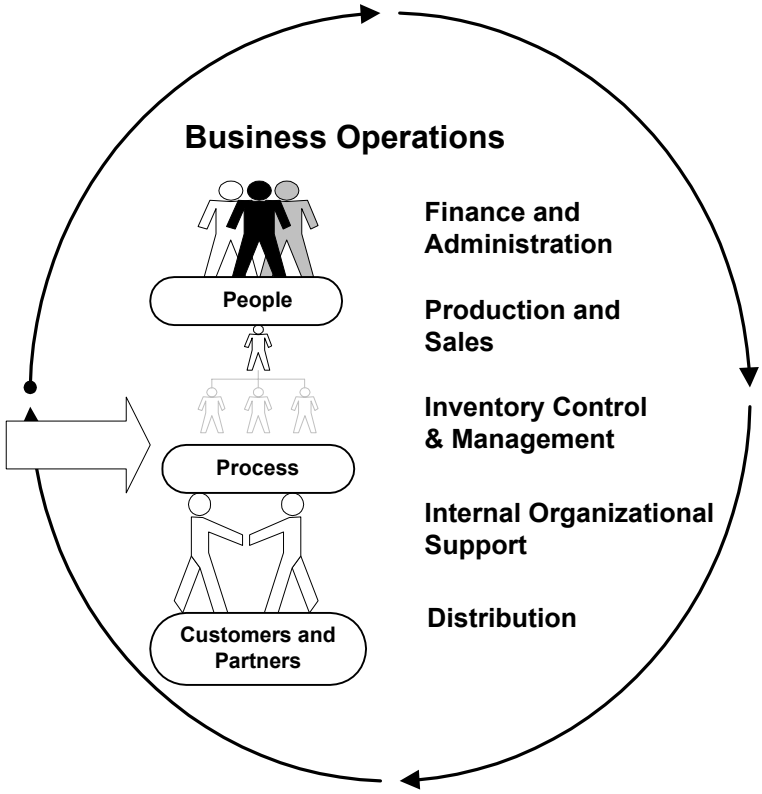
Major activities and deliverables can include:

- Confirmed business Strategy Document
- Enterprise business Findings
- Executive Summary and Recommendations
- Ongoing Project Quality Assurance

The Business Operations Assessment Process

The Business Operations Assessment Process assesses and analyzes your current business applications and systems. This information is then used as input towards the planning and design of your business solution. This Process is normally conducted concurrently with the Infrastructure Assessment Process

The following diagram illustrates a high-level view of typical business operations that would be included in the Business Operations Assessment Process:



Major activities and deliverables can include:

1. **Business Operations Baseline Criteria** – always the first criteria to be established, the baseline criteria establish which areas you wish to be assessed

2. Business Applications Inventory

    - Categorize systems inventory
    - Summarize technological attributes
    - Interim Gap Analysis

3. Data and Functional Environment Assessment

    - Analyze physical data architecture
    - Analyze enterprise-wide physical data usage
    - Update business repository
    - Document enterprise-wide logical data view
    - Summarize data architectural findings
    - Analyze current business architecture

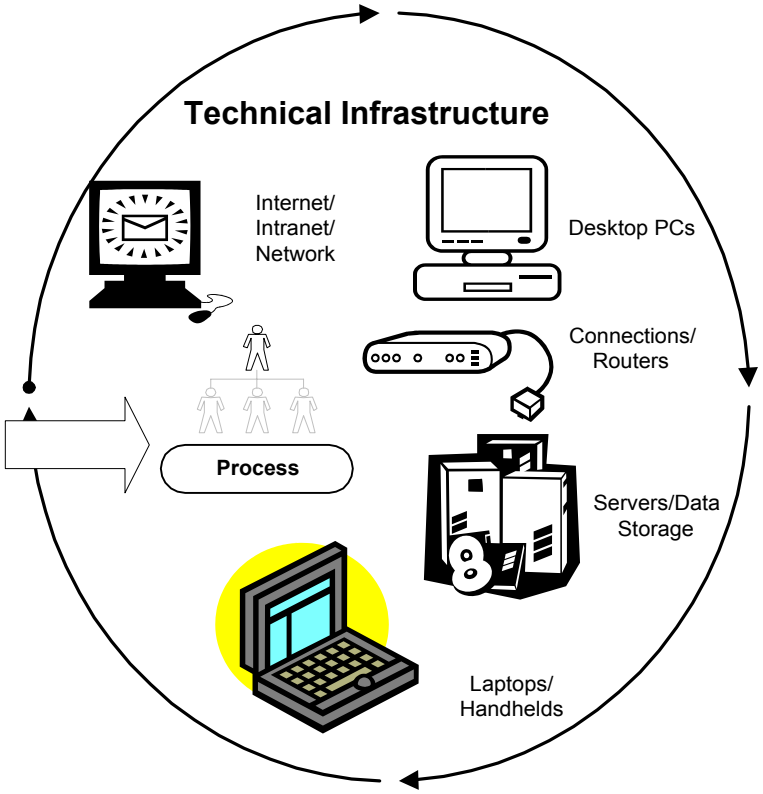
- Define business architecture interfaces
- Update business repository
- Assess current project activities
- Summarize business architecture findings
- Interim Gap Analysis

4. Applications Findings Assessment

- Create architecture transition strategy
- Define redevelopment scenarios and recommendations
- Final Gap Analysis

The Infrastructure Assessment Process

The Infrastructure Assessment Process documents and analyzes your existing technical infrastructure. This information is used as input towards the planning and design of your future business environment. This Process is normally conducted concurrently with the Business Operations Assessment. The diagram on the following page illustrates some of the major components of a technical infrastructure environment:



Major activities and deliverables can include:

1. **Infrastructure Baseline Criteria** – always the first criteria to be established, the baseline criteria establish which areas you wish to be assessed
2. Environmental Analysis
3. Process Flow Analysis
4. Data Definition Analysis
5. General System Architecture Assessment
6. Data Access Layer Assessment
7. Presentation Layer Assessment
8. Application Architecture Summarization
9. User Backlog Requirements Analysis
10. Subject Area/Entity Type Analysis
11. Function Dependency Analysis
12. Business Function/Entity Type Analysis

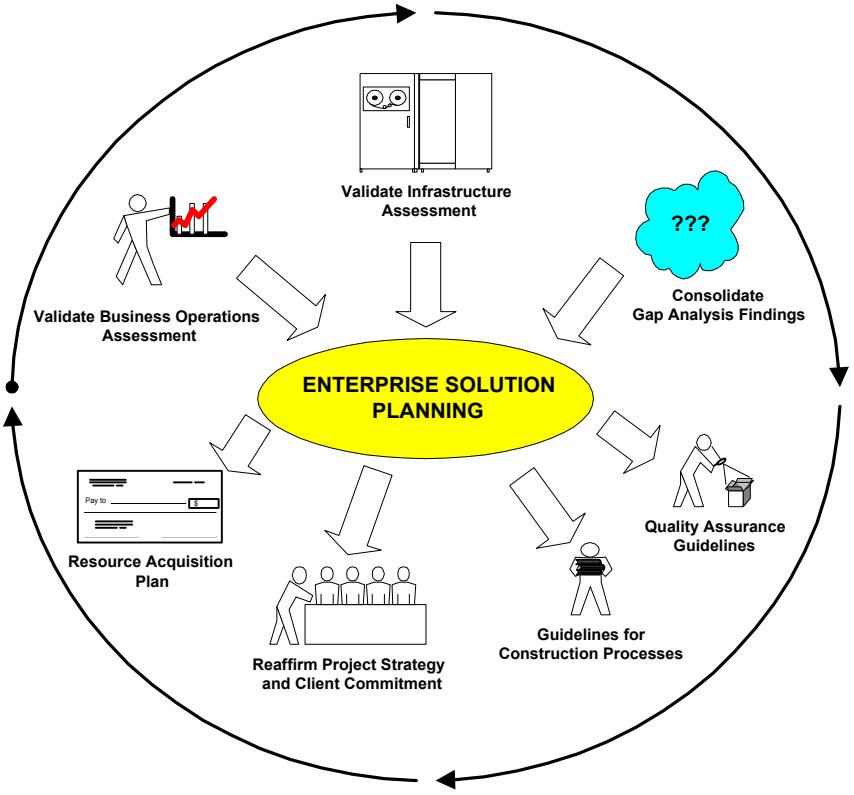
13. Information Systems Infrastructure Analysis
14. Assessment Integration and Feasibility Analysis
15. Gap Analysis
16. Interim Support Planning

The Enterprise Solution Planning Process

This process may be viewed as the 'hub' of the business project wheel. The Enterprise Solutions Planning Process integrates the results of the assessment processes to produce your strategic plan for building your business system.

Major activities and deliverables can include:

1. Business System Alternatives and Recommendations
2. Business System Development Plan
3. Statement of Work and Work Plan for the Woodborne Methods Construction Processes
4. Executive Summary and Presentation



The Business Operations Construction Process

The Business Operations Construction Process maximizes your existing applications and processes, and integrates, reconfigures and customizes any additions required for your business solution. This Process is normally conducted concurrently with the Infrastructure Construction Process. Both construction processes build the architecture for your resulting business system. The web site may be the medium through which the user interacts with this refined business system.

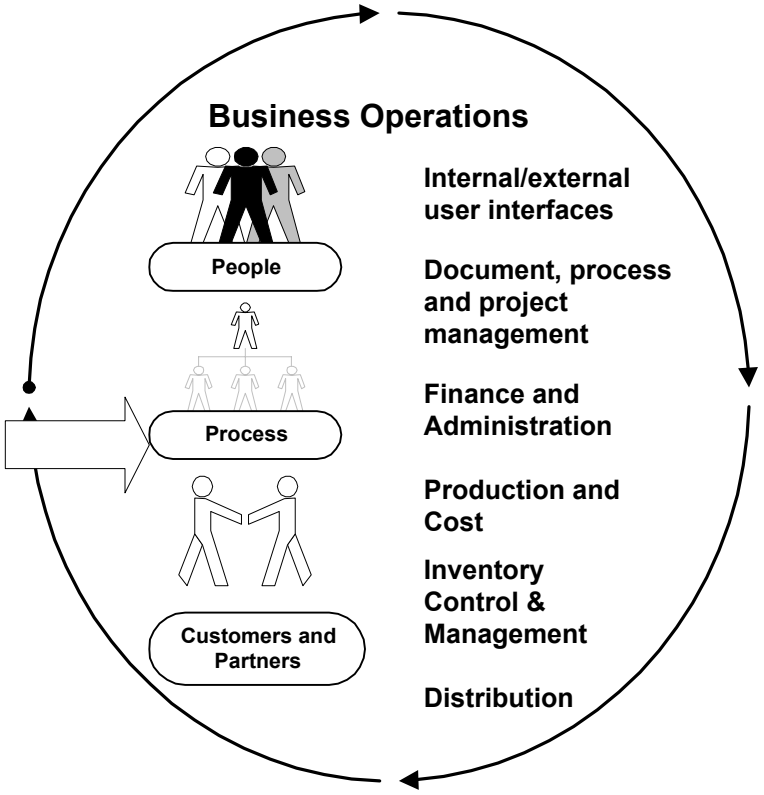
Major activities and deliverables can include:

1. Business System Development:

- Outline architectural vision based on client's business plans
    - Develop requirements specifications
    - Create detailed design
    - Prepare procurement specification
    - Develop and execute construction plan
    - Develop test plan
    - Perform testing
    - Refine design
    - Prepare implementation plan
    - Perform integration testing
    - Perform end-user acceptance testing
    - Train end users and administrators
    - Rollout new applications environment

2. Web Site Development:

    - Design web site user interface, server setup and server support
    - Develop web site pages, links, functionality and content migration/integration
    - Web site deployment
    - Web site support
    - Web site layout



The Infrastructure Construction Process

The Infrastructure Construction Process maximizes your existing IT architecture and integrates, designs, reconfigures and implements any enhancements required to leverage your infrastructure systems to a business solution.

Major activities and deliverables can include:

1. Network Redesign:

    - Develop high-level design incorporating the architectural vision of the company
    - Formulate the requirements specification
    - Produce the detailed network architectural design
    - Create the procurement specifications for any hardware, software, etc.
    - Network Construction Plan

2. Network Construction:

- Execute the Network Construction Plan, including procurement of any required materials
- Develop the test plan for architectural integrity and operation
- Conduct testing according to the architectural test plan
- Perform design refinement based on testing
- Retest to verify final architectural integrity and operational soundness
- Develop the Implementation Plan
- Contingency (Fallback) Plan to support implementation

3. Network Deployment:
    - Perform prototype integration testing and refine plans based on results
    - Perform full-system integration testing
    - Conduct end-user acceptance testing
    - Prepare end-user and administrator training materials
    - Conduct end-user and administrator training
    - Promote information network to production
    - Complete system documentation
4. LAN/WAN Communications:
    - Develop high-level architectural design (client management's vision)
    - Identify connectivity requirements
    - Assess physical and geographical issues
    - Evaluate carrier provider involvement
    - Prepare the detailed design specifications
    - Create the procurement document
    - Communication Construction Plan
5. Security Framework:

- Evaluate current security requirements and standards
- Audit current operational network environment (if applicable)
- Perform GAP analysis of current environment
- Develop needs list for enhancing physical and data/systems security
- Provide recommendations for enhancing physical and data/systems security
- Security Upgrade Plan

WOODBORNE METHODS SUMMARY

Woodborne offers you an opportunity to achieve your company's e-business goals and objectives in an organized, coordinated and well-managed project engagement. Woodborne Methods provide a structured yet flexible process that strives to maximize your current investment in technology, people knowledge, business processes and experience to gain the competitive edge necessary in today's marketplace.