

# STAFFWARE STRENGTHENS EXPERTISE WITHIN TELECOMMUNICATIONS

## TEAM

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### JAMES KING TO HEAD UP TELCO BUSINESS UNIT

Staffware, a global leader in business process management (BPM), announces that it has appointed James King to the role of Director for Global Telecom Solutions. King will be responsible for the telecommunications business at Staffware where he will focus on the growing interest in BPM within the telecom sector. He took up his position in May.

King brings a wealth of knowledge to his new role, gathered during a distinguished international career with many of the sectors leading players including telecom consultants Logan-Orviss, plus major vendors Oracle, Computer Sciences Corp and Digital Equipment Corp. King will lead the telecommunications unit in order to develop and deliver focussed applications to an industry that is beginning to take significant notice of BPM as a solution to critical operational issues. He is tasked with growing revenues and driving Staffware's delivery of complex order management solutions for telcos struggling to establish process efficiencies and cost savings in current and next-generation networks.

Robin Martin, COO of Staffware, commented: "Telco has traditionally been a strong sector for us, but never more so than with the advent of increasingly complex technologies, such as 3G, which necessitates a more comprehensive underlying administrative framework. With voice-only services decreasing, replaced by data and multi-media services, the strain on the existing infrastructure to ensure that all the relevant processes are connected together is considerable. This is where BPM steps in, integrating processes smoothly. James' in-depth knowledge of these trends will give Staffware a real edge in this area of development at such an interesting time."

James King said: "Having focused on revenue generation and developing new opportunities within the telco sector for the majority of my career, taking charge of this business unit at this time is an exciting prospect. We will see a lot of movement in how telcos approach the integration of their processes as they undergo fundamental changes in their operating structures - keeping costs low and choosing the most practical approach to streamlining their business model. BPM has a crucial role in this. I am looking forward to working with the leaders in the BPM field to ensure that we maximise our capabilities and opportunities."

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About Staffware Plc

Staffware is the leading Business Process Management specialist and has over 2 million licensed users in 5,000 customer organisations within the Banking, Insurance, Telecommunications, Utilities, General Commercial, Manufacturing, and Government sectors. Staffware is headquartered in the UK, has offices in 16 countries and employs approximately 350 people. The company is listed on the London Stock Exchange and is the leading profitable, debt-free, global vendor focused exclusively on providing BPM solutions.

Staffware's BPM expertise has evolved from 15 years of automating and managing processes, so the

interaction of people and processes has remained central to its philosophy. Unlike the majority of its competitors, it has a deep understanding and unique insight of the complex people-to-people, people-to-application and application-to-application interactions that make up business processes.

The Staffware Process Suite provides a complete set of tools to create, transform and streamline the internal and external processes and tasks of an organisation. Staffware enables the creation of an Independent Process Layer that separates process from the underlying IT/data environment, facilitating the rapid development and change to an organisation's process. The Staffware Process Suite is an open and standards-based solution that ensures seamless integration and full interoperability with existing IT infrastructures and applications.

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