

# GLOBAL 360 PRESS KIT

# Facts at a Glance

## Overview

Global 360 is a leading provider of Process and Document Management solutions and the originator of Persona-based business process management (BPM). Persona-based BPM is a dramatic departure from typical approaches to process improvement initiatives, which focus primarily on the productivity of the system developer and on delivering tools that optimize the design and execution of process models. Global 360 research shows that the majority of the return on investment associated with a BPM system is tied to how productive it makes process participants – the people who use the system to get work done. Persona-based BPM allows organizations to meet the specific needs of process participants and bring the entire productivity equation back into balance.

Global 360 delivers Persona-based BPM through viewPoint applications, which were developed after two years of customer research conducted by user- and interaction-design experts. viewPoint applications are the industry's first out-of-the-box applications that give all of the people who design and use a BPM system unique "views" that include just what they need to get their jobs done, delivered through engaging and intuitive consumer-style interfaces. viewPoint applications boost the efficiency of existing behaviors and empower people to adopt new ones – truly changing how works get done.

## Recognition

Global 360 recently was positioned in the Leaders Quadrant by Gartner, Inc. in its "Magic Quadrant for Business Process Management Suites, 2009," based on Global 360's completeness of vision and ability to execute. The report notes, "The updated strategy and product roadmap emphasize providing access to the right functions and the use of personas in the process improvement life cycle. The resulting user experience and interaction model is unprecedented among .NET BPMS providers."

The company has also been honored with a number of industry awards, including KMWorld's 100 Companies that Matter In Knowledge Management and "Editors' Pick" by Consumer Goods Technology (CGT) Magazine. Its Insight360 product was also named one of KMWorld's Trend-Setting Products of 2008.

## Products

**Process360** is the industry's first BPM suite based on Global 360's Persona-based BPM approach and the first to deliver out-of-the-box applications that address the unique needs of all people in a process. The applications speed the development, deployment and adoption of process management systems, which leads to faster time to market and return on investment (ROI). Process360 is designed to build business process solutions through a highly flexible and scalable process modeling environment, powerful process execution engine, and advanced analytics environment.

**Case360** is a powerful application that combines the capabilities of document and business process management tools into a single case management solution. Case360 uniquely handles the complexities of both collaborative and ad-hoc business processes, providing a team-centric environment through access to documents, tasks, deadlines, and threaded discussions from within a "virtual folder," called a case folder.

Within this case folder, all the information needed to process a case is readily accessible and available to all, yet tailored to an individual's roles and privileges. The result is a unified and integrated view of case data, giving organizations complete visibility and auditable control.

**Execute360** is a powerful end-to-end document lifecycle management solution for high-volume imaging and management capabilities that improve operational efficiency and productivity by enabling documents and files to be captured, managed and stored in an integrated approach. Execute360 enables organizations to dynamically manage all critical content-related work with their business applications for improved business responsiveness.

**Insight360** addresses the growing need for organizations to have historical and real-time visibility into process performance, as well as predictive capabilities to respond to changing conditions before they impact customers. By leveraging business intelligence and optimization capabilities with a BPM system, Insight360 provides an end-to-end view of business processes through a single, cohesive solution. Insight360 empowers all participants to focus on continuous improvement of processes. For managers or executives, managerView provides an executive-level view of process performance, such as event matching, end-to-end analytics, real-time and historical data and event reporting. For analysts, analystView enables modeling, simulation, analytics and business process sharing from a powerful desktop application.

**viewPoint** delivers out-of-the-box applications that provide the unique tasks, tools, and views for each of the three specific user types that are critical to the success of any BPM initiative. These are the Builder – the developer of the system, the Participant – the individuals using the application every day, and the Manager – the overseer of the system, the department or the business. This Persona-driven approach allows Global 360 to deliver improved end-user productivity as well as faster time to business results. Because viewPoint applications are built by user and interaction design experts, Global 360 can deliver a 50% improvement in deployment time and a 50 - 100% increase in individual productivity compared to other BPM solutions. viewPoint is not a standalone product, but a component of Global 360's process and document management suite.

## Company

### » Ownership

Global 360 is a privately held independent company.

### » Customers

Building on its strength in financial services, government, insurance, manufacturing, telecommunication, and the retail sector, Global 360 has helped more than 2,000 customers in 70 countries.

### » Employees

350 worldwide

### » Locations

Global 360 is headquartered in Texas with operations in North America, Europe, Asia Pacific and South Africa.

### » Information

For more information, call (214) 520-1660 or visit the company web site at [www.global360.com](http://www.global360.com).

### » Online

- [www.global360.com](http://www.global360.com)
- [twitter.com/Global360IncBPM](https://twitter.com/Global360IncBPM)
- [www.facebook.com/pages/Global360Inc/106369541359?ref=nf](https://www.facebook.com/pages/Global360Inc/106369541359?ref=nf)
- [www.youtube.com/Global360PersonaBPM](https://www.youtube.com/Global360PersonaBPM)

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# Global 360 is changing how work gets done

Global 360 is the leading independent provider of process and document management solutions. Global 360 was founded in 2000 as eiStream, Inc., and for more than 20 years has helped more than 2,000 customers in 70 countries reduce paper, automate processes, and empower individuals to deliver increased productivity, service levels, and business performance while reducing operational costs.

Traditional business process management solutions focus on the way work moves through a process. Extensive customer implementation experience and two years of focused research led Global 360 to ensure our solutions focus on the way work gets done by empowering all the people critical to the success of your business processes: the builders who design and develop the systems, the participants that work within the system every day, and the managers who monitor and manage the business.

This next generation of BPM – Persona-based Business Process Management (BPM) – is the first BPM approach to focus on the way work gets done and how to do it better. Persona-based BPM improves the user experience, interactions, and collaboration of all the participants in a process. It focuses more broadly on the way work gets done by examining all the people and tasks critical to the success of BPM solutions, and delivers out-of-the-box solutions focused on these unique personas.

The result? A Persona-driven approach can dramatically increase productivity and reduce costs for your business compared to traditional BPM solutions.

Headquartered in Texas with operations in North America, Europe, Asia Pacific, and South Africa Global 360 is a leader in business process and document management solutions with unmatched strength delivering solutions for enterprise and government customers across all industries in 70 countries.

## Key Executives



### David Mitchell

#### President and Chief Executive Officer

Mr. Mitchell joined Global 360 in 2008. Prior to joining Global 360, Mr. Mitchell was the COO of the webMethods Business Line at Software AG. Prior to Software AG Mr. Mitchell was President and CEO of webMethods, Inc. At webMethods, Mr. Mitchell provided the leadership that was a critical component of the company's dominant position in the integration software market. Mr. Mitchell joined webMethods as the tenth employee in 1997 and through the years managed every aspect of webMethods' business. Mr. Mitchell was also a member of the IPO team that took webMethods public in February of 2000. In June of 2007 Mr. Mitchell helped architect the merger of webMethods with Software AG.

Prior to webMethods Mr. Mitchell was the director of Network Management at McAfee Corporation. He arrived there by negotiating the sale of the company VYCOR Corporation, where he was President and CEO, to McAfee.



**George Ellis**  
**Chief Financial Officer**

George Ellis serves as Chief Financial Officer, having joined the company in 2006.

Prior to joining Global 360, Mr. Ellis served as Chairman and Chief Executive Officer of SoftBrands, Inc., Chief Financial Officer of Sterling Software, Inc., Chief Financial Officer and Founder of Sterling Commerce, Inc., a spin-off of Sterling Software, and Executive Vice President and Chief Operating Officer of the Communities Foundation of Texas. From 1996 through 1999, he was a full time law student and business consultant, providing consulting services to various technology-related companies.

At this time, Mr. Ellis is a member of the Board of Directors of Blackbaud, Inc., and serves on the Board of Advisors to the law school at Southern Methodist University and the Advisory Board of the Entrepreneurs Foundation of North Texas. He is also actively involved in several civic organizations.

Mr. Ellis is a Certified Public Accountant and an attorney in the State of Texas, and he received a B.B.A. in Accounting from Texas Tech University and a J.D. from Southern Methodist University's Dedman School of Law.

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**Deborah Rosen**  
**SVP & Chief Marketing Officer**

Ms. Rosen joined Global 360 in 2008 bringing more than 23 years of sales, marketing, and executive management experience in the technology industry. Most recently she served as Executive Vice President of Marketing, Industry Solutions and Business Development for webMethods, Inc. Prior to joining webMethods, Ms. Rosen served as Vice President of Sales for Intelisys Electronic Commerce, where she played a key role in building the company and its sales force from the ground up. Previously, Ms. Rosen spent 10 years at Computer Associates International, where she held a number of positions, most notably as Senior Vice President of Sales.

Ms. Rosen attended Ohio State University earning a B.S. in Business Information Systems.

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**Lucy Norris**  
**Senior Vice President, Work Management Group**

Lucy Norris is Senior Vice President of Global 360's Work Management Group responsible for business and product strategy, product delivery, services, channels and customer support of Global 360's departmental imaging, content and workflow solutions as well as Global 360's information outsourcing business. Ms. Norris has a 25-year background in departmental and enterprise solutions and has held executive and leadership positions in Product Management, Customer Care, Product Development and Business Operations.

Ms. Norris joined Global 360 at its inception in September 2000 having spent two years with Eastman Software, Inc. (a wholly owned subsidiary of the Eastman Kodak Company) and seventeen years with Wang Laboratories, Inc.



### Steve Russell

#### Senior Vice President, Research and Development

Steve Russell joined Global 360 in March 2001 upon Global 360's acquisition of ViewStar Corporation from Avaya, Inc. Since joining Global 360, Mr. Russell has been instrumental in providing leadership for all research and development and other activities throughout the organization. Mr. Russell has broad experience in managing and developing workflow and data-automation system software. Before joining Global 360, he was chief technology officer of Avaya's Customer Relationship Management Division. Prior to Avaya, Mr. Russell served more than 10 years in management at ViewStar Corporation.

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### Michael Cupps

#### Vice President, America Sales – Western Region

Michael Cupps serves as Vice President, Americas Sales – Western Region, having joined the company in 2009 and based out of the corporate headquarters in Dallas.

Mr. Cupps has more than 18 years of building and managing professional account teams within the enterprise software business, with a focus in content management, process management, application integration, and SOA. Prior to re-joining Global 360, Mr. Cupps was Regional Vice President of the West for the webMethods division of Software AG. Prior to this role, Mr. Cupps led the building of a new sales team at Global 360 as part of the management team transitioning the company from eiStream to Global 360. Previously, Mr. Cupps held Regional Vice President role at content management company Vignette, arriving there through the acquisition of the portal company Epicentric. Mr. Cupps has held sales leadership roles at McAfee and BroadVision as well.

Mr. Cupps attended Texas Tech University earning a B.S. in International Trade with a focus on economics and political science.

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### Tim Cooper

#### Vice President, America Sales – Eastern Region

Tim Cooper serves as Vice President, America Sales – Eastern Region, having joined the company in 2009 and based in Glenmoore, Pennsylvania.

Mr. Cooper has more than 22 years experience building and managing professional account teams for industry-leading technology organizations. Prior to joining Global 360, Mr. Cooper served as Vice President of Sales for SAP Americas where he directed all national sales efforts, focusing on ERP within the higher education and research industries. Prior to joining SAP Americas, Mr. Cooper served as Vice President of Sales for Oracle, where he directed all national sales efforts, focusing on database, middleware and application tools targeting the higher education and healthcare markets. During his time at Oracle, Mr. Cooper developed and implemented strategic sales/market planning programs accounting for annual revenues in excess of \$100 million in first-year license and support. Mr. Cooper has also held leadership roles at Systems and Computer Technology and Boudreaux and Associates as well.

Mr. Cooper attended the University of Pittsburgh earning a B.S. in Information Science as well as attending the Darden School of Business/U of VA, Center for Creative Leadership focusing on Executive Education.



## Rob Glenn

### Senior Vice President, International Sales and Services

Rob Glenn serves as Vice President, Europe, Middle East, Africa (EMEA) Sales and Service, having joined the company in 2008.

Mr. Glenn has over 18 years experience in the software industry, working at all levels of the business, from technical and consulting roles into new business sales, business development in the UK/EMEA and international markets, RVP, Managing Director roles and main board director. Prior to joining Global 360, Mr. Glenn served as Group Sales and Marketing Director at Gresham Consulting Plc. for two years. In his role, he was responsible for managing field sales and marketing operations globally, successfully restructuring global sales operations and rebranding and repositioning the company and its products in 2006.

Prior to that, Glenn held the position of VP & Regional Director UK/Ireland, Middle East and North Africa, Tibco Software, Inc. In this position, Glenn strengthened Middle East and North African territories to refocus direct sales and alliances; established vertically-aligned sales operations whereby all sales, pre-sales and post sales were focused on industry solutions; and merged, restructured, and led the combined Tibco/Staffware sales, pre-sales, alliances and professional services operations. Prior to Tibco, Glenn held positions at Staffware Plc., including Sales Manager UK/Ireland, Sales Director UK/Ireland, and Managing Director, UK and SEEMA.

# Logo Usage Guidelines

This logo represents seeing things from different perspectives - both inside and out. The mark is a different perspective and a unique approach to the traditional globe symbol. The green color along with the shape creates a feeling of openness and harmony.

## Corporate Logo

The Global 360 logo is a two-color logo. The green in the logo is PMS 369 and the dark gray is PMS 419. When converting to a different color mode, refer to Brand Colors found later in this guide.



## Optional Stacked Logo

The stacked version of the logo should only be used in the rare case where there is limited space and the main corporate logo doesn't fit.



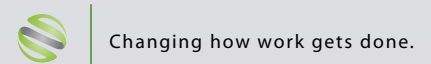
## Logo Mark

The 3D circular element may be separated from the logo and may be used as a minor design element. However, the corporate logo **MUST** have been presented in its entirety before the mark can be used separately. Use only as a substitute for Global 360—for instance, **DO NOT** use the mark as a bullet in a list or other general graphic element.



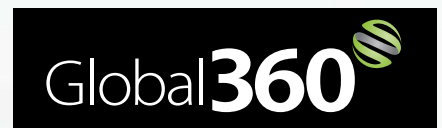
## Corporate Tagline

The Global 360 corporate tagline should always be sentence case if it is used with the logo or displayed with the logo mark as shown here.



## Correct

When using the logo in multi-color mode, it must be in two colors as defined in this guide. It should NOT ever appear in one solid color unless it's black, white, or reversed.



## Incorrect

Visibility and clarity of the logo should not be compromised by the background element. It should also not be distorted in its proportion, composition, or colors.

