ReThink

For business process simulation, analysis, and automation

gensym

IT'S TIME TO ReTHINK

WHO USES ReTHINK?

Management consultants, system engineers, governments, and commercial organizations use ReThink for a wide variety of business process applications including:

- Automating advance shipment notices for the U.S. military

- Automating processing of consumer financial transactions

- Analyzing the U.S. Army's supply chain for equipment returns and maintenance

- Redesigning government's human services transaction processes

- Improving power plant maintenance-work processes

- Improving municipal tax administration

- Streamlining drug-discovery processes

ReThink[a] is a flexible software platform for graphical simulation, analysis, and automation of business processes.

As a simulation and analysis tool, ReThink enables you to model your business as it operates today. You can define key performance metrics and determine how business operations measure up against those metrics. From a model, you can simulate and analyze business-process alternatives.

Unlike other simulation tools, ReThink's models become deployable to monitor and automate the execution of business processes. ReThink can monitor business processes in real time, alerting operations personnel to potential problems as they occur. And ReThink's models can automate the online execution of business processes to help achieve sustained performance.

BUSINESS SIMULATION AND ANALYSIS

ReThink enables individuals or teams to capture even the most complex business processes easily and to communicate them clearly. You can quickly analyze alternative business process designs with easy-to-use, hands-on modeling and simulation. You employ simple drag-and-drop techniques to create process diagrams on an electronic canvas. The diagram's blocks represent processing tasks, work steps, and decisions. You connect the blocks to describe how work flows through a process and attach resources to blocks to assign them to tasks.

You can very quickly simulate up to months' or years' worth of business operations, using simulated or historic data, to automatically benchmark the performance of a business process. You can step through operations sequentially and compare the "as is" model of a business with "what if" scenarios to arrive at a "to be" model. ReThink includes standard reports and measures of operational productivity such as resource utilization, operation cost, and cycle times.   New reports can be created quickly and linked to Microsoft Excel, providing dynamic reports and analysis capabilities in an environment familiar to executives.

ReThink simulation and analysis can quickly answer questions like:

- Where are the bottlenecks in my business processes that are the most costly - and how can I redesign around these bottlenecks?

- How can I ensure my business processes are robust enough to handle varying demand and resource levels in the future?

- What resources will we need to meet required service levels for new business?

BUSINESS PROCESS AUTOMATION

ReThink is powered by Gensym's leading G2 real-time reasoning technology. Unlike traditional simulation approaches, ReThink users can draw upon G2's proven strength for knowledge representation and online integration to put ReThink models online for monitoring and automation of business process activities.
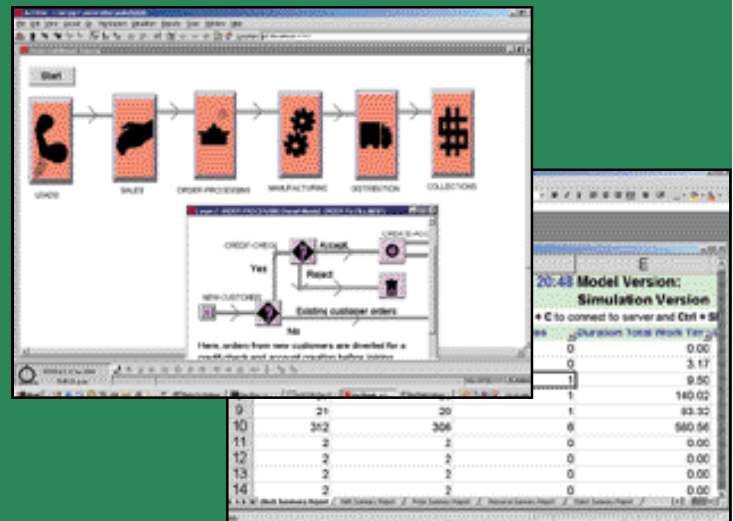
ReThink runs on Microsoft Windows operating systems. It has standard adapters that enable rapid integration with operational systems including relational databases (ODBC), Microsoft applications (ActiveX), Java applications, the Internet and World Wide Web, as well as a wide variety of manufacturing and communications systems.
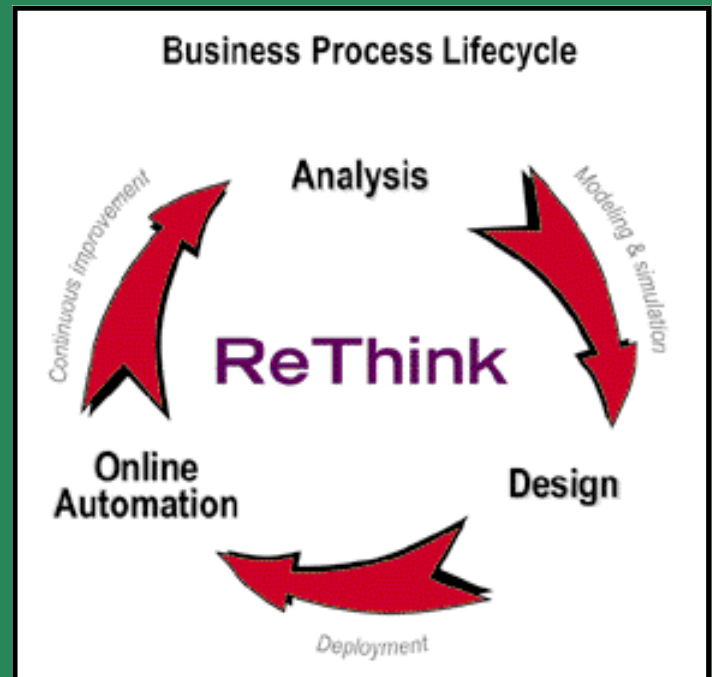
EXECUTIVE DASHBOARD

An operational ReThink model can perform as a real-time executive dashboard that monitors business processes and provides up-to-the-minute reports on key performance indicators.

KNOWLEDGE-BASED AUTOMATION

ReThink models can sustain peak performance through knowledge-based automation of the flow of work among the various systems, applications, individuals, organizations, and functions that make up an enterprise. The model becomes an online engine that assigns and distributes tasks, resources, and information. The expert knowledge of what has to be done, when, and by whom is contained within the model. Running online and in real time, the model applies its logic to ensure that tasks are carried out in a timely fashion according to best business practices. When unexpected events or delays occur, ReThink can trigger exception-processing and escalation procedures automatically.

With ReThink, you create process models on an electronic canvas and quickly link to reports in Microsoft Excel.

Unlike other simulation approaches, ReThink drives and sustains peak performance by embracing the entire business-process lifecycle from analysis to design to online automation.

THE COMBINATION OF RETHINK'S GRAPHICAL SIMULATION CAPABILITIES AND G2'S PROVEN ONLINE REASONING CAPABILITIES MAKES IT THE LOGICAL CHOICE FOR DRIVING YOUR BUSINESS PROCESSES TO NEW LEVELS OF PERFORMANCE.

ABOUT GENSYM

Gensym Corporation is a provider of software products and services that help organizations automate aspects of their operations that have historically required the direct attention of human experts. Gensym's products and services are based on Gensym's flagship product, G2, which emulates the reasoning of human experts as they assess, diagnose, and respond to unusual operating situations or seek to optimize operations. Organizations across a wide range of industries and markets, including manufacturing, communications, transportation, aerospace, and government, utilize G2 to maximize the performance and availability of their operations.

Gensym and its numerous partners deliver a range of services, including training, software support, application consulting and complete solutions. Through partners and through its direct sales force, Gensym serves customers worldwide.

FOR MORE INFORMATION,

visit Gensym at www.gensym.com or call 1-800-896-3030 (U.S. and Canada) or +1-781-265-7100 (worldwide).

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