



Business Process Management Services

Business Process Management (BPM) is a systematic approach to making the operations of your company more efficient, effective, and agile in an ever-changing business environment. It is estimated that roughly 20% of all operating costs are consumed by inefficient business operations. Optimizing these inefficient processes will result in significant cost reductions and an improved bottom line.

At Corbus, we provide BPM services to help our customers streamline business processes, identify innovative solutions, and deliver even the most difficult and complex projects. Our proven services focus on:

- Enabling client support processes which promote the continuous and successful execution of both simple and complex projects
- Providing strong project management and business expertise to effectively analyze and streamline your organization's efforts
- Implementing marketing and research methodologies which help you optimize your marketing spend to ensure you receive the greatest value for their investment

Our business process consultants focus on client oriented, support oriented, and quality measurement processes (ISO 9001) which provide cost efficient solutions. Corbus' BPM solutions are built on a sound foundation of project management, quality management, and specialized domain knowledge experience.

Our Business Process Management solutions are focused in six key areas:

- Business Process Management
- Business Analytics and Data Analysis
- Program Management Services
- Project Management Services
- Digital Marketing Solutions
- Packaging Design Solutions

In each area, our business process management consultants partner with our clients to improve process systems by providing the right technology, proven best practices, and highly skilled project management resources.

Benefits

We optimize our clients' business processes and project management practices to ensure their strategic goals can be achieved. Our core BPM service focuses on combining our expertise in information technology, marketing, and sales processes to deliver the following value proposition:

- ✓ Streamlined and aligned business processes
- ✓ Significantly lower operating costs
- ✓ Revenue growth for our customers
- ✓ Improved customer margins
- ✓ Maximized asset efficiency

Bottom Line Result: We improve your operational shareholder value.

Differentiators

Our ability to apply project management practices to our clients' diverse functional areas (i.e., marketing and advertising, packaging design, e-commerce, and digital and social media) sets us apart from our competitors. Our experienced project managers supply a focus on delivery and execution in areas which previously lacked visibility and attention to detail.

We understand and apply the 5-S system of productivity improvement:

- ✓ **Simplification:** removing touch points in the design process to improve efficiency and lower cost
- ✓ **Standardization:** implementing standard processes so that all brands follow the same best practices
- ✓ **Scalability:** enabling the processes to be successfully executed in each brand, sector, and global region with just the right amount of central control
- ✓ **Speed-to-market:** ensuring the design process is optimized for speed to enable our clients to be first to market
- ✓ **Specialized project management:** adopting labor specialization to allow stakeholders in the process to do what they do best, i.e., marketing, design or executing projects on time and budget with the design intent delivered to the shelf