

Angelika Coghlan
 1821 Walden Office Square
 Suite 400
 Schaumburg, Illinois 60173
 888-989-0196
 acoghan@catwalkconsulting.com
 http://www.catwalkconsulting.com



Catwalk Consulting Inc. Automated Work Flow Application

Access to Information Quickly and Easily

SOLUTION OVERVIEW.

Catwalk Consulting Inc. works with small to mid-size companies to review their business processes and then determines how to streamline and integrate their processes. This allows all data to be accessed easily and quickly.

Catwalk Consulting Inc.'s consulting approach examines solutions in six strategic areas: management consulting, project planning and coordination, business systems analysis, application development and support, documentation, and education. Other areas where Catwalk Consulting Inc. meets clients' needs are systems architecture updates, process and systems enhancements and manual procedures automation and simplification.

Catwalk Consulting is an IBM® Advanced Optimized Business Partner and has implemented solutions using Lotus® Notes® / Domino®, WebSphere® Portal Express, WebSphere Commerce Express, and Lotus Sametime®.

Catwalk Consulting Inc.'s CRM Solution includes several components. Contact Management assigns users to contacts. Users can maintain information at various levels as well as track activities.

Bid Management allows access to old and new bids as well as version control. Project Management assigns resources to projects. Users can update projects at various stages while sending documentation to clients, including Quickbooks integration.

The writer resume system enables users to enter, maintain and search for information about a writer as well as evaluate writers' performance.

IBM Components:

- IBM Foundations Appliance
- IBM Lotus Foundations Start
- IBM Lotus Foundations Reach
- IBM Financing Advantage
- IBM System x

PROVEN CLIENT SUCCESS.

Shakespeare Squared wanted a database providing information about past and current projects on which their writers worked. Projects were tracked manually with Excel spreadsheets. It was critical to track projects efficiently and easily since billing could occur when projects were 25% or 50% complete.

Catwalk Consulting Inc. incorporated the Contact Management System, the Bid Management System, the Project Management System and the Writer Resume System to control the flow and usage of information. To address information systems needs Catwalk Consulting implemented the CRM Solution using Lotus Collaboration Express.

Shakespeare Squared now streamlines current processes to run operations more efficiently, has reduced their selling costs and won a quick return on investment due to decreased expenditures.



Solutions developed and priced by IBM Business Partners for mid-sized businesses including one or more IBM Express Advantage Offerings. The Built on IBM Express Advantage Offerings emblem indicates that the solution has been successfully implemented within a mid-market environment.

INDUSTRIES: Cross-industry
BUSINESS CHALLENGES: Analyze and use information to make better business decisions
PRIMARY SOLUTION AREA: Business consulting, implementation and customization

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