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press release
 Sept. 26, 2011, 8:00 a.m. EDT

Oakam Selects Singularity BPM Suite to Scale Business



LONDON, Sep 26, 2011 (BUSINESS WIRE) -- Singularity (www.singularitylive.com), the leading Business Process Management (BPM) & Case Management company, today announced that financial services firm Oakam has chosen its TotalAgility product as their preferred BPM solution.

Oakam is a rapidly developing business and to ensure that its processes and systems are robust and capable of supporting its growth they recently completed a project to define the target operating model at each stage of the customer lifecycle.

For Oakam to implement its target operating model a scalable BPM solution was required to optimize customer focused processes with an agile business lead approach.

Following an initial vendor selection process Oakam then proceeded to a 'proof of concept' (PoC) stage with 2 vendors. In an interactive one week engagement, Singularity demonstrated their TotalAgility BPM Suite focusing on developing a small part of the future operating model in parallel with a competing BPM vendor.

Nidhi Maheshwari, Project Manager of Oakam who led the PoC, said, "We needed to fully understand the functionality of both the solutions and future working relationships, which was crucial in the final selection process. Singularity showed innovation and leadership with their focus on business process agility. It was evident that through the implementation of the TotalAgility product Oakam will have the ability to realize their goals within a very short time-frame and be self-sufficient."

"The PoC confirmed that Singularity's intelligent BPM Suite matched our requirements and ticked all the boxes from technology through to the experienced team of people we would be working with," Nidhi added.

Initial project deliverables include streamlining the onboarding process of new customers and general operations of Oakam. The TotalAgility product will help to offer exceptional levels of service to Oakam's customer base whilst helping to bring new products to market quicker.

"By bringing Singularity onboard Oakam will quickly be able to integrate existing systems which will ultimately allow us to scale rapidly as an organization. We are very excited about this next stage of growth realizing the long-term benefits of becoming more agile as an organization through the use of the Singularity BPM Suite," said Frederick Nze, CEO at Oakam.

Supporting Resources:

- For more information on the TotalAgility product visit:
<http://www.singularitylive.com/products/total-agility.aspx>
- To view the TotalAgility v5.2 Press Release visit:
<http://www.singularitylive.com/newsandevents/singularity.npr.64>
- For more information on TotalAgility and Case Management for Microsoft Dynamics visit:
<http://www.singularitylive.com/solutions/bpm-case-management-dynamics-crm.aspx>

About Oakam:

Oakam provides straightforward and simple financial services for everyone. For more information visit: www.oakam.com

About Singularity:

Singularity creates agile organizations that are continually more efficient, productive and responsive. We enable companies to sense opportunities, prioritize their responses and act to make positive change. This is achieved through the implementation of our industry-leading Business Process Management (BPM) and Case Management products. Singularity's mission is to populate the world with agile organizations. As the leading

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Business Process Agility specialist we today serve clients in over 30 countries from our offices in London, New York, Singapore, Ireland and India and through our network of partners globally. Acclaimed by leading industry experts, as the best in our field, we provide a unique combination of thought leadership and practical help that creates a new generation of successful organizations.

For more information, please visit <http://www.singularitylive.com>

SOURCE: Singularity

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