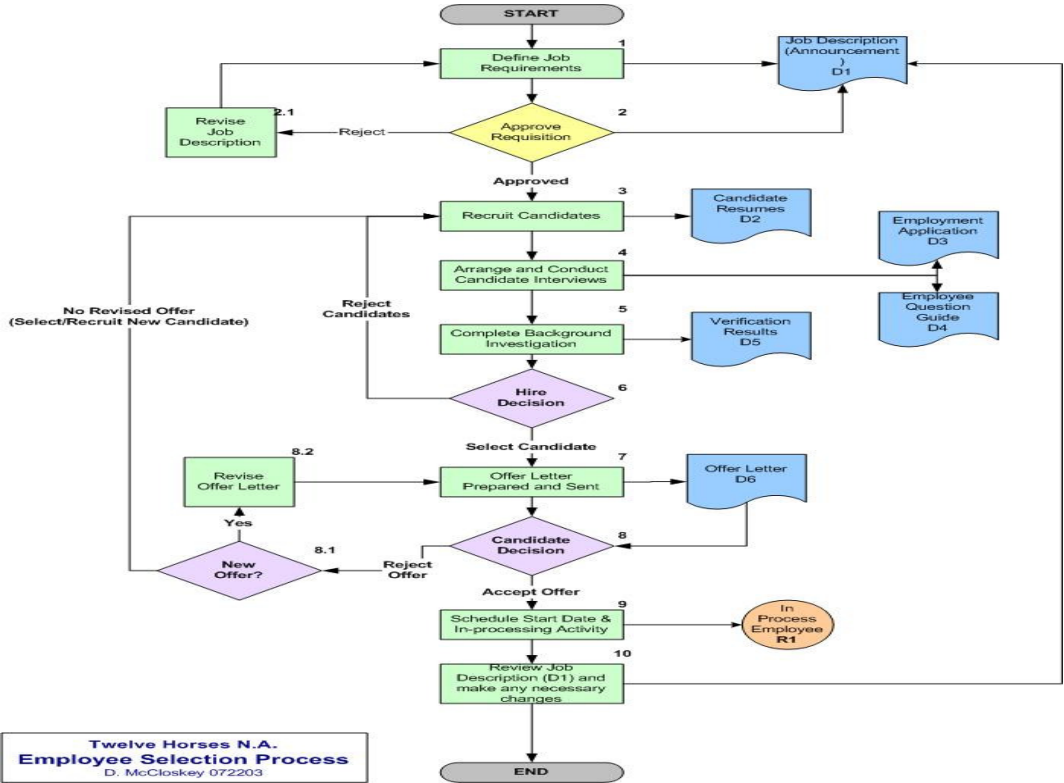


# Implementing Business Processes Produce Better Projects



Martin Gastanaga  
Director, Operations

# The History

Martin Gastanaga

Aztech Cyberspace

Twelve Horses

Redundant Networks

One to One

# What was Twelve Horses?

## Services And Products

### Professional Services

Strategic Services

Project Management

Creative Services

Technical Services

Custom Development

### Products

Enterprise CMS

Enterprise ESP

# Corporate Rational for Standards & Process

Customer Requirements  
Contractual Requirement

Increase Efficiencies  
Measurable

Long Term  
Maturity  
Reduce Risk/Failures  
Continuous Improvement  
KPI/Measurable/Profitability

# Market Appeal

## Retain Existing Business

Lower Risk

Meet Their Own Compliance

## New Customers

Meet Their Own Compliance

Differentiator

Partnerships

Improve Probability of Successful Relationship

## Acquisition

Meet Their Own Compliance

Identifiable and Tangible Definable

C-Level Appeal

# Other Forces For Compliance

Controlled Environment

Other Methods/Techniques

Greater Product Consistency

# How We Started

To what level

One Department

Work Flow

Try it/Test it

Strategic plan

Goals

Policies

Finances

Staffing

Sustain Within the Organization

# SAS 70

Policy Development

Controls Development

System Development

Type I - Point in Time Assessment

Type II - Period of Time Assessment (6 months)

Report

Control Objectives

Control Techniques

Verification Methods

Verification Findings

Over All Opinion (Qualified/Unqualified)



# The Effort

Internal Related	Functional Group	External Related
Document Management System	Corporate	
Record Retention Policy	Corporate	
Reno Office Security Policy	Corporate	
Salt Lake Office Security Policy	Corporate	
Security Management Team	Corporate	
Key Indicator Report Policy	Corporate	
Internal Audit Process	Corporate	
Employee Selection and Qualification	Corporate	
Personnel Security Process	Corporate	
New Employee In-processing	Corporate	
Employee Exit Process	Corporate	
Employee Annual Review Process	Corporate	
New Employee Checklist	Corporate	
Employee Exit Checklist	Corporate	
Employment Application	Corporate	
SAS70 Functional Organization Chart	Corporate	
Twelve Horses North America Employee Handbook	Corporate	
New Employee Hire Questions	Corporate	
Employee Offer Letter Template	Corporate	
Authorized Visitor List - Salt Lake City	Corporate	
Performance Evaluation Program Action Steps (Employee)	Corporate	
Performance Evaluation Program Action Steps (Manager)	Corporate	
Data Center Access	Corporate	
Mail Systems Usage	Corporate	
Workstation Management Process	Corporate	
UNIX NT Password Management	Corporate	
Document Management System Usage	Corporate	
Virus Protection Guidelines	Corporate	
Product Roadmap Process	R & D	
Sales Order Process	Sales & Marketing	Non-disclosure Agreement (NDA)
Agreement Approval Form	Sales & Marketing	Acceptable Use Policy (USP)
Legal Contract Descriptions	Sales & Marketing	Master Service Agreement (MSA)
Sales call routing process (Answerwest)	Sales & Marketing	Professional Services Agreement
Sales Contact Roster	Sales & Marketing	Colocation Agreement
Sales Territory Roster	Sales & Marketing	MessageMaker Software License
	Sales & Marketing	MessageMaker Software License (Broker)
	Sales & Marketing	Dedicated Hosting Agreement
	Sales & Marketing	Mini-Software License Template
	Sales & Marketing	Statement of Work
	Sales & Marketing	Privacy Statement
	Sales & Marketing	Insertion Order
	Sales & Marketing	VAR Software License Template
	Sales & Marketing	VAR Template (Broker)
	Sales & Marketing	VAR Agreement (Non-broker)
	Sales & Marketing	Managed Services Agreement (Direct Only)
	Sales & Marketing	Agreement Approval Form
	Sales & Marketing	Xpedite Professional Services Sales Order Process
MessageMaker Order Fulfillment Process	Procurement, Processing & Decomission	
Product Training Process	Procurement, Processing & Decomission	
MessageMaker Training Policy	Procurement, Processing & Decomission	
MessageMaker Product Fulfillment Checklist	Procurement, Processing & Decomission	
Initial Customer Analysis	Procurement, Processing & Decomission	
Professional Services Order Fulfillment Process	Procurement, Processing & Decomission	
Customer Commission, Migration and Decommission	Procurement, Processing & Decomission	
Customer Commission Checklist	Procurement, Processing & Decomission	
Customer Migration Checklist	Procurement, Processing & Decomission	
Customer Decommission Checklist	Procurement, Processing & Decomission	
Monitoring Access Control	Service	Network and Data Security and Redundancy
IP Allocation	Service	
THNA Router Config Guidelines	Service	
THNA Router Image Storage	Service	
VPN and Remote Access	Service	
Data Center Naming Conventions	Service	
Cable Management	Service	
DNS Server setup and configuration	Service	
Intranet Access Process	Service	
DHCP Server Configuration	Service	
Cache Web Server Administration	Service	

# Examples

# The Result

Overall Increased Understanding

Easily Identify Problems  
Root Cause Analysis  
Corrective Action  
Easily Implement Solutions

Increased Accountability

Time Consuming  
Costly

Accusation

# The Retry

## Noble Studios

Less Rigorous

More Guideline/Policy Based

Department Based Ownership

Root Caused Driven

More Cost Effective

Different Long Term Goal

# Questions and Answers

Let's Discuss

THANK YOU