

# EFFICIENCY THROUGH ORGANIZATION



## » CEITON Elevator Pitch

1. We supply real Workflow Management solutions. This means our software can optimize all types of processes and projects from start to finish. It's not fixed software; it's actually an open platform for individual process implementations.
2. We have integrated Resource Scheduling. Since projects don't finish by themselves, they need to be planned and tasks have to be assigned to people or systems. After finishing these work steps, they need to be posted to accounts and automatically analyzed.
3. The CEITON system is completely Web-based with 3D, windows, Drag 'n Drop as well as other dynamic features and it runs on Windows and on Apple and Unix computers. From a technical perspective, you can say it is truly Web 2.0.

However, this is all abstract -- let me give you an example:

**IMAGINE**, you have a department or production facility and you're responsible for a couple of employees, or maybe a hundred, who may work in several different countries and time zones. In addition, maybe you have to coordinate work for several clients while integrating suppliers as well.

Now, you could do all this the way it's often done by going through hundreds of emails, making phone calls, sitting in multiple status meetings, studying notes in Excel, and so on. Clearly, this is inefficiency at its worst and will actually add extra workload and stress to employees as well. Most of their time will be spent on coordination rather than actual work.

Think of somebody on a car manufacturing assembly line who is working like this: he would send an email to order the four wheels he needs to assemble a car. And, oops, an engine arrives – and it's not even the right one. Honestly, we would probably still ride horses.

**ESSENTIALLY**, what we do is simply help companies work much more efficiently, produce products with better quality in less time, saving money and so much more. I'm sure you get the picture! By the way, do you know the roots of the name CEITON? It comes from Japanese and means orderliness and organization. And that is what we bring to our clients.

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