Plectica Software Helps cBrain Visualize Complex Process Flows

CBRAIN USES PLECTICA TO BUILD BETTER FLOW CHARTS FASTER AND TOGETHER

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"Plectica is the best tool to capture a high-level of complexity–such as a government agency's digital transformation process–in a single space."
– John Janek

cBRAIN
The Process Company

Customer Summary
cBrain is a software company that develops digital transformation solutions for governmental agencies, municipalities, universities as well as private organizations. cBrain's F2 software suite digitizes all workflows, knowledge processing, records management and communication. cBrain has offices in Denmark and North America.
Website: cbrain.com
Size: **100+ employees** in Denmark and North America

Problem Visualize and concretize complex process flows for digital transformation projects

Solution Individual Plectica mapping to create a shared understanding of client-stakeholder process flows, replacing whiteboards and diagramming software tools

Benefits Decreased time to create flow models and adapt them based on stakeholder feedback

Problem

Anyone who has interacted with a government agency knows that government processes can be quite complex. cBrain works with client-stakeholders to separate the forest from the trees by identifying systemic issues that underlie the processes. They then offer digital transformation solutions to address these issues. cBrain developed a methodology called 'step modeling' to visualize complex government processes by boiling them down to the phases of responsibility.

Prior to Plectica, cBrain would use whiteboards and presentation and diagramming software (such as PowerPoint and Visio) to model these government process flows. This method required a great deal of time and space. John Janek, CEO of cBrain North America, explained "you needed everyone in the same room, and even then the size of the whiteboard was limiting." cBrain found it difficult to model and adapt the complex process. Viso, Powerpoint, and whiteboards were "messy to edit" and as a result it took longer to add or modify a stage in the process. They also found it challenging to share and work on maps collaboratively, since client-stakeholders did not always have access to the diagramming software. cBrain needed a more effective, faster, and collaborative way to capture a client-stakeholders' process flow.

Solution

cBrain integrated Plectica into their projects as a "collaborative process mapping tool" that replaces whiteboards and diagramming software. As part of their digital transformation contracts, cBrain can map out an entire government process from beginning to end in Plectica using their step modeling methodology. Since Plectica's canvas has an unlimited size, cBrain is no longer constrained by the size of the whiteboard.

"Plectica allows you to get your ideas into a common space where you can visualize them and share them with others."

Plectica's patented "four-element cognitive architecture" (DSRP) helps cBrain to quickly and effectively map out complex processes and to rethink them in real-time. cBrain uses relationships to show variance or flows in the process. They color cards based on the phase type (e.g., a "waiting" phase versus an "in process" phase). They also drag and drop to nest cards if the steps fall in the same phase (an action that cBrain finds difficult to do in other software platforms). cBrain also uses Plectica's perspective-taking functionality to denote responsibilities throughout the process.

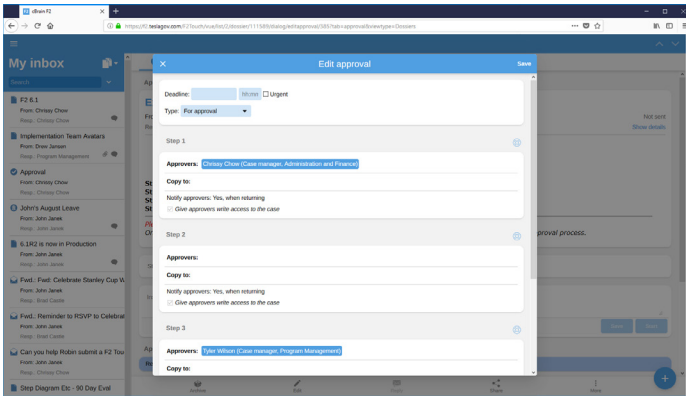cBrain uses Plectica to map and rethink complex process from start to finish

Instead of needing everyone in the same room to map a process flow, cBrain staff and client-stakeholders can leverage Plectica's collaboration functionality to review and modify the process map from anywhere in the world as long as they have a Web browser. Unlike in other tools, where "the moment you modify a process you essentially have to re-create the map (which doubles your time)," Janek finds it easy to constantly add and modify elements in Plectica. "You just drop in the new element and the software essentially does the re-formatting for you." The fact that Plectica is highly adaptive is essential to cBrain, since they go through at least three iterations before they get to a process map that everyone agrees upon.

"Plectica takes the work out of formatting process flows. Unlike in other software products, you don't need to spend a great deal of time modifying the format if the process changes. Instead, you just drop in the new elements and the software essentially does the reformatting for you."

With Plectica, cBrain has cut the time it takes to map process flows in half. Additionally, cBrain's client-stakeholders can visualize an entire complex process in one map, which would normally take 30 to 40 pages in written text to describe. "You can transfer your ideas to the software quickly because Plectica is structured the way your brain is written."

Plectica's "cognitive architecture" is based on decades of research at Cornell University by Derek Cabrera, cognitive scientist, and mimics how the human brain thinks through problems and situations. This architecture makes it easy to capture, organize and adapt your ideas quickly. The visual and tactile nature of the software improves users cognitive function because every idea in the map is object-oriented and can be moved by simple dragging and dropping.

Using Plectica, cBrain's staff makes complex government processes tangible by adjusting phases and changing how they are related, to clarify their thinking on the optimal process flow for their client. As a result, Plectica helps cBrain be as clear as possible on the client-stakeholder's thinking to ensure a successful digital transformation. Once the process flow is finalized in Plectica, cBrain consultants will build out the technology solutions (e.g., self-service) to transform their client-stakeholders' existing process.

Plectica helps think through and rethink complex process flows to build better cBrain technology solutions

"Plectica is the clearest way to share what you're thinking."

Benefits

With Plectica, cBrain is able to model process flows more quickly and with greater clarity. cBrain easily integrated Plectica into their workflow, as it was "quick to learn the basic features." Once on the software, cBrain can quickly map and adapt client-stakeholders' processes, getting everyone on the same page. Plectica's functionality "takes away any challenge of creating a process map, and gives you the space to think things through."

"Plectica takes away any challenge of creating a process map, and gives you the space to think things through."

Plectica provides cBrain and their client-stakeholders a visualization tool to think about, and deeply understand, complex process. "There is no other tool that can capture a high-level of complexity–such as a government agency's digital transformation process–in a single space."

"In Plectica, you can transfer your ideas to the software quickly and with clarity because it's structured the way your brain is written."

For more information on how Plectica can help you understand and model process flows, contact: support@plectica.com