

Singularity announces LiveAgility – The most powerful BPM in the Cloud

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Singularity, the leading business process agility software vendor, today announced full availability of its ground-breaking LiveAgility platform, offering full lifecycle Business Process Management (BPM) in a SaaS environment. Already acclaimed by independent industry experts as a leader in the field of BPM, Singularity's new LiveAgility environment makes BPM available on an opex rather than capex basis for a new generation of organizations.

For a low monthly subscription fee, LiveAgility users are now able to model, execute, monitor and continuously improve their business processes. What's more LiveAgility is delivered without any need for investment in IT infrastructure by Singularity's clients – we take care of the hardware, software, security, data etc. so that our clients can get on with business.

"Organizations today need business process support that is fast and easy to engage while also being quick to evolve as business needs change," commented Pdraig Canavan, CEO of Singularity. "Whether the challenge is to be better, faster or cheaper, the pressure on organizations to execute their day-to-day business processes more efficiently is growing. The speed at which new ideas can be put into practice is also increasingly important and it is to meet these challenges that we are bringing LiveAgility to market."

"LiveAgility's innovative 3-dimensional user interface and underlying SaaS architecture mean that anyone who can use a Smartphone can now design and execute business processes quickly, easily and affordably," said Olivia Bushe, Marketing Manager at Singularity. "By adopting widely the best ease-of-use approaches, such as carousel and WYSIWYG user interfaces, LiveAgility's consumer-class interface brings **Business Process Management (BPM)** to the new user base for the first time. Sign up for our Free Trial at www.liveagility.com and experience the ease of LiveAgility yourself."

Features showcased at the product launch included:

- **Consumer-class User Interface:** It's about time. LiveAgility embraces the new world of truly simple-to-use technology, acknowledging that internet, mobile technology, social networking and other innovations, have served notice on old-world software interfaces. LiveAgility is a Rich Internet Application, developed using Microsoft's latest SilverLight technology, and is a breakthrough in the application of user-centered product design to Business Process Management. [Try it.](#)
- **Full End-to-End Business Process Management (BPM) in the Cloud:** LiveAgility supports the full lifecycle of BPM. You can design your processes, assign task responsibilities to people/roles, execute those tasks and monitor performance. All in one product. All available without costly IT infrastructure investment.
- **Goal-driven Processing:** LiveAgility ties your business targets visibly and directly to your business processes. You can set targets and see how you are progressing toward achievement of them. We've made visibility a distinguishing feature throughout LiveAgility and in particular we've made visibility of targets and performance available everywhere.
- **Data Entity Management:** LiveAgility manages your data for you, not just your business processes. You can store detailed data entity definitions (e.g. all the data you require in an "Insurance Claim") and also store instances of those data entities (e.g. all the details of the particular insurance claim "Jim Smith Claim #2"). No more need to build your own databases to store business data related to processes. LiveAgility takes care of it.

Coming soon:

- **SharePoint Cloud Integration:** Singularity can already help LiveAgility users integrate to “back-end” systems in your organization, such as document management and CRM systems (contact us if you need our help!). In April 2010, LiveAgility will put this power in your hands by providing rich integration with SharePoint *Online* so you can manage your documents in the Cloud in the context of your day-to-day business processing. If you deal with insurance claims, grant applications, customer complaints, or other dynamic business processes where an essential part of your processing is access to documents in a Microsoft environment, then LiveAgility and SharePoint *Live* is a perfect combination.

About Singularity

[Singularity](#) increases the performance and agility of business processes by rapid implementation of its industry-leading [Business Process Management \(BPM\)](#) products.

Singularity's mission is to populate the world with agile organizations. As the leading 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.

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