PROTOSPHERE®

Standard Business Processes exist in every area of every Enterprise. Strategic in their nature while touching every employee, partner and contractor, the success and effectiveness of any Standard Business Processes is dependent upon the understanding of and adherence by each participant. This creates a huge Challenge best stated as: "How to achieve Sustainable Training and Executable Best Practices across such a diversity of subjects and participants?"

With an eye toward reducing costs while increasing effectiveness, many companies leverage Virtual Collaboration platforms as their Sustainable Best Practice. Follows are two very different and equally effective examples:

## Research & Development Standard Process at a top 10 Pharmaceutical Company.

New Drug Development is a high risk very long term initiative engaging 100's of scientists, biologists, chemists, across multiple locations, disciplines and often companies. Spanning years and often decades of discovery, development and invention, the Standard New Drug Development Process is a Strategic Initiative that mandates understanding and adherence.

Within ProtoSphere, highly engaging 3D visualizations of the Standard Drug Development Process have been built. Each process is available in a way that conveys the essence of the overall process, sequencing and significance of individual phases via intuitive graphical designs.

Within each phase relative presentation and supporting details and documentation provides valuable descriptions and guidelines specific to each phase.

The 7 X 24 "On Demand" Virtual Environment is persistent, with all materials always available for each User. Users are free to investigate and explore all facts of the Process. Teams and Groups of Users meet in the Process model room, traditionally styled break out rooms or even in virtual Laboratories.

As one senior scientist commented: "I'm 55 years old. I've never played a video game in my life… But I love learning this way."
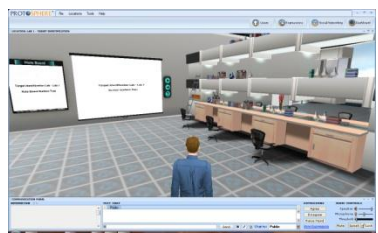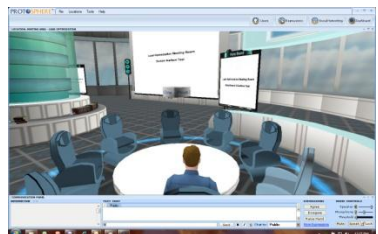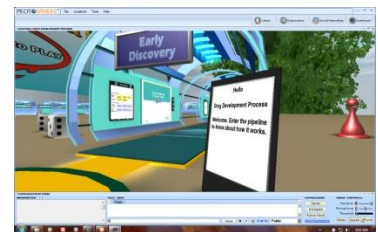
Top Retailer uses Virtual Process Modeling to train customer facing employees and distributors.

One of the nation's largest retail operations, encompassing store fronts, call center and web based operations across in-house and multiple distribution channels, was challenged with a common business problem: How to best standardize their customer facing selling process.

Using the 3D visualization capabilities of ProtoSphere, they were able to create a simple intuitive process map that captures the knowledge and expertise of their most successful sales people.

By combining a series of sequential steps, with goals, objectives and exit criteria for each, with different levels of engagement, they were able to simplify and display a complex intricate process in a straightforward understandable manor.

As with every standard process, one of the major challenges became how to best communicate and train their widely diverse workforce.

ProtoSphere allows each sales person to browse, wonder through and explore the selling process at their own pace. This sense of self exploration, coupled with the effective use of 3D graphics and visualizations provides each individual with the conceptual understanding at the macro and micro levels of the selling process.

Additional breakout rooms and classrooms allow new hires to attend instructor and supervisory lead classes and brainstorming sessions.

For more insight into this and other ProtoSphere firsts, send a message to protoninfo@protonmedia.com.
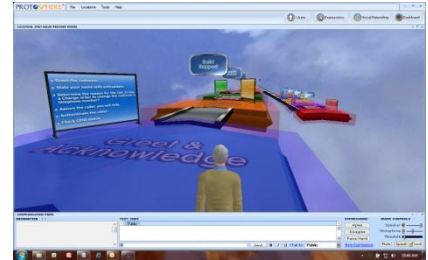
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