cBRAIN
The Process Company

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cBrain announces "The Knowledge Worker Desktop"

Copenhagen 4. September 2009. cBrain announces a new product line, "The Knowledge Worker Desktop", which combines the software functions, future knowledge workers need, into one integrated application. This new concept can significantly increase productivity of white collar work.

With the announcement of the new product line, cBrain has taken an important step towards the implementation of the earlier announced growth plan for the period 2009-2011. It is a goal for cBrain that the new product line will contribute with more than 50% of company revenues by year 2011, and the new product line is a foundation for cBrains future internationalization strategy.

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Knowledge production, sharing and use become still more important and have a direct effect on results in both private and public organizations. Therefore knowledge worker productivity must constantly increase, and likewise digital tools become a natural and indispensable part of work.

The knowledge worker is today using a number of stand-alone/best-of-breed IT tools, like Office Automation, email, CRM, Intranet, Information services, Business Intelligence and Document Management Systems.

By integrating these tools into a single application, "The Knowledge Worker Desktop", it is possible to eliminate basic routine work, while the organization achieves a better work overview, increased knowledge sharing as well as better work control.

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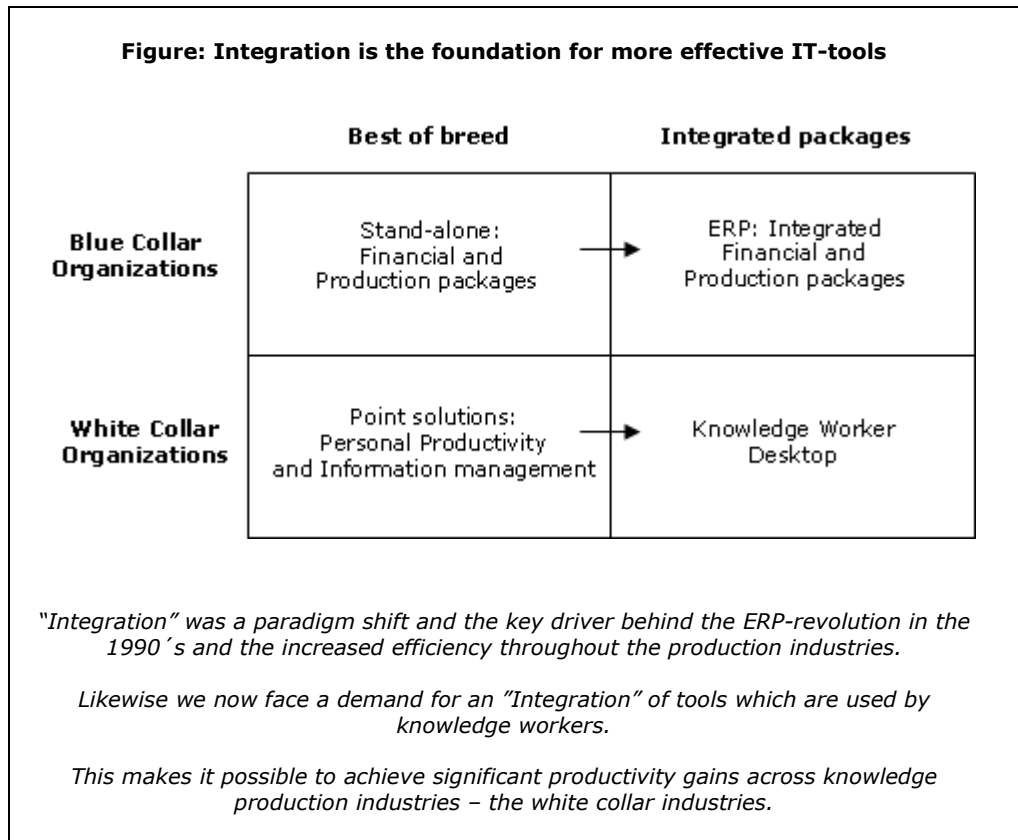This is not the first time "Integration" is the key driver behind a software paradigm shift.

25 years ago "Integration" was the key driver when stand-alone financial and production software packages were replaced. In those days all functions were integrated into a single application and a new software category was born: ERP software. Using ERP software it was possible to achieve efficiency gains e.g. by eliminating basic routine work, better work overview and business control.

But the ERP-gains were primarily within blue collar industries who, with a focus on business transactions, achieved gains by reducing inventories, better production planning, minimizing errors, better cash controls etc.

The white collar industries, focusing on knowledge processes and production, now demand similar productivity gains. This includes especially the public organizations, which is an important business area for cBrain.

cBrains new product line, "The Knowledge Worker Desktop", is developed to fulfil the demand within the white collar industries, where increased productivity of knowledge work, knowledge sharing and use of knowledge is crucial for organizations in order to increase competitiveness and results.

The figure below illustrates how "Integration" is the key driver behind a software paradigm shift:

Figure: Integration is the foundation for more effective IT-tools

	Best of breed	Integrated packages
Blue Collar Organizations	Stand-alone: Financial and Production packages →	ERP: Integrated Financial and Production packages
White Collar Organizations	Point solutions: Personal Productivity and Information management →	Knowledge Worker Desktop

"Integration" was a paradigm shift and the key driver behind the ERP-revolution in the 1990´s and the increased efficiency throughout the production industries.

Likewise we now face a demand for an "Integration" of tools which are used by knowledge workers.

This makes it possible to achieve significant productivity gains across knowledge production industries – the white collar industries.

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cBrain announced in February 2009 the product "cBrain F2", which supports a digitalization of case work processing within public organizations. cBrain F2, which is also therefore referred to as "the case worker desktop", is the foundation for the development of the new product line: "The Knowledge Worker Desktop".

cBrain expects the new concept will appeal to many types of companies and organizations, across white collar industries, where better knowledge sharing and more effective use of knowledge are important parameters for results.

Best regards
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CEO

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Note: This message has been translated from Danish. In case of differences between this text and the original Danish text, the Danish text has priority.