



News Release

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Business Students to Learn Operations Management with the Aid of Software

iGrafx® Software Included in Pearson's Prentice Hall's Latest Version of its Popular "Managing Business Process Flows" Textbook

Tualatin, OR. - September 21, 2005 - iGrafx®, a leading provider of Business Process Analysis (BPA) solutions, announced that its iGrafx® Process™ software is being included with the second edition of the book *Managing Business Process Flows. Principles of Operations Management* by Anupindi, Chopra, Deshmukh, Van Mieghem, and Zemel.

Leading universities which have already adopted the *Managing Business Process Flows* book include: Baylor University, Clemson University, Cornell University, Kellogg School of Management at Northwestern University, Massachusetts Institute of Technology (MIT), New York University, Penn State University, University of Arizona, University of Illinois, University of Michigan, University of Texas, University of Tennessee, and University of Vermont.

"I am pleased to see that iGrafx is being offered with the *Managing Business Process Flows* text book," said Dr. Kevin J. Watson of the University of New Orleans. "I have used iGrafx professionally for many years to validate possible changes in a safe, risk-free environment, and have reaped many benefits from its rich graphical reporting."

This long-awaited revision of the book uses a process flows approach to operations to show students how managers can design and control business processes to achieve desired results. The authors' objective is to show how managers can design and control process structure and process drivers to improve the performance of any business process. The book is used in operations management courses, where students learn how to manage the processes that generate and deliver products and services.

"In today's business environment, it is imperative that students learn how to manage the complexities of how to run a business. The iGrafx software is a reinforcement aid in helping students better understand how to model a business process and its flows," said author [Ravi M. Anupindi](#), Michael R. and Mary Kay Hallman Fellow & Associate Professor of Operations and Management Science at the University of

Michigan. “iGrafx provides powerful visualization and analysis features to create an environment for excellence in operations management.”

By offering iGrafx Process software with this book, students will be able to document, model, simulate and analyze business processes. Designed for both simulation experts and non-experts, users can identify and eliminate bottlenecks, shorten cycle times, and optimize resources with powerful and intuitive features. iGrafx Process is perfect for initiatives such as Six Sigma, Lean, ISO, Sarbanes-Oxley and Business Process Management, and is fully compatible with the family of process excellence solutions from iGrafx.

"We have helped more than 2/3 of Fortune 100 companies as well as small and medium enterprises achieve maximum return on investment by making more effective use of people and resources, thus reducing cycle times and costs," said Ken Carraher, president of iGrafx. "We are excited to see that renowned universities are bringing the power of technology to the students so that they have the tools they need to bring a process-centric approach to problem solving in the business world, and are pleased that iGrafx has been chosen to be a part of this innovative book."

Instructors wanting more information about the *Managing Business Process Flows* text book should visit Pearson Prentice Hall on the web at www.prenhall.com/decisionscience. To learn more about the iGrafx software, and to download a free 30-day evaluation version, visit www.iGrafx.com.

About iGrafx

iGrafx provides a comprehensive family of business process analysis tools that help organizations understand, analyze, and optimize their processes for key corporate initiatives including Six Sigma, Lean, Business Process Management (BPM), ISO and Sarbanes-Oxley. iGrafx solutions create a team-based collaborative process visualization and analysis environment that enables companies to achieve and sustain process excellence while increasing their return on investment. The iGrafx process management solution assists in reducing costs, increasing resource utilization, and determining how best to allocate and deploy resources. iGrafx is a division of Corel Corporation.

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