

Business Process Crowdsourcing

Crowd4Any: easy community creation



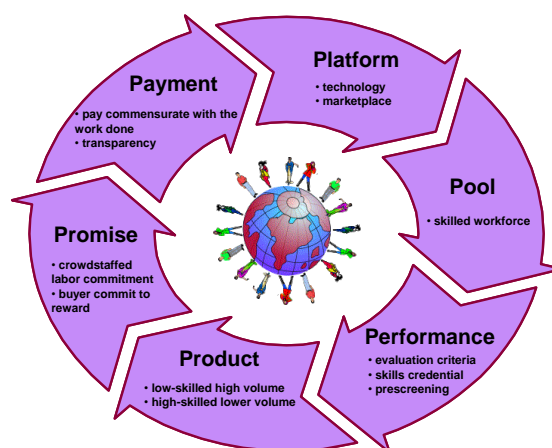
Crowdsourcing is the neologism for a business model in which a company or institution takes a job traditionally performed by a designated agent (usually an employee) and outsources it to an undefined, generally large group of people in the form of an open call over the Internet.(...) In almost every case crowdsourcing relies on amateurs or volunteers working in their spare time to create content, solve problems, or even do corporate R&D. (Source: Wikipedia).

Crowdsourcing

To achieve cost reduction many companies have already applied an outsourcing approach to business processes, such as customer service or Information Technology development, adopting standard enterprise software solutions.

Crowdsourcing is the natural evolution of outsourcing giving better economical returns even where outsourcing is already in place. Companies, both Large and Small/Medium, employ the crowd to perform labor that could alternatively be performed by an assigned group of employees or contractors. But, in order to effectively staff projects or other work from the crowd, there are six essential elements needed to be in place:

- **Platform:** there needs to be a technology platform or marketplace that brings together the project requesters with the crowd.
- **Pool:** crowdsourcing requires a sufficiently large and appropriately skilled workforce available to work
- **Performance:** the requester will have performance criteria that describe successful completion of the task (i.e. time, quality and/or volume). The requester also will need to be reasonably assured that the engaged worker can do the job (previous similar projects, education or skills credentials, prescreening or assessment).
- **Product:** product or output can vary from low-skilled, high volume tasks to highly skilled lower volume ones.
- **Promise:** there is a degree of formality needed whereby the crowdsourced labor is willing to make the commitment to complete the work in an agreed upon time window and quality level; on the buyer's part, the requester needs to commit to reward the worker on terms that are mutually satisfactory.
- **Payment:** to garner trust and crowd satisfaction the workers should be assured of a prearranged rate of pay commensurate with the work involved.



CrowdEngineering is an US company with operations in California and Italy.

Technology and products are covered by US and international patents.

CrowdEngineering develops **CrowdForce**, a 'Business Process Crowdsourcing' SaaS platform, and solutions allowing companies to crowdsource customer service where expert customers support other customers.

CrowdEngineering has been nominated by **Gartner Cool Vendor 2010** in **Social Software and Collaboration** and **Company to watch in Social CRM** by **Altimeter Group**.

Further info and contacts details are available at the company's web site: www.crowdengineering.com

or by email at the address: info@crowdengineering.com

Business Process Crowdsourcing

Crowd4Any: easy community creation



Crowd4Any

CrowdEngineering's 360° solution name is Crowd4Any, a platform to design and run a crowdsourced business process fully integrated with existing processes and applications extending the benefits of crowdsourcing to enterprise's internal core processes.

Crowd4Any is an application suitable for in house implementation and allows customers to:

- deploy and personalize out of the box crowdsourced industry specific processes;
- customize and integrate existing enterprise software applications built on top of industries leader players suites (i.e. Oracle, Siebel, SAP, etc.);
- create, deploy and manage new business and consumer applications using workflow and application modeling tools starting from scratch or from pre-configured workflow templates and services;
- deploy several communication channels in order to enable application communication through different media.

Crowd4Any is based on **CrowdForce**, CrowdEngineering's core technology that provides tools and infrastructure needed to build, deploy and manage a complete crowdsourcing application. Main components of Crowd4Any are:

Modeling tool: Administrator through the feature of modeling tool can:

- design tasks and profiles of skills needed;
- design the process and build the workflow;
- configure users, roles and grants, define inputs, outputs, timeout, controls and rewards.
- publish designed business process making it available for crowd users.

Communication Channels: Several ways to interact with the deployed application can be selected in order to give users full access and usability. Supported communication channels include Mail, Instant Messaging (i.e. Skype), SMS, RSS feeds and others can be added.

User Interface: Crowd4Any delivers both:

- web-based user interface templates that administrator can easily personalize in order to meet company's need
- API and core libraries that company can use to develop its own user interface through the different communication channels supported by Crowd4Any.

Monitoring and Reporting: An extensive reporting and analytics module gives our customers the way to monitor business processes and all relevant indicators to guarantee a proper quality assurance.

CrowdEngineering is an US company with operations in California and Italy.

Technology and products are covered by US and international patents.

CrowdEngineering develops **CrowdForce**, a 'Business Process Crowdsourcing' SaaS platform, and solutions allowing companies to crowdsource customer service where expert customers support other customers.

CrowdEngineering has been nominated by **Gartner Cool Vendor 2010 in Social Software and Collaboration** and **Company to watch in Social CRM** by **Altimeter Group**.

Further info and contacts details are available at the company's web site: www.crowdengineering.com

or by email at the address: info@crowdengineering.com