



# AsiaCell Calls in Nintex for Optimization

**Nintex Solution for Product Lifecycle Management (PLM)  
Slashes Five-Month Process to Two Weeks.**

**Organization**

AsiaCell Communications  
PJSC

**Website**

[www.asiacell.com](http://www.asiacell.com)

**Industry**

Telecommunications

**Country**

Iraq

**Business situation**

Managing Asia Cell's complicated product life cycle with Excel, Microsoft Project, email, phone and in-person conversations meant duplicated and/or lost work and five months' time to market.

**Solution**

Nintex's Advanced Workflows manage all stages of development, including sequential and parallel approvals with daily notifications for missed KPI goals. AsiaCell Communications products now move through the entire cycle in one to two weeks.

**Benefits**

Approximately 78% increase in efficiency

Saved an average of 16 work hours per process (workflows range from six to 24 steps)

# Triggers and notifications improve KPIs

Working with Mindset as its Nintex partner, AsiaCell created 50 to 60 complex workflows, the most intriguing being the governing of Product Lifecycle Management (PLM), a process considered in the top 10 of most important telecom processes, critical for any company that generates products.

AsiaCell broke the PLM process down into five gated, or staged, sequences of actions. At each gate, approvals are needed to trigger the next set of actions for development. Some gates include as few as six steps of approval, and others include as many as 24. In total, more than 50 complex actions and triggered approval processes work together to create a seamless and effective product life cycle.

To further boost time savings, Saifan built in key performance indicators (KPIs) by setting sequential response timeframes with Nintex's notification feature, a set of auto-generated reminders for overdue tasks. It might take two days before a particular step in the workflow triggers a notification, which will continue daily until action is taken.

Nintex provides clear auditing and tracking at each step and Saifan says that decisions are no longer stalled on desks and in email inboxes. Before Nintex, each step in the process needed an average of 16 work hours before moving to the next stage. With Nintex, steps can be completed in 30 minutes to an hour and some take as few as five minutes.

In addition, there are decisions that can be sent to multiple managers at the same time. This parallel approval process has also proven to be a huge time-saver, shaving a potential 16 hours per approver off the process.

AsiaCell tested the new system with three pilot projects. Within two months of going live, the company had already saved \$15,000.

# I'm in love with Nintex

As the biggest telecommunications company in Iraq, AsiaCell Communications PJSC serves 97 percent of the market, but keeping those 12.2 million customers engaged means delivering innovation in a timely and effective way. Until Nintex, AsiaCell managed its product life cycle using Excel spreadsheets, Microsoft Project, emails, phone calls and in-person discussions. Tracking, tracing and securing information wasted hours of time.

“We duplicated requests because we had some lost information and data. We had a problem tracing and tracking spending,” says Sami Saifan, Business Process Management Expert - Quality Management at AsiaCell.

Frustrated, Saifan sat down with his team and began drafting a vision of how things could be better. While SharePoint offered simple workflows, Saifan says it wasn't up to the complex task of managing the five stages of lifecycle development through interconnected workflows. After considering K2 and Ultimus, he turned to George Hanna, Team Leader Professional Services at Mindset, who quickly recommended the Nintex Platform for SharePoint and Nintex for Project Server.

“I'm in love with Nintex because you can automate all your processes without coding, without any difficulty, and without any complexity,” Hanna says.

The ease and simplicity of Nintex helped surface more important goals. Instead of just automating workflows, AsiaCell optimized business processes while building the workflows.

*“Automating processes is not about numbers; it's about optimization. We needed to improve processes. We needed to reduce the cost. This is one of the major goals and objectives, and the reason why we brought Nintex into action here at AsiaCell.”*

— **Sami Saifan**, Business Process Management Expert - Quality Management at AsiaCell

*“Once I complete several processes, I don’t need to go and run after people to complete their work. I just depend on Nintex to take care of the rest. I just move to the next steps. So it’s making our life easier in the best way.”*

— **Sami Saifan**, Business Process Management Expert - Quality Management at AsiaCell



## Easy Integration

AsiaCell’s 50-60 interconnected workflows integrate with Microsoft Project and InfoPath and pull in data from Oracle.

“You don’t have to be an IT geek to deal with Nintex and develop processes,” Saifan says. “It’s simple and it doesn’t require code and programming languages.”

To keep them even more involved, Saifan and his team are also creating a SharePoint survey that will be pushed to employees, clients and stakeholders via Nintex with the goal of collecting feedback and ideas on how to further improve processes.

## About Nintex

Nintex is the global standard for process management and automation. Today more than 8,000 public and private sector clients across 90 countries turn to the Nintex Platform to accelerate progress on their digital transformation journeys by quickly and easily managing, automating and optimizing business processes. Learn more by visiting [www.nintex.com](http://www.nintex.com) and experience how Nintex and its global partner network are shaping the future of Intelligent Process Automation (IPA).

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## In the Pipeline

In the next six months, AsiaCell plans to build a communications plan workflow that will clarify how AsiaCell promotes products on TV and radio and in newspapers, magazines and brochures as well as a user acceptance test (UAT) workflow that will help speed system and product launches.