

Cephren ProjectNet

What the innovation is, when it originated and where it is used:

Created in 1997, Cephren ProjectNet is an online collaboration and project management service for the global \$3.6 trillion construction industry. Cephren developed ProjectNet after identifying the critical needs of this highly fragmented industry and then created a Web-based framework of services to enable geographically dispersed teams to collaborate more effectively and efficiently. With more than 11,000 subscribers depending upon Cephren ProjectNet to manage more than 700 projects in over 30 countries with a construction value exceeding \$50 billion, Cephren ProjectNet is established as a preferred choice by progressive developers, builders and designers. Cephren's services are currently being used at internationally known firms including The Bechtel Group, Morrison Knudsen, Webcor Builders, Gensler, HOK, 3Com, Odebrecht, Fischbach & Moore, Inc., and BSW International.

Why it is innovative:

Cephren ProjectNet is completely web-based, minimizing the challenge involved with integrating the service with a company's existing technology. ProjectNet supports more than 250 file formats, which enables users to view and edit documents and drawings online regardless of whether or not they have installed the correct vendor's software. This feature is critical when collaborating with firms that may prefer or have installed different applications (i.e. CAD, word processing, spreadsheets, etc.). In addition, ProjectNet also is the only online project management service offering workflow features that enable team members to send requests for information (RFIs) to designers and builders when changes occur or difficulties are encountered. Each online event is also time and date stamped to preserve an audit trail of all developments and communications throughout the life of the project, which helps reduce legal costs after the project has been completed. ProjectNet is also intuitive, requiring minimal training to enable subscribers. The collaboration service also enables online conferences in real-time.

With these capabilities, Cephren ProjectNet has saved its customers a significant amount of time and money. For example, Webcor Builders has used ProjectNet to build commercial buildings and complete projects two months ahead of schedule, enabling the builder to complete the 236-room Serrano Hotel in 10 months, two months under the estimate. Webcor has also achieved significant management savings through ProjectNet, now handling \$60 million projects with the same number of managers who had previously handled \$20 million projects.

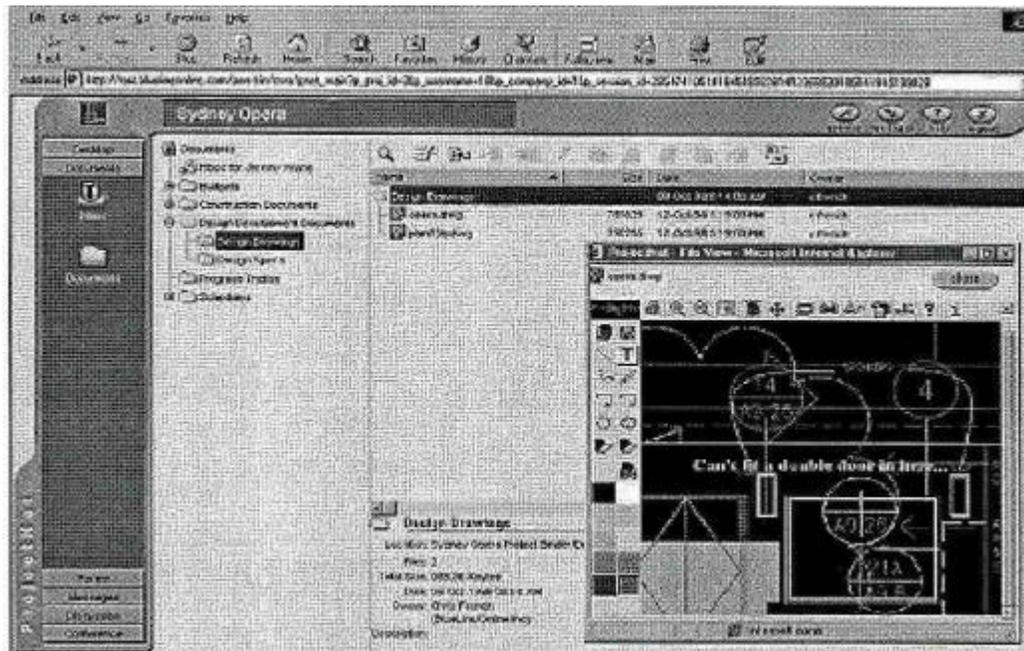
What it changed or replaced:

The construction industry is fragmented, inefficient and geographically dispersed. Current paper-based, offline processes are too cumbersome to keep up with today's fast-moving and competitive business environment. Companies continue to communicate and collaborate using faxes, overnight shipments, bicycle messengers and even couriers at tremendous cost with numerous delays. Delays of even a day can mean legal problems and millions of dollars of lost revenue. To accelerate growth, sustain competitive advantage, and build market leadership in the new economy, companies must migrate these inefficient, offline practices to real-time, Web based environments. Cephren's unique collaboration services are helping the global construction community change the way it builds the world.

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John Redinger, a Webcor supervisor, uses a Palm Pilot to check a schedule at a Santa Clara, California job site.



Cephren ProjectNet Screen Shot