



Korean Air, owned by the Hanjin Group, currently includes 21 domestic and 19 overseas subsidiaries, with 33,500 employees. Korean Air was looking for a software solution that would quickly automate the company's unique in-house manual administrative processes at their ITDC (Information Technology Development Center) located in Los Angeles.

The Challenge

Korean Air sales executives were seriously bogged down trying to manage their travel agent incentive voucher system, a key component to the Korean Air client service process. As part of their account management responsibilities, the executive sales staff at Korean Air was using traditional, semi-manual means to manage the administrative details and approval processes for this voucher system. Phone calls, emails, paper instruction forms, and physically "tracking down" associates, all had proven to be consuming far too much time and wasn't giving them the ability to get an integrated view of all their activities in a timely manner.

The Solution

After researching the market for an affordable software solution that was powerful but still easy to use, Korean Air selected WorkflowGen BPM solution. Within days of implementing the software, each step of the travel agent incentive authorization procedure had been reduced to a simple, step-by-step automated process.

The SQL Server version of WorkflowGen BPM was installed, as well as a connector for the Active Directory to automatically synchronize and retrieve the user details. The Portlet module enabled Korean Air to populate their intranet with data that came from WorkflowGen such as: actions to do, current requests, and past due requests. The SDK module enabled Korean Air to create custom workflow steps that provided connectivity to external data sources so forms could be pre-filled and action results could be utilized.

Benefits

- Increased productivity: Immediate gains were delivered through efficiency, accuracy, and accountability.
- Fast deployment: The Korean Air staff was successfully developing workflows shortly after their initial training.
- Ease of use: After identifying WorkflowGen BPM's ease of implementation and use, Korean Air is planning to take the application enterprise-wide.

“Wherever there is a form and a process, WorkflowGen BPM can be applied very quickly to convert a manual process into a systematic process. Besides WorkflowGen BPM's simple and straightforward method to handle form and flow, it allows interfacing to external resources, at any step of a flow, a snap.”

Inkee Lee, Vice President and Deputy Director,
ITDC for Korean Air