



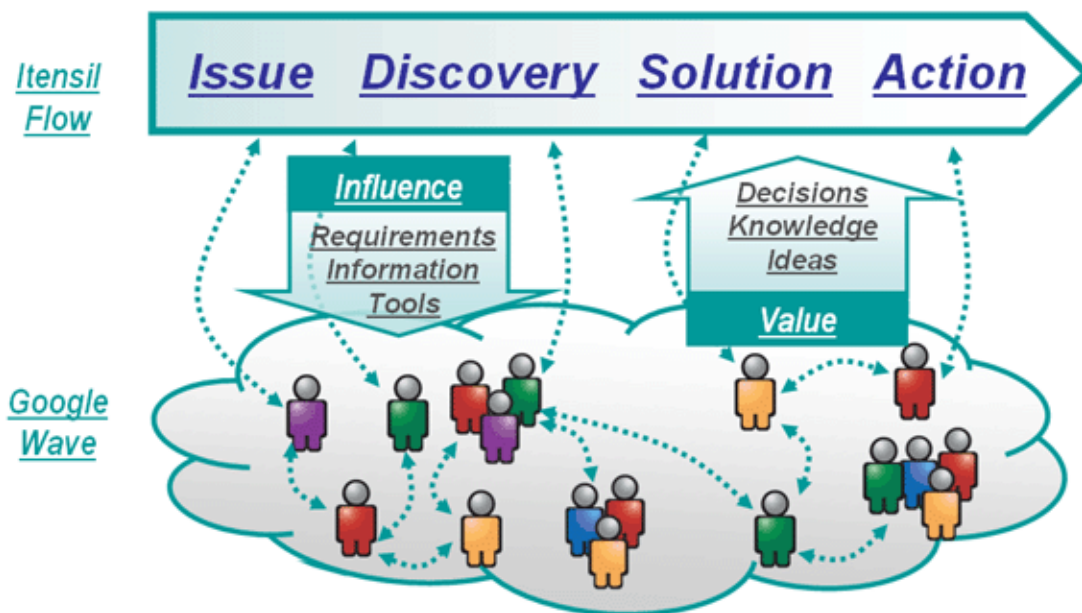
Itensil *Workflow-on-Wave* – Purpose-driven collaboration

It's understood that in a knowledge-based economy, collaborative productivity is vital for knowledge work. A recent [McKinsey report](#) notes that collaborative productivity is dependent on both the quality and quantity of interactions amongst knowledge workers. Collaborative productivity is often hamstrung by email, obscure location of important files and documents, and inconsistent workflow.

[Google Wave](#) brings a new approach to level of real-time interactivity and visibility to collaborative communications, bringing the immediacy of IM and social networks to the shared context of group work tools like wikis.

Interactive collaboration cries out for an organizing principle, especially for mission-critical activities with challenging goals, multiple deliverables, scope changes and dispersed teams working under tight time constraints.

[Itensil](#) Workflow-on-Wave is an on demand, web based service that enables dispersed teams to achieve challenging goals through purpose-driven collaboration. It combines the immediacy and interactivity of Google Wave with cloud-based, flexible team workflow. The seamless integration provides “just enough” structure for continuity of work product, knowledge sharing, and real time visibility of work in progress to solve business problems without inhibiting creativity and interaction.



Knowledge work is information-centric, not process-centric. Unlike business process management tools purpose-driven collaboration influences the interaction of the team by managing the environment - aligning the right people, requirements, information and tools. The process remains the background, unobtrusively guiding the team toward its goal. Collaborators add value by applying their expert

judgment and experience to produce ideas, knowledge, and analysis, leading to consensus recommendations and actionable decisions.

Itensil Workflow-on-Wave is well-suited for dispersed teams with challenging goals, working under tight time constraints to produce multiple deliverables using a variety of tools and technologies.

Ride the Wave in Itensil's Inner Circle.

Join our Inner Circle of Workflow-on-Wave early adopters and take a seat at the table with the company that Gartner named a Cool Vendor – High Performance Workplace 2009. Whether your goal is to drive internal innovation and productivity, or develop next generation SaaS products for resale, you'll receive pricing benefits that persist, application development support and our commitment to your success.

Email info@itensil.com now because there can only be one first mover in your market.