



Vision | Execution | Results





mission

We help clients achieve their objectives by introducing new possibilities to maximize the performance of their people and assets.

RWD strives to be the best provider of human and operational performance improvement solutions. We will deliver maximum value to our clients and partners. We hire, develop, and retain talented individuals who want to be part of a great place to work, where contributions to superior financial results are recognized and rewarded.

vision

values

The values that are fundamental to our Company's success are People, Teamwork, Service, End User Focus and Performance.

At RWD, we have worked
with 192 of the Fortune 500
companies and 55 of the Top 100.
We have worked with more than
3,000 clients and over
12 million end users around
the world use our performance
support products.

As a leading provider of human and operational performance solutions, RWD has more than 1,000 employees working from offices in the Americas, Europe, the Middle East and Asia Pacific.

Our solutions are used extensively in more than 20 industries, including pharmaceuticals, energy, healthcare, consumer products, manufacturing, rail, telecommunications, automotive, and financial.

RWD has built a strong global reputation for enhancing productivity through our broad range of integrated products and services.

RWD is ready to help you maximize the return on your investments in people, processes, technology, knowledge, and customers.

RWD is ready to turn your potential into performance.

We invite you to learn more.

You're a realist and a visionary. Your experience has taught you that executing your vision requires streamlined processes and people readiness.

The Executive's Challenge

You study emerging trends. You anticipate the market and you gauge demand. You've defined a direction. You've created a vision of what's next and you're ready to claim it.

You're **ahead of the curve** and ready to address the changing needs of tomorrow's customer and the competitive global marketplace—but you're not alone. Your competitors are also making major changes in their business strategies.

Your experience has taught you that executing your vision requires streamlined processes and people readiness.

You have **vital questions** that must be answered now.

How do you move the organization decisively? How do you move more rapidly than ever?

Are you defining clear and streamlined business processes and leveraging technology to the fullest?

Are you linking process measurements to business results?

You have the vision and the plan, but can your people take you there? Have you assessed their process competency and their willingness to move quickly?

Have you put the right management team in place to execute your vision? Do you have confidence that the people tasked with leading your critical initiatives have what they need to succeed?

When it's time to answer those questions and more, **you're ready for RWD**. And we're ready to turn **your** potential into performance with Solutions That Perform™.

EXECUTIVES NOW UNDERSTAND THE NEED TO CONTINUOUSLY ENHANCE EMPLOYEES' SKILLS TO STAY AHEAD OF THE COMPETITION. NEW IDEAS, PROCESS IMPROVEMENT AND TOP-NOTCH CUSTOMER SERVICE ARE MISSION-CRITICAL TO STAY COMPETITIVE IN THE GLOBAL MARKETPLACE.

Chief Learning Officer Magazine, Business Intelligence Industry Report, March 2009



Framing a comprehensive plan to meet strategic goals

Holistic Approach

We know you have clear vision of where to take your business next. We also know it will take a well-defined execution strategy to realize that vision. Over the past two decades, RWD has gained an international reputation as the go-to organization for companies seeking to operationalize their business strategies.

We provide advice, expert consulting, organizational design, and apply industry best practices to help you derive maximum business results from your people, processes, technology, and core competencies. RWD will help you define a direction and will lay out the best way to get there quickly and effectively. We understand the importance of linking your business systems, processes, and people's performance to clear and measurable results.

We take a people-centric approach in designing solutions to meet the needs of everyone in your organization from corner-office management to front-line employees. RWD offers a broad range of strategic consulting services that focus on:

- Helping your leadership **fully realize their vision**
- Advising your executive team on **challenging organizational or management issues**
- Providing guidance on how to link **process measurements to business results**
- Designing your **strategic learning** approach
- Providing tools and techniques to **assess, develop and maintain workforce competency**

In today's rapidly evolving business environment, performance improvement through workforce learning provides a critical advantage in taking a competitive lead. RWD's broad capabilities and experience in human and operational performance improvement will give you that added edge you need, while providing solutions that are both cost-effective and designed to engage your employees.

RWD will help you define an execution strategy, communicate your plan, and implement a proven approach to guide your efforts. We'll help you answer "yes" to those **vital questions** and help make your vision a reality.

OUR STRATEGIC CONSULTING SERVICES INCLUDE:

- Management Consulting Services
- Organizational Change Management Strategy
- Organizational Performance and Learning Strategy
- Organizational Design



You're responsible for getting the job done. You know that to succeed you need a clear understanding of the initiative and the resources necessary to get it done. You must create process-clarity and people-readiness.

Initiative Owner

You've been tasked with leading a major initiative. You're launching a new product, implementing a new software system, creating a streamlined production process or introducing lean principles into a new environment. Your major focus is making sure your employees are clear on what to do; that they know how to accomplish their responsibilities before, during, and after the transformation.

Successful initiatives are built around strong alignment, clear operational processes, and capable and willing performers. **You must create process-clarity and people-readiness.**

Are your executives and stakeholders aligned and committed to success? Have you defined the scope of the initiative? Do your business processes reflect the scope? Do you have a comprehensive transformation plan? Have you communicated the plan across your organization?

Do you understand the many implications this has for your staff? Do you know what your employees need to adopt the future state? Have you thought through the learning strategy, enabling technology and performance support requirements to ensure your people are ready to hit the ground running?

When you are preparing for a critical initiative that transforms your operation and impacts your employees, **you're ready for RWD**. And we're ready to transform **your** initiative's potential into performance with Solutions That Perform™.

IDC RESEARCH INDICATES THAT EVERY INCREASE IN TEAM SKILL IMPROVES ORGANIZATIONAL PERFORMANCE. INCREASING THE OVERALL CAPABILITY OF TEAMS WILL IMPROVE BOTH SERVICE DELIVERY AND CORPORATE PERFORMANCE.

IDC, *Impact of Training: Functional Excellence Leads to Operational Productivity*, December 2008

Providing the proven methodologies, guidance and expertise to help you succeed.

Strategy Execution

You've become the focal point for the success of this critical initiative. We know the pressure and expectations that go along with this responsibility. We have helped more than 3,000 customers in similar situations successfully execute initiatives as challenging and important as yours.

Whether you are responsible for transforming the way your business works, launching a new product, implementing a major new technology, or creating a reliable and high performing workforce, you need proven methodologies and expert advice to guide you along the road to success. No one understands the critical success factors of your initiative better than RWD.

Our proven approach is based on deep expertise along three dimensions that all converge on the performer. RWD helps initiatives succeed through a focused service offering that:

- Examines your organizational environment and devises strategies that leverage the strength and minimize the barriers
- Deploys methods that help you develop process-clarity with regard to work and information flow, resource requirements, and dynamic role definitions
- Builds a confident and engaged workforce by developing clear expectations and outcomes, and by providing the learning and performance support systems required for initial and ongoing success

Implementing your initiative is time-critical. Ongoing market changes demand results now. Management has been clear on the destination. It is up to you to determine the best route to get there. You need an organization with the experience, depth, and responsiveness required to serve as your trusted advisor.

RWD will stand by your side to guide you around each bend in the road as your initiative unfolds. We are sure in our methods, flexible in our approach and confident we can impact the business outcomes your initiative will achieve.

OUR SERVICES INCLUDE:

- Project Management
- Process Design
- Lean Transformation
- Organizational Change Management
- Performance Consulting
- Needs Analysis
- End User Training
- Learning and Performance Support Solutions
- Sustainment Strategies
- Safety and Maintenance Programs
- Enterprise Content Management

OUR PROVEN METHODOLOGIES INCLUDE:

- RWD Performance-based Analysis (RWD PBA®)
- RWD ProVision®
- RWD InfoVision®
- RWD PerformanceVision®
- RWD iVision®

You're an integral part of your organization. You know the impact you can have if you're given the clarity, tools, learning and support you need to succeed.

Employee Engagement

The success of any initiative ultimately rests on the people in the trenches who are doing the work. **You know the impact you can have if you're given the clarity, tools, learning, and support you need to succeed.**

Do you understand your role? Do you understand the bigger picture for the initiatives your organization is undertaking? **Do you understand the “why” as well as the “how”?**

Do you feel like a valued member of the team? Does your company recognize your individual learning style and provide you with information and learning in a way that is meaningful to you?

Are you given the opportunity to learn from experienced co-workers and knowledge providers within your organization as well as the means to collaborate with experts and with peers?

When you're ready to adopt the change and commit to helping your organization succeed, **you're ready for RWD.** And we're ready to turn **your** potential into performance with Solutions That Perform™.

EMPLOYEE “ENGAGEMENT” IS NOW A BUSINESS ISSUE, NOT AN HR ISSUE. ORGANIZATIONS MUST LEARN TO MEASURE, MONITOR, AND ANALYZE ENGAGEMENT TO GIVE THEM IMMEDIATE AND SPECIFIC ACTIONABLE INFORMATION.

Source: Bersin & Associates LLC, blog posting entitled “Seeing the Constellations: Thoughts from IMPACT 2009” by Josh Bersin, April 18, 2009, <http://joshbersin.com/2009/04/18/impact2009/>



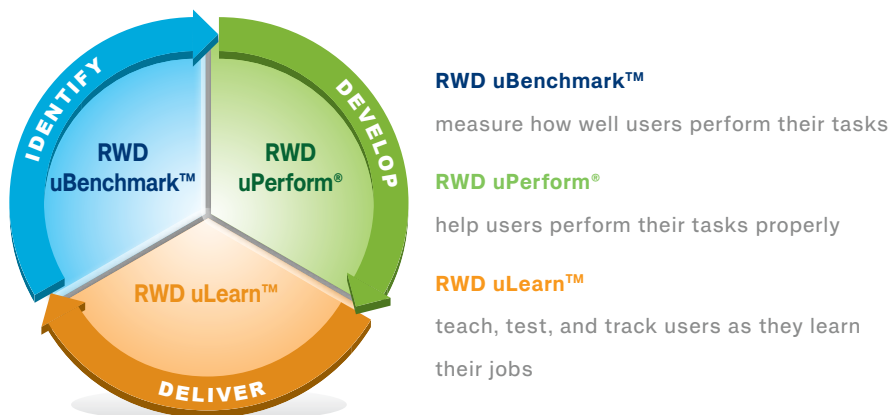
Leveraging technology to define, develop and sustain organizational learning efforts

Enabling Technologies

Employees make the greatest impact when given the tools and support they need to succeed. Having a comprehensive approach to enable and sustain learning is a critical factor for success.

RWD's enabling technologies help employees quickly connect to information that is both current and accurate to support customer and workforce needs. These tools provide the **skills and confidence that employees require** for proficiency in performing daily operations and successfully helping your company achieve its business goals.

RWD offers a Learning and Performance Platform to help identify, develop, and deliver support. This platform is a systematic and proven way to help employees better perform their everyday jobs by identifying their needs and delivering answers.



OUR OTHER INNOVATIVE ENABLING TECHNOLOGIES INCLUDE:

PlantMentor® – an interactive learning tool using process simulations

infoMaestro® – a connector for content management and customer relationship management systems

RWD uEmulate™ – learning for non PC-based technology

Our **multimedia solutions** include design, animation, video, audio, web applications, and eLearning

“Without innovation, human progress, in business and every other field of endeavor, would grind to a halt. Innovation is the life blood of our civilization.”

Robert W. Deutsch, Chairman

Innovation comes naturally to most people. Executing innovative strategies, the ones that will fundamentally transform the structure of an organization, does not. And, propelling innovation and change through complex organizational systems is a true challenge.

At RWD we've created our share of innovations over the years. We've also tackled our share of major initiatives – both our own and those of our clients. We know innovation and change is hard work. We enjoy the work and we enjoy the challenge. We're here to help your organization promote innovation and adopt the changes you need to serve tomorrow's customer.

We know that the true key to your business' success is collaboration and commitment between every level of staff and management – from the corner office executive, through every department head, to every employee in the trenches. When your employees share your vision, have well defined and streamlined processes to follow, and understand their role and the impact they can have on your success you'll achieve whatever you set out to do.

When you're ready to combine innovation with human and operational performance, you're ready for RWD.

Our Guiding Principles

- Our clients are the focus of everything we do.
- We strive for excellence in all of our efforts.
- We are totally committed to quality and continuous improvement.
- We must be learning continuously.
- Work should be an enjoyable part of a well-rounded life.
- Integrity is never compromised.
- We believe in treating all individuals as we wish to be treated.

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