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MERGER LAUNCHES BUSINESS-TECHNOLOGY ALIGNMENT POWERHOUSE

The Pauker Consulting Group, innovators in organizational and management effectiveness, has merged with Cognetics Corporation, a leader in software usability engineering. The merger provides Cognetics with expanded capability to work with clients to tackle a tough and nagging problem: aligning business, technology and people.

"Often it's the soft side of technology that is the hardest," says Dr. Charles B. Kreitzberg, founder and CEO of Princeton Junction-based Cognetics. When Kreitzberg founded Cognetics in 1982, usability was a new field. With the emergence of the web, it is recognized as a crucial ingredient for software success.

The LUCID Framework[™], developed by Cognetics and its team of usability designers, is the most widely used nonproprietary usability methodology in the world. The framework was created in order to establish a replicable process for ensuring that software is easy to use, error tolerant, engaging, easy to learn, effective and efficient.

Anne Pauker-Kreitzberg, joining Cognetics as President of the Alignment Advantage practice, says the firm offers a unique perspective. "By combining expertise in technology and organizations, we provide our clients with both solid strategy and practical support for implementation. Executives want a roadmap their teams can follow, so that vision becomes reality." Now, in addition to The LUCID Framework[™], Pauker-Kreitzberg and her team have created The Alignment Framework to help clients focus on strengthening collaboration, communication and decision making between IT and line departments. The firm also works with IT leaders address its own internal organizational and management development issues. The Alignment Advantage practice provides assessment, training, coaching, facilitation and implementation tools to both leaders and teams. The company's experienced team of consultants works with both IT departments and their internal line and staff department colleagues. The result: software people can use, projects with less pain, and a true partnership between line and IT.

To learn more about Cognetics and its new Alignment Advantage practice, visit our website at www.cognetics.com.

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