

Solutions Review

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BUSINESS PROCESS
MANAGEMENT
VENDOR MAP

Choosing the Right Business Process Management Solution for Your Needs

Introduction

In such a dynamic tech marketplace, business leaders are feeling the pressure to remain competitive, while decreasing costs and increasing productivity by improving business processes. To defeat these challenges, many organizations are looking to the benefits that Business Process Management Software (BPMS) can provide, such as enhanced operational efficiency, improved customer service and an increased product and service innovation. BPM solutions focus on streamlining critical business processes to make it easier for companies to tend to the needs of their customers.

A Brief History of Business Process Management

Business Process Management was born out of the idea that companies must function more efficiently to be successful. Since a single process is known to act as the framework that's followed in order to achieve all kinds of business functions, processes enable different parts of the organization to work in unison in order to interact with supplier and customers. Generally speaking, BPM is the practice of aligning business goals and these processes so companies may grow.

Over time, BPMS vendors have focused on developing capabilities to automate various business processes to help organizations define the steps required to carry out a business task, mapping these definitions to existing processes, and then streamlining or improving such processes so that the steps taken to complete them are more efficient.

Today, these products are becoming increasingly common in the enterprise setting as a way to help organizations delegate the management of critical business processes. BPMS can help organizations gain a competitive advantage by assisting business leaders to improve organizational performance by modeling, analyzing, measuring, automating and optimizing operational business processes.

Modeling may help when you want to test new applications aimed at improving workflow efficiency.

Automation of time-consuming tasks, once performed by humans, continue to provide greater efficiency in the workplace.

Control relates to the governance of your BPM tools. Similar to how 'if this, then that' (IFTTT) is being used in web services such as Facebook, Twitter, and Instagram, BPM tools allow you to decide how automated tasks should operate.

Measurement and **optimization** are always taking place in BPM, assessing what is working and what isn't. These capabilities point out the problem areas inside a process that slow down efficiency by finding out which steps need to be improved.

If left unmanaged, processes can actually hurt a company by leading to a lack of data, bottlenecks, errors and so forth. It's for this reason why applying the right BPM solution can help eliminate any unforeseen issues and reduce operational costs that arise when your BPMS is not running optimally.

Modeling, control, measurement, and optimization are guidelines that BPM tools use to operate but are not necessarily what the future of them will look like. Because of this, BPMS vendors are looking for alternative ways to manage important business processes.

With so many different BPM solutions available in the market today, the process of searching, evaluating, purchasing, implementing, and deploying a business process management solution is not as simple as it once was. There's no such thing as a one-size-fits-all approach when it comes to BPM software. Solutions today come in a variety of different flavors with capabilities ranging from low-code, Artificial Intelligence (AI), machine learning, workflow management, and now, all the way to Robotic Process Automation (RPA). Each features a particular set of capabilities, strengths, and drawbacks. Choosing the right vendor and solution is a complicated process—one that requires in-depth research and often comes down to more than just the solution and its technical capabilities.

Here at Solutions Review, it's our job to help simplify that process. To that end, we've created a variety of buyer resources and articles to speed the evaluation of enterprise technology solutions. This BPM Vendor Map provides a list of the trending solution providers to assist you in your search.

Workflow Management

When looking for technology that coordinates actions between people and software systems, a vendor that focuses on workflow management is important.

A workflow management system is a type of software that helps businesses take control of their routine processes and aids them in managing them more efficiently. Workflow management tools work best when used in individual applications, middleware technology, or shared as a utility in other applications.

Technology research and analyst house Gartner, Inc. defines workflow management as having two distinct types:

1. **Internal and external process integration**—a workflow approach that allows for the definition of business processes that span applications, including those that come from different vendors. This usually requires a standards-based commercial workflow development environment.¹
2. **Automated events or processes**—a workflow approach that enables automated tasks (e.g., the automation of steps in a marketing campaign or a sales process) to be performed.¹

While these definitions do not necessarily apply to all workflow management solutions, Gartner finds that these are two of the most common in the market. Not all BPMS vendors adhere to these two types however; vendors approach workflow management differently.

Depending on your requirements, choosing the right workflow management tool for your organization can be difficult. For instance, your organization may deal with workflow management systems that are incompatible with existing systems, scaling restrictions, and/or adaptability issues. In this case, your organization might need to make drastic changes to accommodate the new system. These setbacks sacrifice time, money, and productivity, so keep that in mind when evaluating a workflow management solution.

Artificial Intelligence

Artificial Intelligence (AI) refers to a broad range of machine-enabled intelligent technologies and is quickly becoming a hot topic in the BPMS marketplace. AI is the branch of computing science that enables machines to make decisions that can effectively mimic how humans think and work.

Machine learning is another way that AI can help improve customer experience. By using machine learning, BPM tools can analyze data patterns and better automate necessary business processes. Without machine learning, organizations relied on administrators to access data. The issue facing administrators was that even with access to data and analytics, they could not provide actionable insights.

As noted in another Forrester report, seventy-four percent of companies want to be “data-driven,” but only twenty-nine percent are successful in connecting their data analytics to actionable insights. In the past, BPM tools used to route company data and resources to the employees best-equipped to handle the tasks.

Now, AI and machine learning technology are replacing the human element in orchestrating BPMS behavior. Your organization can use AI and machine learning to create a baseline set of rules that your BPMS must adhere. If anything falls outside these rules, your BPM system will contact the right employee or department for further clarification.

One benefit of AI and machine learning is the ease of BPM system integration. Instead of the need to create a BPM system from scratch, the increased use of cloud applications and services allow AI and machine learning to easily integrate using simple APIs.

Low-Code

Low-Code Development Platforms (LCDP) are an emerging category of software that is worth considering if you are looking to save time on automating business processes. These products offer a less technical way to rapidly prototype, test and deploy automated process applications.

LCDP is a popular choice because it reduces the complexity and amount of information that you need to learn (as opposed to using a high-powered, all-in-one BPM tool). With LCDPs, a wider number of users can be involved in building applications.

In an October 2017 report, Forrester Research analyst John Rhymer described some of the ways in which companies were saving time using low-code tools. Forrester surveyed application developers and thirty-one percent of those surveyed said the biggest challenge for meeting business deadlines was the amount of time involved using traditional coding with programming languages, frameworks, and middleware to build and deploy applications.³

An LCDP approach limits the overall dependence on IT by unlocking creativity within users that understand how business processes need to function. If you rely too much on IT, your company can be bogged down with issues and you sacrifice the agility that BPM promises in the first place.

Keep in mind however, LCDP still does not work well with all applications, and when custom coding must fix an issue, the process can sometimes take weeks to fix. Even with these issues, LCDP has value for organizations looking for an easier approach but is limited and should not be considered the ultimate solution for task automation

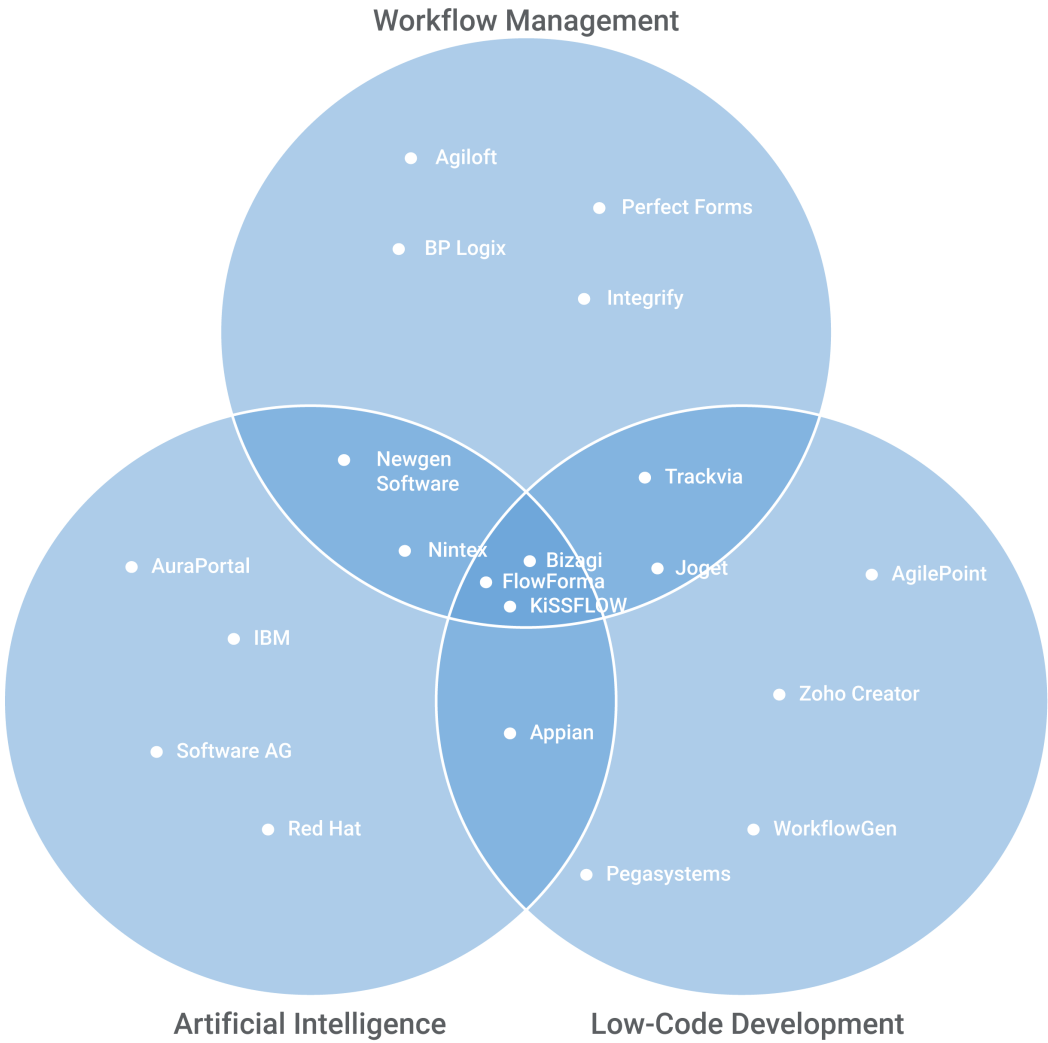
Vendor Comparison Map

Aimed at simplifying the time-consuming vendor selection and evaluation process, the Venn diagram below offers an at-a-glance reference guide for 19 BPM players, the solutions they provide, and the markets they address.

Vendors on the outside of the circles tend to offer highly-specialized point solutions in those markets, while vendors towards the center offer more comprehensive platforms, which address multiple needs but may not do so with the same depth and granularity as point solution providers.

Many vendors included in this map offer various solutions addressing each of the markets concerned, and we have tried to reflect this in their positioning.

Information for this report was gathered via a meta-analysis of available online materials and reports, conversations with vendor representatives, and examinations of product demonstrations and free trials. Solutions Review does not endorse any vendor, product or service depicted in this publication and does not advise technology users to base their vendor selection entirely on this research.



Vendor List

AgilePoint

Agilepoint NX combines deep business process management software functionality with the speed and cost benefits of a leading low-code platform. Beyond traditional BPM capability, Agilepoint NX's unique architecture gives you apps with the ability to respond, not just to devices and browsers, but to platforms, environments, and the specific needs of disparate groups and individuals within your organization. In contrast to traditional BPM suites, which tend to be heavyweight and difficult-to-implement, Agilepoint NX takes a low-code approach to process improvement.

Agiloft

Agiloft provides a fully configurable and versatile framework to automate and manage even the most complex task flows and custom business processes. With powerful workflow functionality, customizable business rules, and flexible task templates, Agiloft gives you the ability to automate and manage any business process without the need for custom code.

Appian

Only Appian combines the speed of low-code development with the power of industry-leading process management, AI, RPA, and more in their Digital Transformation Platform. You can automate any process end-to-end without the need for custom code, plus get a full set of capabilities to optimize and improve processes-automatically-as they run. Appian makes it easy to innovate faster, build enterprise-grade apps and maximize agility.

Auraportal

AuraPortal is intelligent BPM software that offers easy design and execution of all operating processes without any additional programming requirements. It provides solutions for enterprises and organizations of any size: from small business, right through to corporations with millions of processes and/or users. AuraPortal can automatically control specific organizational areas or the complete end-to-end operations of any entity.

Bizagi

The Digital Business Platform from Bizagi helps you transform your business by automating business processes intelligently and workflows on-premise or in the cloud. With Bizagi Modeler, Bizagi Studio and Bizagi Engine, the platform enables collaboration between business and IT in rapidly building and experimenting with process applications, boosting operational productivity and speed while maintaining IT control.

BP Logix

Process Director BPM from BP Logix includes a workflow management system that contains powerful workflow software designed to automate workflow processes within your organization, continuously evaluating and improving them over time. Process Director is the only workflow management system to offer you two powerful models for building and executing your business workflows: a traditional flowchart model, and the patented Process Timeline software.

FlowForma

FlowForma Process Automation empowers business managers to deploy their processes smarter and faster, without any coding required. A unique end-to-end solution, it combines forms, workflow, and document generation, in one integrated tool. Features include comprehensive data analytics, specific decision support attributes and an interactive chatbot. The tool can be used to automate any type of process, from the everyday to the more complex and even those that require direct input from customers or partners.

IBM

IBM Automation Platform transforms and manages functional and industry-specific processes for clients around the world to achieve digital, intelligent operations. You can automate repetitive human tasks, content management, process workflows, data capture and business decisions with the platform's flexible, integrated capabilities. The platform capabilities purposefully address and automate five key areas that exist in every organization: tasks, content, workflow, data capture, and decision making.

Integrify

Workflow software from Integrify includes form design, process automation, integration and reporting, and self-service portals. Designed to be easily used by anyone who wants to streamline their processes and increase productivity, Integrify's open architecture provides opportunities for customers and partners to create their own workflow applications with process integration into existing enterprise systems. Integrify tracks and maintains an audit trail of all your workflow processes, form data, and user actions, with data and metrics are stored in a relational database (SQL Server or Oracle).

Joget

More than just a workflow or BPM platform, Joget offers full-fledged agile application development capabilities (consisting of processes, forms, lists, etc), not just back-end EAI/orchestration/integration or the task-based interface for traditional workflow/BPM products. With a comprehensive plug-in architecture, developers are also able to easily extend the platform and integrate Joget Workflow with other systems whenever required.

KISSFLOW

KISSFLOW is a cloud-hosted platform that helps business users easily design, create, and customize business applications. It takes a lightweight approach to BPM and puts the power of creating workflows back in the hands of people who understand the problems best. With about 50 pre-installed business applications such as employee onboarding, purchase orders, mileage reimbursement, vendor payment, etc., users can either install these apps or edit them to their preferences - or they can build their own from the ground up.

Newgen Software

OmniFlow Intelligent Business Process Suite (iBPS) from Newgen Software drives enterprise-wide digital transformation by connecting your organization's resources. The platform's advanced capabilities such as artificial intelligence (AI), process orchestration, case management, robotic process automation (RPA), mobile, social and others allow you to re-engineer processes and go digital.

Nintex

Intelligent Process Automation (IPA) from Nintex empowers employees to automate and optimize their own business processes with no-code workflow and a content automation platform that's trusted by IT. With advanced workflow, document generation, mobile apps, RPA, process intelligence and machine intelligence, Nintex gives you the power to tackle everything from basic business functions to company-wide processes with a few clicks.

Pegasystems

As a recognized leader in AI, digital process automation, and RPA, Pegasystems empowers enterprise digital transformation with a unified, no-code platform. Pega's end-to-end digital process automation can revolutionize your operations with everything from bots that automate tasks and fetch data to case management and BPM. Pega's adaptive, cloud-architected software empowers people to rapidly deploy and easily change applications to meet strategic business needs.

PerfectForms

From feedback forms to entire customer relationship management applications, PerfectForms offers a flexible, powerful environment to design HTML forms, create reports, automate important workflows, and easily integrate with other existing systems. With an intuitive visual designer, you can simply drag and drop to build pixel-perfect forms and workflow applications which are accessible from desktops, tablets or mobile devices.

Red Hat

Red Hat Process Automation Manager is a platform for developing applications that automation decisions and processes. Business Process Management (BPM), Business Rules Management (BRM), and Complex Event Processing (CEP) technologies are all included within this intelligent BPM platform and makes business modeling easy for users. Designed to run in the cloud, Red Hat Automation Manager includes a drag & drop UI development tool with widgets to create task lists, forms, and process graphs.

Software AG

Software AG's webMethods BPM Platform provides the technology, best practices and content you need to quickly create or change dynamic business processes and applications. This business process management tool shines a light on all operations, enabling you to quickly identify issues, refine processes and shift the focus of your IT team from maintenance to innovation. webMethods is a comprehensive BPM platform that allows you to create and refine important business processes.

TrackVia

TrackVia is a low-code alternative to spreadsheets, legacy databases and complicated enterprise systems. Track, manage and automate critical business processes or operational workflows with greater efficiency, speed and ease. By making it easy to collect data accurately and analyze that data in real time, you can take immediate action through automated tasks, alerts or even emails..

WorkflowGen

WorkflowGen is a workflow design and automation solution that allows you to quickly implement process-oriented business applications. With a low-code infrastructure, the platform features comprehensive BPM capabilities, digital technology integration, operational agility and a simple user interface for positive customer experience. What's more, WorkflowGen includes a powerful .NET workflow engine optimized to run complex processes while handling a high number of transactions.

Zoho Creator

Zoho Creator offers a low-code, end-to-end BPM platform that can help you with automating routine tasks, managing your data more efficiently, and building process-based applications. With pricing to fit even a small business budget, the BPM platform from Zoho has the ability to scale as your business grows, integrate with other platforms, and provides cloud and mobile capabilities..

ABOUT SOLUTIONS REVIEW

Solutions Review is a collection of technology news sites that aggregates, curates, and creates the best content within leading technology categories. Solutions Review's mission is to connect buyers of enterprise technology with the best solution sellers.

Over the past four years, Solutions Review has launched ten technology buyer's guide sites in categories ranging from cybersecurity to wireless 802.11, as well as mobility management, business intelligence and data analytics, data integration, and cloud platforms.

Information for this report was gathered via a meta-analysis of available online materials and reports, conversations with vendor representatives, and examinations of product demonstrations and free trials. Solutions Review does not endorse any vendor, product or service depicted in this publication and does not advise technology users to base their vendor selection entirely on this research. Solutions Review disclaims all warranties, expressed or implied, regarding this research, including any warranties of merchantability or fitness for a particular purpose.