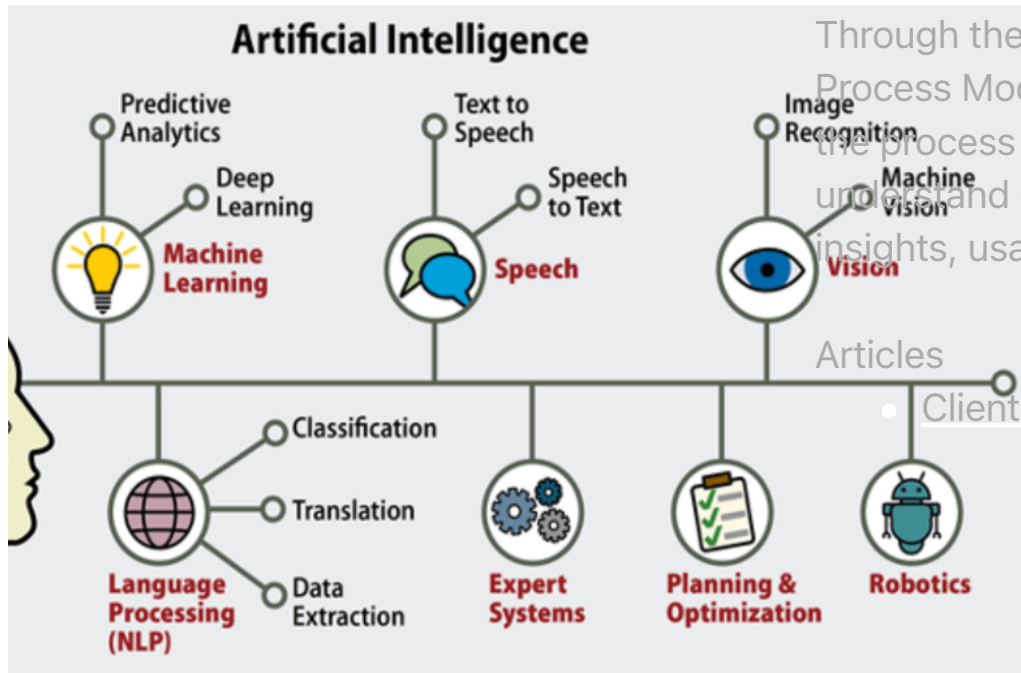


# Client BPM (Business Process Modeling)



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Through the Client BPM (Business Process Modeling) - you can explore the process and task mining to understand customer behavior, insights, usability, and automation.

Articles

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## What is It?

Client BPM (Business Process Modeling) encompasses Process Mining and Task Mining. These mining approaches analyze log data to understand customer processes and behaviors to allow for modeling the flow and extracting insights, optimizing the usability, and automating tasks through RPA and workflow. [Process Mining Manifesto](#) provides public declaration of principles and intentions.

## How Does it Work?

Process mining [discovers](#), monitors and improves real processes (i.e., not

assumed processes). As people and software robots work with software systems, their activities are captured by those systems. Process mining transforms this data into an event log and then creates visualizations of the end-to-end process, along with insightful analyses. Process mining includes extracting process models from an event log; monitoring deviations by comparing model and log; automated construction of simulation models; model extension; model repair; case prediction; and history-based recommendations. These processes can then be simulated and optimized.

## What is the Competition Doing With It?

Vertex's alliance partners offer services and understanding of the approaches like Process and Task mining, e.g. [EY](#), while [PWC](#) combines Process mining and AI for process simulation. Competitors have also invested in tools to help with understanding customer behavior such as Avalara's use of [Gainsight](#) and TR's use of Pendo.

## What is the Potential Intersection With Tax?

Task and process information is available to all SaaS applications including tax applications. That information can be mined to extract tax processes and improve the user workflow's success and speed. Several processes are discoverable and can lead to new insights in customer behavior including – configuration setup, tax compliance setup & use, transaction & calculation flows, exemption certificate processes (setup, maintenance, customer's customer use), and error flows across the systems. Understanding the processes and implementing automation based on the process and task mining can lead to a virtuous cycle in which the information improves usability, speeds up value realization, reduces the friction of transaction processes & tax processes, and could provide upsell opportunities for customers to gain this insight. Process simulation can also be applied to drive additional value and insights.

## Next Steps

As Vertex continues to instrument offerings and collect telemetry, more information and opportunities will become available to process insights for internal and external use. This may include augmenting 360 views of the customer as well as partnering opportunities with trusted customer advisors in a consulting capacity – like our partners such as EY, Deloitte.