

# Vendor Landscape: Business Process Management (BPM) Suites

Design your workdays with a “suite” solution.

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# Introduction

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**Business Process Management Suites (BPMS) eliminate the need for manual process chains and allow for better, faster, streamlined business processes.**

## **This Research Is Designed For:**

- ✓ Enterprises seeking to select a solution for automating the creation, execution, and management of business processes.
- ✓ Their BPMS use case may include:
  - The need to automate processes such as billing or authorization to improve efficiency within the enterprise.
  - The automation of processes across geographically dispersed locations where manual process completion is labor intensive.

## **This Research Will Help You:**

- ✓ Understand what's new in the BPMS market.
- ✓ Evaluate BPMS vendors and products for your enterprise needs.
- ✓ Determine which products are most appropriate for particular use cases and scenarios.

# Executive Summary

Info-Tech evaluated 10 competitors in the BPMS market, including the following notable performers:

## Champions:

- **IBM** provides an accessible solution that is highly adaptable and backed by the organization's extensive market viability.
- **TIBCO**, which combines excellent vendor credentials with an effective, user-friendly solution rich with simulation and modeling features.

## Value Award:

- **Agiloft**, an affordable solution that will cater to the business process programmers on a budget.

## Trend Setter Award:

- **BP Logix**, with its predictive modelling and timeline patents, has created a solution that truly reacts to your business needs, automating almost every facet of Business Process Management (BPM).

## Info-Tech Insight



### 1. Know your users:

Business users are more tech-savvy than ever, but they're not programmers. Vendors in this space must balance simple user interfaces and extensive back-end control for effective solutions.

### 2. Build socially:

Social BPM is a developing trend for large and midsize enterprises, allowing business users from all departments to build processes together.

### 3. Application portfolio or all-in-one solution:

Some BPM vendors segment their advanced BPM features into different applications while others prefer to offer an all-in-one solution. Determine necessary features before investing in a BPM suite.

# Market Overview

## *How it got here*

- BPMS emerged out of a desire for business processes to be automated as traditional, manual methods of creating, conducting, and managing workflow became too cumbersome.
- Early workflow systems were developed that employed a basic task list user interface to move work around the organization, but required a lot of customization to integrate into applications.
- Document management vendors began integrating workflow into their software suites, but were bound by the processes defined within the suite and could not model or monitor beyond those capabilities.
- Application integration middleware helped alleviate those process definition limitations, but made BPM projects very cost-prohibitive.
- The emergence of service-oriented architecture (SOA) was a boon to BPM, allowing app functions exposed as web services to be integrated into process activities without significant effort, and let task lists be integrated into web pages, portals, and applets with relative ease.

## *Where it's going*

- Business process management suites will continue to improve and increasingly be used across multiple services and applications as interface standards continue to improve and organizations need to source application functionality from multiple vendors.
- Cloud is also impacting BPM and a BPMS should be able to call services provided by cloud applications, providing all the necessary security capabilities to meet cloud computing requirements.
- BPM is also being offered as a service in the cloud as dedicated implementations hosted and managed by a service provider and/or in multi-tenancy configurations; each with different price points and cost/benefit ratios.
- Social collaboration and historical data potentially allow for more accurate process development and optimization through crowdsourcing (though this is not optimal for every organization) and mapping patterns in business processes to reflect actual process flow.
- Pattern recognition allows for predictive process creation, allowing for increasingly automated BPMS.

### **Info-Tech Insight**

As the market evolves, capabilities that were once cutting edge become default and new functionality becomes differentiating. Customizable user interface has become a Table Stakes capability and should no longer be used to differentiate solutions. Instead focus on advanced modelling features and cloud deployment to get the best fit for your requirements.

# BPM Suites Vendor selection / knock-out criteria: market share, mind share, and platform coverage

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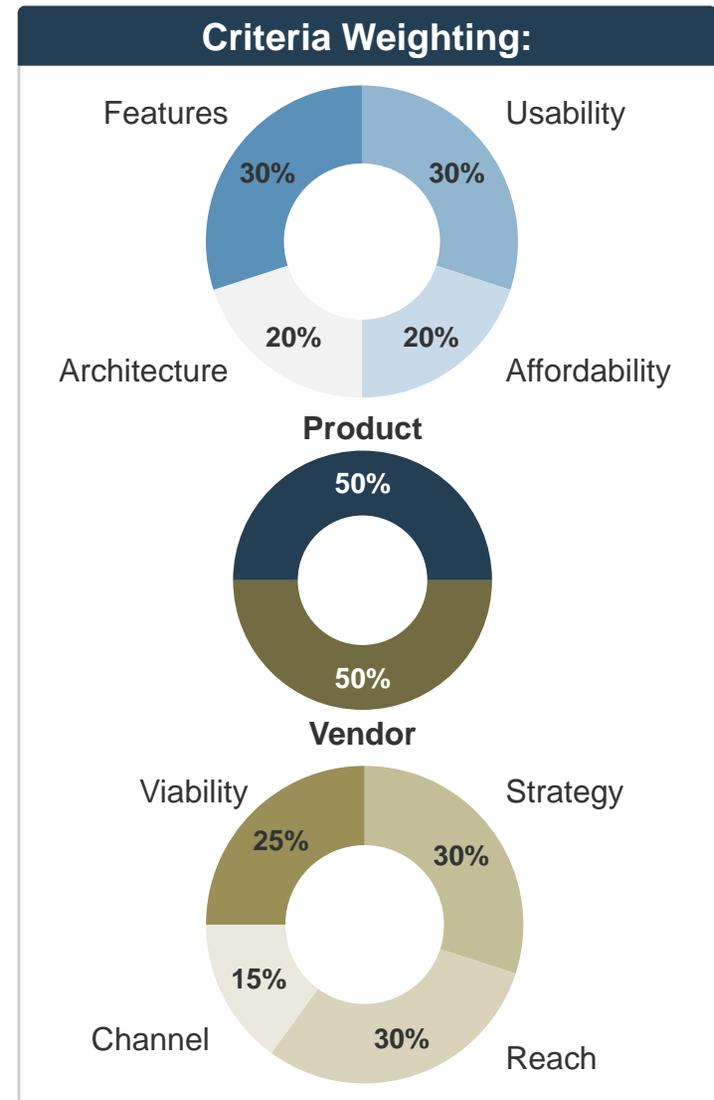
- Vendors included in this report provide a comprehensive and/or innovative solution for designing and monitoring business processes to automate and simplify workflows within an organization.
- For this Vendor Landscape, Info-Tech focused on those vendors that offer broad capabilities across multiple platforms and that have a strong market presence and/or reputational presence among mid- and large-sized enterprises.

## Included in this Vendor Landscape:

- **BP Logix.** A privately held vendor that is pushing to automate business processes further through predictive modelling.
- **Agiloft.** A vendor specializing in business automation software with a particular focus on BPM.
- **IBM.** Major player and innovator in the automation and integration space since the 1980s.
- **Interneer.** Web-based solution that entered the BPM space in 2008.
- **Invensys.** UK manufacturer that acquired the Skelta BPM platform.
- **Oracle.** Long-time player in the automation space with a clear knowledge of market trends.
- **Pega.** Pure play vendor that focuses on integrating BPM and case management.
- **Software AG.** German-based software vendor with an extensive business process application portfolio.
- **TIBCO.** Large infrastructure software developer with extensive channel reach.
- **Ultimus.** BPM vendor that has created a solution with simple, but innovative design and monitoring environments.

# BPM Suites criteria & weighting factors

Product Evaluation Criteria	
Features	The solution provides basic and advanced feature/functionality.
Usability	The solution's dashboard and reporting tools are intuitive and easy to use.
Affordability	The three year TCO of the solution is economical.
Architecture	The delivery method of the solution aligns with what is expected within the space.
Vendor Evaluation Criteria	
Viability	Vendor is profitable, knowledgeable, and will be around for the long-term.
Strategy	Vendor is committed to the space and has a future product and portfolio roadmap.
Reach	Vendor offers global coverage and is able to sell and provide post-sales support.
Channel	Vendor channel strategy is appropriate and the channels themselves are strong.



# The Info-Tech BPM Suites Vendor Landscape

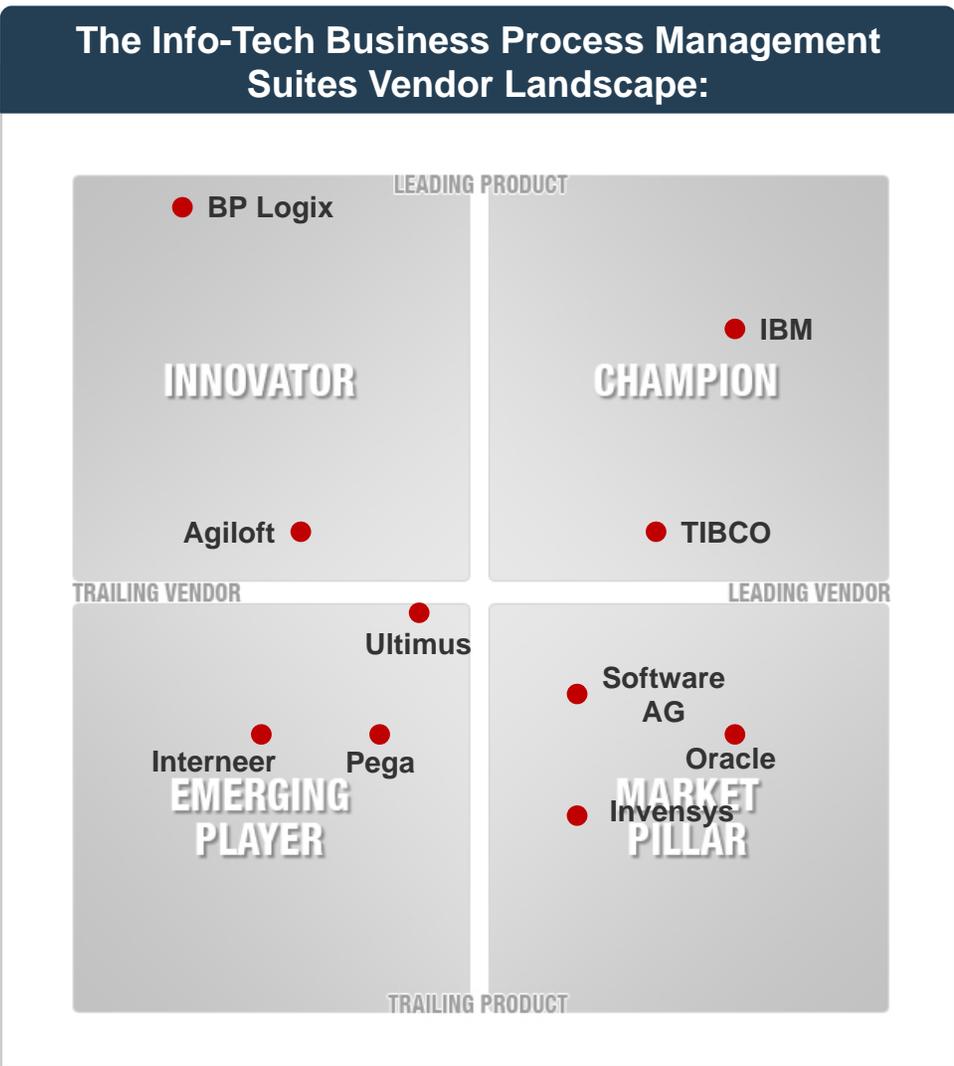
## The Zones of the Landscape

**Champions** receive high scores for most evaluation criteria and offer excellent value. They have a strong market presence and are usually the trend setters for the industry.

**Market Pillars** are established players with very strong vendor credentials, but with more average product scores.

**Innovators** have demonstrated innovative product strengths that act as their competitive advantage in appealing to niche segments of the market.

**Emerging Players** are newer vendors who are starting to gain a foothold in the marketplace. They balance product and vendor attributes, though score lower relative to market Champions.



For an explanation of how the Info-Tech Vendor Landscape is created, see [Information Presentation – Vendor Landscape](#) in the Appendix.

# Balance individual strengths to find the best fit for your enterprise

	Product					Vendor				
	Overall	Features	Usability	Afford.	Arch.	Overall	Viability	Strategy	Reach	Channel
BP Logix										
Agiloft										
IBM										
Interneer										
Invensys*										
Oracle*										
Pega*										
Software AG*										
TIBCO*										
Ultimus										

\*The vendor declined to provide pricing and publically available pricing could not be found

For an explanation of how the Info-Tech Harvey Balls are calculated, see [Information Presentation – Criteria Scores \(Harvey Balls\)](#) in the Appendix.

# The Info-Tech BPM Suites Value Index

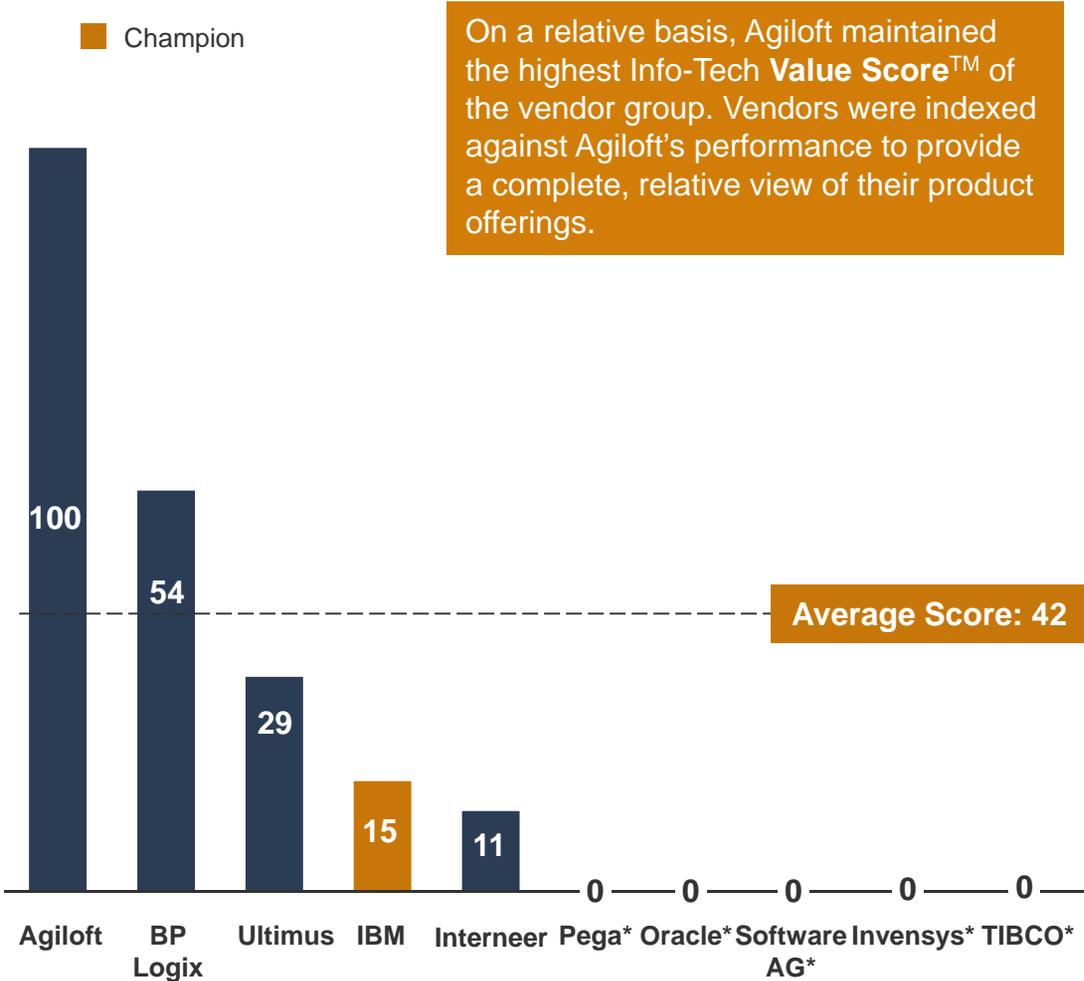
## What is a Value Score?

The Value Score indexes each vendor's product offering and business strength **relative to their price point**. It **does not** indicate vendor ranking.

Vendors that score high offer more **bang-for-the-buck** (e.g. features, usability, stability, etc.) than the average vendor, while the inverse is true for those that score lower.

Price-conscious enterprises may wish to give the Value Score more consideration than those who are more focused on specific vendor/product attributes.

\*The vendor declined to provide pricing and publically available pricing could not be found



On a relative basis, Agiloft maintained the highest Info-Tech **Value Score™** of the vendor group. Vendors were indexed against Agiloft's performance to provide a complete, relative view of their product offerings.

For an explanation of how Price is determined, see [Information Presentation – Price Evaluation](#) in the Appendix.

For an explanation of how the Info-Tech Value Index is calculated, see [Information Presentation – Value Index](#) in the Appendix.

# Table Stakes represent the minimum standard; without these, a product doesn't even get reviewed

## The Table Stakes

Feature	What it is:
Workflow automation	Processes within the workflow are automatically triggered when specific conditions are met.
Instant report building	Data from processes is automatically recorded and generated in a report.
Real-time collaboration	Workflows and processes can be edited in real-time by two or more users.
Business rules management	Business rules can be edited, and new rules can be extracted from repeated processes.
Customizable user interface	The user interface can be changed and optimized to users' preferences.
Process modeler	Visual process modeler with a minimum of swim lane or event process chain view.

## What Does This Mean?

The products assessed in this Vendor Landscape™ meet, at the very least, the requirements outlined as Table Stakes.

Many of the vendors go above and beyond the outlined Table Stakes, some even do so in multiple categories. This section aims to highlight the products' capabilities **in excess** of the criteria listed here.

**Info-Tech  
Insight**

If Table Stakes are all you need from your BPMS solution, the only true differentiator for the organization is price. Otherwise, dig deeper to find the best price to value for your needs.

# Advanced Features are the capabilities that allow for granular market differentiation

## Scoring Methodology

Info-Tech scored each vendor's features offering as a summation of their individual scores across the listed advanced features. Vendors were given 1 point for each feature the product inherently provided. Some categories were scored on a more granular scale with vendors receiving half points.

## Advanced Features

Feature	What we looked for:
Ad hoc workflows	Workflows can switch between automated and user-triggered events.
Advanced form building	Forms created from workflows automatically reflect necessary processes and conditions.
Cloud deployment	Tools can be delivered as software-as-a-service (SaaS) over a network and data can be stored in the cloud.
Advanced modeling	Multiple modeling views, import/export multiple templates, predictive or automated modeling.
Rich simulation	Users can test and optimize the performance of a process using historical data.
Social collaboration	Process development can be commented on by non-participants through social media.
Timeline awareness	Workflow adapts to changes in timelines from due dates, or is aware of task duration.

For an explanation of how Advanced Features are determined, see [Information Presentation – Feature Ranks \(Stop Lights\)](#) in the Appendix.

# Each vendor offers a different feature set; concentrate on what your organization needs

	Evaluated Features						
	Ad hoc workflow	Advanced forms	Cloud deployment	Adv. modeling	Rich simulation	Social collab.	Timeline aware.
<b>BP Logix</b>							
<b>Agiloft</b>							
<b>IBM</b>							
<b>Interneer</b>							
<b>Invensys</b>							
<b>Oracle</b>							
<b>Pega</b>							
<b>Software AG</b>							
<b>TIBCO</b>							
<b>Ultimus</b>							
<b>Legend</b>	=Feature fully present		=Feature partially present/pending		=Feature Absent		

For an explanation of how Advanced Features are determined, see [Information Presentation – Feature Ranks \(Stop Lights\)](#) in the Appendix.

# The simplicity of the user interface will determine the time between discovery and implementation of a business process

User interfaces that employ drag-and-drop design, multiple views, and intuitive information displays will help automate processes faster.

## 1 Advanced user interface

- 2
- 3

### Why Scenarios?

In reviewing the products included in each Vendor Landscape™, certain use-cases come to the forefront. Whether those use-cases are defined by applicability in certain locations, relevance for certain industries, or as strengths in delivering a specific capability, Info-Tech recognizes those use-cases as Scenarios, and calls attention to them where they exist.

### Exemplary Performers

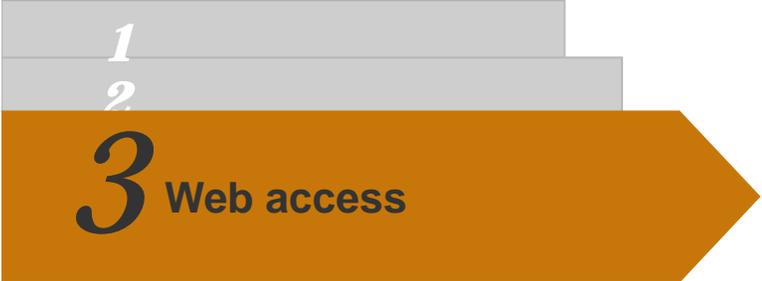


BP Logix is a prime example of a user interface correctly done. On the surface it appears to be a standard design tool, but its use of drag-and-drop functionality is improved upon by the way it can display the information. You can design in event chain process format, then immediately switch to their patented Timeline format and back again to ensure that processes are triggered and executed in the proper order. The Timeline feature also displays all of the project due dates in relation to each other, and when a due date is missed or the workflow is edited ad hoc by a user, the timeline automatically adjusts and updates itself to reflect the new expected due dates with no additional plug-ins required. Additionally, the form designer is within MS Word, which is already familiar to most business users.

For an explanation of how Scenarios are determined, see [Information Presentation – Scenarios](#) in the Appendix.

# Web-based services allow for design and monitoring from any standard browser for process optimization

True web-based solutions will allow you to login from any browser (IE, Chrome, Firefox, or Safari) to optimize your business from anywhere.



## Exemplary Performers



**Why Scenarios?**

In reviewing the products included in each Vendor Landscape™, certain use-cases come to the forefront. Whether those use-cases are defined by applicability in certain locations, relevance for certain industries, or as strengths in delivering a specific capability, Info-Tech recognizes those use-cases as Scenarios, and calls attention to them where they exist.



BP Logix allows access to all of its services through web browsers and also supports mobile browsers on iOS devices.

For an explanation of how Scenarios are determined, see [Information Presentation – Scenarios](#) in the Appendix.



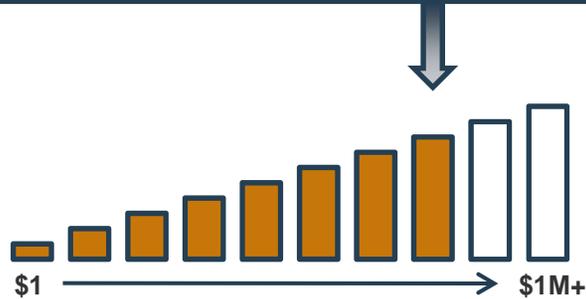
# BP Logix offers great value for an innovative product, offering predictive modeling and timeline awareness

## **Innovator**

Product: Process Director & Workflow Software  
Employees: 25  
Headquarters: Vista, CA  
Website: [bplogix.com](http://bplogix.com)  
Founded: 1995  
Presence: Privately held



3 year TCO for this solution falls into pricing tier 8, between \$250,000 and \$500,000



Pricing provided by vendor.

## **Overview**

- BP Logix Process Director is a multi-faceted solution that is aimed at all market sizes. BP Logix recently patented their Timeline feature, further demonstrating their commitment to innovation in the BPM space.

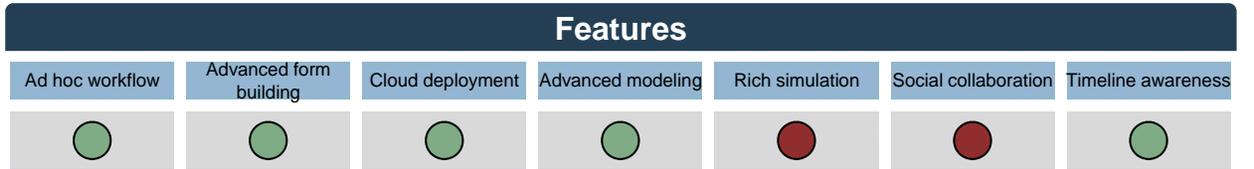
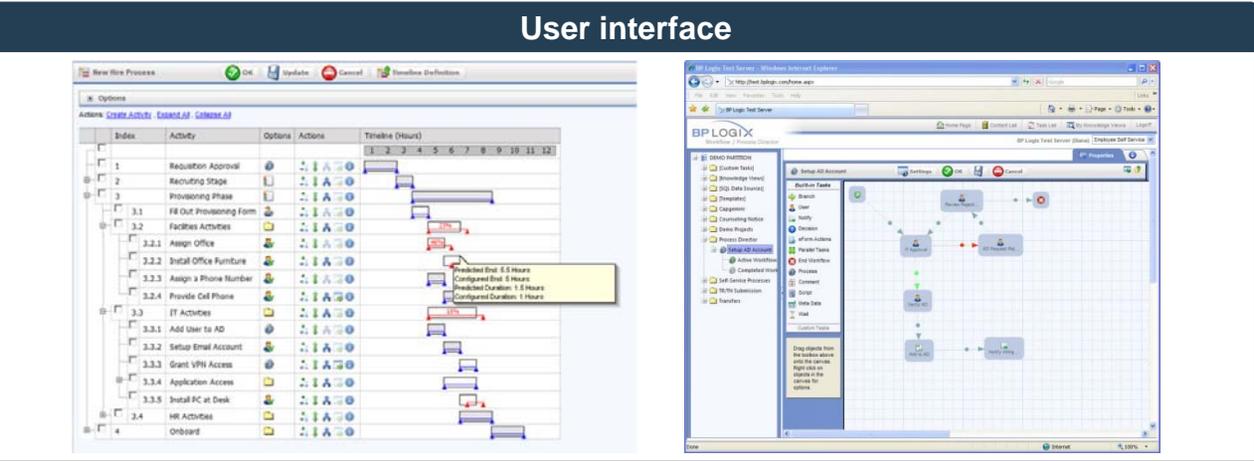
## **Strengths**

- Timeline feature adds a real-time dimension to BPM. It demonstrates the interdependency of the events within a workflow that is easy to understand for any user.
- Process Director & Workflow Software seeks to automate all aspects of BPM through predictive modeling, which analyzes historical data and creates a context-aware environment that optimizes processes and forms to suit the purpose of the workflow.

## **Challenges**

- BP Logix is still a comparatively new competitor in the space with minimal penetration in markets outside of the Americas and APAC.
- BP Logix is also relatively new to the midsize enterprise market, having only just begun to push into the market, with only 10% of their business coming from mid-sized enterprises.

# BP Logix Process Director is an innovative product with growing market reach



**Info-Tech Recommends:**

Innovative solution that is a great product within its supported geographical areas.