







# How Modern BPM *Can Transform Your Business*



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## Introduction

The business process management sector has evolved considerably in recent years. BPM now gives organizations the opportunity to extend beyond basic workflow automation to truly connect, and intelligently guide, processes, data and people.

**CREATING THAT SORT OF CONNECTED ENTERPRISE IS THE HEART OF MEANINGFUL BUSINESS TRANSFORMATION.**

Modern BPM creates these connections of people to data and process (and each other) across lines of business and organizational silos. The result is an operational situation in which users don't just get the information they need, they also get it in the right context, making it easier to improve decision-making and streamline operations.

Business transformation isn't about going digital; it's about empowering people to work at their best in a digital world. Modern BPM is what makes that possible.





## Extending Beyond Workflow Automation

The early days of BPM were all about creating streamlined workflows between users. For example, identifying all of the tasks an HR team member would perform during onboarding of new employees, accelerating the work by adding automation where possible and enforcing proper process execution.

### MODERN BPM LOOKS BEYOND THIS STRAIGHTFORWARD WORKFLOW

to cover every element of the business process end-to-end, including all of the collaborations and decisions involved, the business rules, the documents and other content required, and the various systems where that data might be housed.

In this onboarding example, this would mean coordinating key processes and information across different user groups so that HR, IT and management teams can work in conjunction with one another to streamline onboarding.

Turning this basic workflow into a streamlined process is just the beginning for modern BPM solutions, as they extend this functionality to build intelligence into everyday tasks.



## Adding Intelligence to Everyday Operations

When extended out to more complex operations, such as putting data created by customers on social media sites into the hands of sales representatives, modern BPM really shines. The technology is capable of bringing together app capabilities and data across cloud, mobile and social channels to connect users regardless of where or how they work.

**THIS INTERCONNECTIVITY EMPOWERS  
USERS TO COLLABORATE EFFECTIVELY AND  
INTEGRATE DATA INTO THEIR DECISIONS.**

The result is an added layer of intelligence that is built into processes through tools that deliver data, in the right context, across all operational channels.



## Connecting Employees Across Channels

The ability to connect users to one another regardless of how they are interacting with corporate apps and services is increasingly important as workers access systems across cloud, mobile and social channels. This matter is further complicated by the rise of the Internet of Things movement, which brings more data sources into enterprise operations.

**BPM SYSTEMS SERVE AS A DATA, APPLICATION AND PROCESS HUB THAT ALLOWS USERS TO ACCESS THE SAME INFORMATION, WITH THE CONTEXTUAL DETAILS THEY NEED, REGARDLESS OF WHICH DEVICE TYPE THEY ARE USING.**

Furthermore, the information is delivered in such a way that it is aligned with the business process, making for natural connections between users across device channels.





## Rapid Application Development Gets You There Faster

Modern BPM takes this functionality to another level as a cloud-based low-code application development platform. Low-code application development tools allow IT and non-tech users to rapidly build new apps or adjust existing solutions to ensure their interfaces and capabilities align with operational demands.

As apps play a growing role in the business world, giving users access to the solutions they need is key. However, creating proprietary apps to meet this ocean of demands isn't feasible.

**MODERN BPM, ON THE OTHER HAND,  
PROVIDES A DEVELOPMENT APPROACH THAT  
QUICKLY CREATES APPLICATIONS TO MEET  
SPECIFIC DEMANDS, UNLOCKING THE FULL  
POTENTIAL OF YOUR EMPLOYEES.**



# Rapid Application Development Gets You There Faster

This creates an operational environment in which users always have the information and collaboration functions they need at their fingertips, breaking down business silos and streamlining operations. These internal gains extend out to the customer experience as your employees always have the data and applications they need to make each interaction meaningful.

APPS CAN SERVE AS THE CONNECTING POINT FOR PEOPLE, DATA AND PROCESSES, AND A BPM-DRIVEN RAPID APPLICATION DEVELOPMENT PLATFORM GETS YOU THERE FASTER.





## Conclusion

In an increasingly digital world, the freedom to use apps on any device – and fine-tune those solutions as your needs change – ensures that people, data and processes are coordinated across all operational channels.

**MODERN BPM SOLUTIONS HAVE TAKEN THE FOUNDATION OF AUTOMATION AND WORKFLOW OPTIMIZATION AND EXTENDED IT OUT TO TRANSFORM END-TO-END BUSINESS PROCESSES.**

Creating a connected enterprise across cloud, mobile and social channels, as well as emerging IoT and traditional IT systems is possible with BPM. Bringing all of this information together and putting it in the hands of end users in line with their processes allows you to go from systems modernization to true business transformation.



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