

An Executive eBook

# BPM Is More Than You Think

And 5 Other Executive Pearls of Wisdom

An abstract graphic in the bottom left corner consisting of a complex network of white dots connected by thin white lines, resembling a molecular structure or a data network. The dots and lines are more prominent on the left and fade out towards the right.

**Appian**

## **Business Process Management (BPM) is more than you think.**

It's defined by leading analysts as the discipline of managing processes to continually improve agility and business performance outcomes. But BPM—and the technology that enables it—is not limited to what has become an incomplete description.

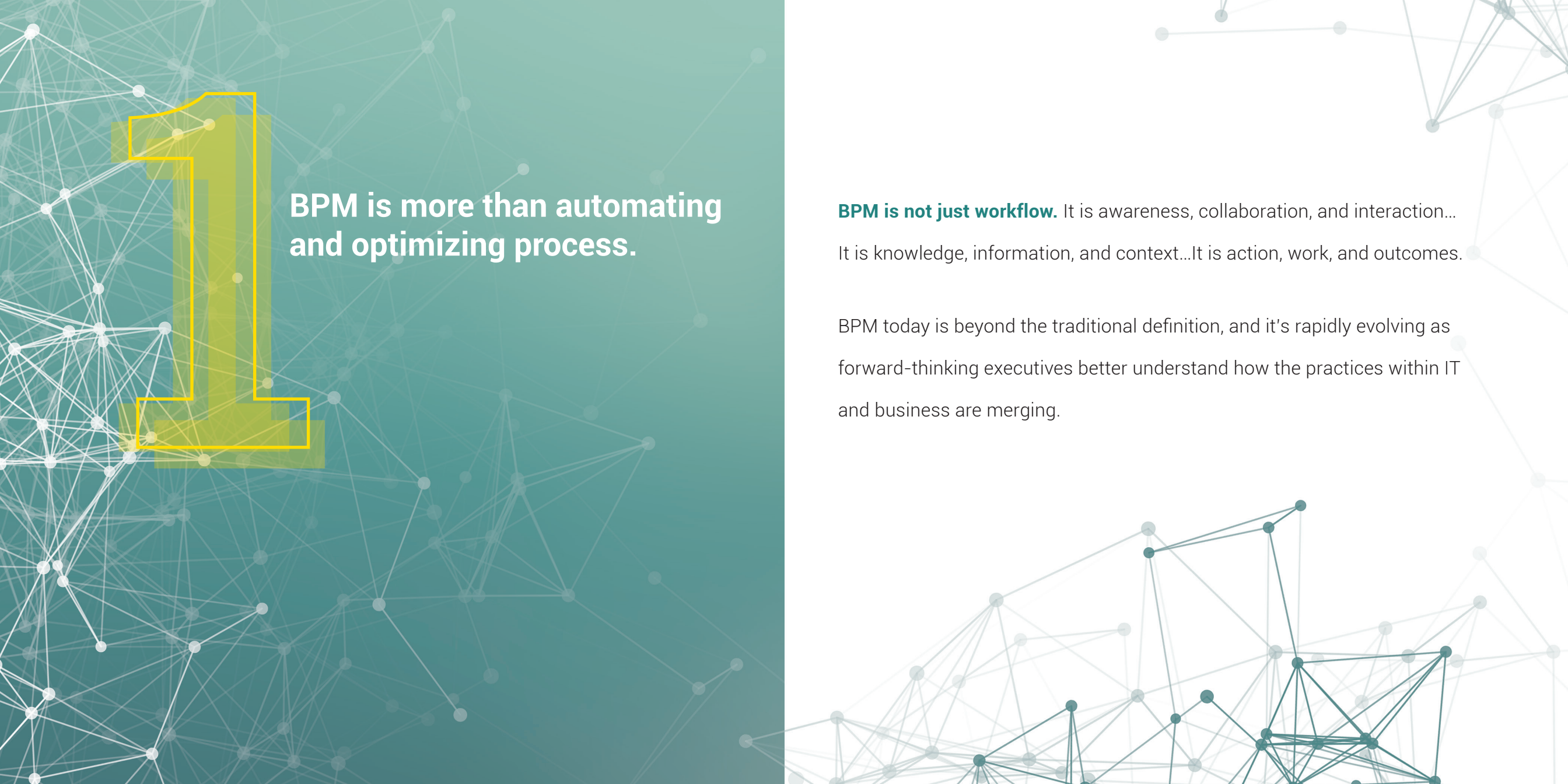
## **BPM addresses unique challenges.**

BPM technologies have expanded on the traditional definition to encompass solutions to virtually any business challenge. Case management? Check. CRM? Check. Content management...customer engagement...customer communications management...decision management...even business-, industry-, or department-specific challenges? Check...check...check...check! And, it's all done expanding awareness and instilling knowledge to enable the smartest action.

## **The result fulfills the promise of real business impact.**

By converging data from across enterprise systems, providing context and social insight, and applying it all to process discipline, BPM technology today makes achieving successful outcomes quicker and easier. And, since process discipline remains squarely at the core of BPM, those outcomes become not just sustainable, but predictable.

**Following are five more quick-hit pearls of wisdom to expand your understanding of how technology is expanding BPM.**



**BPM is more than automating  
and optimizing process.**

**BPM is not just workflow.** It is awareness, collaboration, and interaction...  
It is knowledge, information, and context...It is action, work, and outcomes.

BPM today is beyond the traditional definition, and it's rapidly evolving as forward-thinking executives better understand how the practices within IT and business are merging.





**BPM is about predictable,  
sustainable outcomes.**

There has been an evolution in the workplace. In any large organization, massive data are dispersed across multiple systems. Though physical distance is considered less of a barrier, different time zones and cultures add layers of complexity to getting things done in the global economy. And that's not to mention how the mobile lifestyle has become engrained in the essence of today's workforce.

This is where today's BPM shines. BPM pulls together disparate information, adds context, encourages collaboration, and instills process discipline.

The result? Predictable. Sustainable. Outcomes. **Faster than ever before.**



**BPM holds unmet promise.**

You hear the benefits of BPM technology from vendor sites, and they sound just like any other B2B technology. But, BPM can deliver value beyond reduced costs, increased efficiency, and process improvements. BPM can:

- Drive revenue growth...**
- Advance competitive advantage...**
- Accelerate top-line growth...**
- Automate regulatory compliance...**
- Improve customer service...**
- Reduce corporate risk...**
- Streamline operations...**

And, it has the flexibility to help you address virtually **any challenge.**



**BPM is mobile.**

BPM used to be locked up in the back office. But enterprise mobility has broken the lock.

With today's BPM technology, process participation can happen anywhere. You take it wherever you go. It's always **in your bag...in your pocket... or even on your wrist.**





**BPM = agile.**

Before Agile Development was all the rage, BPM already had it nailed with continuous process improvement.

Today, BPM platforms are the ideal way to enable Agile development in your organization. With the right platform, you can easily build, use, expand, and change powerful business apps that **unify all process, data, systems, collaboration, and even other apps.**

## Embrace the opportunity.

BPM has come a long way since its beginnings as the way to simplify and automate business operations. Why then, do so many hear BPM and get trapped in the past? Don't be like them. With today's BPM at the core, your business can increase your advantage, helping you pull away from the ever-growing crowd of competitors.

## Call on Appian.

Appian delivers a BPM-driven application platform that unites users with all their data, processes, and collaborations — in one environment, on any mobile device, through a simple social interface. Reach out today and see how today's BPM can shape your future success.





As the market leader in modern Business Process Management (BPM) and Case Management software, Appian delivers an enterprise application platform that unites users with all their data, processes, and collaborations – in one environment, on any mobile device, through a simple social interface. On-premise and in the cloud, Appian is the fastest way to deliver innovative business applications. For more information, visit [www.appian.com](http://www.appian.com)