

Business Process Management (BPM) -- Markets Reach \$5.5 Billion By 2017

LEXINGTON, Massachusetts (June 22, 2011) – WinterGreen Research announces that it has a new study on Business Process Management (BPM) Software Market Shares and Forecasts, Worldwide, 2011-2017. The 2011 study has 775 pages, 245 tables and figures. Business Process Management, (BPM) is evolving more sophisticated software that works in cloud computing environments, allowing users at every level to achieve self-provisioning and automate processes that involve collaboration.

IBM is the market leader in BPM with a suite of products that improve every year. IBM is able to invest in the product set, improving it as the customer base grows ever larger, spreading the cost of software implementation across the large customer base.

IBM is providing a BPM best practice solution that is the de-facto industry standard. The software that comprises IBM BPM foundation has been carefully selected from the IBM software portfolio to support each stage of the BPM life cycle, which includes four stages: IBM software portfolio's ability to support each stage of the BPM life cycle -- model, assemble, deploy, and manage -- is built out with component software that matches the defined stages.

The hybrid computing systems provide dramatic improvement in cost structures, creating the ability to use Business Process Management systems along with Services Oriented Architecture (SOA) in a wide variety of situations. The line of business can launch applications into the cloud without having to worry about the underlying hardware platform.

BPM software lets a user move from defining a problem, creating a model that describes the solution, assembling code components to address the solution, deploying the solution, and managing the results as the solution is implemented over time. In this manner software represents a complete middleware solution to rapidly respond to changing market conditions.



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Business process management software is achieving resurgence as enterprises realize that automation of process is key to market growth. Innovation depends on process automation. Software is critical to enabling solutions. Software is a strategic business asset used in every industry at every level. Software is necessary to provide automated process.

Business processes and business process management techniques are becoming accepted. But the interpretation is different. There are a wide range of business processes that are appropriate for different business domains. Some manufacturing business domains focus on very strictly controlled processes. They require a very consistent outcome. Customer service oriented domains focus on very free-form, unstructured processes. They require varied and customized outcomes.

Enterprise leaders are deploying increasingly intelligent applications software, middleware, systems and products. There is an accelerating adoption of innovation in the enterprise. Technology is enabling effective change. Change is highly dependent on the ability to manage effective software development and achieve delivery of systems.

Collaboration is key to BPM program success. BPM programs require collaboration and coordination at all levels and phases. BPM suites are human-centric. BPM suites support collaboration. Leading vendors are delivering sophisticated social and Web 2.0 features.

Process collaboration has evolved to a whole new level. Vendors have weaved social networks and collaboration into their BPM frameworks, providing sophisticated user profiling, process feeds, process discovery wikis, and social harvesting capabilities.

Process repositories are a core function. A BPM single process project can generate dozens of iterations of a single process model. Process professionals have a difficulty in maintaining numerous versions of a process model across different environments. To resolve this, IBM and Software AG — are responding by providing comprehensive process repositories that allow teams to merge and track changes to process models.



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Complexity is an issue in the BPM market. Platforms are used to address complexity by combining components to create systems. The impact of platforms is significant because applications can be developed using standard specifications. A portion of developer workload is effectively eliminated because of the inherent technology services provided by the platform itself.

Complexity of the underlying IT technologies is a central issue for both EAI and BPM. Highly skilled software engineers start with defined business requirements and painstakingly translate them into a technology model. Building a data map is a central part of this process. The data map usually looks like a spider web. It maps the movement of information from one process to another.

Orders move to invoicing, billing and collections. Orders also move to inventory and manufacturing and shipping. Shipping needs to be interconnected to billing systems. Each company is a little different in how this works across departments.

To implement a BPM system, software engineers pick and choose from the available disjointed EAI technologies. They draw a map of how the systems will be implemented. Reusable components are leveraged as much as possible. Translation of the EAI technology perspective into actual code generally involves a services engagement.

The key point here is the complexity of the underlying technologies. Complexity of the underlying technologies drives significant translation challenges between the business perspective and the technology. Significant hurdles exist for BPM developers. Translation complexity dramatically impacts ongoing changes and management of applications. Applications are expensive to create and deploy and even more costly to maintain. BPM is trying to fit into the application software market.

To modernize in the manner consultants would like to implement enterprise architecture as strategy, attention has to be paid to core platform architecture. In core enterprise architecture slides, every consultant says the enterprise must move away from silos. They describe this as a journey. The globally integrated enterprise implements consolidated systems that manage applications across the silos.

If the systems architecture implements silos, then there is no way to move away from the silos. The platform and the architecture do make a difference. The silos are inside the technology, then of course the journey will go on and on.



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If instead, to adopt highly virtualized systems that permit integration, systems modernization, and very high systems utilization requires an architecture that supports that. When many processes run simultaneously as components on the large enterprise server system, then the migration to modernized IT systems is facilitated by the existing infrastructure.

One of the remarkable aspects of the SOA solutions are that they permit users to work across software segments to achieve significant insight into their IT automated process. BPM supports SOA in this regard.

According to Susan Eustis, principal author of the study, “BPM components are evolving a repository structure and the ability to be reused. In this manner they are becoming more mature. BPM based process manages collaboration more effectively. It handles complexity more effectively. Software architectures are significant because optimized technology makes the BPM systems work better.”

“Because the component architecture supports software modules that can be put together in a variety of different ways, the line of business architects achieve competitive advantage while lowering costs. Code reuse is facilitated, benefitting the businesses that implement BPM.”

BPM markets at \$ 2.3 billion in 2010 are anticipated to reach \$ 5.5 billion by 2017. Market growth is a result of demand for automated business process that permits flexibility in response to changing business conditions. New systems are appropriate for the line of business to use to launch functionality in a cloud in a manner that is self-provisioned. Hybrid computing systems are positioned to support cloud computing. BPM provides this as application middleware that permits IT to manage change.



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