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WORKFLOW MANAGEMENT SPECIAL

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20 Most Promising Workflow Management Solution Providers

Modern enterprises are trying to deal with the global competition by reducing overall cost to carry out the business, and at the same time delivering new products and services to the market. To achieve this, the enterprises must constantly optimize business processes to suite the evolving market needs. Workflow technology helps them reach these goals by providing methodologies to support business process modeling to capture various workflows, business process reengineering to optimize these workflows, and business process automation to incorporate changing workflow needs with ease.

Workflow technology brings many advantages to the enterprises. In document management, for instance, it helps reduce the volume of back-office paperwork. The workflow software digitizes the documents and routes them through the work processes to achieve end results. Hence, the benefits of using such a technology helps drastically reduce errors and prevents tasks from falling through the cracks. Also, if

the right processes are in place, every connected personnel know what they are accountable for. The supervisors are not required to micro manage the progress of process at each stage; instead get an overview of what is happening.

To help organizations find the workflow solution that suits their business needs, in this issue of CIO Review, we present the 20 Most Promising Workflow Technology Providers, featuring the best vendors offering technologies and service that aid in Workflow Management. The firms compiled in this issue have exhibited vast knowledge and in-depth expertise in delivering Workflow related solutions.

A distinguished panel comprising of CEOs, CIOs, analysts, and the CIO Review editorial board have selected the top players from the competitive field of Workflow Management Solutions. The listing provides a look into how these solutions work in the real world, so that you can gain a comprehensive understanding of what technologies are available, which are right for you, and how they shape up against the competition.

Company:

Business Optix

Description:

Provides a cloud-based business and process modelling platform that enables clients to design, deliver and manage their processes from strategy-to-execution.

Key Person:

Peter McNally,
Managing Direct

Website:

businessoptix.com

BusinessOptix Delivering Change and Performance Improvement Across the Organisation

Using workflow to affect business change and performance improvement requires the ability to view processes at strategic and operational levels.

“In my experience, workflow initiatives can often focus on workflow execution and technical details, and not the end-to-end processes – which is where the real value can be achieved. Not only this, but in order to engage with and meet the needs of CIOs and CFOs there needs to be a way to create a higher level view that is aligned to the organizations’ strategy,” says Peter McNally, Managing Director, BusinessOptix.

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We see ourselves as a platform that facilitates collaborative creation and sharing of best practices and knowledge within the business and externally to clients and partners

To drive transformational change and business-as-usual operations, BusinessOptix, a cloud-based platform, enables C-level executives and operational staff to work top down and bottom up to collaboratively model, design, and transform their business. “For example, the platform can be used to create an executive view of the operating model

and cross-functional processes. Whilst at an operational level it enables users to document as-is and to-be processes including work instructions, and use scenario planning to compare and contrast different approaches to reach a positive business outcome,” says McNally.

From high level functional views to cross-functional activities, BusinessOptix users are able to shape the organization, prioritize areas of focus and see the impact of change across multiple stakeholders. As a single platform, BusinessOptix links board and operational level views so users can drill down or up to see and work on initiatives across multiple areas of the business.

McNally believes that many workflow initiatives are hindered by a diverse range of technologies that must be pieced together to create a complete picture. He says, “Our clients are using our platform to deliver all aspects of their models and processes in areas such as change and transformation, digital business and innovation, governance, risk and compliance, know your customer (KYC), new product development and project management. In many instances we are seeing traditional tools replaced by our single platform”.

BusinessOptix capabilities include tools for capturing, mapping and documenting requirements, processes, procedures, diagrams, models, org charts, methods, t-maps. Users can import files, store data, create forms and surveys, model and compare scenarios, use standard or custom stencils, collaborate, review and share, as well as publish content to internal and external individuals and groups, and generate activity reports.

BusinessOptix goes beyond creating and delivering workflow by enabling



Peter McNally

users to reuse and publish content and knowledge in portals for internal and external consumption. For example, BusinessOptix is assisting large BPOs and consultancies (such as Genpact) to collate, store and reuse their IP to deliver best practice internally and with clients. This is helping them gain maximum value and reuse from their IP as consultants are able to access existing materials and use this on new projects – clients are saving time accessing knowledge that is now fully available to them and avoiding the need to recreate models, processes and knowledge that is already available.

In the future, BusinessOptix envisages being an ‘internet-of-information’ covering transformation and business operations. McNally wants the platform to become the hub for all end to end workflow initiatives across organizations in a diverse range of industries. “We see ourselves as a platform that enables clients to collaboratively deliver multiple initiatives across their business and partner network,” he says. “We will also continue to invest in the platform and plan to develop further backend integrations so clients can see how their initiatives are performing against plans over time,” he concludes. **CR**

