

NEWS RELEASE



BUILDING CHANGE MOMENTUM TO MAXIMISE SUCCESS WITH BPM IS HARD – A NEW FREE BENCHMARKING AND PLANNING TOOL HELPS ADOPTERS

Driving success with BPM techniques and technologies requires a holistic approach to capability improvement, but building momentum to make significant changes to how things work can be difficult. It's very seductive to focus purely on buying technology – hoping that will fix things, and ignoring the bigger picture – but that's a road to failure. To help organisations with interest in BPM understand their maturity or readiness and help them build the case for more substantive change, independent analyst firm MWD Advisors has today launched a free online BPM benchmarking and planning tool that's open to everyone.

*Horsham, UK – 12 DECEMBER 2011 – MWD Advisors (MWD) today announces the availability of a new online **BPM Capability Benchmark and Planning Tool** which presents a vendor-independent and holistic perspective on BPM and considers the broad range of capabilities and technologies required to maximise the value of an organisation's BPM capability investment.*

Based on an interactive assessment of an organisation and its current practices, the tool shows an online assessment of the organisation's competence levels and provides an overall analysis of its current performance and outlook. For more detailed benchmarking information and a personalised action plan, the tool can immediately generate a high-quality **BPM Action Plan Report** for a nominal fee of £49; tool users can then use this report to understand their organisation's ideal next steps and share these insights with colleagues.

“Through our on-going assessment of BPM technologies and research into industry best practices, we help organisations prepare for and then make the most of technology and process investments,” said Neil Ward-Dutton, MWD's co-founder and Research Director. “We've designed this innovative new tool to give organisations instant personalised feedback, and put an action plan straight into the hands of those responsible for investment and deployment decisions and execution. What's more, we've designed the questions so that they really make you think about whether you're pursuing things as well as you could. The basic tool is completely free to use. I'm very excited about this – I think every BPM practitioner will get value out of it.”

The assessment and associated benchmark incorporate five dimensions: lifecycle, organisation, governance, architecture and technology. An assessment can be saved any time and returned to at a later date, once the respondent has the information needed to complete unanswered questions. Furthermore, a user can revisit and change their assessment multiple times – meaning that it's easy for someone to track the effectiveness of on-going changes in their organisation's readiness and maturity, as well as to take advantage of the growing base of benchmark data. Once initially purchased, the personalised **BPM Action Plan Report** can also be re-generated and downloaded on demand for no additional charge.

"This is a really easy-to-use tool that gets straight to the point," said Sebastiaan Van den Wijngaert, BPM Manager at global ocean carrier Maersk Line. "The assessment confirmed that we're heading in the right direction, but also prompted me to put additional management focus in some areas. The recommendations in our report are actually a great representation of what we have to focus on next, and are written in a way that all our stakeholders can understand."

Get started now

For further information about the **BPM Capability Benchmark and Planning Tool** and to get started visit <http://www.mwdadvisors.com/tools>. Access to the tool is free with a MWD Guest Pass account (also free).

The personalised BPM Action Plan report can be purchased for £49. A sample report is available to download from via <http://www.mwdadvisors.com/tools/strategy-planning/about.php>

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About MWD Advisors

MWD Advisors is a specialist European IT advisory firm which provides practical, independent industry insights that show how leaders create tangible business improvements from IT investments. Founded in 2005 by two high profile UK-based industry analysts, MWD provides advice to enterprise IT organisations and suppliers of IT technologies and services to help senior decision makers make better business decisions, and to maximise the business value received from IT investments.

MWD's analysts bring over 60 years' experience working with senior IT decision makers worldwide from a range of industries including retail, financial services, oil and gas, travel and leisure, utilities, manufacturing, public sector, healthcare and telecoms. We use our significant industry experience, acknowledged expertise, and a flexible approach to advise businesses on IT architecture, integration, management, organisation and culture.

For further information please visit <http://www.mwdadvisors.com>.

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