

## BPM TECHNOLOGY SPENDING REMAINS HIGH IN 2010 BUT CONFUSION AND OPPORTUNITY STILL REIGN, SAYS MWD ADVISORS

**European IT research and advisory firm MWD Advisors announces the availability of its 2010 BPM technology assessment update and vendor capability comparison report. The update reveals a number of key technology and market developments.**

*Cambridge, UK – 29 APRIL 2010* – IT-Business alignment experts MWD Advisors (MWD) today revealed the key findings from its latest Business Process Management (BPM) technology assessment update. Conducted in the first half of 2010, the findings are based on an in-depth assessment of the BPM product offerings and capabilities of the following vendors: Appian, IBM, Oracle, Pegasystems, Software AG, and TIBCO.

### **Finding #1: BPM technology spending continues to rise**

Following strong growth in 2009, BPM continues to be a hot topic in 2010. “Although the global economic downturn has still not released its grip on organisations, spending on BPM technology continues to grow significantly, with some vendors experiencing year-on-year growth of more than 30%,” said Neil Ward-Dutton, MWD’s Research Director and lead analyst for BPM. “Organisations facing a financial squeeze are turning to BPM to help them streamline their operations. Others in better financial positions are turning to BPM to help them bring new products and services to market faster and enter new markets more quickly.” he continued.

### **Finding #2: Although enterprise adoption maturity is evolving, there remains a very large untapped opportunity**

BPM is hardly a new idea, but it is taking a long time to really make inroads beyond leading-edge adopters and into the consciousness of the broader market. As a result, BPM remains a growth area for technology vendors large and small alike. “We find strong indications that leading organisations have moved beyond using traditional modelling tools and software packages/development tools to implement process improvements, to using more specialised BPM toolsets (or “BPM Suites”). However it’s still the case that for most, pursuit of true continuous process improvement is some way off. Even where more specialised tools are being used, most users are still looking at implementation of process improvements as one-off, “big bang” activities. Nevertheless, the number of strong case studies showing compelling ROI is growing fast,” MWD’s Ward-Dutton continued.

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### **Finding #3: Support for social software features, Software-as-a-Service delivery and dynamic process behaviour are the main vendor focuses**

According to the research study, there are three areas which are top-of-mind for most of the vendors: social software features, Software-as-a-Service (SaaS) delivery and support for dynamic process behaviour. “Together these changes make BPM technology more open and consumable than it has previously been, and they set up for a real surge in mainstream enterprise adoption of both the technology and the practice of BPM,” said Neil Ward-Dutton.

“What’s also important is that although “pure-play” BPM technology vendors used to have an obvious lead over large enterprise software players like IBM, Oracle, Software AG and TIBCO in multiple areas, those bigger players are starting to catch up – both through acquisitions and through redoubled R&D efforts. There’s no doubt that all involved see huge opportunity around BPM, and no-one wants to get left behind,” he continued. “Practically speaking this means that it’s more important than ever to perform adequate due diligence before getting into bed with a BPM technology provider. Not only are the differences a little harder to spot than they used to be, but the vendors are employing more aggressive marketing and promotional tactics that can obscure practical reality.”

### **About the 2010 technology assessment update**

The update includes six new premium reports which provide an in-depth technology assessment of the BPM product offerings and capabilities of the following vendors: Appian, IBM, Oracle, Pegasystems, Software AG, and TIBCO. Each report assesses the capabilities of the vendor’s product offerings, along with other complementary products, and also examines the partners, professional services, advice and other intellectual property that each vendor can offer customers exploring BPM implementations. The assessments differentiate the vendors on the basis of the capabilities they offer in support of six real-world “process management scenarios” and also assess the likely cost of ownership throughout the BPM lifecycle.

An overview of each vendor and a summary of how the vendors stack up in comparison to each other is available in a separate report entitled *BPM technology: Vendor capability comparison, IH10*.

The reports are the result of a rigorous research study carried out by MWD’s lead analyst for BPM Neil Ward-Dutton, and build on two years of continuously updated research, focused both on enterprise adoption and best practices and the capabilities of leading vendors’ products and services.

A full explanation of the research approach and methodology behind the reports is provided in two reports published in conjunction with the assessment reports: “*Assessing BPM technology*” and “*What drives BPM technology requirements?*” Both reports are available free of charge via the MWD Advisors website (free ‘Guest Pass’ access is required, available at <http://www.mwdadvisors.com/profile/index.php>).

The assessment and comparison reports are available immediately to members of MWD’s BPM Continuous Advisory Service. These reports can also be purchased individually (prices start at £250). Further information about the reports can be found at <http://www.mwdadvisors.com> or by contacting [sales@mwdadvisors.com](mailto:sales@mwdadvisors.com).

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## About MWD Advisors

MWD Advisors is a specialist European IT advisory firm which focuses exclusively on issues surrounding IT-business alignment. 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.

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