Magic Quadrant for Intelligent Business Process Management Suites

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Key Issues: Evaluating an iBPMS

1. What Is an iBPMS and When Do I Use It?
2. What Are the Magic Quadrant Inclusion Criteria?
3. What Are the Evaluation Criteria?
Key Issues: Evaluating an iBPMS

What Is an iBPMS and When Do I Use It?

2. What Are the Magic Quadrant Inclusion Criteria?
3. What Are the Evaluation Criteria?
iBPMS = Process Management + Analytics + Process Intelligence

- Process-centric model-driven application development platform
- Enables both and fosters collaboration between citizen and IT developers
- Combines both process data and other operational intelligence to make better decisions faster
- Supports a wide range of process styles
- Some include industry-specific or cross-industry process templates, accelerators or frameworks

Purpose: Accelerate time to development of business outcome.
Features: Graphical modeling, metadata repository, workflow.

Purpose: Improve business and process agility.
Process life cycle: Business and IT collaborate across all phases.
Features: Routine and some nonroutine work, continuous intelligence into process performance.

Purpose: Compress the cycle of observations to action for process reinvention.
Process life cycle: Business and IT collaborate across all phases.
Features: Dynamic and ad hoc types of nonroutine work, analyze in-process performance and external data.

Basic BPM Platform
Executable models

BPM Suite (BPMS)
Collaborative workbench for business and IT across entire process life cycle

Intelligent BPM Suite (iBPMS)
Advanced analytics and process intelligence to compress insight to action in dynamic and improvisational processes

Source: Gartner (August 2014)
Capitalize on Business Moments

Compress the time from insight to action

Observe - Orient - Decide - Act
Use Cases and Process Styles

<table>
<thead>
<tr>
<th>Use Case Name</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Composition of Intelligent Process-Centric Applications</td>
<td>Low</td>
</tr>
<tr>
<td>Business Innovation/Continuous Process Improvements</td>
<td>Low</td>
</tr>
<tr>
<td>Business Transformation (More Emphasis in 2015)</td>
<td>High</td>
</tr>
<tr>
<td>Digitalized Process (New in 2015)</td>
<td>High</td>
</tr>
</tbody>
</table>

**Structured Process**

**Predictable Workflow**

- **Forms-based workflow:**  
  - Applicant fills out a form and a repeatable series of steps determines eligibility.  
  - **Business outcomes:** Increased throughput, process consistency and quality.

- **Guided navigation:**  
  - The application guides a field worker through the steps needed to repair equipment.  
  - **Business outcomes:** Increased throughput, process consistency and quality.

- **Rule-driven workflow:**  
  - Rules are set up in anticipation of the common exceptions that occur in processing an application, and are triggered when an exception event occurs.  
  - **Business outcomes:** Increased throughput, process consistency and quality.

- **Collaborative workflow:**  
  - Team members collaborate to produce an RFP.  
  - **Business outcomes:** Auditability, completeness, innovation and creativity.

- **Case management:**  
  - Process progression is measured by milestone (enrolled, Period 1 evaluation, Period N evaluation), and case workers determine type of services or interventions required.  
  - **Business outcomes:** Auditability sound decisions by knowledge workers or "smart agents."

**Unstructured Process**

**Dynamic Workflow**

- **Digitalized process:** Compress the time it takes to go from contextual insight to action to deliver a unique customer experience or response to the confluence of input from the IoT.  
  - **Business outcomes:** A highly intelligent process optimally responds to the unique context presented by business moments.

Source: Gartner (August 2014)
iBPMS Product Features

Seamless Integration

- Integrated Development Experience
- Process Component Registry/Repository
- Model-Driven Composition Environment
- Content Interaction Environment
- Business Rule Management
- Process Orchestration Engine
- Management and Administration
- Active Analytics, BAM
- Connectivity to Interoperate With Other Environments
- Human Interaction Management, Mobile, Social
- On-Demand Analytics, Process Simulation and Optimization, Predictive Analytics
Key Issues: Evaluating an iBPMS

1. What Is an iBPMS and When Do I Use It?

What Are the Magic Quadrant Inclusion Criteria?

3. What Are the Evaluation Criteria?
**Inclusion Criteria**

- Demonstrated a focus on iBPMS on the market for at least one year.
- 20 paying customers for the product being evaluated.
- Revenue greater than $10 million in terms of revenue related specifically to the iBPMS platform.
- Does business in at least two major geographic areas.
- Marketed across multiple industries.
- May have industry frameworks built on top of the platform.
- The provider's platform has been used to implement *all four usage scenarios* of an iBPMS.
Key Issues: Evaluating an iBPMS

1. What Is an iBPMS and When Do I Use It?
2. What Are the Magic Quadrant Inclusion Criteria?

What Are the Evaluation Criteria?
Magic Quadrant Changes 2015 to 2016

- Most recent Magic Quadrant published in March 2015
- Next Magic Quadrant scheduled to publish in June 2016 along with companion Critical Capabilities due in April 2016

Changes from last year
- New usage scenarios:
  - Citizen developer process-centric application authoring
  - Case management
- For vision, more emphasis on business transformation versus CPI
- For execution, more emphasis on intelligent process applications, CPI
- Greater focus on accelerating time to market, especially cloud
### Evaluation Criteria

#### Completeness of Vision

<table>
<thead>
<tr>
<th>Evaluation Criteria</th>
<th>Weights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Understanding</td>
<td>High</td>
</tr>
<tr>
<td>Marketing Strategy</td>
<td>High</td>
</tr>
<tr>
<td>Sales Strategy</td>
<td>Standard</td>
</tr>
<tr>
<td>Product Strategy</td>
<td>High</td>
</tr>
<tr>
<td>Business Model</td>
<td>Standard</td>
</tr>
<tr>
<td>Vertical/Industry Strategy</td>
<td>Low</td>
</tr>
<tr>
<td>Innovation</td>
<td>High</td>
</tr>
<tr>
<td>Geographic Strategy</td>
<td>Low</td>
</tr>
</tbody>
</table>

#### Ability to Execute

<table>
<thead>
<tr>
<th>Evaluation Criteria</th>
<th>Weights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product/Service</td>
<td>High</td>
</tr>
<tr>
<td>Overall Viability</td>
<td>Standard</td>
</tr>
<tr>
<td>Sales Execution/Pricing + Licensing</td>
<td>Standard</td>
</tr>
<tr>
<td>Market Responsiveness + Track Record</td>
<td>Standard</td>
</tr>
<tr>
<td>Marketing Execution</td>
<td>Standard</td>
</tr>
<tr>
<td>Customer Experience</td>
<td>High</td>
</tr>
<tr>
<td>Operations</td>
<td>Standard</td>
</tr>
</tbody>
</table>
2015 iBPMS Magic Quadrant Results

From, "Magic Quadrant for Intelligent Business Process Management Suites," 18 March 2015 (G00258612)
Action Plan for Business and IT Leaders

Monday Morning:
- Identify which iBPMS use cases are most relevant to your business process improvement needs

Next 90 Days:
- Identify key business processes that would be improved by greater ability to adapt to change and increased contextual insight
- Establish goals you hope to achieve through the implementation of an iBPMS; go beyond focusing on efficiency and cost savings
- Schedule an inquiry with a Gartner analyst to help you shape your plan

Next 12 Months:
- Use the iBPMS Magic Quadrant as a guide as you pick a vendor that provides the capabilities that best supports your use case
- Use an iBPMS to improve the business outcomes from one or more core business processes
Recommended Gartner Research

- **Magic Quadrant for Intelligent Business Process Management Suites**
  Rob Dunie, W. Roy Schulte, Michele Cantara and Marc Kerremans (G00258612)

- **Eight Dimensions of Process IQ Determine How Smart Your Process Needs to Be**
  Michele Cantara, W. Roy Schulte and Rob Dunie (G00277005)

- **Use Intelligent Business Operations to Create Business Advantage**
  Jim Sinur and W. Roy Schulte (G00238883)

- **Analyze Your Process Styles to Ensure Technology Choices Lead to Improved Business Outcomes**
  Janelle B. Hill (G00255483)

- **Select the Right Type of BPM Platform to Achieve Your Application Development, Business Transformation or Digital Business Goals**
  Michele Cantara and Rob Dunie (G00267296)

For more information, stop by Gartner Research Zone.