



## BPM Trends 2014 - a summary

Created by Software-Initiative Deutschland e.V. (SID) in collaboration with Metasonic AG

### (1) Response times are becoming shorter and shorter

It's not just companies and organizations with agile and flexible structures that have good competitive and market opportunities. The digital world is driving changes forward at breakneck speed, and its progress is unstoppable. How can an organization's performance be managed if the environment is constantly changing? Companies need to recognize risks much faster and be prepared for the fact that the response times for managing these risks and opportunities successfully are becoming shorter and shorter. Organizations and companies must prepare themselves for this and be as agile as possible. This means that, when changes occur, if new situations arise or market opportunities present themselves, not waiting until instructions come from high up, but instead have a tactically smart alternative or innovative proposal ready in response.

### (2) Networked communication is becoming more and more important

Knowledge is a company's most important asset. Only by extracting the right, competition-critical information quickly to match the situation can a company profit from an opportunity and avoid risks. Employees are also increasingly working in spatially disparate locations. People network with each other via social media, communicate with machines and find themselves embedded in an evolutionary process that is constantly becoming more and more dynamic. In this situation, it is one of the most important resources within an organization - the knowledge held by its workforce - that contributes considerably to the company's success. For this reason, it is especially important that this knowledge is transparent for all, but can also be retrieved and deployed effectively. This is the only way to constantly ensure that opportunities, risks and new situations will always be managed effectively. However this knowledge also needs to be able to flow quickly and directly into IT support.



### **(3) Easy-to-use business solutions are of crucial importance for agility and dynamism**

Only by understanding a business solution, knowing the facts and having all the necessary information available quickly can someone make the right decisions. This is particularly true for specialist departments, which may need to create their own applications using business tools in order to obtain these facts. This enables them to act in an agile manner, adapt to challenges and have the requisite KPIs available so that they can make and implement the right decisions at all times.

### **(4) Context-aware offers will increase**

According to the media, fifteen per cent of customers will follow up context-aware offers that are based on their individual characteristics and buying profiles by 2017. This means that business departments will need to be able to allow customers' ideas, for instance in product development, to flow quickly into their solutions. Through direct dialogue, these ideas can then be driven forward with the engineers. This is associated with a constant adaptation of internal workflows. After all, this is the only way in which to ensure that customer experience is reflected within the organization.

### **(5) Integrate and motivate staff into and about IT processes**

Herbert Kindermann, CEO of Metasonic and Chairman of the SID Forum "Quo vadis BPM?", accordingly believes that motivating employees is essential for a company's success. Given the current huge trend towards cloud solutions, it is in fact crucial: "What use is immediate availability from the cloud if an IT specialist is needed to adapt and optimize it?" Some BPM tools need several square meters of paper to visualize business processes. These are far too complex for employees from the business departments and can accordingly only be understood by process experts.



If the prevailing structures are too rigid, business people may not be able to contribute their specialist knowledge and expertise. This has a hugely negative effect on motivation and commitment.

## **(6) IT will be relieved by simple and agile business solutions**

Easy-to-use business solutions, however, not only encourage the involvement of business people, but they also relieve IT departments' workloads. This is because when employees create their applications themselves, the IT department has spare capacity and budgets are spared. According to statements by the IDC, over 70 per cent of CIOs need to become innovators over the next two years. Instead of representing a bottleneck and therefore stopping their IT management, they are evolving from the role of business supporter to that of business enabler. They primarily provide added value contributions for companies and drive innovations forwards in order to secure the company's success.