

**Business Process Management (BPM)
Market Opportunities, Strategies,
and Forecasts,
2003 to 2008**

Business Process Management (BPM) Market Assessment



Picture by Susie Eustis

MOUNTAINS OF OPPORTUNITY

**WinterGreen Research, Inc.
Lexington, Massachusetts**

www.wintergreenresearch.com

CHECK OUT THESE KEY TOPICS

BPM MARKET DRIVING FORCES

Business Process Management Market Forecasts

Business Process Management Market Shares

BPM Market Driving Forces

BPM Multiple Process Categories

Customer Support

LINKING INTERNAL OPERATIONS

SYSTEM INTEGRATOR ROLE

BUSINESS PROCESS MANAGEMENT IN LAYERS

SPECIALIZED BPM PRODUCTS

TECHNOLOGY PLATFORMS

PROCESS ORIENTED ARCHITECTURE

ADVANCED E-BUSINESS INFRASTRUCTURE

WEB SERVICES

SERVICE LEVEL CHALLENGES

BUSINESS NEED

OPPORTUNITY ABOUNDS

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BPM market driving forces relate to the need for process use of information that achieves access between every different type of enterprise resource planning (ERP) system. Supply chains are automated using BPM technology based on integration infrastructure. Electronic commerce needs application servers and integration infrastructure to function.

Business process management (BPM) products help corporations integrate their existing data and applications into new business systems. BPM software allows customers to more quickly react to changing market conditions by using process models to design and build more flexible applications.

Business process management promises to take the islands of knowledge, data and business rules that represent the core of enterprise activities and unite them into a business system that is accessible to ordinary business people.

Standardization of BPM products is maturing. Business process management products offer a business-process oriented framework to manage the integration and information infrastructure of an organization. BPM is positioned in order to systematically bridge internal and external people to applications and back-end systems.

With a measurable ROI, BPM technologies enable companies to reduce operational expenses. They enable them to be adaptive, responsive, and productive. BPM is evolving into a separate business layer to streamline processes rather than becoming a subset of middleware or workflow.

Companies are implementing BPM solutions in the context of scalability and enterprise wide solution sets are achieving significant competitive advantage and improvements in productivity. Response to competition means adjusting unique enterprise resources to address opportunities and respond to change in markets. Needs and demands are integral to an integration infrastructure systems implementation.

Business process management engine markets at \$362.3 million in 2002 are expected to reach \$1.1 billion by 2008. Markets for process workflow at \$213.6 million in 2002 are expected to reach \$582.5 million by 2008.

By 2008, a large part of this market segment will be considered part of the workflow market business process management market. Workflow market growth is fueled by trends to automate business processes and reduce paperwork and eliminate manual duplicate entry into computing systems. Workflow is being relegated to exception management.

Companies Profiled

Market Leaders

**IBM
Tibco
WebMethods
Vitria
SeeBeyond**

Other Market Participants

**BEA
Cognos
Fiorano Software
Francisco Partners/Global eXchange Services (GXS)
Fuego
Hyperion
Intalio
Iona Technologies
iWay
ItemField
Kabira Technologies
Mercator Software
Microsoft
Pegasystems
Popkin Software and Systems
Q-Link
Sagent
Sopra/Viewlocity
Staffware**

Business Process Management (BPM) Market Strategies and Forecasts, 2003-2008

REPORT METHODOLOGY

THIS IS THE HUNDRED AND THIRTIETH REPORT IN A SERIES OF MARKET RESEARCH REPORTS THAT PROVIDE FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, COMPUTER, SOFTWARE, AND TELEPHONE EQUIPMENT. THE PROJECT LEADERS TAKE DIRECT RESPONSIBILITY FOR WRITING AND PREPARING EACH REPORT. THEY HAVE SIGNIFICANT EXPERIENCE PREPARING INDUSTRY STUDIES. FORECASTS ARE BASED ON PRIMARY RESEARCH AND PROPRIETARY DATA BASES. FORECASTS REFLECT ANALYSIS OF THE MARKET TRENDS IN THE SEGMENT AND RELATED SEGMENTS. UNIT AND DOLLAR SHIPMENTS ARE ANALYZED THROUGH CONSIDERATION OF DOLLAR VOLUME OF EACH MARKET PARTICIPATION IN THE SEGMENT. INSTALLED BASE ANALYSIS AND UNIT ANALYSIS IS BASED ON INTERVIEWS AND AN INFORMATION SEARCH. MARKET SHARE ANALYSIS INCLUDES CONVERSATIONS WITH KEY CUSTOMERS OF PRODUCTS, INDUSTRY SEGMENT LEADERS, MARKETING DIRECTORS, DISTRIBUTORS, LEADING MARKET PARTICIPANTS, OPINION LEADERS, AND COMPANIES SEEKING TO DEVELOP MEASURABLE MARKET SHARE. OVER 200 IN DEPTH INTERVIEWS ARE CONDUCTED FOR EACH REPORT WITH A BROAD RANGE OF KEY PARTICIPANTS AND INDUSTRY LEADERS IN THE MARKET SEGMENT.

YOU MUST HAVE THIS STUDY

Business Process Management (BPM)
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2003 to 2008

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