

WINTERGREEN RESEARCH, INC.

**Business Process Management (BPM) Market
Opportunities, Strategies, and Forecasts, 2007 to 2013**

Business Process Management (BPM)



Picture by Susie Eustis

MOUNTAINS OF OPPORTUNITY

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

www.wintergreenresearch.com

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CHECK OUT THESE KEY TOPICS

BUSINESS PROCESS MANAGEMENT MARKET SHARES
Business Process Management Market Forecasts
Business Process Management Market Driving Forces
Greater Value From Existing Assets

BPM Web Services
BPM Multiple Process Categories
CUSTOMER SUPPORT
LINKING INTERNAL OPERATIONS
DELIVERING BUSINESS SERVICES VIA THE WEB
BUSINESS PROCESS MANAGEMENT TECHNOLOGY ISSUES
TECHNOLOGY ISSUES
DEVELOPMENT TOOLSET
BPM SOFTWARE PROCESS DESIGN
SERVICE LEVEL CHALLENGES
BPM PRODUCT CAPABILITY AND FUNCTIONALITY
BPM / WEB SERVICES / SOA

OPPORTUNITY ABOUNDS

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**Business Process Management (BPM) Market
Opportunities, Market Forecasts, and Market Strategies,
2007-2013**

To implement a modern customer response module and attach it to the existing legacy business IT system depends on process. Utility companies do not want to spend the \$6 billion to replace the existing IT system and endure the associated risk, they simply want to upgrade the existing CRM module so that the outage calls are handled more efficiently. This involves EAI systems integration implemented as BPM.

The integration is needed to interconnect the new CRM module to the legacy IT core business system and new process is an essential aspect of that implementation. This level of integration requires a core broker that is available from IBM or Tibco and is not so easily managed by BPM companies with less integration core broker functionality.

BPM market driving forces relate to the need for automation of process. Information exchange depends on access to every different type of enterprise resource planning (ERP) system and network connectivity. 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. BPM software projects frequently range between \$100,000 to \$500,000.

Business process management promises to drive markets going forward. Automation of business process must be balanced with human exception management, which is managed by workflow. Business processes are enhanced by the ability to interconnect a range of different applications systems including general ledger, order entry, inventory, process control, and human resources.

Business process management (BPM) aims for the achievement of greater value from existing software assets. IT investment allows the business process to be used to capture information electronically and automate services delivery. BPM is used to dynamically manage business logic with integrated application services. Business process management (BPM) is a central aspect of enterprise software.

Business process management products and integration architecture focus on permitting the business analyst to access and manage information relevant to the decision making process. Business process management provides an advantage to users because of a focus on business process automation across the enterprise and across trading partners, distributors, suppliers and customers.

The market for BPM products is evolving. Technological change brings robust functionality. Business process integration software addresses a range of requirements. A comprehensive suite of application integration solutions can be applied to business process management.

Business process management (BPM) and services oriented architecture engine markets at \$3.6 billion for licenses and services in 2006 are expected to reach \$7.6 billion by 2013.

Companies Profiled

Market Leader

IBM
Tibco
BEA

Market Participants

Adobe
Applied Technology
Fiorano
FusionWare
Graham Technology
IONA
Metastorm
Pegasystems
Progress Software
Savvion
Vitria

Appian
Cape Clear
Fujitsu
Global 360
HandySoft
Lombardi
Oracle
PolarLake
SOA Software
Sopra Group / Axway
webMethods

Business Process Management (BPM) Strategies and Forecasts, 2007-2013

REPORT METHODOLOGY

THIS IS THE 304TH REPORT IN A SERIES OF MARKET RESEARCH REPORTS THAT PROVIDE FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, COMPUTER, SOFTWARE, TELEPHONE EQUIPMENT, HEALTH EQUIPMENT, AND ENERGY. 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. WE ESTABLISH ACCURATE MARKET FORECASTS BASED ON ECONOMIC AND MARKET CONDITIONS AS A BASE. USE INPUT/OUTPUT RATIOS, FLOW CHARTS, AND OTHER ECONOMIC METHODS TO QUANTIFY DATA. USE IN-HOUSE ANALYSTS WHO MEET STRINGENT QUALITY STANDARDS. INTERVIEWING KEY INDUSTRY PARTICIPANTS, EXPERTS AND END-USERS. OUR RESEARCH INCLUDES ACCESS TO LARGE PROPRIETARY DATABASES. LITERATURE SEARCH INCLUDES ANALYSIS OF TRADE PUBLICATIONS, GOVERNMENT REPORTS, AND CORPORATE LITERATURE.

YOU MUST HAVE THIS STUDY

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ABOUT THE COMPANY

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ELLEN T. CURTISS, TECHNICAL DIRECTOR, CO-FOUNDER OF WINTERGREEN RESEARCH, CONDUCTS STRATEGIC AND MARKET ASSESSMENTS IN TECHNOLOGY-BASED INDUSTRIES. PREVIOUSLY SHE WAS A MEMBER OF THE STAFF OF ARTHUR D. LITTLE, INC., FOR 23 YEARS, MOST RECENTLY AS VICE PRESIDENT OF ARTHUR D. LITTLE DECISION RESOURCES, SPECIALIZING IN STRATEGIC PLANNING AND MARKET DEVELOPMENT SERVICES. SHE IS A GRADUATE OF BOSTON UNIVERSITY AND THE PROGRAM FOR MANAGEMENT DEVELOPMENT AT HARVARD GRADUATE SCHOOL OF BUSINESS ADMINISTRATION. SHE IS THE AUTHOR OF RECENT STUDIES ON WORLDWIDE TELECOMMUNICATIONS MARKETS, THE TOP TEN INTERNET EQUIPMENT COMPANIES, THE TOP TEN CONTRACT MANUFACTURING COMPANIES, AND THE TOP TEN TELECOMMUNICATIONS MARKET ANALYSIS AND FORECASTS.

SUSAN EUSTIS, PRESIDENT, CO-FOUNDER OF WINTERGREEN RESEARCH, HAS DONE RESEARCH IN COMMUNICATIONS AND COMPUTER MARKETS AND APPLICATIONS. SHE HOLDS SEVERAL PATENTS IN MICROCOMPUTING AND PARALLEL PROCESSING. SHE HAS THE ORIGINAL PATENTS IN ELECTRONIC VOTING MACHINES. SHE HAS NEW PATENT APPLICATIONS IN FORMAT VARYING, MULTIPROCESSING, AND ELECTRONIC VOTING. SHE IS THE AUTHOR OF RECENT STUDIES OF THE REGIONAL BELL OPERATING COMPANIES' MARKETING STRATEGIES, INTERNET EQUIPMENT, BIOMETRICS, A STUDY OF INTERNET EQUIPMENT, WORLDWIDE TELECOMMUNICATIONS EQUIPMENT, TOP TEN TELECOMMUNICATIONS, DIGITAL LOOP CARRIER, WEB HOSTING, WEB SERVICES, AND APPLICATION INTEGRATION MARKETS. MS. EUSTIS IS A GRADUATE OF BARNARD COLLEGE.

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