

WINTERGREEN RESEARCH, INC.

**Business Process Management (BPM) Market
Opportunities, Strategies, and Forecasts, 2004 to 2009**

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
BPM MARKET DRIVING FORCES

Modifying Business Processes

Business Process Services
BPM Multiple Process Categories
CUSTOMER SUPPORT

LINKING INTERNAL OPERATIONS

SYSTEM INTEGRATOR ROLE

E-BUSINESS

BUSINESS PROCESS MANAGEMENT TECHNOLOGY ISSUES

TECHNOLOGY PLATFORMS

ADVANCED E-BUSINESS INFRASTRUCTURE

BPM SOFTWARE PROCESS DESIGN

WEB SERVICES

BPMI.ORG

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Business Process Management (BPM) Market Opportunities, Strategies, and Forecasts, 2004 to 2009

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.

Leveraging Intranets and the Internet, application integration business process solutions present new levels of flexibility, customer service, and operational efficiency across an extended enterprise.

A comprehensive business process management system provides an organization with the ability to collectively define and model their business processes, deploy these processes as applications accessible via the Web that are integrated with their existing software systems, and then provide managers with the visibility to monitor, analyze, control and improve the execution of those processes in real time.

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.

New customer service systems need BPM in order to be implemented efficiently. Long running processes can be supported in a number of ways, but BPM is most efficient. Indirect factors relate to the migration of existing products from separate market segments. File transfer, CTI, applications development, and workflow illustrate the alternate ways to implement long running processes.

Enterprise application integration is occurring in the context of corporate adoption of best-of-breed BPM strategies. Mergers, acquisitions, and reorganizations are increasing. The driving force is the need to leverage economies of scale brought by the Internet. A desire to develop closer links with customers, suppliers, and partners is also evolving. These events all drive demand for BPM.

Business process management engine markets at \$416.4 million in 2003 are expected to reach \$1.1 billion by 2009. Products have a dashboard that supports ease of use for business analysts. Business analysts systems are expected to become ubiquitous and provide a useful purpose for PCs.

Companies Profiled

Market Leaders

IBM Corporation
Tibco Software
BEA
webMethods

Market Participants

Ascential
CommerceQuest
Fiorano
Global eXchange Services
Kabria
MQSoftware
SeeBeyond Technology

BMC Software
Deloitte Touche
Fuego
Itemfield
Microsoft
Savvion
Vitria

Business Process Management (BPM) and Services Strategies and Forecasts, 2004-2009

REPORT METHODOLOGY

THIS IS THE *TWO-HUNDRED AND TWENTY-FIRST* REPORT IN A SERIES OF MARKET RESEARCH REPORTS THAT PROVIDE FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, COMPUTER, SOFTWARE, TELEPHONE 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.

YOU MUST HAVE THIS STUDY

Business Process Management (BPM) Market Opportunities, Strategies, and Forecasts, 2004 to 2009

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