



MAKING A BETTER FRAMEWORK FOR BPM



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Is it time to reframe BPM through a modern lens? This is what a recent Forrester report claims, after conducting an online survey of over 3,300 businesses. While 33 percent of companies are already implementing or using a BPM solution and an additional 30 percent are interested in using BPM, only 17 percent of companies made a formal request to use BPM in the last year.

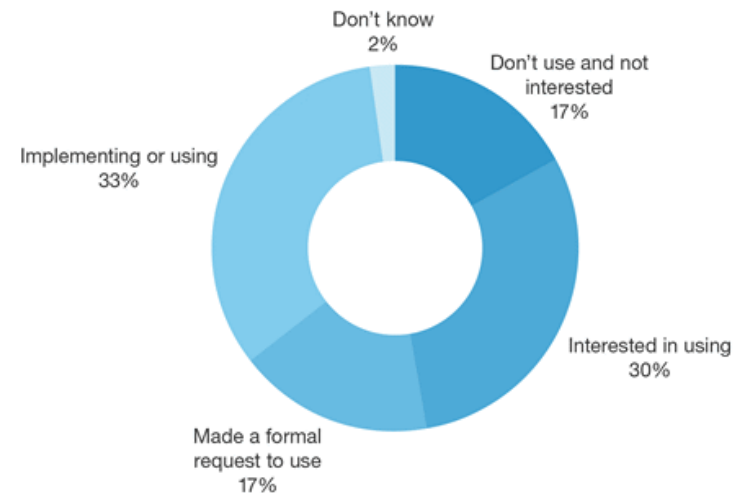
The reason for such a wide interest-to-investment gap? According to the report, executives are more closely scrutinizing practices to determine what is worth keeping and demanding a clear case for the “cause and effect between investment and rapid business benefits.” BPM is in a gray area with a reputation for taking too long to deliver measurable results, costing too much for upfront software and skills development, and delivering ambiguous results that are hard to quantify.

So how can BPM be reframed to help make a more compelling case for senior executives? According to Forrester, BPM solutions that meet the following requirements are well positioned to meet modern BPM needs:

- 1 Speed up execution for revenue opportunities
- 2 Simplify customer processes for convenience and engagement
- 3 Use digital transformation to anchor the case for BPM

K2's business application platform comprehensively addresses these requirements with mobile-friendly workflows and forms that span people, departments

“Which technologies are you or your team currently using or requesting from IT?”
(Business process management [BPM] software)



Base: 168 global business decision-makers who identify as owner or C-level executive (20+ employees)
Source: Forrester's Business Technographics® Global Software Survey, 2014

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and data sources. K2 apps run on premises or in the cloud, integrate with your current systems, and allow for insightful reporting, allowing your workforce to move faster and stay focused on growing the business instead of managing processes.

Speed up execution for revenue growth opportunities

ACCELERATE CUSTOMER ACQUISITION AND REVENUE

While the business case for cost cutting and process efficiency is well documented, a more compelling case for executives today is revenue acceleration. According to Forrester, enterprise architects that have “cracked the code for revenue-side benefits” have often focused on redesigning processes to accelerate customer acquisition and revenue. This means looking at processes that could create additional revenue opportunities, such as quote to cash, mortgage origination, underwriting, contract management and a host of other processes. If streamlined more efficiently, these kind of processes could have the potential to not only cut costs and improve efficiency due to fewer risks and manual errors, but actually net significant revenue for companies through the creation or identification of additional revenue opportunities.

K2 is an ideal solution to build these types of processes due to drag-and-drop design tools that make it fast and easy for both business and technical users to build flexible, customizable

applications that speed up processes and increase revenue acceleration opportunities. For example, Island Savings, one of the 10 largest credit unions in British Columbia, used K2 to accelerate revenue by streamlining its mortgage origination process. The cost to originate a mortgage was more than the first year’s profit on the mortgage, due to paper-based processes that were slow, error-prone and inconsistent. By implementing K2, Island Savings was able to significantly reduce the mortgage origination process time, allowing the company to accelerate revenue through the ability to increase the number of mortgages that could be processed each month.

“Our new mortgage-origination solution [...] streamlines every aspect of the process and prevents errors or missing information. Now it takes us 45 minutes to complete something that used to take three days.”

– DARRELL JAGGERS, VP OF INFORMATION SYSTEMS,
ISLAND SAVINGS

PROTECT EXISTING REVENUE STREAMS

While new revenue opportunities are important, protecting existing revenue streams is just as critical. Due to its deep integration capabilities with backend IT systems, social outlets and cloud services, K2 protects existing revenue streams by



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“[The K2 applications] are being used in every one of our branches and the feedback has been overwhelmingly positive.”

– DAVE ARROWSMITH, SENIOR MANAGER OF BUSINESS SOLUTIONS, ISLAND SAVINGS

providing a way for businesses to centralize and control data through business apps, while still keeping the information secure in its system of record. Information is securely routed to the right people, whether internal or external, improving the customer experience while ensuring that governance and compliance policies are adhered to.

For example, Square Enix Europe used K2 to protect one of its revenue streams by building an application to improve the security of the company's digital assets. With gaming enthusiasts around the world eagerly awaiting news of upcoming releases, the company had to work hard to keep storylines from getting leaked prior to launch. The K2 application now keeps a record of all software requests, ensures that the right approvals are in place before anything is released to the requestor, and tracks exactly when the software is being used and by whom.

“[K2] gives us the ability to direct the approval to the right person, audit it and work out where the workflow is. The mastering will only go to the right person, only once it's been approved by the right producer.”

– ETIENNE LAMBERT, GLOBAL IT DEVELOPMENT MANAGER,
SQUARE ENIX EUROPE

Simplify customer processes for convenience and engagement

ELIMINATE FRICTION IN CUSTOMER PROCESSES AND TOUCH POINTS

Customer service interactions and experiences are typically only “skin deep,” Forrester reports, with great visuals but not the touch points needed to complete transactions and service requests. This can create a lot of friction for customers. BPM systems can be great at automating the various touchpoints that are needed to provide a smooth experience for the customers, but it is important to take into account the end user experience, to ensure an intuitive, streamlined experience for customers.

Not only does K2 provide the touchpoints needed for customers to complete transactions and service requests, but it also makes these touchpoints simple and easy for end users to interact with. Approvals or requests for more information are as simple as a click of a button within an email, and filling out a form can be done even when the end user is offline. Backend systems that automatically sync once connectivity has been restored means that users can input the information at any time and know the information will reach its intended destination.

First West Credit Union used K2 to reduce the friction on customer touchpoints for its business banking application process. Wanting to differentiate itself in the market by adding value for its members, First West automated the process,



reducing it from the weeks it used to take into a two-step process that now takes only 40 minutes.

“There was a craving for the tools and solutions we can get with K2.”

– DAVID ARROWSMITH, VP OF BUSINESS SOLUTIONS, FIRST WEST CREDIT UNION

EMPOWER EMPLOYEES TO QUICKLY SOLVE CUSTOMER PROBLEMS

Another important factor to consider when choosing a BPM solution to automate customer-facing processes is agility. Customer-facing processes change as quickly as the market, and solutions that streamline these processes need to be agile enough to keep up. Many BPM systems are built more for internal, backend processes rather than customer-facing ones. An application can take months to design, which might be fine for an internal process, but when used for a customer-facing process, further changes to the process might be in order by the time it is finally deployed. Unfortunately, making changes to a process can take several more months of development time, and in the meantime, customer needs might have changed again.

Keoughs, a leading provider of claims-related services to insurers, businesses and other suppliers to the insurance sector, found itself struggling to meet customer demands due to an inflexible case management solution that couldn't keep up with rapid change cycles. Keoughs now

uses a K2-based solution for 95 percent of its critical processes, from case management to product development and client reporting.

K2's agility made it easy for the company to build customer-facing applications, as well as update them when needs changed. K2 is an ideal solution for customer-facing applications because they can be built in days or even hours and modified just as easily when the need arises. This makes it possible to even use K2 for disposable apps – apps that are needed for processes with a very short lifespan or which correspond to a particular event or activity. With many BPM systems, the cost and time needed to build an app like this far outweighs the business value. However, with K2, these solutions can be built fast enough to make them worthwhile.

EXTEND PROCESSES TO MOBILE CHANNELS FOR SEAMLESS SELF-SERVICE

Mobile capabilities are also important when building and running customer-facing applications. Customers are increasingly engaging with businesses through tablets or smartphones and expect the companies they engage with to provide an intuitive mobile experience. Some customer transactions can be complex, creating a cumbersome experience for customers, but according to Forrester, this doesn't mean you should avoid building mobile channels for these transactions. Just make sure that the solution you use simplifies this experience for customers and makes it easier for them to connect the dots.



K2 simplifies the customer experience with applications that can be built once and run on any device, even when offline. This can be highly useful for professionals, such as customer service employees, field service technicians and home health care workers, who at times work outside of an office in areas where Internet connectivity is not guaranteed. With K2 applications, they can easily complete tasks or fill out information from their mobile device, anywhere and at any time.

Use digital transformation to anchor your business case for BPM

ALIGN DIGITAL CUSTOMER EXPERIENCE AND DIGITAL OPERATIONAL EXCELLENCE

For long-term impact, it's critical to think about digitization across the entire organization, from internal processes to customer-facing ones. Many internal processes support customer-facing processes and could be optimized to better support this engagement.

K2 is ideal in that it can support an organization's full range of BPM needs, which can include top-down business transformation initiatives; packaged solutions; and custom applications to support internal processes, customer-facing processes, and line of business integration. From departmental to industry solutions, K2's customers, which include Shell, PPG, Kimberly-Clark, First West Credit Union and Roche Diagnostics, range

across all industry types and have used K2 to build and run both industry and departmental solutions. A platform that is agile and flexible enough to solve any process-based need is a big differentiator in a world where many BPM technologies still have too narrow a focus.

DEPLOY NEW PROCESS TOOLS TO DRIVE CUSTOMER-CENTRIC INNOVATION

According to Forrester, speed is the top priority for digital businesses, and low-code platforms are the new breed of BPM platforms to deliver "rapid customer-centric innovation." The ability to rapidly deliver solutions will allow organizations to scale these apps across the entire organization.

K2 not only provides a low-code platform, but also provides reusable building blocks that speed up the application building process and can be leveraged across departments, workflows and processes. Workflows, forms, and data integration points can all be used over and over again, making it possible to build a library of assets that can be reused across any number of applications. This makes each application faster and easier to build than the previous one and is the reason why some organizations have been able to deploy hundreds of K2 apps in a relatively short time period. This reusability component also makes it easy to scale and standardize processes across regions.

CONCLUSION

With the right solution, BPM can be the differentiator that helps your organization increase revenue and provide digital operational excellence that sets you apart from your competition. Now, more than before, companies need to think of BPM through a lens that captures more than just the automation of core processes. The solution you choose should also have the speed, agility and flexibility that is needed to adapt to your organization's unique needs and methodologies.

For more information about K2 BPM software, please visit [our website](#).



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