

Worldwide Business Process Management (BPM) Market Opportunities Strategies, and Forecasts, 2009 to 2015

Systems are poised for significant growth as Web based applications are used to implement automated process. A business process management system has many aspects related to a range of industries moving to leverage the Internet as a channel.

Real time analysis of information is being used to position companies to achieve competitive advantage. Cloud computing is a central aspect of the BPM initiative, providing up to date information in a usable format. Companies are implementing BPM solutions in the context of cloud computing that provides syntax to business users.

The BPM syntax is used in a model driven architecture at the line of business. This comes from an engine that is worked on all year long by IT. In this way, business analysts have access to BPM models that run without coding. 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.

According to Susan Eustis, lead author of the study, "innovation drives market growth in every industry, and innovation depends on implementation of automated business process in every instance. IBM, Oracle, and Adobe are among market leaders. IBM is able to leverage its SOA market dominance to support innovation, providing software that supports flexible response to changing market conditions." SOA reaches into every industry and every segment of the economy. SOA drives innovation for the very large enterprises, now the mid range size companies and very small organizations are adopting technologies similar to what the enterprise use, creating automated process to replace manual process.

Business process management promises to drive enterprise markets going forward by implementing automated process more efficiently. 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.

Integration of Internet servers that implement e-business with partners and open a new sales channel depend on BPM systems. Areas of demand within the enterprise include financial services, customer relationship management, e-government and ebusiness.