

PRESS RELEASE

iGrafx recognised as a Representative Vendor in Gartner Market Guide for Enterprise Business Process Analysis

Munich, 24. March 2015. iGrafx, specialist of Business Process Management (BPM), announced today that it has been included in Gartner Inc.'s first-ever "Market Guide for Enterprise Business Process Analysis" report, authored by Marc Kerremans and published on March 4, 2015.

Gartner defines Enterprise Business Process Analysis (EPBA) as “the discipline of business modeling aimed at transforming and improving business performance and business outcomes.” The Gartner Market Guide highlights key vendors and how they fulfill common use cases of EBPA.

“We are proud to be recognised by Gartner as a representative vendor in this continually evolving market space,” said Ken Carraher, CEO of iGrafx. “iGrafx has been enabling organisations to improve their performance for over two decades by empowering users from all areas of the business to contribute to operational excellence.”

Gartner’s Marc Kerremans noted in the report that digital business practices are motivating the adoption of EBPA in organisations. “We see two main drivers for EBPA tools adoption in the market. First, as digital business is becoming a major theme, and because process reinvention is crucial to these digital business initiatives, digital business drives the growth in business users’ awareness of the benefits of analysing and understanding their own processes in a larger context.” Second, according to Kerremans, “The accelerating pace of business is driving the need to respond quicker and more effectively to change.”

Carraher acknowledged that, “As the world of business evolves, BPA has been applied in different ways to support business improvement. iGrafx has long promoted the value of modeling, analysing and communicating the interactions of multiple aspects of the business to support business transformation. We believe that Gartner’s most recent observations about the evolution of BPA confirms our vision and the alignment of our solutions with the needs of today’s organisations to stay agile and innovative in the way they manage their business.”

iGrafX's BPA solutions are in use by thousands of organisations large and small across many vertical markets throughout the world. iGrafX targets organisations looking to achieve business innovation and transformation through the design and analysis of processes and business architecture and managing their process performance. iGrafX empowers organisations to lower cost and increase efficiency through business optimisation, enables intelligent decision making based on real-time operational performance, helps drive change and manage risk, and aligns operations to business objectives to ensure delivery of business value.

More information about iGrafX can be found at www.igrafX.com, on [Twitter](#) and [Google+](#).

About iGrafX:

iGrafX process management and analysis solutions empower organisations to achieve maximum performance. iGrafX captures and communicates the alignment of strategy, people, processes and technology, and unites the entire organisation around delivering business value. iGrafX delivers strategic and operational decision support to enable customers to become and remain world class competitors. For over 20 years, iGrafX products and services have been helping companies of all sizes across the globe manage their processes and optimise their business. For more information, please visit www.igrafX.com.

About the Gartner Market Guide

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