

PRESS RELEASE

iGrafx receives Positive Rating in Gartner MarketScope for Enterprise Business Process Analysis

Munich, 03. December 2013. iGrafx, a leading provider of Business Process Management and Analysis solutions, announced today that it has been assigned a “positive” rating in Gartner Inc.’s "MarketScope for Enterprise Business Process Analysis" report, authored by David Norton and Teresa Jones, published on November 21, 2013.

"We are pleased to be recognized by Gartner within the MarketScope for Enterprise Business Process Analysis", said Ken Carraher, CEO of iGrafx. "This positive rating represents our ongoing commitment to present our customers with innovative and transformative solutions, and reflects the enthusiasm of our customers about what they've been able to achieve leveraging iGrafx."

The 2013 Gartner EBPA MarketScope responds to clients' growing interest in BPA for the masses and more collaborative styles of business improvement. Gartner describes Enterprise business process analysis as the discipline of business modeling aimed at transforming and improving business performance, with an emphasis on cross-viewpoint, cross-functional analysis and strategic and operational process-related decision support.

The MarketScope evaluates the Enterprise business process analysis marketplace and depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace. Gartner evaluates EBPA vendors on the following criteria: Product/Service, Overall Viability (Business Unit, Financial, Strategy, and Organization), Market Understanding, Offering (Product) Strategy, Business Model, Innovation, and Customer Experience, with the latter two receiving a higher weighting. Gartner advises current customers of vendors with positive ratings to "continue incremental investments." Gartner also advises potential customers to "consider this vendor a viable choice for strategic or tactical investments, while planning for known limitations."

iGrafx's solutions are used in thousands of organizations large and small across many vertical markets throughout the world. iGrafx targets organizations looking to achieve business innovation and transformation through designing and analyzing their processes and business architecture and managing their process performance. iGrafx empowers organizations to lower cost and increase efficiency through business optimization, 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 on iGrafx is available at www.igrafx.com, on [Twitter](#) and on [Google+](#).

About iGrafX

iGrafX process management and analysis solutions empower organizations to achieve maximum performance. iGrafX captures and communicates the alignment of strategy, people, processes and technology, and unites the entire organization around delivering business value. iGrafX delivers strategic and operational decision support to enable our 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 optimize their business.

About the Gartner MarketScope

Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

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