

iGrafx[®] recognized as a Representative Vendor in Gartner Market Guide for Enterprise Business Process Analysis

Tualatin, OR. — March 19, 2015 iGrafx[®], a leading provider of Business Process Management (BPM) solutions, 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 recognized by Gartner as a representative vendor in this continually evolving market space," said Ken Carraher, CEO of iGrafx. "iGrafx has been enabling organizations 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 organizations. "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 analyzing 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, analyzing 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 organizations to stay agile and innovative in the way they manage their business."

iGrafx's BPA solutions are in use by thousands of organizations large and small across many vertical markets throughout the world. iGrafx targets organizations looking to achieve business innovation and transformation through the design and analysis of 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.

About iGrafx

iGrafx business 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. For more information, please visit www.igrafx.com

About the Gartner Market Guide

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 or other designation. 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.

Press Contact Information:

iGrafx
September Danforth
503-404-6030
www.igrafx.com

© 2015 iGrafx, LLC. All rights reserved. iGrafx and the iGrafx logo are trademarks or registered trademarks of iGrafx, LLC. All other product, font and company names and logos are trademarks or registered trademarks of their respective companies.