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## **New Partner in UAE – iGrafx and Gulf Business Machines Pool Their Extensive BPM Expertise**

**AUSTIN, DECEMBER 03, 2018** — iGrafx, a leading provider of ROI-proven business transformation software, has launched a partnership with IBM solutions provider Gulf Business Machines (GBM). The partnership will let customers harness the combined power of iGrafx's BPM software solutions and the solutions provider's IBM Digital Business Automation portfolio and industry-leading IBM technologies.

The growing demands of the ITC market demand sophisticated IT systems. Dubai-based GBM satisfies these demands by engineering highly regarded IT hardware and software solutions built around industry leader IBM's products. Between this longstanding IBM partnership and its workforce in excess of 1,500, GBM has all the capabilities needed to develop and deploy effective technologies that enable customers to achieve their business objectives. Digital transformation and its associated process optimization measures continue to gain ever more importance for individual companies throughout this process. Against this backdrop, iGrafx's BPM solutions for GBM's current IBM portfolio are the perfect complement for IBM Digital Business Automation. Their first joint customer project has already been successfully realized.

The purpose of the iGrafx-GBM partnership is to supply IBM customers with the best possible optimization measures for their business processes. Its underlying rationale is to support Gulf Business Machines in consistently delivering innovative best-in-class BPM solutions and customer service based on iGrafx and IBM BPM solutions in the United Arab Emirates (UAE). This constitutes another chapter in both companies' success stories.

### **About iGrafx**

Founded in 1991, iGrafx is the worldwide leader in digital business transformation software, with solutions that have helped 2/3 of the fortune 100 and 10,000 customers worldwide save and generate over a billion dollars. The company focuses on a single thing: ROI-proven business transformation. Integrating seamlessly with other systems of record, and reporting results in real-time dashboards, iGrafx allows customers to map and model processes, then make digital operations decisions more effectively than with any other tool in existence.

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For more information about iGrafx, visit: <http://www.igrafx.com>

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