

COMPETITOR FOCUS SERIES

Decision Matrix: Selecting a Business Process Management Vendor (Competitor Focus)

Choosing the next-generation business process management platform

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AURAPORTAL: BPM RADARS

Admittedly, AuraPortal excels in Ovum's technology assessment study. Yet, in only three out of eight technology assessment categories, AuraPortal obtained a lower than average score, which was set by a highly competitive field. Lower scores in two of those categories, namely Deployment and Standards, are a direct result of AuraPortal's close alignment with Microsoft's technology platform. AuraPortal runs on the Windows operating system and uses Microsoft SharePoint, Office, and Visio for document management, office productivity and process modeling. Alignment with Microsoft is a strategic decision, justified by the needs of the vendor's customer constituency, and a simple but effective approach to BPM.

Although AuraPortal builds on Microsoft technologies, its approach is entirely its own. AuraPortal's process platform is comprehensive and well-rounded. The vendor understands that its customer base is seeking to solve specific business problems rapidly and with minimum involvement of the IT professionals. AuraPortal's BPM platform is a simple yet comprehensive system based around the BPMN modeling extension of Microsoft Visio, a process execution engine, an integrated business rules management system (BRMS) and dashboard-based process monitoring. The system also provides a code-free business process development and execution environment, which means that processes can be configured by line-of-business operatives. This dramatically reduces time to value and minimises the total cost of ownership, due to the reduced scope for IT involvement.

Such an approach to BPM is made possible by a dictionary of pre-defined process entities (such as business objects, roles, forms and reports) that provides the principal process composition elements. These process artefacts can be instantiated, configured and composed into processes. Although straightforward, AuraPortal's approach to process composition is not limited to simple instances. The vendor has demonstrated that its BPM platform can support complex processes and high-throughput scenarios, due to optimised native execution of the assembled process chains.