



**YOU-GET**

# **The Process Cloud: BPM for every organization**



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## SUMMARY

Business Process Management (BPM) helps companies with describing and improving their internal processes. Starting out as a way to describe the flow of documents, it soon evolved to include the interaction with enterprise applications. When applications within the process workflow are integrated in a business process management application, productivity can increase, because a user does not have to switch between applications. These applications are often large, enterprise applications, which require support and maintenance.

Cloud computing allows companies to use applications that are set up, maintained and supported by an external cloud provider. These providers allow their customers to focus on their core business by taking the hassle of running an enterprise application away from them. Economies of scale also allow cloud providers to supply the best possible environments by focusing on stability, failover options and security. Energy and maintenance costs are also included in the pricing of a cloud-based application, which makes cost more predictable. Recently, a growing number of companies have started to provide their services through the cloud in the form of a Business Process as a Service. A cloud based BPM solution can help these companies make their process available.

The Process Cloud, the cloud based BPM solution of You-Get, allows its users to start small and grow big and removes the burden of setting up and maintaining an enterprise BPM solution. A new environment can be up and running within a day, without setup costs, and can easily be scaled when usage increases. The pricing model makes the cost of using The Process Cloud predictable. The preinstalled applications and asset marketplace make it possible to have a process running within only a couple of days.

The heart of The Process Cloud is IBM BPM, the leading BPM Intelligent Business Process Management Suites in the Gartner Magic Quadrant. The Process Cloud is built on IBM SoftLayer infrastructure and managed through the IBM PureApplication platform. Customers have access to a complete DTAP street, secured by VPN and all servers are located in Europe.

In order to get started with The Process Cloud, to learn more about pricing or request a free trial. visit [www.theprocesscloud.com](http://www.theprocesscloud.com) for more information.



## 1. WHAT IS BPM AS A SERVICE (BPMAAS)?

### Introduction to Business Process Management (BPM)

In the 1980's, BPM (known at the time as Workflow) started out as a way to describe the flow of documents, from one person to another, within an organization. At the same time, Enterprise Application Integration (EAI), or the interconnection between multiple systems, was trying to automate the movement of these documents by integrating the systems that stored different types of documents.

In the late 1990's, vendors of workflow solutions started to see the added benefit of EAI, while at the same time EAI vendors noticed the benefits of Workflow systems. When vendors started to combine the functionalities of these applications, the line between the two systems started to blur, causing analysts to start calling these systems 'BPM Suites'.

For a long time after the term BPM was coined, there was still a clear separation within the BPM market, with some vendors focusing on processes and others on integration. More recently, the market has recognized the power and value of combining the two. When

combining process and integration, it is possible to create an integrated process, in which process participants are unaware that multiple applications are being used in the business process. This prevents users having to switch between smaller subtasks in disparate applications and allows them to focus on a single task which can lead to an increase in productivity.<sup>1</sup>

Since its inception, adoption of BPM in organizations has grown significantly year on year. Many organizations are looking for ways to change organizational behavior and improve the work environment. Often, it is unclear how different departments need to collaborate and communicate. It is also difficult for C-level management to have a clear view of what happens within their organization. BPM helps companies to illustrate the value chain within the company and the interaction between front and back office. Another, often cited reason for implementing BPM is the alignment of business and IT.

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### WHO IS YOU-GET

*You-Get, founded 2007, is a Business Service Provider with a focus on innovation and collaboration. By improving business processes, it strives to enable organization to grow, and remain competitive in an ever-changing market. Not only does You-Get expect high quality and motivation from its employees, it also expects this dedication from its customers, because when working on business processes, this type of collaboration is essential.*

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<sup>1</sup> <http://www.apa.org/research/action/multitask.aspx>



By looking at business processes not just at employee level, but also on the application level, it is possible to get a clear view of interactions between employees and applications. Subsequently, companies often integrate multiple applications in order to reduce the amount of time an employee spends refocusing between applications. Integration can also minimize the need for manual data entry, which helps decrease potential errors and increase efficiency.

In the past, BPM applications were often hosted on On-Premise servers maintained by the IT department. These applications require maintenance and performance tuning in order to keep them running smoothly, which requires specialized knowledge. More recently, BPM applications have moved to the cloud, which has a number of advantages.

### **Introduction to Cloud**

Cloud computing is everywhere, but what is the Cloud exactly? Gartner defines Cloud computing as a style of computing in which scalable and elastic, IT-enabled, capabilities are delivered as a service using Internet technologies<sup>2</sup>. IBM defines cloud as the delivery of on-demand computing resources, everything from applications to data centers, over the Internet on a pay-for-use basis.<sup>3</sup>

Organizations are now faced with a choice when implementing a new application, should they host On-Premise, or in the cloud? There is no single answer to this question, since both options have their own advantages and disadvantages. When choosing to have a solution On-Premise, control and assurance are often mentioned important factors. The internal IT team has full control of the application data that is stored on their servers, the way data is secured and how it is backed up. The fact that managers can directly interact with those who maintain their systems, is a very comforting thought.

When opting to use a Cloud based solution, it is important to consider that the security of data is part of the core business of Cloud providers, so it is in their best interest to keep their customers' data safe. Economies of scale also allow Cloud providers to spend more time focusing on data security, backups and failover options. Also, when choosing between On-Premise and Cloud, maintenance and energy costs are often underestimated or overlooked completely, because of this, On-Premise solutions often end up costing more than anticipated. When using a cloud-based application, the payment model is often

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<sup>2</sup> <http://www.gartner.com/it-glossary/cloud-computing>

<sup>3</sup> <http://www.ibm.com/cloud-computing/what-is-cloud-computing.html>



clear from the start and there are no hidden costs. To summarize, the table below shows the frequently mentioned advantages and disadvantages for both options:

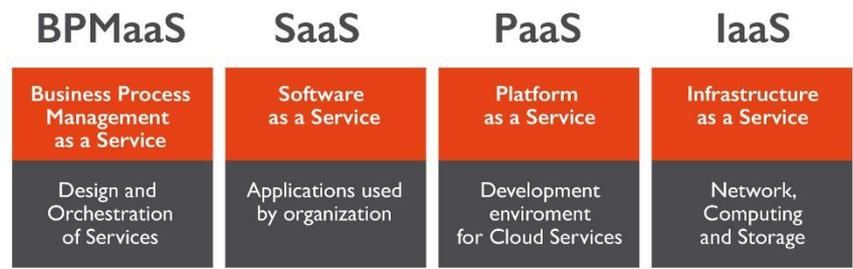
| Cloud  |   | On-Premise   |   |
|--|---|--|---|
| Advantages   | Disadvantages   | Advantages   | Disadvantages   |
| <ul style="list-style-type: none"> <li>- Accessible from anywhere</li> <li>- No setup and maintenance cost</li> <li>- Clear payment models</li> <li>- Easy scaling, grows when needed</li> </ul> | <ul style="list-style-type: none"> <li>- Less control of data security</li> <li>- Increased operating expenses</li> </ul> | <ul style="list-style-type: none"> <li>- Full control of data</li> <li>- Increased capital expenses</li> </ul> | <ul style="list-style-type: none"> <li>- Hidden operating expenses</li> <li>- Scaling is complex</li> <li>- Setup is time consuming and cost intensive</li> </ul> |

Cloud services come in many forms, some examples are:

- **Infrastructure as a Service**, supplies the resources needed to run an application, like computing, storage and networking.
- **Platform as a Service**, supplies a platform that allows for management of cloud environments.
- **Software as a Service**, supplies cloud based applications. These can be numerous in type and form.

The Process Cloud brings BPM into the cloud adding a new form of cloud service:

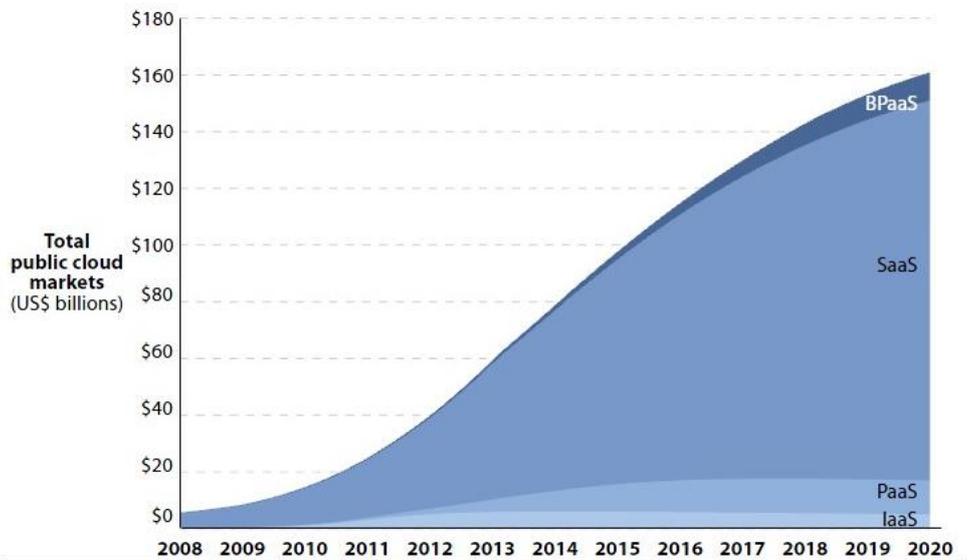
- **BPM as a Service**, supplies a means for the design and orchestration of BPM services.





### BPM as a Service

Many companies provide a business process as a service to their customers, this is often referred to as Business Process Outsourcing (BPO). Providers of BPO services are increasingly making their offerings available in the cloud, providing Business Process as a Service (BPaaS). Forrester predicts that the BPaaS market will grow significantly until 2020. This research should make it clear that BPO service providers must consider making their processes accessible from the cloud in the short-term.



Source: Forrester Research, Inc.

When making a business process available through the cloud, internal and external components need to be integrated. A customer-facing web page or app often needs to be connected to the internal process. In order to do this, internal applications would have to expose data to a website, or an employee has to maintain multiple data sources in order to communicate to the customer. A BPMaaS solution can be used to provide the connection between the internal and external process parts.

In order to provide companies with a way to make their process available through the cloud, easily and worry-free, You-Get developed The Process Cloud. The Process Cloud is a BPMaaS solution that allows users to create business processes in the cloud, that integrate with internal and external sources.



## 2. THE PROCESS CLOUD

### BPMaaS by The Process Cloud

The Process Cloud is a BPMaaS solution that is fully managed by You-Get and allows companies to quickly move their existing BPM processes into the cloud. It is built upon the premise of allowing its users to start small and grow big. Because it is a cloud-based solution, it removes the burden of setting up and maintaining an enterprise BPM application. A new environment can be up and running within a day and when usage increases, The Process Cloud allows for easy scaling to facilitate more users and processes. The pricing model of The Process Cloud also facilitates starting small, as it allows customers to start out with just one user, without any initial setup cost.

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#### **BPM APPROACH YOU-GET**

*The You-Get 360° Business Services Approach™ forms the basis of its process improvement strategy. This approach isn't aimed at being a solution for automating business processes, it is aimed at improving all components of the process. Creating awareness of internal processes and aligning them with the desired strategy and culture of the company are important steps for improvement.*

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In addition to the easy setup, The Process Cloud also provides preinstalled apps that allow business users to easily create their own processes. Because of this, it is possible to go from having no BPM solution to having a running process within only a couple of days. Companies that have yet to get familiar with Business Process Management, can also rely on You-Get to help them ingrain Process thinking and continuous improvement principles within their organization. The Process Cloud is a perfect companion to the proven You-Get 360° Roadmap that can help companies learn about their existing BPM maturity level and plan and take action for growth.

### The Process Cloud Features

As a user, you get a complete package to suit your BPM needs. The You-Get SPRINTer, that comes standard with The Process Cloud, allows business users to implement simple processes without writing complex code. If necessary, these processes can be moved to an IBM BPM process application and expanded to include more complex functionalities. More information about the SPRINTer is available in the white paper: 'How to bring business in control of processes' by Jeroen Theelen.

The Asset Marketplace allows users to browse a collection of processes and utilities, created especially for cloud customers. These assets can easily be installed and allow users to add functionality in an instant.



An example of a utility that will be available in the Asset Marketplace is the You-Get Automated Testing tool, which can be used to review process applications.

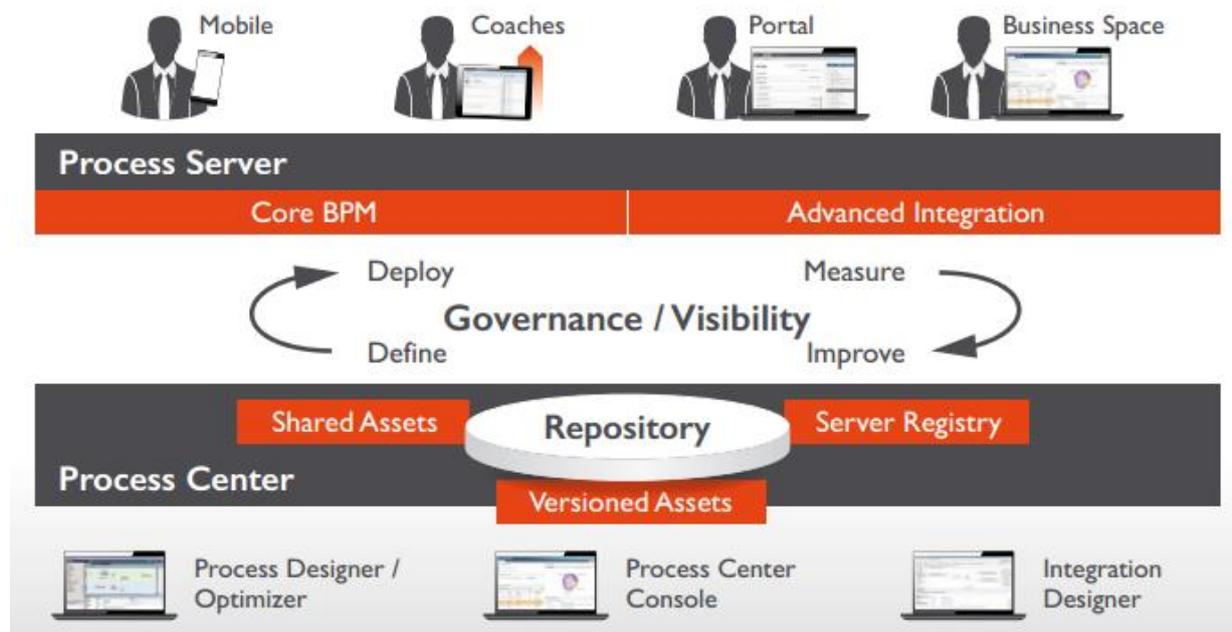
At the heart of the Process Cloud is IBM BPM, which is considered one of the leading BPM Intelligent Business Process Management Suites in the Gartner Magic Quadrant 2014<sup>4</sup>. Some of the most important parts of the IBM BPM architecture are:

**Process Designer/Optimizer**, tool for the design and optimization of 'Process Applications', these are the representations of business processes in IBM BPM.

**Process Center**, allows for the management of process apps and assets, including snapshot creation and releases.

**Integration Designer**, tool for creating integrations with external applications.

**Process Server**, the runtime environment for Process Applications.

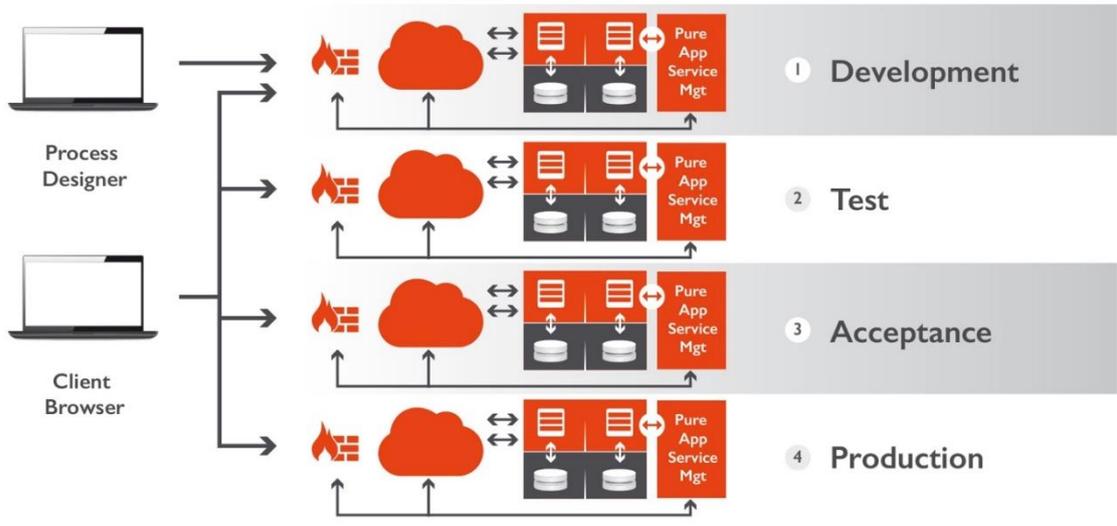


<sup>4</sup> [https://www-304.ibm.com/connections/blogs/aim/entry/ibm\\_named\\_a\\_leader\\_in\\_the\\_2014\\_gartner\\_magic\\_quadrant\\_for\\_ibpms?lang=en\\_us](https://www-304.ibm.com/connections/blogs/aim/entry/ibm_named_a_leader_in_the_2014_gartner_magic_quadrant_for_ibpms?lang=en_us)



### Technical Specifications

In order to create an enterprise ready cloud offering, The Process Cloud was designed with enterprise IT requirements in mind. The Process Cloud provides their customers a full 'DTAP Street', allowing for processes to be built, tested and executed on separate environments. The basis of the Process Cloud is the IBM SoftLayer cloud infrastructure and the IBM PureApplication platform, which runs on the IBM Websphere Application Server. On top of this, IBM BPM is the software where all process applications will be built and executed.



All servers used to host the Process Cloud are located within Europe, and stored data is backed up regularly in order to guarantee a safe environment for its users. A public cloud is used to host the applications, but all customer environments are separated in a way that allows no direct interaction. In order to increase security, servers can only be accessed via a VPN connection that is included in the monthly fee.

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### SUCCESSES OF YOU-GET

*In 2013, You-Get became a Premium business partner for IBM, which was reached by having high customer satisfaction, obtaining excellent references and working with certified employees. Its dedication to providing great BPM solutions has also led to two customer cases winning Global Awards for Excellence in BPM & Workflow, in 2013 and 2014. More recently, in November 2015, You-Get was awarded an FD Gazelle Award for its strong growth and sustainable finances.*

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In summary, The Process Cloud from You-Get is an innovative cloud-based Business Process Management offering, enabling you to design, build and implement your processes efficiently and effectively. It combines the benefits of cloud computing with the feature rich best-in-class IBM BPM application. The unique usage based license model simplifies onboarding drastically. The Process Cloud is entirely hosted in Europe and offers state-of-the-art technology, allowing for unlimited growth. Combined with the expertise and assets that You-Get offers, The Process Cloud is the best choice for a cloud based BPM solution.

Do not hesitate and get started with The Process Cloud and IBM BPM today. Visit [www.theprocesscloud.com](http://www.theprocesscloud.com) to register, and find additional information on pricing, quotes and a free trial.

## ABOUT YOU-GET – BUSINESS SERVICES PROVIDER

**YOU-GET** is an innovative Business Services Provider, founded with the vision of creating a fully-fledged Business Service Centre for discovering and solving all business challenges. The You Get team consists of highly motivated professionals with expertise spanning a multitude of industries and professional areas. Together we are capable of taking on almost every problem we encounter. The power of You Get is not only embedded in our *360° Business Services Approach™*, but also in the team and their collective knowledge.

**YOU-GET** has developed its own flexible and modular *360° Business Services Approach™* to discover and solve business challenges. This framework, built upon the global experience and expertise of the founders of You Get with Business Operations, Business Processing & IT, plays a key role in getting control of your business processes. The connection between process excellence and business results is irrefutable. World-class organizations should be moving towards the path of converting the business process management promise into business process management results. The change can be achieved through a combination of an increased process-centric view of the business and making fundamental, yet evolutionary changes to the structure of IT systems. Modular by design, focused on results, the *360° Business Services Approach™* is suitable for all organizations, small and big, profit or public. The *360° Business Services Approach™* consists of various modules & methods that can be tailored to your organization's needs.

**YOU-GET** also developed the cloud platform: The Process Cloud. This platform allows companies, that focus on insights into their processes, to improve continuously and to respond quickly to market changes. The Process Cloud is characterized by their transparent pay-per-use model, by their low initial fee and the available process apps, developed by You-Get.

**YOU-GET** is a Business Services Provider that offers a one-stop solution for every step in the complete business lifecycle of their customers. We provide services and solutions in the following core competencies:

- Business Process Management
- Business Intelligence
- Project Management
- Change Management

**YOU-GET** offers a rich portfolio of BPM, BI and SOA products, necessary in creating success in business processing, integration and application management. You Get is proud to be the sales and implementation partner in Benelux of several prominent solutions such as IBM BPM and Websphere,. You Get has created implementation frameworks and operational services to support these solutions and has integrated these services in its' *360° Business Services Approach™*.

**YOU-GET** is confident that we are able to advise and assist companies with all our services and solutions. With this rich portfolio You Get will deliver better results for your company and create a competitive advantage.

For more information: [www.you-get.com](http://www.you-get.com), [info@you-get.com](mailto:info@you-get.com) or +31 (0) 20 737 02 76.

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### The You-Get competencies:

- Business Process Management
- Business Intelligence
- Project Management
- Change Management

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