

Everything is a process, everything has steps - A new way to look at your business projects

ProcessClick – Your Agile BPM for Salesforce



PROCESSCLICK - ARTICLE

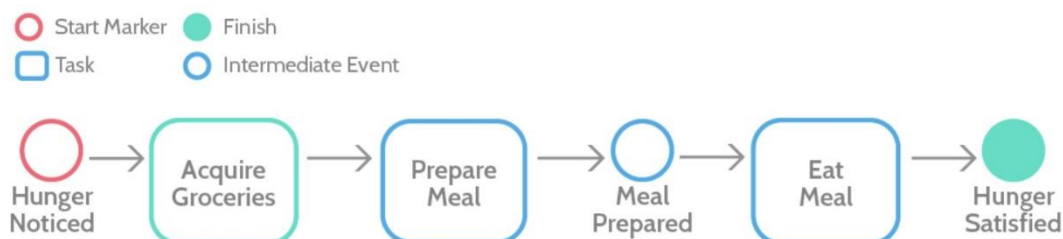
*"If you can't describe what you are doing as a process,
you don't know what you're doing"*

W. Edwards Deming



Day in, day out, everything is a process: when you get ready in the morning, do your grocery shopping, go to the cinema and so on. Some people naturally follow processes quite rigidly, doing the same things at the same time in the same way. For others, they take it as it comes, changing their routine and habits daily.

While this may be ok in personal life, when it comes to running a business or doing a job effectively it's not the most efficient approach: for every company it's fundamental to save costs and increase revenues, reducing waste and loss of limited resources, standardizing every aspect of the business to quickly react upon changes.





"What get measured, gets managed."

Peter Drucker

So, what's a process? A process is how we organize work. Processes are superior to projects because they are repeatable. Repetition lets us efficiently automate work.

Every accomplishment of a company's goals requires the execution of a task or a series of tasks that are logically related to each other and follow a logical flow: this is a business process.

Even tasks that are often considered peripheral to the organization's core business are processes: Human Resources, for example, conduct a series of logical steps in their hiring process: this is a business process.

So, the day-to-day operations of businesses and organizations, regardless of their nature, structure, and even the industry they belong to, are basically comprised of business processes. Manufacturing itself is considered a business process, but it is a very broad one, considering how it also encompasses other business processes, such as product assembly and quality assurance. Finance is just as broad, involving lesser but nonetheless vital processes, such as billing, and budgeting.

Manage every kind of processes is critical to the continued success and growth of any organization: almost all business organizations that have become big have adopted the process paradigm. For example:

Ford Motors: Henry Ford's idea of assembly line is a text book representation of an efficient process. It is no wonder that Henry Ford could therefore pay his employees more wages than his competitors and still make more profits.

Wal-Mart: Wal-Mart turned the tables on some of the big retailers of their day with process improvement. Wal-Mart's use of RFID chips which help in automating the purchasing process and saving a lot of clerical effort, inefficiency and costs is a case study every student of business must go through. In today's world we call it automation, but the basics remain the same.

Dell: The story of Michael Dell's innovation is well known today. Instead of producing and then hoping to sell, Dell's model would initiate production only after the order was received. This helped them cut a lot of inventory and storage costs which don't add any value. With a better process a newcomer like Dell could beat behemoths like Hewlett Packard, IBM and Compaq.

Business processes are fundamental: if you properly control them that means to have smoother procedures, more efficient workflow, and overall business growth. It's critical to the continued success and growth of any organization manage its processes and that's why all business endeavors today try to compete with each other by building more efficient processes to meet the needs of their customers: every valuable company today claims to be process-driven.



All entrepreneurs must learn the power of processes and later unleashed them to create a valuable business. Let's see how.

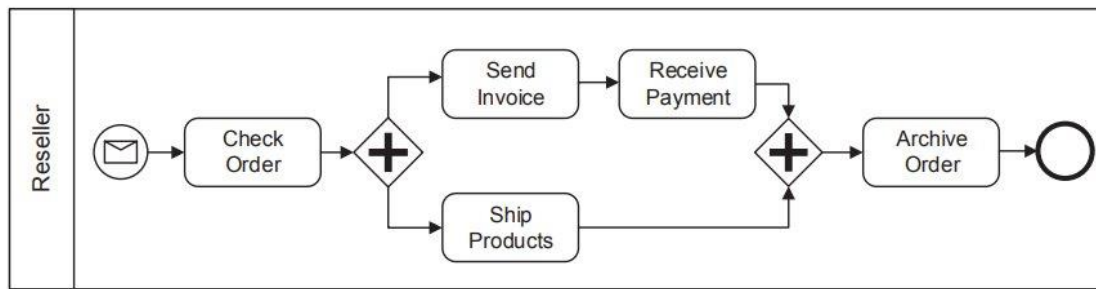
WHAT IS A BPM AND WHY YOU NEED IT

If you take a look at the very nature of business processes, it is easy to see how there is a need to manage them: while some processes are straightforward, involving only two or three steps or tasks, there are others that are far more complex, with multiple steps that involve multiple performers or users. These steps are also often performed repetitively and regularly, spurring organizations to find ways to optimize and standardize these processes, and that's where Business Process Management comes in.



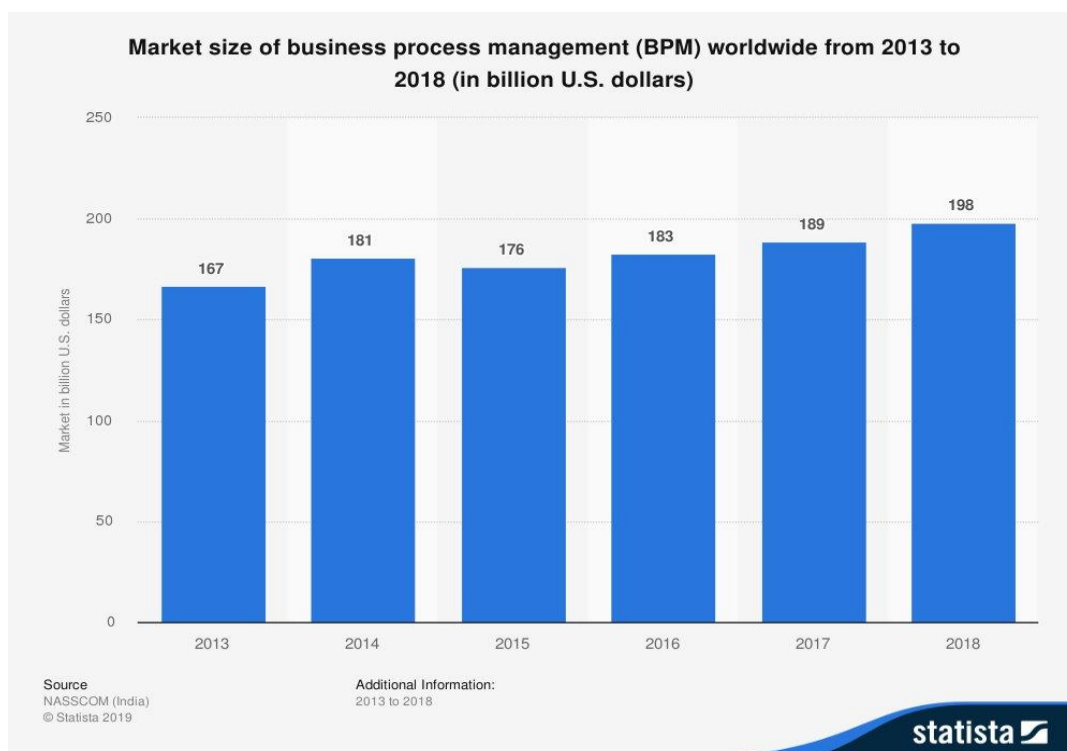
"We enjoy the process far more than the proceeds"
Warren Buffet

Business Process Management (BPM) includes concepts, methods, and techniques to support the design, administration, configuration, enactment, and analysis of business processes: Business Process Management is based on the observation that each product that a company provides to the market is the outcome of a number of activities performed. Business processes are the key instrument for organizing these activities and improving the understanding of their interrelationships. Manage processes means to determine how you create your products and services and how you deliver them to your clients. Process management defines clear responsibilities for the successful service provision in end-to-end processes.



In recent years, business process management (BPM) has received considerable attention, due to its potential to significantly increase productivity and cut down costs: according to a Capgemini [report](#), around 68% of organizations indicated that business process management is an important agenda at the managerial level, and around 56% of organizations anticipated that they would increase their investment in efficiency, over the next one year.

Business Process Management is a very useful framework for your business, and that's why the interest in this particular management philosophy is increased over these years. In the last year (2018), according to [Statista](#), the BPM market was valued worldwide around 128 billion \$: only in the USA, it's valued around 3.18 billion USD in 2018 and is expected to reach a value of USD 4.5 billion by 2024 at a CAGR of 6.26% over the forecast period (2019-2024), and is expected reach about USD 23.04 billion by 2024: this growth is attributed to the surging need for automation to reduce the product or service cost. In the Small and Medium-sized Enterprises (SMEs) and large enterprises, it is important to identify and prioritize the processes in order to reengineer organizational processes. In the service industry, BPM solutions keep the entire process user-friendly and connected, which improves the quality of the service provided to the end-users.





BPM market is full of opportunity and that's why leading players of the global Business Process Management (BPM) market are analyzed taking into account their market share, recent developments, new product launches, partnerships, mergers or acquisitions, and markets served.

BENEFIT

BPM software enables businesses to design, implement, execute, monitor, and optimize important business processes. By doing so, companies can efficiently organize and analyze data in order to automate business operations to save time and improve overall business productivity. Besides the obvious benefits of implementing BPM software – like reducing costs, rendering competitive benefits and enhancing business agility – these systems can do much more for your business and business strategy.

Top Benefits of Business Process Management are:

- **Improved business agility** – Business process management provides companies with greater control and agility by allowing them to alter workflows and reuse or customize them to adapt to changing business needs.
- **Reduced costs and higher revenues** – Financial performance is improved through more efficient use of resources, reduced waste and faster time to market for new products and services.
- **Higher efficiency and productivity** – Managing end-to-end business processes enables the reduction of bottlenecks (queueing) and increases capacity utilization.
- **Better visibility** – Monitoring of business processes provides enhanced transparency to process performance and the ability to recognize and respond to issues quickly.
- **Compliance, safety and security** – Structured processes and the ability to demonstrate process adherence are essential to compliance as well as ensuring the safety and security of your employees and customers.
- **Customer focus** – Business process design and modeling techniques are increasingly used to demonstrate the company's capability to serve customers' needs, including the use of simulations and proof-of-concepts.
- **Process consistency** – BPM helps with process standardization by creating a single way of executing tasks, activities, etc. within your organization. Consistent execution is the key to consistent results.

THE PROCESSCLICK EXAMPLE

ProcessClick is a full end-to-end process automation framework that utterly supports you in the implementation and governance of complex business processes and activities, with simple point and click tools, supporting organizations in the set-up and implementation of complex business processes. ProcessClick is a fully native BPM Salesforce application and is available on the AppExchange.

Thanks to its nature, ProcessClick talks both to IT teams and Business, that can benefit in the design, System Integrator teams and Operation Managers can benefit from ProcessClick in the design, integration, execution, enforcement and maintenance of business processes. WebResults distilled its ten years' expertise in delivering mission critical projects into a package solution that helps structuring solutions code into replicable design patterns and in organizing processes in an ordered manner. A full specialized suite of point and click tools allows to configure and drive the complete lifecycle of each business process. The specific programming work that characterizes each process operates underneath the point and click framework, thus providing robust implementation with superior maintainability.

As the cloud platform can scale so ProcessClick can support in scaling customizations and processes. The framework provides a comprehensive set of tools to manage business processes streamlining their



implementation, deployment, reconfiguration and maintenance. Furthermore, when processes are executed, they are prioritized and enforced in real time by the framework and actions that are not allowed are rejected to avoid system inconsistencies.

- **Phase Manager:** it's the logic representation of the state machine. Configure, describe and drive the complete lifecycle of each business process you have. Allows to configure and drive the complete lifecycle of each business process. A process matrix permits to define steps and actions - describing the state model and hence the business logic of each process. Dynamic actionable buttons appear during process execution to guide the user and automated system actions are performed only when permitted by the configuration. A flowchart view with all possible paths and use-cases simplifies analysis and maintenance operations.
- **Catalog:** a contextualized list of all available processes. Permits to group the available processes into categories within a console for simplified management and execution by users, according to profiles and other conditions on the context currently viewed.
- **Compatibility:** a configurable tool to block/allow the execution of a process (avoiding system inconsistencies) at its beginning when a condition is met. Users will save time consuming activities preventing to initiate a new process when this is not allowed by the current state of the system because of other concurrent processes already being serviced.
- **Dependencies:** a logic tool to ensure consistency between processes. Permits to suspend the execution of a process waiting for other parallel processes to go through their execution providing a semaphoring mechanism.
- **Activities:** allows automatic creation and assignment of template-based tasks during the execution of a process: create and automatically assign activities to operators according to the process transitions, and configure all using a point-and-click layout builder.
- **Integration:** a built-in service to handle inbound/outbound messages with external systems. Integrations are driven by the framework, that can handle both call-ins and call-outs. Call-outs can be fired at process transitions, accordingly to an XML templating mechanism that allows a fine-grained configuration of data exchange, message body, and endpoints.

So, this smart and yet a powerful product made it possible to have a better and overall processes governance, improving the design and maintenance of complex business processes by reducing errors and delays, supporting the entire process lifecycle, saving time and costs for the company.

CONCLUSIONS

In today's economic climate, companies are demanding higher productivity, better cost control, and improved risk management, to cope up with the frequent market changes and increasing competitive pressure while delivering continuous business operational excellence and improvement: benefits, such as improved agility and flexibility and the ability to deploy new applications more quickly, drive the market to consider now more frequently a BPM tool for the company.

For a workforce drowning in administration, much of it repeated or re-entered into multiple databases, BPM can be a great thing. It can free up time to focus on the value-added tasks that are empowering and rewarding: talking and listening to customers, making decisions or doing what we are good at rather than dealing with dull and meaningless duties.



BPM is effective like any other methodology can be. In the wrong hands, it can suffocate and obstruct an organization and its people, while in the right hands it can really boost up every type of business. The tool does not produce the results – what matters is how you use it: when a BPM software it is conducted and implemented sensitively and inclusively, it can be good for both the company and its staff.



“Manage the process, not the people”
Joe Apfelbaum

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