

## ***Worldwide Business Process Management (BPM) -- Markets Reach \$6.2 Billion By 2015***

LEXINGTON, Massachusetts (July 1, 2009) – WinterGreen Research announces that it has a new study on Worldwide Business Process Management (BPM). The 2009 study has 609 pages, 211 Tables and Figures. Worldwide BPM is poised to achieve significant growth as enterprise software offered by vendors provides competitive advantage to users because the cost of improving functionality is spread across the broad base of users. The markets are expanding in response to the need to provide core productivity improvements for business innovation.

Business process management (BPM) aims for the achievement of greater value from existing software assets. IT investment allows the business process to be used to capture information electronically and automate services delivery. BPM is used to dynamically manage business logic with integrated application services. Business process management (BPM) is a central aspect of enterprise software.

BPM vendors have strength across major areas of business evaluation for connection, integration, and service-oriented architecture (SOA). IBM is the leader in every segment of infrastructure implementation, providing robust functionality. IBM enhanced its high position in this space via its strong support for both BPM and SOA. Both structured and unstructured process flows are automated via IBM middleware. Middleware is core to BPM for all vendors.

Customer response and supply chain modules represent significant aspects of business process management (BPM). BPM has achieved the ability to manage human interactions for process and to achieve application to application process implementation. Attaching information to rules in an automated manner means existing business IT systems can operate more efficiently.



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BPM adoption is generally at the departmental level. This will change as the mainframe and shared workload become a more significant aspect of the market. Growth is driven by automated process. The value of automated process is at the very definition of the large enterprise. Process-centric organizations depend on BPM at the core of the IT initiatives. BPM works for supply chain initiatives, it works for partner collaboration, it works for management of all systems in the enterprise.

The market for BPM products is evolving. Technological change brings robust functionality. Cloud computing and SOA represent a way to implement flexible systems. Business process integration software addresses a range of requirements. A comprehensive suite of application integration solutions can be applied to business process management

Business process management (BPM) and services oriented architecture engine markets at \$1.8 billion for licenses, maintenance, and services in 2008 are expected to reach \$6.2 billion by 2015. Markets are growing in response to demand for SOA powered systems that delivers integration in the form of component software. Reusable software lowers the total cost of ownership by a significant amount.

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Thompson Financial and Global Information GII Info-Shop.

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