



Productive Combinations are Delivering Better than Silo Technologies

Technology Combinations That Digitally Deliver

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Why is This Important?

- Like Company Divisions Technology Markets Create Silos that Play a Zero-Sum Game
- Organizational Needs Branch Out in Multiple Directions, Therefore Requiring New Technical Offerings

(Operational Excellence Requires More Tech)

- Constituents Needs are the New Key Drivers of Digital, Therefore Requiring New Technical Offerings

(Customer, Employees, Partners & Vendors Need Tech)



Key Issues

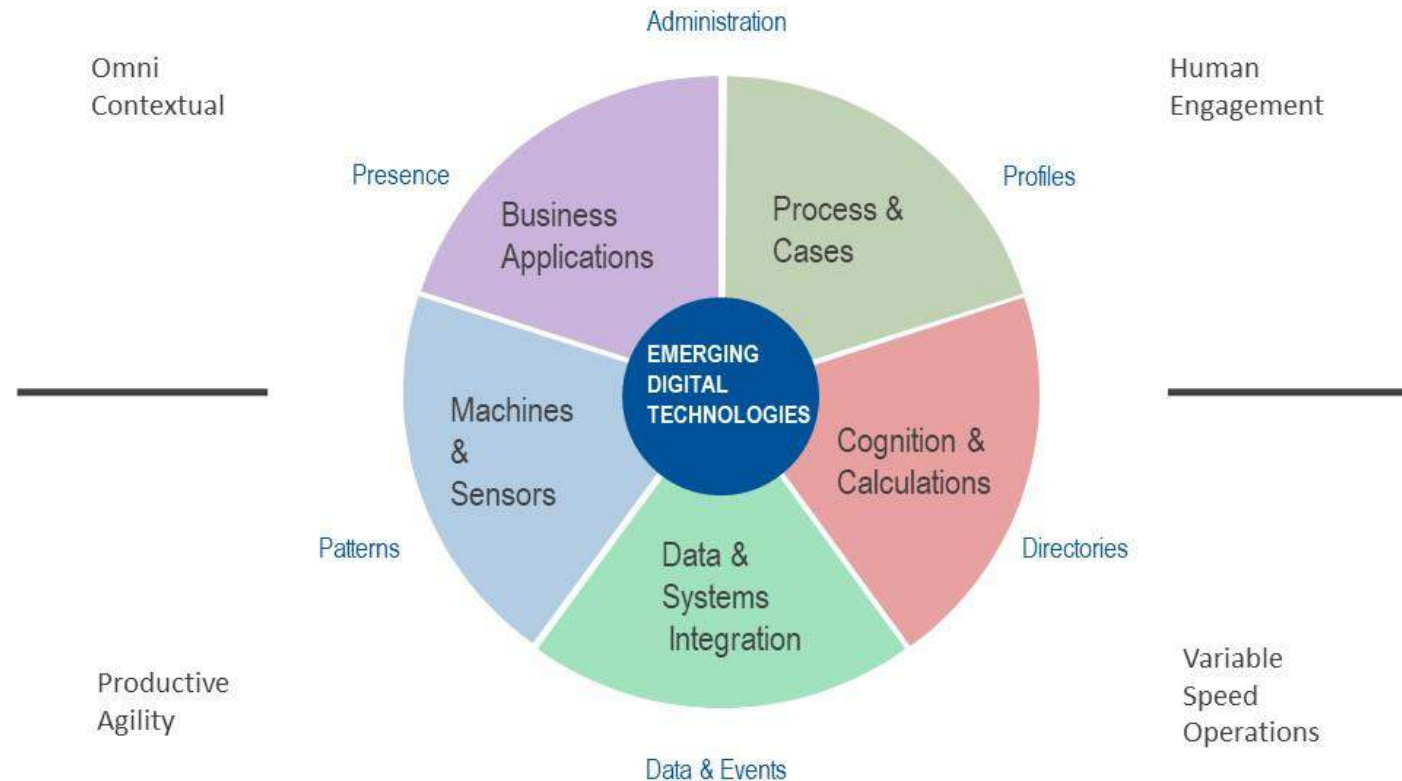
- **What is the Ultimate Destination of These Combinations?**
- What Combinations are Working Today?
- How Do We Leverage the Collaboration Trends?



Ultimate Combinations are Open DBP Suites With Various Capabilities

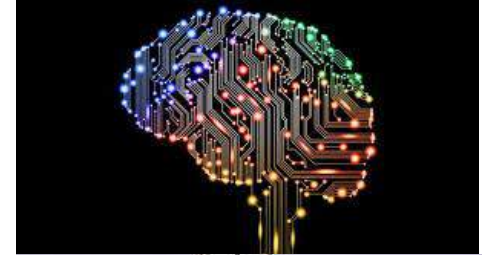


Digital Business Platform for Transformation



Open Suites Are Flourishing, But They Come From Various Tech Tributaries

- AI / Decision / Learning
- Analytic / Mining
- BPM / Development / Automation
- Collaboration / Content
- Business Application / Models / Components
- Cloud / Integration / Data
- IoT / Edge Hardware



Open Suite Comparison Matrix



✓ Indicates Strength

Vendor	Work/Process Management	Proactive Intelligence	Integration & Development /Automation	IoT Enablement	Business Functionality
Adobe	✓	✓	✓		✓
Appian	✓		✓	✓	
Auraportal	✓	✓	✓	✓	
Bizagi	✓	✓	✓		
Bonitasoft	✓	✓	✓		
Bosch	✓	✓	✓	✓	
Cisco	✓	✓	✓	✓	
GE		✓	✓	✓	
Genpact	✓	✓	✓	✓	
Google	✓	✓	✓	✓	
IBM	✓	✓	✓	✓	
Intel			✓	✓	
ITESOFT	✓	✓	✓		✓
iVEDiX	✓	✓	✓	✓	
K2	✓		✓		✓
Kofax	✓	✓	✓		✓
Microsoft	✓	✓	✓	✓	✓
Nintex	✓	✓	✓		✓
Nvidia		✓	✓	✓	
Oracle	✓		✓	✓	✓
Pegasystems	✓	✓	✓	✓	✓
Red Hat	✓		✓	✓	
SAG	✓	✓	✓	✓	
Salesforce	✓	✓	✓		✓
SAP	✓	✓	✓	✓	✓
TIBCO	✓	✓	✓	✓	
XMPPro	✓	✓	✓	✓	✓



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Proven Digital Technical Streams & Their Respective Benefits



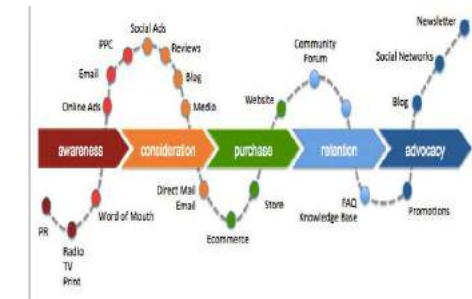
- **AI** - Consumes large amounts of distinct data, info & knowledge
 - Knowledge augmentation for human resources in context
 - Automation that can learn fast to augment software
- **Arch** - Business context and scenarios defined
 - Inventory of existing business & technical capabilities
 - Definition of target business & technical capabilities
- **BPM** - Assists in the orchestration of necessary resources
 - Shows work in the context of desired outcomes or goals
 - Provides agility for automation improvements



Proven Digital Technical Streams & Their Respective Benefits



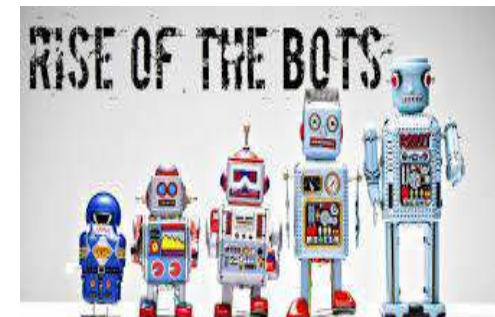
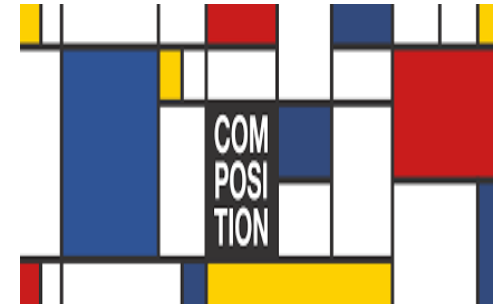
- **Content/ Collab** - Team Contributions for Ideation, innovation & work
 - Improved work scheduling & delivery
 - Agile & dynamic team contributions around shared content
- **CJM** - Reduction of the silo effect
 - Constituent goal and outcome representation
 - Customer customization in context
- **IoT** - Communication between devices & systems
 - Precise automation close to the source of patterns
 - Edge computing actions with goals and guardrails



Proven Digital Technical Streams & Their Respective Benefits

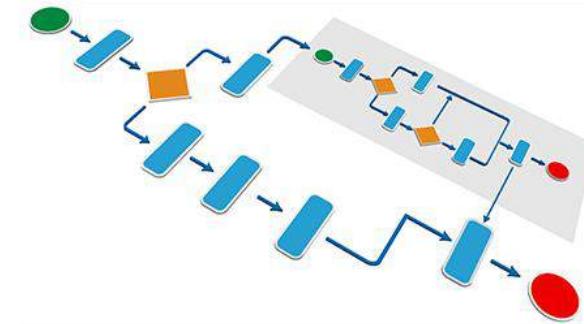


- **Low Code** - Increased agility and change response
 - Fast software delivery thus decreased costs
 - Tactic for legacy augmentation and transformation
- **PM** - Visibility of real outcomes in context of dynamic models
 - Finding bottlenecks & unnecessary wait times
 - Verification of process effectiveness & outcomes
- **RPA** - Employee empowerment & satisfaction
 - Reduced costs & cycle times
 - High quality & predictability



Proven Digital Technical Streams & Their Respective Benefits

- **UCC** - Follow me mobile interactions
 - Integrated communications channel
 - Saves end user time
- **Workflow** - Speeds up internal processes
 - Reduction in error & redo cycles
 - Insure resource orchestration at appropriate times



Proven Digital Technology Rating Matrix



Technology	Skill Level	Learning Curve	Benefits	Time to Gain	Costs	Case Studies	Partnering	Reputation	Growth	Comment
Artificial Intelligence (AI)	H	M	H	M	M	L	H	M	H	Early Maturity
Architecture (Arch)	H	H	H	H	H	M	H	M	L	Benefits from Tools
Business Process (BPM)	M	M	H	M	M	H	H	M	L	Continous Delivery
Content / Collaboration	L	L	H	L	M	H	H	M	M	Continous Delivery
Customer Journey (CJM)	M	M	H	M	M	L	L	M	H	Early Maturity
Internet of Things (IoT)	H	H	H	M	M	M	H	M	M	Early Maturity
Low Code	L	L	H	L	M	M	L	H	H	Early Maturity
Process Mining	M	M	H	L	M	M	H	M	M	Early Maturity
Robotic Process Auto (RPA)	M	L	H	L	M	M	H	H	H	Early Maturity
Unified Communications	M	M	H	M	M	H	H	M	M	Continous Delivery
Work Flow	L	L	H	L	L	H	H	H	H	Continous Delivery

Top Productive Pairs Today



- **CJM** & **BPM** Delivers a balance of customer satisfaction & efficiency
- **BPM** & **AI** Delivers processes that enable smart resources and actions
- **BPM** & **RPA** Delivers automation of boring or time consuming tasks
- **BPM** & **PM** Delivers a reality based incremental improvements
- **IoT** & **AI** Delivers IoT management and recognition of actionable patterns from big and fast data

Top Triplets Today



- **BPM** / **PM** / **RPA** Delivers targeted automation
- **BPM** / **IoT** / **AI** Delivers intelligent actions at the edge
- **Arch** / **Low Code** / **RPA** Delivers incremental transformation of legacy
- **Workflow** / **Content** / **Collaboration** Delivers team outcomes on cases
- **Unified Communication** / **AI** / **BPM** Delivers Improved Customer Sat



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Key Trends Driving Further Collaboration for Economic Advantage



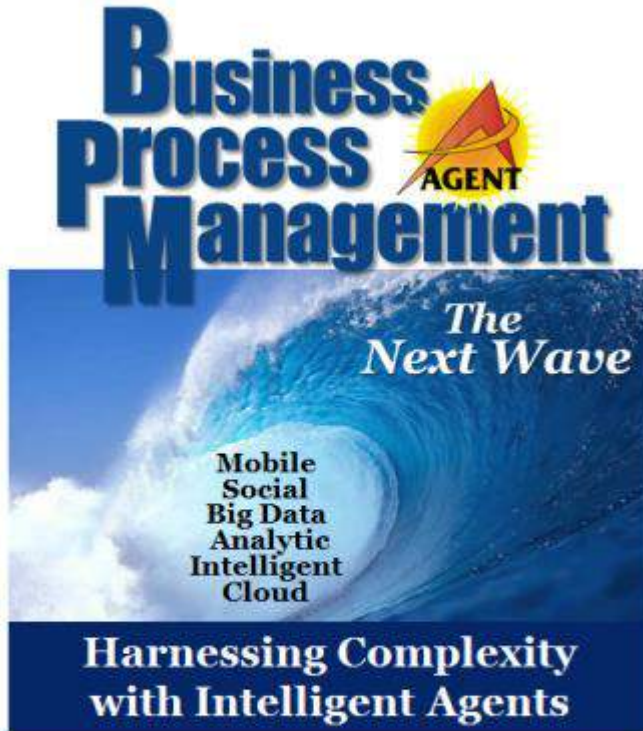
- Customer journey support demands collaborative technologies
- Automation requires the combinations of technology
- Autonomy at the edge requires agile technical interactions
- Shift to outcome driven work management that coordinates tech
- Dynamic and interacting contexts create a fertile field for collab
- Increased complexity drives collaborative coping responses
- Quantum and other forms of parallel collaboration will emerge

Leverage the Collaboration Trends



- Start with combinations that deliver short term benefits
- Start with combinations that help build contributing streams to digital platforms
- Continue to integrate technologies to create specialty platforms (Automation, Sales Engagement, Data Science, Digital Twin Transformation, Infrastructure Management)
- Optimize the intelligence wave leveraging goals and constraints
- Combine great customer experiences with operational excellence in a balanced fashion

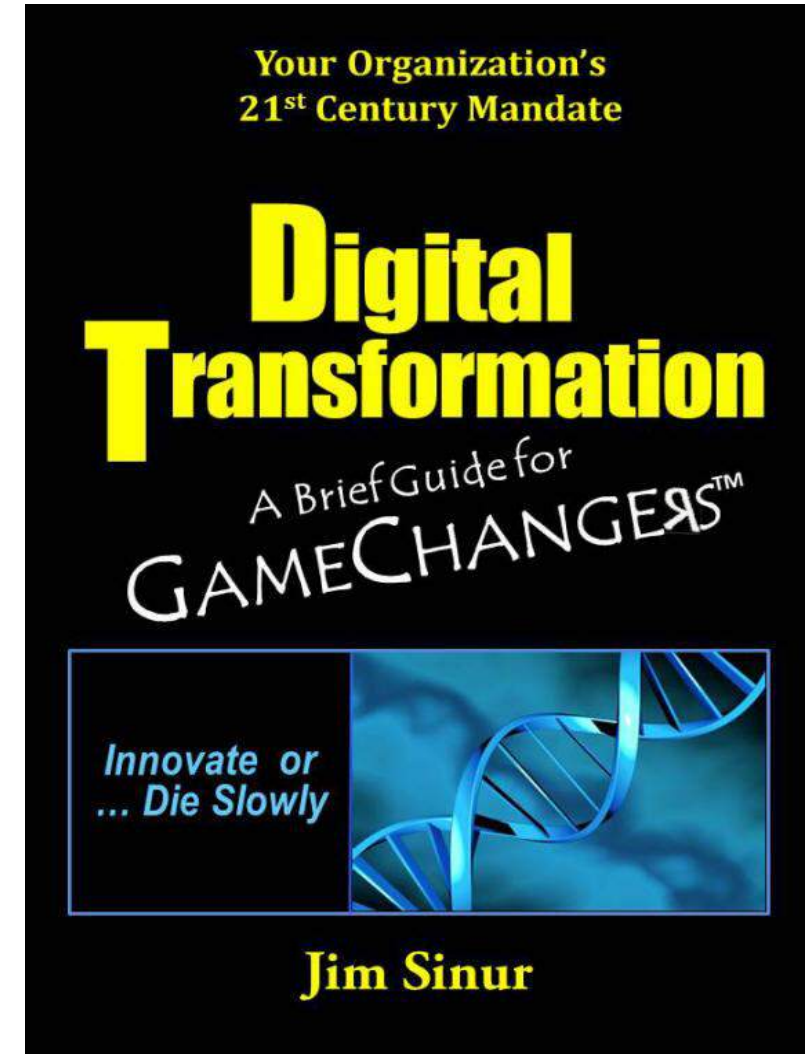
Peeks at an Expected Future State



Jim Sinur - James Odell - Peter Fingar
Foreword by Thomas H. Davenport



Gero Decker ■ Mark McGregor ■ Jim Sinur



Jim Sinur