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BPM SPECIAL

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20 Most Promising BPM Solution Providers 2016

Business processes are at the heart of what makes or breaks a business, and what differentiates it from the competition. Realizing the need of optimized process automation, enterprises have started adopting operational intelligence solutions such as Business Process Management (BPM) which views a business as a set of processes or workflows, enabling businesses to model, implement, execute, monitor and optimize their processes. In today's time BPM solutions are increasingly being leveraged to deliver accelerated business growth through multi-modal customer engagement and effective delivery of customer demands.

With the increasing relevance and implementation of Big Data, mobile and Cloud technologies, companies are being compelled to rethink their business models and tailor processes. As organizations are embracing the wave of digital transformation, a shift towards using intelligent business

process management Suite (iBPMS) is underway. The convergence of strong BPM with Social Media capabilities is allowing enterprises to engage in a more candid and personalized manner with customers, greatly advancing their customer-centricity efforts.

In order to assist CIOs to understand the latest trends and navigate among the BPM solution providers, CIO Review presents the 20 Most Promising BPM Solution Providers. The organizations incorporated in this issue have exhibited vast knowledge and in-depth expertise in delivering BPM related solutions.

A distinguished panel comprising of CEOs, CIOs, analytics, and the CIO Review editorial board has selected the top players from the competitive field of BPM Solutions. This listing provides a look into how these solutions alleviate the challenges pertaining operation management and how they help their clients to be one step ahead among the competitors.



Company:
 Ruletronics

Description:
 A software development company that provides innovative, strategic, cost effective end-to-end Business Process Management (BPM) solutions

Key Person:
 Naveen Anisetty
 Director

Website:
ruletronics.com

Ruletronics

Building BPM Assets to Achieve Business Goals

Business Process Management (BPM) landscape has seen drastic changes over the last decade; it demands innovation, agility, scalability and adaptability. Earlier developers used to write 1000s of lines of code every day, now they configure rules and deploy BPM solutions at faster pace that drive end-to-end business processes. However, today most of the businesses face issues due to constant changes in business environment due to either regulatory changes or variations in customer behavioral patterns and constant competition. CIOs and executives are seeking cost effective and intelligent systems that adapt themselves to these changes in the business environment seamlessly. Shifting the organization's structure to a true process-driven business requires senior stakeholders and sponsors to overlay their functional thinking and adjust target operating model with process mindset. The integration of business intelligence with BPM allows organizations to anticipate the demands of customers and prospects and fulfill them more efficiently. Also, as mobile has become an integral part of today's global lifestyle, what enterprises expect from technology solution providers is consistent universal accessibility. "BPM solutions must adapt and have the ability to serve customers in variety of channels or face the risk of possible extinction" states Naveen Anisetty, Founder & Director of Ruletronics.

Headquartered at Marshwall, London, Ruletronics is an IT services company which leverages industry leading BPM tools like Pega to help organizations streamline their business processes and enhance customer satisfaction through BPM and CRM solutions. "Ruletronics was created with the belief 'The Horse Is Only Half the Equation...we're the rest'", explains Anisetty. The key services offered by Ruletronics are BPM Strategy & Roadmap, BPM Methodology Adoption, BPM Center of Excellence (COE) set-up. The firm provides technology services which include end-to-end BPM project delivery, architecture review, design review and Pega Strategic application implementations. Ruletronics also offers Business

as usual (BAU) services, which include Upgrade & Migration, Production Support along with Test strategy setup. "We set high standards for ourselves and deliver only the 'right' solutions that achieve our customer's business goals. We don't just build BPM Solution, we build BPM Assets!" extols Anisetty.

The factor that makes the company unique is—it demonstrates the ability to learn, and smoothly translate that learning into action. The organization adheres to best practices to align all the functionalities in an application, so that the application is reusable and extendable in the future with less maintenance overhead. "We have helped one of our customer's by working in conjunction with their teams to migrate a legacy KYC solution based on an End User Computing (EUC) tool to a strategic global solution that has been rolled out to multiple countries," says Anisetty. The firm also ensures that its customers become self-sustainable by building their own BPM competency centers.

“
We don't just build BPM Solution, we build BPM Assets!
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The firm invests considerable amount of time in identifying new design patterns and technological advancements that are driving the BPM industry into new ventures. Following its success in the financial services and insurance vertical projects, Ruletronics is currently targeting the retail market to improve decision strategies and optimize customer engagement. Moreover, the company will continue to expand their offerings in Pegaspace, which the company has used for more than a decade to develop unique solutions. "We have started exploring other tools like Appian. And our goal is to become more reliable nearshore BPM technology partners to our customers by providing quality and cost effective BPM services," concludes Anisetty. **CR**

