

December Sponsor

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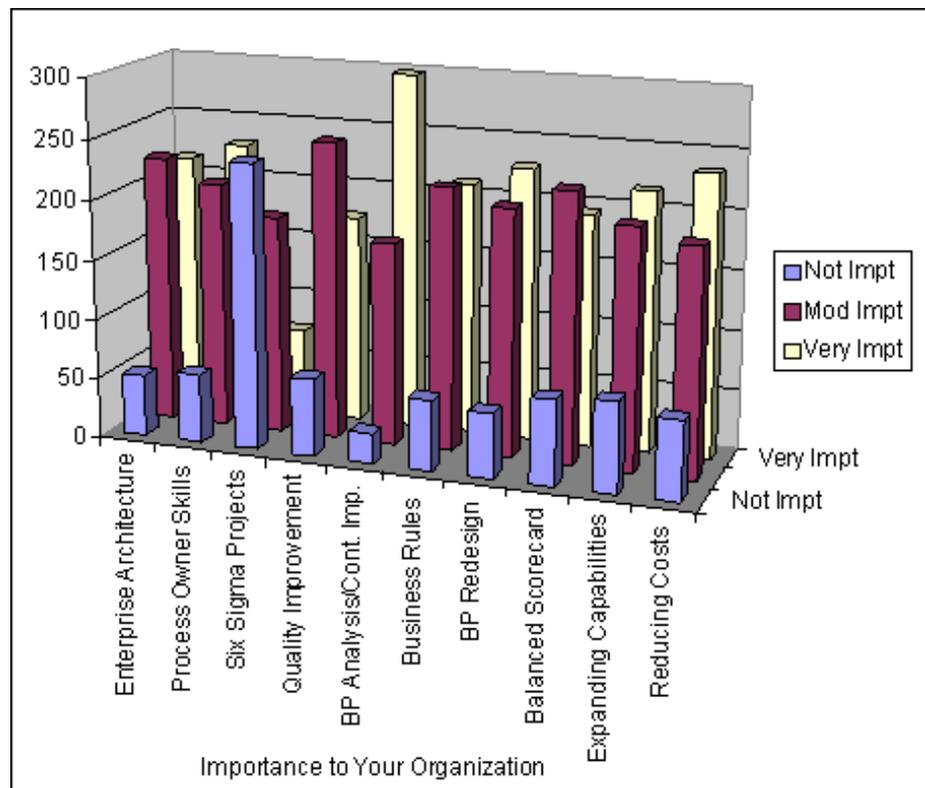
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What BPTrends Readers Are Concerned With

BPTrends, in conjunction with The Delphi Group, recently completed a survey of business managers and process change practitioners. We are currently completing an analysis of the results of the survey and plan to publish a comprehensive report in the coming year. Meantime, we decided to highlight some of the top level issues our members and readers have told us they are most concerned with.

The following graphic shows the overall response to a question survey participants were asked regarding the importance of several different BP related issues.



Considering the responses briefly, as we must in this Advisor, you can see that participants responded as follows:

Business and Enterprise Architecture Efforts. 44% said this is very important and 45% said it is moderately important.

Efforts to Improve the Management Skills of Business Process Owners or LOB Managers. 46% said this is very important while 41%

said this is moderately important.

Six Sigma Projects and Training. 15% said this is very important, while 48% said this is not very important.

Other Quality Management and Improvement Programs. 36% said this is very important while 51% said this is moderately important.

Business Process Analysis and Continuous Process Improvement Efforts. 61% said this is very important and 34% said this is moderately important.

Efforts to Establish and Maintain Business Rules. 43% said this is very important while 45% said this is moderately important.

Organization-wide Business Process Redesign Projects. 47% said this is very important while another 42% said this is moderately important.

Balanced Scorecard and Other Performance/Strategy Measurement Efforts. 40% said this is very important while 56% said this is moderately important.

Expanding Business Capacity to Address Growing Business Volume. 44% said this is very important and 41% said it is moderately important.

Reducing Customer or Partner Transaction Costs. 48% said that this is very important while 39% said this is moderately important.

Looking at the responses more generally, a wide range of initiatives seem equally important to the respondents. Managers think that business and enterprise architectures, the improvement of managers' process management skills, and organization-wide business process redesign projects are all important. This reflects the editorial position of BPTrends that those coming to our site have a wide range of interests and need a broad spectrum of information on the many different techniques used by those engaged in business process change.

Not surprisingly, the subject that ranked highest in terms of interest was Business Process Analysis and Continuous Process Improvement Efforts. Whatever you want to do, whether it involves defining a business architecture, defining processes for a balanced scorecard effort, or undertaking a BPM automation project, it all begins with an analysis of existing processes and a commitment to improving processes. This response reflects the growing interest in business processes and is reflected in the strong market for business process analysis tools and training.

One thing that stands out is that most of the survey participants indicated that Six Sigma Projects and Training were not very important—although half said it was moderately important. Our impression is that more bridges are being established between those interested in newer business process management approaches and those who practice Six Sigma, and we fully expect that the response to Six Sigma will be more positive by the end of 2005, as more people perceive that BPM and Six Sigma can be mutually supportive business process change techniques.

Although some recent surveys show US senior executives shifting to focus

more on growth and less on cost savings, this survey indicates that many organizations still feel that an emphasis on reducing costs predominates. This probably reflects the slower recovery in Europe and will presumably shift in 2005 as economic growth accelerates.

The survey respondents included some 500 managers and practitioners—61% of the respondents were from North America, 21% were from Europe, and the remaining 18% were from Asia and Australia, Africa and the Middle East, and South America, so this survey reflects an international consensus. Thus, we feel the sample is significant—and is a larger sample than most surveys rely upon—and probably represents the opinion of the majority of our readers.

We look forward to sharing the results of the complete survey with our members in 2005.

'Til next time,

Paul Harmon

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