BPTrends BPM Surveys

Most of our Spotlights have focused on a general theme, briefly exploring the topic and highlighting some of the relevant Articles we published in the past.

This month's Spotlight is an exception as we focus on the BPTrends BPM Market Surveys. If you go to www.bptrends.com and click on BPT Surveys on the top navigation bar you will see the four surveys we conducted between 2005 and 2008. Two were specialized surveys that focused on particular areas - one on *BPMS and SOA* and the other on *BP Initiatives*. The most interesting surveys, however, are the two general surveys on *The State of Business Process Management*.

We conducted the first general BPM market survey in 2005 and published our report in early 2006. We conducted the second general BPM market survey in late 2007 and published our report in early 2008. We are currently conducting the third general BPM market survey, **The BPTrends 2009 BPM Market Survey** and plan to publish the report before the end of this year. As with all BPTrends publications, access to the BPTrends BPM Surveys is Free to all BPTrends members and membership in BPTrends is Free.

The goal of the BPTrends general surveys is to gain a comprehensive understanding of the full range of business process change initiatives companies are undertaking. This differentiates our surveys from most of the other surveys that are more narrowly focused on specific topics such as Lean Six Sigma initiatives, BPM software, the use of Enterprise Architecture, Balanced Scorecard initiatives or BPM training initiatives. These specific surveys are fine, but the results don't provide a comprehensive look at BPM.

In keeping with BPTrends desire to present a comprehensive overview of process change, we have tried to ask questions that tell us how everything fits together. Conducting such a survey, and getting valid results, depends on getting a lot of different process practitioners, working on all aspects of process, to provide their perspectives on what is being done at their organizations.

Unfortunately, to date, we don't have many people who participated in the survey in the past, participating in the 2009 survey. This is as important as obtaining greater variety because we want to be able to track developmental trends in the market, and that's best done by comparing what respondents say their organizations were doing in 2007 and what they say they are doing today. We asked the same questions in 2005 and 2007 as we are asking in the 2009 survey and in the 2007 report we presented tables that compared the responses for both years.

The following table, for example, reflected a shift away from organizations thinking of BPM as a
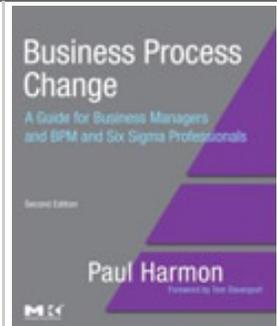
new set of software technologies in 2005, toward thinking of BPM as a systematic approach to analyzing and improving processes. We will be interested in seeing whether or not the 2009 results reflect further change.

Which of the following best describes your organization's understanding of BPM? (Choose one)				
	2007 Results		2005 Results	
A top-down methodology designed to organize, manage and measure the organization based on the organization's core processes	110	40%	141	40%
A systematic approach to analyzing, redesigning, improving and managing a specific process	79	29%	93	26%
A cost-saving initiative focused on increasing productivity of specific processes	36	13%	41	12%
A set of new software technologies that make it easier for IT to manage and measure the execution of process workflow and process software applications	26	9%	56	16%
Other, Please Specify	23	8%	22	6%
Total	274	100%	353	100%

Similarly, each year we asked organizations what kinds of products and services they planned to purchase. The data from 2005 and 2007, reported below, shows how the interest in modeling tools remained constant while the interest in integrated BPM Systems or Suites grew over the course of two years. It also showed the growing interest in BI and Monitoring software.

What BPM products and services is your organization planning on purchasing during the remainder of 2007 or in 2008? (Choose all that apply)	2007 Results		2005 Results	
Graphics Modeling tool (Visio, PowerPoint)	37	15%	50	20%
Repository based Modeling tool (MEGA, IBM Modeler, ProVision)	56	23%	58	23%
BPM Suite that can manage the runtime execution of a business process	61	25%	28	11%
Tool for managing a Rule-based process or application	37	15%	67	26%
Process Monitoring/BI tool that can feed information to an executive dashboard	56	23%	38	15%
Training in Process Strategy, Architecture or Performance	54	22%	55	22%
Training in Process Analysis and Design	70	29%	54	21%
Training in Process Redesign and Improvement methodology	55	23%	70	27%
Training in BPM Systems	52	22%	42	16%
Attendance at BPM Conferences	97	40%	84	33%
Other, Please Specify	31	13%	32	13%

Once again, we look forward to finding out how these spending patterns have changed over the past two years and what the impact of new technologies such as SOA and Cloud Computing has been.

In the first report we used more pie charts and relied on percentages. By the time the second report came out, we had studied reports by several other "market analyst" groups and were disturbed by the various ways some of the analysts misrepresented their limited data sets. As a result, in the second report we included a brief introduction to some basic concepts of data analysis (in an appendix) and presented both our raw data and the percentages associated with each question. Despite the fact that it sometimes creates messy problems when numbers or averaging techniques round to funny totals, we are determined to help our readers become more knowledgeable about the nature of survey reports. (We are still disturbed when "market researchers" make broad generalizations based on a survey of 25 organizations.) So, once again, we will be reporting both the raw data and the generalized data in our 2009 survey report, providing our readers with better insight into the real significance of our findings.

Each year we have added a few questions and this year we added questions on the effect of the worldwide recession on BPM and on the adoption of SOA and Cloud Computing, new issues that most of us would like to know more about.

Both the survey and the report are divided into six sections as follows:

- The people who took the survey,
- How organizations understand BPM,

- BPM Spending Patterns,
- BPM Activity Today, and
- What BPM plans organizations have for the future.

We are seeking as many respondents as possible and would like to have a significant number of respondents from our previous surveys, as well. If you, like the rest of us, want accurate information about what is really happening in BPM today, what companies are doing and what they are planning to do in the years ahead, please take a few minutes right now to participate in the **BPTrends 2009 BPM Market Survey** and help us generate a database that will allow BPTrends to provide you, and everyone else in the BPM world, the best possible overview of where the profession and technology stand today.

We thank you for your support.

Paul Harmon

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