



VENDOR DATA

Integrify

20 N. Wacker Dr. #2817
Chicago, IL 60606
Phone: (312) 345-9117
www.integrify.com

Founded: 2002

Ownership: Private

Employees: 26

2006 Revenue: NA

Reference Accounts:

- The Clearinghouse
- Wyndham Vacations
- BP
- Motorola
- GlaxoSmithKline

Core Industry Focus:

The solution is horizontally positioned (IT, sales and marketing, finance, etc.)

Product:

Integrify iApprove 4.0/4.5
Integrify iApprove OnDemand

Number of Installations: 85+

PRODUCT BRIEF

Integrify

COMPANY OVERVIEW

No matter what sized company you are, there's a good chance you have more than one business process that revolves around requests and approvals. While general business process management and workflow products can be used to automate such processes, a suitable and more tactical solution might be enterprise software specifically optimized for request/approval-types processes. One such solution is Integrify (previously known as iApprove) from Integrify. Since its first release in 2002, the company has continued to enhance the Integrify enterprise request management system, including adding the ability to handle parallel processes and enhanced support for web services. The primary areas within an enterprise that Integrify is targeting include IT Services, corporate finance, sales and marketing, and HR Services. With more than 85 customers, including The Clearinghouse, Wyndham Vacations and StubHub, Integrify is being adopted at more strategic levels within the enterprise as organizations seek faster solutions to effectively managing their request-based processes. As a privately-funded company, Integrify has been profitable for the past three years, exhibiting its ability to grow organically. Offering a hosted solution in addition to its standard server-based product has enabled Integrify to scale customers relatively quickly.

COMPANY STRATEGY

- Position Integrify as a fast, proven solution for request management processes that can be up and running in weeks.
- Offer Integrify OnDemand, a hosted version, to companies that want to quickly add enterprise request management without having to manage the infrastructure.
- Continue to support major standards, including web services, and offer ability to plug-in popular formats such as Microsoft Excel.
- Sell at the departmental level to project managers and build on additional departments across the enterprise.

IMPLEMENTATION STRATEGY

Integrify is focused on making it as simple as possible for customers to start using its request management system. For those customers that purchase the Integrify sever, the company offers training options to get the first processes deployed quickly. After a one-day training session, the installed system is ready for process managers to define process steps, map them in terms of routing the process, and build the appropriate forms via a GUI-based forms builder. Since the product can run on Windows 2000 or 2003 servers with Microsoft SQLServer or Oracle databases in the back-end, installation has minimal effect on the enterprise's existing architecture. Graphical interface and code-free process mapping enable process managers to straightforwardly create new processes.

For companies that want to begin using the product more quickly, Integrify offers OnDemand, a hosted solution of Integrify 4.0 that enables companies to quickly utilize request management without having to manage the server in-house. This flexibility is appealing to companies that want to quickly automate some manual processes without assuming the responsibility of managing and deploying the software. Licensing fees begin with as few as 25 named users (or five concurrent) and can scale up to over 75,000 users. OnDemand is becoming a popular alternative to traditional server licensing, and Integrify reports that close to 40% of its customers are choosing OnDemand, up from 15% in the last release of Integrify.

ROI FOR BPM ASSESSMENT

Return Timeframe

Integrify's affordable server-based licensing and its OnDemand hosted option make it easy for customers to see a return on their investment within the first several months of use.

Because the product is so quickly deployed, and customers can see the results almost immediately, Integrify is not often asked to furnish ROI proof, stating that the product speaks for itself.

Competitive Landscape

- Generalized BPM platforms
- IT service management
- Workflow software

Buyer

- IT project managers and sometimes CIOs
- Line of business managers (HR, Sales & Marketing, etc.)
- Finance

CRITICAL SUCCESS FACTORS

- Encourage more strategic adoption across departments and throughout the enterprise to realize full benefits of Integrify.
- Expand reach globally by continuing to build foreign language support and identifying international partnerships
- Continue to support emerging standards and develop web services and plug-ins around Integrify 4.5.
- Develop broader partnerships to help increase sales and market visibility, as well as augmenting its relatively lean (albeit very successful) sales strategy

UPSIDE ANALYSIS

Integrify is an appealing solution to request and approval-based process challenges. Its out-of-box functionality and templates make it an easy purchase for project managers or line of business manager that want to ensure their request-based processes are being tracked and managed most effectively. At the same time, the enterprise quality of the server enables it to be adopted by a CIO for multiple departments or an entire enterprise. Similarly, the Integrify OnDemand option is a refreshing option for project teams that want fast process management results without the overhead. The fact that hosted customers can easily move the solution in-house if they desire down the road makes the decision to try Integrify an easy one.

Upside Research believes that Integrify offers an intriguing alternative to existing infrastructure-oriented BPM platform-based solutions. Its ease of use and fast implementation time enable organizations to have new processes up and running within the first month, leading to faster return on investment, a key success indicator for enterprises today. As we have stated in the past, the mid-market is much easier to penetrate than some of the enterprise sales that many BPM players are courting today, and as a result Integrify has the potential to gain substantial traction in this burgeoning market. Integrify's ability to remain afloat in a crowded market attests to the company's solid grounding.

About Upside Research

Upside Research is a research and consulting firm focused on helping clients put application development, Web services, business process management, integration, and enterprise infrastructure challenges in perspective.

Upside Research helps organizations find practical ways to achieve their IT goals and profit from the diversity of a changing technology landscape.

Upside Research
98 Fairway Drive
Newton, MA 02465

Email: info@upsideresearch.com

Phone: 617-969-6886

www.upsideresearch.com