



## UPSIDE RESEARCH BRIEF INTEGRIFY'S IAPPROVE PROVIDES OPTIONS FOR DEPARTMENTAL REQUEST MANAGEMENT

---

### Overview

Business process management (BPM) solutions have been successful in helping many companies increase the agility and responsiveness of their IT infrastructure and improving the flexibility of their applications and processes to meet new business requirements. Yet many BPM solutions require significant investment in time, money and resources to implement and often require a significant focus on IT infrastructure-related issues.

While Upside Research projects the general BPM market to continue to continue growing steadily over the next five years, we also believe that there are a large number of companies that need more tactical, process-driven solutions for specific tasks. We believe that while standard BPM platform vendors will continue to dominate the move towards enterprise process-centric computing, there are some interesting up and coming companies that provide a straightforward solution for a different, task-oriented process management challenge. Request management is a good example of this type of challenge.

Request management is a category of process management that focuses on automating common requests that exist in corporate departments. While request management can be applied to any department, the departments most often in need of an automated solution are IT, sales and marketing, and finance. Request management focuses on creating a workflow and automated process for traditional manual and paper-based processes. For example, in the IT department, handling a standard request for system access from an employee involves a number of steps and interaction with several different users, including a manager to approve the request. Traditionally, this request was handled orally or via email, making it difficult to track and manage. A request and approval management system streamlines this type of process, and provides IT with a way of managing the system access requests efficiently and effectively.

There are hundreds of similar processes that exist within an enterprise today, and managing them has become a challenge as organizations move to become more efficient. Upside Research believes that many organizations will look for tactical solutions to solve these types of process integration and management problems. A good example of a company delivering this type of focused, process-oriented solution is Integrify, a company that offers solutions targeted at meeting the challenges of request management. Integrify's iApprove provides a solution that can be implemented at the departmental level, enabling departments to start automating their request and approval processes long before they would be able to with a BPM platform solution. This agility, and the ability for a department such as IT or HR to make the purchasing decision, combine to provide a refreshing alternative to a typical enterprise software solution sell.

## Implementation Flexibility Matches Market Needs

iApprove 3.5 is an out-of-box solution for request and approval management. Typically, the product is implemented at the departmental level, and scales organically once the first set of processes has been automated. 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.

Integrify also offers a hosted alternative to iApprove. iApprove OnDemand is a hosted request and approval management service that provides the same functionality as iApprove, with Integrify taking on the server and infrastructure management and upgrades. 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. Once a company has implemented several processes via iApprove OnDemand, they may decide to move the application in-house by purchasing the standard iApprove server solution. This flexibility is unique to Integrify and enables the company to appeal to a broader range of deployment requirements.

To extend the flexibility that iApprove currently offers, the 4.0 version of the product has a new architecture based on .NET. This new architecture enables users to use plug-ins to connect existing applications and systems and take advantage of popular web services. Additionally, the new version of iApprove contains performance metrics reporting for companies that want to track the effectiveness of their processes. Users can define reports based on business drivers and determine how certain processes are performing relative to their goals and expectations.

## Upside Uptake

Although not a pure BPM company, Integrify delivers a solid, process-driven solution for quickly and easily automating and managing business processes. While the company is relatively small, it has a pretty impressive customer list. GlaxoSmithKline (500 processes), BP and Motorola are among the companies that have leveraged the flexibility and ease-of-use that iApprove provides. While the company's sweet spot is enabling departmental processes within enterprise organizations to be quickly automated and streamlined, a number of customers have upgraded to enterprise licenses to enable all departments to leverage the solution.

Upside Research believes that iApprove 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. Integrify's flexible deployment approach and hosted versions enable companies to get the product in their hands more quickly for a limited investment and start proving the effectiveness of the solution. 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.

To get up and running quickly, iApprove comes with approximately 60 templates for common forms (i.e. purchase requests, etc.) that process managers can use to get started. Once a department has created several processes, the environment enables them to quickly create their own forms and workflows for subsequent processes. This contributes to the product's largely hands-off approach for IT—however, IT does need to be involved if the request process involves other systems. Integrify's iApprove currently uses API's to connect with existing back-end systems that may need to be involved in a particular request and approval process. While the majority of its customers do not need to integrate with other applications, those that do will benefit from the upcoming release that provides a web services approach to integration.

Upside Research has reported in the past that the hosted model for BPM provides a risk-free alternative for smaller companies that are just getting started down the process automation path. iApprove OnDemand is a good choice for those companies that want the ability to automate request and approval processes with minimal impact to the existing IT infrastructure. iApprove OnDemand typically enables process managers to get a new process up and running in a week's time and manage the process themselves, two very appealing factors. The ability to scale the hosted solution up as a company adds new processes and even move the solution in-house for those companies that reach a point where that makes sense further speaks to the flexibility of the solution.

The existing iApprove solution is good for companies that have specific request management processes (i.e. purchase order requests, product pricing request, or new employee system access request) that they want to automate. Organizations that are looking for comprehensive business process management infrastructure, including process modeling, simulation, and business analytics should probably consider more sophisticated BPM infrastructure solutions. However, any organization that wants to quickly automate a business request process that is largely manual should evaluate iApprove.

With its new .NET and Web services support and plug-in integration capabilities, the new 4.0 version of iApprove will provide broader appeal for organizations that need to not only create stand-alone automated request management processes but need to integrate tasks, steps or data from existing applications or processes. The .NET version will also make it easier for organizations using the iApprove OnDemand to integrate hosted processes with existing IT resources or process steps. Upside Research believes the architecture changes in iApprove are a smart step for the company, and will continue to enable Integrify to meet the needs of mid-market to large enterprises that need a quick, effective way to manage their various request-oriented processes.