



VENDOR DATA

Integrify

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Founded: 2002

Ownership: Private

Employees: 26

2008 Revenue: NA

Reference Accounts:

- ICT Group
- Wyndham Vacations
- BP
- Baylor University
- GlaxoSmithKline

Horizontal Focus:

- IT Services
- Sales and Marketing
- Corporate Finance
- HR Services

Product:

Integrify OnPremise 5.0
Integrify OnDemand 5.0

Number of Installations: 120+

PRODUCT BRIEF

Integrify 5.0

COMPANY OVERVIEW

As business timeframes and profit margins continue to shrink, it's more important than ever before for organizations to be able to quickly and efficiently manage the wide variety of service request processes that occur in all organizations—from IT to HR to sales and marketing. In fact, 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 more suitable solution might be enterprise software specifically optimized for service request-type processes, such as Integrify 5.0.

Integrify 5.0 is an enterprise request management platform that allows organizations and their partners to build out solutions for managing a wide range of processes. Integrify's flexible deployment options (SaaS or on premise install), coupled with a 100% Web-based architecture, along with a visually-driven, no coding required process management environment make Integrify a solid solution option for enterprise request management. Integrify 5.0's flexible SOA-based widget architecture (REST web services with AJAX technology) makes it easy to integrate request management processes or steps into existing applications, and opens up programmatic access to Integrify processes. With many customers, Integrify is being adopted at more strategic levels within the enterprise as organizations seek faster solutions to effectively manage processes.

COMPANY STRATEGY

- Position Integrify as an alternative to traditional time-consuming BPM or workflow solutions, designed for enterprise-class request management scenarios.
- Provide flexible and fast deployment options (Integrify OnDemand and OnPremise).
- Highlight Integrify's ability to integrate process tasks into existing corporate dashboards or portals through standards-based Widget architecture.
- Offer Integrify OnDemand, a hosted SaaS 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, REST, AJAX, and more, and offer product enhancements like a report builder and plug-in library to strengthen enterprise functionality and extend interoperability.

IMPLEMENTATION STRATEGY

Although designed as an enterprise request management solution, Integrify is focused on making it as simple as possible for customers implement and deploy successfully. Typically, 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 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 OnDemand, a hosted/SaaS solution 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.

ROI FOR BPM ASSESSMENT

Integrify's affordable server-based licensing and its OnDemand hosted option make it easy for customers to see a return on their investment in less than three months. Integrify has been shown to reduce direct costs by more than 30% and slice request and approval cycle times in half.

BUYERS OF INTEGRIFY

- IT project managers, CIOs,
- Line of business managers across departments.

SPOTLIGHT ON NEW FEATURES IN 5.0

Integrify's new **Flexible User Interface** is built on SOA-based REST web services and AJAX technologies to provide an easy way to integrate processes or Integrify widgets into your applications, dashboards or portals. The product also now provides role-based request management, so that process owners have complete control over tasks.

Integrify's new **Enhanced Reporting** capabilities provide numerous pre-built report templates that provide dashboard, process and user views of key process metrics, as well as a flexible query option that allows users to define queries and filters.

Sophisticated Forms and Process Management capabilities have been added in Integrify 5.0 to make it easy to visually configure your task flow through Integrify's Visual Task Flow Designer, import or export processes, or flag specific processes as templates for easy future replication.

CRITICAL SUCCESS FACTORS

- Articulate the key requirements for effective enterprise request management and position Integrify clearly against BPM and workflow solutions.
- Build on Integrify's templates, hosted OnDemand services, integration capabilities and other components that allow organizations to achieve fast ROI with minimal investment.
- Continue to develop broader partnerships to help increase sales and market visibility.

UPSIDE ANALYSIS

Integrify is an appealing solution to enterprise request-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. The new features that have been added to version 5.0 only enhance Integrify's strength as an enterprise solution. The product's new flexible integration and user interface capabilities (based on REST and AJAX) enable organizations to easily integrate Integrify processes, forms, and workflows with existing or new enterprise applications. In addition, the solution features new graphical reporting options as well as an improved, flexible user interface.

Upside Research believes that Integrify offers an intriguing alternative to existing infrastructure-oriented BPM and workflow solutions. Its new capabilities that allow organizations to easily integrate process tasks with existing enterprise portals, dashboards and applications make it a good choice for extending monitoring and management functionality into actionable processes. In addition, Integrify's JavaScript API allows Web developers an easy option for embedding Integrify widgets into Websites or applications just by cutting and pasting a few lines of code. Given Integrify's range of deployment options, along with its new integration capabilities, we believe that the solution is appropriate for a wide range of process-related challenges—from departmentally-oriented needs to enterprise and cross-enterprise business process needs.

About Upside Research

Upside Research is a research and consulting firm focused on helping clients put application development, SOA, cloud computing, 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.

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