



VENDOR DATA

Appian

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Founded: 1999

Ownership: Private

Employees: 220

Employees in R&D: 80

Total Company Revenue: N/A

Key Partners:

- IBM
- BearingPoint
- Wipro
- Kanbay
- Satyam
- Avineon

Reference Accounts:

- Enterprise Rent-a-Car
- U.S. Army
- Mercer HR
- Telus
- U.S. Marine Corps.
- WorldBank

Core Industry Focus:

- Financial Services
- Retail
- Healthcare
- Government

Products: Appian Enterprise, Appian Anywhere, Appian Compliance Manager, Appian Acquisition Manager

Number of Customers: 120+

PRODUCT BRIEF

Appian

COMPANY OVERVIEW

Appian holds a unique position in the BPM market. The company was founded in 1999 in order to help organizations across industries optimize their business processes. With three of its founders coming from business intelligence vendor MicroStrategy, the company wanted to move beyond mere reporting to help its customers tie high-level business goals to the work employees do every day. Therefore, to help organizations turn insight into action Appian began to build out a standards-based BPM platform that provided an easy-to-use framework for designing, managing and optimizing business processes. Appian's BPM suite was designed and optimized around a completely Web-based interface using AJAX and Web 2.0 technologies. Appian's BPM suite has evolved into two primary product lines: **Appian Enterprise**, for commercial-off-the-shelf enterprise BPM software needs behind the firewall, and **Appian Anywhere** a BPM suite offered in a software-as-a-service (SaaS) model. Appian Corporation is completely self-funded and has been profitable since its inception.

COMPANY STRATEGY

- Strategically satisfy the high-end of the enterprise market with Appian Enterprise, bringing significant depth in professional services (75 employees) and experience as a core differentiator.
- By growing organically Appian has been able to take a long-term approach to the market, making customer success its number one priority.
- Serve the small-to-medium size market for process improvement with Appian Anywhere.
- Develop strategic OEM, VAR and technology partnerships to drive channel sales to augment direct sales approach.
- Bring targeted solutions to market to address specific customer needs, including the small and mid-sized markets.

IMPLEMENTATION STRATEGY

One of Appian's main themes is ease of use, so Appian Enterprise includes tools that are used by business analysts and developers to work together to create process models and manage the resulting processes. Because of the company's background, the product takes a very top-down, business intelligence-oriented approach, which includes a process designer that enables the business analyst to do a large share of the process design with a drag-and-drop environment. Training programs are available for a range of users—from business users to developers—and can be adapted for corporate needs. Appian offers building block-style training that can be hosted on-site or off-site and can extend from one day to a full week.

From an installation perspective, deployment of Appian Enterprise is straightforward. The product runs out of the box on all major platforms and applications servers. No third-party tools are needed for implementation, which reduces the amount of time and costs to get up and running. The target goal for Appian is to have the product up and running in 2-3 weeks for a robust but self-contained application. Larger implementations can take several months, the biggest variable being the number of back-end connections that are necessary for a given process. While there are 100+ out-of-the-box connectors and third party add-ons from companies like iWay Software, some customers may want to write custom connections directly to their systems. This is achieved through a combination of professional services and the developers at the customer site.

ROI FOR BPM ASSESSMENT

ROI Success Stories

- ❑ The US Marine Corps used Appian for a procurement solution to reduce the cost by almost \$9 million over twelve months.

ROI Stumbling Blocks

- ❑ Companies that fail to understand that BPM is a different paradigm for application development and configuration management.
- ❑ General lack of understanding in the market as to BPM's impact on the enterprise, believing it to be a modeling tool rather than an enterprise platform that includes execution and governance.

Upside Take

Appian has a solid grasp on ROI, and the company strongly believes in tying ROI into all aspects of its sales and implementation strategies. With its strong background in business intelligence and the ability to roll real-time analytics into process execution and design, Appian is able to deliver ROI effectively to its customers. The real-time feedback and active optimization of processes enables customers to maximize their ROI with Appian Enterprise.

CRITICAL SUCCESS FACTORS

- Build market share in the BPM space by expanding presence and market momentum.
- Communicate the benefits of the product's strong business analytics, optimization, and change management capabilities.
- Identify and penetrate additional vertical markets, building a broad reference customer base with strong ROI stories.
- Continue to demonstrate depth of integration and connectivity capabilities and the ease of integration which can be achieved with such a Web-based BPM solution.

UPSIDE ANALYSIS

Appian Enterprise BPM suite is built with the business analyst in mind. Throughout the product, Appian's in-depth background in business intelligence and analytics is visible. From the manager-oriented dashboard through the process modeler that includes the ability to add analytics and reports at each step, Appian has closely linked business process management with the analytics and business intelligence that are needed to optimize their processes. Upside Research believes this is a particular strength of the solution, and Appian benefits competitively from this built-in functionality.

Upside Research believes that Appian has been a quiet but growing force in the BPM market. Since the company has only recently focused on building market awareness, Appian doesn't have the brand awareness of some of the other pure-play BPM solutions. However, with its strong product and focus on customer success and ROI, Appian has already built an impressive customer base. Upside Research believes that Appian will benefit from building broader market awareness, and as it continues to add marquis customers it is well-positioned to become a major force in the enterprise business process management market.

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.

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