GARTNER'S 2016 PREDICTIONS FOR BUSINESS TRANSFORMATION:
WHAT DO THEY MEAN FOR YOUR ENTERPRISE?

Gartner's recent report, "Predicts 2016: Business Transformation and Process Management Bridge the Strategy-to-Execution Gap," compares business transformation to a train journey.[1]

Similar to a train that assumes all passengers are taking the same path to get to the destination, best practices have traditionally defined a single ideal business process to fit all users. The reality is that processes can be messy and complicated, and a single business process can have multiple variations. When the constraints of a defined process don't meet their needs, today's digitally savvy users look for something that will, and in the process, IT can lose control.

Gartner concludes that to meet business needs and accelerate business transformation – particularly for digital business and customer experience –businesses need to start using other modes of transportation and explore non-traditional IT development. "The most successful business processes," according to Gartner, "will rely on intelligent business processes – rather than standardized business processes – to manage process variation at scale." So what should organizations take into consideration when looking for intelligent business processes to digitize their business?

THE CLOUD IS READY FOR YOU, BUT ARE YOU READY FOR IT?

So what are Gartner's predictions for 2016, and what kind of digital platforms should companies look for to prepare?

PREDICTION: PLATFORM-AS-A-SERVICE (PAAS) FOR TRANSFORMATION

Gartner predicts that "by 2018, model-driven, high-productivity PaaS will be the dominant technology platform" and that more than 60% of enterprises will adopt PaaS models because they are more "responsive and adaptive to changing market needs." Cloud platforms are ideal because they provide a way for businesses to get up and running quickly without worrying about installation, updates and upgrades, server redundancies, up-time and server deployments.

One of the biggest concerns companies have when moving to the cloud are security and governance concerns. When evaluating intelligent business processes, business can minimize these concerns by looking for platforms that comply with existing compliance and security measures. Built in audit logs can help businesses keep track of each step within a workflow for compliance with policies and regulations. Similarly, intelligent business processes can be built so that they centralize and control data while still keeping the information secure in its system of record.

Transitioning to the cloud can also mean migrating thousands of documents and custom-built business apps and workflows, as well as controlling access to sites and documents. Cloud platforms with a customizable and intuitive user interface design make it possible to rapidly design business process apps using reusable low-code building blocks that span people and data sources, whether on premises or in the cloud. These intelligent business processes should be able to route information to the right people and systems, at the right time and be mobile friendly – accessible from any device. This will help business break down business silos and modernize processes in a way that deliver value to both customers and employees.

FAST, LEAN AND MEAN: THE NEW WORLD OF BUSINESS TRANSFORMATION

PREDICTION: INVEST IN FAST, LEAN BUSINESS OPERATIONS EXPERIMENTS TO ACCELERATE TRANSFORMATION

Gartner also predicts that "by 2018, 70% of bimodal efforts will invest in fast, lean business operation experiments outside IT to accelerate digital business transformation. This is already happening with the bring your own apps (BYOA) trend, as business users engage with third-party cloud application services to manage their work, like Box, Dropbox, Google Docs and CloudOn. Some companies are taking this one step farther with low-code cloud app platforms that make it

possible for non-technical users to build their own apps to help them manage their daily workflow. However, implementing apps outside of IT's control can create security concerns for IT departments as they work to keep sensitive data secure.

Enterprises can get ahead of these concerns by looking for customizable, intelligent low- to no-code app platforms with reusable design components. Minimizing custom code will allow businesses to stay ahead of business users' needs with the ability to digitize processes quickly and efficiently, and easily modify them as the needs of the business change. Drag-and-drop design tools even allow business users to take over business processes, if necessary, with the blessing and oversight of IT. To minimize security concerns, enterprises are best off looking for apps that comply with their existing compliance and security measures, such as maintaining the permissions of underlying systems and tracking all changes made to a workflow through built-in audit logs and reports. In this way, businesses can ensure that information is delivered to the right people or updated in the right systems, at the right time, without having to worry about data leaks or audits.

CUSTOMER EXPERIENCE: THE NEXT BIG THING

PREDICTION: IMPROVE CX WITH BUSINESS PROCESS MODELS

Gartner's third prediction is that "by 2018, 30 percent of large organizations will improve customer experience by integrating customer journey maps with business process models." Customer journey maps allow organizations to get feedback on what is working and what isn't, so organizations can determine how processes need to change and put together a model of the desired output. Modeling is important, but it is only one piece of a bigger challenge, which includes not just capturing the information but executing it in an agile manner to break down information silos and digitize processes end to end. This transition from modeling to execution is where it can be easy for things to break down if organizations have not carefully evaluated all the components needed to execute each process.

L For example, customer-facing processes can involve multiple data sources and touch points that may need to be updated on a regular basis. Agile and iterative apps can be used to build intelligent business processes to automate these processes, which may include analyzing information from disparate line-of-business systems, cloud services, forums or social outlets, or providing contextual information about a user's past actions and preferences. These apps can then send out alerts, emails, or approvals, based on the outcome of information they compile, and take further action, based on additional outcomes and contingencies that are built into each workflow. For companies to stay competitive, these apps should be able to be built and deployed quickly, and updated just as easily as the needs of the business change.

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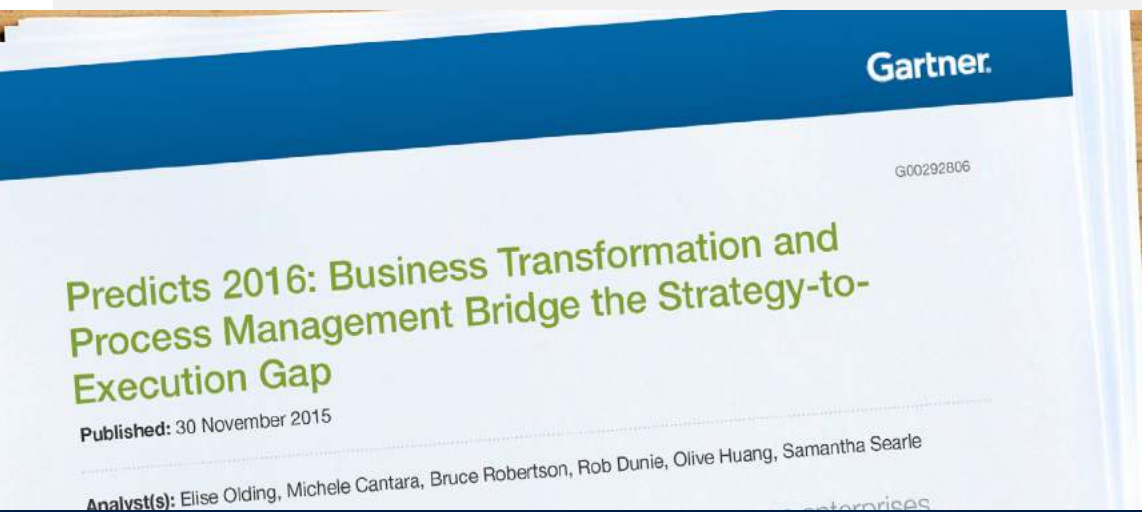
K2 APPS: A NEW MODE OF TRANSPORT

K2's business process application platform provides a new, more agile mode of transport by empowering businesses to rapidly build and deploy flexible, scalable and reusable low-code business process apps. These apps integrate people, systems and line-of-business data – cloud or on premises – from anywhere and on any device. K2's executable designer makes it possible to quickly build and deploy processes, while advanced workflow capabilities make it easy to use K2 apps to support simple to complex business processes across the enterprise. Intuitive rules can be used to create multiple variations of each process instance as well, ensuring that users can take the route they need to reach their destination.

K2 apps also provide deep integration with cloud and on-premises line-of-business systems and cloud file-sharing services. Using K2 apps, data from these systems can be analyzed and pulled into intelligent forms that deliver the information to the right people or systems. K2 apps can be used to digitize both backend and customer-facing processes and are great at making touch points simple and easy for end users to interact with, such as a click within an email to approve a document or request more information. And with more and more customers engaging with companies through smartphones or tablets, K2 simplifies the customer experience even further with mobile-friendly apps that can be built once and run on any device, even when offline. K2 can be implemented on-premises or using the PaaS model, ensuring that your company has the right mode of transport in place for when 2018 rolls around.

Download a complimentary copy of the full report[1] or for more information about K2's services and platform, visit K2.com.

[1]*Predicts 2016: Business Transformation and Process Management Bridge the Strategy-to-Execution Gap, 30 November 2015, Elise Olding, Michele Cantara, Bruce Robertson, Rob Dunie, Olive Huang, Samantha Searle*

Gartner.

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