

PROGRESS[®] OPENEDGE[®] BPM FOR PARTNERS

MODERNIZE AND PROCESS-ENABLE YOUR OPENEDGE BUSINESS APPLICATIONS WITH BUSINESS PROCESS MANAGEMENT (BPM)

To survive and thrive as an independent software vendor (ISV), you must be able to respond faster than the competition while coping with tight budgets and timeframes. Providing customized applications quickly to your customers with minimum disruption to their business and IT systems will win you more business. But the reality is that standard, rigid, hard-coded, static applications cannot support these needs.

Progress[®] OpenEdge[®] BPM is the first solution of its kind to combine an industry-leading business process management (BPM) solution within an application development platform to simplify the development and deployment of dynamic business process applications. With OpenEdge BPM, the old, hard-coded processes and workflows can be extracted and replaced with end-user configurable and flexible workflows—enabling common applications to be tailored for and by the consumers of the applications.

KEY BENEFITS

With Progress[®] OpenEdge[®] BPM you can:

- > *Invest in the future of your business: Build competitive applications that meet ever-changing market demands while providing a roadmap for future upgrades and add-on modules for your customers.*
- > *Lower total cost of ownership (TCO): Custom applications are achieved by simply modifying the workflow models, not the business logic—lowering costs and increasing delivery times.*
- > *Reduce time-to-market (TTM): Become more operationally responsive; faster delivery leads to faster deployment.*

TRADITIONAL APPLICATIONS VS. BUSINESS PROCESS APPLICATIONS

Not all “business” applications are created equal. Take the following example:

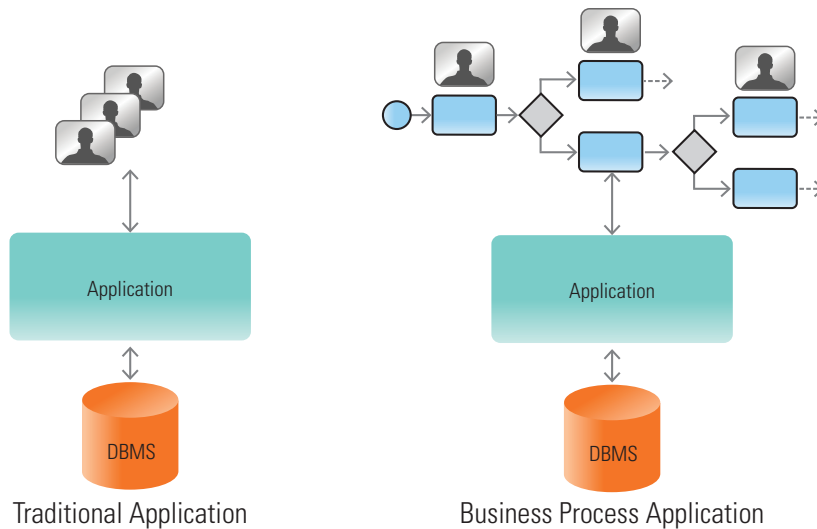


Figure 1 shows the complexity of the application logic within a typical application as compared to a dynamic business process-enabled application.

One difference between traditional and business process applications is that the application logic is more complex in a traditional application. That means you have to write more code. Why? Because the process that you see in the form of an explicit model in a traditional application has been hard-coded into the application; hence, it is more complex and takes more time to develop. The other difference is that there is no explicit process, which means users of the application need to know when, where, and what to do, i.e., to be able to follow the rules, which are implied and not defined explicitly.

BPM PROVIDES VALUE FOR YOUR CUSTOMERS

Regardless of the size of your customers’ business or industry, dynamic BPM is at the core of every responsive business and modern IT infrastructure. Deploying OpenEdge BPM to build your business process applications for your customers will deliver numerous benefits, including:

- > **Visibility**—By explicitly capturing and modeling business processes using simple, easy-to-use graphical modeling tools, you can ensure

that everyone within your customers' organization can understand how the business operates.

- > **Agility**—Because your business processes can be modeled instead of coded, you have the flexibility to customize and modify your processes more quickly. This lets you respond to your customers' changing requirements faster than with traditional applications.
- > **Improved Processes**—You will increase the efficiencies within your application when you model and streamline your business processes, giving you and your customers a competitive edge.
- > **Better Decisions**—Customers have direct insight into how the application is used and where their business processes are inefficient, enabling their business managers and executives to make better business decisions. This allows the business application to be driven by the needs of the customer's business—not IT.

All of these benefits will empower the business people within your customers' organization to improve business operations and their performance on an ongoing basis.

DRIVE VALUE BASED UPON ROLES

No matter what role you play in the delivery of business applications within your organization, OpenEdge BPM can help meet your specific needs.

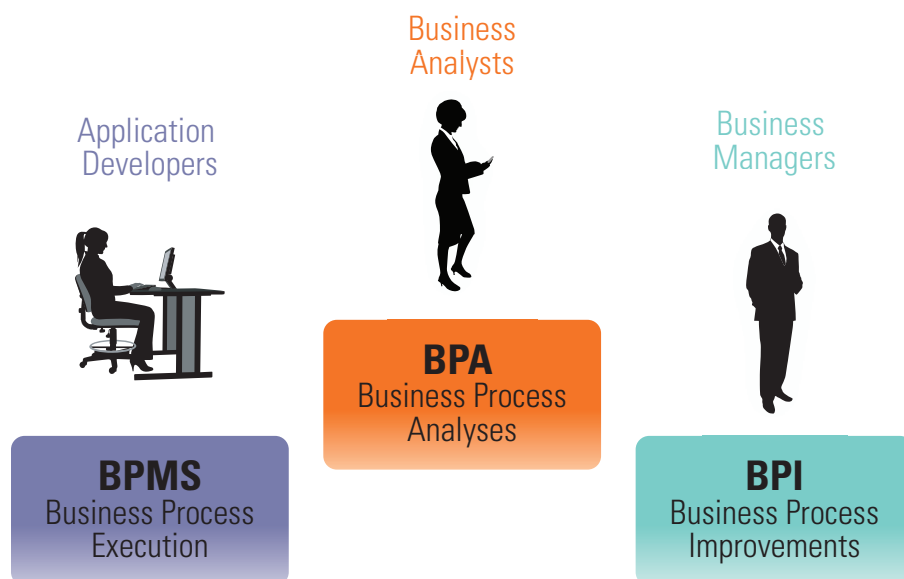


Figure 2 shows the three main "users" of business process-enabled applications: application developers, business analysts, and business managers.

Executives and business managers need to:

- > Enhance existing applications to reflect ever-changing business requirements and processes
- > Quickly provide new applications and add-on modules to capitalize on new business opportunities
- > Efficiently re-engineer business processes with an overall lower total cost of ownership (TCO)

Business analysts need to:

- > Provide intelligent workflow to explicitly capture business processes
- > Model complex business processes using the industry-standard notation format
- > Support overall monitoring and analysis of business processes to drive continuous improvement

Application developers need to:

- > Greatly reduce or eliminate the need for multiple instances of business applications
- > Enable rapid process modification, without costly code customization, to keep development costs down
- > Be more agile and quickly re-engineer business processes to keep pace with changing application requirements

OPENEDGE BPM DELIVERS VALUE TO PARTNERS

It is not just your customers who are going to benefit from business process applications; you, as the application developer and vendor, will also benefit in the following ways:

- > **Invest in the future of your business**—Build competitive applications that meet ever-changing market demands while providing a roadmap for future upgrades and add-on modules for your customers. This helps you drive the long-term sustainability of your business.

- > **Lower total cost of ownership (TCO)**—Custom applications are achieved by simply modifying the workflow models, not the business logic (i.e., code). This translates into lower costs and faster delivery times.
- > **Reduce time-to-market (TTM)**—Become more operationally responsive by staying on top of changing customer and market demands. Faster delivery leads to faster deployment.

OPPORTUNITIES TO DRIVE NEW BUSINESS

With OpenEdge BPM, you can rapidly meet evolving customer and market demands, as well as capitalize on new opportunities that can deliver a competitive advantage. OpenEdge BPM provides:

- > **Modern workflow and process management**—Hard-coding workflow into your application (even though BPM was not your primary area of expertise) may have worked in the past. Today however, your customers demand more flexibility and continuous process improvement. OpenEdge BPM will enable you to provide industry-leading BPM capabilities with minimal disruption to your customers' business.
- > **Proven solutions from a reliable vendor**—Capability, integration, and partnership: you can count on those three things from a company with a proven track record that you know and trust—Progress Software.
- > **Flexibility to introduce new solutions quickly**—Overcome the typical economic, technical, and business concerns that held you back from competing more aggressively in the market. Quickly turn out new business process-enabled “modules” for existing applications, or create a new BPM-enabled application to supplement other applications as an up-sell opportunity.

SUMMARY

Whether small or large, in manufacturing, telecom, construction, or financial services, companies of all kinds need business process applications—to achieve visibility, agility, efficiency, and business empowerment. Progress Software delivers BPM capabilities to enable our partners to build industry-leading business process applications.

NEXT STEPS

To learn more about OpenEdge BPM, download the white paper, [Modernizing and Process-enabling Your OpenEdge Business Applications](#). Or to see OpenEdge BPM in action, please [request a demonstration](#).

PROGRESS SOFTWARE

Progress Software Corporation (NASDAQ: PRGS) is a global software company that enables enterprises to be operationally responsive to changing conditions and customer interactions as they occur. Our goal is to enable our customers to capitalize on new opportunities, drive greater efficiencies, and reduce risk. Progress offers a comprehensive portfolio of best-in-class infrastructure software spanning event-driven visibility and real-time response, open integration, data access and integration, and application development and management—all supporting on-premises and SaaS/cloud deployments. Progress maximizes the benefits of operational responsiveness while minimizing IT complexity and total cost of ownership.

WORLDWIDE HEADQUARTERS

Progress Software Corporation, 14 Oak Park, Bedford, MA 01730 USA
Tel: +1 781 280-4000 Fax: +1 781 280-4095 On the Web at: www.progress.com

Find us on [f](#) facebook.com/progresssw [t](#) twitter.com/progresssw [y](#) youtube.com/progresssw

For regional international office locations and contact information, please refer to the Web page below:
www.progress.com/worldwide

Progress, OpenEdge, and Business Making Progress are trademarks or registered trademarks of Progress Software Corporation or one of its affiliates or subsidiaries in the U.S. and other countries. Any other marks contained herein may be trademarks of their respective owners. Specifications subject to change without notice.

© 2011 Progress Software Corporation and/or its subsidiaries or affiliates. All rights reserved.

Rev. 08/11 | 110812-0006

