

Companies that increase business process management investments are poised for growth, researcher says

Information Management Online, August 5, 2009

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August 5, 2009 – A majority of business process management practitioners plan to increase BPM spending by at least 5 percent in the next year, according to a new Gartner Survey. More than a third of respondents plan to increase BPM spending by at least 10 percent.

“Companies that ramp up their BPM investments now are going to be poised for growth when the economy rebounds,” said Michele Cantara, research vice president at Gartner. “These organizations are largely optimistic about their growth prospects over the next 12 months.”

The survey, conducted at two Gartner BPM conferences, included feedback from more than 300 business and IT professionals from 34 countries who indicated that BPM is more than a survival tactic in a struggling economy, according to a Gartner release.

“We’re in the middle of a downturn and people are still investing in BPM,” said Cantara. “They’re actively thinking about increasing that investment.”

BPM practitioners are optimistic about company growth prospects in fiscal year 2009. Only 23 percent of respondents anticipate revenue decline, while 42 percent anticipate growth, according to Gartner.

While some respondents expect fiscal year 2009 revenue to be stable or to grow, they indicated that they were only able to focus 40 percent of their organizations’ investments into growth or transformation initiatives. With 60 percent of overall funding going to “business as usual,” according to the Survey, BPM may be a way for companies to do more with less.

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Cantara will provide additional analysis of the survey at the [Gartner BPM Summit](#) in October.

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