

Business Workflows

No/low-code BPA platform



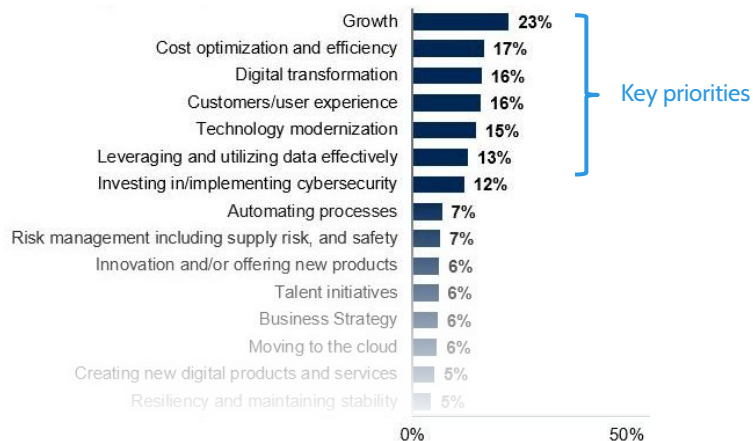
Gui Paranhos
Strategic Accounts
guilherme.p@process.st

Agenda

1. Market insights
2. What's in it for you
3. Q&A and next steps



Key priorities



n = 2,043 CIOs and technology executives answering
 Q. What would you say is your enterprise's top priority for 2022 and 2023?
 Source: 2023 Gartner CIO and Technology Executive Survey
 Coded verbatim responses, Multiple responses allowed.

Success Criteria



Impact on business cost and revenue indicators



Time to deliver business goals



NPS, Csat, etc



Tech- stack usage efficiency



Risk mitigation

Three phases of process maturity



Phase 1

In People's Heads

Confusion & Chaos



Phase 2

Written Down

Accessible, but Static & Siloed



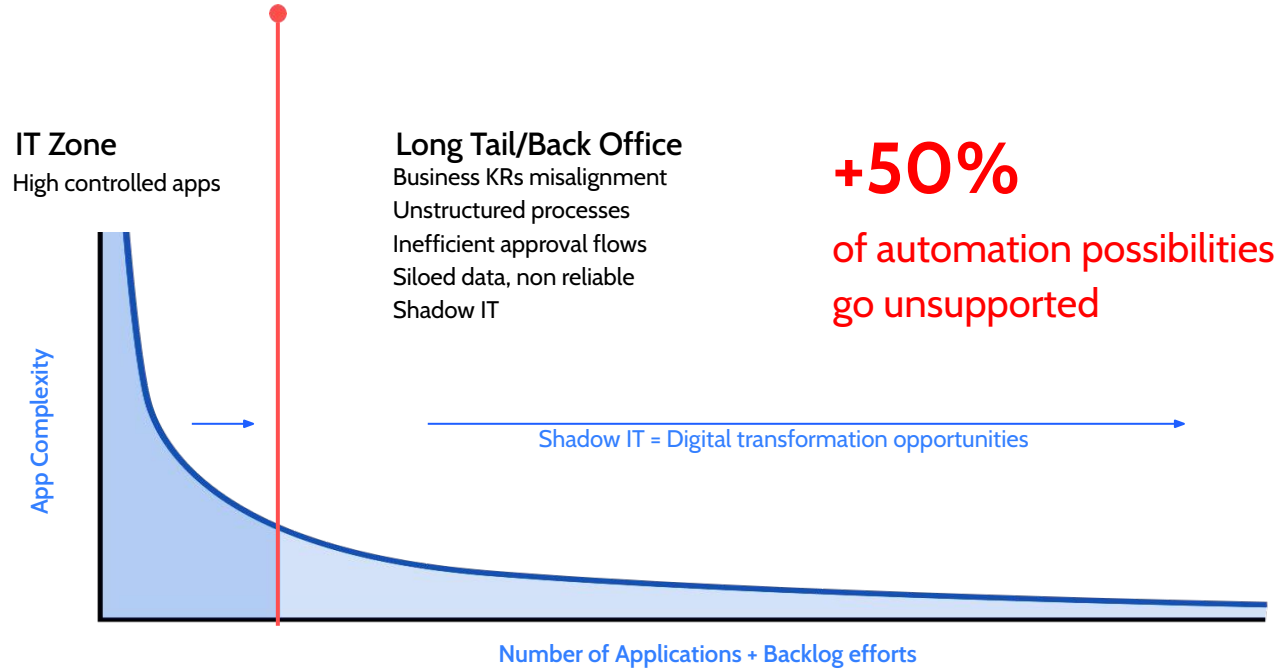
Phase 3

Woven Into The Work

Actionable, Automated & Integrated

The challenge at the long tail

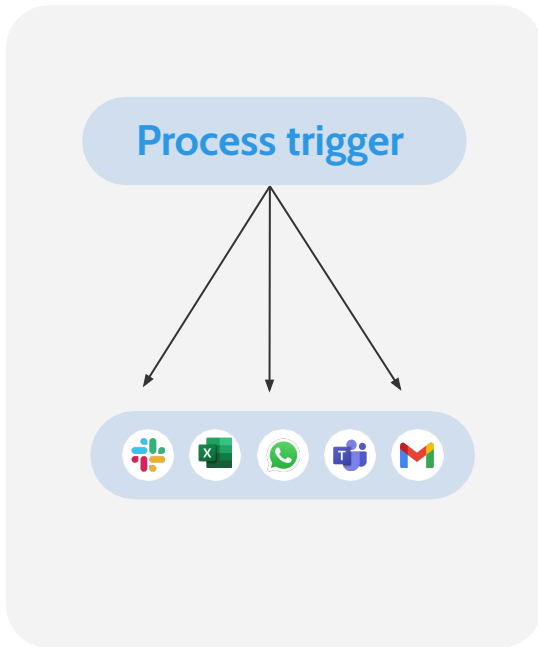
Leverage your tech to **impact**
the business while optimizing
resources.



The long tail: e-mail, spreadsheet & shadow IT sprawl

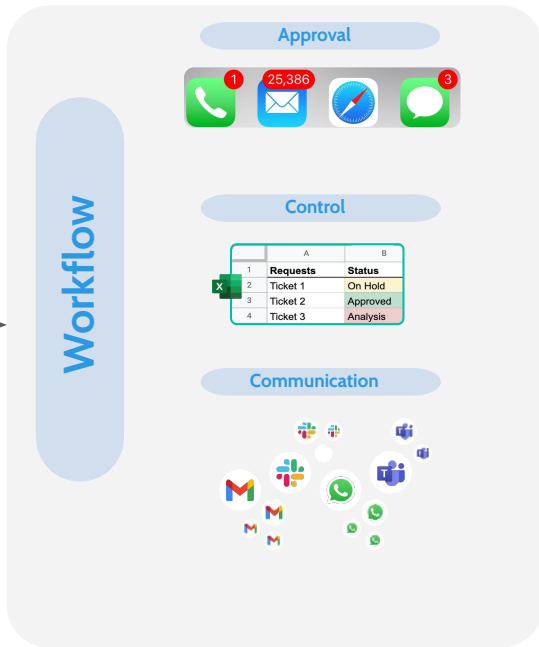
1 Trigger

- ✓ Decentralized and disorganized requests
- ✓ Requests with errors and/or non-compliant
- ✓ No traceability



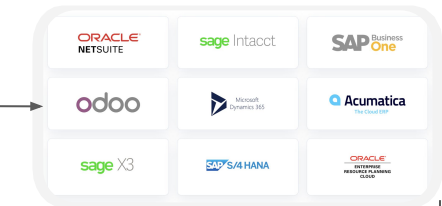
2 Workflow

- ✓ Manual, unstructured, and decentralized process
- ✓ Multiple worksheets and follow-up messages
- ✓ Endless back-and-forth communication



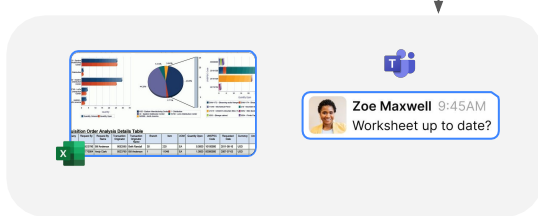
3 Output

- ✓ High turnaround time and failure to meet deadlines
- ✓ Poor status visibility for requesters
- ✓ Manual connections to legacy systems

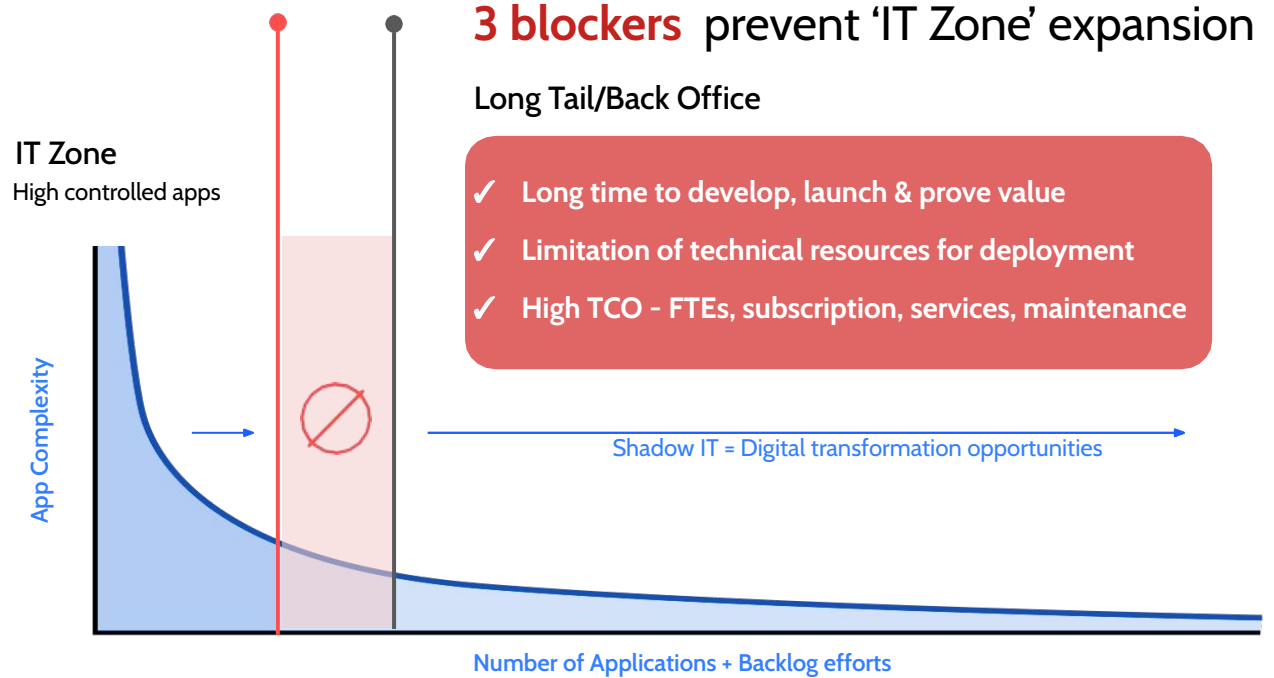


4 Management

- ✓ Manually generated reports
- ✓ Low visibility over the operation and bottlenecks
- ✓ Little traceability of tasks and SLAs



Legacy BPA or **low-code** solutions struggle to capture these opportunities



So what?

Current situation

- Exploding tech stack: **unintegrated workflows & siloed environment**
- Increased **complexity and difficult to react** to changing business demands
- Business lines managing their **workflows in their own ways**
- High **dependence on technical IT resources** to deploy business processes transformation



Do nothing

- Less time to **focus on key strategies**
- Lack of governance & **shadow IT**
- **High backlog** of improvements & **slow deployments**
- Higher overall & **FTE costs**
- Damaged IT **reputation**
- Business workflows exposed to **errors, rework and SLA non-compliance**

 Ideal Scenario

- IT and Business **Alignment & Collaboration**
- **Automated** and **efficient** business processes in the **long tail**
- Optimized **tech stack**
- **Empowerment** and **control**
- **Agile deployments** and **changes**

 Positive Outcomes

- Focus on the **right OKRs**
- **Reduced TCO**, overall IT costs and **FTEs**
- Business area & customer **NPS**
- More efficient **business operations**
- Improved **IT project delivery**
- **Enhanced compliance** and risk management

Is there a
solution?



By 2025, **80%** of custom technology solutions within enterprises will be created by those who are not full-time technical professionals, up from 20% in 2020. ¹

Gartner

Everybody says
the solution is out
there...

1. Up to **90%** reduction in development time due to low/no-code applications.
2. **~70%** share of new applications developed leveraging low/no-code by 2025.

McKinsey
& Company

...but is not applicable

Higher need for programming experience to get it to do what you want it to do. There's been a LOT of advance, however, in low-code ways to do things which has been very welcome.

Steep learning curve. Recent versions now make you pay for everything that you create - making the software absolutely useless in an enterprise environment where you have to pay for the executable that you generate ...

It is an expensive tool. It is complex to configure and requires expert knowledge. UI is intimidating for new users as it has lots of features and options.

Nothing much to dislike about the software, the only thing I can think of is that the customizations can be challenging if there are unique business requirements.

Lack of flexibility and big costs for start to use the product

Not intuitive for everyday use. As an IT professional, my team and I found it very difficult to use. Imagine being an everyday user that has to use this tool.

Seems to not make the mark in terms of a low code solution; you end up needing to extend it quite a bit with code.

We found that running an app on top of a SharePoint list resulted in a sluggish experience that discouraged our external users. In addition, designing a Power App seems a little more daunting than in a competitive no-code/low-code product.

Frequent upgrades needed, needs specialized knowledge for configuration and administration of the various processes in the tool, a bit expensive

Advertising & Promotion

Management

Mobile Marketing

Talent Mgmt

Projects & Workflow

Display & Programmatic Advertising

Product Mgmt

Budgeting & Finance

Search & Social Advertising

Native/Content Advertising

Video Advertising

Agile & Lean Mgmt

Print

Vendor Analysis

Content & Experience

Interactive Content

Video Marketing

Email Marketing

Content Mar

Marketing Automation & Campaign/Lead Management

CMS & Web Experience Management

Social & Relationships

Call Analytics & Management

Events, Meetings & Webinars

Social Media Marketing & Monitoring

Advocacy, Loyalty & Referrals

Community & Reviews

Customer Experience, Service & Success

CRM



That's where
Process Street
comes in!

“Process Street has allowed us to become **very innovative and agile**, not only across teams but across the globe. This facilitation of collaboration and alignment has been a **huge win for us and our customers** at Salesforce.”

Alex Hauer
Senior Success Consultant, Salesforce



Market presence

10k+ customers
150+ countries
30+ segments.



RODAN+FIELDS

HITACHI

Betterment



HARVARD UNIVERSITY



ATHLETA



Hartford HealthCare

DRIFT

Canada

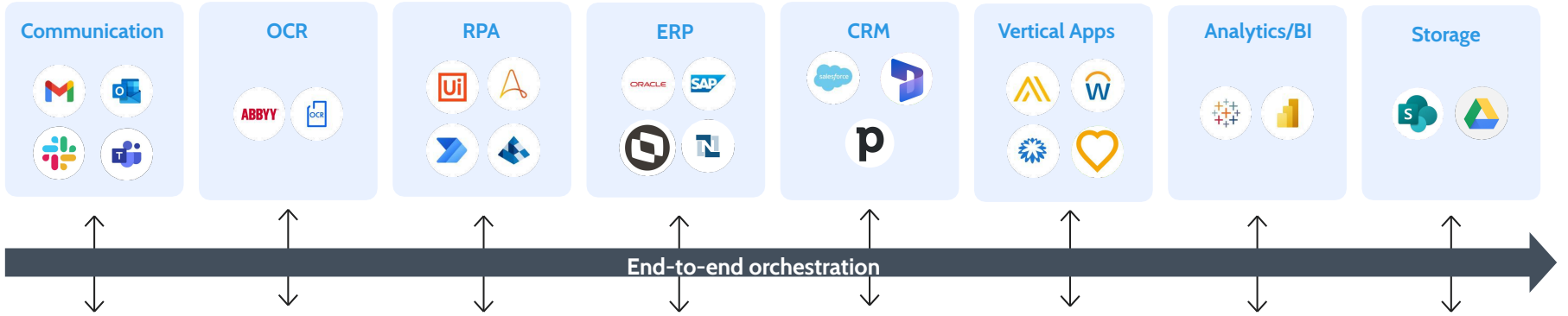


Spotify



accenture

Orchestrating everything with everyone - from process start to resolution - 100% no code!



Process Start

- ✓ Centralized intakes
- ✓ Frictionless and error-proof requests
- ✓ SPO

Execution

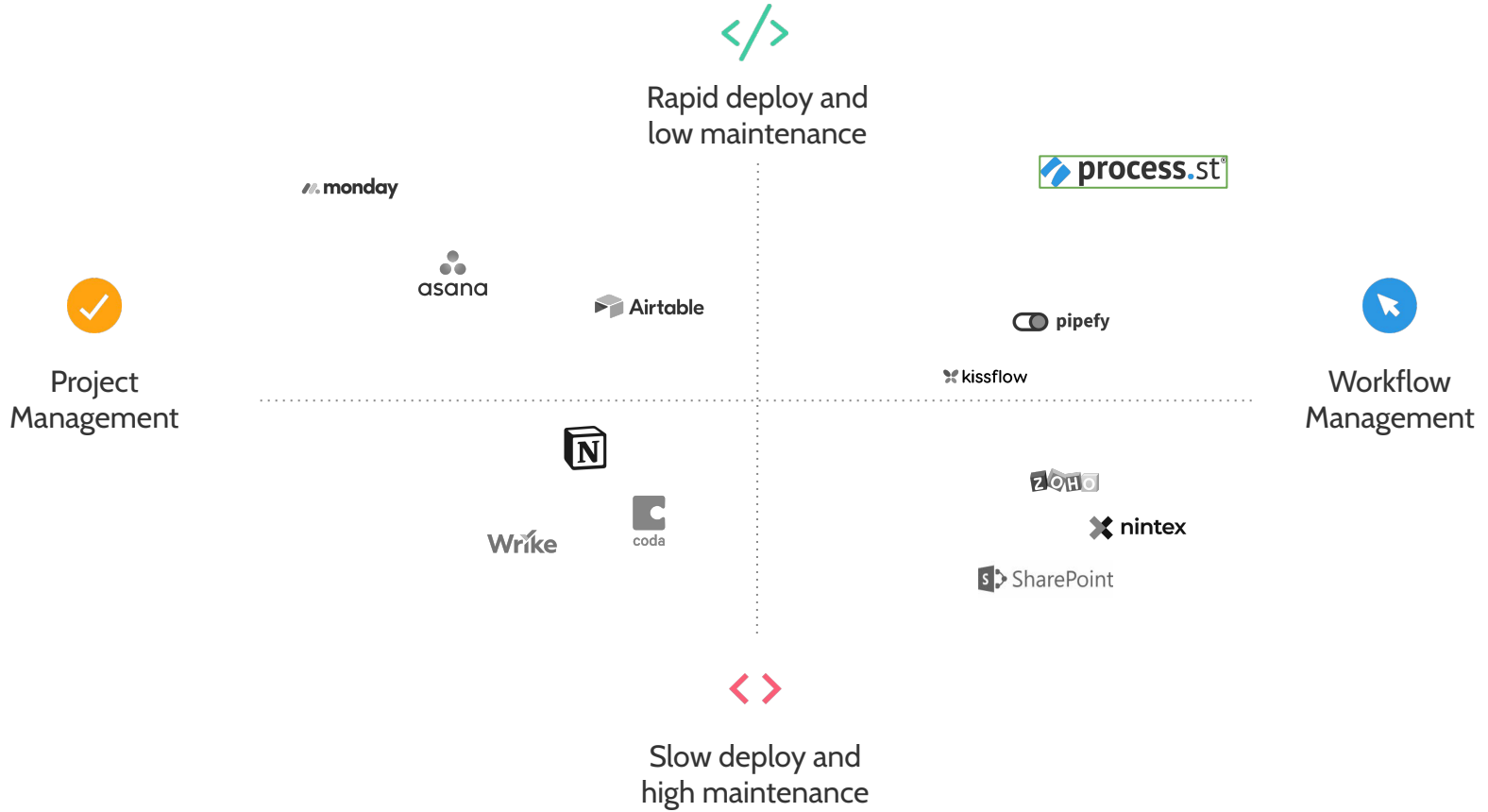
- ✓ Connection with different tech and departments
- ✓ Automation rules
- ✓ Approval flows
- ✓ Multi-processes connection
- ✓ SLA management
- ✓ Seamless collaboration

Output

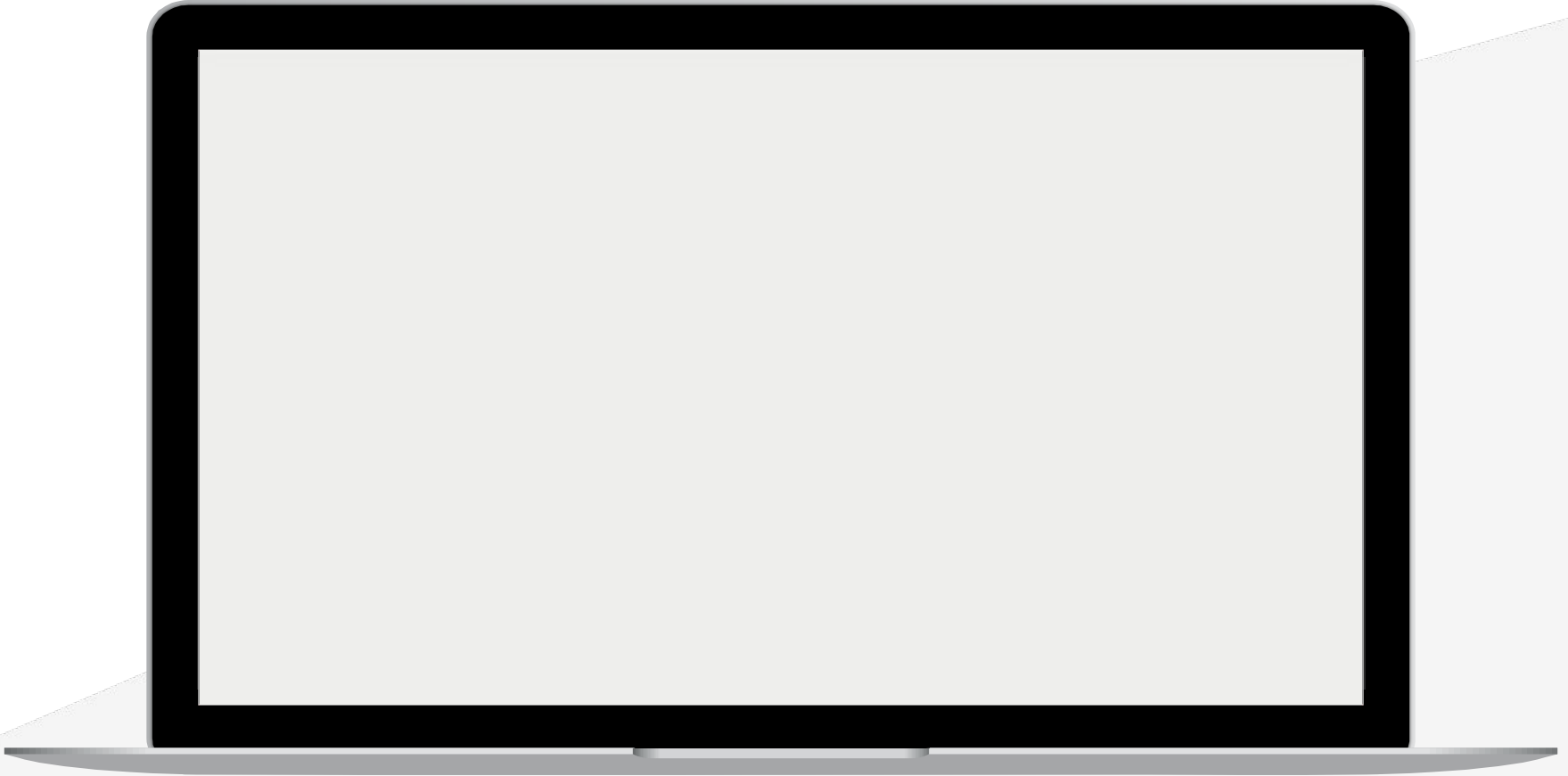
- ✓ Centralized delivery
- ✓ Real time updates in the tech-stack
- ✓ Transparent and accessible information
- ✓ Real time follow ups

Management

- ✓ Dashboards
- ✓ Reports
- ✓ Datasets
- ✓ Alerts & notifications
- ✓ BI integration



Workflows as simple as creating a checklist...





Gui Paranhos - guilherme.p@process.st

US: +1 (929) 494-1002

LATAM: +55 (31) 98290-5819

