

Overview

Straatos BPM Platform

CumulusPro Straatos is a cloud-based Business Process Management (BPM) Platform that enables organisations to rapidly create business apps for their digital transformation needs.



Design and deploy business apps with zero coding

Straatos low-code development capabilities allow organisations to start building business apps by first describing their business processes in a common language that both business and technical users can understand.

Accessible from any standard web browsers, the Process Designer allows business and technical users alike to create business process apps without extensive training sessions and coding knowledge.

- Use easy-to-understand BPMN 2.0 graphic notations to represent flow objects.
- Design BPMN process models by dragging and dropping flow objects like input channels, events, work activities, and decision gateways into the graphical BPMN diagrams.
- Add required data tables, index fields, data views, and configure routing rules with minimal or no coding effort.
- Connect the flow objects graphically in the BPMN process model.
- Deploy and test the business app (or workflow app) with a click of the “Publish” button.

Web clients with user interfaces designed for specific work activities

With a click of the button, choose from 4 different web clients that are ergonomically designed to match a user's activities in a specific work step. The UI design of each client application is created specifically for the user's unique work requirements. Using the Process Designer, process owners have the flexibility to select the most applicable web client for each user task in the BPMN process model.

Web Clients	Descriptions
Web validation (document-based) ¹	Designed for quick data entry operations and document-centric business processes involving some index fields.
A.I. validation ¹	Designed for users to easily validate and train the A.I. engine on where to locate specific data on a document.
Document separation ¹	A web client designed for users to easily collate and manipulate pages in documents that are scanned in batches.
Task (form-based) ²	A web client to support complex information display for decision making and knowledge work. This client UI can be easily changed to include new functionalities and data views.

¹For document data capture user tasks (e.g. backlog scanning, document digitisation, BPO services etc).

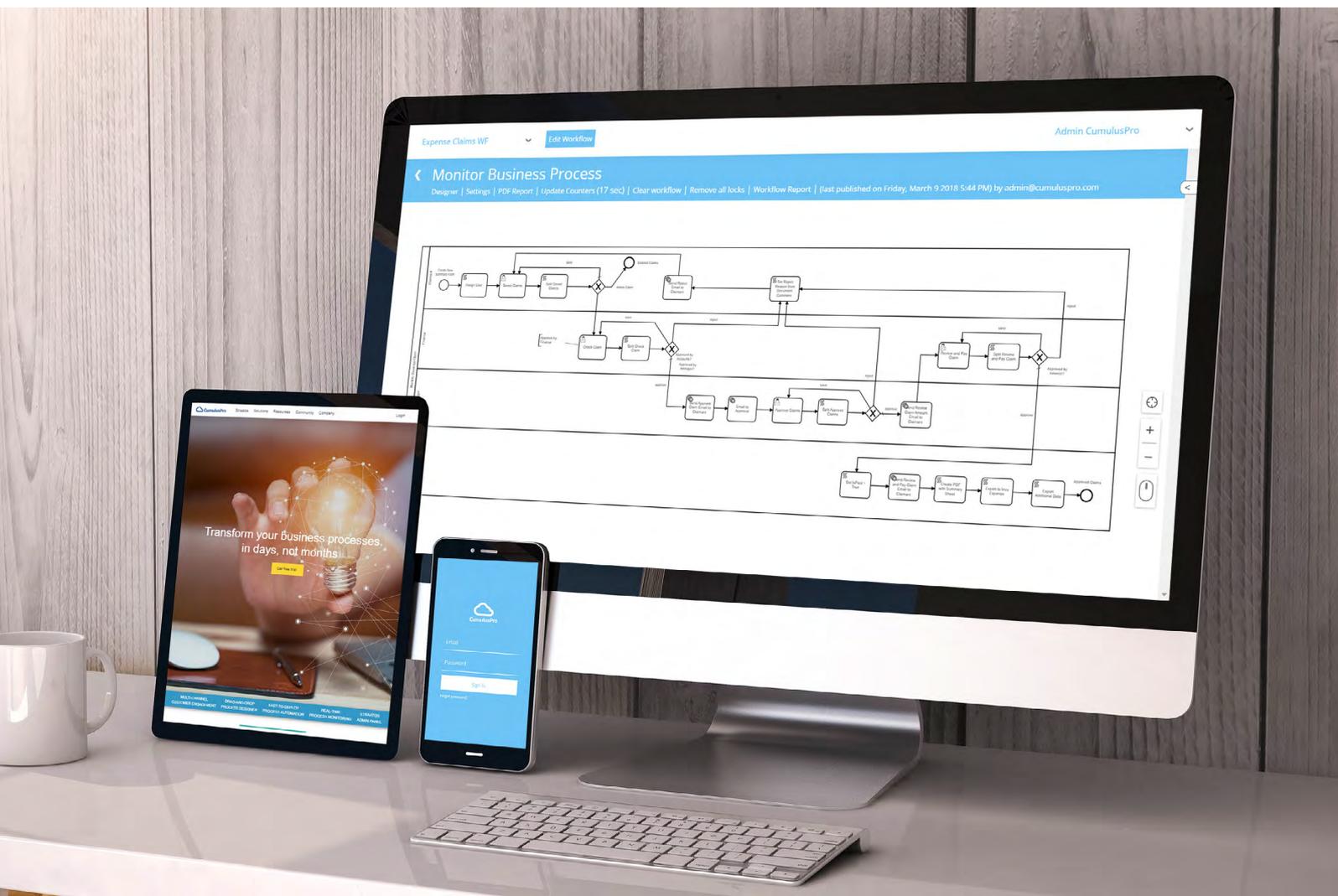
²For knowledge work user tasks (e.g. invoice and sales order processing, purchase requisition, bank loans application and approval etc).



Effective exception management

Missing customer information, wrongly coded order fields, and data mismatches between invoices and purchase orders are just a few examples of exceptions that happen on a daily basis. When these exceptions divert business activities from the normal process path, the results are often labour-intensive offline resolution, long delays, and customer dissatisfaction. These exceptions can be managed automatically and effortlessly by the business apps that are built on Straatos BPM Platform.

For instance, when insurance claim documents are submitted to an insurance company that is using the business app on Straatos BPM Platform, the documents are sent for automated data extraction and validation. If required information is detected to be missing on documents, an automated service task sends an email with a hyperlink to the applicant, which directs the applicant to the Straatos web application allowing him to quickly provide the missing information. There is no need for an employee to contact the applicant via email or the phone, thus saving the insurance company cost and expediting the claims process.



Centralised administration

The Admin Panel is the control centre that intuitively presents meaningful information of business processes and business data to the various stakeholders in an organisation. At the same time, the Admin Panel enables business and technical owners to centrally create, monitor, configure, and manage their business processes and resources on the cloud-based Straatos BPM Platform.

Single touchpoint administration

The Admin Panel is a one-stop-shop that incorporates an intuitive UI design to provide business and technical stakeholders a single touchpoint for their administrative tasks. With an internet connection, the Admin Panel allows them to create and configure business processes, business rules, user accessibility, security, and connections to 3rd party applications from anywhere in the world.

Monitor and resolve bottlenecks in business processes

With a single glance, the Process Monitor provides an overview of ongoing and completed transactions in real-time. Discover process bottlenecks and address critical process challenges that would lead to operational issues or missed opportunities.

With the mouse and a few clicks, supervisors and managers can resolve bottlenecks by:

- Locating work steps with the exceptional high volume of pending documents and work items.
- Analysing the information on documents in the work steps.
- Reassigning the stalled documents to other users or automated tasks or deleting the documents and work items.

Security administration build for single and multi-tenancy

Manage your organisation's business apps on Straatos as a single tenanted instance, or if you are our partner, host your customers' business apps in a multi-tenanted model.

Straatos architecture is built for both scenarios by having strict user access rights management. This means:

- Only designated administrators of Straatos organisations or groups can view and manage users, processes, business logic, and security configurations in the organisations or groups that they are assigned to.
- Users have no access to information from organisations or groups that they do not belong to.



The omnichannel communication characteristics of Straatos caters for a variety of data exchange scenarios required in building a business process app.

Seamlessly exchange information between people, processes and applications

Connecting people and processes

Engage customers, suppliers, and employees through collaboration features of Straatos BPM Platform. Through the multiple digital input channels available from Straatos, users can provide missing information or collaborate with business processes from their desktop and mobile devices.

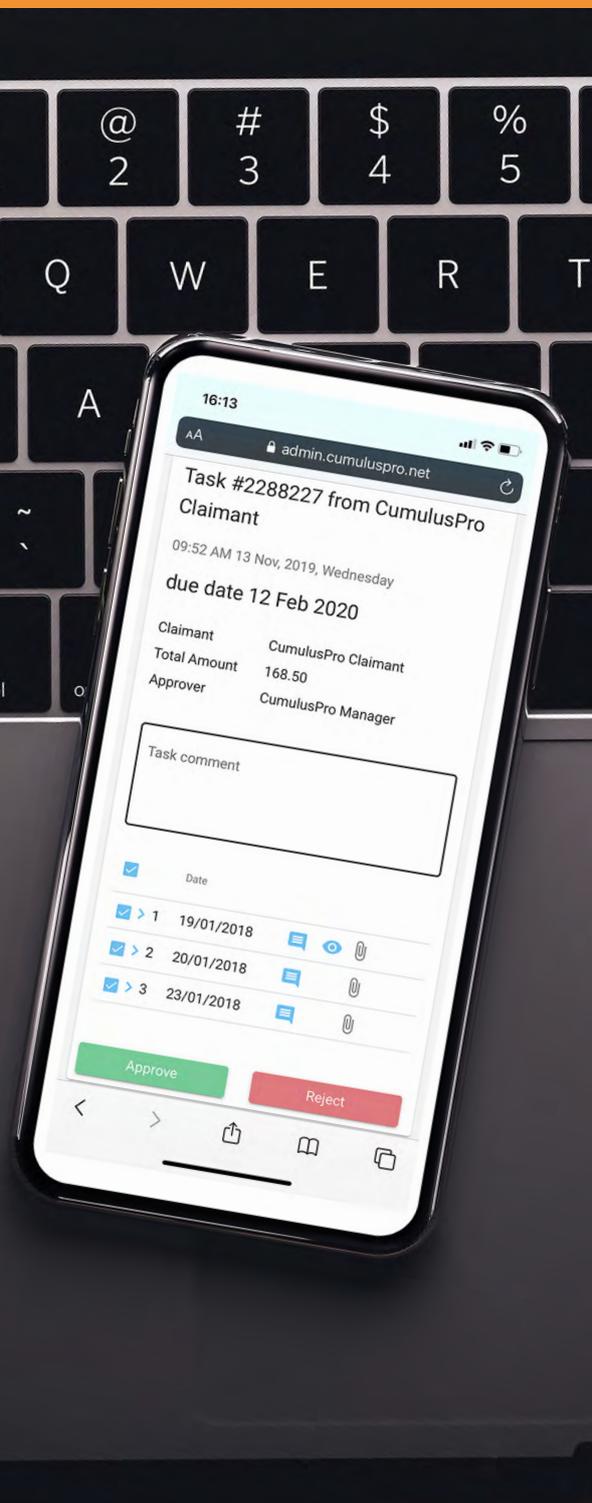
Missing information on a customer's purchase order can be quickly resolved by adding an automated task on Straatos. The task will automatically send the customer an email with a one-time access hyperlink. The customer upon receiving the email, clicks on the hyperlink, logs into Straatos BPM Platform, and enters the missing information using one of the Straatos web clients with minimum delay.

Straatos BPM platform incorporates collaborative features for internal users, enabling them to comment and provide instructions at their work step and leaving a digital audit trail. As users may not be logged on to Straatos BPM Platform all the time, notification and alerts are sent via SMS, or email to notify offline users of required actions.

Connecting applications with processes

Connect your business apps on Straatos to third party LOB applications using connectors, APIs, webhooks, or Zapier to ensure data consistency and accuracy.

- Add data lookup lists as custom fields in Straatos web clients from ERP, CRM, and any LOB applications with available APIs and webhooks.
- Deliver images and data directly to LOB applications such as ERP, HR systems, Document Management System (DMS), and file repositories with available APIs and webhooks.
- Connect to thousands of cloud applications via Zapier, an online automation tool that connects your apps and services.
- Export formatted data in CSV or XML for legacy application (if APIs and webhooks are not available).



Built natively on Microsoft Azure

Straatos BPM Platform is optimised for cloud infrastructure so it is available to, and accessible from any location with an internet connection. With a global network of data centres, Microsoft Azure provides the highest levels of security and reliability at every step of the process, whether performed locally or remotely. Azure data centres are ISO/IEC 27001 certified and they are also a signatory to Safe Harbor, which is an organisation that regulates the way U.S. companies export and handle the personal data of European citizens. Straatos leverages the scalability of the Azure cloud infrastructure and can support any number of accounts and concurrent business processes.

Azure's service level agreement (SLA) guarantees sufficient computing power on demand as well as 99.95% uptime. When necessary, a comprehensive Disaster Recovery support service is also available.

Highest level of data security and reliability

All data communication on Straatos BPM Platform is encrypted with HTTPS protection assuring optimum security, from start to end. Document images are stored in MS Azure BLOB Storage during processing and encrypted at rest, while all application services (including the encryption key) reside in Microsoft Azure.

Process automation using A.I. assisted document transformation services

An intelligent document classification engine separates and identifies documents (such as invoices) based on their contents, regardless of whether the document format is a scanned image or Adobe PDF. Transform documents into actionable business information by extracting data with best-of-breed recognition technologies (ABBYY OCR, Microsoft Azure Cognitive Services).

These information are then applied to business rules and logic for process automation.



Multiple digital channel input infrastructure for every business needs

In today's fast-paced world, business needs are not just dynamic. They are different for every organisation, big and small. In addition, knowledge workers around the world utilise a variety of devices to fulfil their everyday tasks. This is why we have developed a multichannel input infrastructure on our Straatos Business Process Management (BPM) Platform.

Our platform-independent web and mobile apps (runs on Windows, macOS, Android and iOS operating systems) facilitate the exchange of data, and collaboration between internal users (employees) and external stakeholders (e.g. customers, suppliers, and public) using different applications from different devices.

Web scan application

Connect your internal users and external stakeholders directly to your business processes and Line-of-Business (LOB) applications with our web scan client that allows them to scan documents and upload them directly from any popular internet browser.

Mobile Document Capture™ App

Engage customers, employees, and suppliers with an easy-to-use and intuitive mobile app. CumulusPro's mobile app enables them to capture and upload document images directly into digital workflows on Straatos BPM Platform. The mobile app and SDK works seamlessly with the Straatos BPM Platform. Simply choose mobile as an input channel on the Straatos Process Designer and extend mobile customer engagement such as electronic Know-Your-Customer (eKYC), customer onboarding, loan origination, or new account openings.

Intelligent connectivity with Robotic Process Automation (RPA) solution

Capture and download documents automatically from secured portals, like utility bills, bank statements, or customer's orders. Programmatically updates ERP, CRM or any LOB applications with post-processed data from Straatos BPM. RPA is non-invasive and can be used as both an input or output solution with Straatos BPM Platform.

RPA solutions are used to reduce repetitive mundane tasks by simulating the human actions on websites, portals or LOB applications. The RPA agent can programmatically navigate through any HTML pages or user interfaces, collects or downloads the information and documents, and sends them to Straatos BPM Platform to initiate a business process.

MFP integration

Transform existing MFP devices into an easy-to-use business process portal. Integrating MFP devices to the Straatos BPM Platform adds a new input channel for your business by connecting people and information to business processes. Users can easily scan and submit documents directly from MFP devices like they are using a photocopy machine, documents are then sent directly to Straatos BPM Platform for further processing, or initiate a business process.

Social media chatbots

Engage your customers through instant chats via their favourite messenger platforms. Your customers will appreciate these modern communication channels that enhance customer satisfaction and improve customer loyalty. Support and automate all communication through sophisticated bots. Bots are available 24/7 and are a great means to deliver excellent customer service at a very low cost.

Customers and partners using Straatos BPM Platform



Accounting service community

With increasing competition and consolidation in the financial accounting space, accounting firms and bookkeepers are under pressure to offer better services at competitive prices.

Straatos BPM Platform is the intelligent choice for the accounting service community because of its pay-per-use pricing policy. As your client base grows, you will not have to worry about corresponding cost increases in terms of IT systems, maintenance and upgrades, and client licenses. Only pay for what you use.



Business Process Outsourcing partners (BPOs)

Traditional BPM solutions require additional user licenses when the business volume grows, and there is no way to “return” or “put-on-hold” license fees if business volume reduces. In situations when hardware requirements are scaled up to meet high business volume, the hardware remains and the user licenses are under-utilised during low periods. Nevertheless, the BPO has to purchase and maintain software and user licenses based on the peak periods, not the low seasons. At the same time, for every new contract, BPO operators have to set up new processes which involve costly professional services.

With Straatos BPM Platform, the BPO is entitled to unlimited user license using Straatos web clients. With no limitations on the number of user licenses, the BPO can have operators work from any location worldwide, or even design a process flow that returns some activities back to the customers. Our Software-as-a-Service (SaaS) model enables BPOs to pay only for what they use. New processes can be added in a fraction of the time needed in traditional systems, with little or no professional services required.



Financial Services Institutes (FSIs)

Good customer onboarding experience is one of the most effective sales strategies for FSIs looking to improve customer engagement and conversions while complying with KYC and AML regulations.

Straatos BPM Platform accelerates online business transactions such as account opening, loans and credit card applications with due diligence checks while ensuring a smooth customer onboarding experience. At the same time, the intuitive interface, ease of centralised administration, and no maintenance fee lower the total cost of ownership.





Logistics service providers

Logistics service providers constantly faced operational challenges which involved handling a high volume of physical documents that span throughout their entire value chain. With a lack of centralised storage for easy access and retrieval of data, locating the signed delivery notes is time-consuming due to a misfiling or a case of where a needed delivery receipt is not being returned.

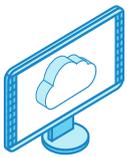
Straatos BPM Platform provides web scan and A.I. data extraction services to classify and extract the required information from logistics documents. These data are then used as unique indexes for filing and retrieval when uploaded to any electronic content repository.



Shared Service Centers (SSCs)

Global conglomerates leverage Straatos BPM Platform in their SSC to consolidate and centralise their operational functions to achieve the following benefits:

- Lower cost of decentralisation - The cloud architecture of Straatos BPM Platform allows users to work from anywhere with any standard internet browser.
- Improve process standardisation and efficiency- The Process Designer empowers SSC operation and process owners to design, modify and communicate work activities and business decisions in a common language that everyone can understand.
- Lower operational cost: Straatos BPM Platform automation capabilities eliminate mundane manual tasks resulting in significant costs savings.



Software-as-a-Service (SaaS) and software solution vendors

Designed as a system of engagement for modern organisations, Straatos BPM Platform enables internal and external stakeholders to interact with business processes that are connected with critical business applications like ERP, CRM, and HR systems.

We offer SaaS and software solution vendors white-label agreements that enable them to place their brands on Straatos BPM Platform user interfaces and offer an integration solution to their clients. At the same time, we help them to increase sales opportunities by adding BPM functionalities into their solutions.



Small and medium enterprise (SME)

SMEs require similar systems and solutions as do their larger counterparts, but due to the significant capital investments involved in enterprise systems, SMEs often lose the race in the long run.

As a cloud solution and offered as SaaS, SMEs can start using an enterprise-class BPM solution which can be deployed without IT expertise, significant capital investments on hardware costs, software licenses, user training expenses, and maintenance fees.

About Us

CumulusPro helps businesses rapidly transform into digital enterprises by connecting people, processes and applications. Our cloud-based Business Process Management Platform-Straatos is designed to revolutionise how organisations and public institutions digitally communicate and collaborate with their customers, citizens, and partners. Digital enterprises typically improve their customer experience, increase customer satisfaction, business efficiency and productivity while reducing cost and time to market.

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