

The BPM to DPA Shift is a Lot More Than Just a Change of Nomenclature



VIRENDER JEET,
Sr. Vice President,
(Sales & Marketing/
Products),
Newgen Software

« GUEST COLUMN

Like every other landscape within the technology domain, Business Process Management (BPM) keeps evolving over time. For a long while, businesses have relied on BPM to make their processes more efficient and less time-consuming. BPM, in turn, has kept up to this expectation. In more recent times, however, there has been a shift in focus to customer experience. True to form, BPM has kept up to the expectations of this evolution as well.

Why the shift?

The need of the hour is to be agile, efficient and contextual to respond to evolving customer needs and changing market dynamics. It is just not a choice anymore, but an imperative for any business looking to sur-

vive in the present market. Processes remain priority, however. Any amount of investment in the web, mobile and apps alone will not help unless back-end processes are aligned to deliver an enhanced customer experience across channels.

The shift in focus from being cost-effective to delivering an enhanced customer experience is one of the major reasons behind evolution of BPM into DPA (Digital Process Automation). As a Forrester report authored by Rob Kolpowitz points out, "The DPA space is a significant expansion from traditional BPM, set apart by an emphasis on low-code development, consumer-grade user experiences, and AI-based innovation." With the ultimate goal being digital transformation, DPA is the process automation technology most businesses are looking up to.

It is not without reason that DPA is being counted on in such a massive way, though. When it comes to offerings, DPA does not compromise on the traditional BPM capabilities, focusing on cost reduction, compliance and handling of complex and long-running processes. However, in addition to this, it also supports large numbers of rapid, business-driven applications, focusing on customer outcomes. In several ways,

DPA is the most natural evolution of BPM.

What does this evolution bring with it?

DPA is emerging as a crucial evolution of the traditional Business Process Management. The major driving force behind this change is the growing need for businesses to automate processes as part of wider digital transformation initiatives. Typical examples of processes that bank on DPA include customer onboarding and loan/credit/quotation/pricing approvals. When such processes are automated in a way that it is conducive to improvement, it ensures competitive advantage. Hence, in a customer-experience driven market, this evolution becomes of major importance.

While customer experience remains a major driving force, it is not the only one. The overall rise in emphasis on digital transformation has led to increased concentration on automation of processes. Leading businesses are now going all out when it comes to digitizing operations to become more customer-

focused, and responsive organisations. This is where DPA takes the cake. DPA allows organizations to become customer-centric, responsive, and more empowered when it comes to taking risks in terms of product innovations. Given that BPM's evolved cousin enables all of this it is not in the least bit surprising that businesses are ushering in this new era with fervour.

The major benefit organizations

stand to reap from a DPA implementation is more agility in operations which remain customer-focused without being cost-extensive. It empowers the business to be more responsive to customers, deliver products to market faster and provide an enhanced customer experience. DPA does this by arming knowledge workers with the right information at the right time, thereby enabling them to use this in the

right context and in turn do their job more effectively. In the kind of cut-throat competition that exists nowadays, customer facing staff might have not more than a moment to make it or break it. DPA comes to the rescue of customer-facing staff, by helping them make informed and relevant recommendations at the critical touch points that define the overall customer experience.

DPA does not disappoint

DPA platforms have been built with the aim to enable collaborations between business and IT. In order to successfully deliver digital process automation programs, one needs to make sure both business and IT can come together collaboratively. Pretty much like any other platform, DPA too cannot succeed single-handedly and needs the support of collaboration in order to be part of a successful digital transformation initiative. The foundation built by BPM still plays a critical role in the digital transformation journey. To ensure the shift from BPM to DPA is a successful one, most organizations and developers need to look towards technology platforms that allow both business and IT users to collaborate, and co-create whilst IT maintains overall governance and control.

