



The 2010 BPM Suites Report on AuraPortal's AuraPortal BPMS

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AuraPortal BPMS Version: 4.0

AuraPortal

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1. Product Overview

AuraPortal is a BPMS software package developed as a 100% Internet enabled platform that provides an enterprise-wide or departmental solution for the complete management of business processes as a result of its innovative approach that incorporates, in one seamless set of 6 essential applications, the following components: 1) Business Process Management Suite (BPMS) with innovative Business Rules system, 2) A new paradigm of Customer Relationship Management (CRM) totally built with Process Pattern templates, 3) Supply Chain Management, also built with Process Pattern templates, 4) Intranet/Extranet platform with dedicated workflow for collaboration, 5) a Document Handling system that includes Microsoft SharePoint, and 6) Customizable Portals for Enterprise Content Management. **AuraPortal is one of the most complete and advanced BPMS solutions on the market backed up by a financially strong company with a large number of satisfied customers of all sizes that have been working with the product for several years.**

A unique feature that differentiates AuraPortal is its automatic, on-the-fly conversion of modeled processes into executable processes without the need of any programming code, leaving the full control of the process creation and maintenance in the hands of business people, as seen in Figure 1.

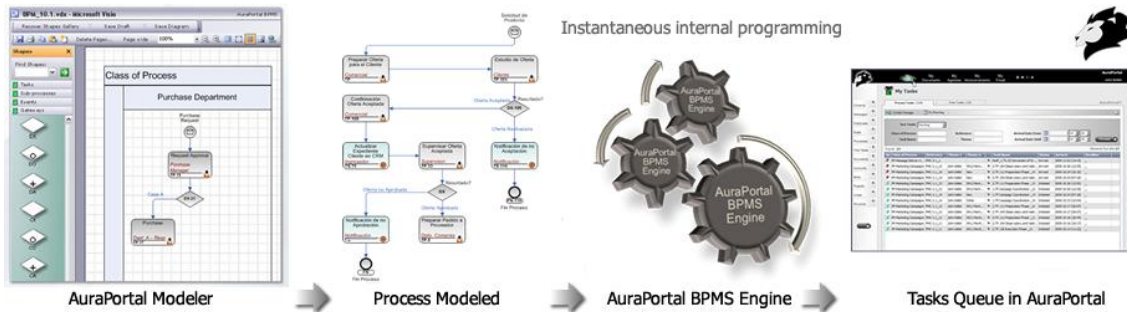


Figure 1. Steps from Process Modeling to Process Runtime.

This core concept presents three advantages: A) Eliminates the traditional communication difficulties between business people and IT people when designing and modifying processes. B) Guarantees the right design and execution of all processes with no programming errors, therefore providing robust operations and processes that exactly fit the requirements of business executives. C) Dramatically reduces process development time (and cost), with the ability to make process models changes easily, rapidly, and with immediate effect.

12. Vendor

Strengths of AURA:

- Founded in 2001 with a funding of \$30 Million in shareholder's equity and increasing yearly profits. The company is financially very strong.
- 90 employees dedicated exclusively to AuraPortal BPMS.
- Headquarters in North America (Boston) and Europe (Holland). Software development centers in Spain and India. Presence in 41 countries.
- Consistent yearly increase in sales of over 30% during the last 3 years and a yearly increase in customer base of over 50% along the same period.
- Over 350 BPMS customers, part of them in Fortune 500 Global and some of them using AuraPortal with thousands of users working on thousands of concurrent processes. Relevant customers are: TOYOTA, YAMAHA, PEMEX (Petroleos Mexicanos), COCA-COLA, PEPISCO GROUP, ARCELOR MITTAL, BRISTOL-MYERS SQUIBB, CARREFOUR and others.
- Many users expressing their high degree of satisfaction can be seen in recorded videos that are accessible through www.auraportal.com.
- Every year AuraPortal gains market share and offers new product versions, maintaining its prominent position as a world-class product. **AuraPortal is the pioneer in several key market trends, among them:**
 - o **1. BPMS oriented to business people** capable of coping with the most complex processes directly from their models without any programming or IT intervention.
 - o **2. The construction of the new paradigm of CRM based on BPM** processes instead of traditional approaches based on prebuilt structures.
 - o **3. A revolutionary new Business Rules system** more powerful and easier to use without the need of rules engines and without any programming.
 - o **4. The inclusion of a Platform containing:** Document handling, Content Portals, Families of elements (Items, Accounts, Areas and Projects) and Commerce thru Internet in just one application.
- Experts opinion: AuraPortal has been qualified by Gartner in its Magic Quadrant Report of 2007 and 2009 as the **'Example of Next-Generation BPMS'** and by OVUM in its Decision Matrix for BPM (February 2010) as the product that **'Excels in OVUM's technology assessment study which was set by a highly competitive field'**.

13. Cost

The final license price is calculated taking into account the modules purchased and the number and type of users (Employees and External). As an example, a typical system will cost between \$10,000 and \$240,000 depending on the selected modules and user classifications.

Maintenance Service covers technical assistance (annual fee: 9% of licenses) plus upgrades (annual fee: 9% of licenses).

AURA: AuraPortal, Version 4.0

Overview	Web-based BPMS oriented to Business People. Process execution directly from the model without any programming. Includes new CRM paradigm built on BPM processes and Commerce thru Internet. Innovative, very complete and technically advanced. Backed up by vast number of satisfied customers.
BPM Engine	100% Internet with load balance, clustered database, high performance.
Platforms	Presently, Microsoft MS Windows 2003-2008, SharePoint 2 or 3, SQL 2000, 2005 and 2008. In development, a Universal Platform to be released in 2011 that will allow running AuraPortal in any operating environment: Windows, Linux, Mac, Unix, Solaris and all popular databases.
User Interface	Any web browser. Also in mobile devices like Blackberry, iPhone or iPad.
Scalability	No limit in software scalability. The hardware dictates the installation size limit.
Processing Modeling	Complies with latest BPMN 2.0 version. Some additions significantly empower the modeling and execution possibilities, like the exclusive 'Control Points' feature.
Subprocesses	Independent objects that may be called when required by a process.
Shared Data Space	The 'Panel'. It allows all types of data and provides a very efficient platform for working with different models of processes simultaneously.
Forms	Outstanding strength of AuraPortal, offering a highly sophisticated system for designing forms with the inclusion of 'DAD (Dynamic Activated Divisions) capability with Groups of Fields and Transfer Containers. The vendor claims that there isn't a more powerful and user-friendly form designer on the market.
Time	Time is controlled by way of the 'chronometrics' system based on calendars that can be defined by the users without limitation.
Optimization & Simulation	An exclusive simulation system that allows the user to test in real-time the behavior and performance of all processes due to AuraPortal's unique feature of creating executable processes directly from the model.
Business Rules	Proprietary system with four types of rules: Textual, Assignment, Calculation and Inference. No programming nor dedicated engine.
Integration	Connectors and Adapters provided. Rich palette of Web Services Included.
Organizational Structure	Organizational dynamic auto-adjustable chart with job titles and individuals. LDAP Compatible. Security provided by proprietary Secure Rooms system.
Process Adaptability	Highly flexible. Process may be stopped where desired during execution and resumed from the same point or from a different flow head.
Process Lifecycle	Modeling, Execution, Monitoring, Optimization. Automatic versioning.
Monitoring & Measurement	Innovative process tracking system allowing complete access to any object in running processes. Predefined dashboards and BI reports with SQL reporting.
Templates & frameworks	'Process Patterns' solution templates for CRM (Marketing Campaigns, Sales Force Automation) and Supply Chain Management.
Vendor	AURA: www.auraportal.com . \$30 million in shareholder's equity, HQ's in North America (Boston) and Europe (Holland). Development centers in Spain and India. Presence in 41 countries with more than 350 customers, and 30% yearly growth.
Cost	Multiple licensing for named and concurrent users. Corporate License. Typical cost ranges from: \$10,000 to \$240,000 depending on the modules and users included.