

AuraPortal: A BPM Vendor Worth Checking Out

AuraPortal BPMS can enable processes with greater complexity, without need for any programming, including integration with other systems and ability for business analysts to maintain the process models. All these features enable the vendor to implement the product faster and allow its customers to maintain their processes using business people instead of precious IT staff. Business users can redefine a rule on the fly, during process execution.

The AuraPortal BPMS features many more capabilities that are not really expected to be offered by a vendor of AuraPortal's size and stature. Pegasystems, Oracle, IBM, Progress, Software AG, and others might have all of these BPM capabilities on paper, but they come with much higher price tags and require more involved implementation projects with pricey Tier 1 consulting companies.

DIRECTLY FROM THE MODEL

The process model can be deployed in a real-time execution environment as well as in an off-line or simulation mode. Processes can be executed directly from the model, with no need for compiling or debugging.

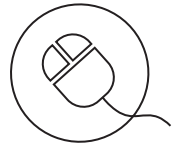
RAPID GROWTH IN THE PAST 5 YEARS

The company has won a wide range of projects, in many different markets, and has experienced rapid growth in the past 5 years. AuraPortal usually wins against competitors through the depth and breadth of its product suite.

AuraPortal solutions have been designed for organizations of different sizes and sectors. The product pricing and the combination of different modules make AuraPortal's solutions affordable and ready for companies ranging from small to medium businesses (SMBs) to Fortune 500.

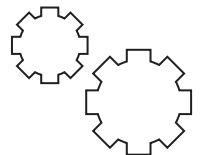
ECONOMIC LICENSE PRICING

Compared with other competitive BPMS products on the market, AuraPortal offers economic license pricing, and above all a very significant consultancy cost savings to the user. The latter is due to minimal time for processes development and implementation, as no programming is required for building executable processes regardless of their complexity and operating throughput.



EBUSINESS SOLUTIONS

AuraPortal Form Editor is one of the most powerful tools in the market. It provides a variety of functionalities, without the need for programming. Its distinct Dynamic Activated Divisions (DAD) feature permits users to have a vast amount of information on the same screen—dynamically activated (some BPM vendors refer to this capability as Adaptive Desktop). The editor converts a personal task form, within a process, into a powerful workstation, enabling AURA clients to create and launch complex forms.



CUSTOM SOLUTIONS

AuraPortal and Pegasystems share a number of capabilities including an independent business rules engine. This engine allows business users to define, control, and monitor each business rule in a transparent manner via a common repository that can be used independently from the process. Though linking business rules with processes is becoming important, the system requires a separate repository of information that can be modified as frequently as needed without having to touch the process model per se.