



THE POSSIBILITIES ARE INFINITE

Back to Business Basics:

Buy, Don't Build, Embedded Business Process Management

If the past year has taught us anything, it's that time-tested basic business practices work best. A look at today's typical corporate business plan reveals that fiscal responsibility, renewed focus on one's core competencies, and maximizing operational efficiency are uppermost in every executive's mind. This directly affects the relationship between technology buyers and technology providers like you in two important ways:

1 Your customers demand solutions that not only deliver promised features and performance, but also increase profitability, decrease costs, improve business processes (leading to an agile enterprise), and enhance communications. Moreover, many of your customers not only demand ROI numbers from you, they now have the technological savvy to measure ROI.

2 You naturally want to sell solutions that perform as advertised and return economic, process, and communications benefits. But in an increasingly competitive market, you also need to control your development costs, get new products to market faster, and create new opportunities wherever you can find them.

Nowhere does this buyer-supplier equation hit home harder than in the market for Business Process Management (BPM). BPM is making headlines because it goes straight to the heart of today's drive for organizational efficiency. For technology providers, embedding BPM in their applications creates a crucial competitive edge. The question is whether to build or buy.

Some technology providers may be tempted to build their own BPM functionality in-house. They may believe they don't need "all the bells and whistles" of a true BPM product now. They may believe they understand BPM well enough to develop their own components. Or, they may simply wish to avoid the complexities of imbedding someone else's software in their solution. A second look, however, makes it clear that the advantages of buying proven BPM technology like Fujitsu's INTERSTAGE i-Flow are simply too compelling to be ignored, especially in the current "back-to-basics" business environment.

'Buy vs. build' plays an important role in the back-to-basics movement that characterizes today's business life, for it speaks directly to the performance and growth issues that are central to executive thinking right now. Fujitsu's INTERSTAGE i-Flow embedded BPM engine can help you seal the deal. Fujitsu's ability to help both you get to market faster with an extensible solution that allows you and your customers to cut costs, leverage core strengths, and boost efficiency. Now, that's a basic truth you can live with!



THE ADVANTAGE OF USING THE INTERSTAGE i-Flow IN YOUR SYSTEMS

1. Improve your bottom line

Why reinvent the wheel? Fujitsu has invested years of development, testing, and standards work so you don't have to! Business Process Management software is a core competence of Fujitsu. Leverage this activity and you'll go far towards lowering your development costs, shortening your time to market, and improving your profit picture.

2. Respond quickly to customer changes

There's no greater time sink than having to rewrite applications because your customer changed its system or business rules. You can embed Fujitsu's INTERSTAGE i-Flow full-function Business Process Management solution, enabling only those capabilities that your customers need now, confident that you can extend your solution as their needs change. Essentially, INTERSTAGE i-Flow future-proofs the BPM portion of your solution.

3. Focus on Core Competencies

The same message that we hear from our customers – focusing on core competencies also applies to us as technology providers. Although the costs of a "quick and dirty" in-house BPM solution may seem attractive, the truth is often opposite. Hidden in the calculus of home-grown solutions is the cost of maintenance and enhancement, is a more insidious cost – the cost of opportunity lost while your team focuses on developing software outside of their core competence. While initially your developers may be drawn to the challenge of build their own Business Process Management components, they do so at the expense of adding new functions that only they can deliver. INTERSTAGE i-Flow is ready now.

4. Expand your business potential

You have deep experience in serving a community of customers. Fujitsu has developed proven best practices in a variety of business settings. Together, you're part of a dynamic partnership that is perfect for expanding beyond your current vertical market or application-specific boundaries.

