Deep Analysis

BP Logix

Founded 1995 | HQ Vista, CA | 125 employees (approx.) | $25M revenue (est.)

BP Logix has jumpstarted process design with Process Timeline. This innovative approach merits investigation by testing the product and talking with customers who have deployed the tool.

The Company

BP Logix, Inc. is a privately held low-code and business process management (BPM) software provider targeting the digital process automation market. The firm was founded in 1995 and is headquartered in Vista, California. BP Logix has approximately 125 employees and $25 million (estimated) in revenues.[1]

In late 2019, Finrock Growth Partners, a growth private equity firm, took the majority ownership in BP Logix.[2] The new investors are seeking sustained long-term growth and will likely push BP Logix into an industry-specific, go-to-market strategy. Importantly, Finrock's undisclosed level of investment will allow BP Logix to better fund and leverage sales and marketing efforts for its innovative process designer, as well as the overall digital process automation platform.

BP Logix positions its products as low-code/no-code tools for building digital applications quickly and enhancing them iteratively to help customers stay ahead of market dynamics. The firm concentrates on business operations and customer-experience-driven processes within enterprises and small/medium-sized firms. Within business operations, BP Logix provides process orchestration, structured processes, dynamic processes, and case management for a wide variety of verticals, as well as targeting compliance and accountability in response to significant customer demand. Reference accounts include Starwood and Johnson & Johnson.

Market and Technology Positioning

The company's most heavily penetrated markets are healthcare payers and providers, pharmaceutical companies, and medical device manufacturers. Other markets include media, hospitality, and higher education – all of which are industry sectors off the radar of many competitors. Typical use cases across all industries are end-to-end customer service, CRM, contracts, and digital supply chain.

BP Logix has encountered success in the customer experience (CX) market, but typically customers start by automating a single process within a department and then expand the implementation within the department and

across other functions, eventually moving into CX-driven processes. Business buyers usually bring BP Logix into deals; IT becomes involved later as the automation project moves forward.

From a technology perspective, *BP Logix has developed a radically innovative process modeler that stands out from the pack with an approach based on timelines rather than flow diagrams.* Historically and conventionally, processes are designed and depicted as flow diagrams.[3] BP Logix's approach is significantly different – *with time being the most important element of designing, executing, and managing the process.*

As designers model their use cases, BP Logix's Process Timeline generates a live Gantt-style chart that identifies time dependencies and shows the designer how, and how

long, a process will run. (See Figure 1 for a screenshot.) All tasks that can be executed "right now" according to the timeline will run "right now." When the automated process executes, workers and managers can see the elapsed times and expected completion times and are alerted whenever completion times change "in flight." Manual intervention is not required at this stage. If a notification or alert is configured the system can generate one, but typically the condition automatically triggers responses, such as escalating or rerouting activities to address the predicted delay. This innovative low-code approach maximizes parallelism within a process, making the system more predictive and event-driven, and faster to design than traditional modeling approaches.

Figure 1
BP Logix Process Timeline

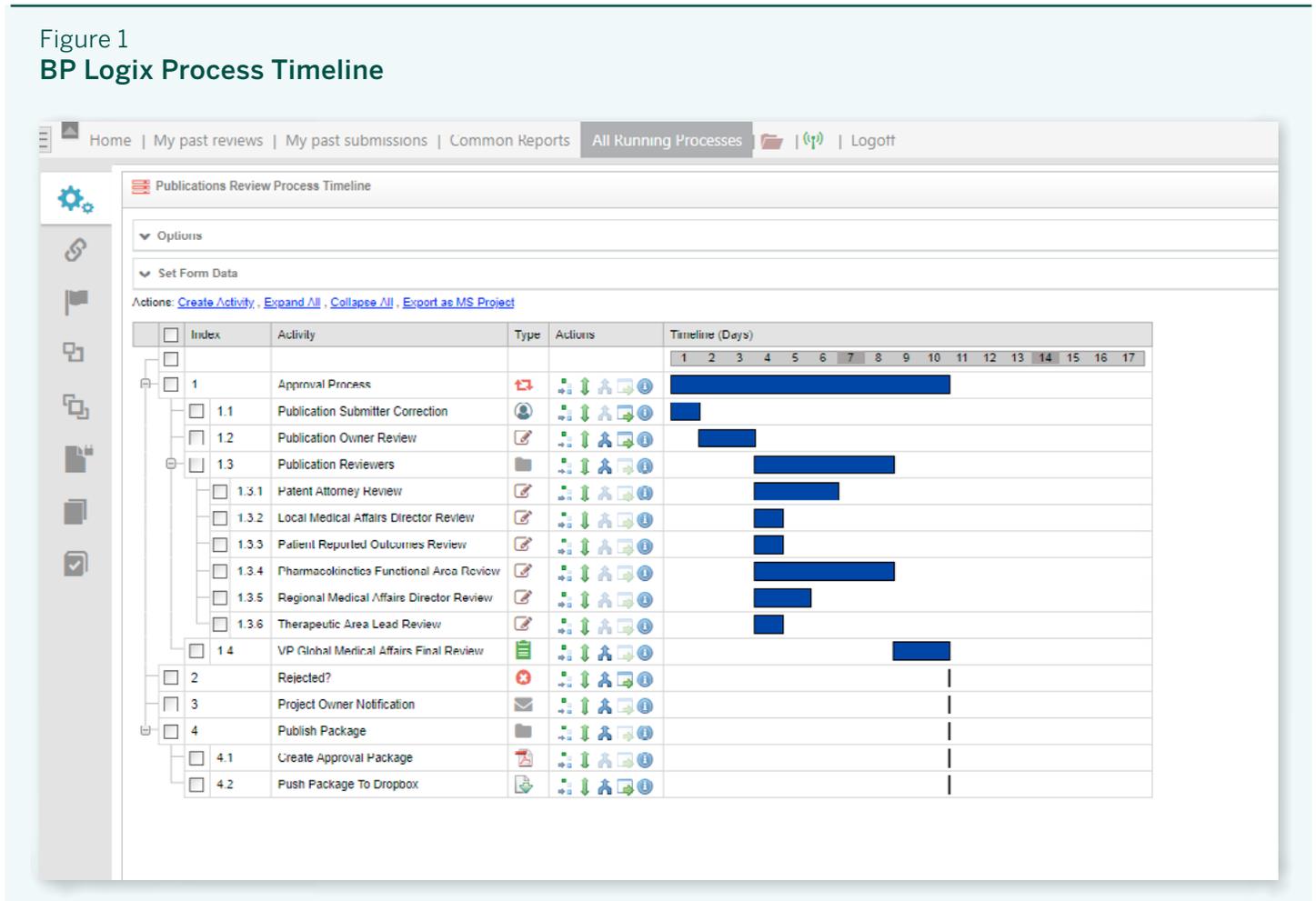Deep Analysis   © 2019 | info@deep-analysis.net   Not for Distribution

Figure 2 provides a high-level overview of BP Logix's positioning. (Note: this radar graphic is not a product analysis or product rating; rather, it represents vendor positioning within the digital process automation market.)

A deeper analysis of the categories on the graph shows:

→ **Process Timeline is BP Logix's low-code approach.** The timeline tool is visual and intuitively familiar to individuals who use Gantt charts, and it demonstrably requires no code to create and run. The company's overall value proposition is faster development, faster and easier iterations, and easier in-flight process changes. Process Timeline is how the vendor delivers its proposition to customers. The company says that many of its customers lack sufficient programmers, which is a key motivation for them to implement digital process automation.

→ **Robotic process automation (RPA) is not a high priority,** but the firm is currently evaluating partnerships with one or more RPA vendors. BP Logix believes RPA's role is to execute tasks within an automated process (given that process automation tools typically assign tasks rather than performing them). BP Logix believes RPA technology will be short-lived, while BPM and digital process automation are long-term markets.

→ **Content services are available in the platform.** For example, electronic signatures, e-signing, and digital signatures are core features of the platform, as is integrated collaborative document authoring and markup. In addition, for the past seven years, BP Logix has partnered with Mitratech (Austin, Texas) for enterprise content management functionality.[4]

Figure 2
BP Logix's Positioning
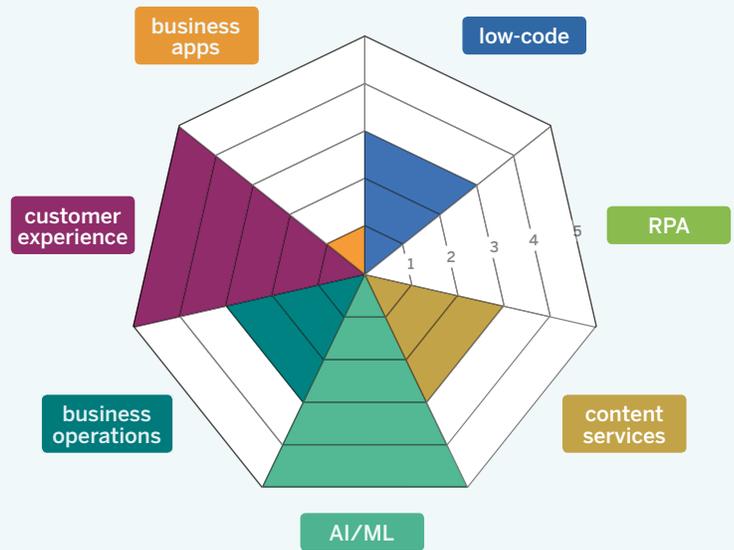
Legend

low-code
0 – no emphasis on low code
1 – business developer focus
3 – extensive low-code tooling
5 – general purpose low-code market

RPA
0 – no RPA offering
1 – custom integration
3 – 1+ partners/OOB connectors
5 – deep partnership/native RPA

content services
0 – no content support
1 – native content support
3 – partnership with 1+ content providers
5 – native content services/ management

AI/ML
0 – no focus on AI/ML
1 – initial insights/ experimentation
3 – multiple AI/ML deployments (e.g., capture, next best action, NLP)
5 – native AI/ML in DPA product

business operations
0 – focus on CX only
1 – targeting the back office
3 – pre-built use cases for back office
5 – strategic focus on complex business operations

customer experience
0 – focus on biz ops only
1 – focus on CX for biz ops
3 – targeting sales and marketing
5 – strategic focus on end-to-end CX-centric processes

business apps
0 – no focus on business apps
1 – pre-built templates/forms for specific processes
3 – 1+ pre-built apps >50% packaged
5 – fully packaged apps

→ **The platform uses AI/ML within Process Timeline, and also makes it available to developers for statistical modeling and decision support within business processes.** For example, within the process engine, AI/ML is used to predict when tasks and activities are likely to complete, and application developers can use the tool to decide which variables are important in making those predictions. For process execution, BP Logix's immediate strategic priority is helping customers build AI/ML-based prediction engines for time analysis in Process Timeline. In addition, within the business process itself, developers can identify/select data sources, validate and perform data transformations, select appropriate ML algorithms (e.g., to determine likely completion time, or likely outcome of a business scenario), specify training intervals for machine learning, and create integration points. By using this native AI/ML capability, customers can bypass having to buy a separate AI/ML product and hire data scientists.

→ **Business operations is typically BP Logix's starting point.** As noted above, BP Logix often starts with line of business department heads in business operations and back-office functions, and expands outward from there, including involving the IT organization.

→ **Customer experience is an important market segment the company is developing.** Examples of CX use cases include end-to-end customer service and CRM. The vendor would like to pursue customer experience further but has found that most operational excellence professionals have difficulty relating to customer experience. It takes time to develop customer awareness of using process automation to transform customer experiences.[5]

→ **Business applications are now on BP Logix's R&D roadmap** with the recent investment from Finrock. The company was already developing channel partnerships prior to acquisition and is now accelerating this. A chief revenue officer was recently hired to help develop a partner network. In the meantime, customers seeking business applications can contract with BP Logix to develop a custom business application as a SaaS offering.

Our Opinion

BP Logix has jumpstarted process design with Process Timeline. This innovative approach merits investigation by testing the product and talking with customers who have deployed the tool. Compared to larger competitors, though, BP Logix has been slower to embrace partnering with RPA vendors and until recently, business applications were not a core focus. Although BP Logix is targeting customer experience, the firm does not have any CX-specific product capabilities to draw customers from that market. However, Process Timeline is a potential game changer and the new investment is both timely and significant. If BP Logix leverages Process Timeline for sales deals, this innovative software could provide the company with greater momentum through accelerated sales. Up until recently, the company needed additional investment to fuel greater marketing buzz, increased sales, and new R&D spending on RPA integration and AI/ML experimentation. Now that the needed investment has been realized, BP Logix will undoubtedly use the funding to leverage its innovation in process modeling, sharpen its industry focus, and move toward specific process-enabled business applications.

Advice to Buyers

Buyers who are serious about process modeling should look at Process Timeline to get a perspective that is different from traditional flowchart process diagramming. If interested in pursuing the product further, seek out references from customers who currently use the tool in deployed processes. Ask them how many process applications they have built in a month, how difficult it is for businesspeople to use the timeline approach, and how much coding, if any, is involved. Conducting a side-by-side comparison of Process Timeline and traditional process modeling is also recommended.

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Strengths

➡ Innovative approach for process modeling that replaces flowcharting with a Gantt timeline

➡ More solid, long-term financial footing with new investment from private equity firm

➡ Support for highly dynamic processes and structured processes

➡ Digital media supply chain functionality built into platform

Aspirations

➡ Use Process Timeline to springboard into new markets and expand further into existing customers

➡ Focus on specific industry sectors from a sales and marketing and an R&D perspective

Opportunities

➡ Partner with one or more RPA companies

➡ Strengthen the product's low-code capabilities for out-of-the-box process models, process templates, UI designs, forms, and connectors

➡ Use new finding to leverage Process Timeline sales and marketing

Results

➡ Penetrated pharma market and snared big brands

➡ Leveraging digital supply chain to tackle pharma deals

➡ Developed an innovative approach and core differentiator for process modeling and design

➡ Innovative Process Timeline product garnered new equity investment

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Endnotes

1   For a brief history of the corporation, see RocketReach, https://rocketreach.co/bp-logix-inc-profile_b5c583adf42e0e6b

2   For more information about the private-equity investment, see http://www.kmworld.com/Articles/News/News/Private-equity-firm-acquires-BP-Logix-134071.aspx

3   For a conceptual depiction of traditional modeling approaches for structured and case management processes, see our report, "State of the Digital Process Automation Market: Trends 2020-2025."

4   Mitratech's content services product, Datastore DSX, is deployed primarily in banks and related financial services firms in the UK, the Caribbean, and South America. See https://www.mitratech.com/about-us/

5   See more about this awareness gap in our report, "Bridge the Skills Abyss with Multidisciplinary Customer Experience and Operational Excellence Teams," https://www.deep-analysis.net/report/digital-transformation-bridge-the-skills-abyss/

Research Series: Digital Process Automation State of the Market

This report is part of Deep Analysis's Digital Process Automation State of the Market research series, which includes these reports:

➡ State of the Digital Process Automation Market: Current Assessment 2019

➡ State of the Digital Process Automation Market: Trends 2020-2025

➡ Vendor Vignettes for Digital Process Automation Vendors

About Deep Analysis

Deep Analysis is an advisory firm that helps organizations understand and address the challenges of innovative and disruptive technologies in the enterprise software marketplace.

Its work is built on decades of experience in advising and consulting to global technology firms large and small, from IBM, Oracle, and HP to countless start-ups.

Led by Alan Pelz-Sharpe, the firm focuses on Information Management and the business application of Cloud, Artificial Intelligence, and Blockchain. Deep Analysis recently published the book "Practical Artificial Intelligence: An Enterprise Playbook," co-authored by Alan and Kashyap Kompella, outlining strategies for organizations to avoid pitfalls and successfully deploy AI.

Deep Analysis works with technology vendors to improve their understanding and provide actionable guidance on current and future market opportunities.

Yet, unlike traditional analyst firms, Deep Analysis takes a buyer-centric approach to its research and understands real-world buyer and market needs versus the "echo chamber" of the technology industry.

About the Author

Connie Moore is Vice President and Principal Analyst at Deep Analysis. She joined the firm after four years as Senior Vice President, Research, at Digital Clarity Group, and more than twenty years as Research Director and Vice President at Forrester Research. Connie is a widely acclaimed speaker, advisor, consultant, and expert in digital process automation, customer experience management, digital experience platforms, and content services. In 2014 Connie received the Workflow Management Coalition's globally recognized Marvin Manheim Award for influence, contribution, and distinction based on standout contributions to the field of workflow and business process management.

Contact us:

info@deep-analysis.net

+1 978 877 7915