



Zoho  
**Creator**



**Low-Code-enabled  
business process  
management  
software**



*This guide will help you better understand the importance of business process management software, as well as how organizations can leverage low-code platforms to bridge the gap between business and IT teams.*

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## What is Business Process Management?

Across industry verticals and departments, teams follow processes to function efficiently. Theoretically, business process management (BPM) provides teams with a framework to map their internal business processes based on organizational guidelines and KPIs. In turn, this helps stakeholders to communicate procedures in a standard manner. Business process management software helps simplify the job of designing, executing, monitoring, and optimizing business processes.

## Business-process-related **challenges faced by organizations**

While the challenges that businesses face in this competitive ecosystem vary drastically, depending on the industry, geography, and macro and microeconomic trends, here are some broad business-process-centric challenges that impact organizations:



### **Monitoring performance**

As businesses scale in terms of operational reach and workforce, setting up processes and templates for every function is important.



Processes make coordination between teams effortless and error-free at every step. Tracking and collating key business metrics, like new revenue and total expenses, becomes challenging at an organization level, unless all teams follow a set process.



### **Regulation and compliance**

The way data is managed across the world has gone through a major overhaul in the last decade. Be it customer-facing teams handling contact details or legal and finance teams ensuring that tax laws are adhered to. Irrespective of the industry, there are continuous changes in protocols to be followed based on the guidelines laid down by regulators. This increases the workload of teams for multiple reasons, like documentation and time-consuming training programs that the teams have to sit through.



### **Providing great customer experience**

Adding value, presenting the correct information at the right time without compromising on speed, convenience, and most importantly, maintaining consistency, is what makes for a great customer experience. Most businesses thrive on repeat customers. The primary factor contributing to customer loyalty is a human touch—that is, when a brand understands the challenges of their persona. Technology plays a vital role in mining business intelligence data and understanding the changing patterns in demand.



## Change management

The purpose of change management is to implement transformational strategies in order to achieve an organization's goals, with the help of clearly laid-out processes or technologies. Depending on the type of business impact, investment required, expected outcome, and urgency, aligning the workforce towards a change can be a laborious task.





## Benefits of Business Process Management?

Businesses rely on processes to function efficiently, and a blueprint is required to achieve this. In short, business processes break down everyday business activities into a series of distinct, repeatable tasks to achieve greater consistency and reliability.

It is essential for business leaders to understand how each approach aligns with their organizational goals. Some of the benefits of business process management include:



### **Visibility of the entire value chain and its processes**

With business process management, organizations can compile audit trails of all workflows across teams—and it helps in spotting bottlenecks and making recommendations for stakeholders to take necessary actions.



### **Flexibility to offer a great customer experience**

BPM allows us to identify isolated, one-off customer touchpoints, and helps bypass the hurdle of interacting with multiple teams to understand areas that need improvement.



### **Real-time monitoring of tasks and processes**

With dashboards, you can easily see what's happening across teams and monitor real-time reports of key business metrics.



### **Cost reduction**

BPM provides the ability to simulate improvements and understand the impact of a process—saving you a significant amount of time and money.



### **Quick turnaround times for performing tasks**

Businesses can eliminate manual processes and automate the routing of requests between departments, thereby enabling quick turnaround times.



### **Optimal usage of your workforce—and their skills**

Utilizing the body of knowledge and documented practices helps forecast the resources required to manage particular tasks.

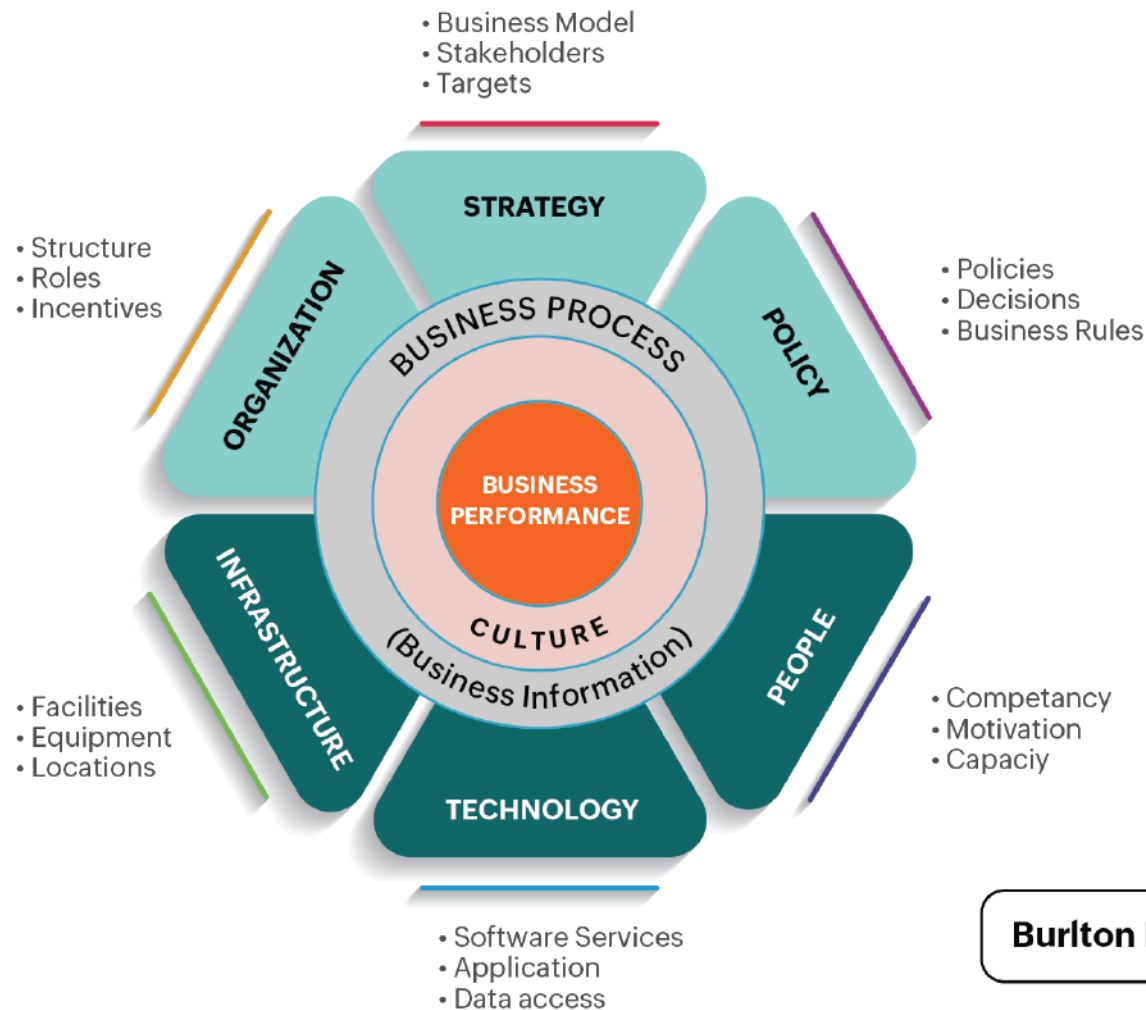


## What business process management strategy can businesses use?

Every business has unique processes to cater to its needs. To maintain consistency, avoid errors, and increase execution speed, it's essential to chart out a clear BPM strategy even before selecting a tool.

Building an effective enterprise-wide BPM strategy is a humongous task, and business-IT alignment plays a crucial role in its success. Implementing a BPM strategy, in many instances, means changing how people do things and how they use their systems, even if the core processes aren't fundamentally altered.

The Burlton Hexagon below helps represent the process and capability analysis framework. The focus of the hexagon is on attaining business performance goals by monitoring and improving operational efficiencies, while following defined processes.



**Burlton Hexagon**

Business process management can be broken down into the following steps:

 **Identify gaps in processes**

Every team must identify inefficiencies in the way they approach their processes. Depending on the organization's business strategy and priority, a pilot project/process (with scope for improvement) is selected. The identified projects must be chosen from a sustained long-term view and understanding the organizational impact, and not a quick fix for a particular team.

 **Form a team to work towards an outcome**

Once the process (with scope for improvement) is identified and the right team for the job is set up, business leaders must consider the time to hire, train, and convey the context and communicate exceptions to the teams for a smoother execution.

 **Define KPIs and timelines**

To identify the business process to be improved, stakeholders must do thorough research on industry benchmarks and gather insights from analysts and peers to set achievable goals. The progress made in each phase of a business process must be documented, as it helps in effectively measuring KPIs and ensuring teams are on track.

 **Track organizational changes**

Tracking the changes of a process can be done using reports and dashboards. It helps stakeholders get a bird's-eye view of the milestones achieved so far and anticipate shortfalls and areas of improvement. BPM strategies typically impact multiple systems and critical business applications in the organization, including ERP systems and integration services.





## What's the importance of automation in **business process software?**

When organizations leverage new tools and technologies to optimize business processes, automation is at the heart of these new digital processes. IT and business teams are increasingly adopting artificial intelligence, cloud services, and the Internet of things (IoT) to maintain a competitive advantage.

*Gartner predicts that through 2024, the drive towards hyperautomation will lead organizations to adopt at least three out of the 20 process-agnostic types of software that enable hyperautomation.*

Source: Gartner

We can find multiple applications of automation across business functions. For example, finance teams can identify and authenticate transactions without human intervention, or sales teams could book meetings and set up nurturing workflows to engage their prospects. Managers can even automate vacation request approvals or expense reimbursements. In today's dynamic environment, where time is of the essence, automation plays a crucial role in giving teams the capability to do more.



What is low-code  
technology?

**How does it make  
business process  
management better?**

Low-code technology, in simple terms, is a software development approach that uses minimal coding, empowering any user to build custom apps with intuitive drag-and-drop functionality. It comes with many benefits, like faster development times than traditional methods, eases to scale, and integrate with existing apps.


Most of the business process application development process is about mapping workflows and structuring data with a predefined logic. Business teams can also leverage visual building tools, as they can articulate their requirements and problem statements more clearly. The agility and scalability that low-code platforms provide teams make them especially attractive.



# How is low-code-enabled business process management software **more efficient than off-the shelf ones?**

Using an off-the-shelf BPM vs. using a low-code BPM:

Off-the-shelf	Low-Code
Rigid, non-customizable	Easily customizable, 10X faster development time
Setup process according to software instead of the other way around	Build to your unique processes with an easy drag-and-drop builder
Adding a new module is either tedious/impossible, IT teams have to edit rigorously, and sometimes, software can't be edited at all	Developers can create mobile applications using low-code platforms even if they aren't up-to-date with the latest practices in mobile development
Business has to wait for IT teams to build apps	IT is freed from simple tasks and can focus on important or innovative projects
Difficult integrations	Easy integrations with API

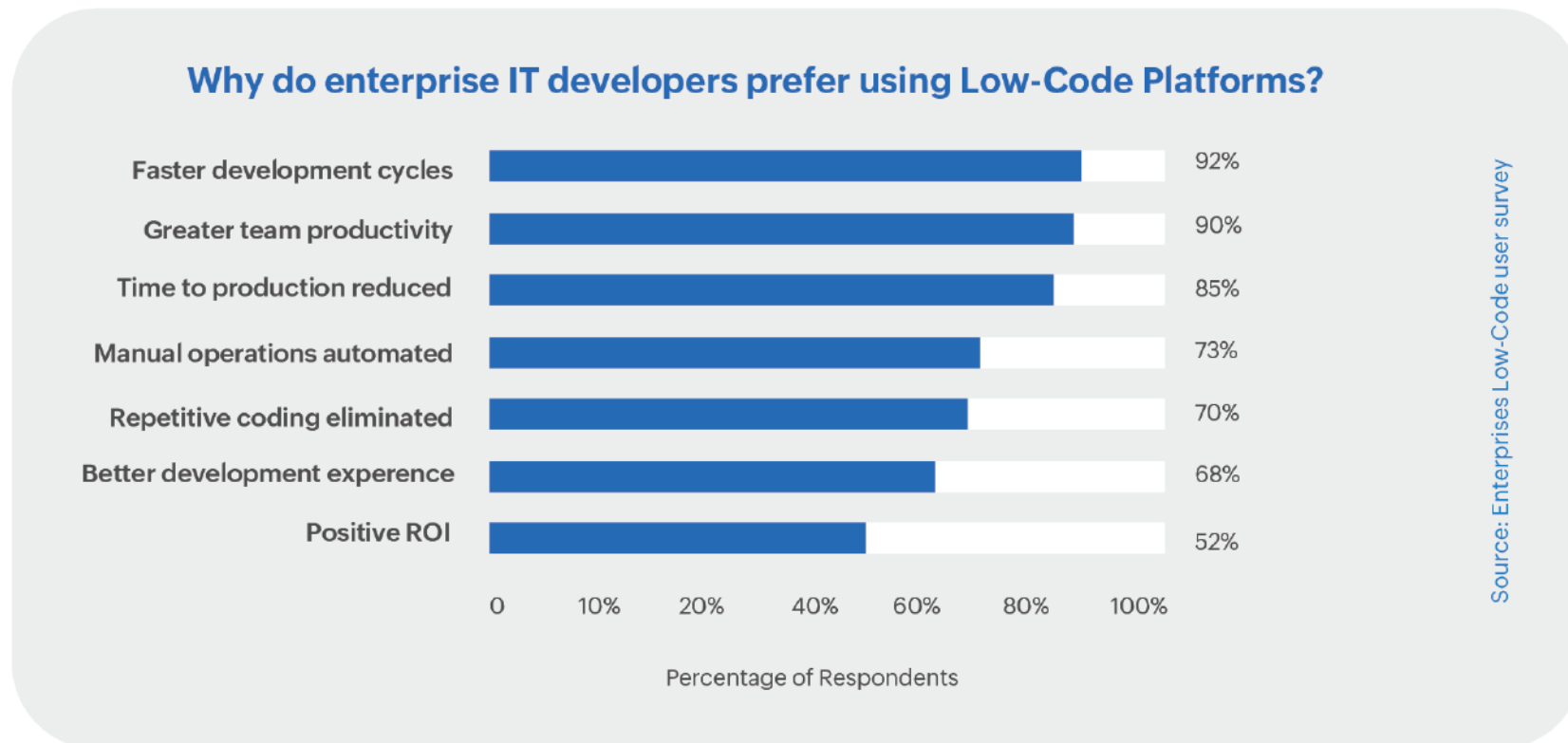


## Can low-code-enabled BPM software **bridge the gap between business and IT?**

For every business in its transformation journey, a digitalization diagnostic is essential to guide their automation opportunities at all levels. The key to a successful digital transformation is the alignment of disruptive technologies with business goals.

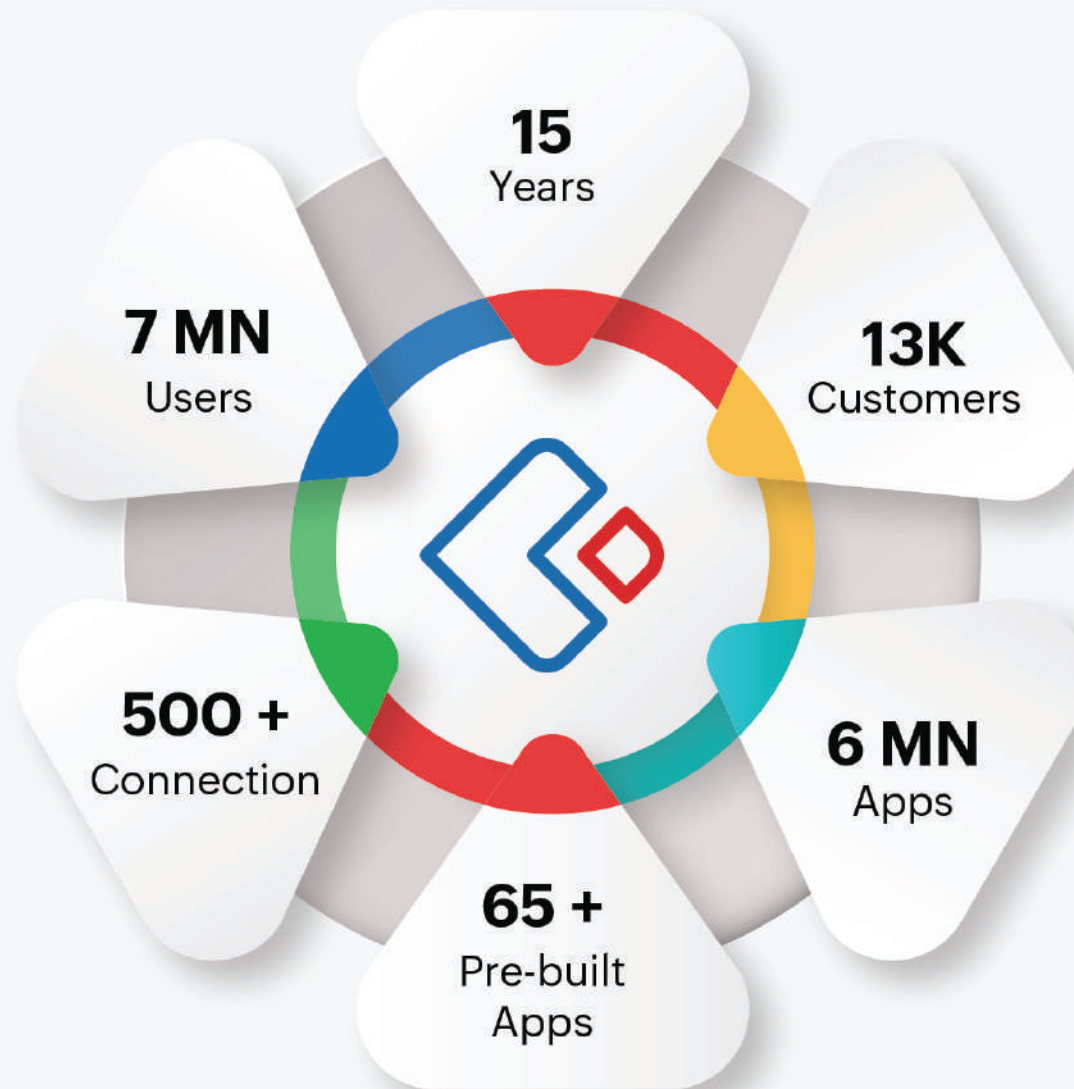
Low-code platforms enable business and IT teams to bring long-term value to their organizations and customers. Low code platforms offer:

- **Simple tools for business teams** like drag-and-drop builder, logic builder, visual schema builder, custom permission settings for users, customer portals, and much more
- **Central controls for IT teams** like zero maintenance, quick deployment, easy app distribution, sandbox environments to manage app lifecycle, to name a few.



## Why Zoho Creator?

- By choosing a low-code platform like Zoho Creator, you not only create and map business processes but also build apps for all departments. It can be extended across the organization for diverse functions.
- Companies can improve data availability with a multi-platform cloud platform like Creator, making data available on mobile, tablet, and desktop.
- Operationalize the data and strengthen the communication between stakeholders.
- Organizations can gain vital business-process-related information instantaneously using reports and dashboards.



## Low-code BPM software in action: Customer stories

### TEK TEXTIL

It's reduced our stress and allowed us time to develop more business, with less time managing it.



**Richard Davis**  
President, Tek Textil

### OZELIA

The features and scope of OlivERP cannot be replicated with any commercial ERP available, without spending million of USD. This was only possible with Zoho Creator. Thank you for creating Zoho Creator!



**Mehmet Ozkan**  
Founder, Ozelia

### MISSION BICYCLE COMPANY

With Zoho Creator, I feel like we have the tools to address any problem we come up against.



**Ryan Moskal**  
Operations Manager, Mission Bicycle

## About us

Running a business is no mean feat, and we believe we can help. At Zoho Creator, we've always worked towards a single purpose—enabling the citizen developer to build functional apps without having to learn to code. Rapidly build custom applications that are a perfect fit for your business, or choose from our extensive range of prebuilt apps and modify them. Just sign up, pick a plan, and start building!





[www.zoho.com/creator](http://www.zoho.com/creator)

We'd love to talk! Reach out to us:  
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