



HARVESTING ROI FROM YESTERDAY'S TECH INVESTMENTS

AGILEPOINT

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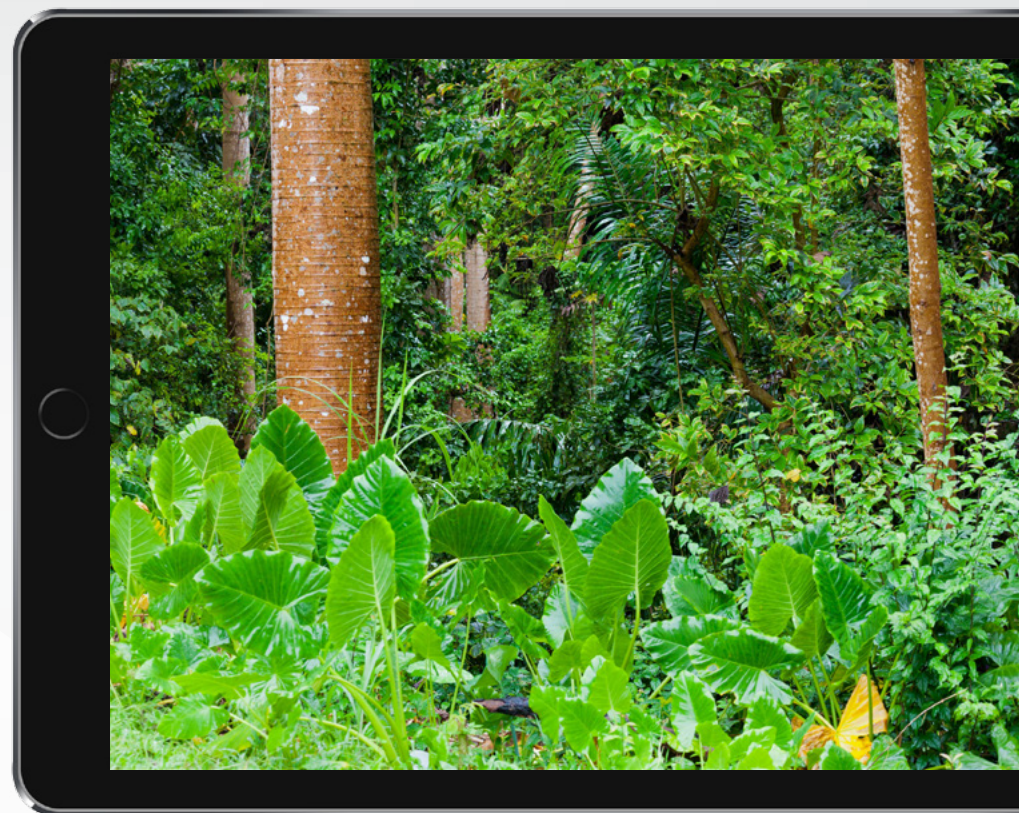
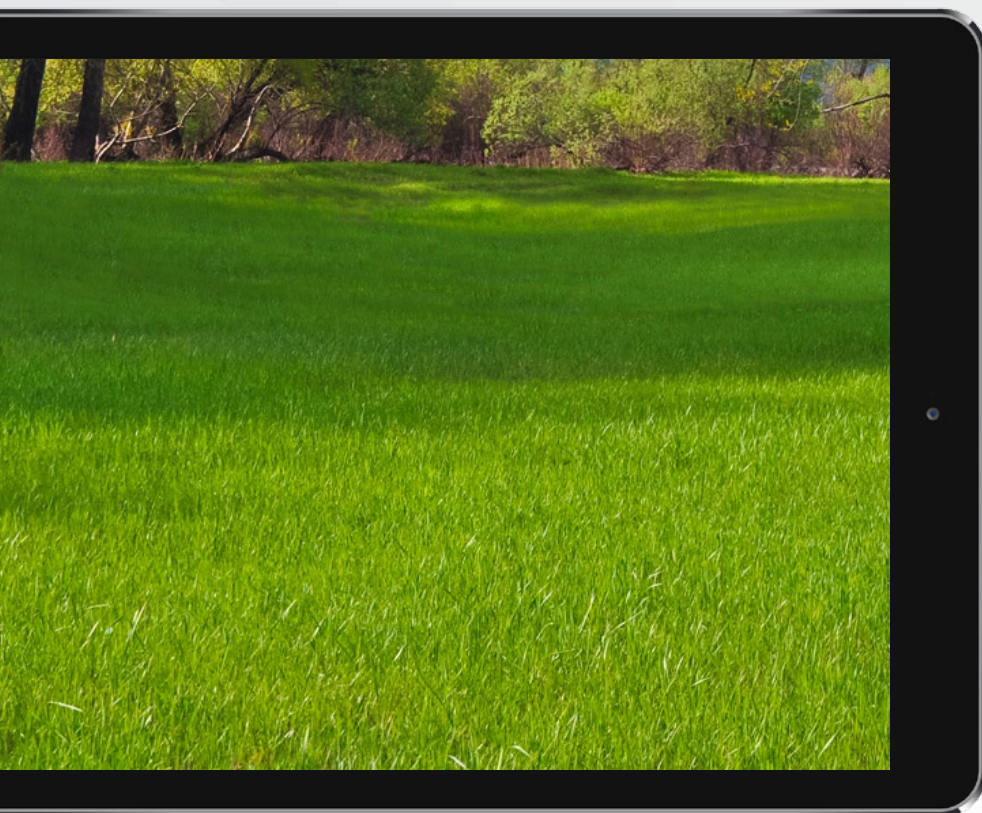
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APPLICATION MODERNIZATION CAN ALSO
DELIVER TRANSFORMATIONAL BENEFITS

HARVESTING ROI FROM YESTERDAY'S TECH INVESTMENTS

IS THAT A GREENFIELD YOU ARE SITTING IN?

It's all very well and good talking of cloud based application delivery, but the reality is that organizations are seldom entering a green field situation. Whether large or small, you've already invested what feels like a fortune in technology already. Whether that is the multi-million dollar SAP installation in Global 2000 manufacturing business or the expensive customization of Salesforce for a small consulting business, it's all money spent in last year's budget, or the year before, or the year before that. For most of us, the green field is long gone; it was replaced by a veritable jungle of interconnected plants. Each tree and bush made sense at the time – it delivered value to your family, but the watering (infrastructure) and paths (accessibility) were more of an afterthought.



OR IS IT MORE LIKE ▲

“ALL ORGANIZATIONS
HAVE EXISTING DATA AND
APPLICATIONS IN VARIOUS
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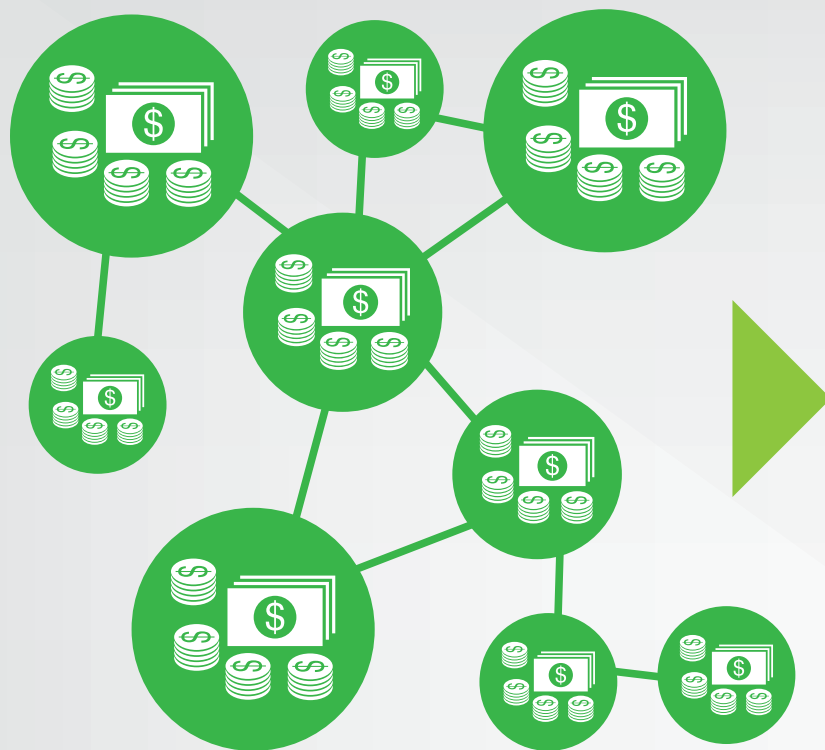
All organizations have existing data and applications in various stages of disrepair – all waiting for a new lease of life. Hopefully, your challenge is not like the image on the right where you’ve got absolutely no room to maneuver. But just like fruit trees in your garden, each different system has differing amounts of value tied up. Some of that’s potential value in the sense that if you could only combine it with other things, then the value would flow.



“THOSE PAST INVESTMENTS
ARE NOW CENTRAL TO YOUR
OPERATIONS, BUT THE VALUE IS
DIFFICULT TO HANG ONTO.”

PAST INVESTMENTS ARE NOW LOCKED IN

More commonly, those past investments are now central to your operations, but the value is difficult to hang onto. For most firms, these investments go way back and now you are locked in. And usually, the value promised at the time you bought it, failed to materialize (like the vegetables that failed to produce fruit or wilted on the vine). Indeed, most technology investments never did quite produce the widespread adoption that was outlined in the business case.



THE TECHNOLOGY GARDEN CONTINUES TO EVOLVE

At the same time, competition marches on – new regulations emerge; new products needed; a process reengineering initiative kicks off; employees, customers and partners – they are all clamoring for enhancements to existing systems. Then there are upgrades needed, often at great cost, to avoid an end-of-life scenario for an operating system, browser or database component. Just like a shrubs and trees in your garden need shaping and pruning, so do your IT investments.

Indeed, every single one of your past technology investments probably needs tweaking in some way or another. And that's before you start thinking about sorting out the patchwork quilt of applications – these are the trees in the garden – with their hidden connections and forgotten dependencies. Slowly but surely, they've been tying the organization in knots; constraining agility since nobody truly knows the implications of chopping out that root.



“ YOU NEED THE FREEDOM
TO DESIGN THE CUSTOMER
EXPERIENCE YOU WANT
TO DELIVER ”

GETTING AT THE VALUE IS CHALLENGING

In a sense the ongoing value you had in mind is still there; it's just really hard to get at and make use of in today's fast moving business climate. You cannot demolish the old garden structure and start again with a green field. If only it were that simple! Let's face it – most organizations don't have the resources to get to the big rocks in the garden let alone the long tail of change that's sapping organizational vitality.

And along comes the cloud, rains on your garden and it grows even more topsy turvy. Like an invidious creeper, it upsets whatever order you had sought to establish. OK the analogy starts to break down ... but we now need to think about connecting our system-of-record (trees, shrubs and vegetables) to sources of value outside the walled garden.

However, in this connected and digital/mobile world, we also need to be very careful who we let into the garden, and how we take out to the market. Yet, we still need a way of easily accessing the value tied up inside the garden and, at the same time, building out the infrastructure to engage the ecosystems outside your firewall. These interfaces are the service propositions that your organization provides to its external stakeholders – customers, partners, regulators and infrastructure suppliers.

But now you have an opportunity to truly design the way you engage and deliver value. You need the freedom to design the customer experience you want to deliver, rather than being constrained by the bonds of the past.



AGILEPOINT'S NX RESPONSIVE APPLICATION PLATFORM

And that's where **AgilePoint NX** comes in – it's like having a flexible set of walkways that float above your garden. It means that you can harness your existing technology investments to deliver new value.

AgilePoint NX is a "Responsive Application Platform" (RAP). It's not just a platform for building apps; it's a platform that you can use to build "composite apps". These composite apps sit on top of, and extend, your existing investments; integrating cleanly with externally hosted apps. **AgilePoint NX** provides:

A LIGHTWEIGHT ACCESS MECHANISM THAT FACILITATES THE EASY DEVELOPMENT OF PROCESS-BASED APPLICATIONS

These applications help you focus on how you deliver value to the market. They span your in-house systems-of-record (SAP and line of business applications), and integrate directly with external environments such as Salesforce and Office365. You can even embed **AgilePoint NX** applications directly into these external cloud services yet securely drawing upon in-house data.



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SECURE CONNECTIONS BETWEEN CLOUD-HOSTED PROCESS DEFINITIONS (AND THE APPLICATIONS THAT RESIDE THERE) AND THOSE THAT OPERATE IN-HOUSE.

The composite application is then accessible via **AgilePoint's NX One** portal, enabling you to directly engage your customers and business partners – empowering them to self-serve, safe in the knowledge that the garden is protected. Those walkways communicate with the outside world via secure, process-based interfaces.

A TIERED ARCHITECTURE THAT **INSULATES COMPOSITE** APPLICATIONS FROM INDIVIDUAL DATA SOURCES AND SYSTEM-OF- **RECORD APPLICATIONS**

Let's say you have multiple SAP instances that you want to merge into one, and then combine it with information in your cloud-hosted Salesforce environment. Well, now you have process-based engine that can sit above the walled garden and integrate cleanly with a partner engine in the cloud.

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A NO-CODE DEVELOPMENT ENVIRONMENT THAT DEMOCRATIZES ACCESS.

Rather than providing yet another software development tool, all of the functionality is configurable with point and click interfaces. Most of the features of the **AgilePoint NX** environment are accessible to savvy business people and business analysts. As a result, you get to unlock new levels of value from your existing investments; with widespread adoption, you can give the term “ROI” a quantum jump.

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THE BASIS FOR A CAREFUL REDESIGN OF THE ORGANIZATION AND ITS VALUE DELIVERY MODEL.

With a tool like **AgilePoint NX**, you can focus on the organizational capabilities and how they work together; without getting caught up in the minutiae of an existing LOB application. Ultimately, it provides the gardener with a platform to untangle the messy jungle. Just as raised beds make it easy to access and harvest your vegetables, so too does **AgilePoint NX** for your systems infrastructure.



APPLICATION MODERNIZATION CAN ALSO DELIVER TRANSFORMATIONAL BENEFITS



AgilePoint NX is really a huge application modernization engine. It literally transforms your ability to harness the true power of the cloud while also harvesting the ROI locked up in your existing technology investments. Existing customers have started to realize its full potential, for example...



GVTC started providing phone services in the 1950s. Today, alongside the calls, it also provides ultra-speed internet connections, digital TV, 24/7 security monitoring and fiber optics networks to both domestic and business audiences. Behind the scenes, GVTC needs to bundle these services and deliver individualized experiences to its customers. Tom Hearn, CIO at GVTC put it like this: .



“AGILEPOINT NX and the RAP approach enables us to leverage our investment in other business applications. Because of RAP’s low-code nature, drag and drop design and integration approach, our business-led team can take on much of the planning, requirements discovery and process design ... this is a growing competitive differentiator based on a business driven speed-to-change and delivering an effective relationship between the business and IT. Better than any versatile cloud or hybrid cloud BPM solution on the market today, AGILEPOINT’S NX RAP is helping us achieve compounded returns on our existing investments. It is better suited to agile development and deployment; rather than incremental business benefit we get to deposit value in the “business bank” early and often. Instead of waiting for a full scope, highly integrated end-game deployment, we are taking advantage of the compounding effects of iterative value implementations. The early wins and faster time-to-value are catching the eye of our CFO and others .”

Reed Exhibitions is the world's premier exhibition organizer, with a network of 34 offices worldwide. Reed's new Xenos system provisions data from various registration sites directly into the Salesforce.com data store for use in reporting, forecasting, and campaign management as well as integrating with the marketing automation system, Eloqua, by collecting typical registration data and questionnaire responses by attendees for use in future target marketing. According to Anurag Pathik, Head of IT and Development at Reed Exhibitions:



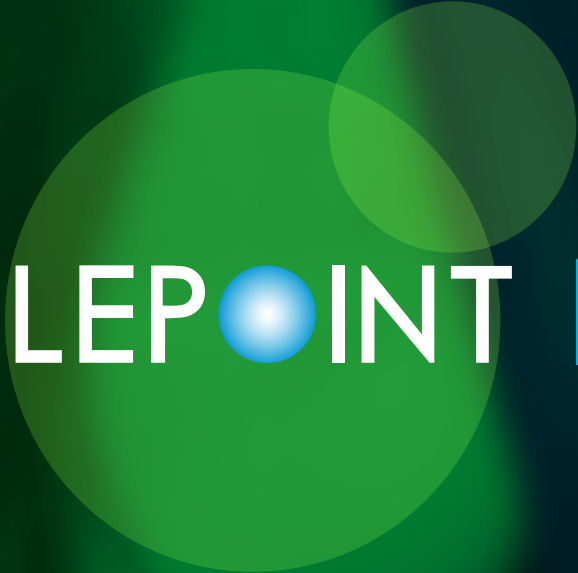
"AGILEPOINT NX provided us with a development framework to very effectively deliver a complex solution in a quick development lifecycle. AGILEPOINT NX provides out of the box functionalities for big project overhead items including process compliance, resilience, monitoring, security and scalability which are expensive and time consuming in traditional software development. AGILEPOINT NX also gives us the flexibility to evolve our requirements in phases, to minimize scope burden and manage priority based on real operational impact. Now our marketing operation can focus on content, produce more of it, and plan strategies that were not previously in scope. We will also be agile enough to change based on constantly evolving requirements and our adoption of new cloud solutions. In the end, the real beauty for us is what the Xenos system will do for Reed through the use of smart marketing and the way it fits so well with our enterprise architecture."



SO DON'T WASTE THIS OPPORTUNITY

to reinvent the organization and its infrastructure; to reinvent the way in which you engage customers and the way you deliver value. To find out more ...

HARVESTING ROI
FROM YESTERDAY'S
TECH INVESTMENTS

The logo features the text "AGILEPOINT NX" in a white, sans-serif font. The word "AGILEPOINT" is in white, and "NX" is in a light blue color. A large, semi-transparent green circle is positioned behind the text, and a smaller, semi-transparent dark green circle is positioned above the "POINT" part of the text. A small blue sphere is located between the "P" and "O" in "POINT".

AGILEPOINT NX

WWW.AGILEPOINT.COM