

THE IMPORTANCE OF BUSINESS PROCESS

TRENDS

A trend is defined in as a general direction in which something is developing or changing.¹ Trends involve looking at the statistical analysis of historical data over a selected time frame and charting the progression. If the data suggests consistent increases, decreases or even constancy or flatness, there exists a trend. Businesses of all sizes use this kind of data to help predict the future or help shape strategic decisions.

Why are Trends important? Trends help you get prepared for the future. From a business perspective there are three main trends include emerging trends, industry trends and megatrends. Common with all of them, if organizations ignore either one of them, the driver or trends will evolve to be a direct threat to their existing business model. If embraced it holds the key for the next opportunity for growth.

For example, Business Processes has matured over a decade into a management discipline that treats processes as assets that directly contribute to enterprise performance by driving operational excellence and business process agility. Today, Business Process have become a essential source of performance that support business succeed, some of which are:

- Optimizing the performance of end-to-end business processes that span functions, as well as processes that might extend beyond the enterprise to include partners, suppliers and customers (the value chain)
- Making the business process visible (and, thus, explicit) to business and IT constituents through business process modelling, monitoring and optimization/simulation
- Keeping the business process model in sync with process execution, and empowering business users and analysts to use this model to improve process performance and outcomes
- Enabling the effective integration of process activities, business measurements, rule management, content integration and greater collaboration to set the base for continuous improvement
- Enabling rapid iterations of processes and underlying systems for continuous process improvement and optimization
- Delivering measurable improvement to enterprise performance that directly contributes to organizational success and competitive advantage
- BPM is just one approach to the larger challenge known as "business process improvement (BPI)." Other approaches to BPI include business process re-engineering (BPR) and business process automation.

Hence both executives and practitioners are focusing on process trends to gain a competitive advantage by being the early adopter. Our focus will be on the process megatrends and the emerging trends as the driving force that is and will change how organization work with and apply process in the future to gain a competitive advantage.

¹ The Oxford English Dictionary, published by the Oxford University Press, 2014