



INUBIUM

THE INUBIT AG CUSTOMER MAGAZINE

Issue

09

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Integration of all Process Stakeholders

Supporting the

Implementation of BPM

Interview with Bartels-Langness



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→ Dr. Torsten Schmale,
Vorstandsvorsitzender der inubit AG

Overcoming Technical Obstacles with inubit Suite 6 and BPM+

Dear Readers,

The BPM market is moving on, and inubit is keeping pace. Today, Business Process Management (BPM) solution providers have to meet far more complex requirements than they did just a few years ago. Developing state-of-the-art BPM tools is about more than just improving existing functions such as modeling, automation or integration. It also calls for a more comprehensive approach that develops processes into end-to-end business solutions, supports different process types, and integrates both applications and data.

In this issue of our INUBIUM, you will discover how inubit is currently positioning itself on the BPM market with inubit Suite 6 and BPM+, and how it plans to continue to do so in the future. An interview with our product management team reveals the innovative features of inubit Suite 6 and answers questions such as: What are the key new features? What stakeholders is BPM increasingly targeting? How does “BPM+ by inubit” bring together all stakeholders? What does the “+” after the product name, which was presented at CeBIT 2011, actually stand for?

In this issue, we will also look at the big picture, above and beyond BPM. We are pleased to be able to include a guest article by Roland Straub, from Bosch Software Innovations GmbH. Following on from his presentation at this year’s inubit iDay, he describes here the added value that companies

can generate by linking Business Process Management with Business Rules Management.

In addition to the new release, we have also launched new industry solutions on the market. The two most important solutions are described in this issue. inubit BPM+ Enabling Tools assist users of the inubit BPM methodology on the software end, and can be implemented in any industry. The solution for change processes in measurements, which is better known under the acronym WiM, allows network operators to map and implement all of the processes required by the German Federal Network Agency (BNetzA).

This issue also includes reports on three entirely different customer projects, which will dispel any doubts readers may have about BPM’s broad scope of application. These articles look at networked communication using inubit’s Process Platform at NetConnect Germany, digital delivery note archiving at Bartels-Langness and automated sales planning processes at Atotech. Our “inubit inside” series continues in this issue, and introduces the inubit Support Team.

We hope that you enjoy reading this issue!

Kind regards,

Dr. Torsten Schmale

inubit Suite 6

Bringing together process types, data, applications and stakeholders

inubit has just released inubit Suite 6 and BPM+, thus marking the launch of the next generation of process management software. In this question-and-answer session, the product managers Dr. Frank Puhlmann, Dirk Slama and Sebastian Zabre explain the new technological features of inubit Suite 6, outlining the added value key users can gain from BPM+, and what differentiates inubit from the competition.

From a product management point of view, what are the key developments in today's BPM market?

Frank Puhlmann: Today, BPM solution providers have to meet far more complex requirements than they did just a few years ago. Whereas at the end of the previous decade, it was enough to define the sequence of forms as workflow, in order to convert a CRM solution into a BPM product, users now want to be able to use the entire BPM stack consistently and homogenously, and functional and operational requirements have increased significantly.

This means on the one hand, for example, that existing functions such as modeling, automation, and integration, which we know will accelerate relevant benchmarks such as time-to-market or return of investment, are continuously improving.

INUBIT SUITE 6

- Extends application scenarios for BPM.
- In addition to the control of structured workflows, enables semi-structured and unstructured processes to be mapped.
- Brings together data and processes to provide agile solutions, improves cooperation between business and IT departments, and enables collaborative processes.



On the other hand however, innovations involve more than just sporadically improving the BPM stack, and must embrace a more comprehensive approach that transforms basic, form-based processes into end-to-end business solutions. These solutions are made up of a wide variety of process types, and integrate both existing business applications and data. inubit has come up with the name BPM+ for its new application, to reflect the additional functionality that goes above that offered by traditional BPM software programs.

Another interesting trend is evident in the area of cloud computing. Whereas previously, this was a somewhat vague marketing buzzword, recently there has been a more definite shift from companies operating their own business solutions to using dynamic platforms that can be scaled to their specific requirements. This means that small-scale scenarios can be implemented rapidly and cost-effectively, and put into

operation throughout the entire enterprise at a later stage. The development of these solutions is only at an early stage, however, and a number of obstacles remain to be overcome before the ultimate objective is reached. This means that only parts of processes that involve personal data, for example, can be implemented in-house, and in some cases may only be saved in physical data centers in the EU.

Until such time as these requirements can be implemented in a flexible infrastructure, however, a number of “quick wins” are possible on the way, particularly for business departments. In addition to using and integrating existing cloud applications such as salesforce, processes can already be modeled and discussed in cloud computing, and can then be seamlessly integrated.

Where does BPM+ come in to all this? What does the “+” stand for? What makes inubit stand out from its competitors?

Dirk Slama: Traditionally, BPM revolves around processes. The BPM cycle defines how processes are analyzed, modeled, implemented and monitored. BPM+ adds two key dimensions to this approach. The different process classes appear on the horizontal axis of “+” application scenarios. Not all processes are the same. BPM+ deals with very structured, highly automated processes, with traditional human workflows, and with less structured processes that are more collaborative in nature. On the vertical axis, BPM+ maps the entire spectrum of modern business applications, from portal-based process applications to the data level. The integration of processes and data in the context of BPM+ constitutes a key step. Here, process data and master data can be closely interlinked. Ultimately, any process is only as good as its data. The merging of data from different data sources using an innovative federation approach, and the integration of documents into processes complete the picture.

Close interlinkage of these different approaches in a uniform BPM+ concept enables key users to be involved in process modeling for the first time, and in the design of end-to-end processes, from the user interface to process flow to data modeling. The IT department can seamlessly apply, fine-tune and prepare the models for implementation. Active IT/business alignment ensures that the “BPM+ by inubit” approach stands out from the traditional approach offered by many providers.

A major release always means new innovations. What state-of-the-art technology does inubit Suite 6 feature?

Sebastian Zabre: Our experience with cooperating with our customers shows that the inubit Suite is a very strong solution for fully automated processes, seamless integration, human-centric workflows and holistic process management. As regards the latest market developments, we are of course one of the market leaders when it comes to finding solutions to technical obstacles encountered by our customers. inubit Suite 6 therefore addresses themes such as semi-structured (ad-hoc) and unstructured (dynamic) processes, more efficient user interface development and document-centric workflows. We offer a wide range of services, which includes aspects such as data management in distributed environments, and allow data and processes to be combined, offering agile solutions, improving cooperation between the business and IT departments, and providing a platform for collaborative, web-based modeling.

The new architecture of inubit Suite 6 reflects these enhancements of course. For example, the inubit Enterprise Portal now includes two new applications in addition to the renowned Process Cockpit and its Process Viewer, Task List and Report Viewer portlet applications. These are the inubit WebModeler, a tool for collaborative, web-based modeling, and the inubit Solution Center, a process- and

data-centric platform that enables key users to implement high-quality business solutions with no programming knowledge whatsoever. These innovations are based on the newly developed View Engine, which contains predefined views, along with the WYSIWYG View Designer, which allows you to create and modify portal interfaces significantly more rapidly than before. Another integrated element is the Business Repository, a data pool that among other things ensures persistence directly from the models, therefore also allowing you to create solutions quickly.

So, BPM leverages other areas of IT. What does a typical BPM+ case look like?

Dirk Slama: In today’s customer-based scenarios, we see that even one individual process embraces many aspects



of BPM+. Let’s take a quotation release as an example.

Initially, this process is highly collaborative: A quotation team works together creating the quotation in a workspace. Here, they combine existing text and user-defined elements, for example, to create a quotation document. A number of different attachments such as a costing and delivery notes are also created for the quotation itself.

A range of other structured information such as the quotation amount and type must also be included in the quotation. Customer master data from the Business Repository is also incorporated into the offer. Based on this information, the Process Engine controls who is responsible for releasing the quotation. The exact release stages and their dependencies can be configured using different rules.

After release, the final quotation document is generated as a PDF, and is archived and sent. The information must also



be updated in the CRM system, which means implementing an automated sub-process.

Diverse Web 2.0 views are automatically generated using the ViewEngine to display and manage the different process steps and documents. Key users can then tailor these views to suit specific projects. The solution is deployed in the Portal's sales area.

In this example, all aspects of BPM+ are used. As we can also see, a wide variety of data has to be combined during the release process.

Analysts such as Gartner and Forrester believe that BPM suites are increasingly characterized by their ease of use, and focus on key users. What innovations has inubit implemented to embrace these two features?

Frank Puhlmann: A number of different business process modeling innovations have been



introduced. First, we have the inubit WebModeler, which allows business analysts and key users to create process models directly in the Portal. To improve the quality of the models created, a complete BPMN 2.0 validation has been implemented in the WebModeler, and in the Workbench. This not only points out where the model does not comply with the specification, it also proposes a number of best-practice solutions and conducts a full analysis of subsequent execution paths. This improves the quality of the business process models, and significantly reduces losses during subsequent technical implementation.

We received numerous requests from customers to increase the number of modeling functions available. In response, we have provided process maps, which contain reference models for typical BPM artifacts, along with domain models. As a result, business process modeling has become a lot easier.

This innovation, known as the Business Foundation Model (BFM) contains templates for typical business process data structures such as customers and addresses, along with appropriate views (forms) that can be used directly. Corresponding templates have been added to the process area, based on the IBPM project methodology. Another highlight is the ability to configure forms directly in the Portal, where numerous templates are also available.

It goes without saying that even the nicest business process modeling function is of little use if it is difficult for key users to implement. Here too, inubit is leading the way, providing all the necessary, complex steps in a single-click button. This directly implements simple solutions, and configures the Portal and data storage in line with business process requirements, so that the solutions can be used directly.

What role does methodology play here? Who needs it, and how has inubit implemented it?

Dirk Slama: BPM+ offers a rich functionality, and allows users to work at a high abstraction level. At the same time, however, it is not a "silver bullet," and cannot guarantee that every project will be a success. BPM projects in particular are usually change projects that are designed to modify the processes used in complex organizations.

To ensure success, the specific characteristics of a BPM project must be taken into account from the very start. Based on our experience in many successful – and a few less successful – BPM projects, we have therefore developed a standardized BPM methodology that helps our customers implement projects more efficiently, better manage risks and make optimal use of the available resources.

We have also developed BPM+ Enabling Tools, which support the entire BPM+ project cycle from planning (Plan+) to implementation (Build+) to operations (Run+). Our Enterprise+ cross-project solution also supports the implementation of BPM at the company level.

Essentially, "BPM+ by inubit" stands for consistent, end-to-end process support and for automated, tailor-made processes that run quickly and efficiently. In terms of agility and productivity, what can we expect in this regard in inubit's latest major release?

Frank Puhlmann: Of course Release 6 has not neglected traditional BPM functionality, and even contains a range of innovative functions that enhance existing features. In addition to the business process innovations mentioned above, we have also significantly enhanced technical workflow, which represents the "core" of the inubit Suite.

The next generation of pattern-based generation has significantly improved the transition from business processes in BPMN to technical workflows. In addition to direct support for the inubit Solution Center, among other things, processes with reusable sub-processes can now also be generated, or attached events used, in line with their semantics. The mapping of the Business Process Diagram to

technical workflow can be modified using inubit's own tried-and-tested generation pattern concept.

The generated (or individually created) technical workflows can be edited using a significantly enhanced Technical Workflow Editor, which includes new assistants for creating modules. As usual, a number of small innovations have been introduced that allow you to work more productively. The development team placed particular focus on significantly boosting implementation performance, which you can now easily compare using the new Benchmark Workflow feature.

“Validation of models, generation from models, focus on key users.” Will we even need IT staff in the brave new world of BPM+?

Frank Puhmann: As my previous response indicates, the answer is a resounding “Yes, we will.” The enhancements contained in BPM+ draw the business and IT departments in a company closer together, and allow key users to create their own initial solutions for the first time. The IT department will, however, still have to implement complex requirements such as connecting up to third-party systems.

This means that implementing inubit BPM+ will not only speed up implementation, it will also above all result in direct interaction between business and IT departments within your company. Rather than using PowerPoint or Word to outline their requirements, business departments will now discuss the specification based on enhancements to existing, viable solutions that they themselves have directly created.

What changes have been made in the license model?

Sebastian Zabre: In addition to introducing technological changes, we have also restructured inubit Suite 6. For the first time, customers can now select installation sets that have been preconfigured for specific scenarios, in addition to using the full version of the inubit Suite. This means that

each user can choose a suitable combination of components and modules from inubit Suite 6. The following preconfigured inubit Centers are available:

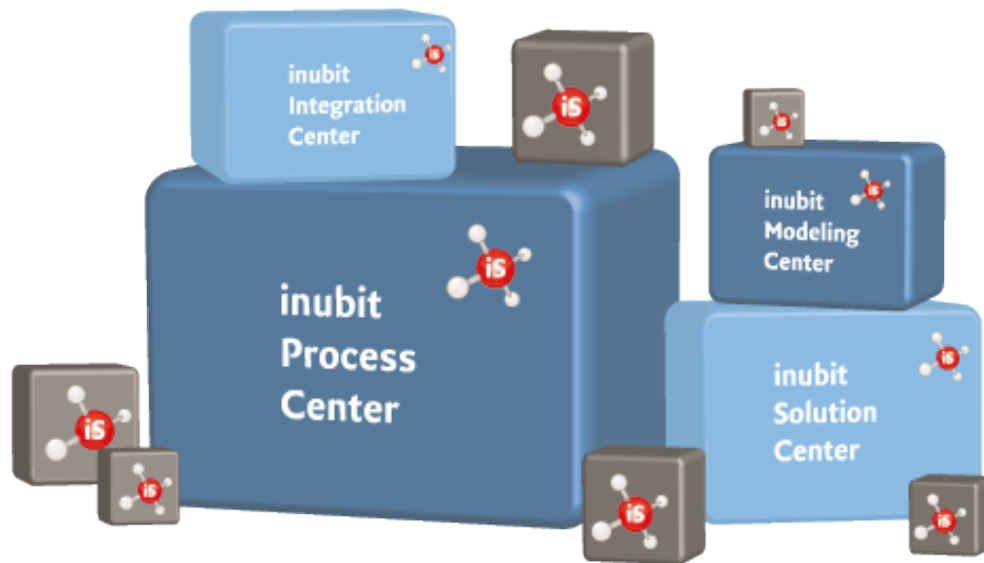
The **inubit Modeling Center** supports companies by providing ISO-compliant documentation of their processes. You can create a handbook on a flexible basis from these models (house of processes). In addition to modeling, the inubit Modeling Center allows you to simulate the processes in order to locate bottlenecks and vulnerabilities in the defined processes. The inubit Modeling Center also supports standard governance processes and allows you to implement releases relating to all aspects of the models.

Using the **inubit Solution Center**, key users can create practice-oriented, data-centric business solutions. The data models are created in inubit WebModeler and executed as business solutions in the inubit Solution Cockpit at the click of a button.

In the **inubit Process Center**, you have access to all necessary components of the inubit Suite for modeling, validating, and simulating processes, generating executable technical workflows, executing and controlling processes using the inubit Process Engine, involving employees in the processes using Human Workflow, integrating other IT systems and services through the Enterprise Service Bus, and monitoring process execution in real time.

The **inubit Integration Center** provides a range of connectors for integrating IT systems and using a large number of different communication protocols. This enables comprehensive system integration, and processes from the areas of EDI and background processing can be implemented using technical workflows.

Like its predecessor, inubit Suite 6 has a modular structure, and can also be tailor-made to suit the requirements of an individual customer project. This applies to the entire Suite and to the individual inubit Centers, which can also be enhanced.





Everyone is talking about cloud computing. How is inubit positioning itself in this market? Will it be providing a cloud offering? If yes, what form will this take?

Sebastian Zabre: inubit is in a prime position to enter the cloud computing market, and already offers a service that allows process models to be easily modeled in the browser, in a BPMN 2.0-compliant format, and provided online to other participants if necessary.

Customers who are looking for a cross-client solution for easy, collaborative modeling can already test the cloud functions of the inubit WebModeler in a beta phase by going to www.inubit.com. The models created here can easily be imported back into inubit Suite 6.

Finally, a question on inubit solutions. What strategy is being pursued here? What solutions are currently being developed?

Sebastian Zabre: Our solutions are tailored to the needs of individual industries, and provide the right solution for each scenario: From the automotive industry to insurance, from SMEs to companies that operate on a global basis, for individual key processes or company-wide rollout.

We have just launched our solution for change processes in measurements for the energy market, and our first customers are implementing BPM+ Enabling Tools. This issue of INUBIUM looks at this topic in detail.

We are, of course, constantly developing new solutions. For example, we are currently defining the requirements for extended partner management, which enhances the existing solution by providing the inubit Solution Center. This allows user-friendly data processing, and enables data to be saved separately and easily managed. Significant innovations are also being developed for the launch of Version 4 of the Process Monitor, above all as regards usability, PDF exports, multiple languages and performance.

Many thanks for your time!

Supporting the Implementation of BPM Projects

The introduction of BPM projects in companies always raises the same questions: How do I start a BPM project? What are the challenges that await me in the course of implementing the project and how can I address them more successfully using a standardized project methodology? To assist users of the inubit BPM Project Methodology (IBPM) on the software end, inubit offers BPM+ Enabling Tools.

The BPM+ Enabling Tools guide persons in charge through the phases of a BPM project, from project planning, to implementation to start-up. With Enterprise+, inubit provides an additional solution that ensures the roll-out of BPM on the enterprise level according to the Enterprise BPM Methodology (EBPM).



→ inubit BPM+ Enabling Tools guide users through a BPM project step by step and lead to success on an enterprise level.

inubit BPM+ Enabling Tools: Plan+, Build+, Run+ and Enterprise+

Incorporating standards such as RUP, V model or Agile/SCRUM makes it possible to address the special conditions of individual BPM projects. The inubit BPM+ Enabling Tools support the various roles and actors in their respective tasks in the course of BPM implementation:

The **Plan+** package supports project managers in the planning of a BPM project. It enables project managers to enter requirements in a transparent manner, store IBPM-compliant specifications in a web-based central repository allowing collaborative work and embed technical processes. The degree of completion is visualized in the status overview. The approval for specification documents can be done via an easy adjustable process that is directed by the BPM engine.

The **Build+** package supports the entire project team in the implementation by re-using tried and tested procedure models and patterns. Managers benefit from a high degree of prefabrication, standardized implementation models and improved maintenance. The IBPM-compliant procedure eliminates uncertainties; in addition, all artifacts are provided in an IBPM-compliant manner in a complete pattern library.

The **Run+** package ensures the operability and easy maintenance of the solution in a complex environment. In particular in large projects with complex system landscapes and multi-level staging, users benefit from the controlled and documented flow of BPM artifacts along the entire deployment chain.

All changes are documented in an audit-proof manner, unit tests and results documentation are integrated and release workflows for releases and the deployment are created. Run+ leads to greater transparency and operational reliability with simpler maintenance.

For enterprise-wide roll-out of BPM, managers can put the **Enterprise+** package to work for them. Enterprise+ supports project portfolio management, the administration of process and applications catalogues as well as risk and compliance management.

Dirk Slama

BRM Meets BPM: Linkage Ensures Agile Processes

Linking Business Process Management (BPM) and Business Rules Management (BRM) is now standard in companies that value agile processes. In this context, reusable business logic (“policies” or decisions and calculations to be made) is identified in the processes, and is maintained, documented, managed, and its quality assured using BRM. This produces leaner and clearer processes, and ensures that your business logic is verifiable at all times and can be changed at short notice.

It makes sense to differentiate between BPM and BRM, given the different life cycles and frequency with which business logic changes. Key users benefit from logical processes. Instead of implementing individual process steps in the traditional manner, or mapping them using technical workflows, the business department can use BRM to independently specify and test the business logic, even if they have no knowledge of programming.

Consistent Graphical Approach

The BRM Suite Visual Rules of Bosch Software Innovations GmbH uses a consistent graphical approach, and displays the business logic as ruleflow or as a decision table with a graphical metaphor that is very similar to the process flow or workflow used at the process level. Intuitive mapping enables business departments to be closely involved in designing the business logic and in quality assurance, and increases transparency, which in turn increases acceptance. Better cooperation between the business and IT departments offers significant potential savings, which result in a quick return on investment (ROI). Analysts believe that development time and costs can be halved, and that even greater savings can be achieved in maintenance.

The data used to formulate a rule is taken from processes, for example in the form of transaction data. However, rules can also “become active” and retrieve further data from



—> BRM Suite Visual Rules: Business logic as ruleflow

databases or by communicating with external systems. However, the tidiest form of architectural integration, which ensures that interfaces are uniformly more visible, is achieved with a stateless business logic, whereby the process alone is responsible for providing and disposing of data. Existing data models can also simply be transferred in BRM.

BRM and BPM in the Context of a Service-oriented Architecture (SOA)

If the business logic is provided in the form of rule services, then they can be organized like all other services at the process level. In addition to loose coupling by Web Services, other more direct integration options also exist, for example, using Java APIs. In all, there are three typical coupling scenarios for BPM and BRM:

- ▶ Complete automation of process steps
- ▶ Mapping of complex decisions in the process gateways using BRM
- ▶ Rule-based generation of events that start a process

Irrespective of the integration form, the advantages of using BPM together with BRM are very obvious. Analysts, BPM and SOA experts unanimously agree that implementing BRM will increase the agility of processes. White papers on this topic are available at www.bosch-si.de/medien-download-whitepapers.html.

Roland Straub, Senior Solution Manager, Bosch Software Innovations GmbH

New Energy Processes: Change Processes in Measurements

The German Federal Network Agency (BNetzA) has introduced a new requirement for the energy market, and inubit's package for change processes in measurements (better known as WiM) provides the required solution. This means that network operators can map and implement all relevant measurement processes by 1 October 2011, as required, irrespective of what backend system they use.

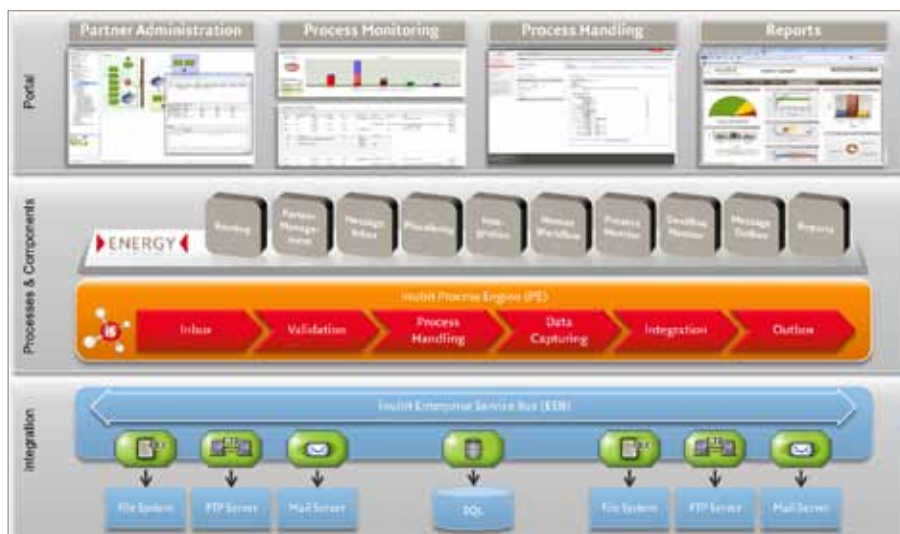
The introduction of new market rules for change processes in measurements means that energy providers must fulfill new requirements for EDIFACT-based data exchange procedures, and must comply with statutory deadlines. Comprehensive communication regulations, large and highly complex data volumes, and tight implementation deadlines call for a high-quality solution that offers extensive, automated processes.

inubit's solution for the role that network providers play on the market comprises processes for the providers' mandatory functions as meter operators and service providers. Our first customers are already successfully using inubit to meet the new requirements. The solution can be implemented as a standalone application, but can also be connected to existing systems, such as SAP/IS-U (also without IDEX-GM).

Detailed description of inubit's WiM solution:

- ▶ A central platform for checking, managing and handling incoming change requests
- ▶ Management of the network providers' market partner and communication data
- ▶ Validation and verification of the plausibility of incoming messages to reduce individual, time-consuming verification sequences
- ▶ Tasks and human workflows for implementing the required verification processes, and for approving or rejecting the change
- ▶ inubit Process Monitor visualizes the corresponding process and message status of the market data transferred
- ▶ Task list for semi-automatic mapping of tasks for internal verification processes and for assigning them to the relevant employees
- ▶ Deadline monitor that has an integrated reminder function, and clearly displays the deadlines, use of Gant charts for visualization, escalation of impending tasks
- ▶ Clearly structured reports on the number of change processes that have already been successfully implemented or rejected

Dirk Breitkreuz, Tobias Weinert



→ The solution can be implemented as a standalone application, but can also be connected to existing systems, such as SAP/IS-U. You can use a number of standard connectors to connect other systems at any stage.

Bosch Plans Acquisition of inubit AG



BOSCH
Technik fürs Leben

The Bosch Group has signed an agreement to acquire 100 percent of the shares of inubit AG, a software specialist based in Berlin. inubit is a leading supplier of software solutions for business process management (BPM). Last year, its 100 associates generated sales of some 10 million euros. It has been agreed that the purchase price will not be disclosed. The transaction is subject to approval by the antitrust authorities.

inubit AG offers process solutions for companies in the utilities, insurance, automotive and logistics, and telecommunications industries, as well as in the healthcare market. In the future, inubit will not only develop its own products and solutions for business customers, but also provide vital basic components for creating systems and service platforms on what is known as the internet of things and services. This term refers to the next generation of the internet, in which more and more devices and systems will be capable of sending and receiving data automatically via the internet. This will give rise to completely new services, which will change people's everyday lives.

"With its recognized solutions and process competence in many industries, inubit AG will play an important part in expanding Bosch's activities on the internet of things and services," said

Dr. Heinz Derenbach, the president of Bosch Software Innovations GmbH. The ability to flexibly provide business processes in enterprise solutions and on internet platforms made inubit very valuable for the Bosch Group, he said. In conjunction with Bosch Software Innovations' market-leading business rules management, Derenbach went on, Bosch could draw on a comprehensive technology portfolio with which to offer networked application solutions in companies and on internet platforms. This applied especially to areas of future business growth, such as smart mobility, smart grids, and telehealth. With its industry solutions, the Berlin company was a valuable addition to the Enterprise Solutions business area, he added.

"In selling to Bosch, our company is continuing its strategic development as planned," said Dr. Torsten Schmale, the chairman of the board of management of inubit AG. He continued: "With Bosch as a new owner, we are well equipped for the future. Together, we can meaningfully expand our activities in the area of sophisticated enterprise solutions and successfully continue our international growth course."

Towards Modern, Lean Administration



The Ärztekammer Westfalen-Lippe (ÄKWL) has decided to use a web portal based on the inubit Suite to speed up processing of their wide range of tasks. With this step, ÄKWL is modernizing its entire IT strategy and thus responding to the new challenges facing a modern administration. The first task to be handled by the inubit portal is the accreditation of training providers.

While in the past ÄKWL's IT applications and processes were continuously adapted to current circumstances, the IT infrastructure is now reaching its limits due to qualitative and quantitative changes to work requirements. To avoid increasing costs due to an expanding workforce, the web and service portal based on the inubit Suite is to be used to adapt IT applications to

achieve greater process automation and improved accessibility for members of the chamber and the general public.

ÄKWL managing director Dr. Michael Schwarzenau: "The members of our chamber, i.e. the doctors, profit from flexible service times, shorter processing times and improved service thanks to freed-up capacities. This enables us to handle the increasing complexity of the operations as well as the increasing volume of work in a way that benefits our staff."

OVS Software GmbH, one of inubit's Solution Partners, is playing a major role in the on-site implementation of the project.

Conference on Berlin as an IT location



On August 24, a conference to develop Berlin as an IT location was held in the offices of inubit AG. The conference was hosted by the Berlin Senate Department for Economics, Technology and Women's Issues, and was organized to inform participants about the work of inubit AG, to identify ideas and strategies for the Berlin region, and discuss relevant projects and cooperation arrangements.

The conference looked at inubit AG's public authority and health care projects, and a number of different cooperation options, for example, with the Technology Foundation Berlin (TSB), were discussed, primarily in the areas of competence of ICT and medical

technology. Other topics discussed included the difficulty in recruiting senior IT professionals, electromobility, and networked living. A number of helpful tips on portals and relevant initiatives were provided by participants from more than ten institutions.

A follow-up conference is planned for November, to further discuss options for networking between inubit and research institutes and initiatives based in Berlin, and to promote professional exchange.

inubit Implements Funds Database



The Gesellschaft für soziale Unternehmensberatung mbH (gsub) and Berlin inubit AG join forces to implement a comprehensive funds database for handling complete funding processes using funds from the European Social Fund (ESF) and for the ESF programs of the Federal Ministry for Family Affairs, Seniors, Women and Youth. Within this project, the inubit BPM-Suite is used for the entire process management, its workflow functions handling the entire funds allocation process, from the

application procedure and processing to the release of funds and financial statements in a controlled manner and without media discontinuity.

As part of the project, eight funding programs with a total volume of approx. € 350 million are being implemented during the period from 2007 to 2013. 750 funds recipients are currently working with the database solution and a total of approximately 1,200 projects are managed using the system.

inubit Suite in Use Worldwide as Central Integration Platform



Freiberger Lebensmittel, the specialist in commercial brands, has opted for the inubit BPM-Suite as new platform to meet its EDI and integration needs. It replaces their previous EDI solution magic EDDY and is intended to improve and unify numerous processes. With its five plants and eight branches, Freiberger supplies sales markets in Europe, Asia and the United Arab Emirates with frozen and chilled convenience products.

Freiberger decided to introduce a new EDI and integration platform based on the inubit BPM-Suite as part of the restructuring and reorientation of their SAP-based ERP landscape. They wanted their SAP system to be operated in future by inubit partner BTC AG – a critical factor in Freiberger Lebensmittel's

decision to implement and operate the inubit BPM-Suite through BTC as well.

Karsten Hausmann, IT director and project manager at Freiberger, sums up: "With the inubit BPM-Suite as the central integration platform, we've been able to speed up communication with our partners and unify our business processes globally. The integrated monitoring function enables employees to keep an overview of data flows and make appropriate adjustments at any time. Moreover, the inubit BPM-Suite allows us to implement future requirements in the area of Business Process Management and map processes on the basis of portal functions."

Monthly Sales Planning. Worldwide Efficiency.

When it switched from an annual to a monthly sales planning cycle, Atotech Deutschland GmbH turned to the inubit BPM-Suite to help it run its operations more efficiently. Using the inubit BPM-Suite, Atotech has been able to define responsibilities clearly, reduce idle times and increase the proportion of automated activities, while the up-to-date documentation enables it to react promptly to delays and problems.

Until recently, Atotech performed an annual extended sales planning process to manage business processes at its 24 branches across five continents. The process included both its forecast for the current year and the budget plan for the following year. To keep pace with fast-changing market demands, Atotech switched from an annual cycle to a monthly rolling cycle, which means that all major planning activities are now carried out on a monthly basis. The associated additional costs made it all the more important to make planning processes more efficient – a requirement that called for the introduction of a Business Process Management (BPM) initiative.

One-Stop Shop: Modeling. Automation. SAP integration.

Atotech identified both operational and technical components as critical factors in its drive to increase the efficiency of its processes: From an operational standpoint, there was a need to define procedures and responsibilities clearly and communicate the measures to all involved in the process. The objective was to reduce redundant and unproductive activities. They also wanted to increase the proportion of automated and high-performing activities, thus cutting idle and wait times in the overall process and enabling timely provision of planning results. Above all, they wanted to ensure effective communication between all participants in the planning process.

To fulfill these operational requirements, Atotech needed a solution with extensive functionality for the documentation

of ACTUAL and TARGET processes. The inubit BPM-Suite offers optimal support for both of these phases. In addition, the SAP interface enables Atotech to connect its existing SAP landscape and thus integrate applications such as SAP NetWeaver with the SAP BI Integrated Planning and SAP Web Application Designer (WAD) components. The inubit BPM-Suite is used in this complex SAP landscape for process control and documentation.

→ Norbert Gimm, project manager at Atotech



ATOTECH

“With the inubit BPM-Suite, our sales planning processes are shorter, automated and documented up to the minute.”

Results

The project was carried out by ib-bank-systems GmbH, CONOGY GmbH and inubit AG. Norbert Gimm, the person responsible for the project at Atotech, sums up the results: “With the inubit BPM-Suite, our sales planning processes are shorter, automated and documented up to the minute.”

Moreover, Atotech now has immediate access to sales planning information that it can use to detect market developments and utilize competitive advantages with great speed. The technical recording and documentation of activity-related status information enables users to view the current status of the planning process at any time, allowing management to react promptly to delays and problems and thus avoid “unpleasant” surprises.

Based on the results achieved so far, Atotech is currently further refining the modeling of planning processes and automating procedures on that basis. This will be followed by a rollout for additional business areas. For example, Atotech is considering using the inubit BPM-Suite for month-end closing as well. They are currently looking into whether it can even be used for production planning.

Norbert Gimm, Atotech
Lars Reimann

Networked Communication at the Market Partner Level

NetConnect Germany has chosen the inubit BPM-Suite as the central process platform for communication and data exchange with the market partners of its market area. The universal platform connects all systems and consolidates the work processes of distributed teams. Automated error checks have significantly reduced the amount of manual work and minimized the general error rate in data transfers.

The founding of NCG as the company responsible for facilitating extended market area cooperation has produced the by far largest natural gas market area in Germany. Together, the transmission networks of all cooperation partners have an overall length of about 14,800 kilometers and cover a market area extending from the North Sea to the Alps and from the Oder river to the Rhine river. When the cooperation started in 2008, about 10,000 data records were received from approx. 350 distribution network operators. The data volume has now increased to approx. 40,000 data records from 520 distribution network operators, increasing by approx. 10 percent per month.

Powerful Integration. Short Implementation Times.

In light of the growing market area, the correspondingly rising data volume at NCG's virtual trading point and the increasing complexity of communication relationships between the partners, the requirements for the communication platform to be introduced were clear: What was needed was a solution that integrates all the systems of the cooperation partners spread across the whole country, uses workflows to consolidate their activities on one platform and thus enables collaboration between teams. Such a communication platform should integrate all existing applications (for example, MTS, CM, GAS-X-Portal, smarttech), be open for the integration of

further systems, enable the exchange of all communication messages from distribution network operators to those responsible for market areas as well as those responsible for settlement area billing while controlling the entire process flow.

The special challenge in this project was the late implementation of the regulatory requirements while under time pressure due to the statutorily defined implementation deadlines. Under these conditions it was absolutely necessary to introduce tried and tested standard software that is flexible enough to be adapted to quickly changing requirements and market conditions. Since BNetzA requirements change constantly, NCG has to be able to adapt the solution in use without too much effort even after operation has commenced.

Flexible Adaptability of the Software

Short implementation times, powerful integration and data processing performance: These were the requirements according to which NCG chose the inubit BPM-Suite, which was the only comprehensive process platform on the market that met all the requirements.

However, NCG and inubit staff also quickly got along on a personal level: Right from the start, there was a lively exchange to determine the requirements, prioritize them and implement them as quickly as possible. NCG staff were also trained in the use of the inubit BPM-Suite to enable them to modify the system themselves. "These days we make most adjustments ourselves. For larger scale projects, however, we still stick to the process of elaborating and implementing requirements together with inubit, which has turned out to be very pleasant and efficient for NCG staff," reflects Barbara Schröder, who has become an expert user of the inubit BPM-Suite.

Distributed Information Displayed in Bundled Form

By using the inubit BPM-Suite as the central process platform, NCG staff profit from the fact that they no longer have to search a number of sources for the required information. All the information is now formatted uniformly and can be found at one point. All relevant information for market partner communication has been stored so that responses can be generated directly from the platform whenever questions arise in the context of routine monitoring. It is also possible to branch directly from the application interface to sent and received messages and visualize their content on monitors.



The inubit BPM-Suite thus provides NCG staff with the answer to the question: Who has sent me what, with what content and when?

Automatic Qualified Error Logs

Beyond consolidating the market partners on one platform, the BPM software also functions as a central monitoring portal to ensure smooth process flows and reduce the relatively high error rates in the transfer of data from the market partners to NCG. To do so, automatically generated, qualified error logs were introduced, which take into account a relevance and schema check, a logical check and a semantic check.

Such an error log has the advantage that incorrect messages are highlighted in an automatically generated PDF file and returned to the market partner, with the effect that error-prone and time-consuming manual checks are no longer required. Especially the checking of the grammar and content of messages proved to be a particular challenge that NCG and inubit tackled together. They produced a set of rules that enables a high level of automation and significantly reduces NCG's work required for verification in data management.

In the context of automatic processing, staff can actively intervene by using human workflows when necessary. Thanks to exact information about the source of the error, market partners can quickly track down specific errors in their own system and make appropriate changes. Most of the errors that occur during data transfer are thus eliminated step-by-step.

Partner Communication in One Place

NCG has achieved a lot since cooperation started in 2008. The market area is growing continuously, the data volume is increasing by 10 percent a month, and there are always new BNetzA requirements that must be met. "With inubit, we've chosen a provider that combines powerful technology with the flexibility in the implementation of projects that is required in the energy market," notes a satisfied Andreas Manderfeld, Head of Data Management, Settlement Area Management and Quality Assurance at NCG. "The creation of check routines

in the context of daily data communication, the high level of automation and the possibility of quickly adapting the system are the main benefits of using the inubit BPM-Suite for NCG." By introducing the automatic error log, we not only managed to reduce the amount of manual work required, but also lowered the overall error rate to one percent – a level that enables an almost error-free data exchange.

In addition, the inubit BPM-Suite has facilitated the daily work of key users: Visualized workflows enable them to get an overview of the contexts and responsibilities as well as the market area and to quickly familiarize themselves with the use of the software.

Last but not least, the portal allows NCG to present itself as a competent entity responsible for the market area. In particular in presentations for visitors, the system interface enables a clear visualization of the process environment of the entity responsible for the market area.

What's next? A look at future projects shows that NCG can imagine many scenarios for using the inubit BPM-Suite: For example, they are planning to make the monitoring function available for mobile devices such as the iPhone. In the context of a joint workshop in April 2011, initial ideas and requirements for that were defined; these will probably be introduced as an NCG pilot project in the second half of the year.

*Andreas Manderfeld, NetConnect Germany
Dirk Breikreuz*

Bartels-Langness Starts Business Process Management

Bartels-Langness Handelsgesellschaft communicates with many business partners using different electronic means and produces a large volume of delivery notes. To implement the company's requirements for sustainable automation in data conversion and data transfer processes and to digitalize the archiving of goods delivery notes, a "data hub" was created with the help of Consist and the inubit BPM-Suite.

Mr. Heppes, Bartels-Langness communicates with many business partners using different electronic methods and produces a large volume of delivery notes. In the context of the project you created a "data hub" and, within four months, digitalized the archiving of goods delivery notes with the assistance of Consist and the inubit BPM-Suite. Please briefly describe the project.

Günter Heppes: Using the inubit BPM-Suite in our IT department enables us to implement our requirements for the sustainable automation of data conversion and data transfer processes. This applies to our internal process flows as well as to data exchange with our business partners.

The sub-project for archiving delivery notes deals with implementing a digital archiving process for all delivery notes in the business areas of Bartels-Langness, based on inubit's process-oriented solution "Paper2Process." The company now has an almost fully-automated workflow in this area, from scanning documents, to data extraction using OCR/ICR, to archiving digitalized documents in a document management system.

Why did Bartels-Langness decide to take this step, Mr. Heppes?

Günter Heppes: We are facing the complex challenge of introducing BPM in our company. The aforementioned areas enable us to gain experience which will assist us with future endeavors.

Mr. Hahn, why do you think the inubit solution is so well-suited to Bartels-Langness and to the food industry?

Michael Hahn: The food industry is characterized by very complex logistical process flows that must be supported with processes and data. A wide range of systems used by all parties involved must be integrated into the processes in this complex environment. The inubit BPM-Suite is very strong with regard to integration and therefore very well suited as a data hub. Thanks to the software's flexibility, the optimized internal process flows can be adjusted to current market dynamics at any time, which secures our customers' business success as well as our investment in the long term. For Bartels-Langness, a particular advantage is that the inubit BPM-Suite is a one-stop shop for handling all aspects of BPM. This replaces legacy systems and makes the system landscape more uniform.

For which industries can the BPM-Suite from inubit AG be used, Mr. Hahn?

Michael Hahn: The inubit BPM-Suite is not industry- or process-specific and can therefore be used in all industries. Current focal points include the energy, automotive, logistics, health care, telecommunications / HighTech, retail, insurance and public sector areas. All of these industries ultimately have the same objective: to optimize their processes through automation.

What advantages do you see in the "data hub" and digitalized delivery note archiving? And what does this move to BPM mean for the IT department's understanding of service provision within Bartels-Langness?

Günter Heppes: From our perspective, the main advantages of the "data hub" are its flexibility and the option to sustainably map all corresponding processes on one platform. With regard to our business partners, we can now actively support data conversion and data transfer in these areas in a user-friendly manner.

The advantage of our optimized document management is that business processes in this area have been simplified and made more efficient. As a service provider, we always try to give the users in the departments access to the best possible tools and provide them with the best possible service. With the approach we are now taking, we are striving to achieve this in a consistent and sustainable manner.

Mr. Kaufmann, why does it make sense to choose Consist as a partner for a BPM project?

Arne Kaufmann: Consist has many years of experience in its core competency, that is, developing and maintaining individual software solutions. Our customers value our approach to always implement IT projects in line with their business processes. For Consist, BPM is the logical next step in this approach: We show our customers how they can add value by optimizing their processes - as Mr. Heppes already mentioned.

To achieve just that, Consist uses a method that reduces the risks and costs of a BPM project. Rather than implementing BPM in a "top down" manner across all company areas, this methodology revolves around using an evolutionary approach. Not many BPM providers employ this method yet but for Bartels-Langness it has produced the successful results that Mr. Heppes mentioned.

What benefits does using the Consist method for introducing BPM offer to our customers, Mr. Kaufmann?

Arne Kaufmann: First things first: By itself, BPM does not benefit any company. At Consist we therefore check together with our customers whether there is a specific task, e.g. speeding up delivery processes or improving call center quality, that can be carried out better using BPM than with ordinary tools. This enables our customers to look at the costs of the projects compared to the expected business benefits at a very early stage.

However, things only get really interesting after the completion of the first BPM project. On the one hand, our customers have created a technical basis that is suitable for implementing additional tasks promptly and cost-effectively while on the other hand, they can continuously optimize the processes that have been implemented. This means monitoring the process quality, simulating improvements and then implementing them. Experience has shown that both aspects result in an increasing number of people in the company supporting BPM and that, through the totality of its meaningful application areas, it basically automatically becomes an important part of our customers' IT architecture.

In the area of BPM, Consist cooperates with inubit. What do you appreciate about this partnership, Mr. Hahn?

Michael Hahn: With Consist we have found a motivated partner that always promotes BPM. What suits us well is that the business activities focus on SMEs and that Consist has a very satisfied customer base, which is served professionally and comprehensively. The good relationship between the people involved has proved to be an important part of our shared success.

Why did Bartels-Langness choose Consist for their BPM project, Mr. Heppes?

Günter Heppes: Consist has been a competent and reliable business partner for us for years, and we have already successfully implemented numerous projects together. So it was only logical to tackle such a complex challenge like the implementation of a business management system together.

With the data hub and automatic delivery note processing, Bartels-Langness started using BPM for two topics. Are you planning additional topics and projects?

Günter Heppes: As regards implementing the digital archiving process, we will not stop with the delivery notes. Additional document types will be considered in the future. In addition, we naturally plan to implement BPM for other complex business processes in our company.

The interview was conducted by Ms Isabel Vollmann, Consist Software Solutions GmbH



→ Günter Heppes,
CIO (Bartels-
Langness)



→ Arne Kaufmann,
Senior Account
Manager and BPM
expert (Consist)



→ Michael Hahn,
Chief Operating
Officer (inubit)



It's Not a Bug. It's a Feature. Troubleshooting at inubit.

Some readers will already be familiar with our Support Team. Over the years, we have gathered tips and tricks for using the inubit Suite. This information can be accessed for each individual customer project, allowing us to overcome technical obstacles together with our customers.

Complex software solutions always pose a challenge for users. To ensure that our customers glean the maximum benefit from the inubit Suite for their companies, and learn about the relevant features in minute detail, our support team is on hand around-the-clock to answer questions about the application, about troubleshooting, to avoid known pitfalls in advance, or simply to find a quick solution to a specific problem.

From Application Errors to Variables Mapping

Our support team has built up a wealth of knowledge over the years, and can help customers resolve any specific problems they encounter. The team can be contacted around-the-clock by pager and on an emergency hotline, for any type of problem. "We cover a wide variety of areas, from simple licensing queries, to consultancy, to customer-specific scenarios and application errors or bugs in the inubit Suite," summarizes Andreas Corsten, Head of the Support Department. Our support team deals directly with all types of problems irrespective of whether it is a query about a routine task, an easily resolvable problem or support for variables mapping. Issues related to improving individual features or troubleshooting product bugs are forwarded to the development department, however, so that they can be incorporated into roadmap planning or implemented in the next release, and made available to all customers. Recognized problems have been directly integrated into quality assurance. Andreas Corsten, Head of Quality Assurance, leverages these synergies: "Queries that indicate weaknesses in the inubit Suite are immediately incorporated into the quality assurance process, where we constantly test and improve our software."

Unlike some of our competitors, inubit's Support Team provides a personal service, dealing with each query individually. Users do not have to trawl through long lists of frequently asked questions, only to find an answer to a vaguely related problem. Neither do they have to sit through a long

list of predefined phone options. The customer's contact person, or "single point of request," collects all queries and either answers them, or forwards them to third parties if necessary. In addition to core members of the Support Team, the expertise from the industry solution teams is also called on, to help answer tricky queries related to a customer project or specific industry.

With a Little Help...

Now you know a little more about the services we offer. What do our customers have to say about inubit Support? Our quarterly customer surveys rate the services we provide according to solution quality, reaction time, and communication skills, on a scale from 1 (very good) to 5 (poor). For the second quarter of 2011, our Support Team achieved an overall rating of 1.58, which marks a slight improvement on the rating achieved in the first quarter. The team scored particularly highly for their expertise and helpfulness, as well as for their rapid response to and speedy processing of queries. We are, of course, delighted to receive feedback such as "Keep up the good work. You couldn't have provided better support!" or "Yet another great response from inubit Support. Thanks so much!" We also take your criticism on board, however, by incorporating it into the software development process, and using it to improve our support services. This helps us to constantly expand our knowledge base, and provide solution-oriented support to customers on any aspect of using the inubit Suite.

Elena Lucas

BPM Trends and Best Practices: the inubit Community Met in Berlin

For the 13th time already customers and partners met at inubit's iDay in order to exchange current developments at inubit itself and the BPM market in general. The more than 200 audience members considered the live shootout "Business Issues versus Technology" to be a highlight.



For the live presentation of the new inubit Suite 6 a business analyst and IT consultant competed on stage to create a complete business solution within 30 minutes. The enormous increase in productivity of the release particularly for business users became clear very quickly: the bottom-up solution on the level of manual creation of technical workflows by a technician could not be completed entirely, while the top-down solution by a business analyst was finished in time.

In addition to the live shootout the program offered a rich mixture of technical topics on the one hand and customer use cases on the other. In his keynote address, Dr. Stefan Ried of Forrester Research emphasized the current challenges for BPM providers and explained the central role of BPM in the context of smart computing. After providing a review of recent months, Dr. Torsten Schmale presented information about how inubit is advancing business/IT alignment in 2011 with the new major release of the inubit Suite 6 and the slogan "BPM+". Ralph Nelius, co-author of the book "Enterprise BPM", introduced integrated BPM project methodology, which is actively supported and recommended by inubit. To make it easier for users to apply this theoretical knowledge in practice, inubit is now offering the BPM+ Enabling Tools, which Michael Hahn subsequently presented.

Customer Best Practices

The customers of inubit AG presented the wide-ranging application areas of the inubit Suite: The Mecklenburg-Western Pomerania Data Processing Center presented case management for the implementation of the EU Services Directive. Austrian Gas Grid Management explained the role that inubit software plays in ensuring a continuous gas supply in Austria. The importance of business regulations in the BPM context for banks and insurance companies was presented from the perspective of the HanseMerkur Insurance Group, Bosch Software Innovations and Fiducia IT AG. At EDEKA Minden-Hannover, inubit-based business solutions accele-

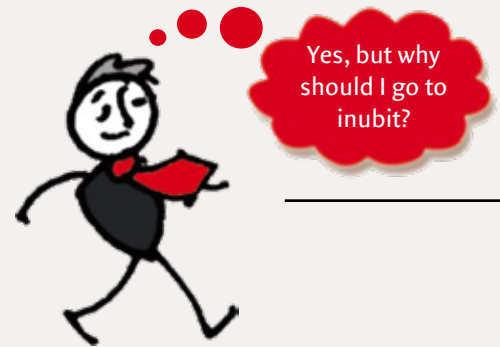
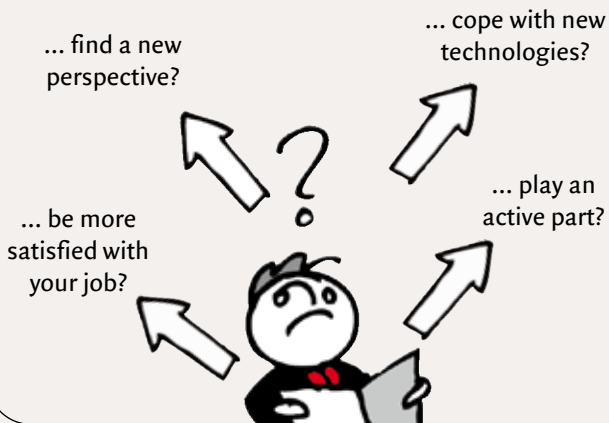
rated internal and external business processes; Huf Hülbeck & Fürst uses the inubit Suite for traditional EDI scenarios. At the industry exhibition taking place in parallel, inubit AG and the inubit partners Bosch Software Innovations, GISA, ib-bank-systems and Zouma presented themselves. The conclusion of the participants: "We were able to use the generous breaks to exchange experiences with the other participants and to have fine points demonstrated for us again on the demo systems."

BTC „inubit Partner of the Year 2010“

As every year, the "inubit Partner of the Year" was again announced at this year's inubit iDay. In view of its extraordinary commitment, its success in the areas of energy and telecommunications, and the strategically anchored partnership, BTC Business Technology Consulting AG was awarded the prize for 2010. "We are very happy about the prize „inubit Partner of the Year“ and the involved appreciation. Process and service-oriented platforms are the near future for heterogeneous business applications in companies. BTC has been working successfully with inubit for many years and holds an ideal position with the "inubit Suite," summarizes Detlef Bartetzko, BTC. From inubit's point of view, the partnership is very valuable. "As a partner, BTC brings commitment and market penetration with it as important aspects of our success together: More than 50 trained consultants, targeted activities in the area of development of new solutions and successful BPM projects in a variety of industries make BTC a strategic partner – not just in solution sales, but also in project realization and hosting," explains Michael Hahn, offering reasons for the decision at the prize ceremony.

Solveig Neumeister

You want to...



Leading provider

inubit is all about comprehensive Business Process Management (BPM). Our core product, the inubit BPM-Suite, received several awards for its innovativeness, particularly for its unique continuity.

But "BPM by inubit" is more than just pure technology. With our specifically developed BPM methodology we help companies to successfully implement BPM projects and initiatives.



Award-winning employer

inubit has been named one of Germany's best employers by the Great Place to Work® Institute. In the category of 50 to 500 employers, inubit was ranked 20th.

This award honors the outstanding quality and attractiveness as an employer and is based on a comprehensive and anonymous survey among all inubit staff members.



Professional – but never boring,
Leaving footprints – not just on the surface,
Challengingly diverse – but still target-oriented,
Enjoy flexibility and responsibility – and still feel support.

Who is inubit looking for?

