



## BUSINESSOPTIX AT THE FOREFRONT OF THE DIGITAL TWIN OF AN ORGANIZATION (DTO) MARKET

Kansas City, MO/Guildford, Surrey – 6<sup>th</sup> January 2020, BUSINESSOPTIX, a cloud-based Business Transformation Suite, today announces that Gartner acknowledges it as being at the forefront of the Digital Twin of the Organisation (DTO) market.

In the newly published [Market Guide for Technologies Supporting a DTO](#), Gartner describe BusinessOptix as being at the forefront of the DTO market.

Gartner defines a DTO as allowing: “users to model different scenarios, choose one and then make it real in the physical world.\*”

In their description, Gartner list capabilities such as process mining, customer journey mapping, scenario modelling and integration with BPM and automation platforms, as helping BusinessOptix deliver DTOs supporting operational excellence, customer experience and BPO use cases, amongst others.

“Our DTO capabilities are helping clients improve their operations through being able to quickly model and test different outcomes as part of a transparent and incremental approach to improving operations”, says Peter McNally, CEO, BusinessOptix. “Ultimately, this is leading to reduced risk and faster turnaround times from problem/opportunity identification to resolution.”

Within its list of recommendations for maximizing the value of DTOs, Gartner suggests that organizations seeking to make faster and better decisions, “embrace the disruptive potential a digital twin of the organization presents for the enterprise.\*”

### **About BusinessOptix**

At BusinessOptix, we help organizations Control Today, Navigate Tomorrow™ to achieve the next level of customer and operational excellence. Our cloud-based platform is used by hundreds of global firms to capture and redefine business operating models, accelerate transformations across the enterprise, improve operational efficiencies and streamline go-to-market processes. Built for business ease of use, the platform enables organizations to define

the current state, design the optimal future state and deliver an actionable plan to achieve and maintain transformations leading to a more efficient, effective digital future to better serve customers and achieve business results.

For more information visit [www.businessoptix.com](http://www.businessoptix.com), follow us on LinkedIn or Twitter.

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\* Gartner, Inc. "Market Guide for Technologies Supporting a DTO" by Marc Kerremans, 18th December, 2019

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