



BUSINESSOPTIX IS ONCE AGAIN AT THE FOREFRONT OF THE DIGITAL TWIN OF AN ORGANIZATION (DTO) MARKET

Lenexa, Kansas USA/Guildford, Surrey UK – July 20, 2021, BusinessOptix, a cloud-based Business Transformation Suite, announced today that Gartner has again acknowledged BusinessOptix as being at the forefront of the Digital Twin of an Organization (DTO) market.

In the newly published Market Guide for Technologies Supporting a DTO, Gartner highlighted the platform's rich feature set and the company's efforts to develop next-generation business mining.

In the market guide Gartner says, a DTO helps enterprise architecture and technology innovation leaders prioritize, guide, plan, monitor, analyze and scale complex initiatives. They go on to say, a DTO helps leaders explore options and reduce the risk of chosen paths as the company moves forward.

Gartner indicates they expect DTOs will become critical as digital business systems are increasingly reliant on continuous integration of human and machine intelligence. A DTO reflects this real-world environment with real people and machines working together, and allows users to model different scenarios, choose one and then make it real in the physical world.

"Our platform supports the full transformation journey - including accelerated knowledge capture, current and future state process modeling, customer journey and experience modeling, master data capture, simulation and scenario analysis, as well as a governance risk and compliance management. Additionally, BusinessOptix integrates with third party process/task mining and automation tools," says Peter McNally, CEO of BusinessOptix. "I firmly believe that the depth of our platform makes us uniquely qualified to support client's business transformation initiatives."

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 and follow us on LinkedIn or Twitter.

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*Gartner, Inc. "Market Guide for Technologies Supporting a Digital Twin of an Organization" by Marc Kerremans, Tushar Srivastava, 13 July 2021

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