



BUSINESSOPTIX FEATURED IN GARTNER'S 2021 PROCESS MINING MARKET GUIDE

Lenexa, Kansas USA/Guildford, Surrey UK – November 15, 2021. BusinessOptix, a cloud-based Business Transformation Suite, announced today that they were included in Gartner's latest Market Guide for Process Mining.

In the newly published Market Guide, Gartner recognized BusinessOptix as one of the first vendors offering process mining capabilities within a DTO platform. The company's unique combination of process modeling, predictive and prescriptive analysis, scenario testing, and simulation capabilities, sets the platform apart in the market.

"Our integrated platform is coming to the forefront of the overall business process analysis and process transformation markets due to our unique, independent, holistic approach. Our platform appeals to a wide variety of companies. End user organizations can run departmental process improvement initiatives or drive large scale enterprise transformation," says Peter McNally, CEO of BusinessOptix. "Consulting firms, system integrators, and business process outsourcing partners can leverage their IP at scale to drive revenue and assure quality of delivery."

The Market Guide highlights BusinessOptix' automation optimization capabilities which allow users to take mined data, create proposed automation solutions, demonstrate business benefit through cost or throughput, and provide insight into future capacity planning needs.

Gartner noted that Process Mining is highly complementary to traditional business process analysis. It enables business process analysts to document, analyze, streamline, and redesign complex processes at a conceptual and logical level, regardless of any planned automation.

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 Process Mining" by Marc Kerremans, Tushar Srivastava, and Farhan Choudhary, 11 November 2021

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