



**NelsonHall**  
TRANSFORM THROUGH INSIGHT

# Vendor Profile

## Process Understanding

# BusinessOptix

### Report Abstract

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By Mike Smart

NelsonHall

17 pages

### Contents of Full Report

1. Introduction
2. Revenue Summary
3. Key Offerings
4. Delivery Capability and Partnerships
5. Target Markets
6. Strategy
7. Strengths & Challenges
  - 7.1. Strengths
  - 7.2. Challenges
8. Outlook

## Who is this Vendor Assessment for?

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NelsonHall's process understanding platform evaluation profile on BusinessOptix is a comprehensive assessment of BusinessOptix's process mining platform's capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of process discovery and mining platforms and identifying vendor suitability for process understanding RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the process understanding sector.

## Key Findings & Highlights

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The BusinessOptix platform is designed to cover the capturing of processes through process mining, modeling, and user surveys through to the process transformation and ongoing management. The platform allows users to document processes/workflows/organizational roles, share content with stakeholders for comments and governance, and enable process transformation toward client goals.

Organizations that are looking to support process transformation efforts which can be supported by process mining augmented through the use of task-mined happy paths and surveys should shortlist BusinessOptix and consider its partners offering supporting transformation methodologies.

## Scope of the Report

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The report provides a comprehensive and objective analysis of BusinessOptix's process mining capabilities and market and financial strengths, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, challenges, and outlook
- Revenue estimates
- Analysis of the profile of the company's customer base, including the company's targeting strategy and examples of current contracts
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization, including the location of delivery centers.

## Process Understanding Platform Evaluation Vendor Assessments also available for:

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ABBYY

ActiveOps

Appian

Apromore

Celonis

Decisions

Futuroot

IBM

Infosys

Mehrwerk

Mimica

Skan

SoftwareAG

Soroco

UiPath

Upflux

Workfellow.

## About The Author

Mike is a Senior Analyst and Operations Officer at NelsonHall. His main research focus is on digital transformation technologies, including RPA, blockchain, IoT, artificial intelligence, cognitive, and machine learning.

Highly regarded for his analytical talents, Mike also leads data modeling and analytics initiatives in support of NelsonHall's ITS and BPS market forecasts and market surveys. He was responsible for transforming NelsonHall's extensive global market forecast engine, including the introduction of NelsonHall's unique interactive Self-Forecasting Tool.

Mike can be contacted at:

- Email: [mike.smart@nelson-hall.com](mailto:mike.smart@nelson-hall.com)
- Twitter: [@MikeS\\_NH](https://twitter.com/MikeS_NH)



## About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the “art of the possible” in digital operations transformation. With analysts in the U.S., U.K., Continental Europe, and Asia, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. For vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall conducts rigorous, primary research and is widely respected for the quality, depth, and insight of its analysis.

We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at [guy.saunders@nelson-hall.com](mailto:guy.saunders@nelson-hall.com)

### Boston

Riverside Center, 275 Grove Street, Suite 2-400, Newton Massachusetts 02466  
Phone: +1 857 207 3887

### London

Unit 6, Millars Brook, Molly Millars Lane, Wokingham, RG41 2AD  
Phone: +44 (0)203 514 7522

### Paris

115 rue de Reuilly, 75020 Paris  
Phone: +33 (0)6 23 81 17 54

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