

DUBAI
ACCELERATE 

Premier event for business and tech leaders

LOW-CODE TECHNOLOGIES TO ACCELERATE DIGITAL TRANSFORMATION

Mike Hryshenko

Regional Sales Director

Creatio

Nick Kovalski

Partner Account Manager

Creatio

**TODAY ALL OUR PARTNERS
AND CUSTOMERS ARE CREATORS!**

We create a world, where any **business idea** can be

automated in minutes

ACCELERATE 

EVERYONE A DEVELOPER



“ Success of digital transformation is 2x higher when employees are empowered by self-serve technology “

STRATEGIC PILLARS

2019 - 2020

CREATING
THE MARKET
OF LOW-CODE BPM

1

DELIVERING
POWERFUL CRM
OFFERING

2

BUILDING
STRONG
ECOSYSTEM

3

GROWING
THE PARTNER
BUSINESS

4

BEING PASSIONATE
ABOUT CUSTOMER
SUCCESS

5

STRATEGIC PILLARS

2019 - 2020

CREATING
THE MARKET
OF LOW-CODE BPM

1

DELIVERING
POWERFUL CRM
OFFERING

2

BUILDING
STRONG
ECOSYSTEM

3

GROWING
THE PARTNER
BUSINESS

4

BEING PASSIONATE
ABOUT CUSTOMER
SUCCESS

5

ANALYST RECOGNITION

Gartner

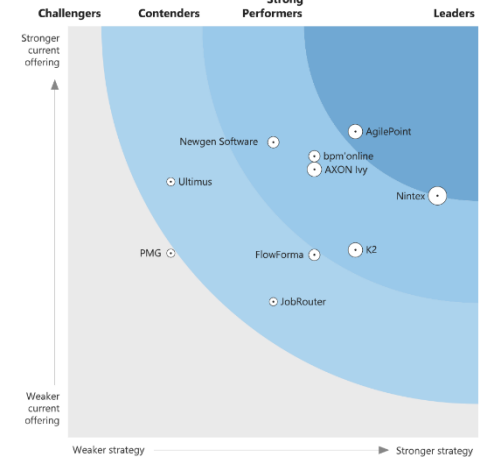
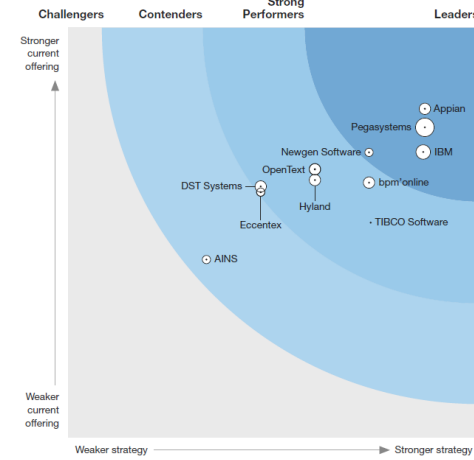
FORRESTER®

Intelligent Business Process Management Suites

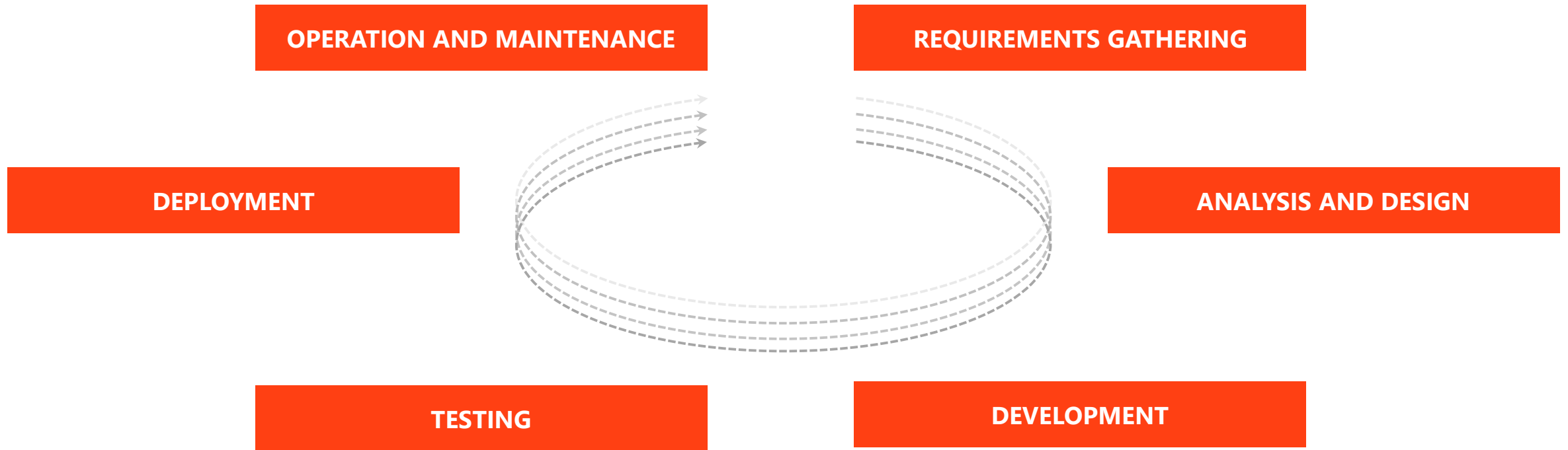
Enterprise Low-Code Application Platforms

Cloud-Based Dynamic Case Management

Digital Process Automation for Wide Deployments



What low-code does



30%

Up to 30% time is spent
for analysis and design
stages in most of digital
transformation projects

WHAT ARE THE COMMON CHALLENGES WITH PROCESSES DESCRIPTION STAGE

ACCORDING TO OUR CUSTOMERS INTERVIEW:

**No single
source of
data**

1

**Processes
become
outdated**

2

**Employees
don't know
bpmn**

3

**Painfull
developer
onboarding**

4

STUDIO **Creatio**

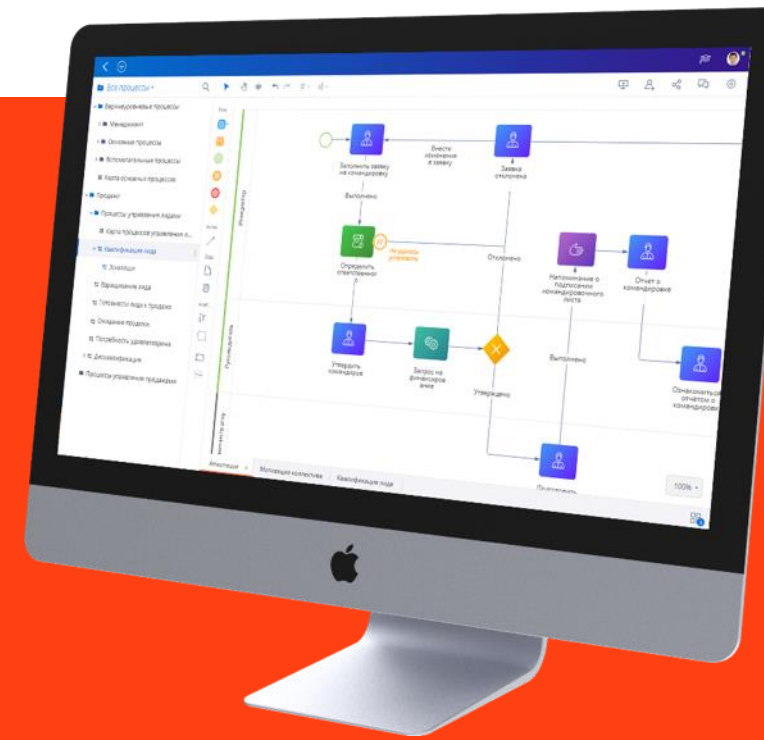


ENTERPRISE

Intelligent **low-code** BPM platform with out-of-the-box solutions and templates

FREE

Free powerful tool for simplified process design



ACCELERATE PROCESS DESIGN

All processes

Core processes

Customer success

Development

Marketing

Sales

Lead management process

Opportunity management

Management processes

Budgeting

Product pricing

Supportive processes

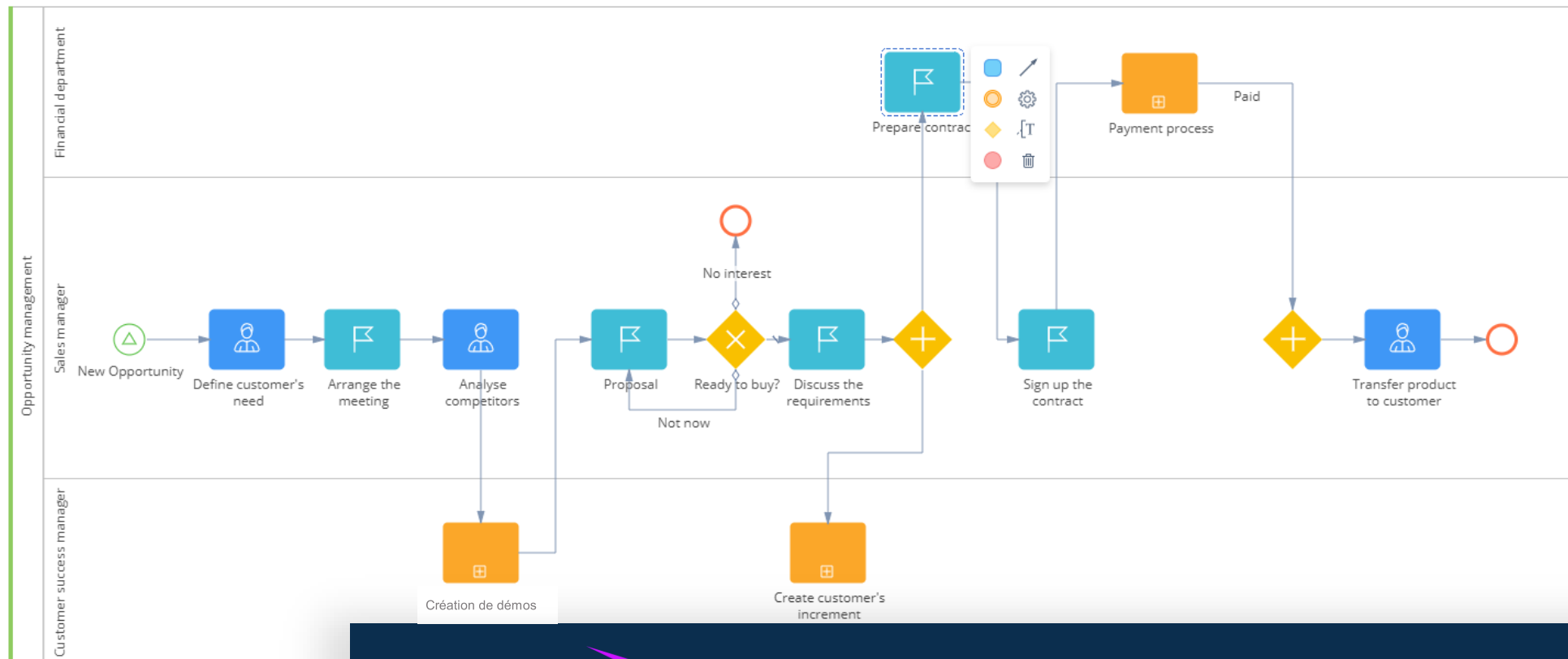
Accounting

HR

IT management

Manage products

Service-Requests-and-Incidents

**STUDIO**

Design process diagrams and build process flows
with simple visual tools

MANAGE ALL PROCESSES IN A **SINGLE ENVIRONMENT**

All processes

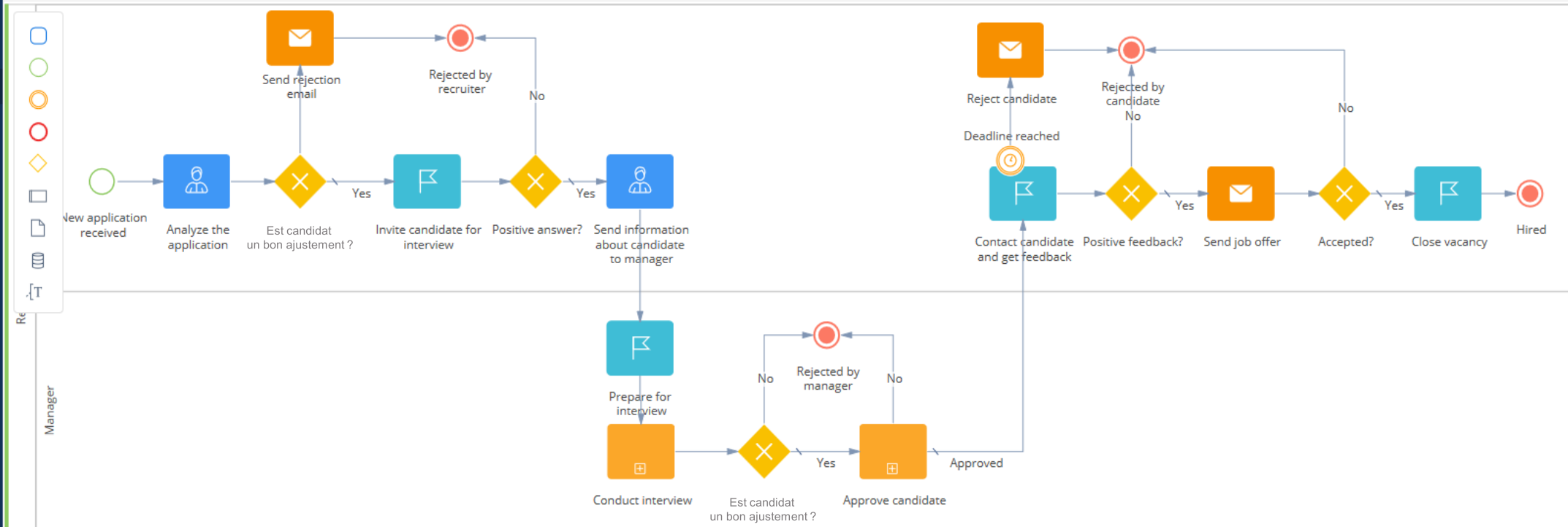
HR processes

Employee onboarding process (sam...

Recruitment process (sample)

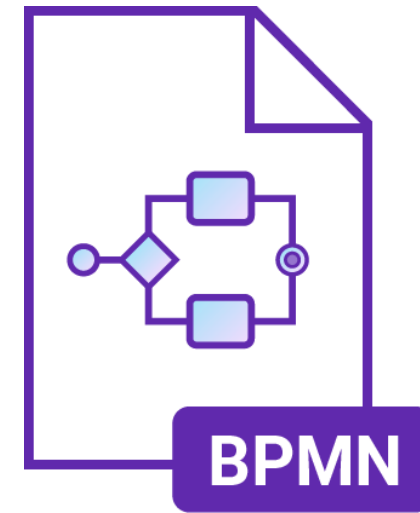
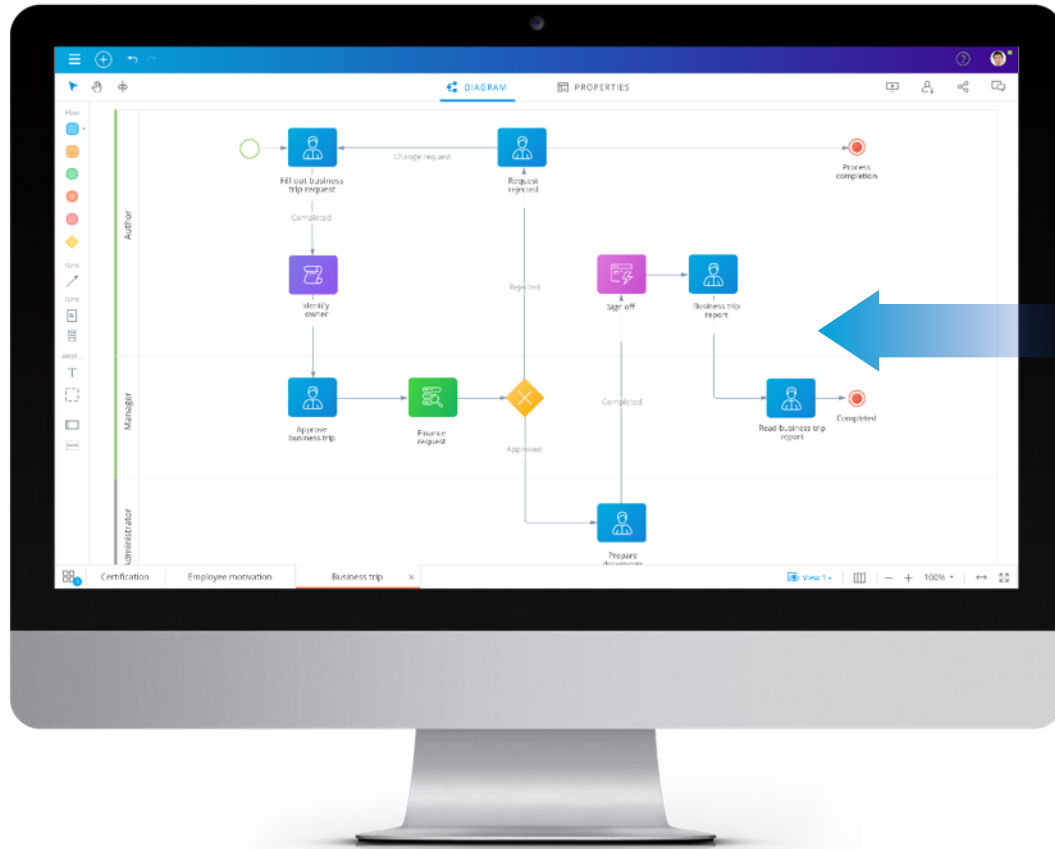
Sales processes

Service processes

**STUDIO**

Store and manage process diagrams in a convenient process library

STANDARDIZE PROCESS MANAGEMENT



STUDIO 

Export process diagrams to and import from other BPM systems thanks to *bpmn support

DESIGN PROCESSES **JOINTLY** WITH YOUR TEAM

All processes



Core processes

Customer success

Development

Development process

Marketing

Sales

Lead management process

Opportunity management

Management processes

Budgeting

Product pricing

Supportive processes

Accounting

Manage and process payroll taxes

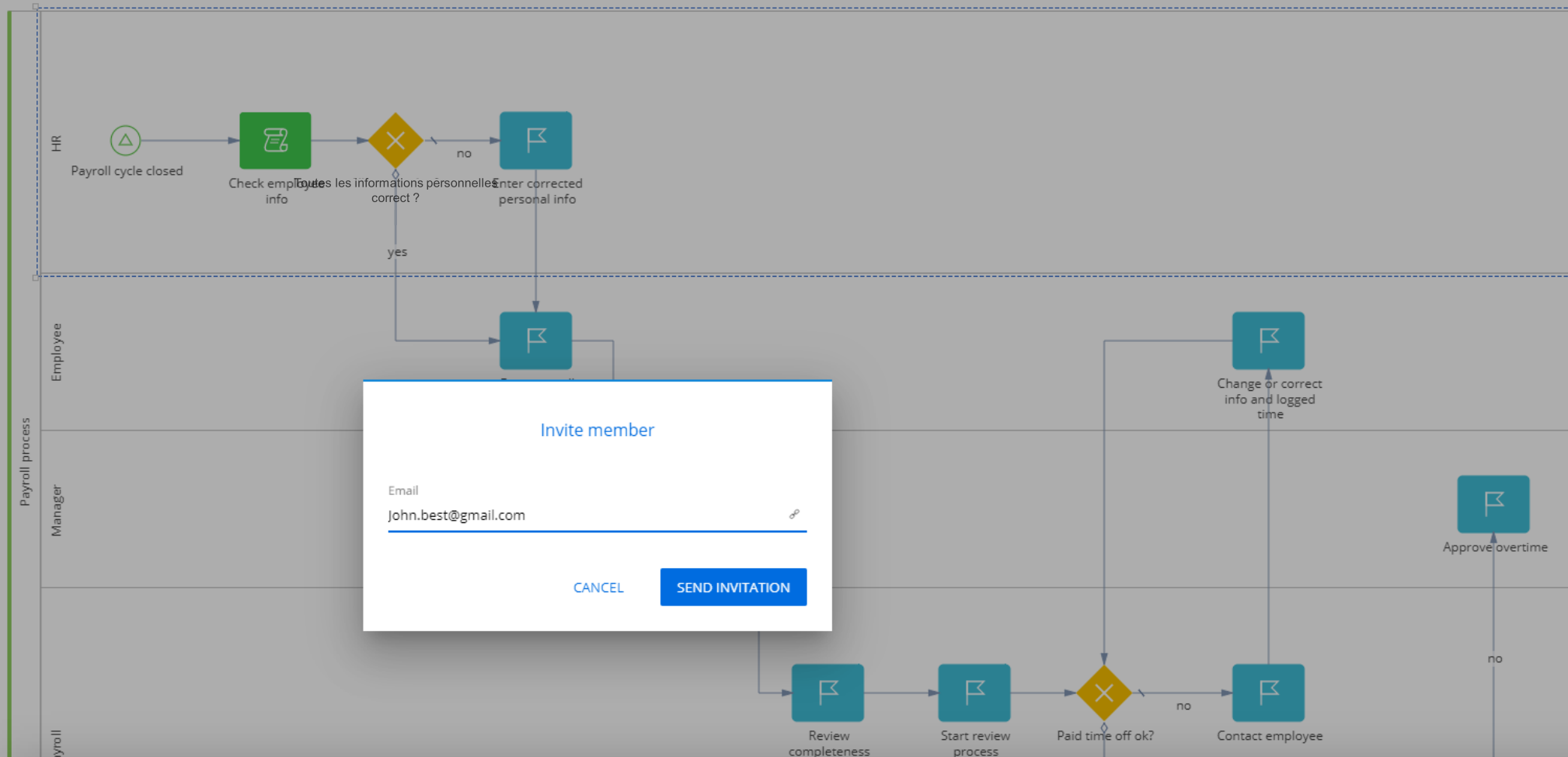
Payroll process

HR

IT management

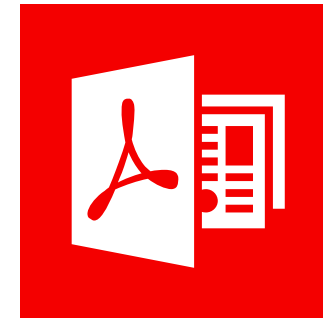
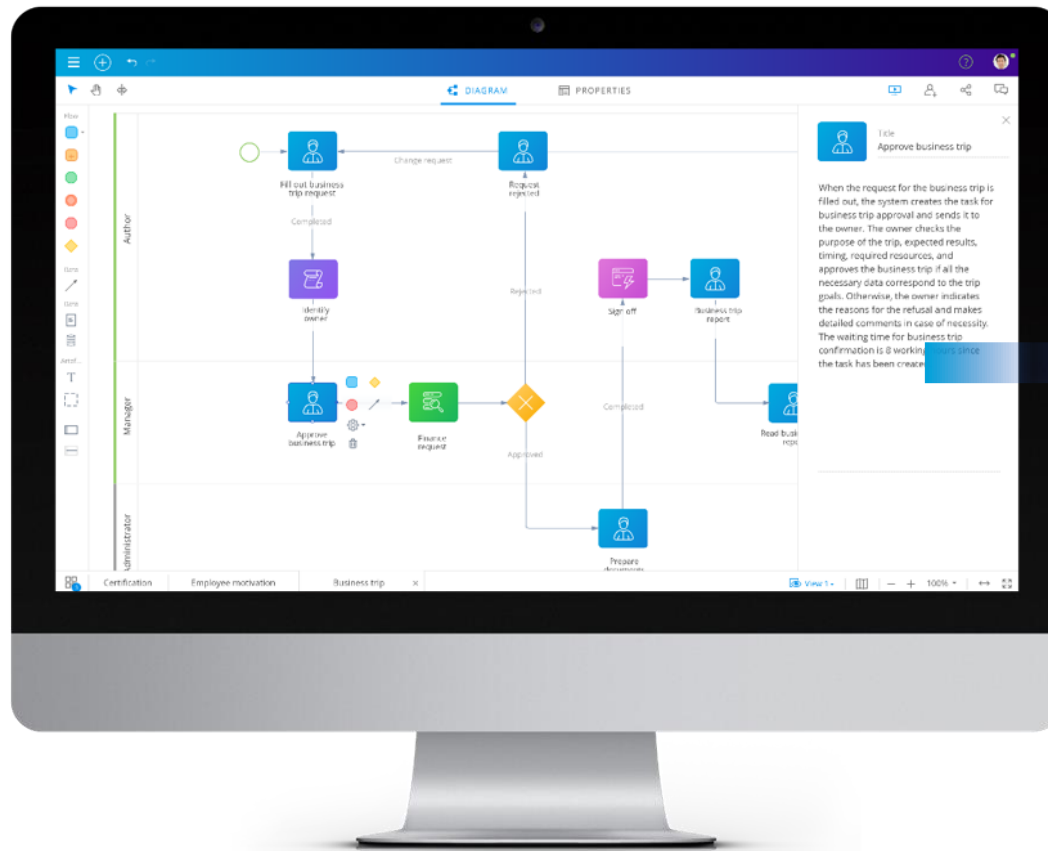
Manage products

Service-Requests-and-Incidents

**STUDIO**

Collaborate on process design with your team: involve colleagues to work on your process and edit processes together in real time

SIMPLIFY PROCESS DOCUMENTATION



STUDIO

Convert process descriptions in the app into PDF files to get comprehensive process documentation

**SHARE KNOWLEDGE AND EXPERIENCE
IN A PROFESSIONAL COMMUNITY
OF CITIZEN DEVELOPERS**



+ Add post

Notification email on task assignment

Creating invoice when confirming event participation

Appointing an owner when creating a new lead

Granting access to account data when changing the owner

Renewal opportunity

Partner sale

Live Feed

- Venkateswarlu Malli asked a new question
Stay in the Child Record while creating it fro...
3 hours ago
- manikanta commented on the question
placeholder in dropdown
5 hours ago
- Juan Carlos Del Castillo Chehaibar asked a new question
Numeric logic in bussines process not workin...
10 hours ago
- Scott Stevenson asked a new question
Use Script Task to Update Column on Read...
yesterday
- Danine Pontarelli asked a new question
bpm'online User Groups
yesterday

STUDIO

Leverage best practices and examples of the existing business processes and ask for advice on any process-related issues

STRATEGIC PILLARS

2019 - 2020

CREATING
THE MARKET
OF LOW-CODE BPM

1

DELIVERING
POWERFUL CRM
OFFERING

2

BUILDING
STRONG
ECOSYSTEM

3

GROWING
THE PARTNER
BUSINESS

4

BEING PASSIONATE
ABOUT CUSTOMER
SUCCESS

5

UNIQUE SYNERGY OF INTELLIGENT BPM PLATFORM AND UNIFIED CRM

Unified CRM

Single CRM platform to align and accelerate marketing, sales and service

MARKETING

SALES

SERVICE

BUSINESS APPS

BPM STUDIO

Low-code platform to automate processes across the entire business

Intelligent BPM platform

CORE DIFFERENTIATORS OF BPM'ONLINE CRM OFFERING

**Single
Platform**

**Low-code BPM
platform as a
foundation**

**Strong
ecosystem**

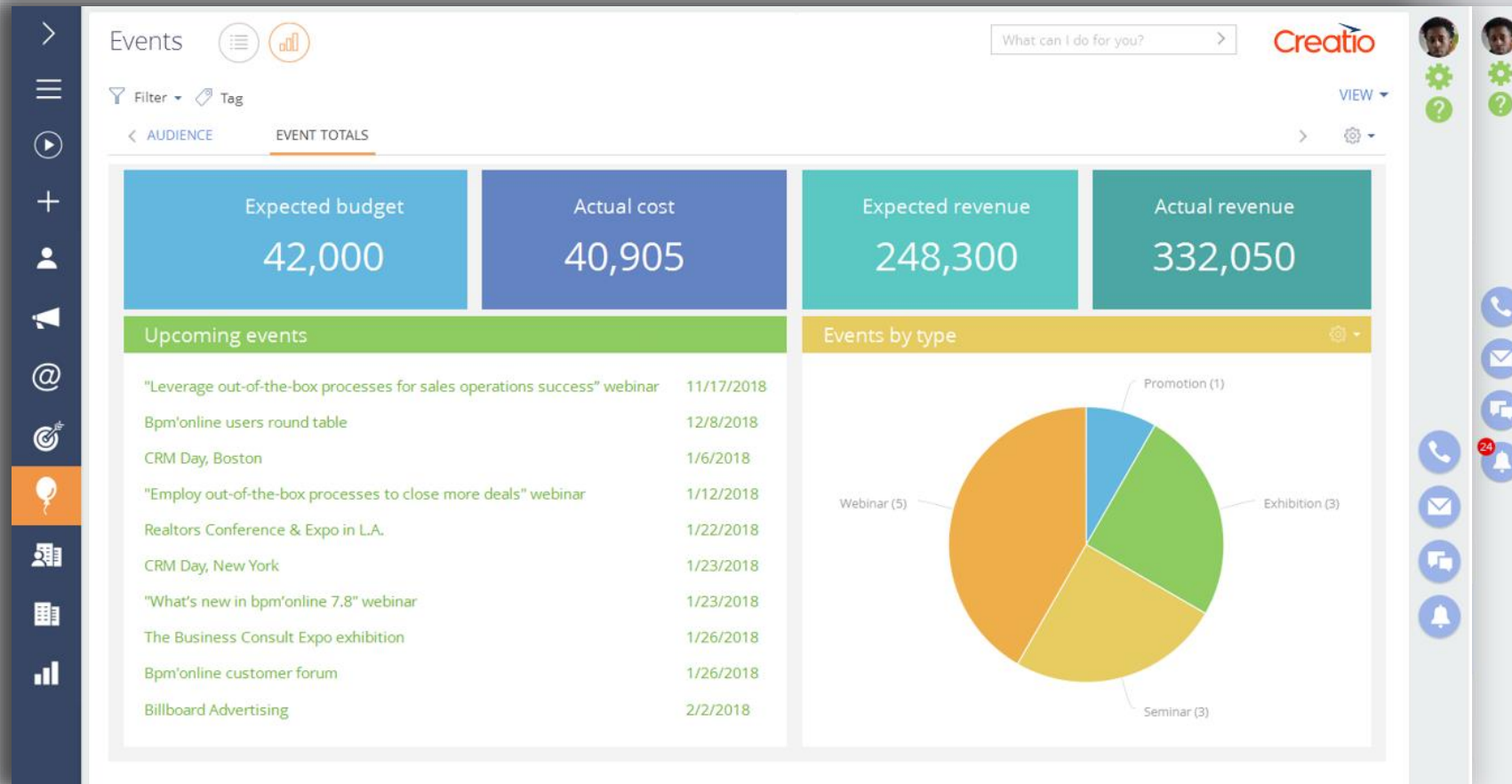
360° CUSTOMER VIEW

SEGMENTATION

OMNICHANNEL CAMPAIGNS

LEAD MANAGEMENT

LANDING PAGES MANAGEMENT



MARKETING

EMAIL MARKETING

EVENT MANAGEMENT

LEAD SCORING

MARKETING RESOURCE MANAGEMENT

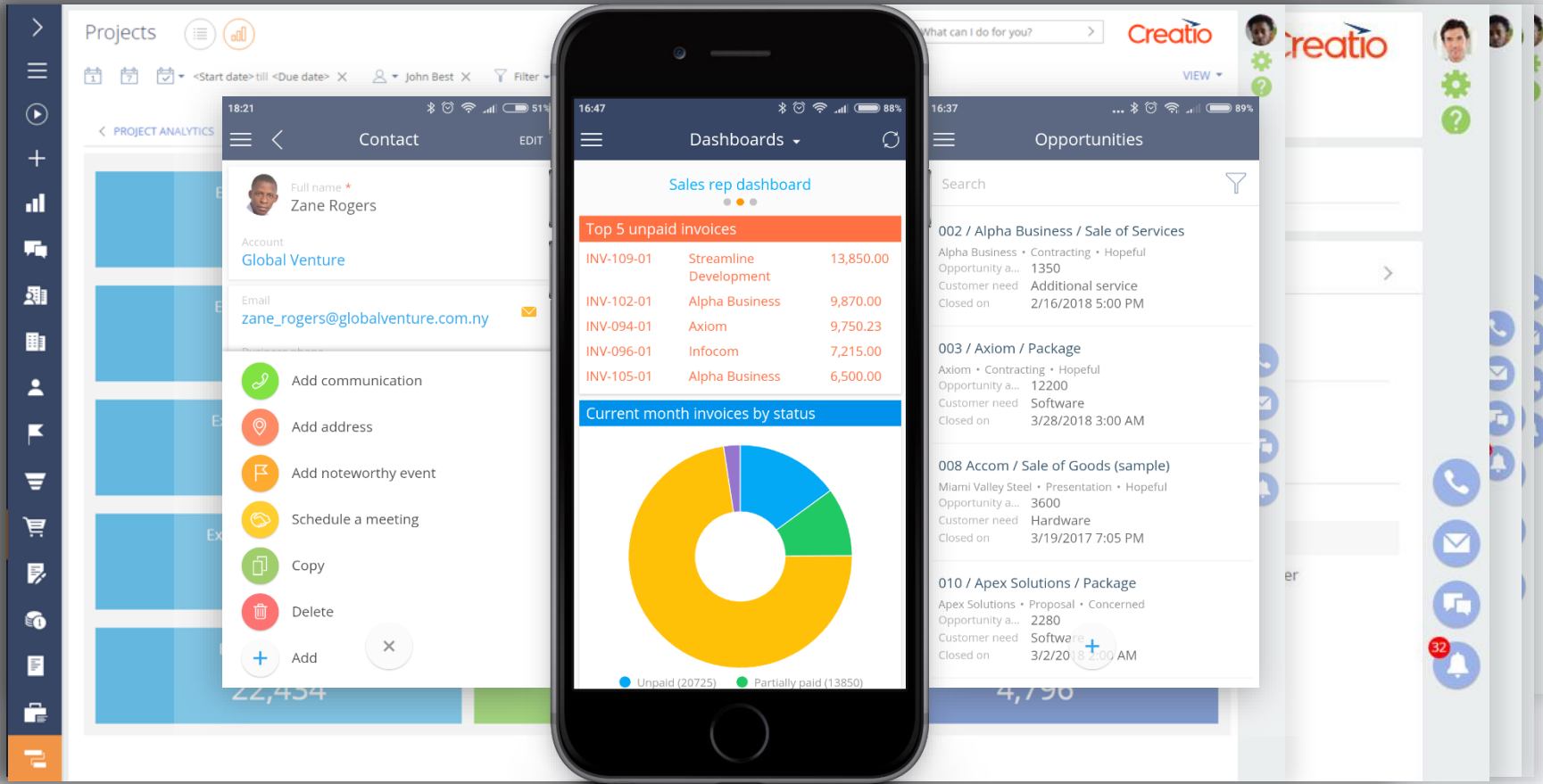
OPPORTUNITY
MANAGEMENT

ORDERS AND INVOICES
MANAGEMENT

CONTRACT
MANAGEMENT

SALES
FORECASTING

PRODUCTS
AND SERVICES



SALES

FIELD SALES

DOCUMENT FLOW AUTOMATION

TERRITORY MANAGEMENT

PROJECT
MANAGEMENT

MOBILE SALES

CASE
MANAGEMENT

SELF-SERVICE
PORTAL

KNOWLEDGE
MANAGEMENT

SERVICE
CATALOGUE

SERVICE LEVEL
MANAGEMENT

The screenshot displays the Creatio user interface. On the left is a vertical navigation menu with icons for home, search, and other functions. The main area is divided into two sections. The top section, titled 'Feed', shows a list of posts by John Best, including updates on a webinar, account solutions, customer support articles, and business opportunities. The bottom section shows a task list with items like 'Prepare specifications', 'Prepare quotation', and 'Specify contract terms', each with a status indicator and a due time. The Creatio logo is visible in the top right corner of the interface.

SERVICE

INCIDENT
MANAGEMENT

PROBLEM
MANAGEMENT

CHANGE
MANAGEMENT

RELEASE
MANAGEMENT

OMNICHANNEL
COMMUNICATIONS

STRATEGIC PILLARS

2019 - 2020

CREATING
THE MARKET
OF LOW-CODE BPM

1

DELIVERING
POWERFUL CRM
OFFERING

2

BUILDING
STRONG
ECOSYSTEM

3

GROWING
THE PARTNER
BUSINESS

4

BEING PASSIONATE
ABOUT CUSTOMER
SUCCESS

5

MARKETPLACE

ACADEMY

COMMUNITY

**GLOBAL
USER GROUPS**

CREATIO ECOSYSTEM

MARKETPLACE ECOSYSTEM GROWTH IN 2019

300

ready-to-use connectors, add-ons,
software solutions and templates

50%

of bpm'online customers use
marketplace apps and templates



Templates

Technology-agnostic templates of business processes for various business needs



Connectors

Pre-built connectors to integrate bpm'online with 3rd party applications and accelerate productivity



Add-ons

Ready-to-use apps to extend the functionality of bpm'online products



Software solutions

Out-of-the-box solutions that deliver task-specific or industry-specific features and capabilities

2019 INITIATIVES: MARKETPLACE CERTIFICATION



WHAT WE CERTIFY:

- app quality
- app support quality

GOAL

tools and processes for partners to provide the highest level of customer experience

WHO IS QUALIFIED:

- most popular or most promising apps AND
- developers ready to invest in their product strategy

PROCESS STAGES:

Developer request
submission

Request
approval

Application
quality
certification

Support
quality
certification

Ongoing
audit

MARKETPLACE

ACADEMY

COMMUNITY

**GLOBAL
USER GROUPS**

CREATIO ECOSYSTEM

NEW TRAINING APPROACH

E-LEARNING

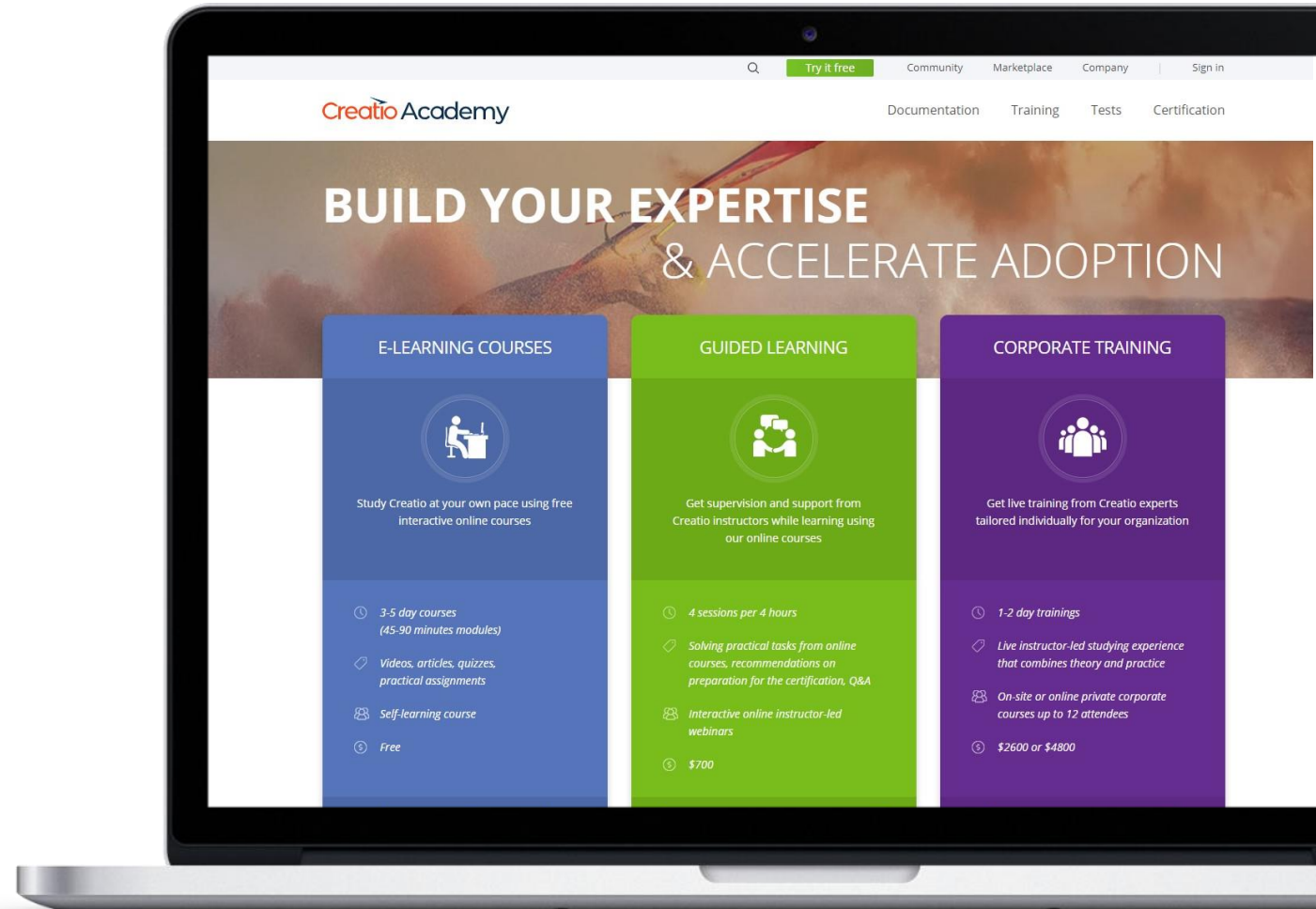
Study at your own pace

GUIDED LEARNING

Receive support while getting ready for bpm'online certification and trainings using our online courses

CORPORATE TRAINING

Get live training from bpm'online experts tailored specifically for your organization



MARKETPLACE

ACADEMY

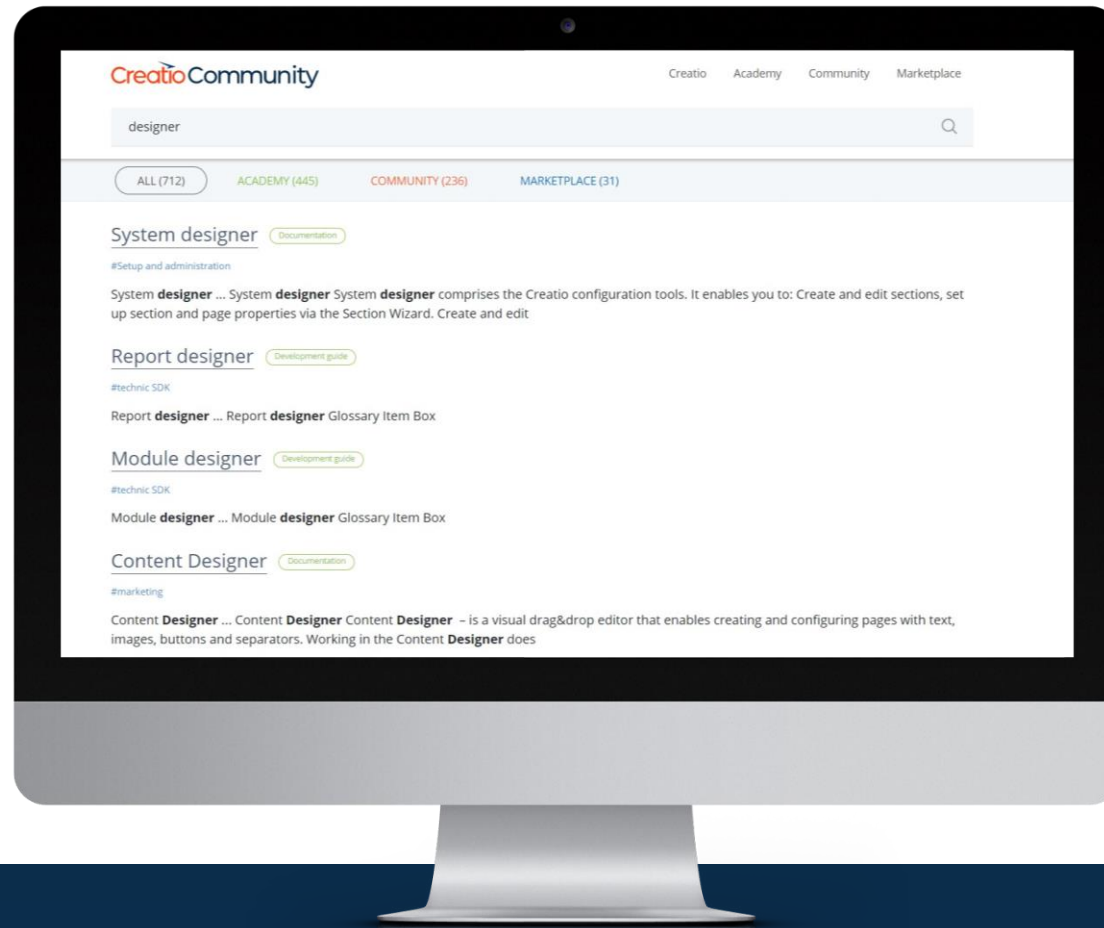
COMMUNITY

**GLOBAL
USER GROUPS**

CREATIO ECOSYSTEM

INNOVATIONS 2019

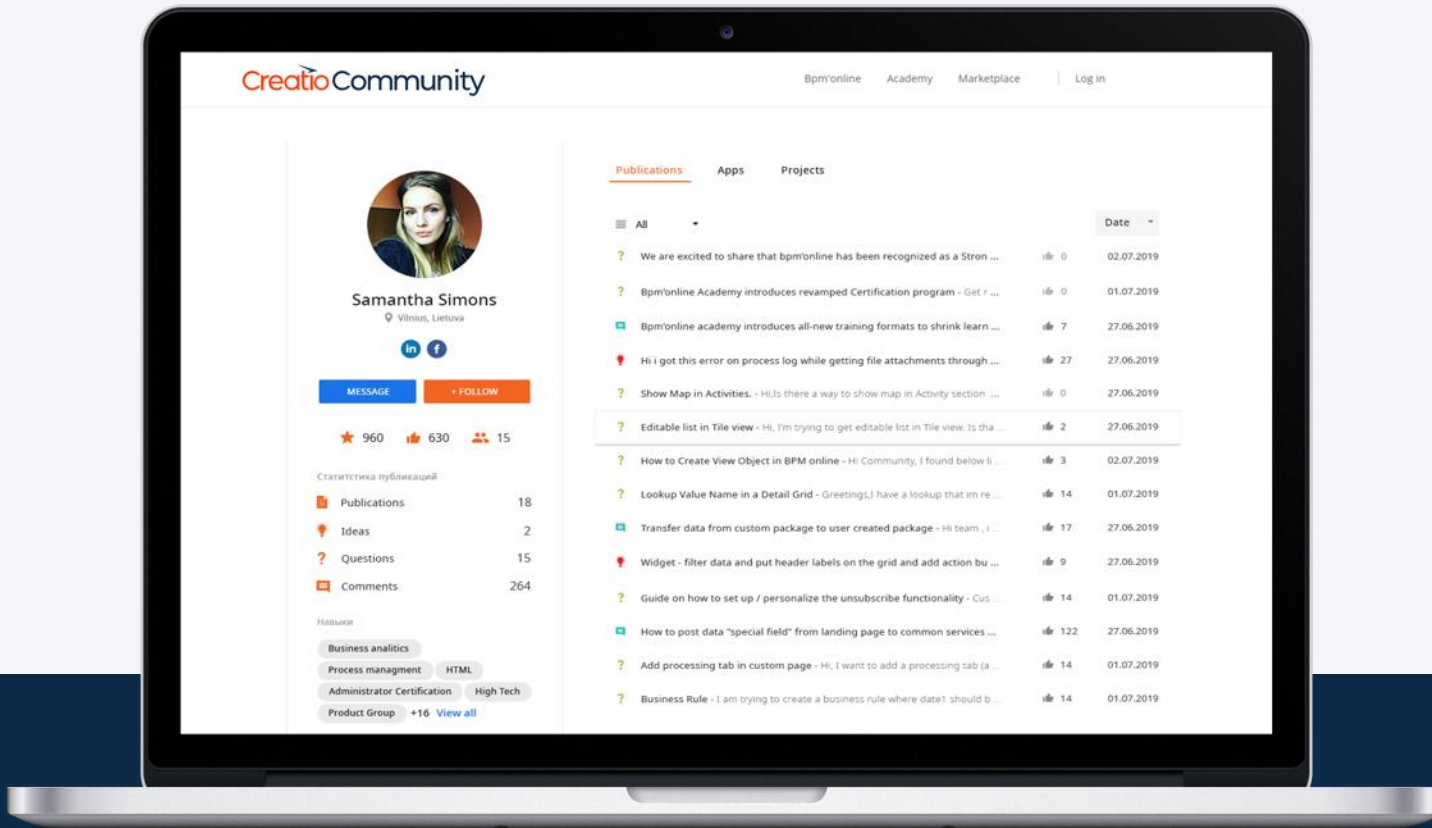
- Global search across Community, Academy and Marketplace
- New content: support Q&A & development examples



+50%

- Traffic growth (monthly community visitors)
- Active users growth

INNOVATIONS 2020



- Public community profiles
- User groups (online & offline)
- Product experts blog
- Community loyalty program

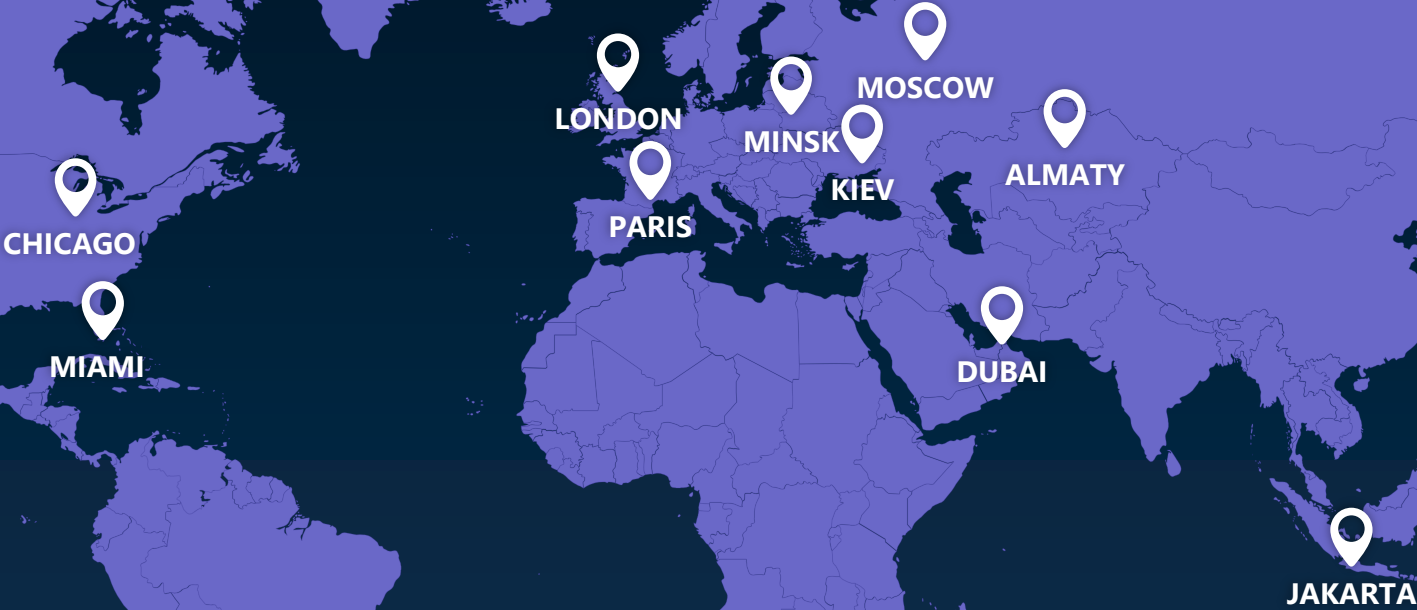
MARKETPLACE

ACADEMY

COMMUNITY

**GLOBAL
USER GROUPS**

CREATIO ECOSYSTEM



**GLOBAL
TOUR 2019**

STRATEGIC PILLARS

2019 - 2020

CREATING
THE MARKET
OF LOW-CODE BPM

1

DELIVERING
POWERFUL CRM
OFFERING

2

BUILDING
STRONG
ECOSYSTEM

3

GROWING
THE PARTNER
BUSINESS

4

BEING PASSIONATE
ABOUT CUSTOMER
SUCCESS

5

Creatio
formerly bpm'online

99 COUNTRIES

**PARTNER
NETWORK**

ACCELERATE

cogentdigital

amberleaf

Evoqia

Velvetech
Technology Potential Realized

Road2Results.
THE COMMERCIAL TRANSFORMATION PEOPLE

QTECX
SOLUTIONS

BPM Group Asia
BRINGING YOU NEXT GEN CRM & BPM SOLUTIONS

Technology
Advisors

comminus
THE POWER OF THE MANY JOINED TOGETHER

AgilizTech

Serex
Sales Automation Services

STALWART MC

agovo

webrixs
PASSION FOR CRM

PenToSoft

CRM INTERNATIONAL

KewlConsultingInc

600

PARTNER NETWORK
GROWTH

PARTNERS

Flexidata

CRITICAL
SOFTWARE

Transform
systems

PRAXI

TS

CISEL
virtuos

autus
consulting

chessit

CallidusCloud

GreaterMinds™
— Delivering Vision Through Innovation —

techimplement
be there for your customer

softline® 20+
Cloud Software Hardware Services Years in IT

isystemasia
Customer Strategy Excellence Center

bglobal
CRM & DEVELOPMENT

power

smartminds
strategic technology partner

Aviterra

M MARTIN
AND ASSOCIATES
Technology Simplified. Solved. Supported.

ALTA VI

MEZZOZ

XENATUS GLOBAL
CONCEIVE > HARNESS > EXECUTE

DalouS.

Axentria
Consulting Group

ARGON
SOLUTIONS

psioG
DIGITAL

JSW ASSET

WARRENINSTALL

PARTNER

NETWORK GROWTH

INTEGRATOR

260

CONSULTANT

340

Creatio becomes

a 5-STAR PARTNER

PROGRAM AWARD WINNER

for the third year in a row



STRATEGIC PILLARS

2019 - 2020

CREATING
THE MARKET
OF LOW-CODE BPM

1

DELIVERING
POWERFUL CRM
OFFERING

2

BUILDING
STRONG
ECOSYSTEM

3

GROWING
THE PARTNER
BUSINESS

4

BEING PASSIONATE
ABOUT CUSTOMER
SUCCESS

5

CUSTOMER VOICE

10 000

requests per month



CUSTOMER VOICE



CONTINUOUS INTEGRATION

New update package every

3 weeks!

**Vendor support
for implementation partners**

Technical Support 24/7

CUSTOMER SUCCESS

**Proven Project
Methodology**

**Dedicated customer
success manager**

**Customer voice
in a product backlog**

**Regular health check
of adoption metrics**

DUBAI
ACCELERATE 

Premier event for business and tech leaders

THANK YOU!

Mike Hryshenko

Regional Sales Director

Creatio

Nick Kovalski

Partner Account Manager

Creatio