Aurea Process for Multi-Channel Business Process Management

Aurea Process provides the business process management building blocks you need to model and measure multi-channel customer journeys. Today's customer interactions span multiple channels — from web and mobile, to call centers and storefronts. These same customers interact with multiple layers of complex applications to have a seamless experience. Aurea Process ensures that your business process automation can adapt to and keep pace your evolving infrastructure.

AUREA PROCESS FEATURES:

- Design, model, and deploy for every channel

- Integrate human-centric and system workflows

- Drive continuous improvement with optimized process performance

Building blocks for the best in customer experience

With today's dynamic and multi-channel application environments, Aurea Process provides the flexibility you need to create, manage, and optimize system processes and people-powered workflows in one tool.
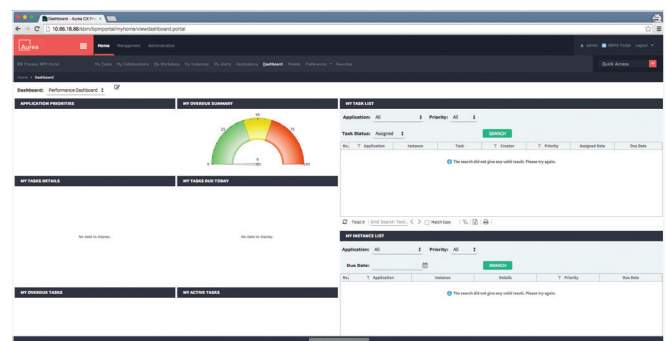
KEY BENEFITS:

Model and deploy for every channel: Aurea Process lets you model the experiences you want your customers to have, and then easily roll them out across web, mobile, and physical/ kiosk touch points.

Streamline business rules management: Aurea Process incorporates business rule management capabilities so you can define, deploy, monitor, and maintain operational policies and rules separately from your application code.

Combine human and system workflows: Aurea Process integrates human-centric and system workflows, so you can design and deploy end-to-end processes.

Understand business impact: Unlike traditional BPM tools which monitor process execution only, Aurea Process lets you monitor both the processes you run, and their business impact so you can better run your business.

Drive continuous improvement: Aurea Process helps you optimize and analyze your customer interactions — and the business processes that drive them. With detailed data, you'll be able to improve and evolve business processes to meet customer and business needs.
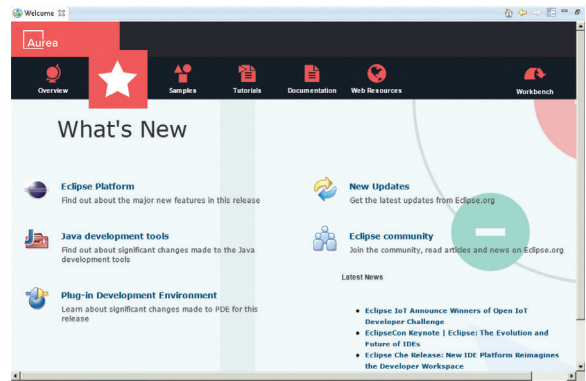
Aurea

The New C-Suite: Aurea Integration Solutions

At Aurea, we understand that your infrastructure shouldn't operate in silos. That's why Aurea Process is now part of Aurea Integration Solutions. Aurea Integration Solutions includes our three infrastructure solutions — Aurea Monitor, Aurea Messenger and Aurea Process — which deliver end-to-end capabilities for workflow design, orchestration, execution, and monitoring.

The combined power of Aurea Integration Solutions:

- Provides robust API management capabilities with Aurea Messenger
- Integrates with our Aurea Messenger ESB to integrate complex applications
- Provides system visibility and proactive monitoring with Aurea Monitor
- Reduces design-build-deploy-optimize time

Compare Aurea Process to:
Appian ▪ IBM Business Process Manager

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