

Bright IDEAS: Business Process Infrastructures



Business process management (BPM) is considered by some to be a philosophy. BPM is actually a method of efficiently aligning an organization with the wants and needs of customers. It is a [holistic management approach](#) that promotes business effectiveness and efficiency while striving for innovation, flexibility and integration with technology. As organizations strive to attain their objectives, true BPM attempts to continuously improve processes - the process to define, measure and improve your processes – [a 'process optimization' process](#).

Thought leading organizations have realized that BPM can be extended to integrate human-driven processes in which [human interaction](#) takes place *with* the automated processes. A common example is where individual steps in the business process that require human intuition or judgment are assigned to the appropriate members in the workflow system.

A more advanced structure such as **Human Interaction Management (HIM)** is represented in the complex interaction between many people and systems, in structured, ad-hoc, and sometimes completely dynamic ways. HIM extends BPM to include support for "human-driven" processes focused on human creativity and collaboration that deals with tasks and those aspects of work visible from inside - information, interaction and innovation.

Aligning processes to the customer means that customer-facing staff are best suited to understand customer needs and are empowered to make improvements. Many of these improvements can be done without the use of new technology. At Workflow Dynamics, we've been focused on human interactions and process optimization for over 10 years! To learn more, [contact us](#) today.

Source: Wikipedia

Memorable Quote:

"Today's greatest business challenge is to offer total experiences that delight your customers, experiences that exceed their expectations. It's no longer viable to offer commodities, or just the best products or services."

*Peter Fingar
co-author of "Business Process Management - The Third Wave"*