MIAMI

ACCELERATE

Premier event for business and tech leaders

WHAT'S NEW SESSION

BPM'ONLINE ECOSYSTEM: UPDATES FOR MARKETPLACE, ACADEMY AND COMMUNITY

ERIK HALE

Enterprise Account Executive,
bpm'online

VITALIY GDULYA

Chief Product Officer,
bpm'online

bpm'online

MARKETPLACE ECOSYSTEM

ACCELERATE

MARKETPLACE ECOSYSTEM GROWTH IN 2018

300

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

50%

of bpm'online customers use marketplace apps and templates

MARKETPLACE APPS CONTRIBUTORS

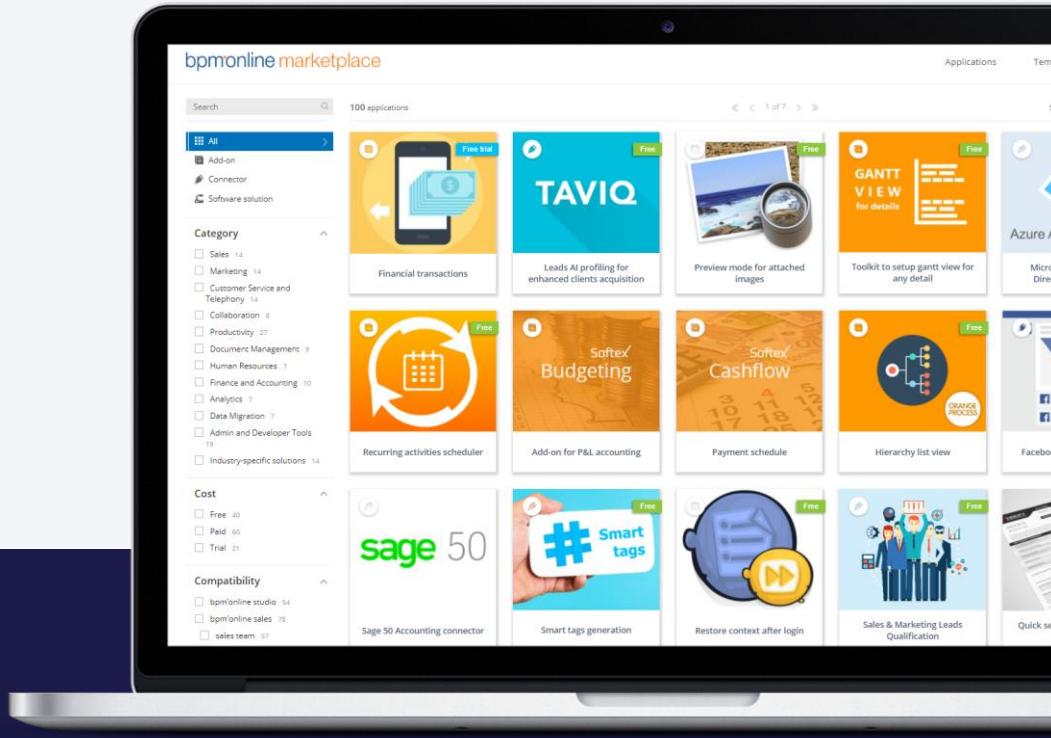
100+

DEVELOPERS

ACCELERATE

APPLICATIONS

Off-the-shelf bpm'online-based solutions that extend the product functionality and create added value for users



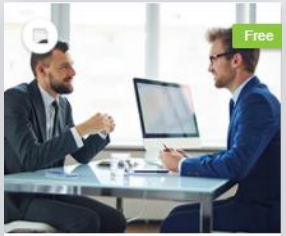
ACCELERATE

TYPES OF APPLICATIONS ON MARKETPLACE

Add-ons

Extend the functionality of the core bpm'online products and/or vertical bpm'online-based solutions and create added value for users

Data protection tools: anonymization and data access



Recruitment

Excel reports builder

Element for split tests in campaign designer

Kanban view for bpm'online sections

Gantt chart view for bpm'online sections

TYPES OF APPLICATIONS ON MARKETPLACE

Connectors

Serve to integrate bpm'online-based products with external services and third-party applications.

SMS messages from bpm'online pages

PDF Editor, Form Builder and eSignature

Slack messenger connector

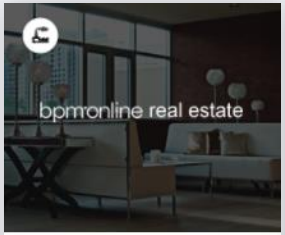
AdobeSign Connector

JIRA Connector

Quickbooks Connector

SOFTWARE SOLUTIONS

Stand-alone solutions, including bpm'online platform, delivering industry-specific applications that meet the needs of the specific markets



Real estate agencies

Cargo logistics for conveyor

Law firms

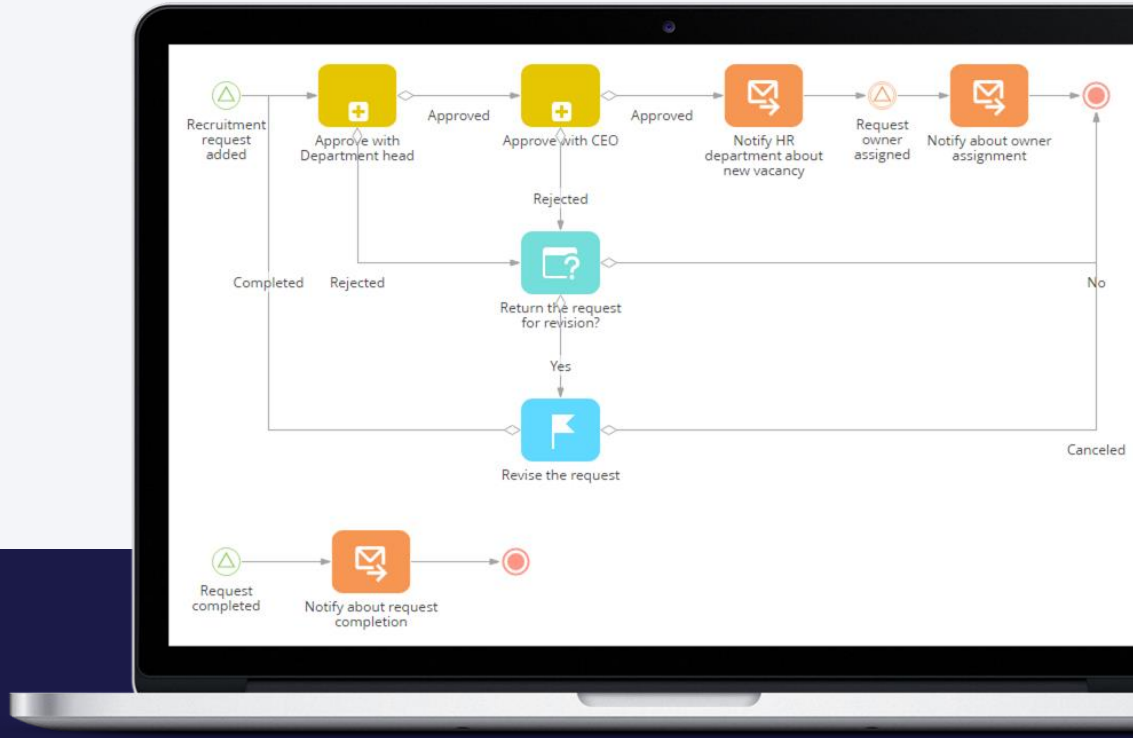
Pharmaceutial companies

Travel agencies

Loyalty program automation

TEMPLATES

Process templates, analytical reports and dashboards samples



ACCELERATE

MOST INNOVATIVE RECENT APPS: BEESENDER

BEESENDER
OPERATOR

Messaging platform for contact centers

BEESENDER
BOT MASTER

Bpm'online-based chatbots designer

BEESENDER
CONNECT

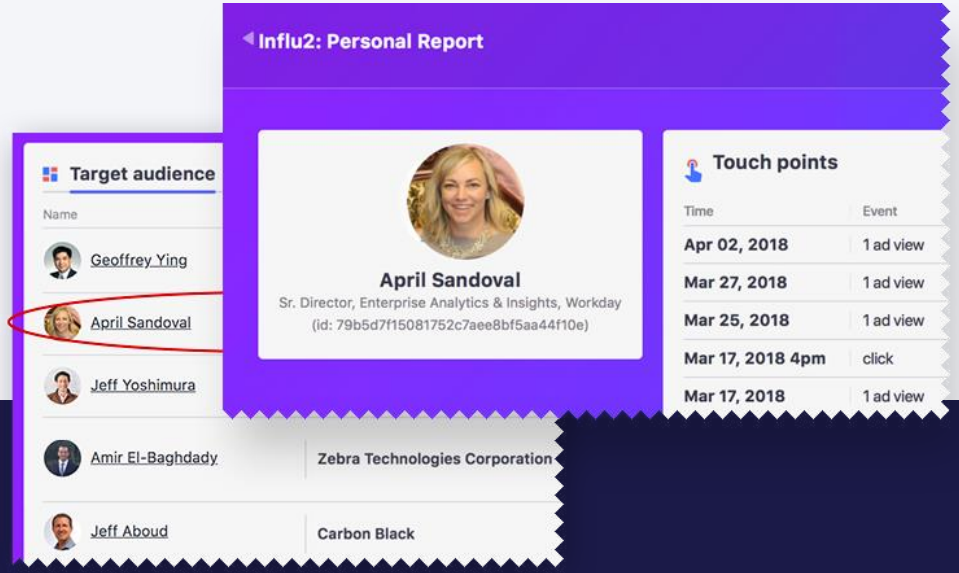
SMS & Viber messaging connector

MOST INNOVATIVE RECENT APPS: INFLU2

Engage with B2B prospects via person-based advertising campaigns

Key features:

- Demand generation
- Brand awareness
- Content marketing
- Sealing deals
- Customer success



MOST INNOVATIVE RECENT APPS: YOUSCAN

YouScan – social media listening platform powered by image recognition technology

Key features:

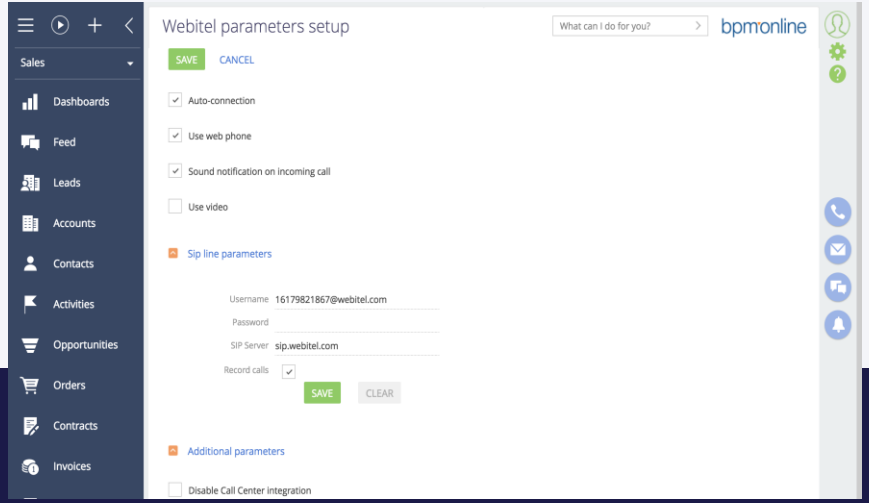
- All important media covered, worldwide
- AI charged trends detection
- Sentiment and spam filtering
- ML powered analytics
- Smart alerts

MOST INNOVATIVE RECENT APPS: WEBITEL

WEBITEL – is a scalable, distributed, cloud-based VoIP telephony platform

Key features:

- Identify a contact and account by a phone number
- Hold and transfer calls
- Keep track of call analytics
- History of clients' calls
- Record and listen to prior calls in the bpm'online system

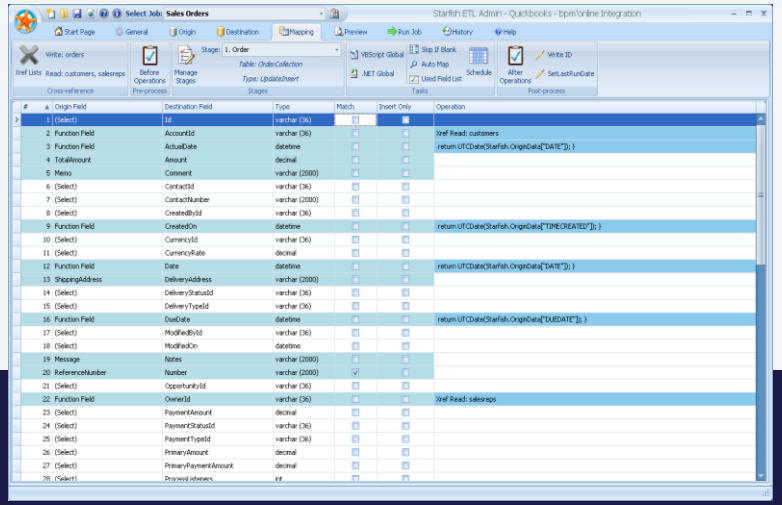


MOST INNOVATIVE RECENT APPS: STARFISH ETL

STARFISH ETL - CRM data migration tool

Key features:

- Migrate data with prebuilt maps
- Support for REST
- Customizable
- Manage data across systems by tracking changes and updates, automating tasks, and logging data for easy review



2019 INITIATIVES: MARKETPLACE APPS CERTIFICATION

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

WHO IS QUALIFIED: developers of the most popular or most promising apps who are ready to invest in their product strategy with their bpm'online marketplace apps.

WHAT IS CERTIFIED:

- application quality
- customer support quality

BENEFITS FOR CERTIFIED APPS

- "certified & recommended" badge
- active expert sales
- product quality review and improvement recommendations

PROCESS STAGES:

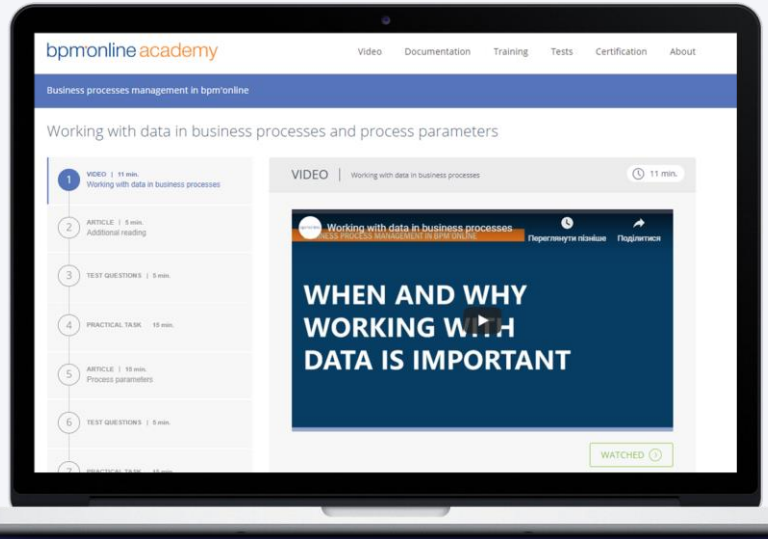
bpm'online

ACADEMY:

SINGLE HUB FOR BPM'ONLINE KNOWLEDGE

ACCELERATE

ACADEMY STRUCTURE

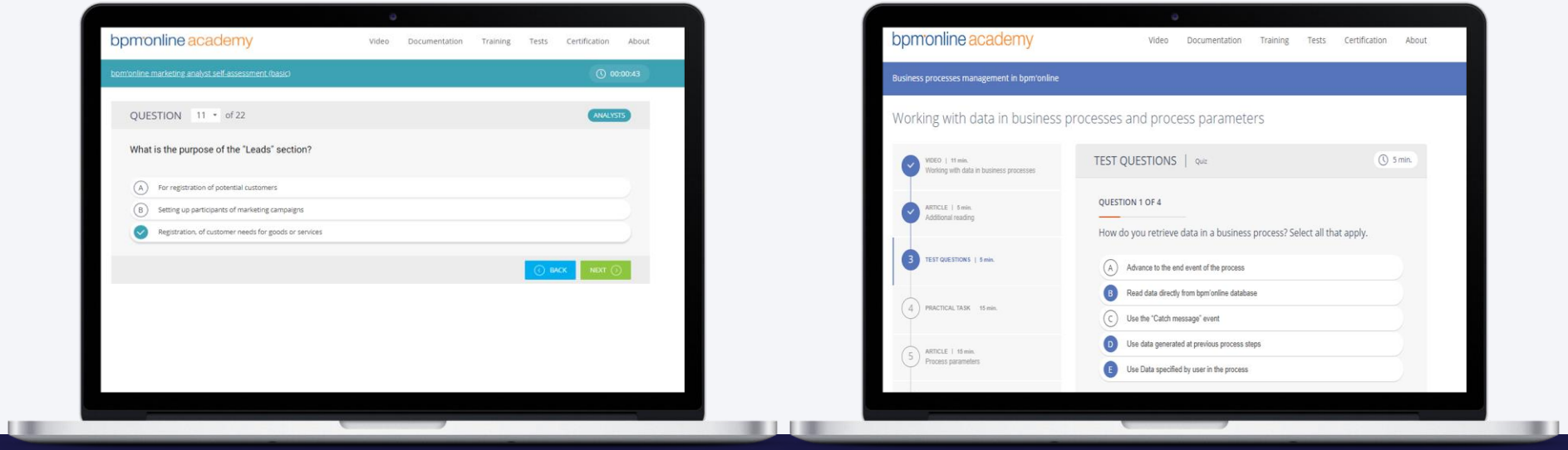


DOCUMENTATION

TRAINING

ACCELERATE

ACADEMY STRUCTURE



CERTIFICATION AND TESTS

NEW TRAINING APPROACH

E-LEARNING

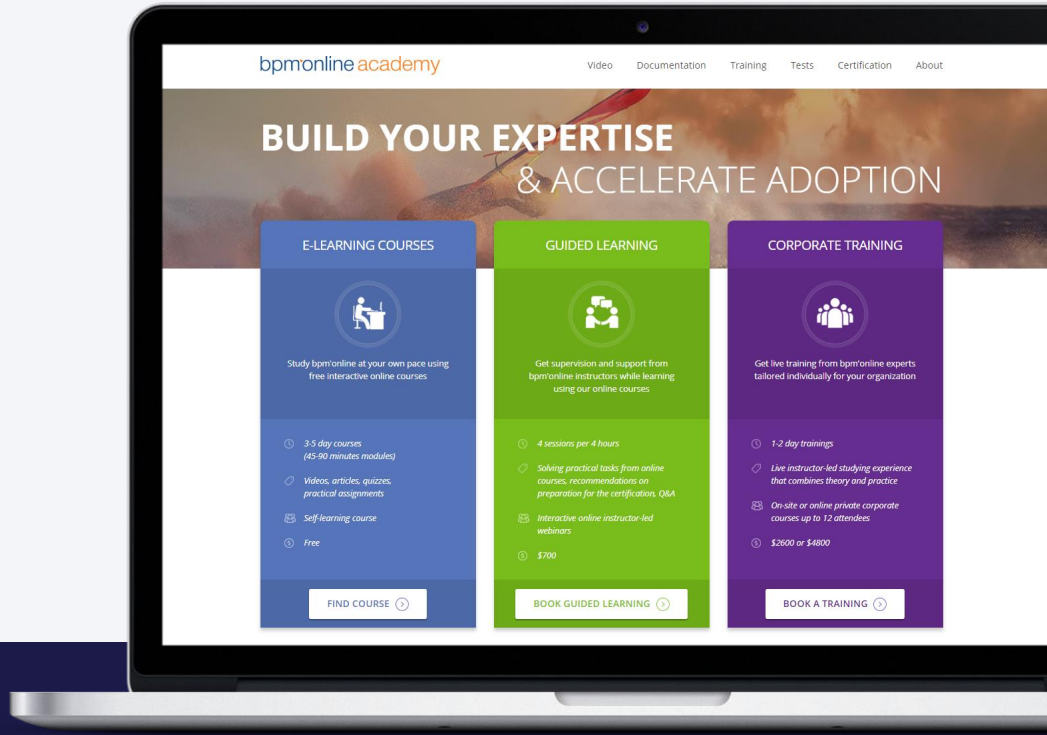
Study at your own pace

GUIDED LEARNING

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

CORPORATE TRAINING

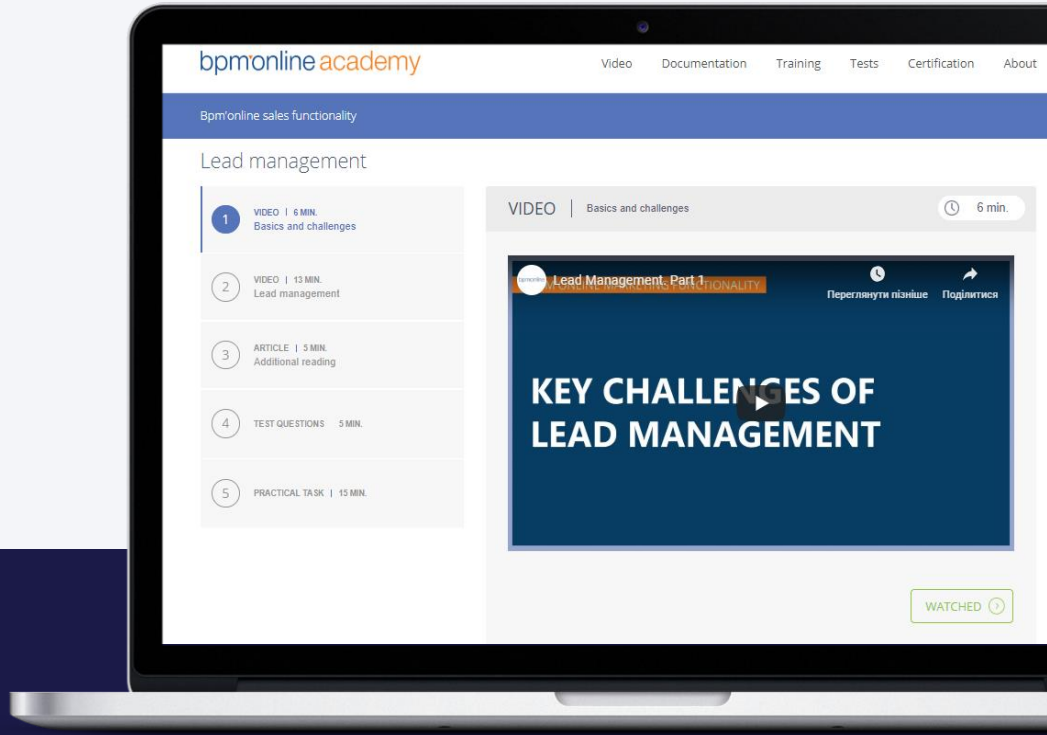
Get live training from bpm'online experts tailored specifically for your organization



E-LEARNING

Study independently at your own convenient pace:

- Free
- Available 24/7
- Interactive content (videos; articles; tests; practice)
- Focus on use-cases



7 interactive courses
8-15 modules each

ACCELERATE

GUIDED LEARNING LAUNCH

Receive support from a trainer while preparing for bpm'online certification and training with our online courses:

- Solving practical tasks from e-learning courses
- Recommendations on preparation for the certification
- Q&A

ROLE	SESSION 1	SESSION 2	SESSION 3	SESSION 4
USER Start 04/01	Platform	Marketing	Sales	Service
ANALYST START 02/25	Administration	Customization tools	DCM	Processes
DEVELOPER START 03/20	Development basics	Development basics	Development advanced	Integrations

16 hours (4 sessions)

ACCELERATE

CORPORATE TRAINING

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

- Most efficient learning format
- Online or on-site (customer/partner or our venue)
- Standard (per price list) or custom (per request) program

1 day/ 2 days

ACCELERATE

RECOMMENDED FORMAT

E-LEARNING + **GUIDED LEARNING**

theory and individual work

Q&A + discussion of practical cases with trainers

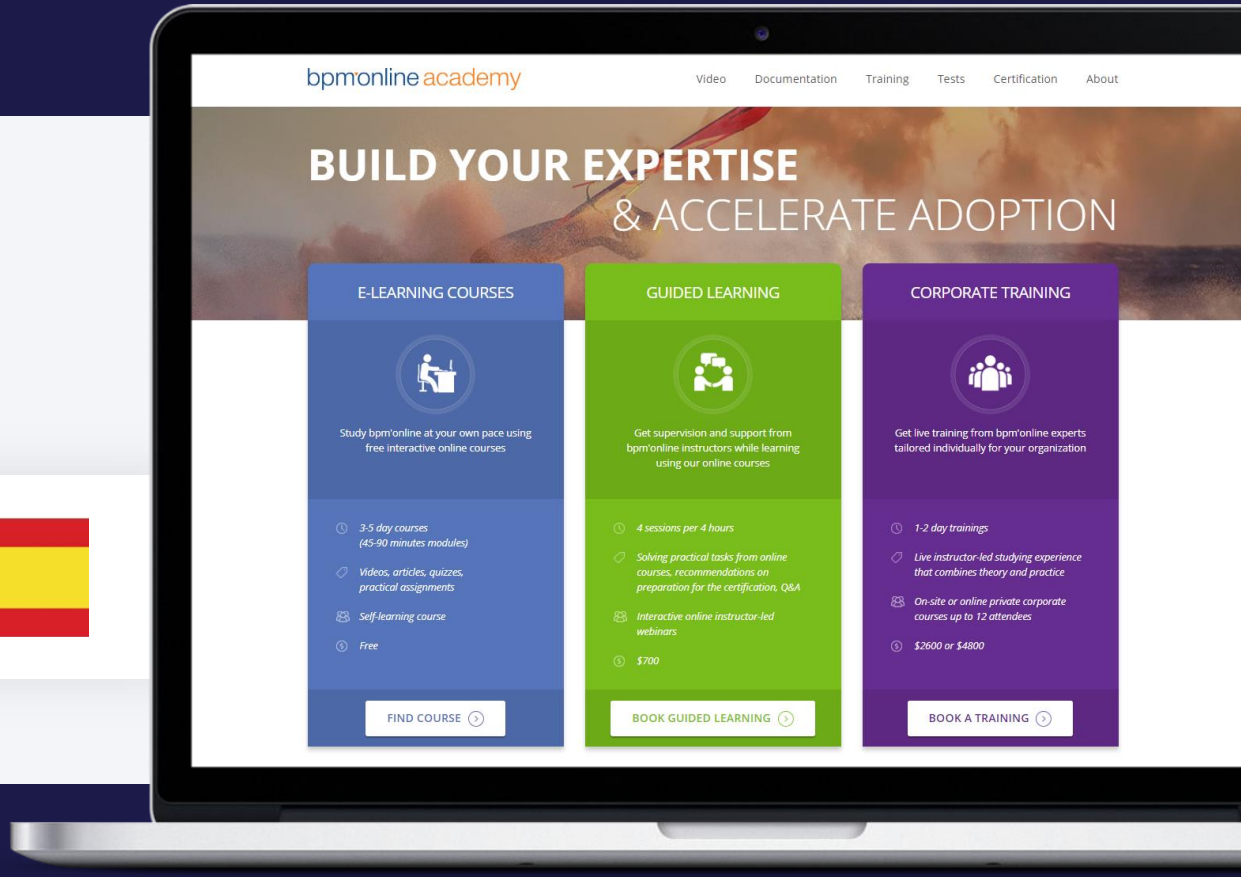
or **CORPORATE TRAINING**

theory, practice, live communication with trainer, team work

bpm'online

SPANISH TRAININGS ON BPM'ONLINE ACADEMY

bglobal CRM & DEVELOPMENT



ACCELERATE

NEW CERTIFICATION

FORMAT:

- Remote (4-8 hr.):
  - Practical assignment
- Face-to-face (1.5 hr.):
  - Presentation of the practical assignment
  - Tests
  - Interview

BPM'ONLINE ANALYST:

- Business analysis
- Technical skills
- Product use cases
- Product customization tools

BPM'ONLINE DEVELOPER:

- Technical skills
- Product customization tools
- Development in bpm'online
- Ability to develop capabilities for a complex use-case

2019 ROADMAP

E-LEARNING

New and updated courses each month, follow our news

SDK

Revamped documentation for developers

DOCUMENTATION

Massive documentation updates based on customer voice

bpm'online

COMMUNITY:

HOME FOR CITIZEN DEVELOPERS BY BPM'ONLINE

ACCELERATE

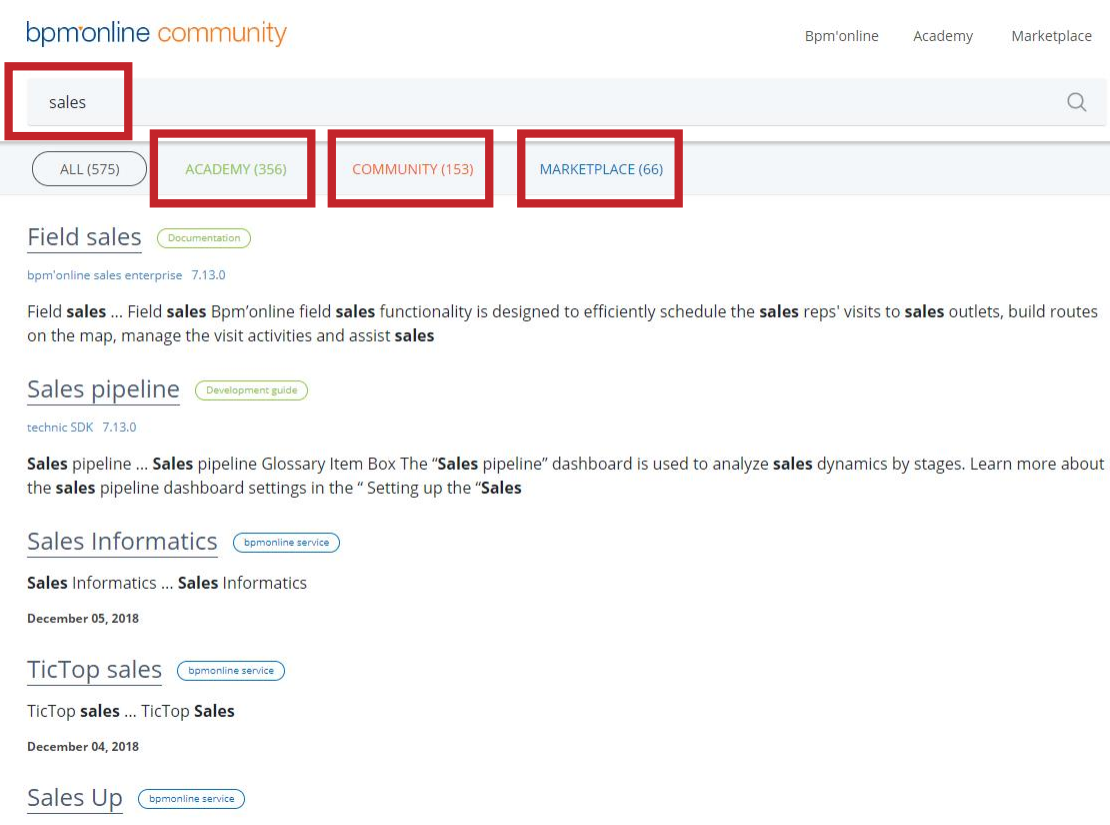
COMMUNITY GROWTH

+50%

2019 vs 2018

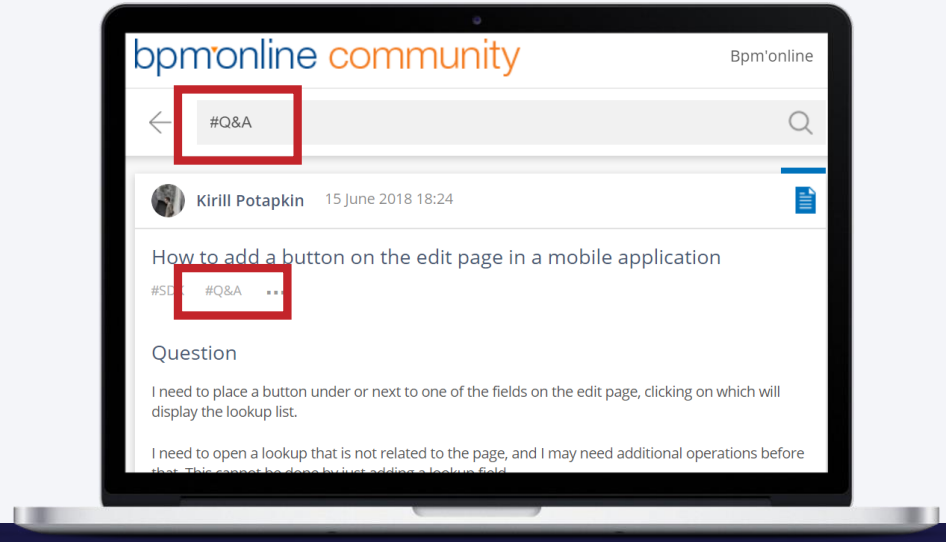
- 28,000 monthly visitors
- 300 monthly publications
- 200 monthly active users

SEARCH ACROSS ALL RESOURCES: COMMUNITY, ACADEMY & MARKETPLACE



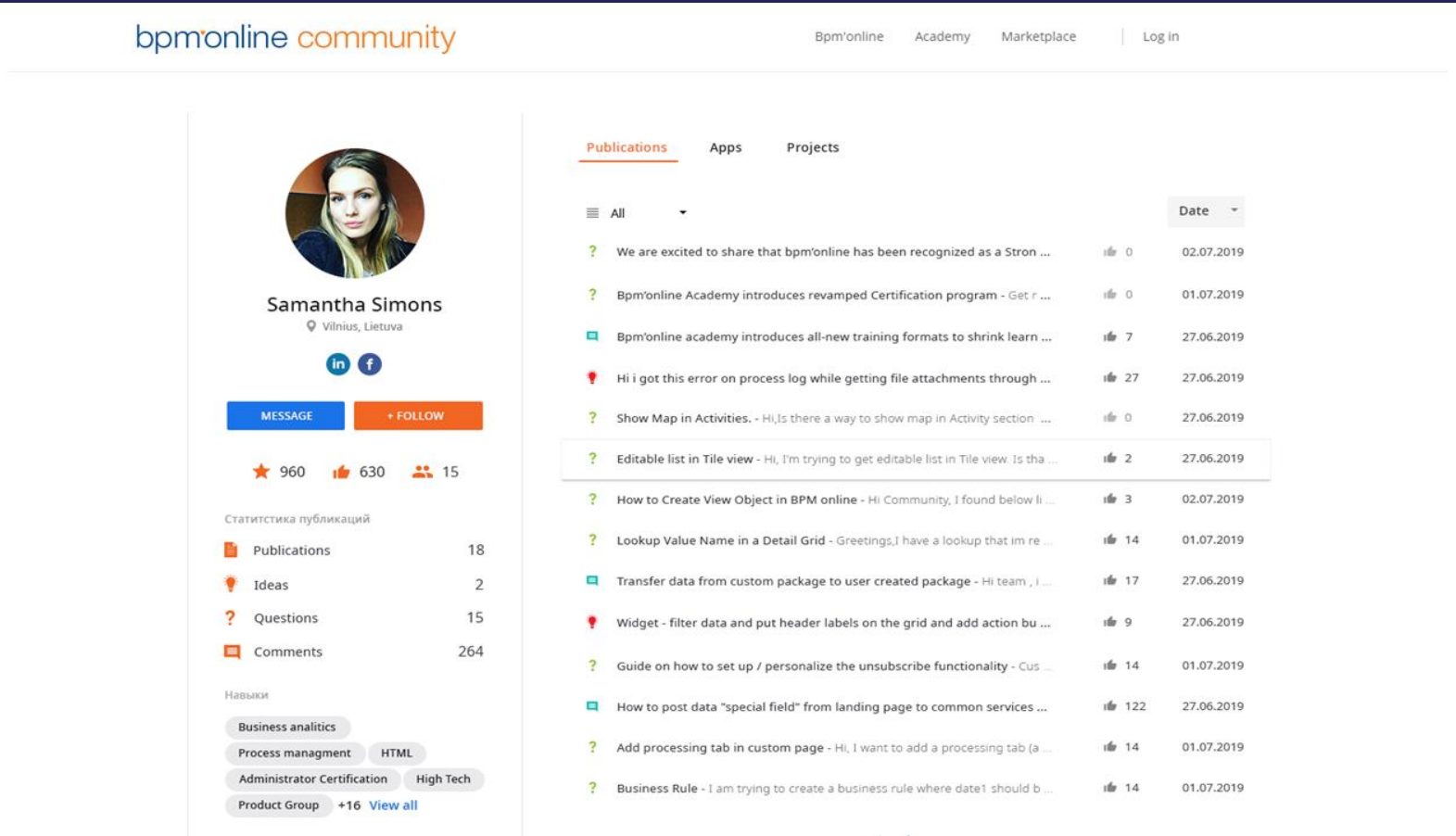
NEW CONTENT ON COMMUNITY

Solutions to frequent tasks are published under the tag #sdk



FAQ are published under the tag #Q&A

2019 INITIATIVES: COMMUNITY MEMBER PROFILES



2019 INITIATIVES

Online & offline user groups (more ways for bpm'online experts to collaborate)

1

Experts blogs (more insights on the community from bpm'online experts)

2

Loyalty program (more engagement to bring community experts together and feel them belong)

3

MIAMI

ACCELERATE

Premier event for business and tech leaders

THANK YOU!

ERIK HALE

Enterprise Account Executive,
bpm'online

VITALIY GDULYA

Chief Product Officer,
bpm'online