

Creatio



bizagi

INTEGRITY  
VISION



**CAMUNDA**

vs

**Competitors**

IBM



Comparative analysis of platforms



During the global COVID-19 pandemic, business needs in **process automation and digital transformation** have increased.

In response to this increased demand, the area of **low-code and no-code platforms** has evolved to help enterprises streamline workflows and accelerate automation.

## The popular trend was reinforced by the forecasts of research authorities:

**Gartner** analysts predicted that by 2025 worldwide organizations will develop **70%** of new applications using **low-code or no-code technologies**.

According to **the IDC** (International Data Corporation), over **40%** of companies in APAC (except Japan) will rely on **low-code platforms and tools** to build smart custom applications, while **reducing deployment efforts** by **33%**.

**Gartner** also said that **cloud-native platforms** will be the main place for deploying over **95%** of new digital workloads by 2025.

More than **85%** of organizations will **embrace the cloud-first principle**, as well as execute their strategies via cloud-native technologies and architectures.

# INTRODUCTORY

German-founded organization **Camunda** and its main product **Camunda Platform** takes the best from both worlds of **cloud and low-code**.

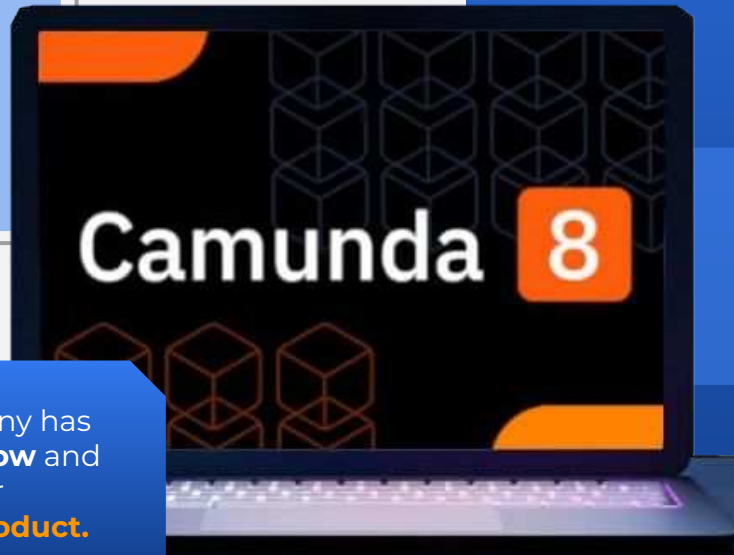
Sure, **the 8th version of the platform** functionally took a little step closer to the **low-code solutions**, making it easier to model processes for people without development skills.

However, since 2019 the company has defined its solution as **a workflow and decision automation product or microservice orchestration product**.

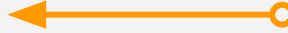
**Camunda's main focus** is on the universal business process orchestration without any limits, rather than democratizing app development for business users with little coding experience.

Moreover, the latest **8th version** is primarily aimed at working in a **cloud environment** and uses the Zeebe cloud-native workflow engine.

Considering that, let's have a look at **the Camunda Platform** in terms of several competitive tools.



# CAMUNDA



is a **process orchestration platform**, that helps



**developers** — design, automate and improve processes



**organizations** — to orchestrate processes across people, systems, and devices

Described by Forrester as a *“digital process automation (DPA) suite with applications to design, automate, and improve business processes”*.  
Developed by the German company Camunda in 2013.

## End-to-end process orchestration.

Camunda has a full stack of out-of-the-box tools for working with business processes: **applications for design** (Modeler), **automation** (Zeebe, Tasklist, Operate), and **process improvement** (Optimize).

The user can perform all operations related to the process life cycle:

- » prototyping and modeling,
- » execution and monitoring,
- » collecting metrics and reporting,
- » searching for options to improve the process.

There is no need to spend resources on creating similar functionality by yourself.

## Developer friendliness.

Camunda provides users with **detailed documentation on how to work with the platform.**

Applications are developed according to the same principles that are used for classic Java apps. With this approach, Camunda's functionality can be used by developers who have not previously worked with the platform — it's enough to understand the inner workings of the system and learn a few development rules.

The latest version, **Camunda Platform 8**, supports the ability to model processes **by employees without a strong development background.**



## Beneficial pricepoint

**The Free tariff** allows customers to start with minimal costs and test whether the solution is suitable for them.

Additionally, **the SaaS Professional plan** is affordable at \$49 per month for 10 users and offers a 30-day trial period.

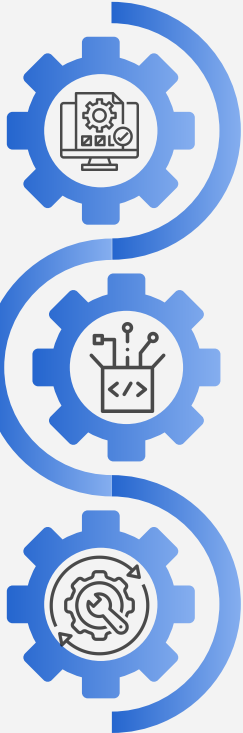
Competitive solutions either have limited functionality on free plans or a short trial period, which usually is not enough to automate a business-critical process and conduct its trial run.

## Functional flexibility

**Camunda Platform 8 components** can be

- » deployed in a cloud environment (SaaS);
- » on-premise (virtual machines or bare-metal);
- » in a containerized environment in the cloud (VPC or on-premise);
- » on a hybrid infrastructure (e.g., SaaS + custom integrations).

Moreover, the platform is characterized by **a flexible architecture** of loosely coupled components.



## Support of international BPM standards and modeling notations.

Such as BPMN 2.0 and DMN. This bridges the gap between IT professionals and business users.

## Open source software.

It allows companies not to get into the vendor lock-in situation, experiment, and make workflows more transparent.

## Simplicity of maintenance.

Organizations need to ensure they can support their need to automate processes with an implemented solution. To perform this task, you need skilled experts who will be capable of implementing and maintaining the chosen platform. With Camunda it becomes a no-brainer.

**STRENGTH**

**CAMUNDA**



**Successful customers from various industries.**

The Camunda Platform has helped optimize business processes for the following global companies:



NatWest



UNIVERSAL MUSIC GROUP



BNP PARIBAS





## 01

### The growing popularity of low-code solutions and corresponding solution providers.

This is evidenced by Gartner and Nucleus Research.

## 02

### A less «hyped» brand.

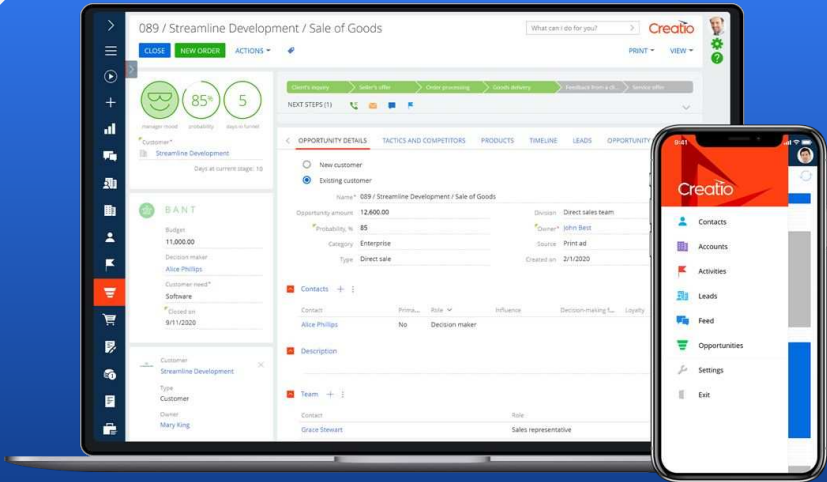
Camunda is less known on social networks than competing companies: we can compare at least their LinkedIn profiles. Here the German company has almost 34,000 followers, which is tens or even hundreds of thousands less than the results of Bizagi, Creatio, IBM, and Pegasystems. Furthermore, analytics from SimilarWeb shows that the official sites of most of the mentioned companies have been viewed by at least 1.5M more visitors in the last three months than the Camunda website (data for February-April 2023). In this regard, Bizagi is the only company whose web statistics are close to Camunda's indicators.



# Creatio

It is a **no-code platform** to automate workflows and develop custom IT applications.

A **business process management system (BPMS)** that allows *“to implement a process approach in the work of various divisions of the company and efficiently manage changes throughout the enterprise”*.



A tool of the Creatio product line, which includes the Creatio CRM platform with Marketing, Sales, and Service sub-directions, as well as customized solutions for different industries.

Launched by the Ukrainian company Terrasoft in 2011.

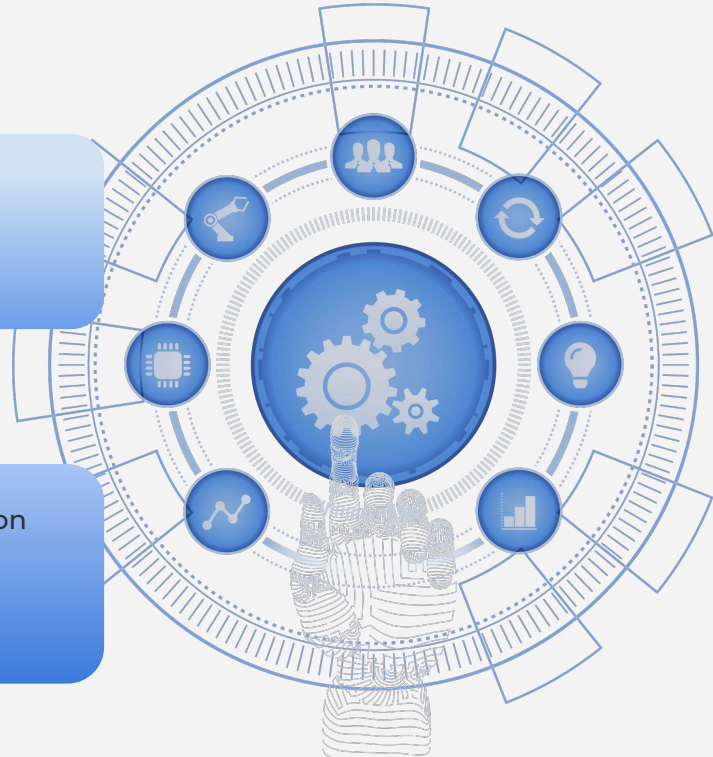
## Creatio

### No-code and low-code technologies in a single platform.

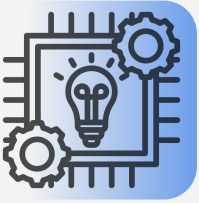
Such a mix allows you to engage employees who do not have development skills, as there is no need to write code. And it is a convenient way to build basic applications to support predictable and reproducible internal workflows.

### Versatility.

The platform is offered as part of the Creatio product line, which combines Creation CRM (Marketing, Sales, Service) tools and customized solutions for 10+ industries. Customers can get a unified all-in-one solution that will help optimize various business processes and could be configured specifically for their scopes.



## Creatio



### Advanced technologies

### Templates on the Creatio Marketplace

### Mobile version

Studio Creatio's intelligent tools are based on AI and ML. Thanks to that, the system is able to analyze many factors and automatically predict values in the required fields. This feature accelerates the work of users.

In many cases, the user does not need to set up the processes from scratch. You can find the ready-made templates on the Creatio Marketplace resource, thereby speeding up the implementation of business tasks.

Besides the desktop application, the platform is available as a mobile app.

# WEAKNESSES

## Creatio

### Scalability issues

Platforms based on low-code technologies are difficult to scale. Organizations face challenges as soon as they want to fulfill the needs beyond the platform.

01

### Limitation of custom needs

Low-code platforms are limited in customizing and implementing custom application logic. Thus, they limit software developers in the company and do not ensure effective interaction between IT and business.

02

03

### Vendor lock-in

The opportunities for development on low-code platforms are limited and proprietary. Therefore the apps and the processes implemented in such platforms are not portable. If the company wants to migrate to another BPM tool or low-code platform, the team will have to learn a new toolset and rebuild processes from scratch. That's how organizations are locked into the existing platform because the cost of change seems too high.



# bizagi

It is a **cloud-native solution** for «*faster and flexible process automation*».

Described by Forrester as a «*low-code digital process automation platform that allows organizations to model, simulate, and automate business processes for simple and complex process workloads*».

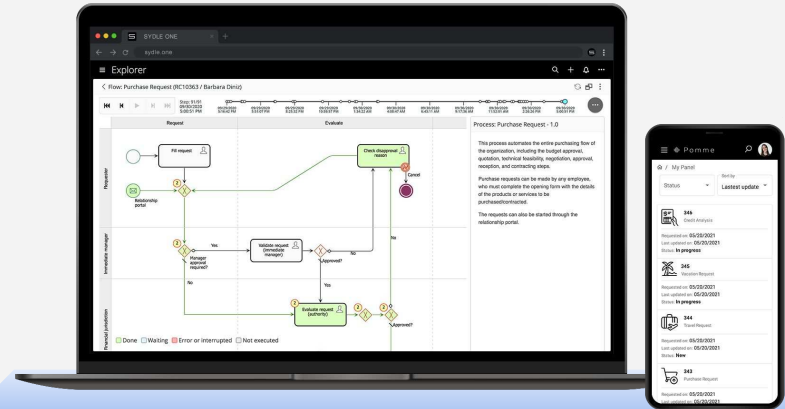
## The platform is consisting of three products:

Modeler

Studio

Automation

Developed by the international company Bizagi headquartered in the USA.





## Focus on simplicity.

The platform has an intuitive visual development interface personalized for groups with different needs, problems, and access. The Bizagi Studio product has the so-called **Wizard View feature** that guides users through the 7 stages of the app development cycle which offers simple menus to reduce the need for coding. Moreover, Bizagi provides free online tutorials and online training to everyone engaged in process automation.

## Special framework.

The Bizagi platform works in accordance with **the Rapid Value Delivery approach**, embodied in three key products of Modeler, Studio, and Automation. This framework helps to identify which workflows have the most potential for improvement via automation, then deliver the best results, and to lay the groundwork for future optimization. **The approach consists of 4 phases:** Discovery, Define, Develop, and Deliver.

# STRENGTH



**bizagi**



## Library of helping tools.

To speed up the work, Bizagi has Xchange Marketplace with ready-to-use connectors (for connecting the developed apps to external systems), widgets (for adding functions to the process app interface), and process accelerators (templates for common business processes).



## Success stories across the globe.

The Bizagi platform is used by over 400 enterprises worldwide, including prominent brands such as Adidas, Unilever, BNP Paribas Cardif, Generali, Audi, Bancolombia, Erste Bank, UniCredit Bank, Kyocera, et cetera.



## Mobile version.

Besides the desktop application, the platform is available as a mobile app.



# WEAKNESSES



**bizagi**

## Low brand awareness

Similarly to the Camunda company, Bizagi has fewer LinkedIn followers compared to the mentioned competitors: we are talking about almost 44,000 subscribers. The same issue arises when it comes to web analytics from SimilarWeb.

## High pricing point

The Bizagi platform has both free and paid versions. The price of the paid tariff depends on the specific configuration and is calculated individually for each customer.

In numerous comments on the technology review resource PeerSpot, it is noted: the solution can get quite expensive if the user wants to scale it.



+ the same as for Studio Creatio

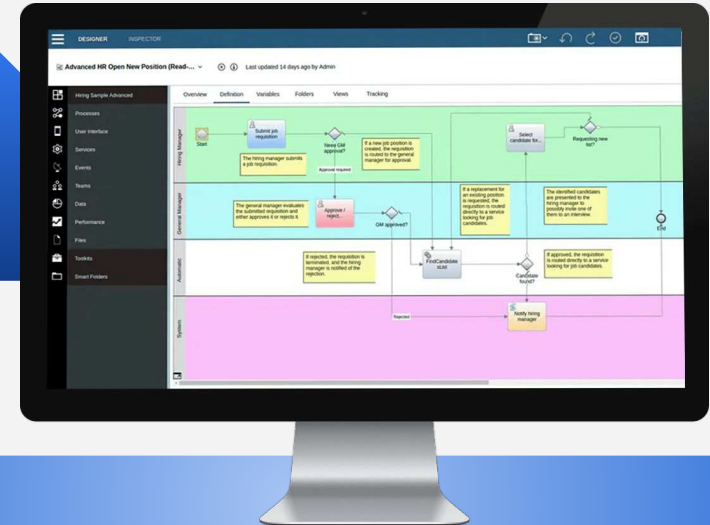


IBM Business Automation Workflow (IBM BAW) is a platform to create workflow applications to improve productivity.

It is a single product with a single installation that has the capabilities of the two previous products.

unites information, processes, and users to **automate digital workflows on-cloud or on-premises.**

It is the latest release of the IBM BPM solution, which was combined with the IBM Case Manager tool in 2018.





## Beneficial add-ons

Along with tools such as Operational Decision Manager, FileNet® Content Manager, and Business Automation Insights, IBM BAW is a part of **the IBM Cloud Pak for Automation modular set**.

This set includes **AI-powered capabilities**, a common UI, and end-to-end solutions for business automation needs within your enterprise, allows you to digitize all aspects of business operations, and can enable businesses to scale. Cloud Pak for Automation has modular pricing, so the users only pay for what they're need.

## Flexible pricing model

The customers can start small projects with **low costs and a subscription-based model**, then scale step by step to an enterprise-wide program.

IBM BAW is now available in four editions, each offering different pricing, features, and deployment options:

- »» Express and Cloud Express editions
- »» Enterprise and Cloud Enterprise.

A 30-day trial is also available.

# STRENGTH



## Time-proven reputation.

IBM, known as Big Blue in the United States, is listed among the top 10 tech brands worldwide according to Statista and Visual Capitalist. In IT, the company is identified as a solid developer with great expertise.



## Augmented decision-making.

The platform has built-in monitoring and analytics components to understand which the best actions help you improve cooperation between IT and business teams and resolve cases quickly.



## Combination of BPM and case management features.

Since IBM BAW is a mix of the IBM BPM and IBM Case Manager solutions, it became a single product with a single installation that has the capabilities of the two previous products. The users can combine case-centric and process-centric work in reoccurring business workflows «to meet wider enterprise needs».

# WEAKNESSES



IBM



## TROUBLESOME MIGRATION PROCESS

If the enterprise previously used another business process software, migrating to IBM BAW will not be an easy task. The overall process is time-consuming and laborious, containing multiple steps that should be done carefully in the right way. Missed or incorrect steps can cause interrupted work and reduced productivity.



## LEARNING CURVE

Traditional BPM suites require the use of the suite's built-in tools for all aspects of process automation. Due to a proprietary development approach, customization or extending the functionality of such a suite typically requires the assistance of the vendor's representatives. It can result in ongoing consulting costs and a high total cost of ownership.



## VENDOR LOCK-IN

Traditional BPM suites require the use of the suite's built-in tools for all aspects of process automation. Due to a proprietary development approach, customization or extending the functionality of such a suite often requires the assistance of the vendor's representatives. It can result in ongoing consulting costs and a high total cost of ownership.

# WEAKNESSES



## Lack of sufficiently skilled personnel

It takes time and effort to find suitable specialists that could implement and maintain the implemented platform.

That issue makes the customer vulnerable and dependent on the company that implemented the project.

## High requirements for performance

Another pain point is related to system crashes that periodically occur upon more load (for instance, hang issues, automatic restarts, process stuck, etc). Some users have to develop separate software to solve the problem and maintain the platform.

## Expensiveness

Even with a flexible pricing mode, the costs of the platform are considered high. Some users, comparing IBM BAW with other BPM solutions, stated: it's not one of the cheapest products; it is somehow more expensive. As a result, SMEs avoid the platform due to the high price of its licenses and budgets.

At the same moment, others noted that the price reflects the high quality of the solution.

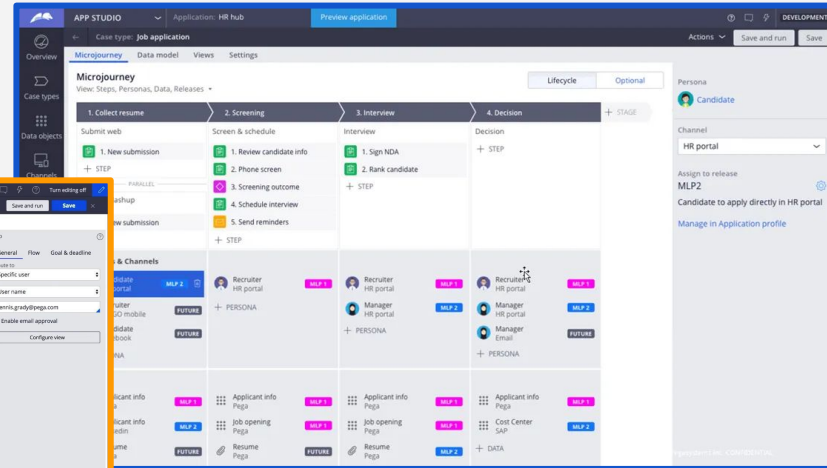
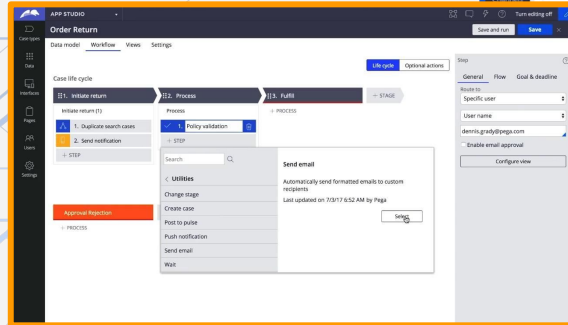
# DESCRIPTION



It is a low-code platform for **AI-powered decisioning and workflow automation.**

According to the Forrester specialists, it «*provides actionable intelligence and automation that drive process optimization and customer engagement at scale.*»

Launched by the US-based company Pegasystems.



# STRENGTH



## Unified toolkit.

Enterprises are implementing different technologies (workflow automation, RPA, DPA, task mining, etc.) to accelerate their digital transformation and tackle specific process inefficiencies. Pega Platform combines them into an all-in-one solution to intelligently automate end-to-end workflows. That's how organizations utilize multiple automation capabilities in one workflow and understand how each type complements the others to drive success.

## Adaptive decision management.

Pega offers a real-time AI-powered decision engine to work smarter, unify experiences, and adapt instantly. That feature allows the companies to automate repetitive tasks and free up the employees to perform higher-value work.





# STRENGTH



## Patented architecture

The users can eliminate repetition throughout the organization and manage variations with patented **Situational Layer Cake architecture**.

It means that everything the user deploys in Pega (processes, data models, rules, UI) is **organized into independently versioned layers**. The business processes can be adjusted regarding changes in customer type, products, geographies, channels, etc.

Things that are common across dimensions remain untouched and are automatically re-used, speeding change and ensuring consistency.

## Worldwide clientele

The Pegasystems company helps various organizations on the planet deliver results and overcome the odds. **There are some of them:**



# WEAKNESSES



+ the same as for  
Studio Creatio



## Lack of sufficiently skilled personnel.

It takes time and effort to find suitable specialists that could implement and maintain the implemented platform. That issue makes the customer vulnerable and dependent on the company that implemented the project.



## Ease of use.

Numerous user reviews have noted that the workforce needs some preparation to be able to use all functions of the platform: for example, watch the tutorials beforehand or take a training on a particular process/module. Another drawback is stemming from the initial setup of the Pega solution: that process could take time, be complex, and require having the right people in place to handle it effectively.



## Pricey licensing model.



The platform license fees are based on a per-case / per-user per-month basis, but the overall price of the solution depends on the use case. Pega also charges a one-time implementation fee and demands ongoing maintenance costs. Hence, the users across the various web resources (PeerSpot, G2, Gartner Peer Insights, TrustRadius) have pointed out «the expensive product» and that «the other solutions may be cheaper». Pega Platform can be costly for small and mid-sized businesses and make it difficult to justify investments.

# CONCLUSIONS

A digital transformation brings the imperative:  
**you should engraft automation today or  
leave the business tomorrow.**

Thus, the market offers different tools for automating every aspect of an organization.

Each of the BPM systems listed earlier **helps increase efficiency by structuring, standardizing, and automating** — especially recurring tasks. This is a crucial point in optimizing operations and creating a favorable environment for a company to thrive.



Despite all the technical differences between the mentioned platforms, they have the same main issue — people who use these tools incorrectly.

The key to the success of most projects lies in a few simple points, almost independent of the chosen solution:

knowing the functionality  
and purpose of your  
platform

setting clear  
business goals

involving business users  
in the development  
process

All the foregoing solutions may be of different value for the different companies, **based on their needs and goals**. This material will not provide a definitive answer about which solution is the way to go.

However, it will be useful to decision-makers who aspire to optimize processes and are faced with a choice.



In any case, the choice of technology and platform is a vital stage that determines the results of implementation and the fate of the project.

Therefore, we recommend starting such projects by



describing the project goals to be achieved



implementing PoC and MVP



and then making a final decision

