

# Knowledge Brief

Quadrant Knowledge Solutions

## iGrafx is a Leader in SPARK Matrix™: Digital Twin of an Organization, Q2 2024

An Excerpt from Quadrant Knowledge Solutions  
“SPARK Matrix™: Digital Twin of an Organization, Q2 2024”

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## **iGrafx is a Leader in SPARK Matrix™: Digital Twin of an Organization (DTO), Q2 2024**

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Quadrant Knowledge Solutions defines Digital Twin of an Organization (DTO) solutions as the virtual representation of an organizational process, system, people, applications, domains, services, and business & operating model. It achieves this by collecting data from operational and business processes, enhancing process performance over its lifecycle through simulations aimed at addressing issues impacting organizational processes. This assists enterprise architect and business strategist in prioritizing, planning, monitoring, guiding, analyzing, predicting, and making data driven strategic decisions to meet customer demands and business objectives. By offering a comprehensive view of the entire organizational structure, encompassing diverse processes and applications, DTO solutions provide real-time business insights, adaptability to changes, and facilitate optimal resource allocation to enhance speed and efficiency, thereby delivering enhanced customer value.

The DTO vendors are offering capabilities that revolutionize how businesses approach their processes by integrating both internal operations and customer-centric strategies. This holistic approach acknowledges that focusing only on internal processes or customer demands may result in a misalignment between what a company offers and what its customers want. Achieving a balance between these two aspects is crucial for sustained success in the market. DTO platforms serve as comprehensive transformation hubs, allowing organizations to manage all aspects of their initiatives in one centralized location. They offer modeling capabilities that cater to various perspectives—from top-down to bottom-up—enabling users to gain insights at different levels of granularity. Moreover, these platforms provide performance metrics that allow teams to benchmark themselves against peers, fostering continuous improvement.

Supporting strategy-to-execution initiatives is another key feature of DTO solutions. By providing role-based dashboards and seamless integration with various management systems, these platforms ensure that organizational strategies are effectively communicated and executed across all levels. Additionally, Enterprise Architecture (EA) support within DTO platforms enables leaders to strategically align IT assets with broader business objectives. By managing IT asset inventory and identifying areas of technical debt or redundancy, EA tools help organizations optimize resource allocation and

reduce unnecessary costs.

Process mining and task mining functionalities offer unparalleled visibility into operational processes, allowing organizations to identify inefficiencies and root causes of deviations. By analyzing real-time data and conducting what-if scenarios, DTO platforms empower leaders to make informed decisions and drive continuous improvement. Furthermore, decision rule mining and multilevel analysis capabilities enhance process understanding and documentation, facilitating collaboration and knowledge sharing across teams.

DTO solutions leverage emerging technologies such as artificial intelligence (AI) and machine learning (ML) to enhance operational efficiency and drive business agility. By embracing DTO principles, organizations can adapt to dynamic market conditions, anticipate future challenges, and position themselves for long-term success.

The research includes detailed competition analysis and vendor evaluation with the proprietary SPARK Matrix analysis. The SPARK Matrix includes ranking and positioning of the leading DTO vendors including - Ardoq, Arrayworks, Bee360, Bizzdesign, BOC Group, BOXARR, BusinessOptix, CANEA, Celonis, Edge Total Intelligence, Holocentric, IBM, iGrafx, Interfacing Technologies, Mavim, QPR Software, QualiWare, SAP Signavio, and Software AG.

## Key Market Trends

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- ◆ Vendors use terms like DTOs, process mining, and task mining, which share similar underlying technologies. DTO solutions focus on proposing process changes and their impact on operations. Process mining and task mining analyse log events to identify trends, patterns, and deviations from ideal processes, providing process and user intelligence. These technologies serve as data sources for DTO solutions to simulate processes and recommend changes.
- ◆ DTO solutions emphasize conducting thorough, organization-wide simulations for generating insights. Vendors are innovating in this market by offering enterprise mining and observability. They enable the expansion of data-driven mining across various enterprise architecture domains dynamically, using the same extended data source. Many process intelligence vendors are partnering with enterprise architecture vendors to broaden process observability to include technology observability, creating enterprise observability by unifying virtual representations of people, processes, data, and applications into a single platform.
- ◆ To automate insight generation from a DTO solution, an AI model can be trained on process simulation data to automatically test future scenarios, discover workflow patterns, and predict outcomes. Advancements in AI focus on providing reinforcement machine learning, enabling business decision makers to simulate human creativity in what-if scenarios. Furthermore, AI vendors offer AI-powered search and knowledge management, as well as discovery and creation of process models, streamlining structured processes.
- ◆ To create effective DTO solutions, organizations need to adapt technologies to align with customer and business requirements. By integrating diverse software and technologies, organizations can build a digital representation of their entire process, applications, and architecture. This model is continuously simulated with real-time data, and the results are implemented into the real-world model to optimize and enhance process performance. To know more details about the technologies that is utilized in creating a DTO solution “[Digital Twin of an Organization: Birth of an Integrated Technologies in the Digital Age](#)”.

## SPARK Matrix Analysis of Digital Twin of an Organization Market

[Quadrant Knowledge Solutions](#) conducted an in-depth analysis of the major digital twin of an organization vendor by evaluating their product portfolio, market presence, and customer value proposition. The digital twin of an organization market research provides competitive analysis and a ranking of the leading vendors in the form of a proprietary SPARK Matrix™. SPARK Matrix™ analysis provides a snapshot of key market participants and a visual representation of market participants. It provides strategic insights on how each vendor ranks related to their competitors based on their respective technology excellence and customer impact parameters. The evaluation is based on primary research including expert interviews, analysis of use cases, and Quadrant's internal analysis of the overall digital twin of an organization market.

| Technology Excellence                       | Weightage | Customer Impact                | Weightage |
|---------------------------------------------|-----------|--------------------------------|-----------|
| Business Processes Modeling & Visualization | 15%       | Product Strategy & Performance | 20%       |
| Business Processes Analytics & AI           | 15%       | Market Presence                | 20%       |
| Business Processes Simulation               | 15%       | Proven Record                  | 15%       |
| Define & Map Business & Operating Model     | 15%       | Ease of Deployment & Use       | 15%       |
| Data Integration & Management               | 5%        | Customer Service Excellence    | 15%       |
| Communication & Collaboration               | 8%        | Unique Value Proposition       | 15%       |
| Supporting Technologies                     | 10%       |                                |           |
| Application Diversity & Use Case Support    | 5%        |                                |           |
| Integration & Interoperability              | 7%        |                                |           |
| Vision & Roadmap                            | 5%        |                                |           |

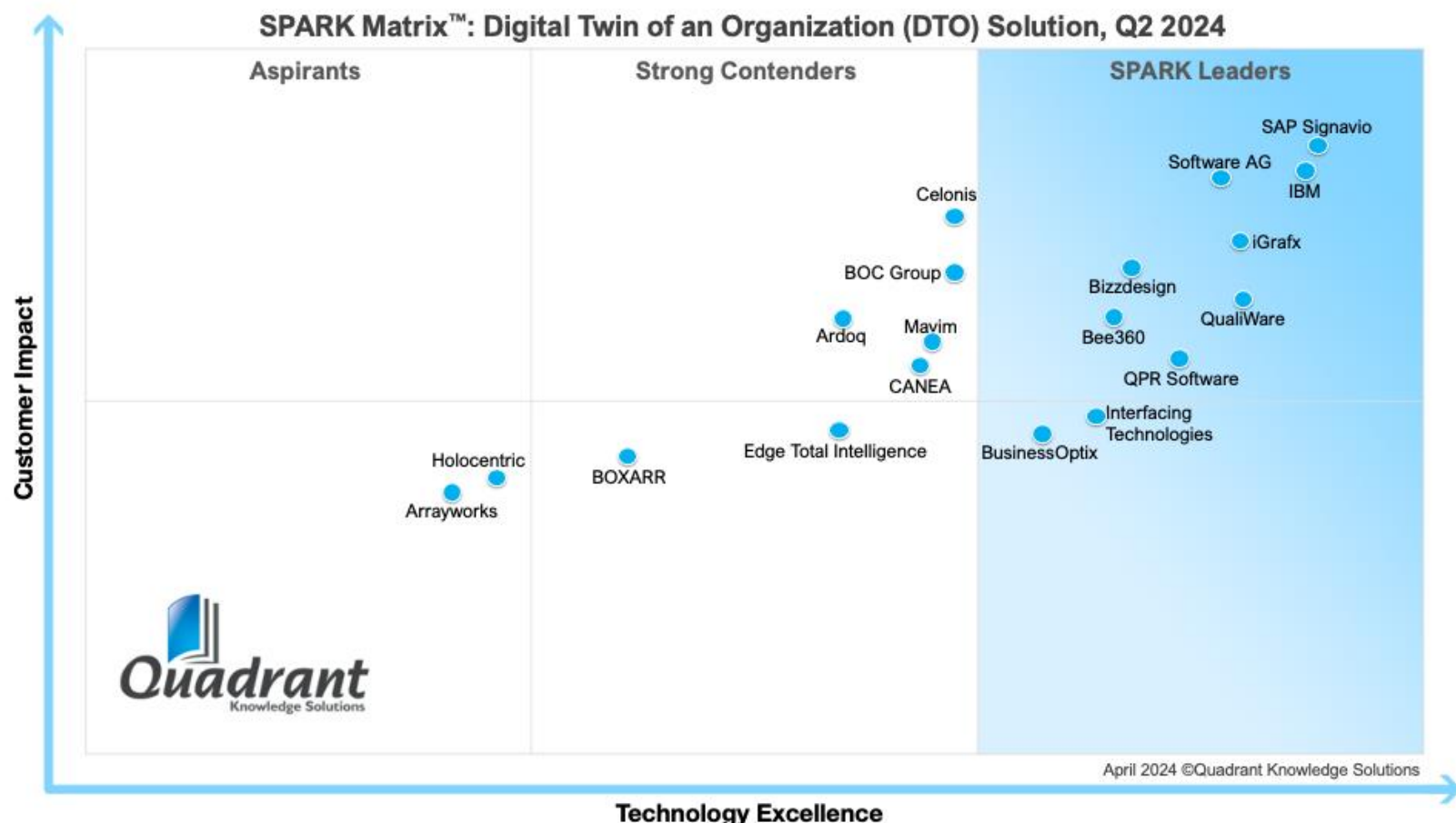
According to the SPARK Matrix analysis of the global digital twin of an organization market, “iGrafx, with a robust functional capability, has secured strong ratings across the performance parameters of technology excellence and customer impact and has been positioned amongst the technology leaders in the Q2, 2024 SPARK Matrix of the Digital Twin of an Organization market.

# SPARK Matrix™:

## Digital Twin of an Organization (DTO)

### Strategic Performance Assessment and Ranking

**Figure: 2024 SPARK Matrix**  
(Strategic Performance Assessment and Ranking)  
Digital Twin of an Organization (DTO), Q2 2024



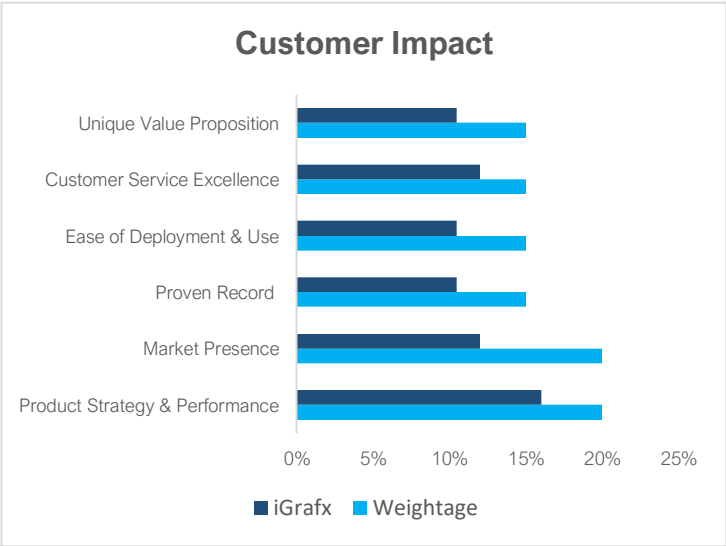
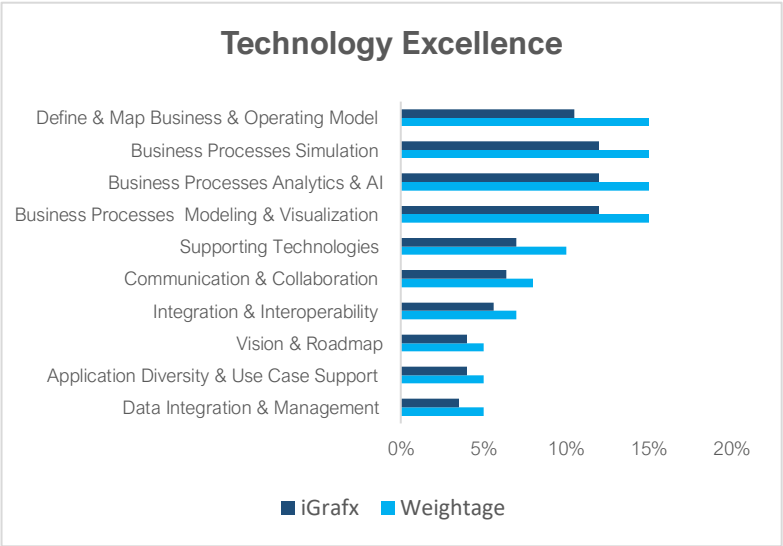
# iGrafx

URL: [www.igrafx.com](http://www.igrafx.com)

Founded in 1991 and headquartered in Tualatin, Oregon, USA, iGrafx offers a process intelligence platform, Process360 LiveSM, to discover, design, optimize, and transform business processes.

The company offers comprehensive process mining, modeling and simulation capabilities that allow organizations to achieve continuous process optimization, improving productivity, reducing costs, and enabling compliance with internal policies and external regulations. The company takes a customer-centric approach, aligning its product strategy closely with customer needs and evolving market challenges.

Process360 Live is designed by considering three pillars: process intelligence, process design and process automation. Customers benefit from its open-architected approach, centralized process repository, industry leading process simulation, AI-based predictive analytics, integrations with best-of-breed task mining and automation technologies and continuous process monitoring.



## Analyst Perspective

### Key Differentiators

- ◆ The iGrafx platform offers process simulation for processes stored in the process repository, using a discrete event simulation algorithm.

Simulation models benefit from data gained through process mining for increased accuracy.

- ◆ The platform also supports an open-architected approach, ensuring seamless integration with diverse systems and scalability to meet future requirements. This approach facilitates the inclusion of best-of-breed technologies, enhancing functionality and delivering comprehensive insights for informed decision-making and operational agility.
- ◆ iGrafx also integrates process intelligence (process & task mining, intelligent analysis) with process mapping and design (strategy, risk management, compliance) and automation (workflow, RPA, and conversational digital assistants) into a single platform that allows customers to make continuous, incremental improvements.

## **Product Strategy & Vision**

- ◆ Technology Roadmap: iGrafx is focusing on improving UX through persona-specific workflows, integrating GenAI for model creation and insight analysis, and deeper integration between platform capabilities to enhance user experience and enable better business decisions.
- ◆ Strategic Roadmap: iGrafx's strategic roadmap for Digital Twin of an Organization (DTO) solutions focuses on delivering a process intelligence platform that enhances optimization and compliance enterprise-wide, ensuring ease of use and accessibility for all stakeholders. Integrated closely with customer and partner feedback, this strategy aims to accelerate adoption and maximize value.

## **Market Strategy**

- ◆ Geo-expansion Strategy: iGrafx has a strong customer base in North America followed by EMEA. The company has seen strong growth in Asia Pacific, notably in Japan through partnership with NTT Data Intra-mart which is a workflow/BPM vendor.
- ◆ Industry Strategy: iGrafx is focused on continuing to deliver impressive results in banking & financial services, insurance, healthcare, and manufacturing.
- ◆ Use Case Support: iGrafx focuses on various use cases such as digital transformation initiatives, improving customer experience, risk &

compliance, and operational excellence. The company also offers manufacturing / logistics support by combining LeanVSM & Six Sigma with Process Monitoring, Value Stream Mapping, Discrete Event Simulation and Process Mining capabilities.

## **Customer/ User Success Strategy**

- ◆ iGrafx offerings include on-premises, private-cloud, and public-cloud solutions on a subscription basis. Its primary offering is cloud based but offers deployment flexibility for on-prem and hybrid deployments.
- ◆ iGrafx provides support for on-premises installations. It also supports navigation via web browser and interactive controls. iGrafx uses the WalkMe digital adoption platform to provide interactive guides, walkthroughs & tutorials. These Digital Adoption capabilities are persona-based and allow customer-specific content to be leveraged. iGrafx offers iGrafx University to provide interactive Self Learning courses, instructor-led training, free training materials and certifications for all functions.
- ◆ iGrafx has established partnerships with various system integrators and third-party integrations, including a key technology partnership with KYP, a task mining platform and Krista, a workflow/conversational automation and iPaaS platform. These partners broaden the scope of platform capabilities and facilitate easy collaboration and communication among team members through various channels.

## **Trend Analysis**

- ◆ The DTO solution market is moving towards technological trends which include advanced data analytics & AI integration, organizational agility & resilience, customization and scalability, and cloud based DTO solutions, with a focus on user experience & interactivity.
- ◆ In these spaces, iGrafx' DTO solution leverages AI and a predictive analytics engine to provide deeper insights and support decision-making. It also offers customizable and scalable DTO solutions to cater to a wide range of industries and organizational sizes. This can involve modular designs where clients can choose specific features relevant to their operations. It also leverages cloud technology to offer enhanced collaboration features, lower maintenance costs, and easier updates. Further, iGrafx prioritizes user experience by providing an intuitive UI,

interactive dashboards and customizable views that cater to different user roles.

## **Final Take**

- ◆ iGrafx's Process360 Live is a robust Digital Twin of an Organization (DTO) solution, emphasizing process intelligence, process design, and automation. With advanced features like predictive analytics and Generative AI, the platform facilitates digital transformation, delivering improved business outcomes and enhanced customer value. The platform provides user-friendly interfaces for an intuitive experience, empowering informed decision-making and effective business process optimization. In essence, iGrafx's innovative platform leads in advancing process creation and design, offering simplicity and continuous improvement aligned with evolving organizational needs.
- ◆ Users looking for a DTO solution which is easy to use and has a strong customer base in North America, EMEA and the JAPAC region, with support for various use cases in industry verticals such as manufacturing, healthcare, insurance, and banking and financial services, can choose the iGrafx Process360 Live platform.