

## **Colosa introduces Social Business Process Analysis (BPA) with ProcessMapper: Industry-compliant, cloud-based social business process modeling and analysis**

*-New business process analysis and modeling software delivers design collaboration through social networks, data sharing through standardized XML format, KPI discovery and analysis tools, and intuitive business process map diagram tools-*

**Brooklyn, NY – March 7, 2012** – Software developer Colosa has announced ProcessMapper, a new breed of ‘Social BPA’ business process analysis and modeling software that is accessible via popular social networks including Facebook, Twitter, and LinkedIn, as well as being fully-compliant with industry standards that enable simple import and export of processes.

A web-based solution with a drag-and-drop interface, ProcessMapper has been specifically designed with collaborative professionals in mind, including business managers, process architects and IT professionals that need to create, maintain, analyze, and share process maps, diagrams, and documentation. It supports two types of diagrams: process diagrams that show the flow of a process inside a single entity or business, and collaboration diagrams which display the communication and messages between processes, making it easy to identify the participants of each process.

ProcessMapper is compliant with BPMN 2.0 (Process Modeling analytic sub-class), according to the OMG specification. Users can even use ProcessMapper’s internal validation engine to ensure that any process map they are working on is semantically correct according to the OMG BPMN 2.0 specification.

Further collaboration is enabled by ProcessMapper’s ability to export and import BPMN 2.0-compliant process maps via XML. This means that ProcessMapper processes can be easily imported into popular business process management (BPM) suites, business process simulation engines, and other types of process analytics tools. Processes can also be easily captured, documented and shared with other business groups using ProcessMapper-generated PDF documentation that describes a process via both the BPMN process map and written descriptions for each process element. Project Managers will also love the KPI dashboards and analysis tools that are included in ProcessMapper with the goal of helping planners analyze the ROI that can be achieved in a BPM project.

“We strive to bring innovative software to market that enables new ways of working and feel we’ve definitely achieved that with ProcessMapper, the first in a new genre of Social BPA tools. Users can

collaborate, create, and analyze advanced process maps that comply with the new BPMN 2.0 standard including the ability to correctly draw pools, swim lanes, activities, events, gateways, messages, objects and even collaborations between BPMN 2.0 processes,” said Brian Reale, CEO, Colosa.

Early reactions to the ground-breaking ProcessMapper Social BPA technology have been extremely positive. Patrick Choi, founder and solutions architect for AdremWorks said: “ProcessMapper’s flexible, intelligent framework fits the needs of all types of users, whether they are business managers, architects or IT professionals. It is intuitive and straightforward, enabling anybody to collaborate on process designs with a very low barrier of entry. ProcessMapper provides an extremely cost-effective platform, welcomed in the Asia-Pacific region.”

Bruce Silver, Principal, Bruce Silver Associates/BPMessentials said: “ProcessMapper demonstrates Colosa’s deep understanding of process modeling and BPMN 2.0. BPMN changes the way businesses create business processes, and the addition of social collaboration meets a very real demand of BPM project teams.”

“For Business Process Tools to be really effective, their use has to be part of a collaborative discipline: in today’s world, trying to improve business processes by employing teams of specialists to work behind closed doors is a non-starter. Tools that aim to help companies improve their work must take on social collaboration capabilities; the vendors that take this seriously will ultimately be able to deliver much more value to their customers,” said Neil Ward-Dutton, Research Director at MWD Advisors.

For more information on ProcessMapper, or to try ProcessMapper please visit [www.processmapper.com](http://www.processmapper.com).

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## **About Colosa**

Colosa, the company behind ProcessMaker® Open Source BPM & Workflow and ProcessMapper™ Cloud based, Social Business Process Modeling and Analysis, was founded in October 2000. It is headquartered in New York with regional offices in India, Colombia, Peru, and Bolivia plus a partner network spread

across 30 countries and five continents. More than 100 commercial customers including several Fortune 100 companies rely on its flagship workflow product. ProcessMaker is now available in 17 different languages and has been downloaded over 350,000 times. Colosa is an ISO-9001 certified company.  
[www.colosa.com](http://www.colosa.com)