

For Immediate Release:

Contacts:

John Colbert
BPM Partners, Inc.
(203) 359-5639
jcolbert@bpmpartners.com

Bobbie Carlton,
Carlton PR & Marketing, Inc.
(781) 718-7619
Bobbie@CarltonPRMarketing.com

The BPM Holy Grail: Unified Business Performance Management

Preliminary Data from Annual BPM Pulse Survey Shows Enterprises Need to Refine Their Strategy

Stamford, CT, February 23, 2011 — [BPM Partners](#), the leading independent authority on business performance management (BPM) and business intelligence (BI) solutions, today provided an early look at preliminary findings from the 2011 BPM Pulse Survey, the ninth annual survey of important trends in business performance management. The survey also covers the market's perceptions of specific vendors and service providers. This year's theme is the "Quest for the Holy Grail of Performance Management."

Preliminary data from the 2011 BPM Pulse indicates corporate executives are taking a broader view of their business performance management initiatives than ever before. For example, over 50% of all respondents claim a vision integrating, financial, operational and strategic performance management.

"The BPM industry has evolved considerably over the last decade," said Craig Schiff, CEO of BPM Partners. "The 2011 BPM Pulse demonstrates that the integration of financial, strategic and operational performance management -- what we are defining as the 'Holy Grail of Business Performance Management' -- is coveted by the majority of organizations. However, based upon our field work, there is a disconnect between that aspiration and what is happening in real-world projects."

Today's Holy Grail of business performance management must include:

1. The strategic aspect of BPM, including long-range planning/modeling, key performance measures or dashboards.
2. The financial aspect of BPM, including budgeting, forecasting, consolidation, and reporting.
3. The operational aspect is performance analytics for each business unit/function. (Business intelligence functionality is often the primary component of the operational area.)

In January, BPM Partners hosted a "Beyond the Hype" webcast, offering more detail and a summary of the research to date. A [recorded version of the webcast](#) is available. End users are still invited [to participate](#) in the 2011 BPM Pulse Survey. The survey will be open until April 2011 when final data will be collected and analyzed and this year's recommendations finalized. A whitepaper defining the 'Holy Grail of BPM' can be ordered at: http://www.bpmpartners.com/bpmcentral_whitepapers.shtml

BPM Partners' No-fee VSVP Service Can Help Organizations Broaden their Scope

In response to this significant shift in the market, BPM Partners recently announced a no-fee service that enables companies to take advantage of its research and field experience to reduce risk and conserve resources. BPM Partners' [vendor selection value pack \(VSVP\)](#) service is available at no charge to qualifying decision makers. It includes an opportunity to access BPM Partners' performance management experts for a 2 hour strategy session and a summary document for participants.

[Tweet this: "@BPMTeam Holy Grail of BPM must include strategic, financial & operational performance management <http://bit.ly/gZ5Yrs> #BPM #BI"]

About BPM Partners

BPM Partners is the leading independent authority on business performance management (BPM) and business intelligence solutions. The company helps organizations address their budgeting, planning, financial reporting, regulatory compliance, profitability optimization, key performance indicator (KPI) development, and operational performance challenges with vendor-neutral experts who can guide companies through their BPM initiatives from start to finish while both reducing risk and minimizing costs. BPM Partners has specialized packages that lead clients through project justification, requirements definition, vendor selection and deployment of departmental or enterprise-wide BPM or business intelligence (BI) systems. For further details, go to <http://www.bmpartners.com>.