



# Create transformative customer experiences with Aurea CX Process Enterprise

## Make multi-channel your mantra

Customers don't interact with you in silos. Their journeys span multiple channels – from web and mobile, to call centers and storefronts. These same customers must interact with multiple layers of complex applications to have a seamless experience.

Ensuring that business process automation can adapt to and keep pace with rapidly evolving applications is critical to business continuity and success.

The new Aurea CX Process Enterprise provides the building blocks you need to support complex and dynamic application environments, while enabling you to model and measure truly multi-channel customer journeys.

### THE COMBINED POWER OF CX PLATFORM:

- World-class enterprise service bus messaging and API management
- Building blocks for multi-channel business process automation
- Real-time system monitoring to find and fix systems issues
- Reduces design-build-deploy optimize time by 50%

## Build multi-channel experiences – not just processes

At Aurea, we believe business process shouldn't be relegated to the back-office. In fact, your processes are behind every interaction your customers have with your technology. That's why Aurea CX Process Enterprise is built with your end customers in mind.

CX Process Enterprise allows you to create, manage, and optimize system processes and people-powered workflows in one powerful tool. With a holistic view of your technology ecosystem as you model, you can also detect issues and errors before you put those processes in place.

### AUREA CX PROCESS ENTERPRISE SIMPLIFIES BUSINESS PROCESS SO YOU CAN:

**Model and deploy for every channel:** You never know when or where your customers will interact with you. CX Process Enterprise lets you model the exact experiences you want your customers to have, and then easily roll them out across web, mobile, and physical/kiosk touch points.

**Let business and IT speak the same language:** CX Process Enterprise brings IT and business teams together to easily model and deploy to almost any customer journey – whether it's executing a marketing campaign, or delivering the best in customer support. CX Process Enterprise allows your IT teams to easily implement your business vision – and then respond as needed.

**Drive continuous improvement:** Optimize and analyze your customer interactions — and the business processes and objects that drive them — around-the-clock with the level of granularity you need to show continuous improvement against target goals. Built-in monitoring allows you to instrument processes automatically to collect operational and business performance data beyond the BPM box.

**Speed mobility:** Leverage the same integrated systems, application logic and process models across channels instead of writing multiple applications. You can quickly add new mobile applications to your existing infrastructure, expose dynamic workflows within mobile applications, and rapidly create both back office and mobile applications.

Aurea CX Process Enterprise can be deployed on premises or in the cloud. By utilizing CX Process Enterprise in the cloud, you offload the expense of application maintenance. And, you can build your own applications or tailor Aurea-built processes and applications to suit your needs.

## Great customer experience is more than the sum of its parts

Aurea Enterprise Editions deliver technology solutions that, when used together, allow you to unleash the best in customer experience. That's why CX Process Enterprise is now part of the Aurea Customer Experience Platform.

CX Platform includes our three major enterprise infrastructure solutions – CX Monitor, CX Messenger, and CX Process – and is the most sophisticated solution focused on workflow design, API management, orchestration, execution, and monitoring. We've even wrapped them with a new design environment called CX Studio that allows you to design and build transformational customer experience applications.

### Aurea Customer Experience Platform | CX Studio

A visual modeling tool that allows you to graphically design, build, test and deploy new business processes, monitoring requirements and integrations across CX Platform. As processes and workflows change, CX Studio allows you to see the ripple effects across your processes and underlying systems.

- Saves development time and cost by instituting a common method for application development
- Creates a collaborative development environment to enable asset sharing across teams and geographies
- Integrates business object and integration modeling



#### CX Messenger

A sophisticated messaging bus that facilitates plug-and-play integration of mission-critical systems through a series of Aurea-developed adapters.

- Provides robust API management
- Enables seamless association of business process and data
- Delivers a suite of pre-defined integration adaptors
- Supports rapid integration modeling

#### CX Monitor

Enables auto-discovery of all systems across your infrastructure for business-process-focused instrumentation and monitoring.

- 85% reduction in time and cost associated with problem identification
- Real-time dashboards for visibility of business and operational performance
- Auto-monitoring of processes and systems

#### CX Process

A world-class business process management solution that enables you to model and measure truly multi-channel customer journeys, while reducing design-build-deploy time by half.

- Models and deploys complex, high-velocity processes for every channel
- Speeds mobility by leveraging the same application logic and process models across channels
- Drives continuous improvement through optimized customer interactions and supporting business processes and systems.

CX PROCESS ENTERPRISE	STANDARD	ENTERPRISE
Design and deploy multi-channel processes	✓	✓
Manual system instrumentation	✓	✓
Human-Centric Workflow	✓	✓
Business Rule Management	✓	✓
Case Management Foundation	✓	✓
Business Event Processing	✓	✓
Process Analytics	✓	✓
CX Studio for model-based integration		✓
Unlimited CX Messenger Enterprise	Available via subscription	✓
Unlimited CX Monitor Enterprise	Available via subscription	✓
Reduces design-build-deploy times by 50%		✓
Automatic system instrumentation		✓
Apple iOS mobile process containers		✓
Deploy from the Cloud		✓
Mobile responsive, user interface		✓
Access to all future Enterprise releases		✓
Standard Support	✓	
Platinum Support <ul style="list-style-type: none"> <li>▪ Utilization Audit</li> <li>▪ Yearly Managed Upgrades</li> <li>▪ Performance Tuning</li> <li>▪ Annual Health Check</li> <li>▪ Annual Architecture Audit</li> <li>▪ Annual Production Readiness Assurance</li> <li>▪ 24x7 Support</li> </ul>		✓

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