Why Appian?

Choosing a new technology is tough, no matter its purpose.

So what happens when the technology in question has the power to impact the entire organization?

The difficulty compounds. Complexity rules.

Smart businesses focus not only on the applications they need now, but also those needed tomorrow. This is important, because the way employees and customers interact with applications is always different and always changing.

What if you could address your business challenges more easily? What if there was a unified, easy, and powerful platform that could ensure your approach remains current, and that your customers enjoy a streamlined, consistent experience? And what if you had the ability to keep up with that IT wish list without having to worry as much about how you'll address customer or regulatory demands?

This is Appian. Want to learn more? Keep reading…

PEOPLE, PROCESSES, AND DATA
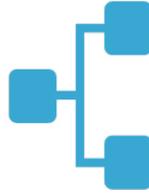
| PEOPLE | PROCESS | DATA |

Managing organizations is complex. It requires careful organization of people, processes, and data. To achieve organization objectives, relationships between people must be managed effectively:

• Communications must be timely and direct
• Business partners must be engaged and informed
• Employees should represent the collective culture of your organization

But, it's not that simple. People must operate within the rules, processes, and procedures of the organization. These processes exist not only to get work done as efficiently as possible or ensure meeting regulatory responsibilities, but also to create a consistent and reliable customer experience.

Similarly, data is the lifeblood that feeds good decision-making. It's the knowledge to enable people, and the intelligence to create smart process actions. And like people, data is also prone to becoming siloed, leading to uninformed decisions and fractured processes. In short, it's a complex web.

Mastering the interactions of people, process, and data is the foundation of any well-managed enterprise. The technology an enterprise chooses should provide the tools necessary to harness and unite people plus process plus data.

THE DISJOINTED CUSTOMER JOURNEY

Although your management of people, processes, and data may seem like an internal issue, it quickly impacts your customers and constituents, creating a disjointed and confusing journey. This disruption results in a poor customer experience, leading ultimately to customer defections and lost opportunities to grow your organization. What's more, when you add more people, more processes, more data, and more technology to the equation, the problem becomes larger. You create more silos and more complexity. And so, all those solutions you bought to help you run your organization and address your problems inadvertently create a much bigger issue: massive amounts of complexity.

Key Challenges include:
- Disjointed applications result in a disjointed customer journey
- Increased organizational complexity blocks growth
- Heightened need for solutions outpaces an organization's abilities to create them

## THE CUSTOMER JOURNEY...WITH APPIAN

When the disjointed customer journey is unified, great things happen. Organizations that value a streamlined customer journey choose Appian as their platform of choice. Why? With Appian, they can build, use, and change many unified applications that pull together all the complex, disjointed steps of their customers' journeys. From on-boarding or problem handling, to introducing new products, services, or even complex insurance, life-sciences, government, or financial services applications, all can be handled in Appian.

By unifying process, people and data in a single platform, businesses streamline customer interactions and provide better service. They can offer unique behaviors to their customers according to *the customer's* needs, as well as recommend certain products or features that make the most sense at any given moment in time. And, they are empowered to deliver the optimal experience to each customer. When each customer is made to feel like the most important customer, customer retention is a byproduct; word of mouth becomes a common referral theme; and new customers are more easily cultivated.

Appian fully supports the organizational agility needed in our new, fast-paced and information-driven world. As more applications are built, it becomes easier and easier to add data and services to the existing Appian infrastructure. This is a stark contrast to alternatives that create more and more silos, feeding the beast of complexity and convoluting your customers' journeys.

A LEADER IN BPM

Appian supports a seamless journey, uniting people, process, and data through an industry-leading Business Process Management (BPM) platform.
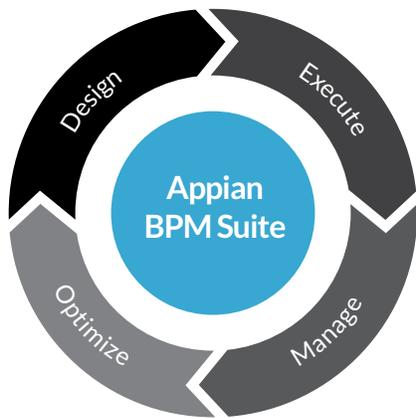
BPM has evolved. It's no longer just the ability to orchestrate workflows and integrate systems. Today, BPM is based on an agile delivery methodology that allows business and IT alike to easily Design, Execute, Manage, and Optimize how their business is run. This is also known as the Integrated BPM Application Lifecycle.

This continual, agile lifecycle allows Appian customers to quickly build and deliver their own unique apps, transform vision into operational execution, and iterate so these solutions consistently refine business operations.

Appian has been recognized by Gartner as a Leader in Business Process Management since 2007 with acknowledgement for supporting all process styles, as well as a rapid innovation and discovery lifecycle.

A LEADER IN CASE MANAGEMENT

Appian supports all use cases and work patterns for building complete and powerful case management solutions. This includes support for highly structured work relying on rule decisioning and process orchestration to ad-hoc and collaborative work between users.
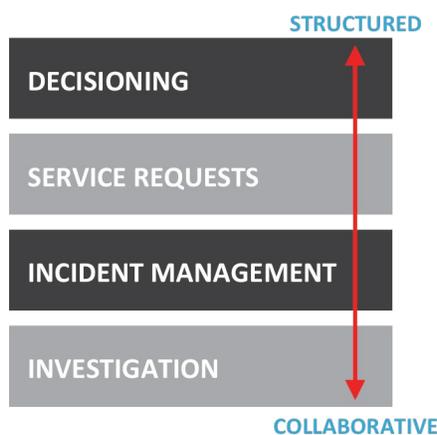
Common case management scenarios supported by Appian include:
- Process and Rule Decisioning
- Service Request Management
- Incident Management
- Investigative and Collaborative Work
- Compliance Management
- Customer and Employee On-boarding

Just as it is in BPM, the Appian Platform is recognized by leading analysts as a Leader in Case Management, with specific call-outs for innovative approaches to orchestrating and managing casework.

unified + easy + powerful

Appian provides a unified platform that combines leading BPM, Case Management, and other capabilities into a single product offering.

Leaders across industries and sectors use Appian to quickly build end-to-end solutions that manage every aspect of their organization. Plus, with flexible deployment options—Appian is available in the cloud, on-premise, or a hybrid of both—you can feel confident your unique needs can be met.

The Appian Platform is built on a foundation of unity, ease, and power. It is the core promise we deliver to our customers:

- First, Appian is designed to **unify** your organization with capabilities that can seamlessly integrate people, process, and data from across systems into a cohesive solution.

- Second, Appian is built to maximize **ease**-of-design and ease-of-use, regardless of access point. We remove the burden of technical complexity from your solution designs. For example, Appian's leading cloud offering provides immediate access to the infrastructure needed to roll-out a global solution, fast. In addition, all applications built on Appian are immediately and simultaneously available on all leading web browsers and mobile devices, natively. This means any solution you build on Appian is accessible by any client.

- Finally, Appian is **powerful**. Built with enterprise scalability, reliability, and security. Appian meets the needs of the most demanding enterprises in the most competitive and regulated environments. With nearly two decades of experience delivering mission critical solutions for leading organizations, Appian is truly the one application platform for your success.

UNIFIED

Unification of people, process, and data is directly supported in Appian Records. Appian Records converges all data from across the organization into a single, drillable, summary (i.e. Record). If more information is needed, it's clicks away with virtually no searching. Plus, process is embedded, so the right action may be taken every time. Appian allows for fast discovery, access, and use of data from anywhere across the enterprise...even if that data lives deep in legacy systems.

Appian's included integration adapters to databases, services, and leading software products [such as SAP, Salesforce, MS Dynamics,
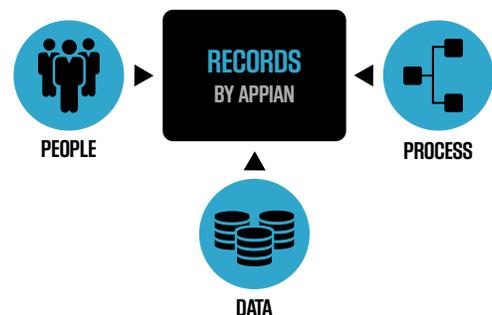
SharePoint, and Oracle Siebel] enable creation of rich dashboards that unite data from across your enterprise.

Once defined, data is immediately available for social collaboration or processes. The single record view is immediately enhanced by tagging to ad-hoc collaborations, as well as tasks and actions. This allows users to not only see the data, but also take action on it and collaborate with full situational context.

No longer a static view from a siloed database, your data becomes alive. Appian Records gives the complete view, allowing you to track data through the complete journey with your organization.

EASY

Easy to Design. Appian's focus on easy starts with the design-time experience. This is where our customers start. An integrated design environment allows you to rapidly build your application. A complete set of point-and-click tools enables the orchestration of people, process, and data. And finally, visual, drag-and-drop design makes it easy for non-technical business users to understand the design of an application and more easily collaborate with IT on a joint solution.
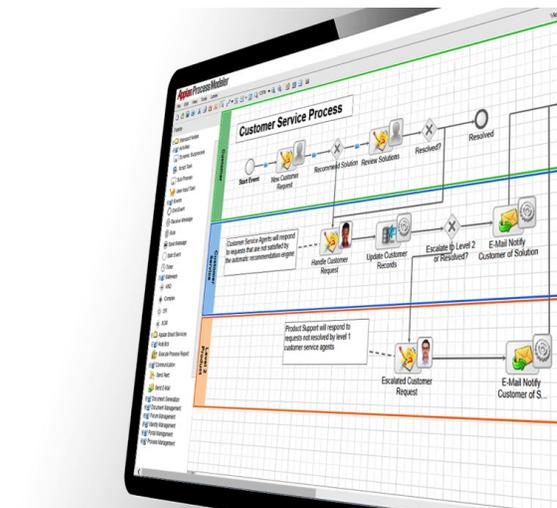
Easy to Execute. All applications in Appian may be instantly executed. Appian's unique runtime architecture interprets your visual designs and requires no code compilation...simply hit run, or change rules, process, and interfaces on the fly to see them immediately take effect. The best part? It all happens in real time.

With a comprehensive set of integration adapters, Appian easily connects to your data sources and brings it to life in rich interfaces and process orchestrations.

Finally, all of your Appian applications are immediately available as a native iPhone, iPad or Android application, with no loss of functionality between the full desktop experience and your mobile experience. And, it all happens with no extra effort...no extra resources...no extra time...and no additional cost.
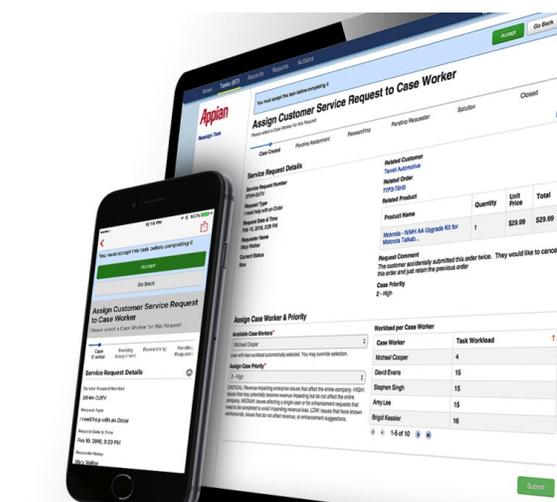
Easy to Manage. As your applications run, Appian's collaboration stream allows users to track and respond to key business events.

System alerts, hazards, and ad-hoc collaborations from across all apps are exposed in an intuitive user experience that can be personalized to suit each user.

At any time, users can upload and share content as a collaboration or via a process action to associate to a record. This makes Appian ideal for both highly structured and loosely coupled work requirements, supporting the full spectrum of case management work styles.

Finally, if you identify an exception—an issue—managers can take action to re-assign work, reach out to ask questions, collaborate, or even re-design in-flight processes. Appian's flexibility at run-time means any exception can be handled with ease.

Easy to optimize. Appian also makes it easy to analyze and optimize your operations. With a market-leading Business Activity Monitoring (BAM) analytics engine, every process interaction is recorded and available for detailed analysis.

Aggregate work durations on activities, user or group performance, or overall process and task performance can be queried in real-time and displayed on rich dashboards.

Appian reports query all your enterprise data sources to create views that combine process performance data with enterprise data. This leads to discovery of unique business insights that help you sustain your results.

As bottlenecks and inefficiencies are discovered, designers can quickly adjust processes and rules to continually optimize customer journeys with your organization.

BPM? **Check.**
Case Management? **Check.**
Mobility? **Check.**
Business rules? Analytics? Security? **Check, Check, Check.**

And that doesn't account for the easy-to-build and use interfaces, content management, out-of-the-box integration capabilities, and collaboration that unites process and data for true situational awareness.

Appian is the only product to incorporate all the functionality needed to support your organization on your quest to address your unique challenges. Appian is a single, integrated platform that can help your organization stand out for what makes you great.

And, since Appian has been built organically, each component seamlessly operates with all others. Unlike other vendors where disjointed product offerings must be integrated at the customer's expense, Appian easily combines all of these core capabilities, accelerating time to solution and reducing total cost of ownership.

APPIAN CLOUD

The market for enterprise corporate software is moving rapidly to the cloud. Cloud computing is the fastest way to deliver enterprise applications that are dynamically scalable, virtualized, and delivered as a service over the internet. Customers who employ Appian Cloud as their platform enjoy several benefits, including:

- Low startup costs
- Fast deployment
- Automatic upgrades
- No server maintenance
- Fast return-on-investment
- Predictable costs

In addition to Appian Cloud's secure foundation, customers can choose their preferred geographic region to host their data and applications to meet their regulatory and security requirements. In all cases, Appian ensures all data contained in a customer's Appian Cloud instance is protected and never copied outside the geographical regions designated by the customer.

Please consult status.appiancloud.com for the most up to date information on Appian Cloud status.

Reliability and Scalability

Appian Cloud provides reliability that can be tough to match even by internally managed environments. With a 99.95% SLA uptime, Appian meets the needs of the most demanding enterprise customers.

For mission critical enterprise applications, Appian offers a high availability deployment, available with Premier Support. This configuration replicates to 3 availability zones within the same geographic region, delivering load balancing among instances and a Recovery Point Objective (RPO) and Recovery Time Objective (RTO) of 15 minutes.

The Appian Cloud architecture is designed to deliver maximum uptime and minimal to zero data loss, but in case a major service disruption happens, Appian Cloud provides a formal Disaster Recovery plan to insure minimal-to-zero loss of production data.

Security and Certifications

Appian Cloud security and compliance program follows the National Institute of Standards and Technology (NIST) 800-53 risk management framework, which directly aligns to HIPAA and other stringent compliance and security rules.

Please consult trust.appian.com for the most up to date information on Appian Cloud certifications.

Furthermore, solutions built on Appian meet global regulatory requirements for data privacy in your chosen region.

Appian is the recognized market leader in cloud BPM. What's more, since solutions built on Appian are portable between on-premise and the cloud, you can be confident your unique deployment requirements are always met.

CONCLUSION

Appian is one of the most reliable and trusted platforms to support mission critical applications deployed to meet the most demanding challenges.

We have achieved scalability at clients supporting millions of transactions and large user bases, across both on-premise and cloud deployments.

Furthermore, Appian has a higher level of security certifications than any other vendor in our category. This includes PCI DSS for secure payment processing, US HIPAA for handling patient healthcare information, and FedRAMP, the highest level certification for running US government operations in the cloud.

And, even with all these capabilities, Appian still stands for simplicity.

Your business...your solutions...your organization...are complex enough. Why add a complex solution to solve your already complex problems? Appian makes it easy for our clients to quickly build solutions that meet their unique needs.

And, we are proud that leading analysts have acknowledged this. Identifying that Appian customers are able to achieve truly agile delivery of solutions and require fewer resources to deploy than with any other vendor.

So ask for a demo. Experience what unified really means. See how easy it can be. Learn more about the powerful capabilities. And understand why more and more leaders are now Appian customers.