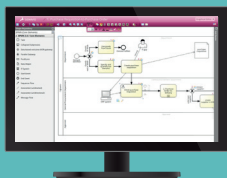




Best Practices

# Managing Complexity in Commerce with Signavio



Commerce is built on processes: people-centric, back-end, supply chain systems and customer-facing. Every process incorporates decisions made countless times every day.

Optimizing the business processes and decision-making underpinning commerce provides businesses with the power to address the increasing number of challenges that come with globalizing business. Obstacles to be overcome include M&A integration, commodity price volatility, uneven growth profiles, customer loyalty with reduced outlay, and dealing with multi-channel digital consumer technologies.

### Business Transformation

Signavio empowers users to make fundamental changes to business operations and plan changes to a company's purchasing operations or overall operating model. Improved transparency of operations through Business Process Management (BPM) supports compliance with the increasing regulation of tax and customs, which is adding layers of complexity and cost to businesses.

BPM technology provides the capability not only to become more efficient and cost-effective through streamlining but also to monitor the performance of processes in a real-time manner. This allows clear and complete reporting and documentation to be produced and monitoring of compliance. Potential risks, such as commodity price fluctuations, can be incorporated into process models so they can be better analyzed and assessed enabling quicker and more effective reactions.

Managing the plethora of overlapping touch-points in today's retail industry becomes easier

with the integration of business processes across all the channels and systems that access up-to-the-second customer data. Processes for multi-channel interactions - social, digital, direct, instore, mobile and call centre, are clarified and streamlined. This enables you to provide consistent service even in today's climate of increasingly informed and demanding customers. Customer service and therefore also loyalty benefit further from Signavio's unique combination of Business Process Management and Business Decision Management. Provide first-class service as clear procedures, rules and intelligence enable employees to practice consistent, optimized decision-making. Customer loyalty is maintained in an economic climate when many businesses are operating with a reduced research and design (R&D) budget. Well-defined, effective processes and simulation of different scenarios, including time and cost analysis, prevent unnecessary expenditure.

Signavio's collaboration focus enables businesses to create synergies and a shared sense of responsibility amongst employees, encouraging them to contribute to the company and its prosperity.

### At a Glance

- > Improve decision-making
- > Increase efficiency
- > Ensure and track compliance
- > Streamline costs
- > Manage risks
- > Create synergies in M&A integration
- > Improve customer satisfaction and loyalty
- > Integrate multichannel touch-points

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Try out the Signavio Platform with a 30 day free trial.

[signavio.com/try](https://signavio.com/try)

Do you have any questions? Feel free to contact us by phone or send us an e-mail.

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