NINTEX Workflow

Customer Usage Report

work flow for every one

NINTEX

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1. Introduction

In December 2012 Nintex concluded a global survey of our customers and partners to identify how customers are using Nintex Workflow. The number of responses from customers was astounding, indicating just how important Nintex Workflow is to their day-to-day operations.

The results confirmed that Nintex Workflow truly provides 'Workflow for Everyone', across all industries and departments. The following report highlights the commonly automated scenarios used by departments within an organization and represents key opportunities for partners to engage with customers at any stage of their SharePoint journey. It is never too early to talk to your customers about Nintex with the survey showing that over 50% purchase Nintex Workflow within the first 12 months.

The results also clearly showed that customers automate more processes utilizing Enterprise features, with integration into other line of business systems and Active Directory key areas of focus. Customers are automating not only generic processes but are also automating solutions for their individual business requirements.

2. Everyone asks for automation

The survey highlighted that Nintex Workflow is used widely across numerous industries and departments for processes that are common within many organizations; but more importantly, for its ability to be easily customized to suit almost any automation requirement.

The results indicated that Nintex Workflow is used by everyone in the organization. Positions requesting Nintex Workflow range from: departmental managers; Directors; VPs; end users; IT; business analysts; administration. Everyone can find a use for Nintex Workflow for their business automation requirements.
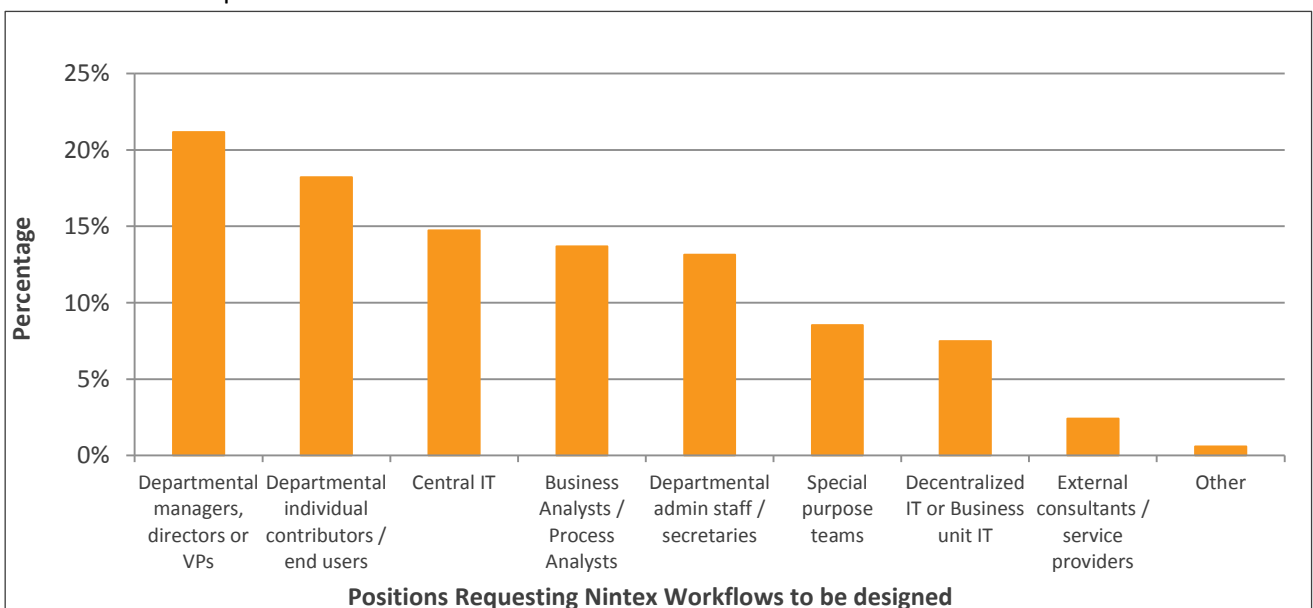

Figure 1: Positions requesting the design of Nintex Workflow.

Nintex Workflow is used across many industries, with 35 industries accounted for in the survey results. Out of those, the top five industries are:

- Manufacturing and Mining
- Financial
- Health
- Energy and Utilities
- Government and Charitable organizations

Some of the more common departments and areas in which users looked to gain wins from their Nintex investment are:

- IT: Manage the day-to-day tactical tasks
- Finance / Administration: Budget management
- Human Resources: Employment lifecycle
- Operations, Delivery and Procurement: Facilities and resource management
- Sales: Contract management
- Marketing: Campaign management and lead routing
- Customer Support: Manage customer engagement

"I love the program, it is incredibly powerful and I love that it can integrate into AD. It is nice to be able to do some AD activities through SharePoint now on our smartphones without needing to RDP to a server."

- IT Professional, Telecommunications

3. Enterprise Customers Automate More

The survey results indicate that Nintex Workflow Enterprise Edition customers gain a greater return on their software investment compared to the Standard and Workgroup Editions. They automate at least 13% more processes, regardless of company size, which in turn could represent more service opportunities. Customers are using the actions to build robust and powerful solutions to gain real time saving wins, making dramatic business process improvements across the organization.

Customers are leveraging the Enterprise features to include the following in their process automation;

- User profile management
- User provisioning
- Exchange server integration
- Word services integration

- Dynamics CRM integration

4. Never Too Early

Of the customers surveyed, over 50% purchase Nintex Workflow in the first 12 months of installing SharePoint, indicating that it's never too early to talk to your customers about automation and how Nintex Workflow can add to their organization's efficiency. These results show that leading with Nintex Workflow when first recommending SharePoint could help customers see the benefits of the solution.

"We believe that Nintex Workflow is probably the most valuable investment we have made around our SharePoint infrastructure. It is a real business enabler and development accelerator for us."

- CIO, Health Care

5. Engineered for Solutions

The results show how Nintex Workflow is not only used for common business automation processes but also proprietary ones. Using the out of the box actions, customers are using workflows to automate unique processes such as;

- Student access management
- Automated payment receipting
- Management of loaned equipment
- Customer opportunities for improvement
- Engineering knowledge base
- Replication across farms
- Fully automated base station construction

"Nintex helped us move into business process automation with minimum effort and helped us streamline existing business process."

- IT Developer, Beverages

With the added power of User Defined Actions and the SDK, users are able to unleash the power of customizing Nintex Workflow. Some examples include:

- A UDA to check if a list exists
- SQL store procedure calls
- Tracking time spent on projects
- Query and write to site property bag
- Pulling data from a primary list to be used by all other lists workflows

6. Integrate Across Systems

Nintex Workflow is used for more than just SharePoint lists and approvals; customers frequently leverage actions to integrate with other databases, with SQL and Oracle featuring prominently in the survey results.

Other Systems that customer is integrating:

- Exchange Server
- Lync / OCS
- Microsoft Dynamics CRM
- SAP
- Office 365 / Cloud
- Sales Force
- Twitter
- Facebook
- Yammer

"Nintex is a great product and I love the integration of various platforms and IT systems"

- IT Administrator, Non-Destructive Testing

7. Top Departmental Processes

- IT are automating; their internal processes, help desk support, planning and implementing, changes in service or solutions, on-boarding and off-boarding, service provisioning, account provisioning and customer satisfaction.
- Finance / Administration are automating; travel requests, purchase requests, contract management, expense claims, invoice processing, business reporting, vendor and contract approvals, capital expenditure and accounts payable.
- Human Resources are automating; vacation or leave requests, on-boarding and off-boarding, internal surveys, employee training, policy and procedure changes, recruitment and facilities management.
- Operations, Delivery and Procurement are automating; travel requests, quality assurance, product approval process, vendor contract approval, orders materials and services, new product development and maintenance scheduling.
- Sales and Marketing are automating; event planning, proposal creation, customer sales, incoming customer queries or feedback, promotion activities, pricing changes, collateral approval and management of promotions and campaigns.
- Customer Support are automating; help desk, product documentation and help files, customer complaints, customer feedback to product management and work in progress inventory.

"Fastest assessment from submission from student to marking completed, marks recorded and returned to the student - 50mins. Previous to this fastest that could be achieved 3 days."

- IT Developer, Education

8. Conclusion

The results clearly prove that Nintex provides 'workflow for everyone' and that Nintex Workflow addresses the needs of many departments and industries.

The survey clearly identified that organizations benefited more from the Enterprise Edition by automating more processes.   Customers are automating scenarios that include integrating with other core business systems to reduce duplication and improve system access. SharePoint plus Nintex Workflow can be a central part to all business systems.

It's never too early to focus on automating business processes; in fact the results show that leading with Nintex early in a SharePoint deployment will provide the customer with gains in efficiency and as such, the benefits that both SharePoint and Nintex provide.

Aside from the common business processes that Nintex is universally known for, the survey also showed that Nintex Workflow is well suited to bespoke, proprietary solutions. In these cases User Defined Actions represent the best way to engineer and reuse flexible solutions specific to an organization.

Finally, the results show that Nintex is a great platform to bring systems together, further demonstrating the value in leading with Enterprise Edition.