



## COMPETITIVE ANALYSIS

IT Solutions →	Business Process Management (BPM) Tools	Enterprise Service Bus (ESB) & Cloud Integrators	Portals	UNITY
<b>Adaptable &amp; Agile</b> - to support ever changing business process	✗	✗	✗	✓
<b>Ux</b> (user experience) - for bi-directional user self-service transactions	✓	✗	✓	✓
<b>Mobile Ux</b> – solution for mobile	✓	✗	✓	✓
<b>Data Aggregation &amp; Integration Solutions</b>	✗	✓	✗	✓
<b>Reporting, Analytics &amp; Business Intelligence Solutions</b>	✗	✗	✗	✓
<b>Cost Effective</b>	✗	✗	✗	✓

### ENTERPRISE PLATFORM

### SALESFORCE

### UNITY

<b>TECHNICAL TOOLKIT (IT EXPERTISE REQUIRED?)</b>	YES	NO
<b>COSTLY</b>	YES	NO
<b>STORES CLIENT DATA</b>	YES	NO
<b>CLOUD, ON PREMISE, HYBRID?</b>	CLOUD	ALL
<b>DATA AGGREGATION &amp; CLEANSING CAPABILITIES</b>	NO	YES
<b>ANALYTICS &amp; BI CAPABILITES</b>	NO	YES

### ENTERPRISE SERVICE BUS (ESB) & INTEGRATION TOOLS

### BOOMI/FUSION/HANA

### UNITY

<b>TECHNICAL TOOLKIT (IT EXPERTISE REQUIRED?)</b>	YES	NO
<b>COSTLY</b>	YES	NO
<b>CLOUD, ON PREMISE, HYBRID?</b>	BOOMI – CLOUD, FUSION & HANA – ON PREMISE	ALL
<b>DATA AGGREGATION &amp; CLEANSING CAPABILITIES</b>	NO	YES
<b>ANALYTICS &amp; BI CAPABILITES</b>	NO	YES
<b>UX SUPPPORT (SELF-SERVICE, MOBILE)</b>	NO	YES
<b>PROCESS ORCHESTRATION CAPABILITES</b>	NO	YES

**DATA INTEGRATORS & CONNECTORS****INFORMATICA/MULESOFT****UNIITY**

TECHNICAL TOOLKIT (IT EXPERTISE REQUIRED?)	YES	NO
PROCESS ORCHESTRATION CAPABILITES	NO	YES
DATA CLEANSING CAPABILITIES	NO	YES
ANALYTICS & BI CAPABILITES	NO	YES

**ENTERPRISE PORTALS****SHAREPOINT****UNIITY**

TECHNICAL TOOLKIT (IT EXPERTISE REQUIRED?)	YES	NO
COSTLY	YES	NO
AGILE & ADAPTABLE	NO	YES
CLOUD, ON PREMISE, HYBRID?	ON PREMISE	ALL
DATA AGGREGATION & CLEANSING CAPABILITIES	NO	YES
ANALYTICS & BI CAPABILITES	NO	YES

**NEW TECHNOLOGY****SPLUNK****UNIITY**

TECHNICAL TOOLKIT (IT EXPERTISE REQUIRED?)	YES	NO
STORES CUSTOMER DATA	YES	NO
REQUIRES ADDITIONAL APPS TO ADD VALUE & CAPABILITES	YES	NO
PROCESS ORCHESTRATION	NO	YES
DATA PROCESSED IN MEMORY	YES	NO
HARDWARE REQUIREMENT	YES	NO