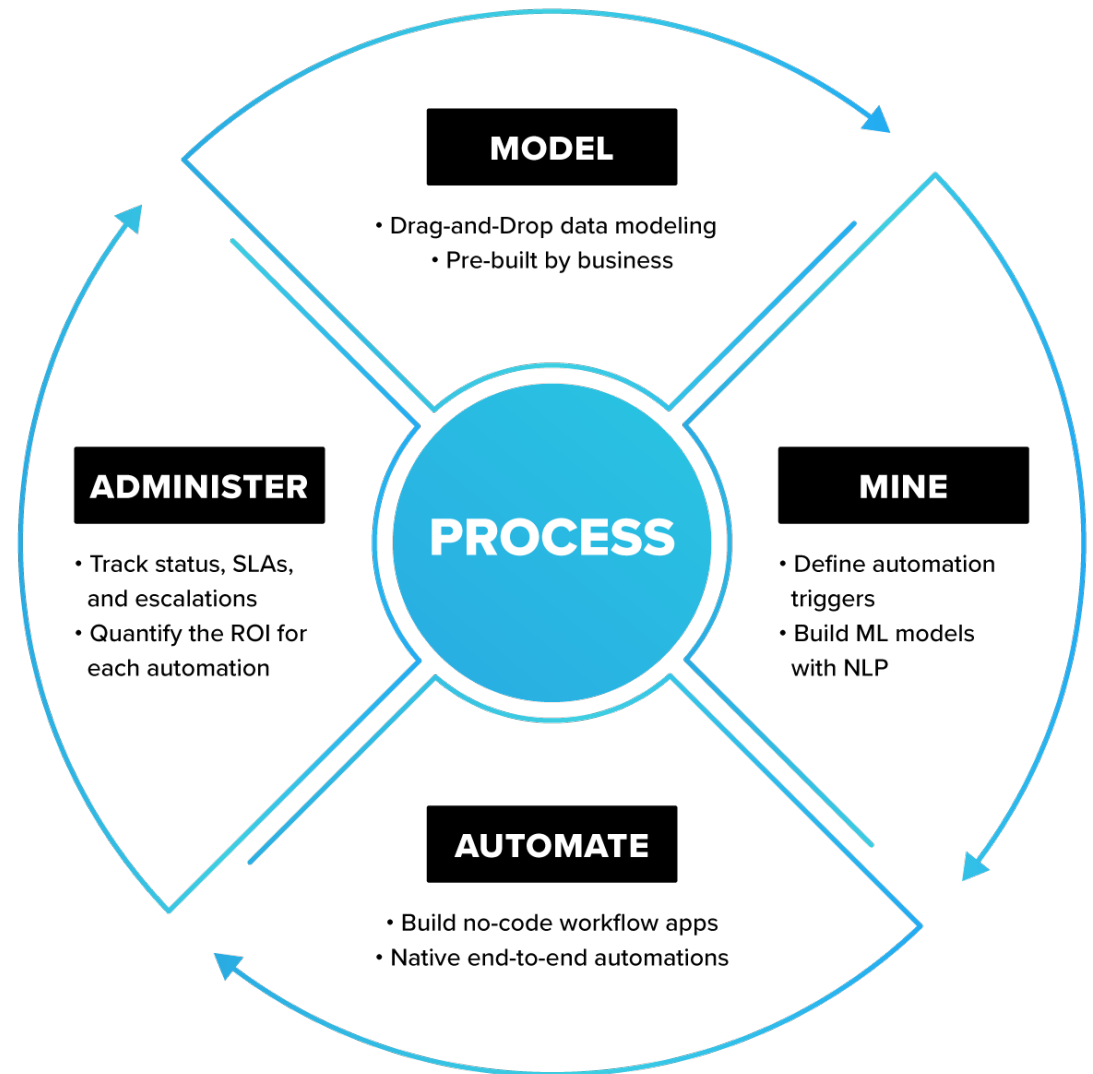


Three Key Considerations

Process automation is *gaining traction* as a way for organizations to streamline business processes, reduce errors, and *drive tangible business outcomes* with data. It works by dynamically analyzing changes in data to automatically trigger workflows. *According to a recent study*, process automation can boost operation speed by up to 95%!

As companies *ramp up investments* in workflow automation solutions, the challenge becomes finding a solution that meets business needs, while minimizing technical overhead. In this **buyer's guide**, we'll focus on three criteria that separate legacy solutions from the transformational: cloud-native capabilities, data actionability, and no-code app builders. We'll also provide a comparative analysis of leading workflow platforms.



1. Cloud-Native Capabilities

Enterprise processes are complex, often spanning numerous tasks, stakeholders, and business applications. Many solutions claim to be “cloud-native” but rely on a complex web of integrations that move data from source systems to their private cloud offering, where workflows are built and executed.

Moving data is problematic for many reasons:

- Compute costs from data ingress/egress add up quickly
- It creates new data silos that require separate governance controls
- Integrations create more endpoints for vulnerabilities

Instead of moving data into your workflow platform, it's more strategic and efficient to execute workflows directly where your data resides.

This approach gives Cloud-Native Workflow solutions with distinct advantages:

- Elimination of data transfer fees
- Rapid deployment, bypassing lengthy procurement and implementation cycles
- Auto-inherited governance and security standards

2. Data Actionability

Many platforms, despite their “Workflow Automation” label, require plug-ins or separate applications to perform basic process automation like mining data to trigger workflows.

Some of these tools are retrofitted process-mining solutions that claim to have workflows but just have notifications with filters.

True Workflow Automation solutions should not only provide automations functionalities natively but also proactively monitor data to initiate them.

When evaluating a solution, ensure it provides:

- Real-time mining of cloud data to detect patterns, relationships, and anomalies that trigger automations
- Flexibility in rule creation for action triggers. Opt from a diverse library of heuristic or ML-based data models, or create your own with AI-enabled text prompts
- End-to-end Automation via API-Out commands to source systems like ERPs, CRMs, SCMs, and more

3. No-Code App Builders

Many businesses are drawn to low-code and no-code solutions because they promise easy adoption and user-friendliness. However, low-code capabilities are easy to market but hard to offer. As a result, many “low code” platforms often come with hidden technical burdens.

Beyond the challenges of maintaining integrations and APIs, they typically require knowledge of SQL or other coding languages to create models for business users.

These models must be rebuilt for every new process or when processes change, putting a burden on IT or third-party technical support.

In contrast, no-code app builders allow business users to:

- Link existing data tables in Snowflake, layer apps, and refine business processes without writing a single line of code
- Practice Agile approaches to development, rapidly building and deploying apps in hours
- Reuse and build upon their team's workflow apps

Automation Checklist: Legacy vs. Transformational

Attribute	Description	Elementum	Appian	Celonis	Mendix	Pega	Power Apps	Quickbase
Data Movement	Does the platform offer native functionalities, eliminating the need for APIs, integrations or connectors?	✓	✗	✗	✗	✗	✗	✗
Governance	Does the platform auto-inherit Snowflake governance and security standards?	✓	✗	✗	✗	✗	✗	✗
Data Discovery	Does the platform allow business users to build data models, leveraging pre-built tables from data teams?	✓	✓	✗	✗	✗	✓	✓
Data Mining	Does the platform allow business teams to create rules that trigger automations?	✓	✓	✗	✓	✗	✓	✓*
Automation	Does the platform enable end-to-end automation with reverse ETL or API-Out commands to source systems?	✓	✗	✗	✗	✗	✗	✗
Workflow Builder	Does the platform offer an intuitive, no-code drag-and-drop interface?	✓	✗	✗	✗	✗	✗	✓
Built-in ROI Calculators	Does the platform showcase savings for each workflow automation?	✓	✓	✓**	✗	✗	✗	✗
Snowflake Market-place-Readiness	Does the platform support direct, discovery, trial, and purchase for immediate use in Snowflake?	✓	✗	✗	✗	✗	✗	✗

*Quickbase requires users to install a separate Data Analyzer App to enable data mining capabilities.

**Celonis Automations require the purchase of its Execution Management System. Its Action Flows (i.e. workflows) do have ROI calculators.

Time-to-Value and Cost-of-Ownership Comparison

	Elementum	Appian	Celonis	Mendix	Pega	Power Apps	Quickbase
Deployment Time	Low/Instant	Medium	High/Long	Medium	High/Long	Medium	Medium
Pre-Built App Library	Medium	Low/Instant	Low/Instant	Medium	High/Long	Low/Instant	High/Long
Implementation Costs	Low/Instant	High/Long	Medium	Medium	High/Long	Low/Instant	Medium
Licensing Fees	Low/Instant	High/Long	High/Long	Medium	Medium	High/Long	Low/Instant
Maintenance Costs	Low/Instant	High/Long	Medium	Medium	High/Long	Medium	Low/Instant

■ High/Long
 ■ Medium
 ■ Low/Instant

Conclusion

With so many Workflow Automation solutions on the market, making the right choice can be challenging. While many make lofty promises, few deliver without extensive setup and configuration. Consider these guiding principles when evaluating options:

- Does it move data?
- Does it provide out-of-the-box automations or does it require add-ons or extensions to initiate workflows?
- Can non-technical teams develop and deploy workflow apps without any code or assistance from technical teams?

At Elementum, our philosophy is simple: Process automation should directly drive action. That's why we built a lightweight, highly configurable, and user-friendly solution that initiates and executes workflows natively in the cloud. This approach makes it significantly faster, cheaper, and more secure than legacy solutions.

Experience the difference for yourself. Schedule a demo or contact info@elementum today.

"If you haven't heard about Elementum, you will. Data driven workflows are the next step to making data actionable with AI/ML for solving real business problems."

- Danielle Crop
Former Chief Data Officer, Albertsons & American Express