

# Webinar: Empower Your Business to More Effectively Serve Your Customers

**Aragon Research and Nintex are hosting a free online event on June 8 to educate business and IT professionals on how to leverage process automation technology to drive business outcomes**

BELLEVUE, Wash., June 5, 2017 /[PRNewswire](#)/ -- Aragon Research and Nintex today announced a live webinar **"Empower Your Business to More Effectively Serve Your Customers"** on Thursday, June 8 from 10 a.m. to 11 a.m. PDT. Register online at <https://cc.readytalk.com/r/l04bkvw8ao5g&eom>.

Digital Business Platforms (DBPs), because of their adaptability and speed, can be used in many different business and technical opportunities – especially ones focused on human processes, such as the customer experience (CX).

**Aragon Research VP and Research Fellow Jim Sinur** and Nintex Senior Director of Product Marketing Ian Hameroff will educate event attendees on how to leverage the DBP for Workflow and Content Automation (WCA) to provide a better CX including:

- Understanding the business/technical opportunities that exist in Digital today
- How DBPs leverage these opportunities
- How DBPs future-proof business and technical models

Aragon states that "Digital Business Platforms consist of managing digital processes, applications, and transactions in a mostly electronic manner and do so by leveraging the latest or emerging digital technologies." Within its March 2017 [Aragon Research Tech Spectrum™ for Digital Business Platforms](#) report, Nintex was named a **Leader** based on a review of 23 of the top DBP vendors in the market.

Sinur, who authored the report, cites three reasons why it is important to embrace the shift to DBPs. These include:

1. Business automation
2. Faster time to revenue
3. Overall cost reduction

He adds, "The primary driver for the rise in a Digital Business Platform is the need to make business processes faster while dealing with frequent change increasing demands for customer-driven approaches."

Within the report, Nintex is recognized for its "ability to leverage quick and easy development of workflow and process by incrementally delivering digital results that leverages point solutions to a growing digital journey. This allows organizations to turn tactical results into strategic efforts. Nintex focuses on the human processes and workflows to move organizations towards aggregate operational productivity and excellence." Aragon also recognizes Nintex as a pioneer in [Workflow and Content Automation](#) (WCA) and says "Nintex is one to watch."

For a complimentary copy of the Aragon Research Tech Spectrum for Digital Business Platforms, visit [https://info.nintex.com/CNT-AragonResearchTechSpectrumFeb2017\\_LP.html](https://info.nintex.com/CNT-AragonResearchTechSpectrumFeb2017_LP.html).

## Media Contact

Kristin Treat  
Nintex Public Relations  
[kristin.treat@nintex.com](mailto:kristin.treat@nintex.com)  
cell: (215) 317-9091

## About Nintex

Nintex, with its industry-leading workflow and content automation (WCA) technology, empowers the line of business and IT departments to quickly automate hundreds of manual processes to progress on the journey to digital transformation. Nintex Workflow Cloud™, the company's cloud platform, connects with all content repositories, systems of record, and people to consistently fuel successful business outcomes. The leader in the

industry, Nintex has over 7,000 enterprise clients in 90 countries who have built and published millions of workflow applications. Visit [www.nintex.com](http://www.nintex.com) to learn more.

*Aragon Research does not endorse vendors, or their products or services that are referenced in its research publications, and does not advise users to select those vendors that are rated the highest. Aragon Research publications consist of the opinions of Aragon Research and Advisory Services organization and should not be construed as statements of fact. Aragon Research provides its research publications and the information contained in the "AS IS," without warranty of any kind.*

SOURCE Nintex

---

<https://news.nintex.com/2017-06-05-Webinar-Empower-Your-Business-to-More-Effectively-Serve-Your-Customers>