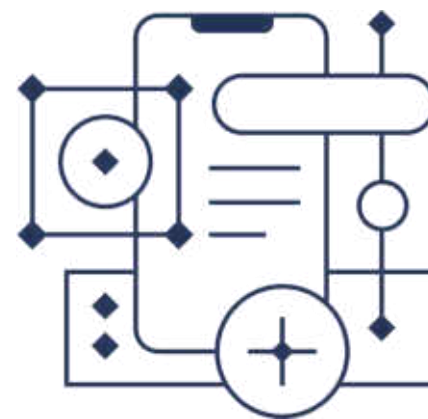




elma-bpm.ru

# Creating Tools for Easy Conversion to Digital Company





# Our Customers and Partners

**2000+**

companies around the world use ELMA

**12 years**

at the IT market

**350+**

employees

**50+**

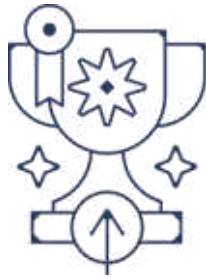
partners



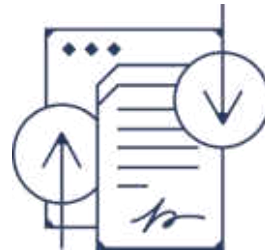
# Our Customers



# ELMA BPM Achievements



**No. 1 among  
BPM-systems**  
in Russia and CIS  
according to Tadviser  
business portal



**No. 1 in the ranking of  
electronic document  
management systems**  
according to Cnews  
portal in 2021



Unified register of  
**Russian software**



# G2 Grid 2021 Rating



ELMA365 Low-code platform entered to a sector of the High performers in a G2 Grid rating for 2021 as well as was given the “Users love us” badge.

The G2 is a world’s largest marketplace of software. Its ratings are based on users’ reviews and information available on the Internet. The unique algorithm calculates two major indicators: customer satisfaction and market presence.



# BPM Project of the Year



**In 2021, ELMA became an official partner of ABPMP. We develop BPM discipline together and help those who are eager to be a part of a professional community.**



Our customers have won various awards and prizes for the BPM-Project of the Year competition annually held by ABPMP.

A large, multi-colored starburst graphic composed of several overlapping triangles in shades of purple, blue, orange, and red, positioned on the right side of the slide.

**BPM  
Project  
of the Year**

# ELMA IT Academy



**EVA (ELMA VIRTUAL ACADEMY)** is an education project of the ELMA company, and its main task is to make training clear and available to everyone in process management.

**45000** activations of the ELMA Community Edition

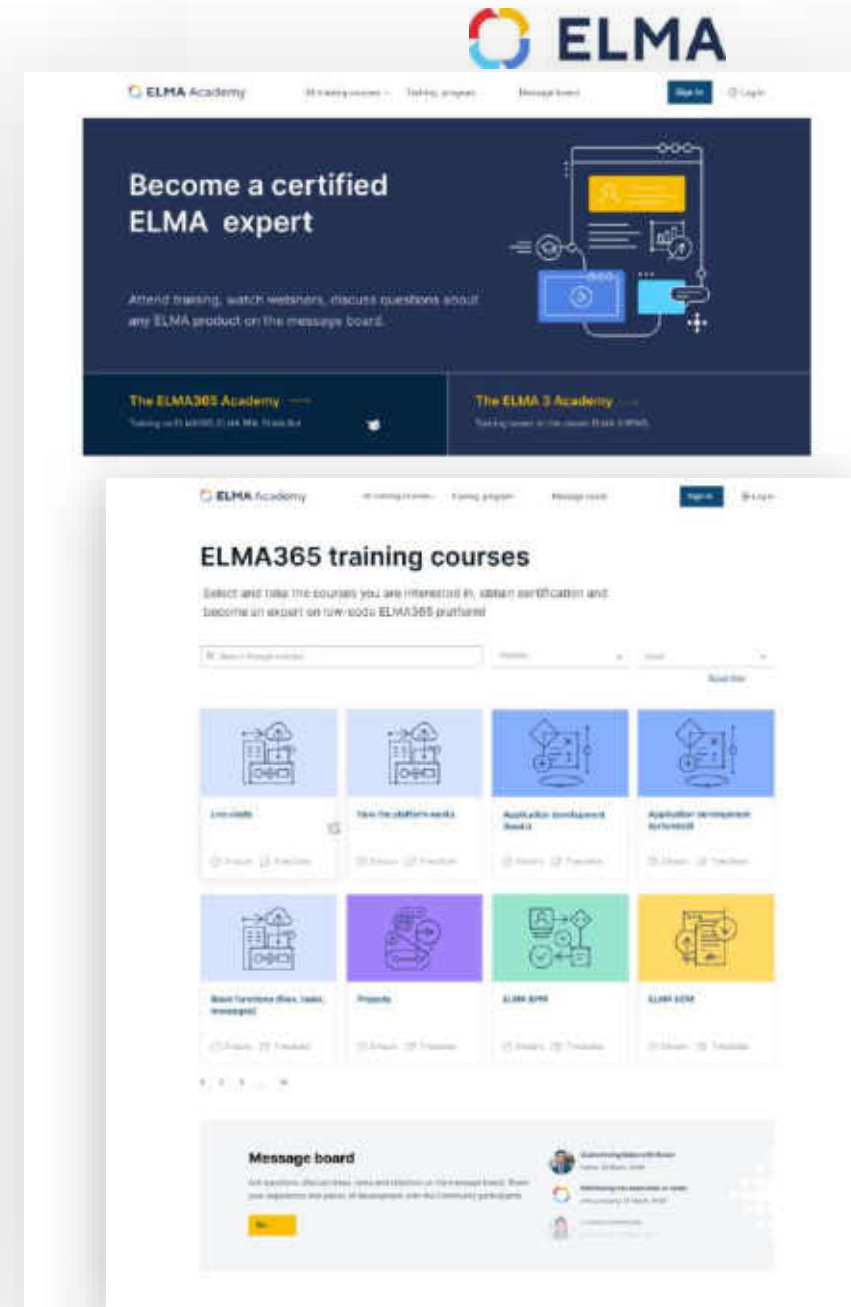
**8500** graduates completed the courses

**5700** people obtained the EVA certificates

**5** digital transformation university labs: BP, AI & ML, MV, and Robotics

The Business Automation and The Business Processes courses are held in

**113** universities and **6** countries under ELMA methodology





# IT UNIVER

Alongside with five other software companies, ELMA is participating in another educational project called IT Univer.

- ◆ Since 2017 **894 people** have completed the training
- ◆ The project has already covered Izhevsk, Saint Petersburg and Kirov
- ◆ There is a special course for **foreign students**
- ◆ All the courses are practice-oriented and **free**

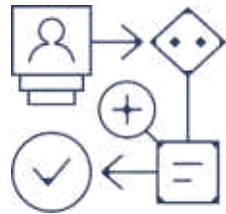
We consider IT Univer as an addition to a traditional university degree and an impact on the development of the IT community.

# IT UNIVER



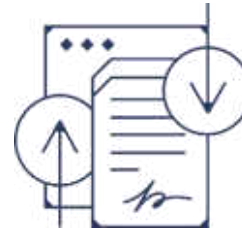
The screenshot displays the IT UNIVER website interface. At the top right is the ELMA logo. The main header features the text 'IT UNIVER' and 'Vocational IT-training in Izhevsk' with a 'Select training' button. Below this is an illustration of two people working on a laptop. The main content area is for a course titled 'Design and creation of applications with .Net C#' starting on 6-17 April 2020. It includes a 'Sign in' button, an 'About the training' section, an 'Arranged by' section (The ELMA company), a 'Time' section (Daily from 15:00 to 18:00), and an 'Address' section (Izhevsk Park, 1/111, Izhevsk). A 'Requirements for students' section lists prerequisites like OOP knowledge and SQL skills. At the bottom, there is a 'Sign in' form with fields for name, email, phone, university, and password, along with a 'Register as a student' checkbox and a 'Forgot password' link.

# ELMA365 Products



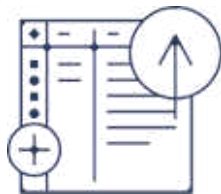
## **BPM**

System for business process modeling in graphic environment



## **ECM**

Electronic document management system



## **CRM**

Customer Relationship Management



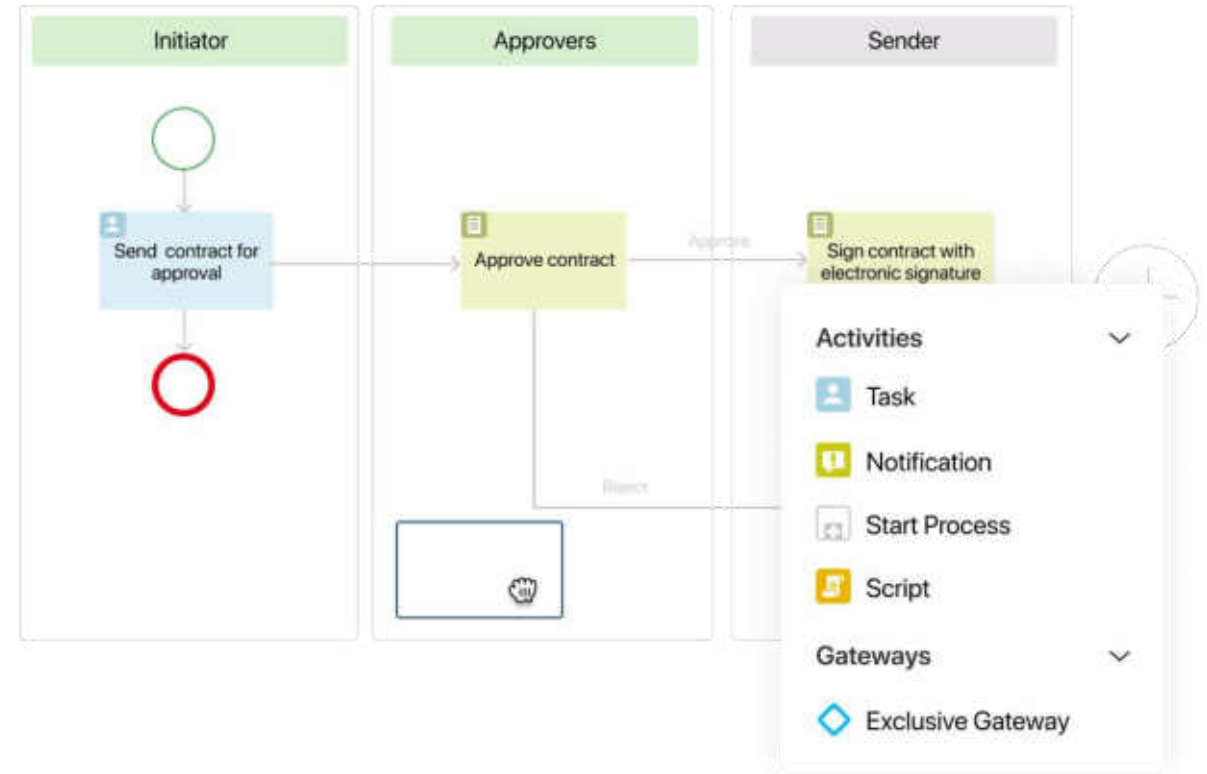
## **ChatDesk**

Customers and employees support via messengers

# BPM

## BPM is a system for business process automation

- ◆ BPMN 2.0 notation
- ◆ Modeling of the business processes
- ◆ Flexible adjustment
- ◆ Scripts
- ◆ Process control and monitoring
- ◆ Continuous process improvement
- ◆ Integration with other systems



# ECM



## ECM is an electronic document management system

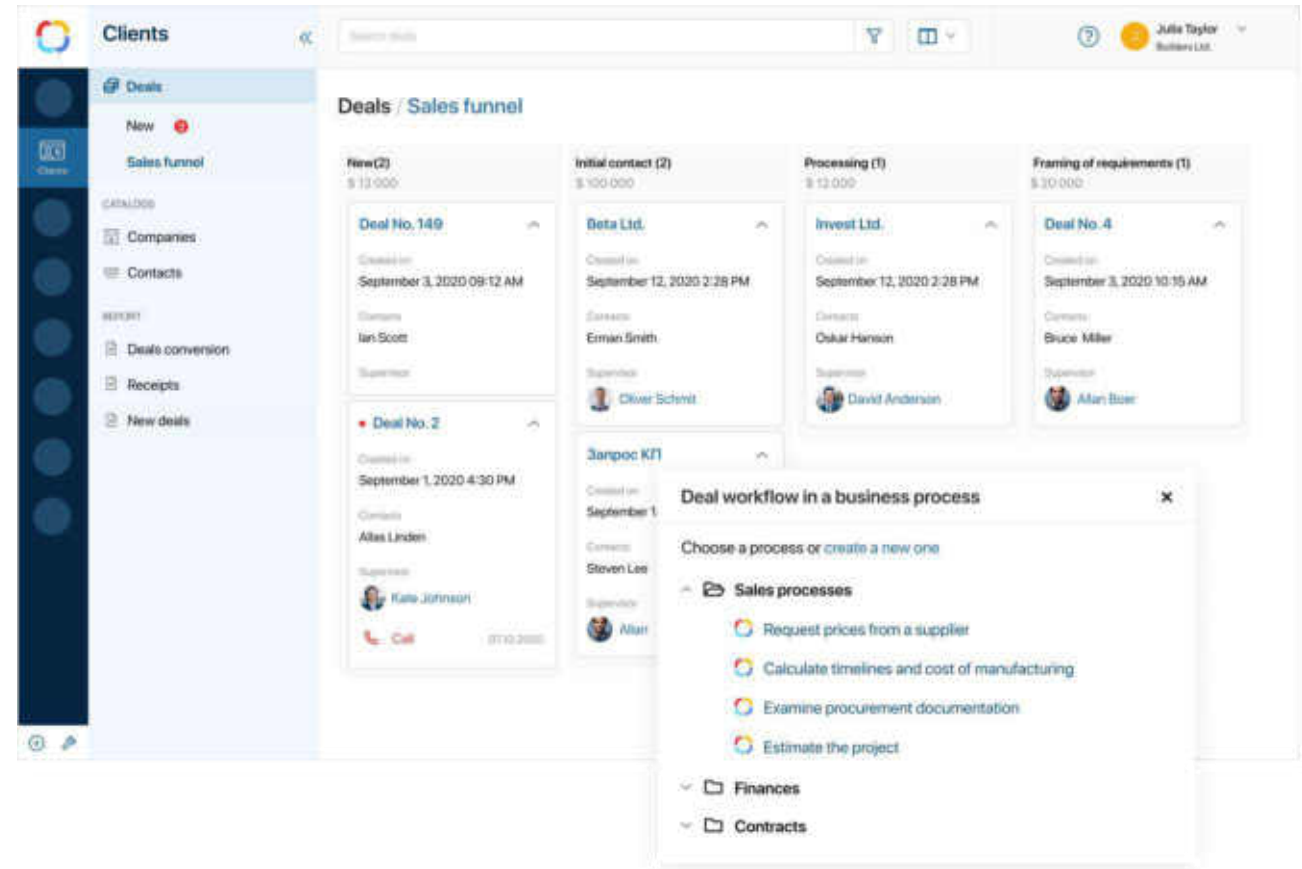
- ◆ Contracts management
- ◆ Financial documents
- ◆ Electronic registry
- ◆ Electronic archive
- ◆ Internal memos
- ◆ EDS
- ◆ Tasks
- ◆ Documents approval routes
- ◆ External document flow

The screenshot displays the ELMA ECM interface. On the left is a navigation sidebar with icons for Home, Messages, Calendar, Company, Administration, Users, Company Files, Office Hours, and Live Docs. The main content area shows a document titled "Product Supply Contract No. 00-321" with a "Word" document type. The document text includes "1. Definitions" and "3. Terms of agreement". On the right, a "Contract details" sidebar shows the status as "Pending approval", registration number "No. 00-321", and lists approved users: John Miller and Ian Jones. Below the contract details, a "Document approval route" diagram is overlaid, showing a flow from Initiator to Coordinators to CEO. The flow includes steps: "Generate a standard contract", "Status on approval", "Approve the contract", "Sign the contract", and "Send the contract to contracts".

# CRM

## CRM is a system for customer relationship management

- ◆ Arrangement of sales process
- ◆ Sales funnel
- ◆ Customers support
- ◆ Sales analytics
- ◆ CRM for different branches



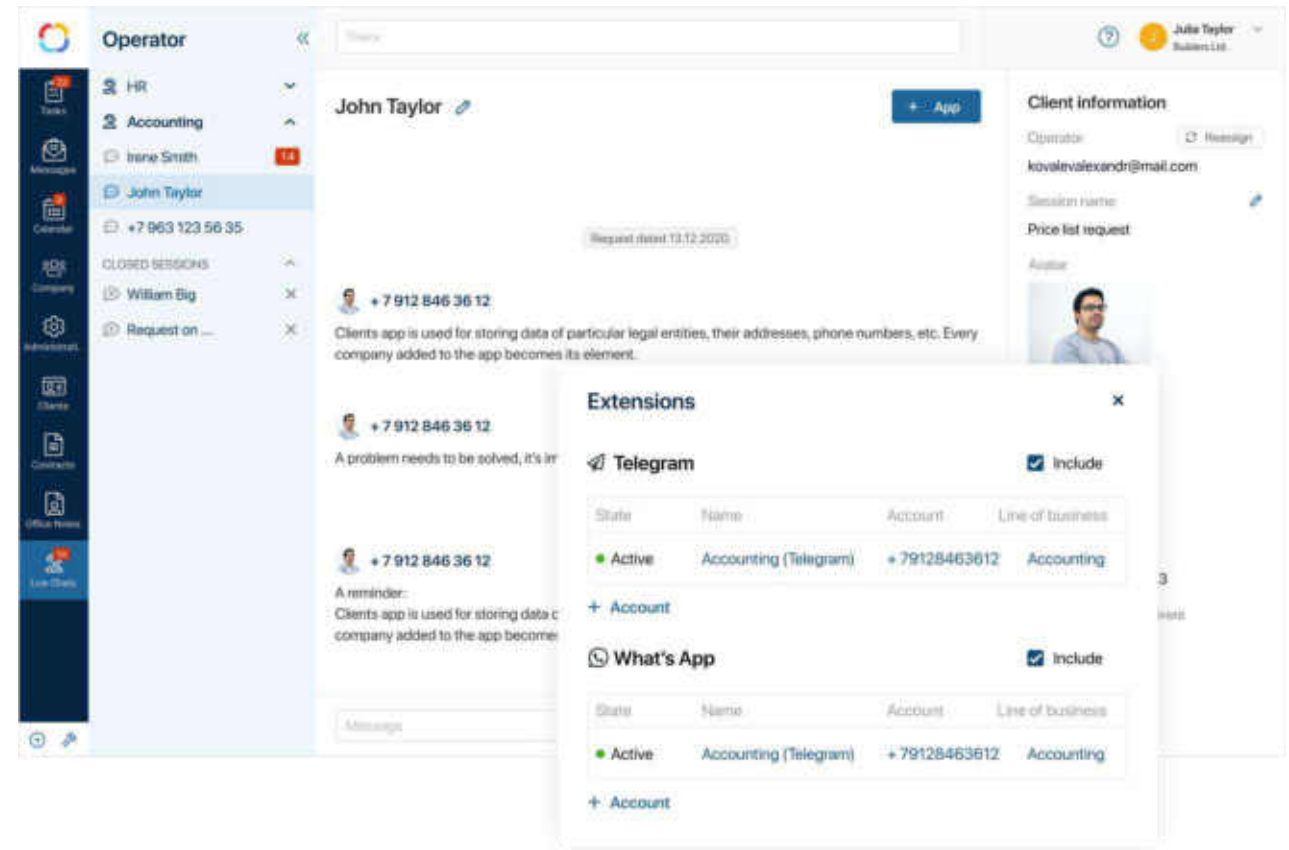
The screenshot displays the ELMA CRM interface. On the left, a navigation sidebar includes sections for 'Deals' (with 'New' and 'Sales funnel' options), 'CATALOG' (with 'Companies' and 'Contacts'), and 'REPORT' (with 'Deals conversion', 'Receipts', and 'New deals'). The main area is titled 'Deals / Sales funnel' and shows a funnel with four stages: 'New (2)' (\$13,000), 'Initial contact (2)' (\$100,000), 'Processing (1)' (\$12,000), and 'Framing of requirements (1)' (\$30,000). Each stage contains deal cards with details like 'Deal No.', creation date, contact name, and supervisor. A 'Deal workflow in a business process' dialog box is open, allowing users to choose a process or create a new one. The 'Sales processes' section lists: 'Request prices from a supplier', 'Calculate timelines and cost of manufacturing', 'Examine procurement documentation', and 'Estimate the project'. Other categories shown are 'Finances' and 'Contracts'.

# ChatDesk



ChatDesk provides support to the customers and employees via Telegram, WhatsApp, and other messengers suitable for a potential customer.

- ◆ Providing consulting services for the potential clients
- ◆ Providing support to the users
- ◆ Creating several live chats
- ◆ Supervising all the correspondence



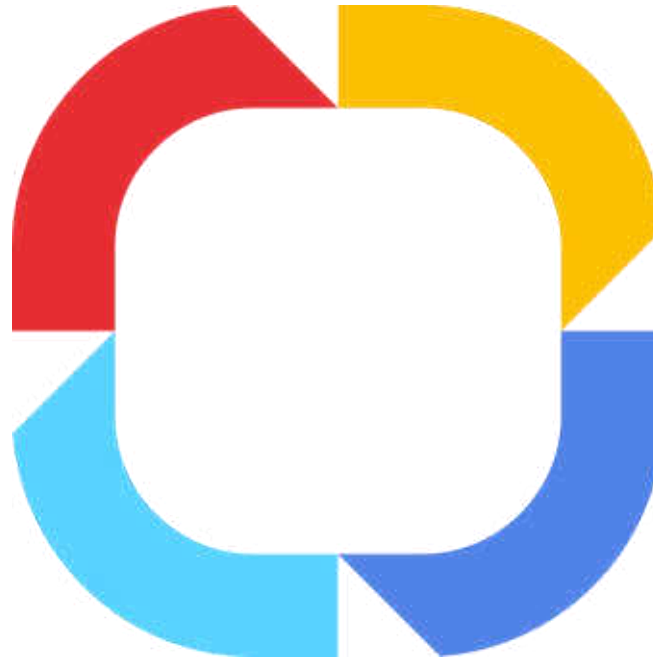
# Development Framework of the Business Processes

## → Improvements

- ♦ A tool for the on-the-go processes improvement
- ♦ Version control of the business processes

## → Monitoring

- ♦ Monitoring of deviations according to the key indicators (KPI)
- ♦ Processes monitoring
- ♦ Real time monitoring



## → Modeling

- ♦ Organization chart
- ♦ Model of the process (BPMN)
- ♦ Performance indicators (KPI)
- ♦ Business process policies

## → Execution

- ♦ Execution of the business process tasks
- ♦ Timing of the business process
- ♦ Customizable APMs and interfaces
- ♦ Mobile application

# What ELMA does?



- ✓ ELMA provides simple process modeling and fast modification
- ✓ ELMA helps to find bottlenecks
- ✓ ELMA creates tools for easy conversion to the digital company
- ✓ ELMA delivers great functionality
- ✓ ELMA fully integrates into IT infrastructure of the company

