

TECH CHOICES



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Graham Technology Leads In Process-Centric Customer Service

The Forrester Wave™ Vendor Summary, Q2 2007

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EXECUTIVE SUMMARY

A relatively recent entrant to the market, Graham Technology provides a flexible, process-oriented solution that couples a full customer service application with a robust workflow engine. The company has demonstrated particular strength in the utility, telecom, finance, and retail markets. Its professional services organization, with deep experience in best practices for process automation and industry requirements, is a key element in its overall solution.

TARGET AUDIENCE

Business process and applications professional; eBusiness, channel, and product management professional; customer experience professional

GRAHAM TECHNOLOGY IS BEST SUITED FOR LARGE CUSTOMER SERVICE CALL CENTERS

Graham Technology, a player in the customer service market for nearly a decade, has a small base of customers but is nevertheless able to deliver complex customer service implementations in relatively short periods of time (recorded within 90 days). Graham Technology is focused on a modeled framework rather than a package or software component build. The vendor has extended the solution's functionality over recent years and has a clear road map for future improvements.

Forrester evaluated Graham Technology's current offering and strategy for process-centric customer service management needs against approximately 180 criteria (see Figure 1). Graham Technology offers a sound architecture to handle customer service requirements. Overall, Graham Technology provides a broad range of support for agent collaboration tools, call center infrastructure, and workflow capabilities. Graham Technology is an especially good fit for buyers that want:

- **Robust agent support tools for a large agent network.** Graham Technology scored high for agent support tools. Its business process approach allows the system to manage all aspects of contact creation, routing, escalation, and management according to business rules and specific customer-related triggers. This makes the vendor a good option for firms with large agent networks. The platform is especially strong for organizations with high volume, high speed, and highly complex contact center environments.

- **A solution, rather than a software product.** A substantial part of an investment in Graham Technology will be for professional services. It is important to note, however, that companies that have engaged with Graham expressed overall satisfaction and indicated that they experienced fairly fast implementation times.

To see how Graham Technology stacks up against three other competitors, see the Forrester Wave™ evaluation of the process-centric customer service management software market.¹

Figure 1 Graham Technology ciboodle Evaluation Overview

CURRENT OFFERING	
Customer service	Graham Technology provides a flexible, process-oriented solution based upon the combination of a full customer service application and a robust workflow engine to model advanced business processes.
Field service	Within Graham Technology, field service is supported by the capability to download process function to PDA, tablet PC, or other mobile device, and to manage the service actions and requests as part of a defined process. Specific field service functions, such as "replacement part handling," are configured as custom processes designed by business analysts/process engineers.
Internationalization	Graham can support multiple languages that are configurable upon agent sign-in.
Industry business process support	The product provides the strongest support for utilities, telecom, and financial services. However, as a process delivery technology, it can be, and is often, used to support other sectors (e.g., government, travel, education, and retail).
Architecture and platform	Graham maintains a strong business process engine and strong graphical workflow tools. It is easy to develop and maintain business processes and rules within the product.
Usability	Within the application, user interfaces are customizable and can include rich Internet application capabilities (RIA). Components are assembled within the system's interface editor.
Cost	Graham's licensing is typical of products in this category. Additionally, rapid deployment may reduce costs.
STRATEGY	
Time to value	Graham Technology has a history of delivering complex implementations (recorded within 90 days). Graham recommends this as a good target to provide significant functionality that will still be current with business needs and environments.
Product strategy	Graham has been in business for more than 10 years. The company is focused on a modeled framework, rather than a package or software component build. Graham fast extended functionality and breadth of solution over the years and has a clear road map for future improvements.
Corporate strategy	Graham has a focused strategy and vision. Graham's size limits potential execution in geographies and with key partners.
MARKET PRESENCE	
Customer base	Graham has a small base of CRM customers and users.
Employees	Graham has a relatively small number of employees.
Financial performance	Growth has been strong, though Graham Technology is still a relatively small vendor.

Source: Forrester Research, Inc.



Go online to download additional in-depth data and scores for this vendor and other vendors included in this Forrester Wave evaluation.

SUPPLEMENTAL MATERIAL

Online Resource

The underlying spreadsheet for Figure 1 is available online. The spreadsheet includes more detailed data and scores for this vendor.

This detailed data and scores for this vendor are also available online through an Excel-based vendor comparison tool that provides detailed product evaluations and customizable rankings.

The Forrester Wave Methodology

We conduct primary research to develop a list of vendors that meet our criteria to be evaluated in this market. From that initial pool of vendors, we then narrow our final list. We choose these vendors based on: 1) product fit; 2) customer success; and 3) Forrester client demand. We eliminate vendors that have limited customer references and products that don't fit the scope of our evaluation.

After examining past research, user need assessments, and vendor and expert interviews, we develop the initial evaluation criteria. To evaluate the vendors and their products against our set of criteria, we gather details of product qualifications through a combination of lab evaluations, questionnaires, demos, and/or discussions with client references. We send evaluations to the vendors for their review, and we adjust the evaluations to provide the most accurate view of vendor offerings and strategies.

We set default weightings to reflect our analysis of the needs of large user companies — and/or other scenarios as outlined in the Forrester Wave document — and then score the vendors based on a clearly defined scale. These default weightings are intended only as a starting point, and readers are encouraged to adapt the weightings to fit their individual needs through the Excel-based tool. The final scores generate the graphical depiction of the market based on current offering, strategy, and market presence. Forrester intends to update vendor evaluations regularly as product capabilities and vendor strategies evolve.

ENDNOTES

- ¹ Forrester evaluated leading customer service management software vendors across approximately 180 criteria and found that Entellium, Microsoft, Oracle Siebel CRM, Oracle Siebel CRM On Demand, salesforce.com, and SAP are Leaders for customer record-centric products; eGain, KANA Software,

RightNow Technologies, and Talisma are Leaders for customer interaction-centric products; and Graham Technology, Onyx, and Pegasystems are Leaders for business process-centric products. Within the customer record-centric category, Infor, Maximizer, NetSuite, Oracle E-Business Suite, Oracle Peoplesoft Enterprise CRM, SageCRM, Sage SalesLogix, and SugarCRM are Strong Performers. Among interaction-centric products, ATG, FrontRange Solutions, KNOVA, and Numara Software are Strong Performers. Amdocs and Chordiant are Strong Performers within the process-centric category. Differing requirements within an individual company necessitate a careful evaluation of the specific capabilities and individual strengths of each product and probably require the use of more than one tool to solve the full range of customer service management needs. See the May 24, 2007, Tech Choices “[The Forrester Wave™: Customer Service Management Software, Q2 2007](#).”