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AuraPortal Demonstrates Next Generation Capabilities at the Gartner Business Process Management Summit 2010

AuraPortal Sponsors the Gartner BPM Summit held in Las Vegas, NV

North Chelmsford, MA – March 29, 2010 – AuraPortal (www.auraportal.com), a global provider of Business Process Management (BPM) software, today announced it sponsored the Gartner BPM Summit 2010 in Las Vegas, March 22nd to 24th, at Caesar's Palace. AuraPortal presented the AuraPortal BPMS product to prospective customers, business partners and press and analyst representatives, highlighting their "next generation" capabilities. Gartner has selected the AuraPortal BPMS as one of the best BPMS packages in the world in its 'Magic Quadrant' report published, Feb. 2009, in which AuraPortal was categorized as a "Visionary" vendor and labeled as "The Next Generation BPMS".

AuraPortal was joined by U.S. channel partner CAASPRE Consulting, in its demonstrations to the Summit audience which included companies, (many in the Fortune 500), spanning a wide array of industries such as: manufacturing, distribution, government, financial services, professional services, education, healthcare, insurance, and technology. AuraPortal and CAASPRE Consulting delivered presentations spanning the entire AuraPortal Suite, consisting of the BPM Rules and Process Engine, Document Management, Portals, Intranet/Extranet, CRM, and Supply Chain. Attendees were able to see firsthand, AuraPortal's ability to bridge the gap between the business people familiar with business practices and the information technology staff, who are typically called upon to build process models. AuraPortal's primary differentiator is its ability to support the creation of the most complex business processes and rules without the need of programming, allowing business users to create and maintain process models independently and allowing IT users to focus on system infrastructure management.

Another significant difference between AuraPortal and other BPMS is its innovative CRM automation. This implies a true revolution which will change the future of CRM, as AuraPortal CRM features are solved and improved with flexible processes built to measure with a BPMS.

About AuraPortal

AuraPortal is a global BPMS (Business Process Management System) provider, delivering a solution that creates Business Process Workflow Execution Models without the need for IT programming. AuraPortal is 100% Microsoft based, 100% Web-based, and is complementary to existing ERP and CRM systems. AuraPortal has more than 350 customers across 40 countries, including: Coca-Cola, PepsiCo, Frito-Lay, Toyota, Yamaha, Pemex, Carrefour, ArcelorMittal, Eletrobras, Royal KPN, Bristol-Myers Squibb, etc. Several customers are included in Fortune 500 Global Report. For more information, visit: www.auraportal.com.

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