



Navigating software evolution: Advanced workflow automation at T-Systems' ImageMaster

T Systems

As part of T-Systems portfolio, ImageMaster has been around for more than 25 years as an enterprise content management (ECM) product that digitizes business processes and manages documents over their lifecycle. As Product and Tribe Leaders at ImageMaster, Thomas Günther and Jochen Bayer ensure companies and organizations of all sizes right across industries and sectors continue to experience ImageMaster as a top ECM industry leader.

In today's dynamic landscape, businesses rely on high-end content management platforms among their core software product suites. At T-Systems, ImageMaster offers a range of functionalities from digital signature to automated document management, audit-proof archiving, and process digitalization — as such a platform. Alongside the product, we also offer comprehensive cloud-based services, as well as integration, project planning, and implementing for the realization of customer-specific requirements.

Ensuring ImageMaster's document and workflow automation **continuously provides customers with the latest functionality — as new technology continually arrives — is essential to us.** And we achieve this by pairing with the best fit automation software engine out there.

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Any lack of functionality is potentially damaging, from smaller issues to major threats like the dreaded scenario of integrated software functionality's end-of-life (EOL). We found ourselves in this precise scenario with the looming shadow of our previous engine's EOL, without further updates on some key workflow automation functionality.



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The indispensable role of process management in ECM

Business process management (BPM) isn't merely an add-on for us at ImageMaster. **It's woven into the very fabric of our platform.** More and more, it's becoming an integral part of ECM due to the increasing focus on the automated steering of document-related business processes.

Documents are inherently part of processes, and **a powerful, reliable BPM engine is crucial to make ECM truly alive**, combining content with tasks, people, and decisions. It **ensures compliance and traceability** are at the forefront, while promoting user-centric work where tasks and related documents are directly assigned to users, **enhancing flow, productivity, speed, and efficiency.**

Relying on an outdated foundation would stifle our potential for growth. So, we sought **a next-generation BPM solution** driven by several objectives:

- ✓ **Enhancing performance:** To bolster our platform's BPM capabilities to attract new customers.
- ✓ **Developing existing customer value:** To empower our current customer base with more cutting-edge tools.
- ✓ **Ensuring long-term reliability:** To guarantee longevity and dependability with a stable and future-secure foundation.

Flowable emerged as our ideal partner. The engine's **strong adherence to BPMN standards meant technical migration required minimal adaptation**, while compatibility between APIs and process models facilitated smooth transition by **reducing development overhead and migration risks.**

In addition to providing enterprise-grade performance and scalability characteristics, Flowable is easily embedded into other applications due to its lightweight architecture. And it can be run either on-premise or on cloud. This **OEM approach** aligns perfectly with **our focus on ECM functionality and a best-of-breed approach.** Both are **enterprise scale software with complementary functionality.**

Flowable has demonstrated a strong commitment to ongoing support, open collaboration, and a shared vision for the future.

The compatibility of its technology stack streamlined the development process. And crucially, its independence from direct competitors ensured a focused and collaborative partnership — that has unlocked a new era of possibility.



Low-code dev and no-code AI-generated modelling extends the product to those with more limited resources and also brings workflow automation building to teams outside of IT to citizen developers.

Unlocking new functionality and enhancing customer value

Flexibility, adaptability, and strategically sound partnerships are essential for long-term product success. With Flowable a strong commitment to ongoing support, open collaboration, and a shared vision for the future is making all the difference. What's even greater is that functionalities like **CMMN case management** mean fresh new possibilities for ImageMaster and **even more dynamic and adaptive automation**.

Flowable's low-code approach enables a wider adoption of sophisticated automation features, and is making process development more accessible.

For existing customers paying yearly software maintenance fees, we must demonstrate ongoing product improvement. Introducing new capabilities is our commitment to enhancing our product — and this evolution supports ongoing satisfaction and loyalty, especially when supporting customers with a full list of features added since their last agreement.

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teams to implement process automation for document handling and workflows. Now, we're extending development possibility on top of and outside of our existing support — by making it **more possible for customers to implement new workflows on their own, even for teams without any programming skills**.

This increases new opportunities for clients with smaller budgets searching for reduction of implementation costs or higher flexibility for adoption of BPM automation. **Low-code dev and no-code AI-generated modelling extends the product to those with more limited resources and also brings workflow automation building to teams outside of IT to citizen developers.**

We anticipate further positive outcomes down the road, for both ImageMaster and our customers. **Enhanced BPM capabilities**, coupled with the **power of low code**, will **bolster our competitiveness, reduce the complexity of implementing advanced automation**, and lower the entry barriers for organizations looking to implement additional workflows to departments around the globe.

Strategic considerations for software solutions providers today

It's vital for software evolution to align with product strategy. And we have some key learnings for others facing a similar situation:

- ✔ Proactive planning is essential for **mitigating risks and ensuring business continuity**.
- ✔ Aligning on a **future-proof solution** is a strategic investment in innovation and customer satisfaction.

- ✔ A **well-integrated and flexible BPM platform** provides a robust foundation for enhanced efficiency and agility.
- ✔ Partnerships with vendors who **prioritize collaboration and ongoing support** are invaluable in achieving long-term success.

The integration with Flowable is enabling us to innovate faster, serve our customers more efficiently, and to collaboratively shape the future of enterprise automation.

As Product Manager of T-Systems' ImageMaster, Thomas Günther brings together many years of product experience from B2C and B2B markets and nearly two decades of work in the ECM space. Working with the company's agile product team, he is responsible for continuously driving both strategic and operational enhancements of ImageMaster within the market.

Thomas Günther, Product Manager ImageMaster, T-Systems International



As Tribe Lead for ImageMaster at T-Systems, Jochen Bayer leverages broad experience gained over many years in various IT positions. He is responsible for the entire ImageMaster offering, including software development, application management, project delivery, as well as marketing and sales. Leading a dedicated team, Jochen drives growth and innovation within the tribe while inspiring both existing customers and new prospects.

Jochen Bayer, Tribe Lead ImageMaster, T-Systems International