

FEATURES OF BUSINESS PROCESS MANAGEMENT IN IT COMPANIES

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Characteristics of BPM in IT companies. In IT companies, Business Process Management (BPM) is characterized by the integration of Agile and Lean methodologies, extensive process automation through BPM software, and a strong emphasis on Continuous Integration and Continuous Delivery (CI/CD). Agile methodologies, such as Scrum and Kanban, facilitate iterative development and rapid response to changing requirements, enabling teams to deliver value more efficiently. Lean principles focus on eliminating waste and optimizing processes, enhancing overall productivity and quality. The adoption of Agile and Lean approaches allows IT organizations to remain flexible and responsive in dynamic environments[1].

The focus on CI/CD practices further distinguishes BPM in IT companies. CI/CD pipelines automate the integration and deployment of code changes, ensuring that software updates are delivered rapidly and reliably. This approach minimizes the risk of errors and reduces time-to-market for new features.

Challenges in business process management for IT companies. Managing cross-functional teams in IT companies poses significant challenges due to their distributed nature and diverse skill sets. Teams often operate across multiple time zones, making real-time collaboration difficult, particularly for tasks requiring synchronous input. Companies rely on advanced communication tools like Slack, Microsoft Teams, and Jira to address these issues, which facilitate asynchronous updates and streamline task management. However, these tools alone cannot resolve cultural and communication barriers that arise in distributed teams. Effective onboarding programs and standardized collaboration protocols are essential to ensure consistency in workflows and minimize miscommunication [2]. The rapid pace of technological evolution in IT exacerbates business process management challenges. New technologies, such as AI and blockchain, frequently require businesses to overhaul their workflows.

Balancing standardization and customization is a critical concern in IT business process management. Standardized frameworks, such as the Scaled Agile Framework (SAFe), provide a scalable approach to process consistency while accommodating organizational growth. However, client-specific solutions often require deviations from standardized practices, particularly in projects with unique industry requirements. Cloud-based BPM platforms like Appian and Bizagi address this issue by allowing for flexible process customization without sacrificing scalability[3]. Figure 1 illustrates how these interconnected challenges interact, highlighting the need for a strategic approach to managing business processes in IT companies. This interplay between team management, technological adaptation, and customization demands requires continuous optimization to align operational goals with dynamic industry standards.

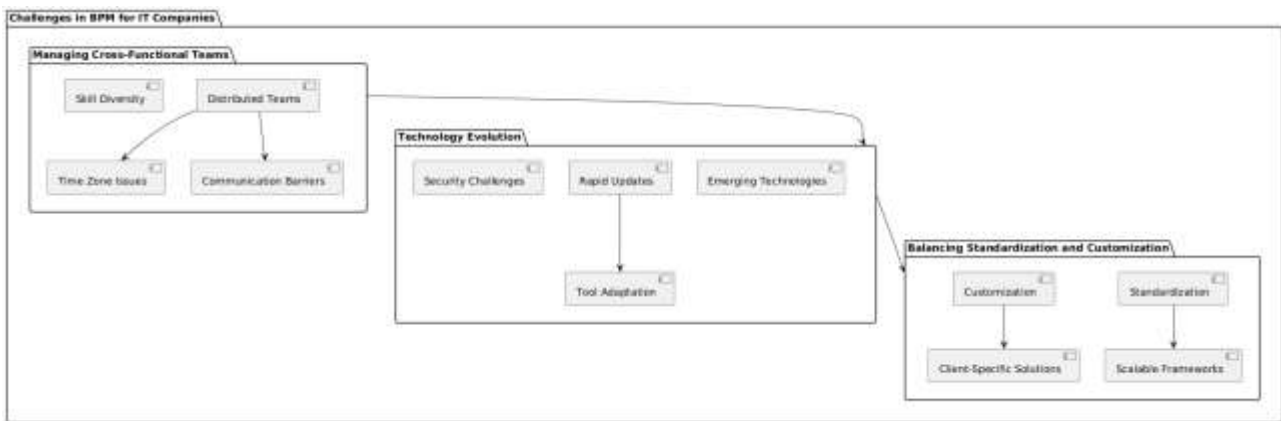


Fig. – Challenges in BPM for IT Companies. Source: created by the author

Optimization of business processes. DevOps practices are central to streamlining collaboration between development and operations teams, ensuring continuous integration and deployment (CI/CD) pipelines that minimize downtime and accelerate product delivery[4]. Data analytics and artificial intelligence (AI) play a pivotal role in process optimization, with platforms like Tableau and Power BI providing real-time insights into project progress and operational bottlenecks. AI technologies, such as machine learning models, are increasingly used to predict resource demands, automate routine tasks, and optimize scheduling, significantly reducing costs. Scalable frameworks, including SAFe and ITIL, are widely adopted to ensure seamless resource allocation and alignment of team efforts with strategic goals[3]. These tools and strategies are interconnected and drive a unified approach to achieving operational excellence while remaining adaptable to technological and market changes.

Conclusions. Optimization of business processes in IT companies relies on the integration of DevOps practices, data-driven decision-making, and scalable frameworks, supported by cutting-edge tools and cloud infrastructure, to enhance efficiency and adaptability.

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