

# CIOReview

The Navigator for Enterprise Solutions

PRODUCTIVITY SPECIAL

OCTOBER 13, 2016

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## 20 Most Promising Productivity Solution Providers 2016

The availability of enhanced network connectivity, virtualization, Software-as-a-Service (SaaS) models, and other evolving technologies are playing a significant role in improving business productivity and efficiency. In a modern-day organizational setup, productivity tools are more integrated, mobile-oriented, and scalable, streamlining the workflow and making business processes as efficient as possible.

With state-of-the-art productivity tools, no longer does an 'upgrade' from IT mean 'rip-and-replace the infrastructure.' Rather, it involves an easy add-on to the existing hardware, which seamlessly collaborates with the already functional, process-oriented software, without the high upfront capital expenses.

To help organizations find the best-of-breed productivity tools that suit their business needs, a distinguished panel comprising CTOs, CIOs, analysts, and the CIOReview editorial board has selected top players from the highly competitive productivity tools arena. The firms featured in this issue exhibit vast knowledge and in-depth expertise in engineering best-in-class productivity tools.

The listing provides a look into how these solutions work in the real world, so that you can gain a comprehensive understanding of what technologies are available, which are right for you, and how they shape up against the competition.

We present to you the 20 Most Promising Productivity Solution Providers.



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**Company:**  
Sparx Systems

**Description:**  
Developer of Enterprise Architect platform for planning, designing, and modeling of business processes and structures across various open standards

**Key Person:**  
Geoffrey Sparks,  
Founder & CEO

**Website:**  
[sparxsystems.com](http://sparxsystems.com)

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# Sparx Systems

## Architecting the Visual Enterprise

A sea change is underway in the organizational processes associated with the management and optimization of productivity. The archetypal scenarios of boardroom meetings, teams huddled around a whiteboard and Kanban boards pasted with vibrant sticky notes, are all being rapidly superseded. For business decision makers, the advent of enterprise architecture frameworks has made it easier to develop a deeper understanding of enterprise processes and by automatically capturing the records associated with cataloguing, mapping, visualization, sharing, and inspection has eliminated the associated process complexity.

Enterprise Architect, the brainchild of Geoffrey Sparks has become the new norm in the enterprise architecture arena and ‘ups the ante’ for businesses looking for the best enterprise architecture management solutions. Founded in 1996 Sparx Systems is “a software company at heart, specializing in providing high performance visual modeling tools for planning and designing business processes, for team-wide management and collaboration,” says Geoffrey Sparks, Founder and CEO.

Enterprise Architect has been designed from the ground up to facilitate change and strategic growth. The evolution of this standards based platform has been informed by the ‘adapt or perish’ imperative being driven by changes to business strategies, accountability, interoperability, threat management, and standards compliance. With a worldwide user base approaching 400,000—including 80 percent of the top Fortune 100 companies—Sparx Systems’ software is used by systems designers, corporate planners, business analysts, enterprise architects, standards developers, software engineers, and other key stakeholders. Enterprise Architect has

evolved through a consistent development cycle since its initial release in 2000, to accommodate the myriad of industry standards, frameworks, languages, and database types.

In a period when the enterprise architecture development space is inundated with disparate tools, each providing a single viewpoint, “Our platform has been engineered with appropriate levels of abstraction to support deeply layered architectures and processes that capture the full end-to-end spectrum of knowledge and behavior, within a particular business or domain,” explains Geoffrey. “It operates across several distinct but essentially linked layers.”

The product incorporates a rich array of industry standards and frameworks, such as UML, SysML, TOGAF, Zachman, BPMN and other open standards for business model simulation. With a strong emphasis on UML as the underlying ‘meta-language,’ the Enterprise Architect platform ensures consistency, value, and longevity of knowledge capture and management.



**SPARX SYSTEMS SPECIALIZES IN PROVIDING HIGH PERFORMANCE VISUAL MODELING TOOLS FOR PLANNING AND DESIGNING BUSINESS PROCESSES, FOR TEAM-WIDE MANAGEMENT AND COLLABORATION**



Underpinned by an active user community of global partners along with the in-house support team, Sparx Systems constantly keeps innovating and refining the functionality of Enterprise Architect. “We offer direct technical support through email, online webinars, video tutorials and



Geoffrey Sparks

other third party created material,” adds Geoffrey. “With over 4,000 individual topics, thousands of pages of PDF based documentation and an installable library, our customers have a rich and detailed pool of information on tool configuration and usage at their disposal.”

Sparx Systems is driving significant transformation in managing and manipulating enterprise architecture for a variety of industries—from defense to government, aerospace to automotive engineering, finance to entertainment, and healthcare to smart grid. Geoffrey elucidates on a real-life application, where one of the company’s global partners helped build a state-operated health insurance exchange from scratch, amid bottlenecks such as tight deadlines, complex modeling, and extensive multitasking. Enterprise Architect helped the state address traceability and re-usability and track changes efficiently, making the project a huge and timely success. When the neighboring states were still facing delays in their initiative, the American state that Sparx Systems’ partner assisted, was already making headway in its process.

To further grow its stature, “Sparx Systems has aligned its roadmap to offer newer solutions and technologies and improve the current suite to provide the best-of-breed methods for businesses to effectively address the complexity of managing changing business models,” assures Geoffrey. 