The Nintex Advantage

Why Nintex is the World Leader in Workflow

Nintex is the global leader in workflow for everyone allowing immediate deployment of easy-to-use, powerful workflows that leverage your SharePoint infrastructure for lower total costs and faster speed to value.

To automate workflows, you need the best technology and a trusted, reliable provider. Nintex is the world’s largest provider of workflow for SharePoint with over five times the implementations of any other solution.

Companies choose Nintex for ease of use, immediate deployment, robust capability, tight native SharePoint integration, lower total cost of ownership and the outstanding service, support, and reputation that Nintex has earned in the market.
**Fully Leverage SharePoint:** Nintex Workflow is built natively on SharePoint using pre-existing SharePoint infrastructure and the Windows Workflow Foundation. The benefit is that you leverage your existing architecture and infrastructure and avoid incurring the costs of implementing, serving, and supporting additional platforms.

**Install in Minutes:** Nintex Workflow installs in minutes. No need to install clunky or outdated add-ons to client machines as required by some other workflow solutions.

**Design and Deploy Quickly:** Workflows are designed with no down time. When you create and publish your workflow, Nintex simply picks up the new design when the next instance runs. Unlike options from other vendors who require that every designed workflow must be compiled, packaged, deployed, and activated before they can be used.

**No Code Required:** Nintex is designed for value and easy adoption by business users. Our renowned industry-leading interface allows immediate creation of workflows for new users while rich and deep functionality extends value for power users. Because developer skills are not required to create Nintex workflows, you have faster deployment, easier updates and modifications, and lower total costs.

**No Additional Software or Hardware Required:** There are no requirements for Kerberos installation to work with SharePoint, no additional hardware resources needed, no Silverlight requirements, and no client-side software installation.

**Connect and Extend with Nintex Live:** Nintex Live provides a robust set of workflow actions for the applications and tools that can make your workflows drive incredibly enhanced productivity. From updating social sites like Yammer and Twitter, leveraging Dropbox or Box.net, geo location services, and more, Nintex Live lets you get more work done in the way your teams work.

**Get Mobile:** Use Nintex forms, tasks, approvals and more to enable your organization to get more done and keep work flowing on any device, anywhere. The benefit is a more productive organization that can act in real time with the devices they use every day.

**Take it to the Cloud:** Cloud, On Premise, Hybrid – we got that. Nintex has you covered with the most flexible choices for deployment and licensing of your SharePoint and Office 365 environments. The real benefit is we adapt to your choices today in for the future.
We want to make sure we are the best solution for our customers and are confident they will love our software. So we encourage them to trial Nintex for free and compare it with alternative choices. The trial proves our ability to delivery rapid workflow for everyone...everywhere!

HANDLING COMMON MISPERCEPTIONS

INTEGRATING WITH OTHER SYSTEMS

Misperception: “Nintex is unable to connect to other systems. For example, SAP”

Answer: “Nintex supports multiple integration points including web service requests, web requests, multiple queries (SQL, Oracle, XML, OLAP, OLEDB, LDAP, BCS etc.), CRM integration and Biztalk, and even your own custom solutions. According to our over 5,000 customers and 1,000 partners, the integration found in our products is comparable, in terms of development effort, if not easier to integrate in most cases than alternative workflow solutions.”

Qualify: “Integrate is a word that is used for many different scenarios, to help me better understand your needs, what does ‘integrate’ mean to you in this particular solution you would be leveraging Nintex to solve?”

RUNNING LONG WORKFLOWS

Misperception: “As we know, workflows can last years, if Nintex is tied to SharePoint, what are the guarantees that the engine will allow you to run workflows for many years?”

Answer: “Using multiple master workflows and sub-workflows, it’s technically simple to create business process tracking functionality with our start workflow action, and scheduled workflows task. These allow you to set specific timeframes to start or resume your workflow, automatically picking up with the newest design.”

Qualify: “Can you give me an example of one of your processes that might last multiple years?”

HANDLING COMPLEX WORKFLOWS

Misperception: “Nintex uses the SharePoint workflow engine, which is a weak engine and can’t handle complex workflows or heavy loads.”

Answer: “Nintex is an enterprise grade workflow tool. We have nearly 300 of the Fortune 500, and over half the Fortune 50 using Nintex to automate their business processes. Some of our largest customers run upwards of hundreds of thousands of workflows a week. Microsoft has developed a very robust and powerful workflow engine, Nintex enables this workflow for everyone.”

Qualify: “What kinds of workflows are you interested in automating?”

REWINDING A WORKFLOW

Misperception: “Nintex is unable to rewind a workflow or retract a workflow action that has already occurred due to error”

Answer: “Changes mid-workflow are very rare. In the case that there might be a need to ‘re-route’ a workflow due to an error or other concern, Nintex provides powerful error-trapping capabilities within its actions, which you can leverage and build additional workflow logic around to address workflow rewinds and re-routing. This gives you powerful flexibility in managing your workflows.”

Qualify: “Can you give me an example of where you might need to rewind a workflow?”

CHANGING A WORKFLOW AS IT’S RUNNING

Misperception: “Nintex supports version control, however you can’t change something in a workflow, and have all of the existing running workflows complete with the new version. Instead you would need to terminate the workflow and start it again if you wanted to use the newest version. Other workflow solutions allow you to pause and change the workflow as it is running.”

Answer: “Changes mid-workflow are very rare. And from an auditing and reporting perspective, if you change the workflow midway through, you’d lose the ability track and baseline results. If, for some reason you are changing workflows continuously in a production environment, Nintex gives you the ability to develop simple business logic where ‘master’ workflows are able to execute other sub-workflows to manage these cases of changing workflow versions mid-workflow.”

Qualify: “Can you give me an example of one of your processes that you’d need to change a version of a workflow mid-workflow?”

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