

The BIC Platform becomes the GBTEC Platform

The new naming structure provides greater clarity for customers and partners while reflecting the company's evolution into an integrated platform for AI-powered Business Transformation across its brand and product experience.

Bochum, 20 August 2026 – GBTEC is introducing the GBTEC Platform as the new platform brand for its software portfolio. As part of this transition, existing product names are being standardised: the GBTEC brand name will become part of the product names and replace the previous BIC designation. The new naming structure provides greater clarity for customers and partners while making GBTEC's evolution into an integrated platform for AI-powered Business Transformation visible across its brand and product experience.

Business Transformation has changed fundamentally in recent years. Processes, automation, Enterprise Architecture and Governance are increasingly converging. As a result, organisations require transparency across these disciplines and a common foundation to plan, execute and continuously optimise change initiatives through data-driven decision-making and the use of Artificial Intelligence.

From BPM to an AI-powered Business Transformation Platform

Since its foundation, GBTEC has continuously evolved from a Business Process Management (BPM) solution into an integrated platform that brings together Enterprise Architecture, Process Intelligence, Process Automation and Governance on a shared technological foundation.

Key milestones in this journey include the introduction of the AI assistant Arty and the expansion of the portfolio through Enterprise Architecture Management.

With the introduction of the GBTEC Platform, this evolution is now also reflected in a unified product architecture. The new product names make the relationship between the individual solutions immediately recognisable and provide a clearer structure across the overall portfolio.

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New product names for a Unified Platform

The former BIC Platform is now the GBTEC Platform. At the same time, the individual solutions are receiving new names that more precisely describe their role within the portfolio while highlighting their connection to the shared platform.

The new nomenclature creates greater clarity for customers and partners and reinforces the strategic direction of the portfolio. The new product names reflect not only the current capabilities of the solutions, but also their future role within the platform.

For example, Process Execution evolves into GBTEC Work Orchestrator, reflecting its ongoing development into a solution that orchestrates processes, workflows and intelligent agent systems within a unified execution environment. Similarly, Process Mining becomes GBTEC Process Intelligence, highlighting its evolution from traditional process analysis towards continuous, data-driven optimisation and intelligent decision support.

Bisherige Produktbezeichnung		Neue Produktbezeichnung	
BIC Platform	→	GBTEC Platform	 GBTEC Platform
BIC Process Design	→	GBTEC Process Design	 Process Design
BIC EAM	→	GBTEC Enterprise Architecture	 Enterprise Architecture
BIC Process Execution	→	GBTEC Work Orchestrator	 Work Orchestrator
Process Mining	→	GBTEC Process Intelligence	 Process Intelligence
BIC GRC	→	GBTEC GRC Management	 GRC Management

Many organisations still manage processes, automation, Enterprise Architecture and Governance in separate tools. The GBTEC Platform takes an integrated approach by bringing these disciplines together on a common technological foundation. This creates greater transparency, reduces complexity and enables organisations to execute transformation initiatives faster and with greater confidence.

About GBTEC Group

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GBTEC is a leading provider of SaaS software for Business Process Management (BPM), Enterprise Architecture Management (EAM), Digital Process Automation (DPA), and Governance, Risk & Compliance (GRC).

GBTEC's comprehensive product portfolio includes solutions for Business Process Design & Modelling, Process Execution, Process Intelligence, and Governance, Risk & Compliance (GRC). The company is recognised for its modern and user-friendly products, built on no-code and low-code technologies and powered by a state-of-the-art product platform.

Customers benefit from expert support services and comprehensive training offerings. GBTEC solutions are used by organisations of all sizes, from small and medium-sized businesses to Fortune 500 enterprises and public-sector institutions.

Headquartered in Bochum, Germany, GBTEC employs around 350 people across locations in the DACH region, Spain, the United Kingdom, the United States, Australia and Saudi Arabia.

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