

Case Study: Reorganizing ID Management Processes in the Era of SaaS Proliferation with Questetra

~CLARA, Inc. Connects Human Decision-Making and Automation to Eliminate Manual Work and Reduce Errors~

Questetra, Inc. (Head Office: Nakagyo-ku, Kyoto; CEO: Genichi Imamura), provider of the cloud-based business process management system (SaaS BPMS) “Questetra BPM Suite,” has published a customer success story featuring CLARA, Inc. (Head Office: Minato-ku, Tokyo; President & CEO: Kentaro Iemoto), a cloud services provider operating primarily in Japan and China.

As digital transformation accelerates and the number of SaaS applications in use continues to grow, many organizations are facing increasing operational burdens and governance challenges in account management processes. Using Questetra for more than a decade, CLARA successfully established a framework that clearly separates human decision-making from system-driven automation. As a result, the company reduced the lead time required to prepare accounts for new employees from a cumulative one week to effectively half a day.

In this case study, Mr. Yamazaki of the Corporate IT Group, Cloud Solution Division at CLARA, discusses the company’s challenges, implementation approach, and the operational improvements achieved through Questetra.



CLARA, Inc. Office Entrance Wall

Read the full Case Study: <https://questetra.com/ja/customers/clara-202604-en/>

■ Issues: The Limits of Manual Operations and Fragmented Progress Management Amid Rapid SaaS Expansion

At CLARA, account lifecycle management for employee onboarding and offboarding had long been administered on Questetra, enabling smooth coordination among HR and various other departments. However, following the widespread adoption of remote work during the COVID-19 pandemic, the number of SaaS applications in use increased dramatically. Although the workflows themselves were visible and standardized, the actual account provisioning tasks still depended heavily on manual operations, such as copying and pasting data across multiple administrative interfaces.

As a result, not only did operational workloads increase, but challenges also emerged in tracking progress and coordinating among stakeholders in a remote working environment. For the Corporate IT Group, a critical priority became how to automate provisioning processes without human intervention while maintaining proper governance and operational control.

■ Why Questetra: A Foundation Capable of Reliably Governing Complex Business Processes

While alternative tools were evaluated, CLARA ultimately decided to continue leveraging its existing Questetra platform. The primary reason was Questetra's ability to represent complex business processes as they are, including interdepartmental dependencies and operational relationships across teams. In workflows involving multiple departments, dependencies naturally arise, such as situations where downstream tasks cannot proceed until upstream processes are completed. When managed solely through email or chat, these handoffs tend to become highly dependent on individuals and informal coordination, increasing the risk of delays, bottlenecks, and missed actions.

Questetra enables these interactions and parallel processes to be directly modeled as workflows, clearly visualizing who needs to do what, and when. One of its greatest strengths lies in its ability to handle real-world operations "as-is," including complex decision-making and exceptional cases.

CLARA evaluated various workflow platforms; however, no other solution was able to represent and reliably control such sophisticated branching logic, human decision points, and parallel processing structures without operational breakdowns.

Building upon this foundation, CLARA integrated Questetra with external services, enabling human approval processes and automated operations—such as account provisioning—to be seamlessly orchestrated within a single unified workflow.

■ Implementation Results: Achieving Both Dramatic Lead Time Reduction and Elimination of Human Error

By positioning Questetra as the central orchestration hub and integrating it via APIs with various SaaS platforms—including Okta for automated account provisioning, Jira for IT service request handling, and Slack for notifications and communication—CLARA achieved the following results:

- **Significant Reduction in Lead Time :**

Account preparation processes that previously required a cumulative lead time of approximately one week can now be completed effectively within half a day.

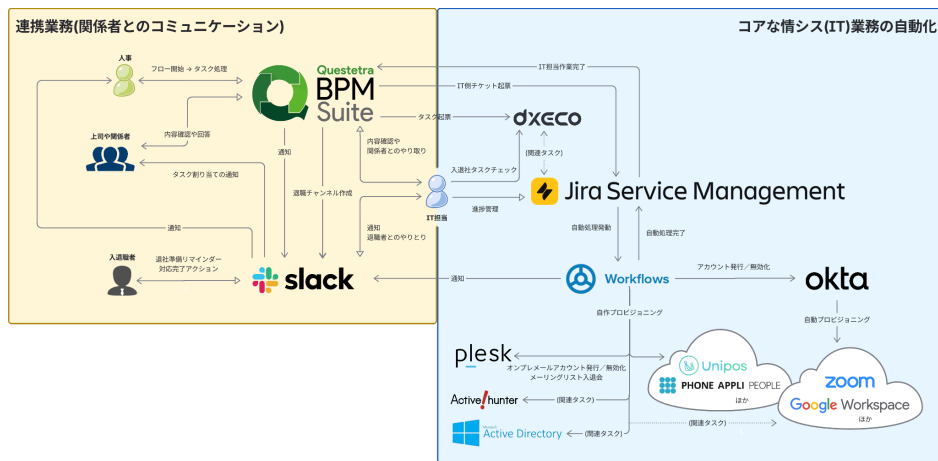
- **Elimination of Manual Entry Errors :**

Data entered by HR is transferred directly to each SaaS platform, completely eliminating human input and transcription errors caused by manual operations.

- **Improved Real-Time Visibility and Bottleneck Detection :**

Workflow progress is now visualized in real time, enabling immediate detection of stalled tasks. Once processing is completed, results are automatically communicated back to HR, ensuring employees can begin work on their first day without operational concerns.

Another key success factor was the flexible extensibility of CLARA's internally developed add-ons that support integration with external tools. By leveraging generative AI to learn implementation rules and development patterns, CLARA significantly lowered development barriers and established a framework capable of rapidly delivering features tailored to highly specific operational needs.



Overall Architecture of Tool Integrations

■ Future Outlook: Process Governance Will Become Even More Critical in the AI Era

As AI increasingly takes over repetitive operational tasks, CLARA believes that a model in which AI performs processing while humans make final decisions will become the standard operating approach.

Based on the assumption that even if certain tasks are replaced by AI, there will always remain critical points requiring human judgment when viewed from the perspective of the overall process, CLARA intends to continue positioning Questetra as the central platform connecting people, AI, and SaaS systems.

Going forward, the company will continue building business processes aligned with its corporate mission of “paving the way for the next era.”

■ About Questetra BPM Suite

Questetra BPM Suite is a cloud-based Business Process Management System (SaaS BPMS).

The platform enables organizations to develop and operate workflow applications entirely through a web browser, without requiring programming expertise or coding skills. Business departments themselves can continuously improve operational processes independently.

Standardized business workflows—such as approval requests, quotation submissions, and inquiry handling—can be created as no-code workflow applications. Furthermore, by incorporating generative AI capabilities, organizations can automate knowledge-intensive tasks such as draft document generation and response proposal creation.

■ About Questetra, Inc.

Questetra, Inc. is a Kyoto-based SaaS BPM vendor dedicated to optimizing business processes worldwide.

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