

# Realizing Process Innovation through *Business Process Management*

Kramer Reeves



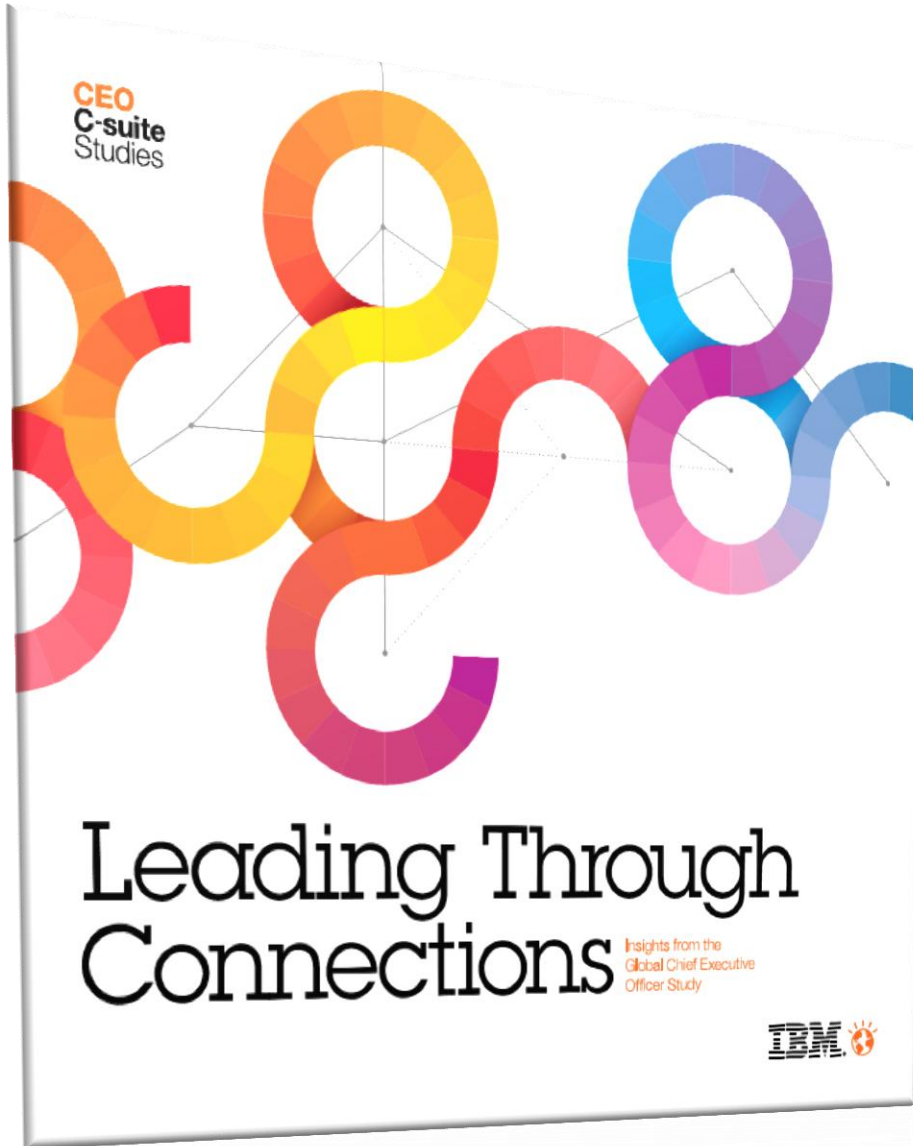
# Running....in Chapel Hill and Chapultepec



*Chapel Hill, NC*

*Chapultepec, MX*



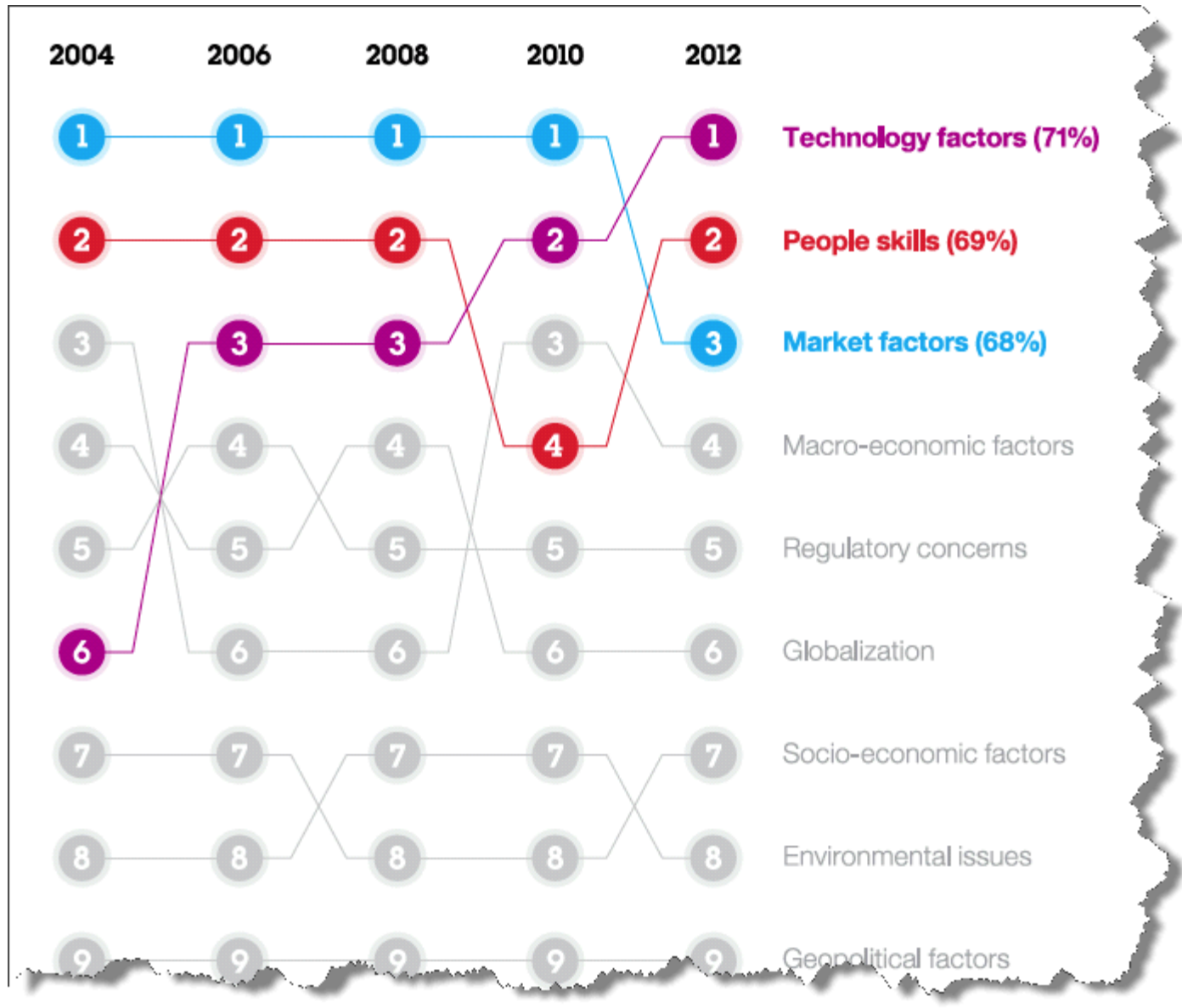


“This is now a continuous feedback kind of world, and ***we need the organizational nimbleness to respond.***”

- CEO, Financial Markets

- ***More than 70%*** of CEOs are seeking ***improved responsiveness***

# Technology Plays a Bigger Role



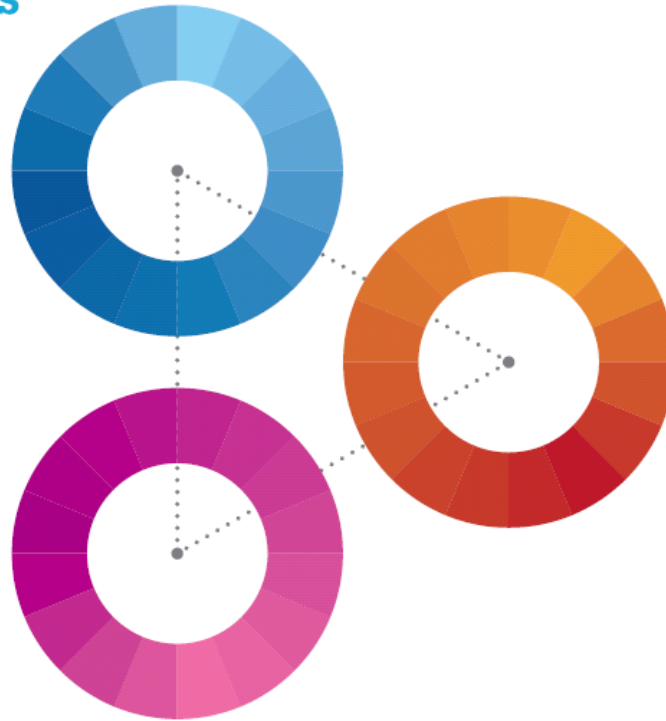
# Leading Through Connections

## Empowering employees through values

- Replace rulebooks with shared beliefs.
- Build future-proof employees.
- Provide the means to collaborate at scale.

## Amplifying innovation with partnerships

- Fundamentally change how you partner.
- Make partnerships personal.
- Break collaboration boundaries.



## Engaging customers as individuals

- Let “big data” reveal the customer you never knew.
- Listen lavishly, respond with focus.
- Be where your customers expect you to be.

“

*When we improve or create new processes, we get closer to the customer and generate new revenue sources.*

”

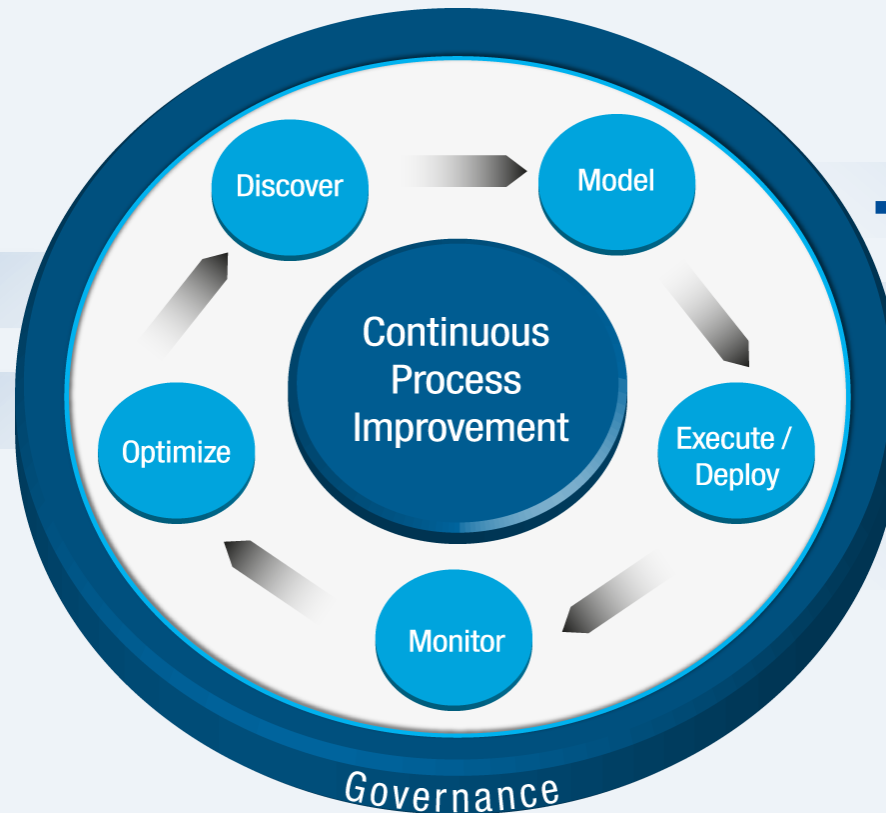
**Angelo Figaro, CIO  
Renault do Brasil**

# What is *Business Process Management*?



Through robust and flexible software capabilities and industry expertise, BPM enables customers to discover, model, execute, rapidly change, govern, and gain end-to-end visibility on their business processes

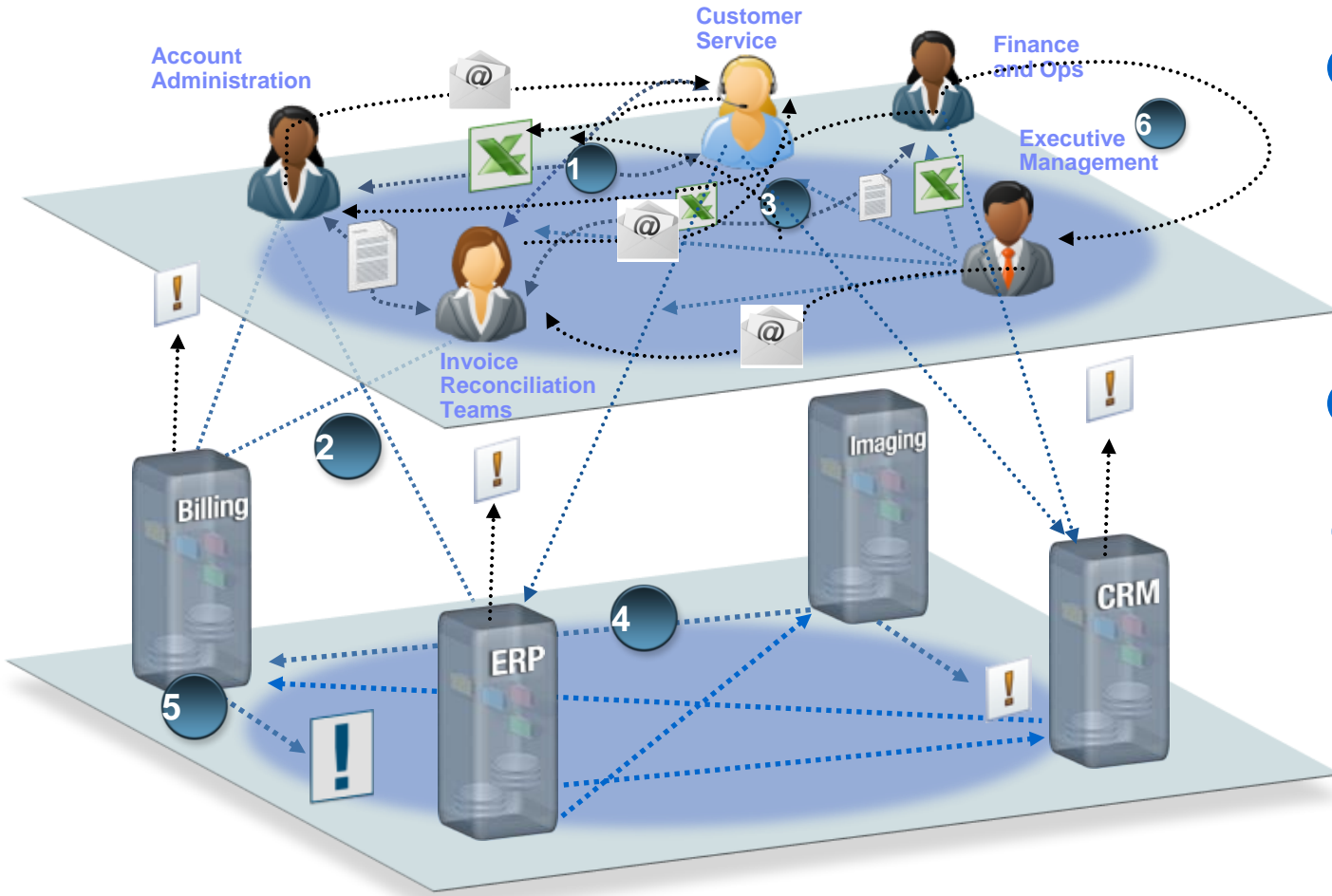
## Achieve better business outcomes with BPM



- Software
- Expertise

- Visibility & Collaboration
- Business User Engagement
- Efficiency & Productivity

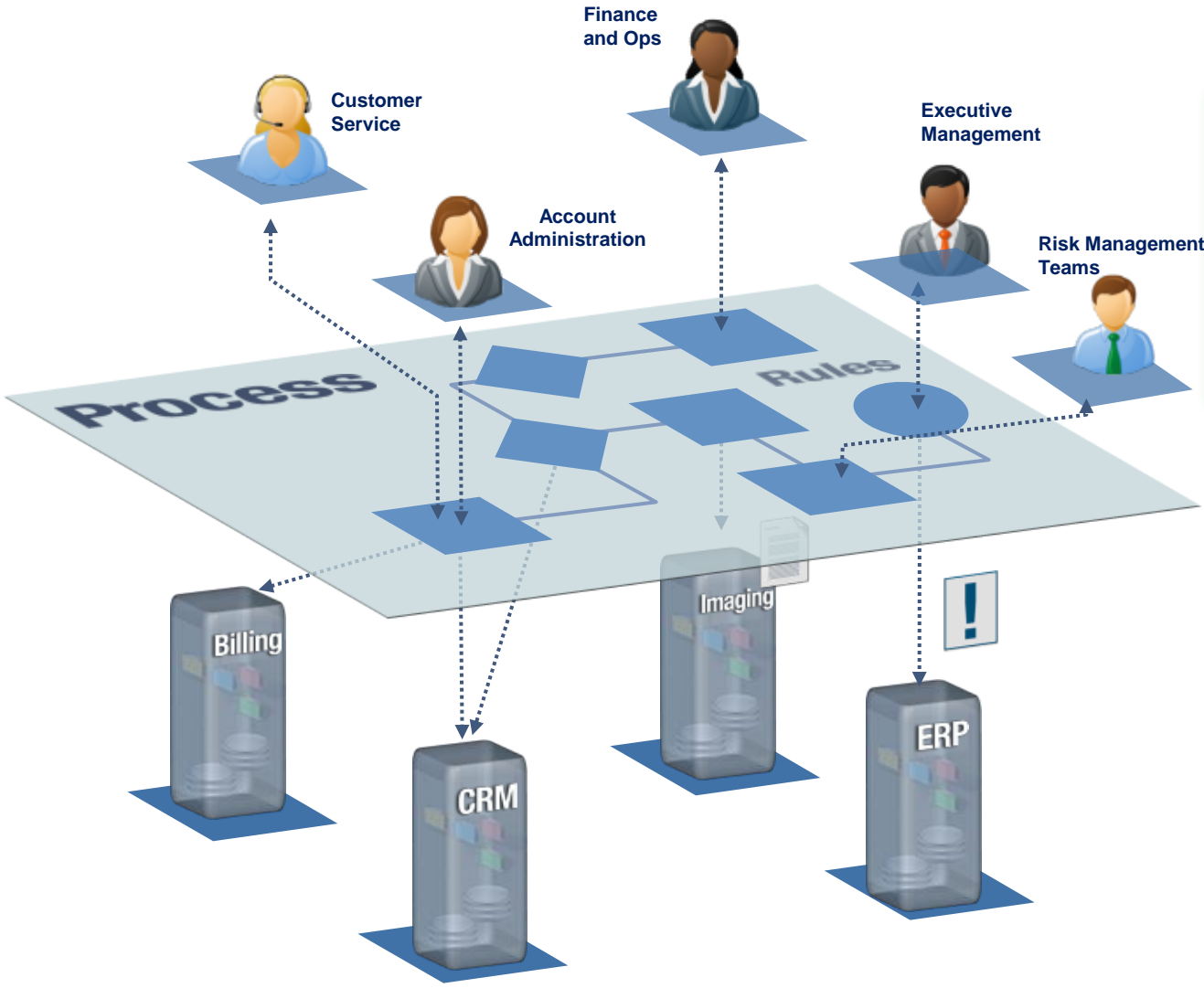
# “Business As Usual” Begs for Operational Improvement



- 1 Unstructured Tasks and Communication (ex Paper or email)
- 2 Inefficient Working Environment Spans Systems
- 3 Inconsistent Prioritization
- 4 Incomplete or Inaccurate Data Flow Between Systems
- 5 Lack of Control Over System and Business Events (Exceptions)
- 6 Poor Visibility Into Process Performance



# BPM Provides Visibility & Control

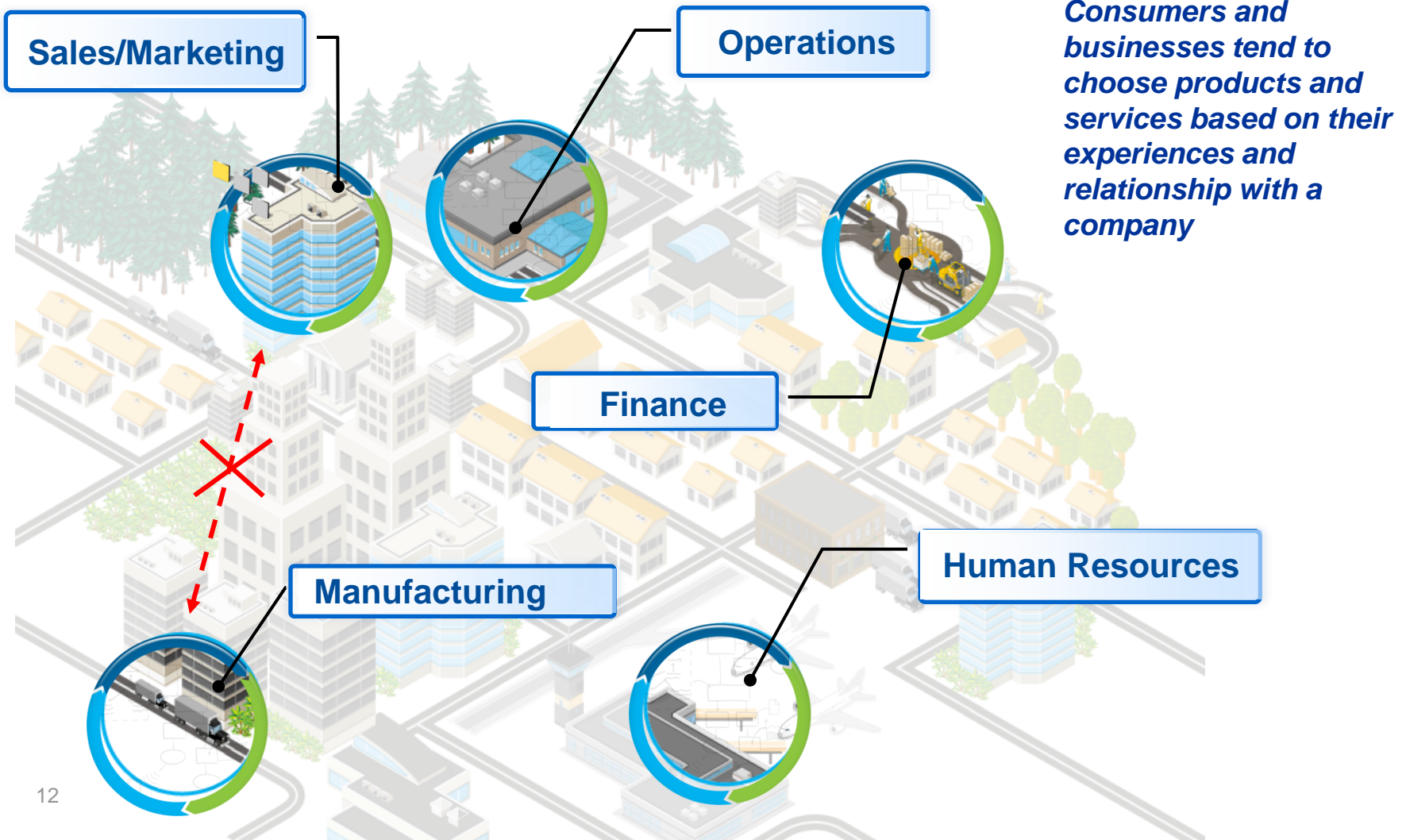


**What to do**  
**How to do it**  
**When to do it**

Creating or improving a business process requires an understanding of how people work



# Limited visibility, governance and collaboration across organizations prevents success





FINANCIERA  
INDEPENDENCIA

# Financiera Independencia enhances collaboration and speeds innovation

## Challenges

- Unstructured processes led to long cycle times to bring new offerings to market
- Difficult to collaboration between business & IT

## Solution

- IBM Blueworks Live used to dynamically gather requirements, enabling the IT department to create a real-time knowledge base accessible across the organization
- Simple automation provided by Blueworks Live replaces previously manual procedures and dramatically reduced the cost and time associated with delivering credit products and services to its external customers.

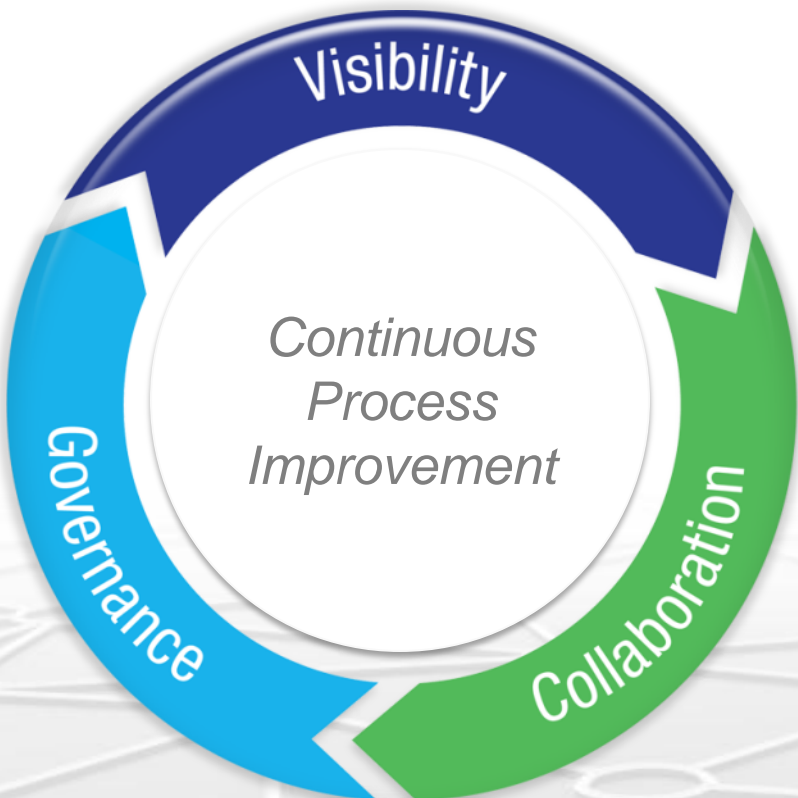
## Benefits

- Improved alignment between business strategy and IT execution, accelerating project implementations and time to value
- Streamlined business processes, reducing the amount of time required to process loans from a day to just hours
- Drove process improvements by extending access to real-time customer and business process data to the entire organization

*"IBM inspires confidence and has demonstrated that it is not only interested in selling us solutions; IBM has also done everything it can to ensure that we are successful in applying those solutions."*

Jesús E. Reynaga, Assistant Director of Systems Development,  
Financiera Independencia





**VISIBILITY**

**COLLABORATION**

**GOVERNANCE**

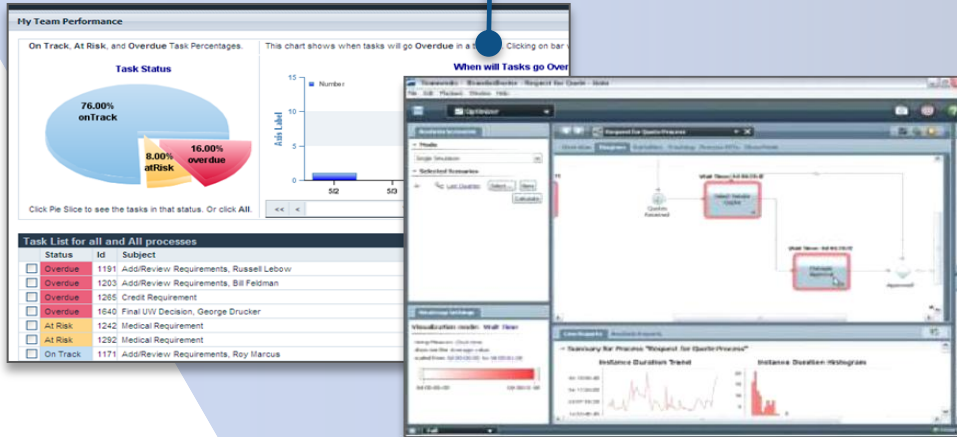
*in Action...*

*...IN ACTION*

# You can't improve what you can't see

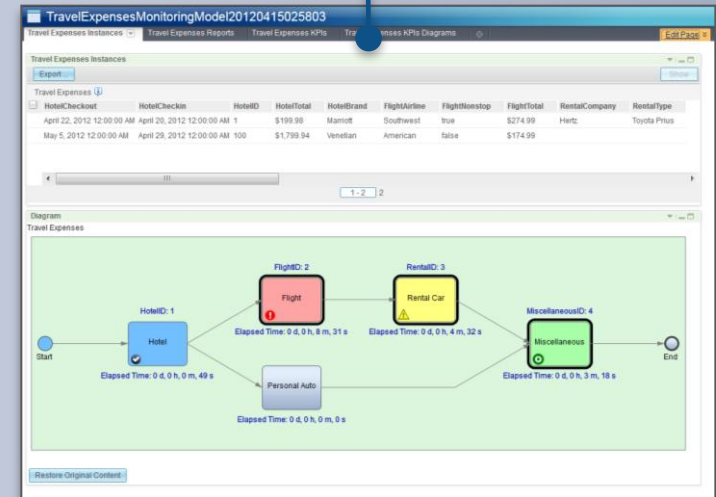
## Business Process Manager

Performance Data Warehouse provides visibility into work-in-progress & the ability to take corrective action when necessary



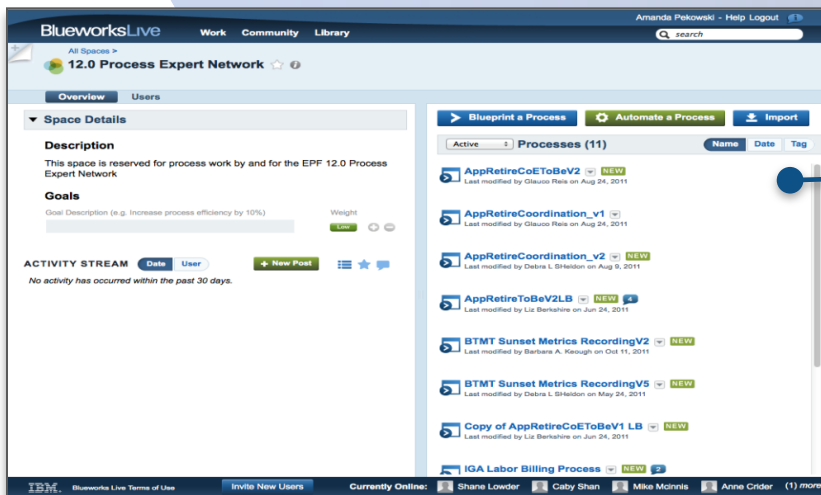
## Business Monitor

Real-time, end-to-end business operations, transactions, and process monitoring



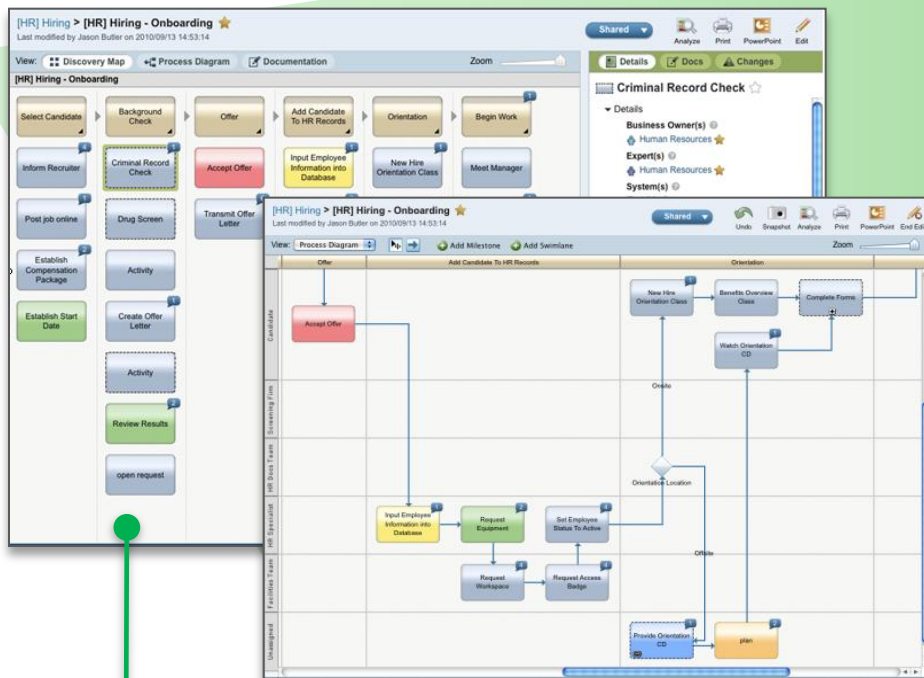
## Blueworks Live

- Team up in secure private workspace
- Leverage public expert community



## *Business Process Manager*

Identify and Contact a Subject Matter Expert in real-time



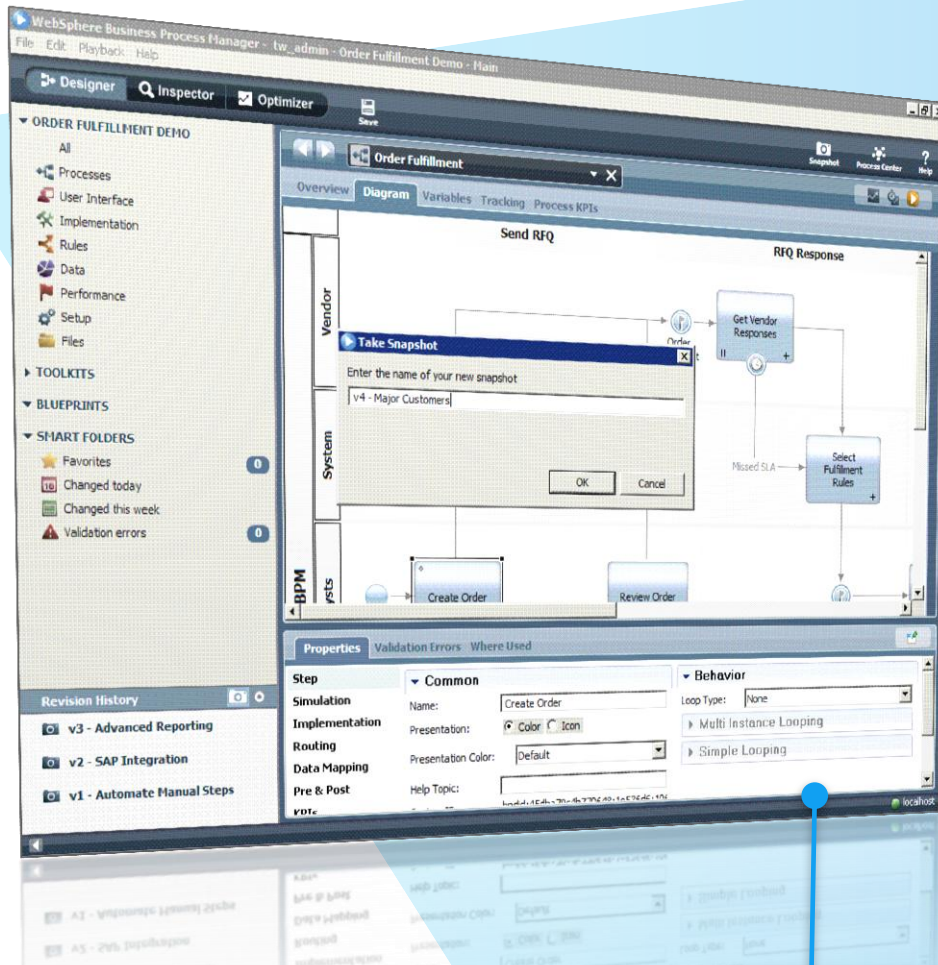
## *Blueworks Live*

- Team up in secure private workspace
- Leverage public expert community



# Business Operations Change Frequently. Manage it Confidently

*Process Center Enables Robust & Intuitive Governance*



Centralized process deployment  
visibility and control *across all  
environments*

Shared library of all process  
assets facilitates drag-and-drop  
*reuse* and *collaborative*  
implementation

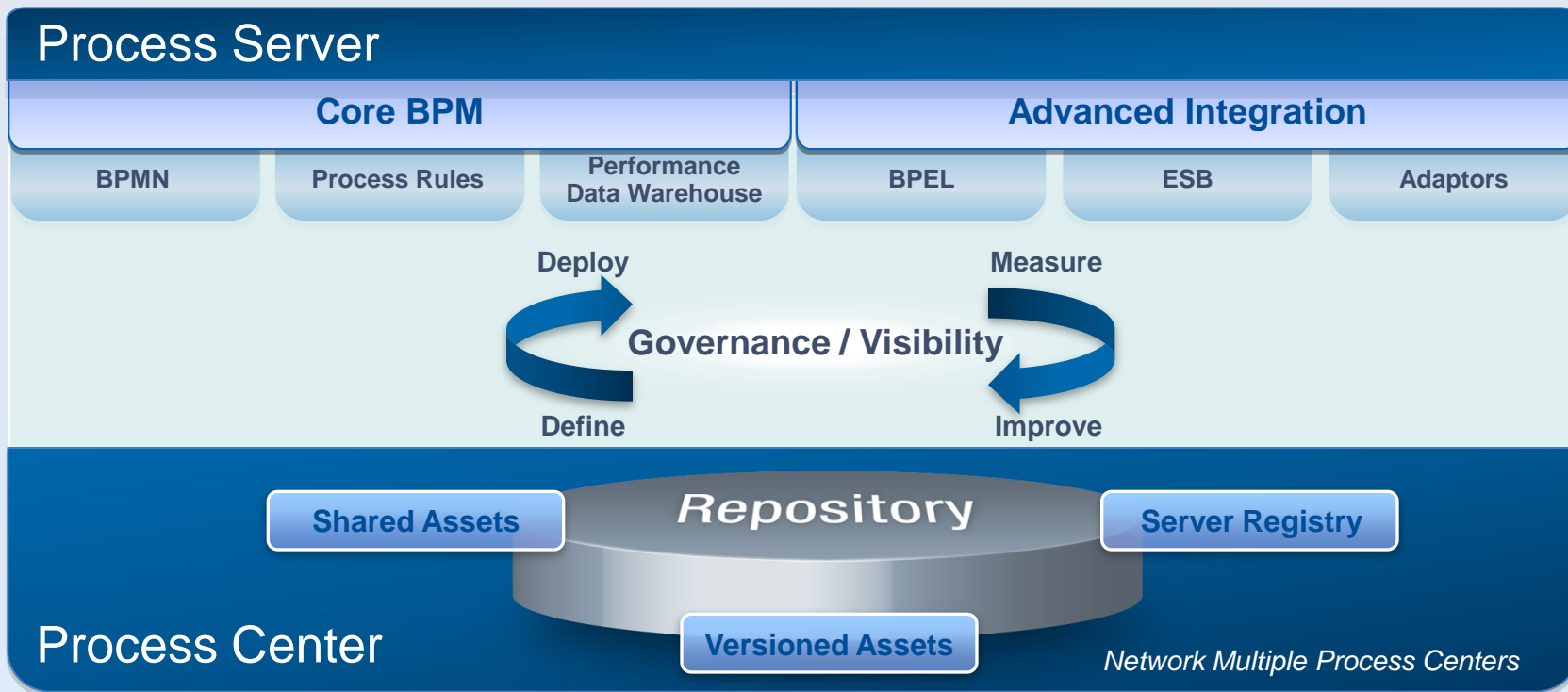
Install and track deployed versions  
of *multiple processes* across  
*various* runtime server  
environments

*Business Process Manager*





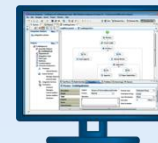
# IBM Business Process Manager



Process Designer / Optimizer



Process Center Console



Integration Designer

# IBM BPM v8 highlighted by leading analyst

## IBM Software: Truth, Beauty and BPM



*“IBM BPM just got social, in an age where social is winning.”*

*James Governer – May 29, 2012; Redmonk.com*



*“BPM should of course be **collaborative**, and (IBM BPM v8) is **built to provide context integration** between **lightweight twitter-like Activity Streams** and more traditional **BPM activities.**”*

*“ My initial impression is that BPM (v8) user interface is clean and well thought out ... the BPM portfolio is **looking increasingly clean and modern, with a smart guy running strategy**”*

# Afore Banamex provides smarter pension offerings



## Need

- Strict regulations and restrictions limited profitability and customer retention
- 20% of unregulated activity represented the best opportunity to become different and unique to its clients.
- Decided to focus on redefining business processes so that it could more easily offer new products and services, and reduce application development times.

## Solution

- IBM BPM & SOA system will handle entire operation of business and is now able to offer specific customers special offers and services through a dashboard that is part of the application.

## Benefits

- Will transform business operations to give company a competitive advantage
- The funds manager can provide better customer service and offer new services in a fraction of the time currently possible
- The system provides real-time customer and operational information for timely investing decisions that require predictive analysis



Afore stands for Administradora de Fondos para el Retiro (Retirements and Pensions Management). This industry is heavily regulated by the Mexican Government. It is understood that up to 80% of the processes of every Afore are exactly the same, however there is a 20% freedom that becomes the differentiation factor in terms of service and customer retention.

In spite of these operational restrictions, Afore Banamex has become the largest and most important Afore in the World.



# Take your business with you wherever you go

## *Business Process Management*

**IBM makes it possible to integrate BPM into your mobile strategy**



### Client Challenge

Every day you are challenged to do more, better, and faster

### Key Capabilities

- Gives peace of mind that comes from knowing that important and time sensitive tasks will find employees wherever they might happen to be.
- Finding expertise is instant, and innovation doesn't have to wait for that mythical "down time ".
- Provides a single view that consolidates tasks from multiple IBM process sources



# The Ottawa Hospital Realizes Process Innovation

## CEO Mandate

- Become a top 10% performer in Quality Care and Patient Safety in North America
- New Role: Chief Medical Information Officer

## Challenges

- Needed patient focused processes to improve quality of care with better visibility
- Lack of timely information to staff at the point of care & across operational areas
- Need to improve key metrics: Patient wait times, Discharge rates, Instances of relapse

## Benefits

- Improvements in patient flow through electronic closed-loop consults and easy access to patient information
- 'Circle of Care' visual interface improves communication and collaboration within the care team
- Benchmarking process execution to use historic and real-time data to make better patient care decisions

Dale Potter, Senior VP and CIO  
The Ottawa Hospital



*“What we are doing is putting process orchestration and process models in place, so that you can literally see the characteristics of the hospital system... and you can then influence that.”*

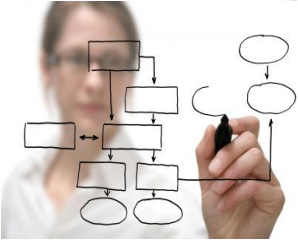
# The Ottawa Hospital Customer Video



# Leverage the Cloud on your BPM Journey



## BlueworksLive



- Process and Decision Discovery
- Monthly User Subscriptions

NEW!

IBM SmartCloud  
Enterprise

BPM  
Express



- Proof of Concepts
- Quick access
- **Pay-As-You-Go**

IBM SmartCloud  
Enterprise

Full  
BPM

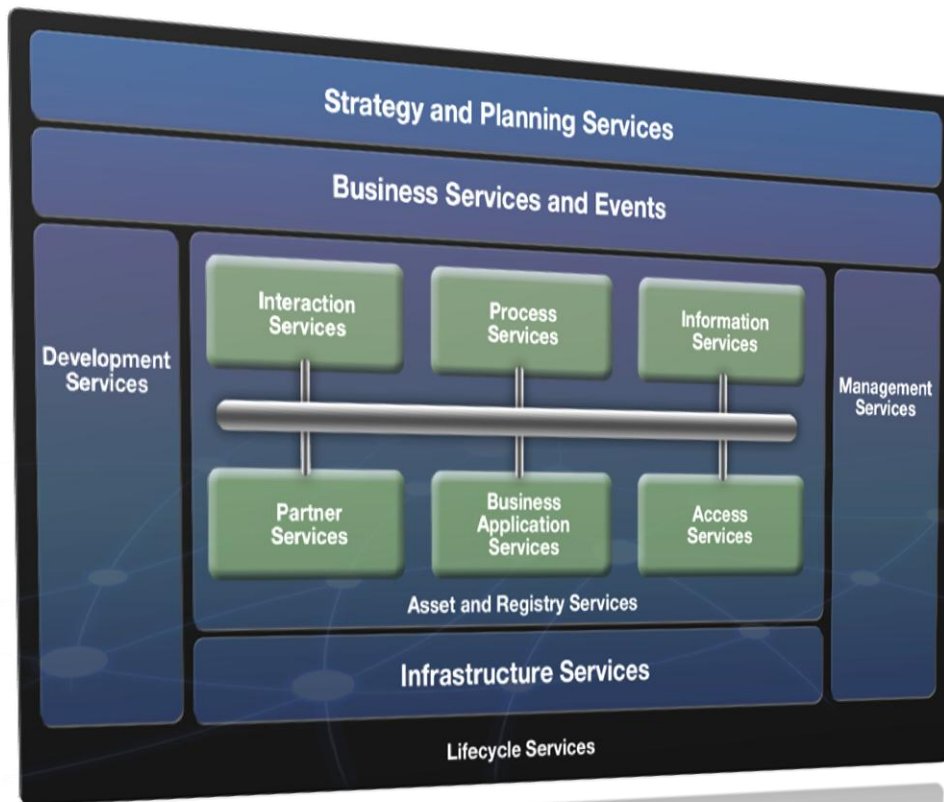


- Quick Win pilots
- Development and Test
- **Bring-Your-Own-Licenses**

- In-house Dev & Test
- Production Deployments



Project Lifecycle



SOA enables clients to extend, transact, and optimize through a broad set of integrated systems



# BPM is the System of Record to Manage Enterprise Processes



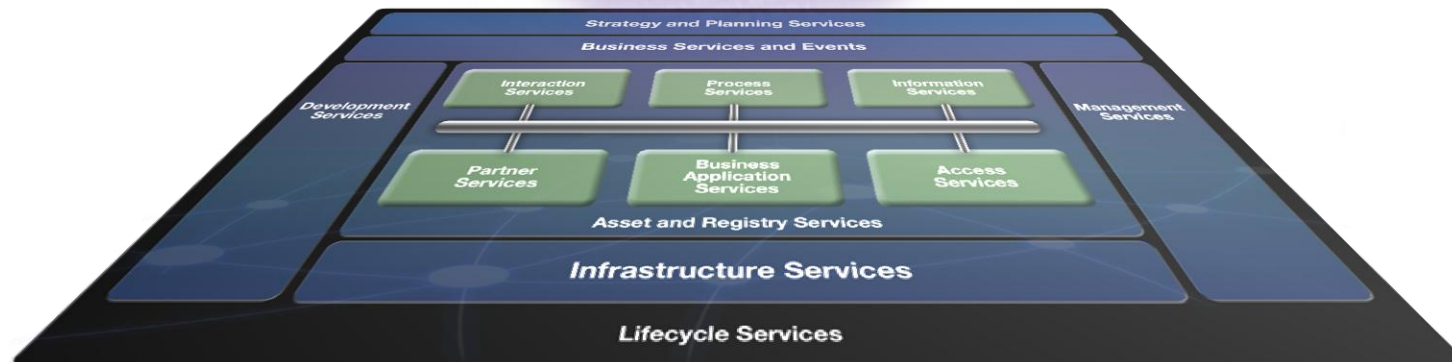
**ODM**  
Rules, Events

**SAP**  
Apps

**MDM**  
Product / Customers

**ECM**  
Content

*A “loosely coupled” integration architecture*



**IBM has the Broadest, Most Integrated Process Portfolio**

# Works Together. Works the Same.



The image displays three overlapping screenshots of IBM software interfaces:

- My Tasks (Left):** Shows a task list with categories like 'Overdue (3)', 'At Risk (2)', and 'Due Today (9)'. Tasks include 'Initiate Credit Check' and 'Approve Home Loan'.
- BlueworksLive (Top Right):** Shows a workspace for '12.0 Process Expert Network' with options to 'Blueprint a Process', 'Automate a Process', and 'Import'.
- IBM DecisionCenter (Center):** Shows a project view for 'mini-loan rules > Q2release' with a 'Changes' log and a 'Current Content' list of surcharges and rates.

“

*IBM stands out as the leading example of a vendor that offers both a pure-play experience (IBM BPM Standard Edition) and a stack-based experience (IBM BPM Advanced Edition).*

”

Gartner

# #1 in BPMS market share for 2011

IBM was named the **number one vendor in BPMS software** with a 27.1 percent share, ***almost triple*** that of **its closest competitor\***

## Largest Customer Base

Over **5000** BPM customers worldwide and growing

## Strongest Ecosystem

Over **1000** certified business partners

## Unparalleled expertise

Over **15 years** of industry leadership

\*Source: IBM Press Release; <http://www-03.ibm.com/press/us/en/pressrelease/37376.wss>

Use a proven methodology from a trusted partner



Start small, *grow fast*

**3** Transform Across and Beyond the Enterprise

**2** Establish a Program

**1** Build Project-Based Credibility

Project.....to Program.....to Transformation

# Next Steps



**See BPM in Action**

Ask your sales representative to see the solution live

**Learn what's possible with a Discovery Workshop**

On-site workshop with business and IT stakeholders to evaluate the applicability of BPM for your project

**Implement a real project in 10 weeks with a Quick Win Pilot**

Demonstrate immediate value to your LOB end-users with your first 'Quick Win' in 10 weeks

# Become a Champion!



*Corredor Tarahumara: Arnulfo Quimare*

THANK

The word "THANK" is rendered in large, white, sans-serif capital letters. Each letter is filled with a different portrait of a diverse group of people. The 'T' shows a smiling man with a goatee. The 'H' shows a woman with dark hair. The first 'A' shows a smiling man in a suit and tie. The second 'A' shows a man with glasses and a red shirt. The 'N' shows a smiling woman with dark hair in a red shirt. The 'K' shows a smiling man in a green shirt and tie. The background of the letters is a soft, out-of-focus office environment.

YOU

The word "YOU" is rendered in large, white, sans-serif capital letters. Each letter is filled with a different portrait of a diverse group of people. The 'Y' shows a smiling man in a light purple shirt. The 'O' is a circle containing a woman with glasses in a green top and a man in a white shirt. The 'U' shows a man in a white shirt and tie, with a blurred office scene in the background. The background of the letters is a soft, out-of-focus office environment.