IBM

Adapt and Respond Dynamically

A mid-sized European mobile telecommunications market leader faced a highly competitive landscape and the daunting task of managing a complex IT environment to support fast implementation of new, innovative products.

By implementing an end-to-end dynamic BPM powered by Smart SOA™ solution, they expect to accelerate time to value and avoid IT costs to drive a 5-year return on investment (ROI) of 230%; improve customer service through fast implementation of mobile payment offerings; share in-house developed services with subsidiary operators; and improve business and IT alignment through better collaboration.

Highly Agile Business Processes
To effectively unlock the power of your resources and optimize your total ROI, you need to sharpen your business sense and enhance your operational performance. End-to-end dynamic BPM powered by Smart SOA™ can help you create highly agile business processes.

Highly agile business processes enable change, such as supporting products in new markets or growing a global presence. Agile processes can be created much faster than previously possible with end-to-end dynamic BPM.

Agile businesses have 29% higher earnings per share.

Source: Business Technology Management Institute, 2007