

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

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Dynamic BPM can simplify and integrate your end-to-end processes and accelerate process change by 70-80%, while lowering IT costs by 20-50% when compared to traditional BPM approaches.*

End-to-end dynamic BPM includes the following capabilities:

- Powerful simulation and rapid deployment, enabling process optimization and refinement over time
- Insights that enable realtime process changes, allowing you to foster closer collaboration with IT and alignment with your business strategy
- Rapid process transformation achieved through a dynamic run-time environment of discrete, intelligent business process functions, reusable by different processes

End-to-end dynamic BPM combined with SOA enables you to adapt and respond dynamically by building and changing processes faster than traditional or generic BPM approaches. Delivery of these BPM solutions can be further accelerated through prebuilt assets based on industry standards designed to ensure improved time-to-value, consistency and reuse.

Delivering on the Promise of Business Agility and Solving the Business Case Challenge

A bank was planning a global expansion, and defined a core set of 39 process functions that could be reused, including:

- Customer or Account Lookup
- Check for Fraud
- Validate Payment

IBM partnered with the bank to conduct a Business Value Assessment workshop and assessed that compared to a traditional BPM approach, dynamic end-to-end BPM with IBM:

- Saves 69% of the process integration build effort
- Takes approximately 11% of the effort for ongoing process changes

Conducting a Business Value Assessment helps your business:

- Identify or validate opportunities to drive value with dynamic BPM
- Confirm that end-to-end dynamic BPM is the appropriate approach

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- Understand process requirements and improvement potential
- Develop a high-level solution architecture
- Build a business case to justify an end-to-end dynamic BPM deployment

Help Increase ROI and Gain Competitive Advantage

The key to optimizing ROI is making the most of what you have. End-to-end dynamic BPM from IBM does just that by pulling IT assets you have already in place into a “dynamic environment.” An end-to-end dynamic BPM foundation from IBM can help you mitigate risk and avoid wasted time and money by ensuring that outcomes meet business objectives. Not only does this solution increase ROI, it also yields it more quickly. A change that may have taken months can now be completed in hours with highly agile processes, enabling an immediate impact.



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Reference:

* Based on recent IBM customer engagements where a Business Value Assessment (BVA) was conducted and designed to quantify BPM project benefits.

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