

## Process Automation

A European insurance company conducted a feasibility study and estimated they could increase revenue by up to SEK100 million by adopting a BPM solution to improve its claims handling process. By using a BPM solution to automate claims processing, the company increased customer satisfaction by responding to claims faster and enabling clients to submit claims via the Internet, providing a new channel and increasing revenue by about \$20M annually.

A core component of BPM is the ability to streamline and automate business processes, providing the flexibility required to compete in today's complex, fast-paced environment. Transforming manual, disjointed activities into streamlined, repeatable ones with consistent results saves time, optimizes costs, and allows organizations to work smarter. More versatile and powerful than siloed applications, process automation helps usher in flexibility and deliver innovative business models by recombining and reusing existing assets to speed delivery of new initiatives.

IBM BPM can support a range of continuous process improvement and quality methods such as Six Sigma and Lean Six Sigma, while addressing the spectrum of automation, from straight-through processing to solutions that integrate expert human skills.

**Only 3%**  
of businesses believe  
they have achieved  
process excellence.

Source: AIIM Market Intelligence –  
Forget Process Excellence, Most  
Companies are Process Ignorant,  
2008