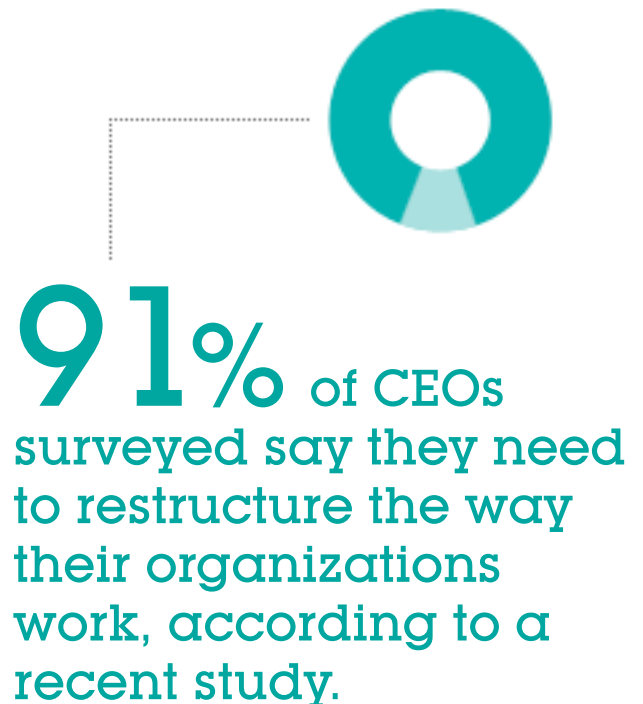


Discover and Design

After a decade of rapid growth, an air freight carrier needed to trim \$100 million as part of its growth strategy while ensuring its complex operational plan delivered aircraft and cargo to their destinations safely and on time. Key stakeholders collaborated to model its business processes, designing these to become more agile through a BPM solution that translated business strategy into process execution. As a result, the company achieved an 80 percent reduction in the expected cost and a 50 percent reduction in the expected time of integrating operations with strategic delivery partners, additionally achieving the potential for market differentiation due to improved time to market with new business services.

Faced with rapid change, global competition, unpredictable market changes, and unprecedented opportunity, businesses are looking for better ways to stay viable.

How can businesses foster the agility needed to take advantage of this new world? How can businesses reach a new class of customers who expect services and products customized to their needs? The answer isn't just working harder or dedicating more resources. Business process innovation is the number one priority for a growing list of organizations.



Source: IBM Global CEO Study, 2008