Discover and Design
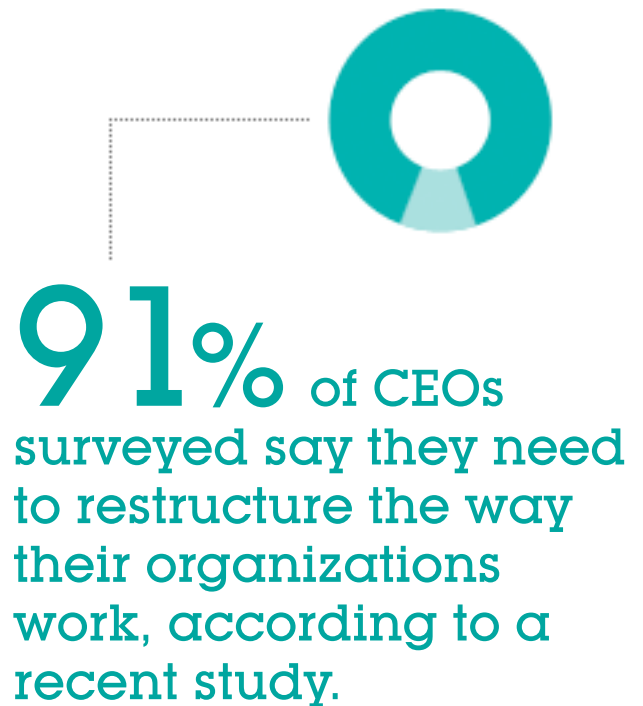
After a decade of rapid growth, an air freight carrier needed to trim $100 million as part of its growth strategy while ensuring its complex operational plan delivered aircraft and cargo to their destinations safely and on time. Key stakeholders collaborated to model its business processes, designing 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.

91% of CEOs surveyed say they need to restructure the way their organizations work, according to a recent study.

Source: IBM Global CEO Study, 2008

Business Process Management

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By illuminating the processes that drive a business, companies can discover and design innovative solutions that lead to continuous improvement, competitive advantage or business transformation goals. Business leaders, business analysts, process owners, IT specialists and other key stakeholders can collaborate to target the right processes, create the appropriate metrics and explore the best opportunities for high-ROI projects.

Provide a Foundation for a Solid BPM Strategy
Unfortunately, many organizations are still operating within an outdated technology environment with rigid, siloed business processes that have not kept pace with marketplace demands. While many companies are now recognizing the need to reinvent their infrastructures, the shift towards business process management (BPM) comes with a new list of challenges. What path should your organization take? What BPM solutions work best? Where do you start?

Realize that Discovery is an Essential Component of BPM
Discovery helps uncover opportunities for growth and greater efficiencies while avoiding the pitfalls of unidentified problems and bottlenecks. Through discovery, businesses can:

• Use strategy maps and goal setting to translate business intent into executable processes

• Leverage best practices and industry process maps

• Expand process understanding throughout the organization

• Establish key business metrics and key performance indicators (KPIs)

• Empower line of business to affect and implement process changes

• Test and evaluate process model alternatives before deployment

• Analyze models from different perspectives to hone in on key opportunities and improvement areas

Explore BPM BlueWorks as One Way to Start
With IBM BPM BlueWorks, you can get started in a zero-cost, secure cloud environment. BPM BlueWorks features a user-friendly set of business process design tools, a valuable and growing collection of BPM content and a robust community of users.

Learn strategies, trends and best practices that drive smart BPM decisions and collaborate through shared content across the decision-making landscape. Leverage industry-specific, pre-built

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assets, including strategy, capability and process maps, and over 800 business measures. Start today at: www.bpmblueworks.com

Link Business Strategy to Process Execution
Take BPM discovery and design a step further with process simulation and analysis, forms design and storyboarding, and interactive process design. Whether you're engaged in a straightforward process redesign project or a broader quality initiative such as Six Sigma or Lean Six Sigma, process modeling and analysis can help you pinpoint the greatest ROI potential. You can test and analyze scenarios using modeled and actual data to help make informed decisions before deployment. Interactive process design capabilities allow you to quickly define, test and set up BPM solutions in a sandbox environment, which puts less strain on your IT personnel and infrastructure and provides concrete business benefits.

Design and Deploy with IBM
Use discovery as a launch pad to design, model and deploy your business processes with pre-built industry content to jumpstart solution development. Role-based business spaces present a unified end-user interface to integrate content, creating holistic business process management across IBM BPM offerings.

By engaging stakeholders across your business, by facilitating conversations about strategy, goals and capabilities, and by modeling problems and processes, you can identify and prioritize the projects that have the biggest impact on your business.

Process discovery and design leading to the deployment of new processes provides the agility your business needs to grow and prosper in today's fast-paced and changing business climate.

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