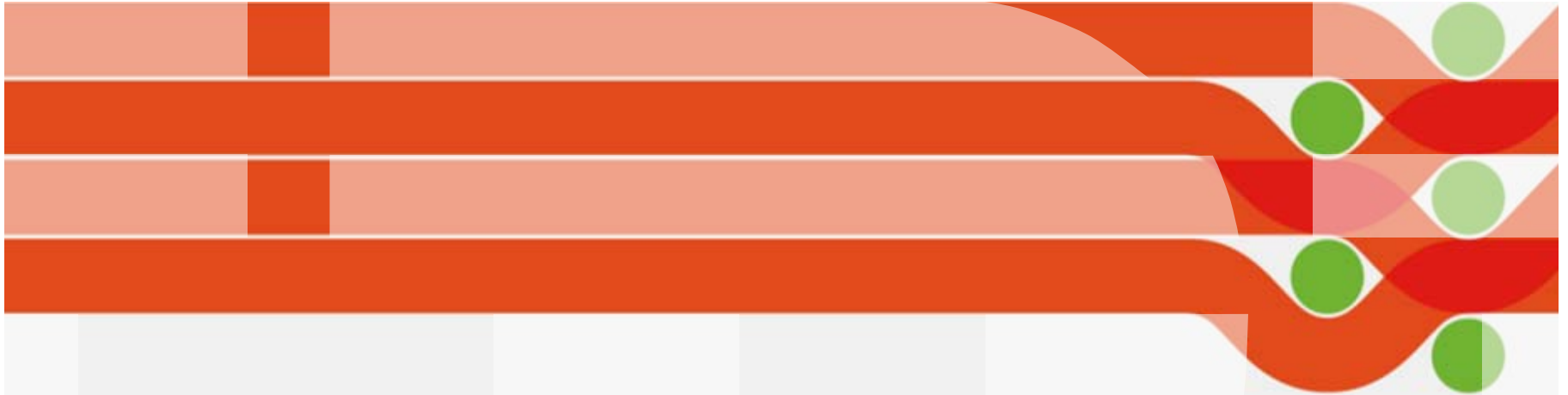
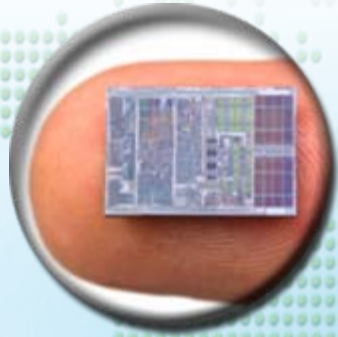


Business Agility in Action

Latest news & announcements on BPM, Application Integration & SOA



Technology Innovations Are Changing the World



Digital-Physical Convergence
everything is intelligent



Virtualisation
universal access with
cost takeout



Mobile Everything
lifting the constraints
of space



Predictive Intelligence
changing reactive to proactive



Collaborative Expertise
harnessing global experts

Yesterday's best in class... is no longer good enough



Workforce:
26% more productive
in a decade



Oil Recovery Factor:
Up 15 points since
1970s



Supplier Lead Time:
62% faster in 2 years



Dock to Stock:
50% faster in 2 years



IT Services:
25% faster in 2 years

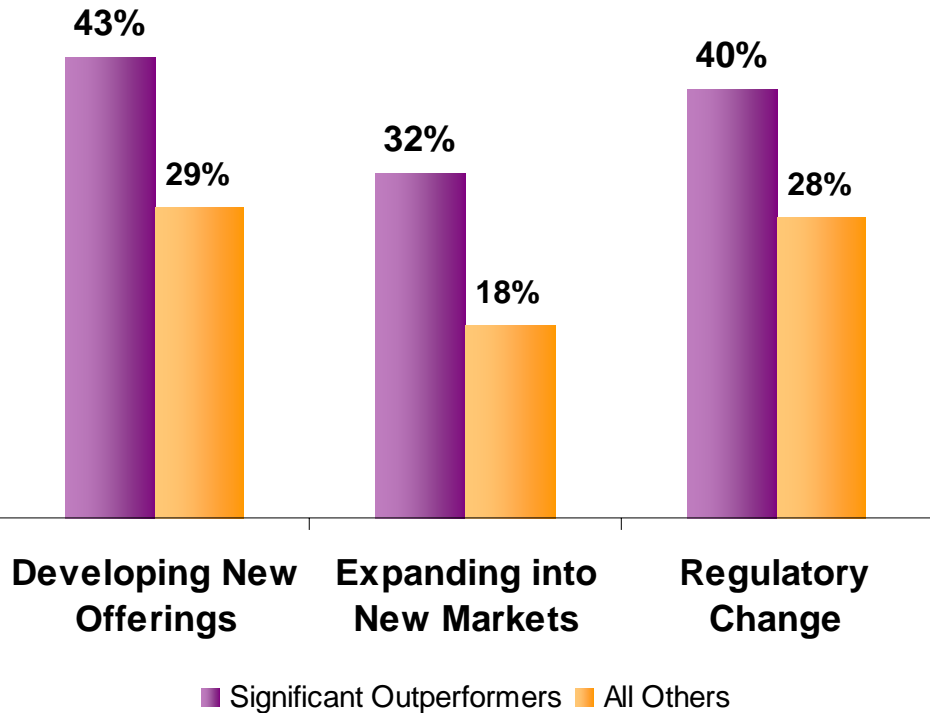
Tomorrow's leaders must find new ways to grow

Global business executives agree:

Top performers focus on growth

Top performers focus on growth while others focus on stabilisation...

...And are **3x** more likely to have work practices that are:



Dynamic:

- **2x** greater use of process automation and modeling

Collaborative:

- **3x** greater use of collaborative workspaces

Connected:

- **9x** greater use of SOA

We are reaching a process inflection point

Dynamic change

Extensive and
inclusive business
networks

Ad-hoc, dynamic
tasks

Social and contextual
capabilities

Business and IT
convergence

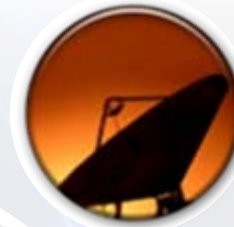


Process is everywhere

Account
Opening



Campaign
Management



Vendor On-
boarding



Claims
Processing



Order
Fulfillment



Customer
Problem Handling



We must focus on process improvement

To fuel new growth while managing costs organisations must leverage...

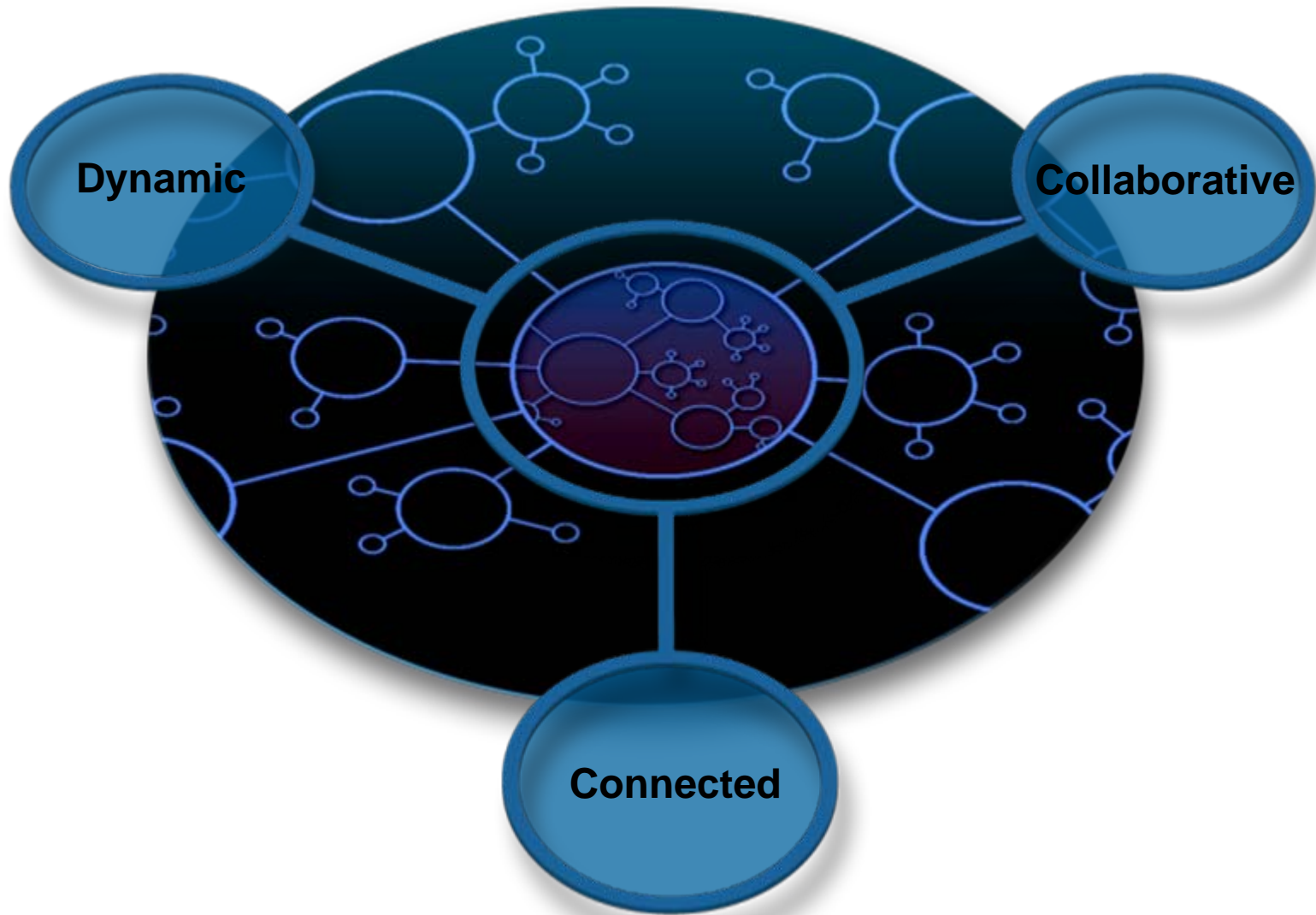
- Greater business understanding and measurement
- Rich, integrated information, transactions, and decisions
- Flexibility-enabling technologies

to increase awareness and control over their business processes for

Greater Business Agility

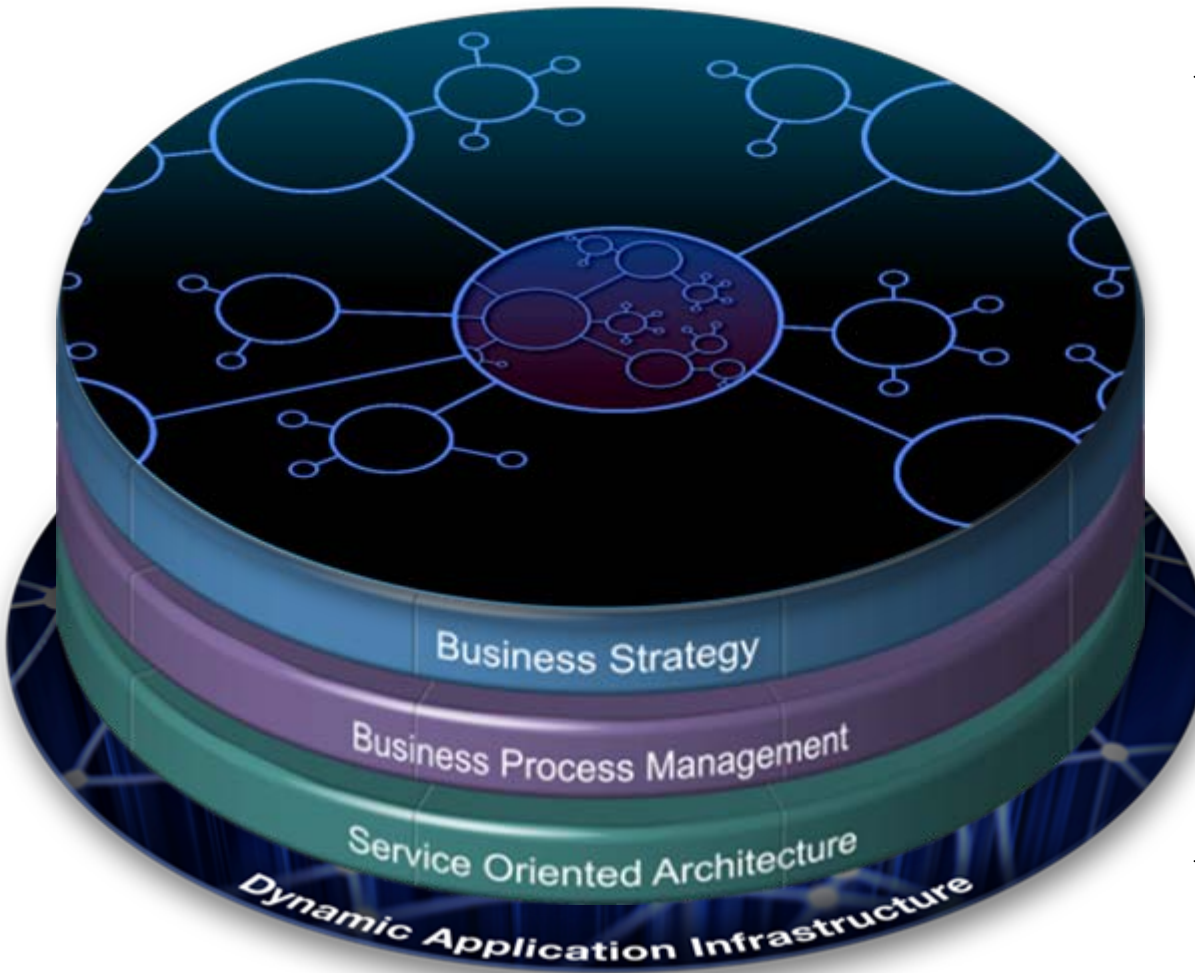


To Optimise Results, Agile Businesses Are



Driving Better Business Outcomes

By aligning the engines of agility



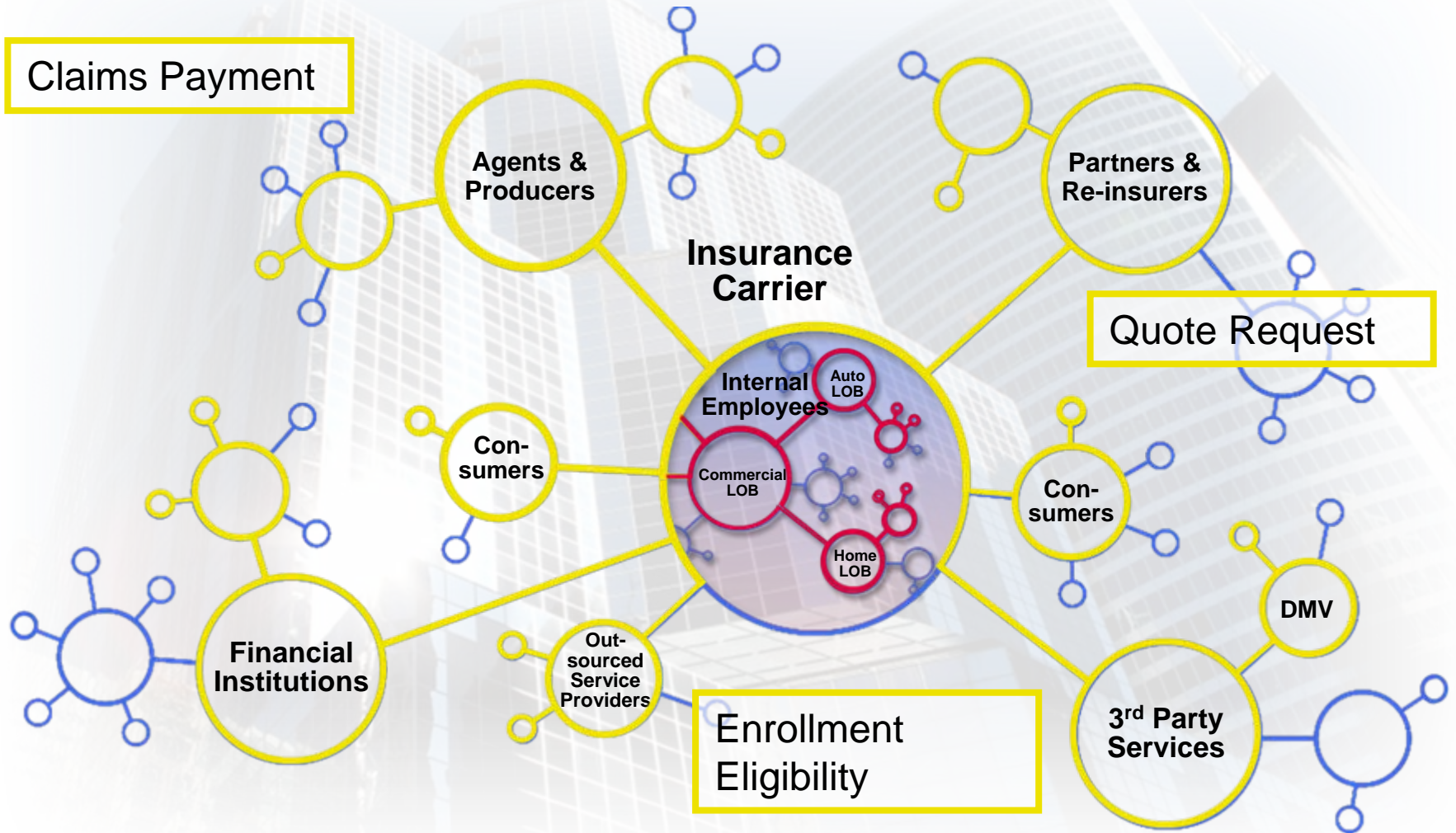
Agile businesses that actively converge business and technology have

- **7%** higher EPS growth
- **49%** higher ROI

than their industry peers

Source: BTM Business Agility Index, May 2010

Organisations strive to optimise processes across their broad business networks



But rigid IT systems and application silos that underpin processes inhibit agility and performance



Drive process performance by aligning the engines of agility

Dynamic business processes are...

Explicit: *Processes are documented, understood, and agreed upon*

Visible: *Process performance is available in real-time, measurable, and actionable*

Interconnected: *Processes are network-aware and well-connected to the right services at the right time*

Easily Changed: *Process tasks, activities, and end-points are flexible and quickly adjusted*

Driven by the Business: *Process management is contextual, governed, and extended to all stakeholders*



Infuse business processes with “points of agility”



Events



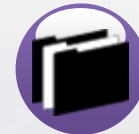
Analytics



Collaboration



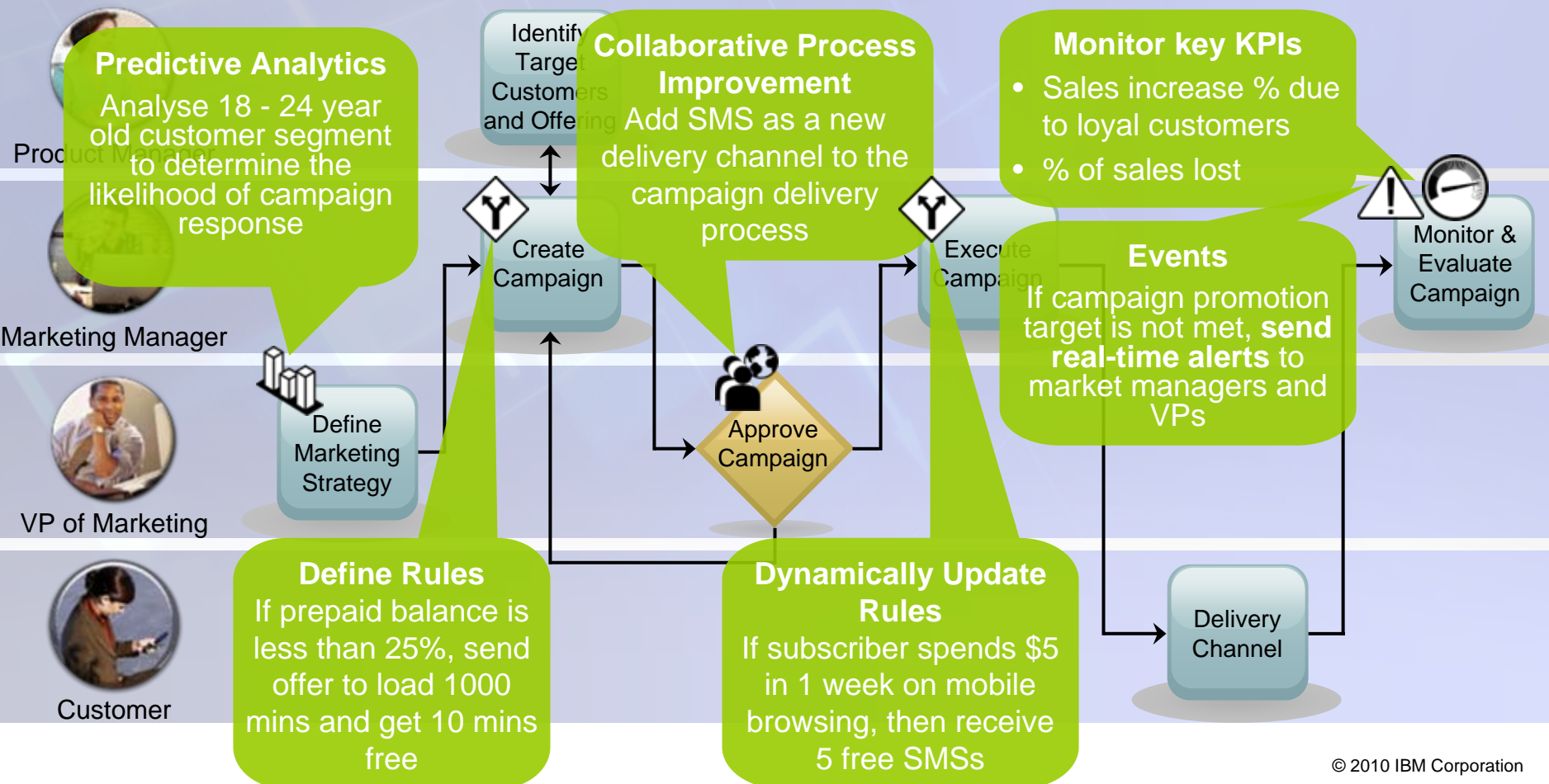
Rules



Content



Monitoring



Improve processes across *your* business network

Cross-channel integration

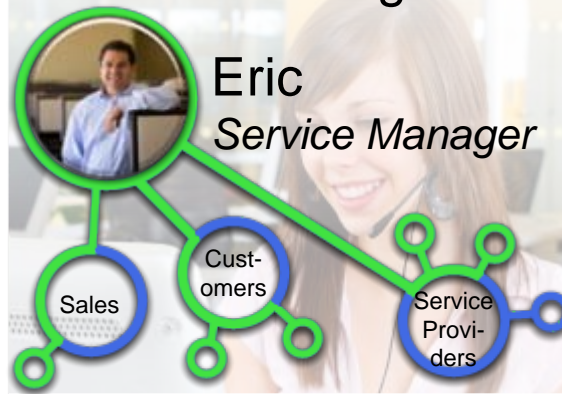
Sophia
Inventory Manager



- Increase customer satisfaction to 95%
- Automate cross-channel merchandise returns
- Reuse and extend applications

Customer problem handling

Eric
Service Manager



- Deliver 4 minute average call handling time
- Manage and monitor support instances
- Integrate customer activities and data

Corporate payments

Jennifer
Payments Director



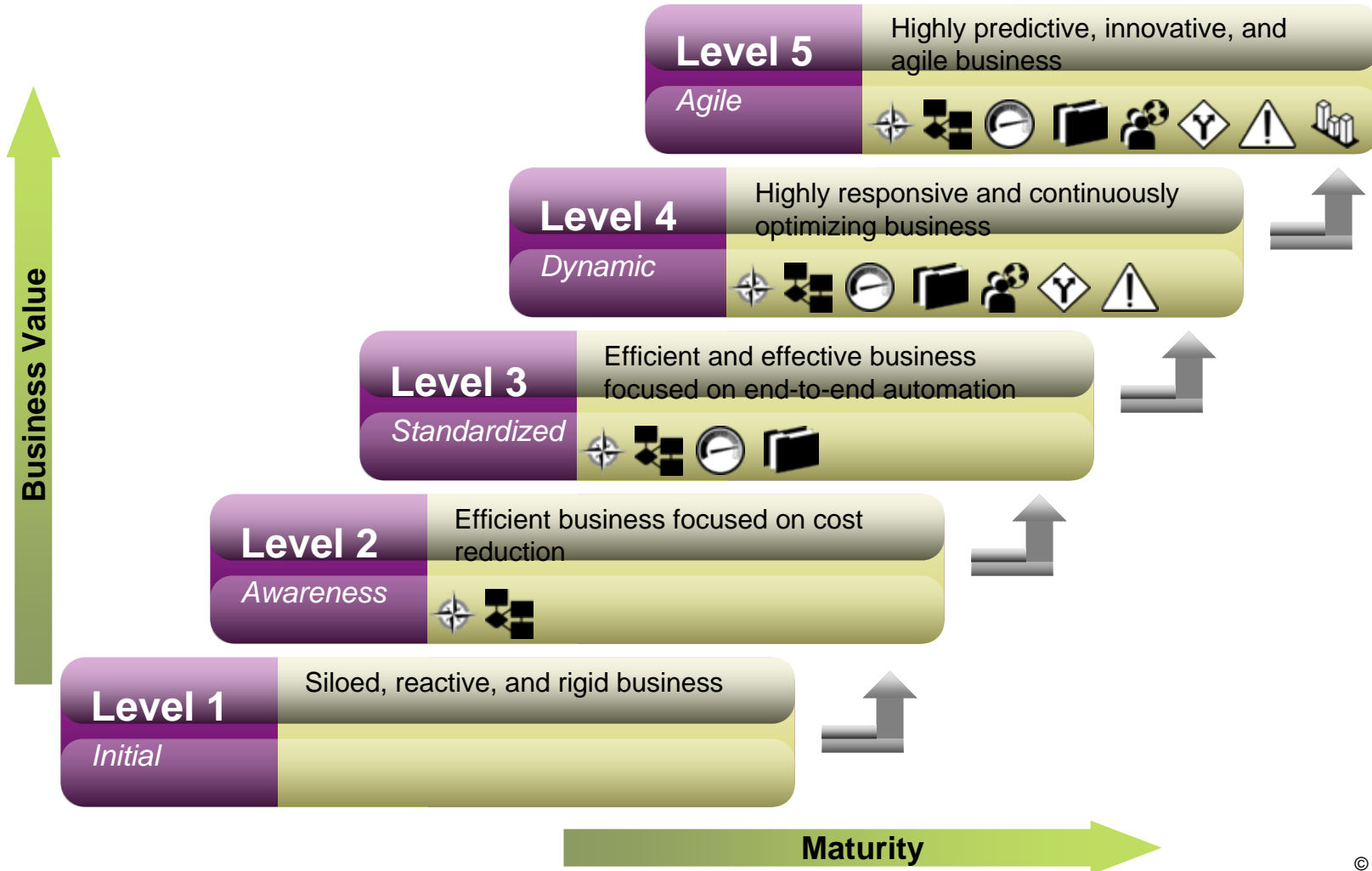
- Reduce payment lifecycle by 50%
- Automate payments processing across multiple systems
- Provide connectivity and scalability across systems

Get on the path to a dynamic business network by assessing your agility

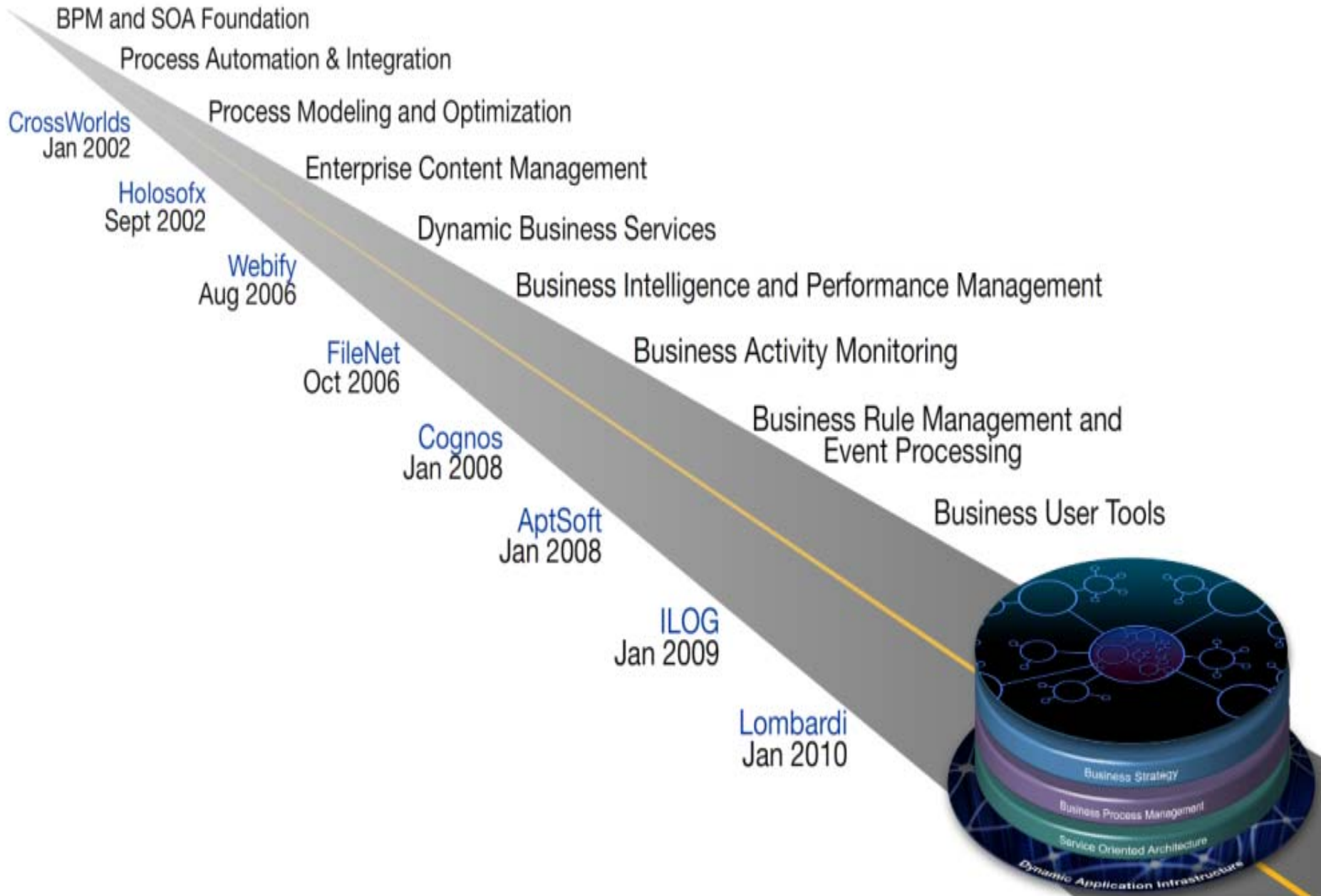
- Understand your organisation's capabilities across multiple dimensions of agility
- Capture your improvement goals and desired levels of agility
- Develop a clear roadmap to meet your goals



Powerful process improvement capabilities put you on the path to business agility

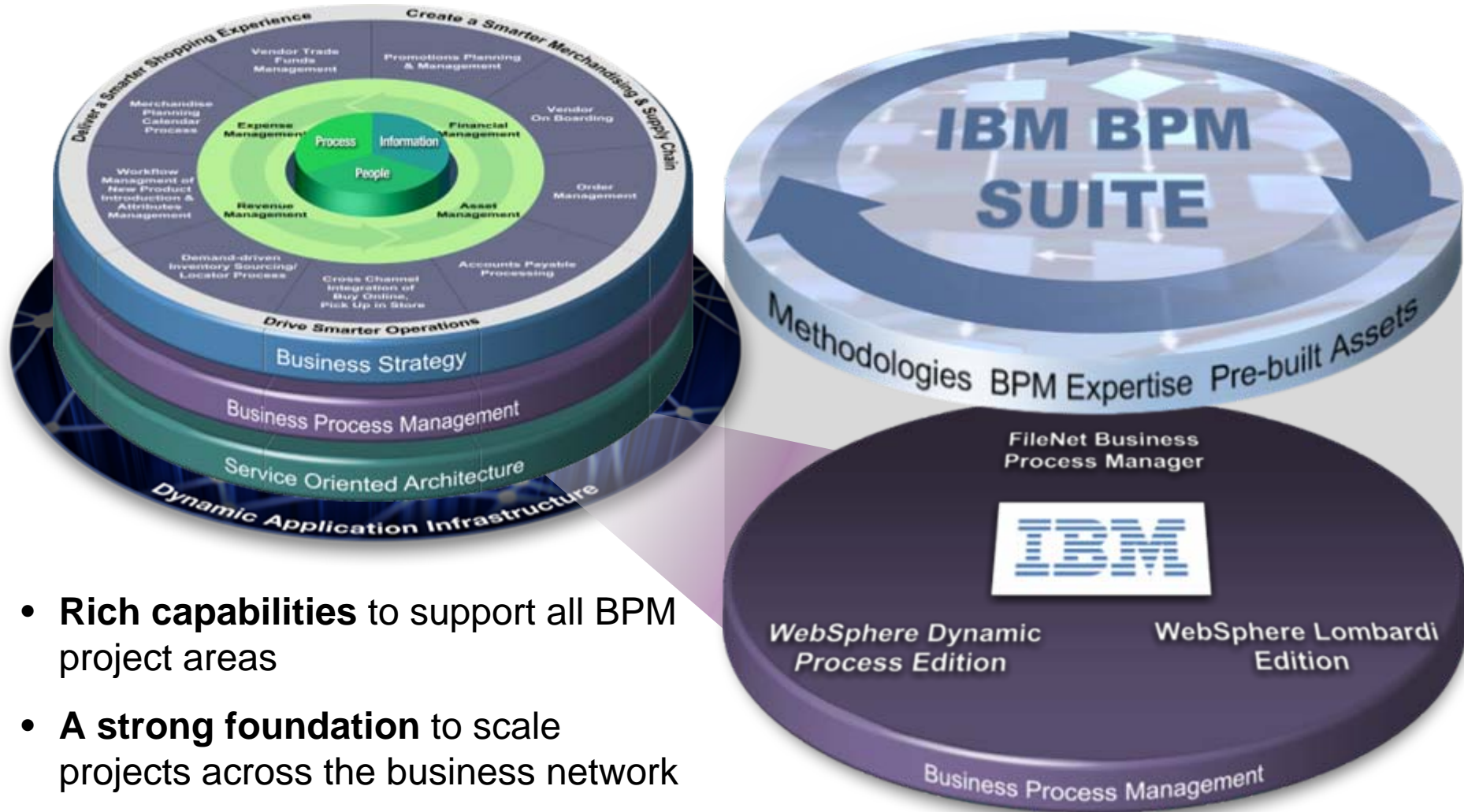


Investing in acquisitions to deliver Business Agility

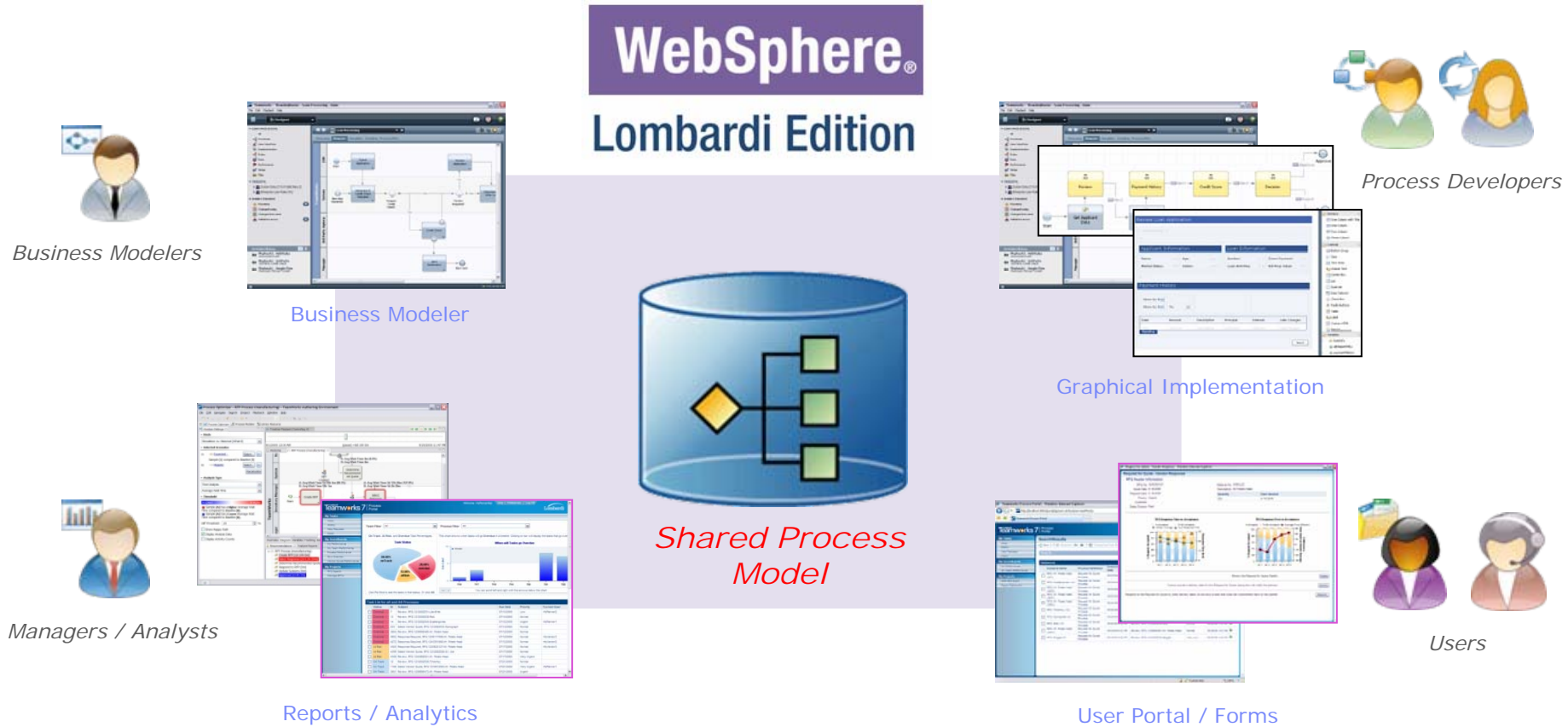


IBM BPM Suite - Empowering business-driven change

Increasing agility through continuous process optimisation



Lombardi Difference: “Shared Model” Architecture



- Single shared process model – assets are always in synch
- Single integrated platform – everything you need in one product
- Lower technical effort – less development time, cost, risk

Cast Iron Systems

Leading SaaS and Cloud Integration Provider

The complete solution to bridge the cloud and on premise worlds



- Founded in 2001
- Over 75 employees
- Headquartered in Mountain View, CA
- Award-winning Solutions



Sterling Commerce Company Overview

A leader in business-to-business integration and cross-channel solutions



Executive 100

SOFTWAREmag.com
Top 100 Largest Software Companies



Top 100 Logistics IT Provider

Food Logistics

Top 100 Provider



PM 100 by Managing Automation

SUPPLYCHAINBRAIN

100 Great Supply Chain Partners for 2009

- Founded in 1975
- Headquartered in Dublin, OH
- 2,500 employees world wide
- More than 18,000 customers world wide
- Recognised as a leader by key analysts in B2B integration and cross-channel solutions
 - Sterling B2B Integration Suite
 - Sterling Selling and Fulfillment Suite
- Offers great flexibility of deployment with Managed Service and Software as a Service (SaaS) options
- \$563M in 2009 Revenue
 - New License, SaaS, S&S, Managed Services (on-premise, off-premise)

Aligning the engines of business agility

Unleashes powerful capabilities for process improvement



Events

Detect emerging business situations by capturing and correlating events



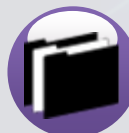
Rules

Adapt and respond rapidly by optimising operational decisions



Analytics

Solve problems and predict outcomes for strategic decisions and actions



Content

Seamlessly integrate active content with automated business activities



Collaboration

Maximise people's interactions across the business network



Monitoring

Monitor activities in real-time to identify improvement opportunities

Business Agility in Action

Thank You.

