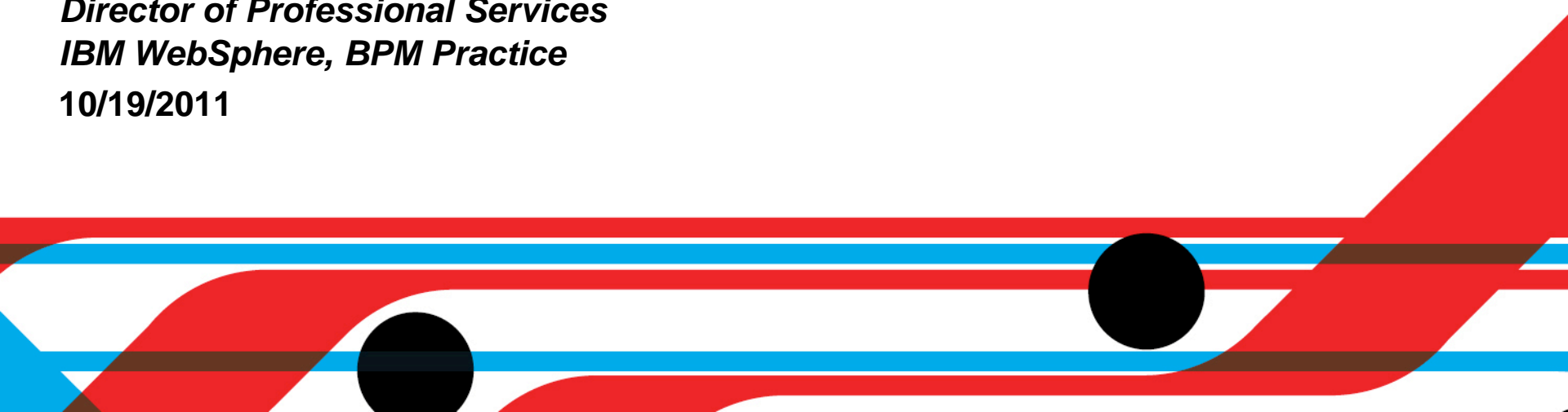# Realise Business Agility: Transform to Grow

Bounthara Ing

Director of Professional Services
IBM WebSphere, BPM Practice

10/19/2011

The New Normal: Change, Complexity, Uncertainty

$488 billion
Lost in process inefficiencies in Fortune 500 companies

$534 billion
In mobile transactions by 2015

85%
Of enterprises use external cloud services

50%
Of businesses plan to adopt more collaborative sourcing models

70%
Of businesses outsource one or more strategic activities

50 billion
Devices connected to the Internet by 2020

Business Networks Impact How We Do Business

Presents Both Challenges and Opportunities

From 0 to 2 million DVD rentals in 6 years

2010 Net sales increased 40%

Filed for bankruptcy protection

Files bankruptcy on September 2010

Caterpillar: Transforming to Meet Today's Needs

With A Smarter Physical Infrastructure

Forward Thinking Organisations Are Transforming

- Claims Management for 3rd Party Accidents
- Implemented Rules and Process Management
- Increased STP from 50% to 80%
- Increased Invoice throughput by 300%
- Increased Consistency in claims evaluation decisions
- Highlighted possible fraudulent claims
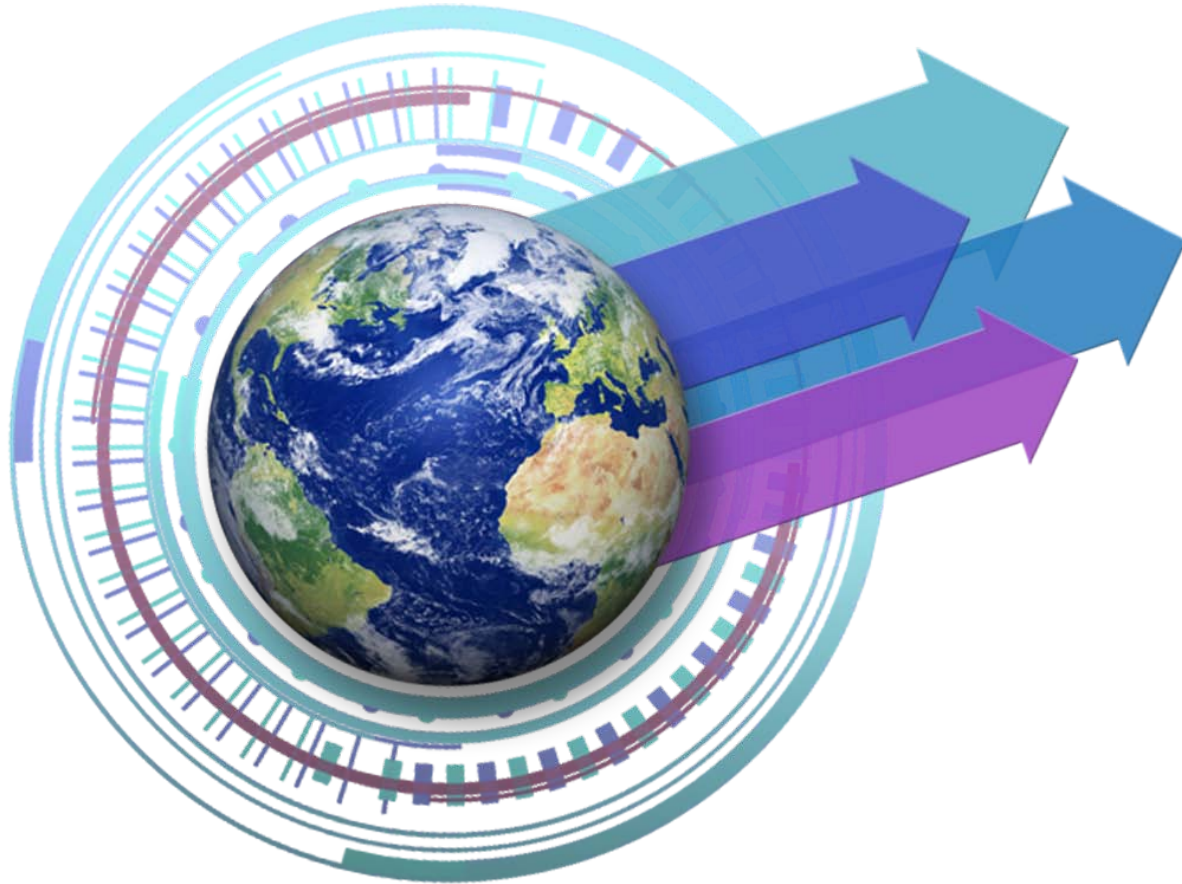- Reduced payment leakage / fraud from $50M to less than $5M p.a

Large Organisations are able to respond with Speed and Agility

- Implemented BPM to Orchestrate Services
- Able to react to the QLD floods 10 months ago
- Creation of a National Queue
- Mobilised 30,000 staff in a single response
- Processed 800,000 claims in 6 weeks
- Field staff enabled with mobile processing
- Made a tangible difference to peoples lives

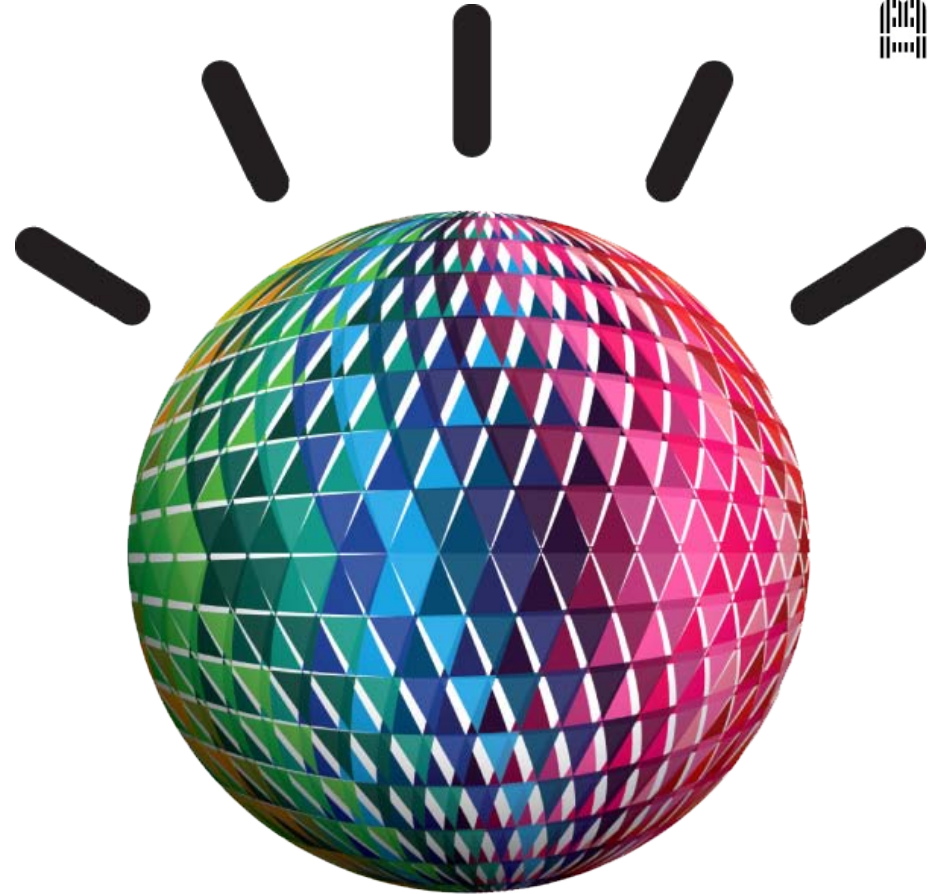# Transformation is Not Optional

Excellence is a Moving Target

Successful Transformations are Built on Business Agility

Business Agility Requires:

- Enterprise Visibility
- Operational Dexterity
- Process Integrity

80% of CEOs think their business is going to be a lot more complex….only half of them feel equipped to manage it.

Set a Roadmap to Business Agility

Execute a Strategy For Better Business Outcomes:

• Fuel New Growth

• Speed Time to Value

• Reduce Total Cost of Ownership

Key Capabilities for Business Agility Are:

- Agile processes and decisions

- Rapid, adaptable integration

- Unbounded applications

- Flexible and intelligent infrastructure

SOA

Business Outcomes

Business Strategy

Business Process Management

Connectivity and Integration

Application Infrastructure
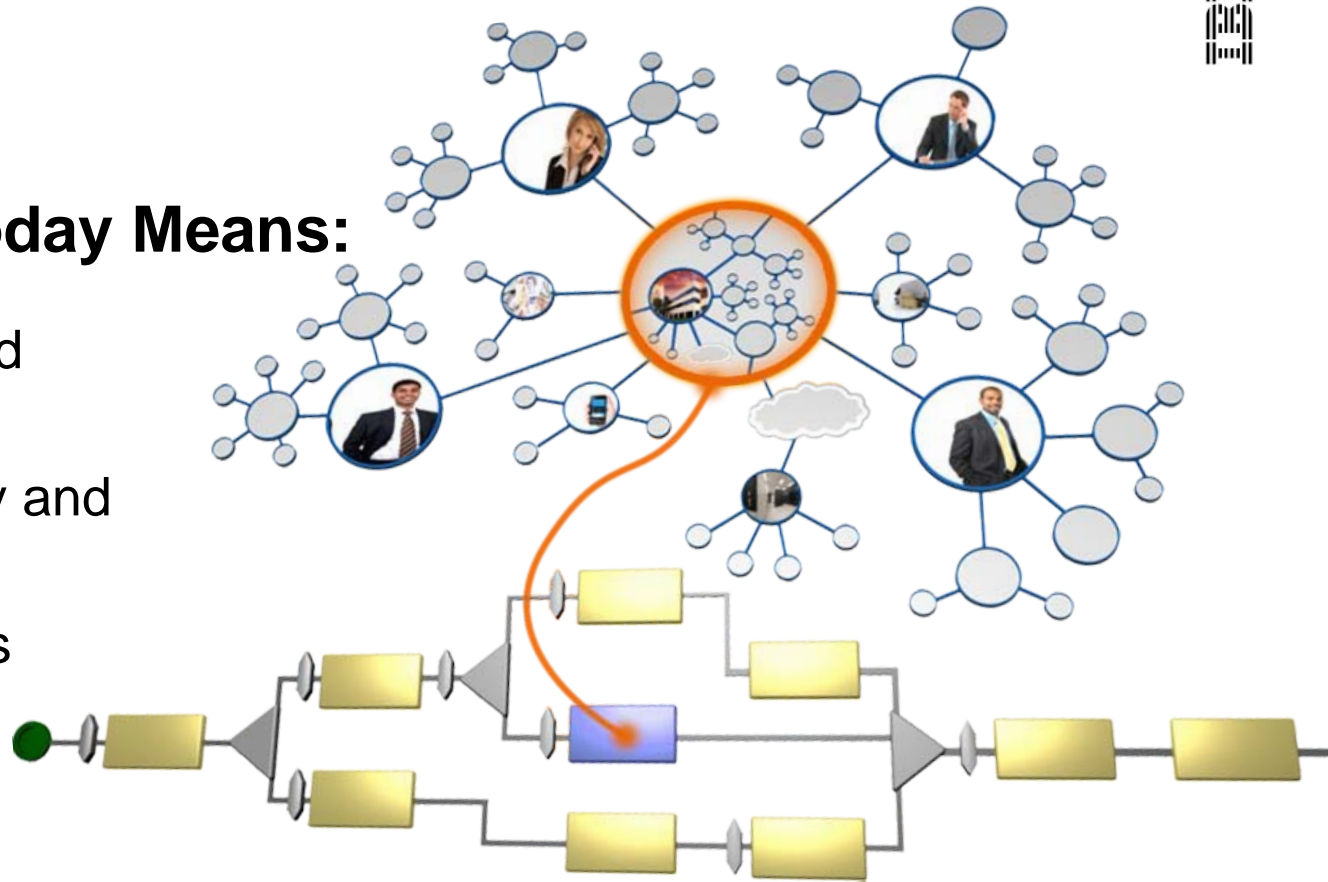
Appliances

Mobile

Cloud

Can Your Processes Handle Change, Uncertainty and Complexity?

Transformation Today Means:

- Simpler Business Led Change

- Full Process Visibility and Governance

- Optimized Processes and Decisions

Agile Processes and Decisions with
Business Process Management

Redefining BPM with Simplicity, Power, Visibility, and Governance

New!

IBM Business Process Manager

- Powerfully simple

- Centralized visibility and control
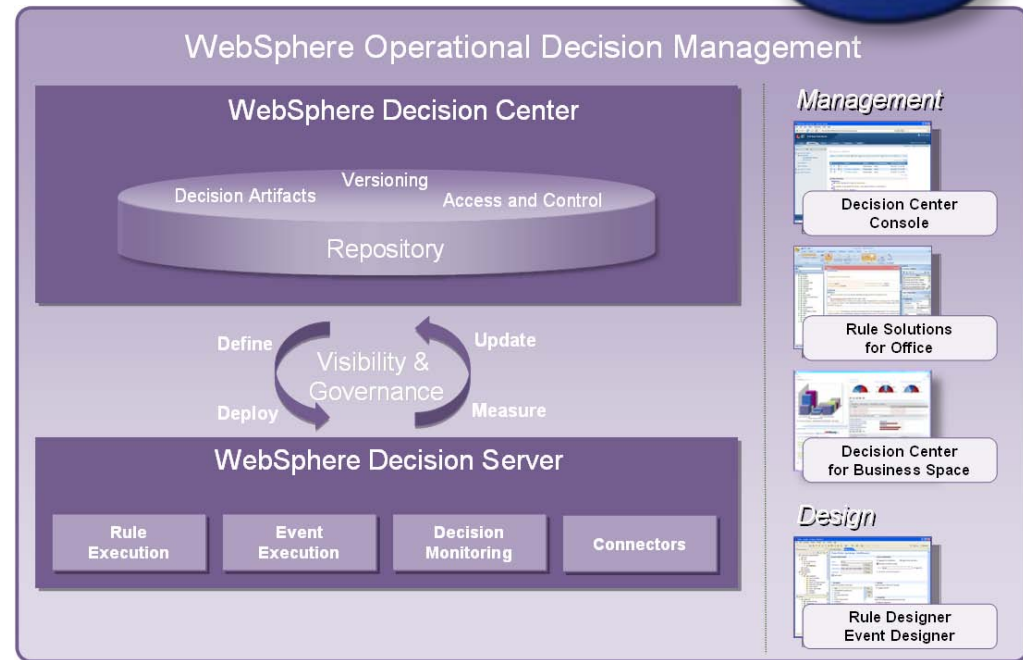
- Industrial grade scalability

Combining the Power of WebSphere Process Server with the Simplicity of Lombardi Edition

Intelligent Decision Automation in the Hands of Your Business

- **Deploy once** and changes are immediately available for processes and business systems across the enterprise

- Simplified decision versioning, auditing and change control through an **easy-to-use governance** system

- Detect and **react in real-time** to critical business situations

IBM WebSphere Operational Decision Management

New!

WebSphere Operational Decision Management

WebSphere Decision Center
- Decision Artifacts
- Versioning
- Access and Control
- Repository

Define — Update
Visibility & Governance
Deploy — Measure

WebSphere Decision Server
- Rule Execution
- Event Execution
- Decision Monitoring
- Connectors

Management
- Decision Center Console
- Rule Solutions for Office
- Decision Center for Business Space

Design
- Rule Designer Event Designer

Manage business rules and events in a unified, governed environment

Who Runs Your Business – You or Your Packaged Applications?

Transformation Today Means:

- Take Control of Applications
- Leverage End-to-End Application Visibility for Rapid Change
- Reuse Services Across Composite Applications and Cloud

Unbound Applications with
Service Oriented Architecture

84% of Global 2000 companies are using SOA

Take Control Today: Accelerate SOA Success
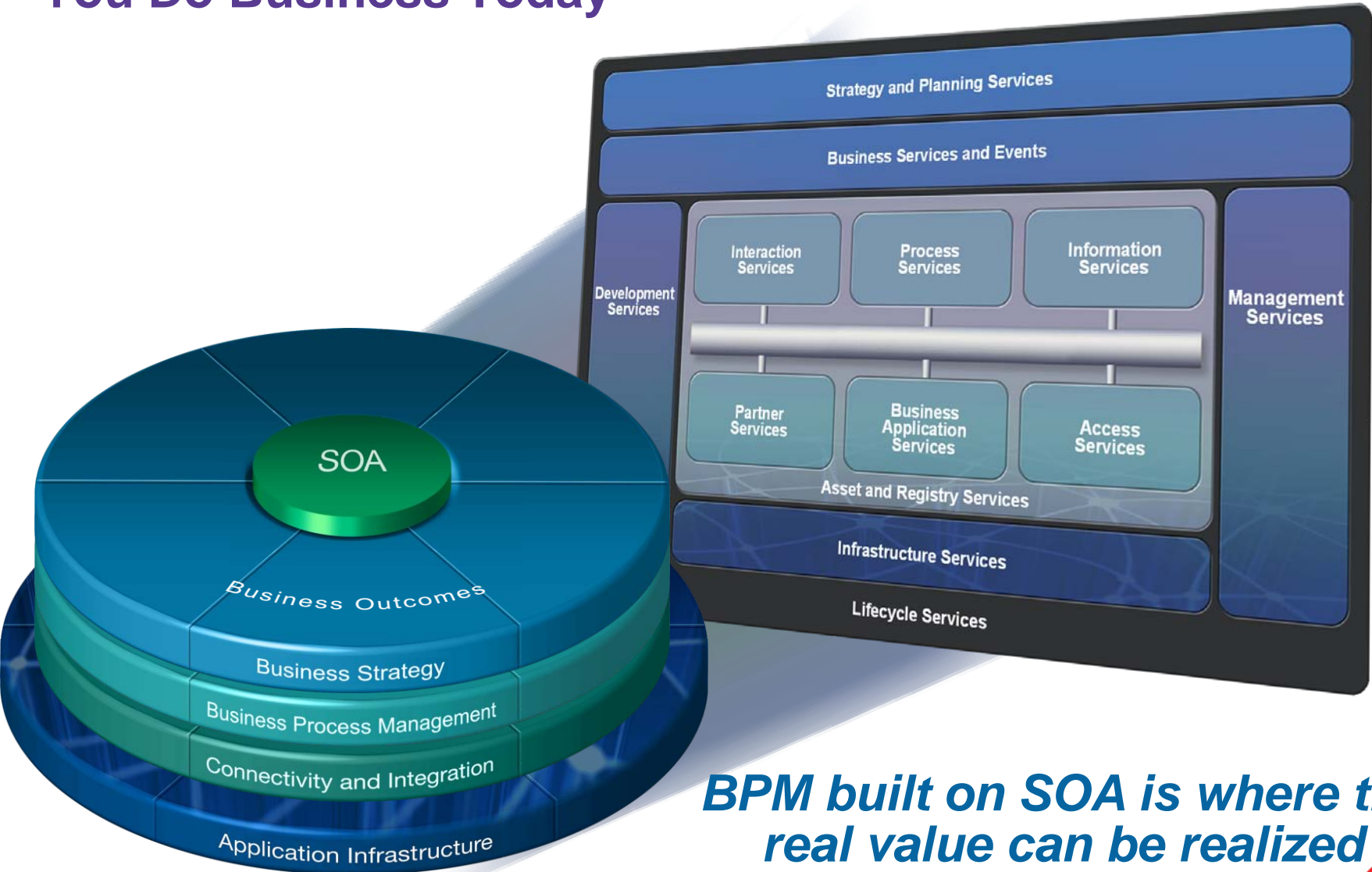
New!

IBM WebSphere Enterprise Service Bus Registry Edition

- Decouples complex each application

integration logic from

- Leverages existing investments in MQ networks and skills

- Promotes fast ROI through tracking of service usage

BPM and SOA Come Together to Differentiate the Way You Do Business Today

Strategy and Planning Services

Business Services and Events

Development Services

| Interaction Services | Process Services | Information Services |

Management Services

| Partner Services | Business Application Services | Access Services |

Asset and Registry Services

Infrastructure Services

Lifecycle Services

SOA

Business Outcomes

Business Strategy

Business Process Management

Connectivity and Integration

Application Infrastructure

BPM built on SOA is where the real value can be realized

City of Madrid

Reduced Emergency Response Times by 25% Using BPM and SOA

Accelerate Integration Across the Enterprise

IBM WebSphere Message Broker

- **Integrate virtually anything** in the enterprise with the ability to connect to and run on any platform or technology

- **Accelerate time to value** with rapid installation, and integration based on pre-built technology and industry patterns

- **High-performing, highly scalable integration** for the most demanding workloads with the flexibility for rapid change.

Enhanced!

WebSphere Message Broker v8

Enhanced integration, increased audit and recording capabilities

Fast, Flexible and Secure Messaging

IBM WebSphere MQ

- **Flexible configurations** supporting high availability, load balancing and time independent integration

- **Guaranteed delivery** automatically recommits failed transactions shielding your code and applications from service and network failures

- **Unmatched integration** supports CICS, IMS, DB2, Microsoft .NET and J2EE environments

- **Dynamic** leveraging **publish and subscribe** patterns for flexible integration

Eliminates the need for homegrown security coding

Speed Development and Extend Applications

IBM WebSphere Application Server

New!

Web 2.0 and Mobile Feature Pack

- Speed development of applications and services

- Improve operational efficiency and reliability

- Increase security and control

- Extend WAS applications to Mobile devices

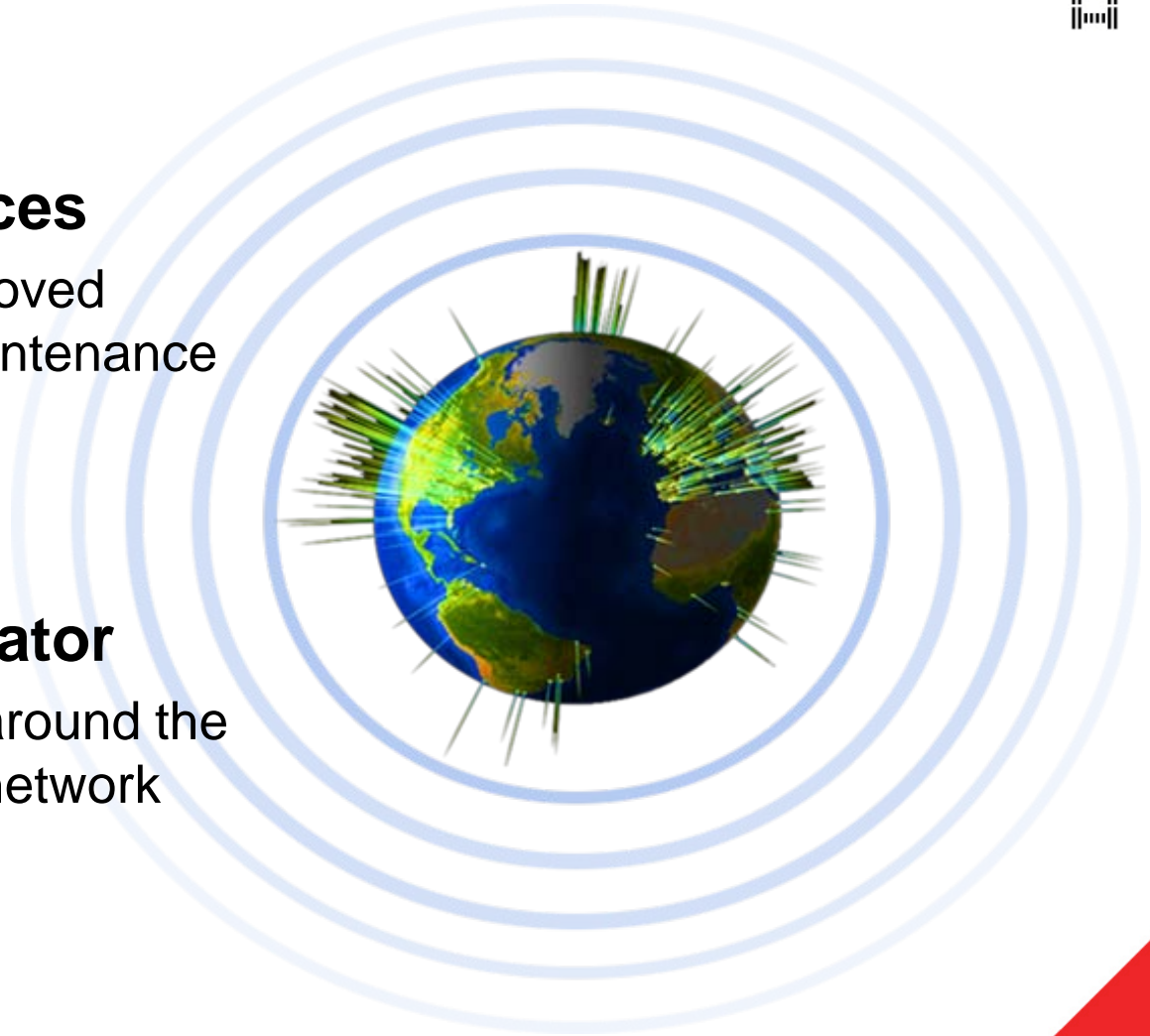# Faster Delivery of Applications!

New!

DataPower Appliances

Accelerate ROI with improved performance and low maintenance costs

IBM WebSphere Application Accelerator

Reduce response times around the globe at the edge of the network

University of Bari

Italian Fisherman Sell Their Catch Via Mobile Devices Using The Cloud

28

IBM Helps You Rethink IT with Cloud

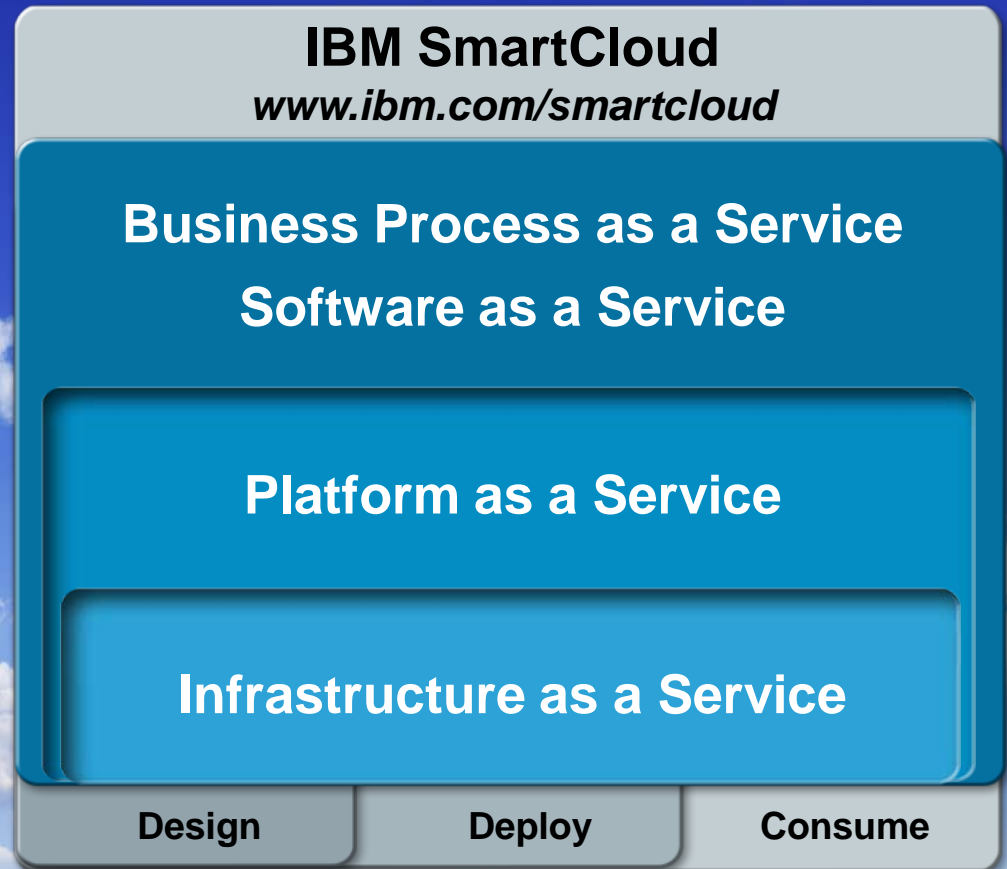**New!**

IBM Workload Deployer
Set up private clouds up to 60% faster

Cloud Standards Customer Council *
Making cloud standards customer driven

IBM SmartCloud
www.ibm.com/smartcloud

Business Process as a Service

Software as a Service

Platform as a Service

Infrastructure as a Service

Design	Deploy	Consume

*   Over 100 companies participating!

Extend and Protect Your Software Investment

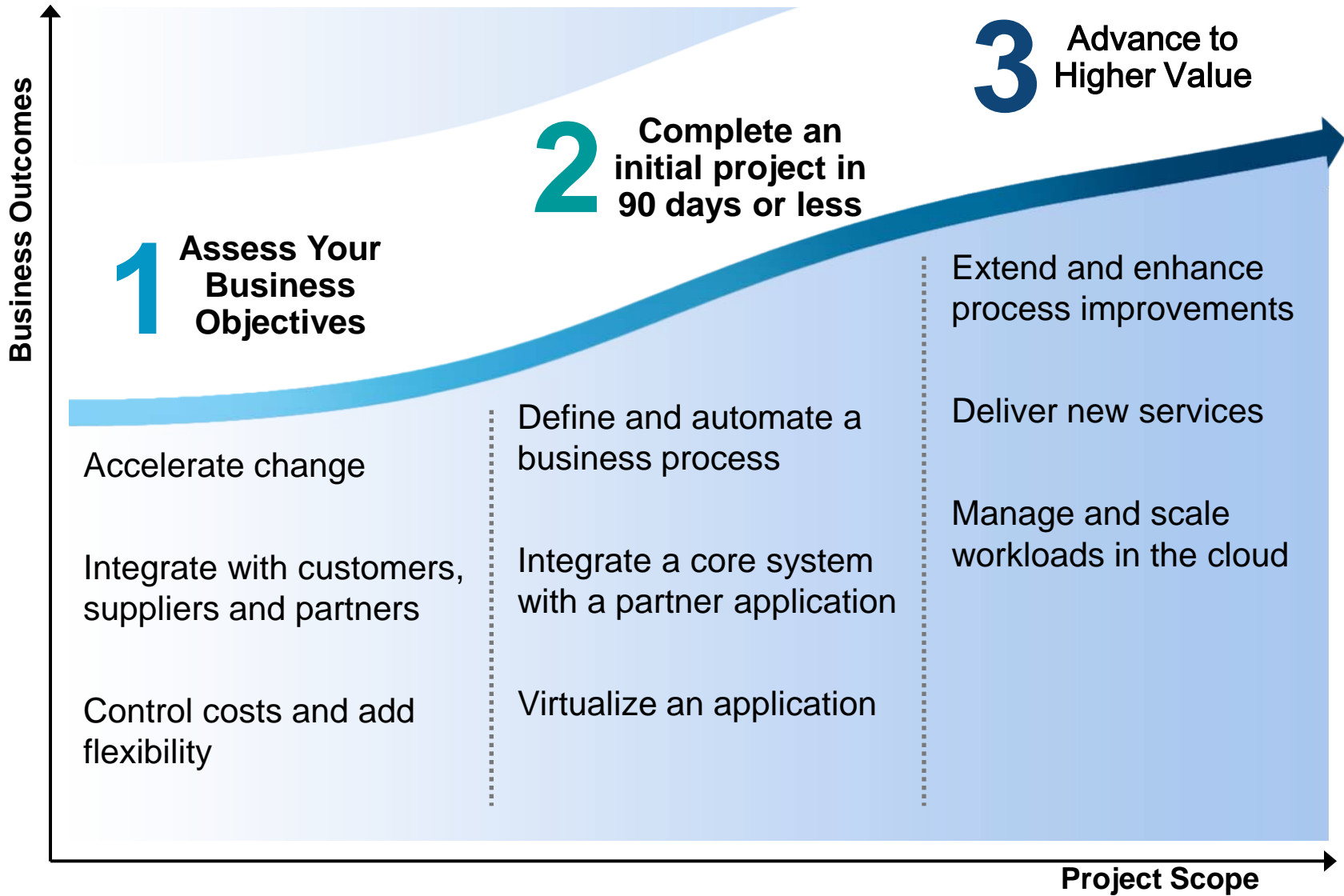**Ongoing product innovation coupled with world class customer support**

Delivering Value with Subscription and Support:

- New product releases and enhancements
  - Maximize performance and accelerate productivity
  - Lower operational costs with the latest version

- Customer satisfaction and support
  - Exploit trusted expertise and best practices
  - Mitigate risk with robust and convenient tools

Each year IBM invests billions of dollars on software research and development.

Build Your Roadmap To Business Agility

Business Outcomes

3 Advance to Higher Value

2 Complete an initial project in 90 days or less

1 Assess Your Business Objectives

Accelerate change

Integrate with customers, suppliers and partners

Control costs and add flexibility

Define and automate a business process

Integrate a core system with a partner application

Virtualize an application

Extend and enhance process improvements

Deliver new services

Manage and scale workloads in the cloud

Project Scope

Can you deliver new products and services rapidly?

Can you see what's happening across your business network?

Can you adapt your processes quickly to changing market conditions?
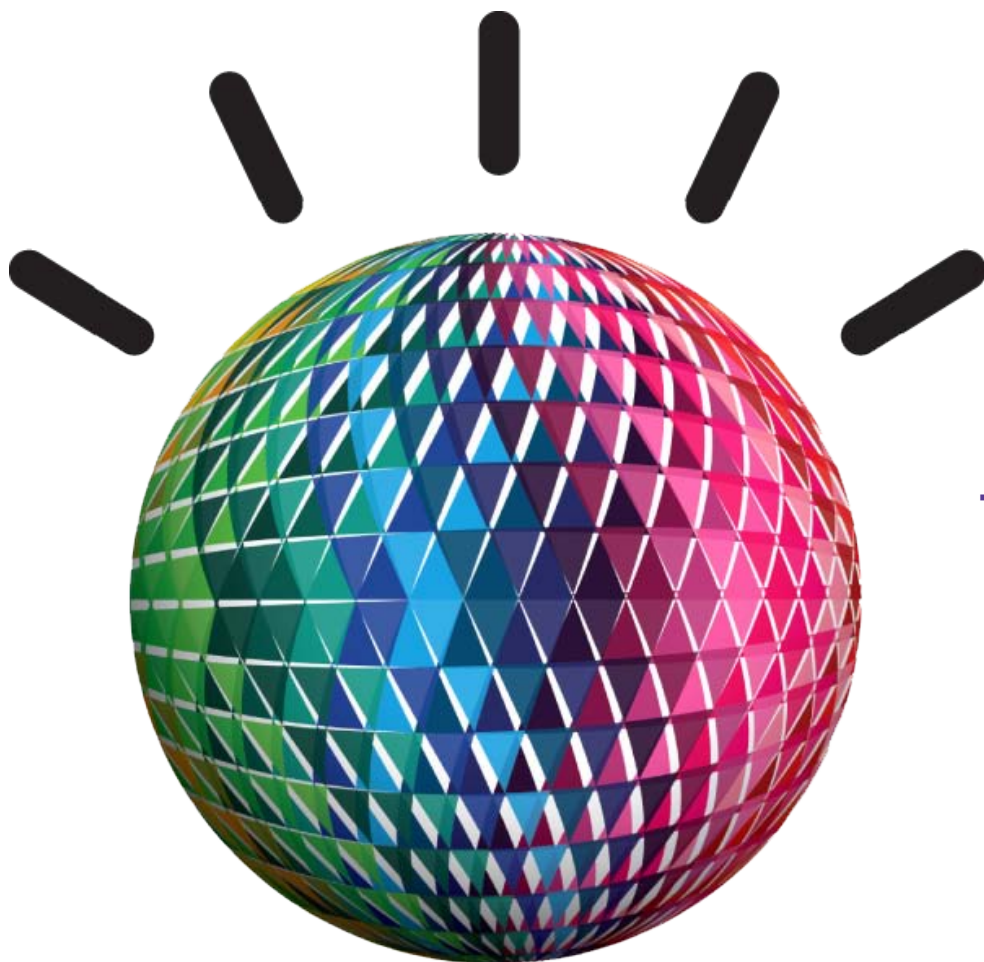
Can you enable access from new devices?

Can you deliver
IT without
boundaries?

Can you connect a smarter planet?

Transform to Grow with
Business Agility

ibm.com/ibm100