

Achieve Business Agility with Business Process Management

Jack Harris – August 2009



Discussion Topics



- The Business Drivers for Agility
- Impacts on ROI
- Business Process from a Business Perspective
- SOA: Enabling a Process Driven Organisation
- Key Points; What You Can Do!





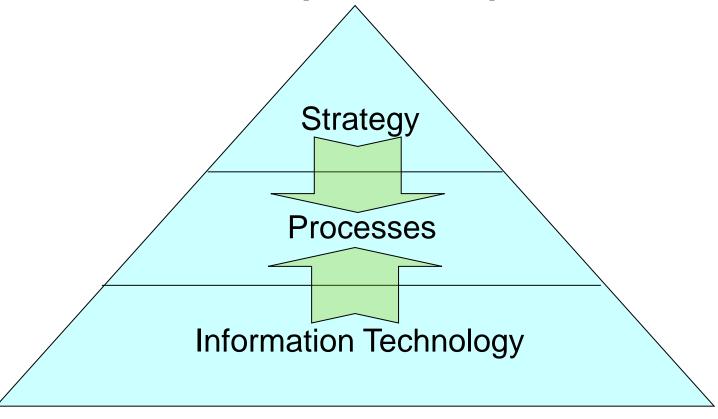


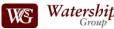






The Drive for Agility **Bottom** Up or Top Down?

















Benefits Realisation

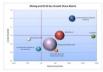


- Successful BPM programmes have benefit realisation profiles that deliver...
- 1. revenue growth (first)
- 2. operating margin improvement (second)
- 3. and then asset productivity improvement (third)

Value \$

Product Customer Portfolio Insight Management Revenue Growth **Grow current** Create new revenue streams revenue streams Increase current Penetrate new customer sales vol customer segments Increase share of Offer new products and

Multifactor Portfolio Management



Operational Efficiency



Operating Margin

Refocus on higher margin segments

- Improve customer segmentation
- Improve product differentiation
- Realign products and channels

Reduce total cost of customer interactions

- Reduce customer marketing costs
- Reduce customer sales costs
- Reduce customer service costs

Technology Alignment



Asset Turns

Improve productivity rates of physical and technology assets

- Reduce customer order to cash cycle time
- Reduce administrative service costs
- Reduce labour to capital ratio









current markets

churn rates

Reduce customer





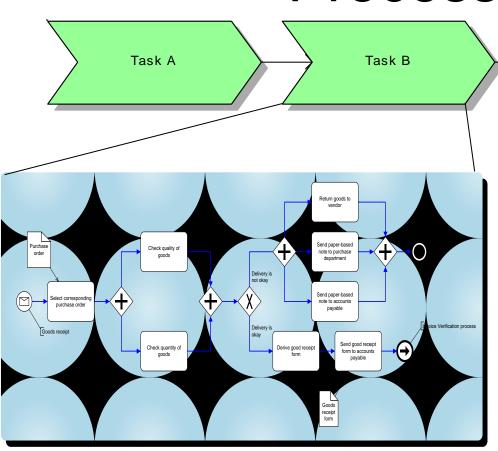
Enter new markets

services





The Business View on IIIIIII



Manual and technical services along one process

Task C

- Focus on process understanding and improvement, accountabilities, performance
- Compliance management





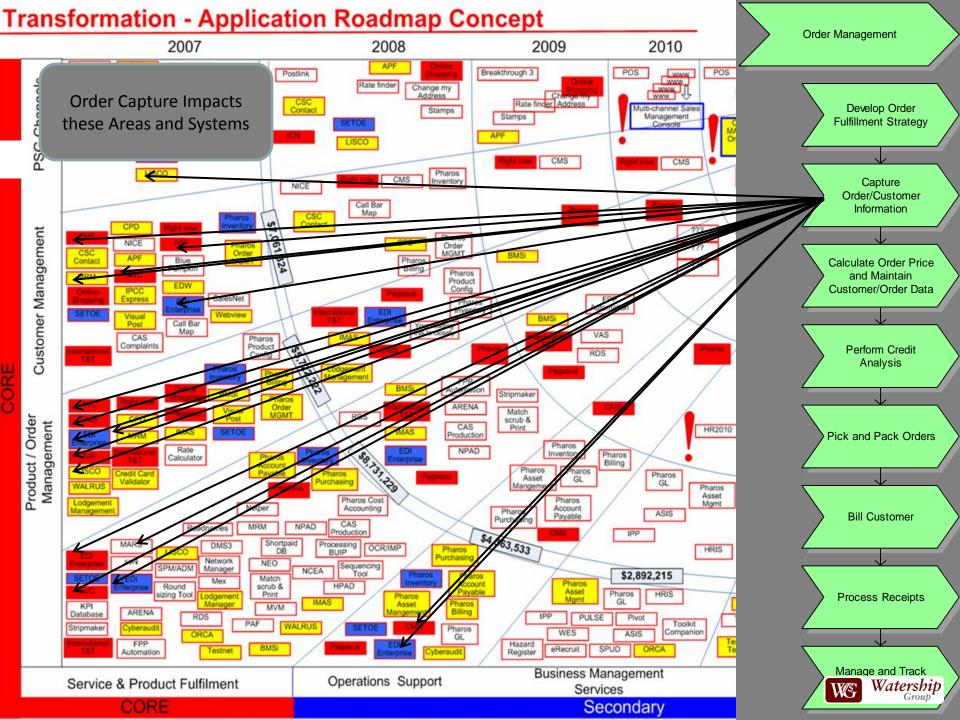












Process Portfolios



Process Importance Revenue driver / cash cow P2 P8









'healthy'







Diameter = Risk/Feasibility



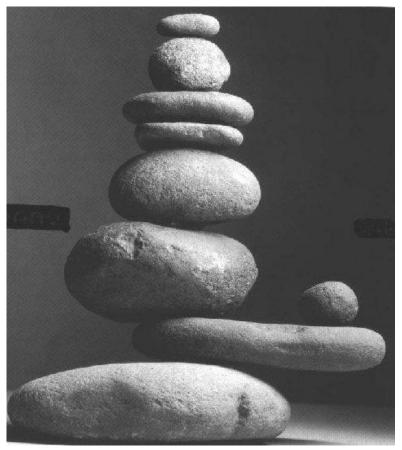
Process Health

'sick'

BPM Components



















BP Driven Objectives

- Simplification of Business Processes
 - Define Core and Context Processes
 - Harmonise and Standardise
 - Focus organisation on Competitive Advantage
- Implement Change and Controlling Framework
 - Monitor Business Process effectiveness
 - Eliminate Non Value Added Processes
 - Enable rapid Business Process change
 - Leverage existing Enterprise Resource Planning (ERP) assets to maximise Return On Investment (ROI).











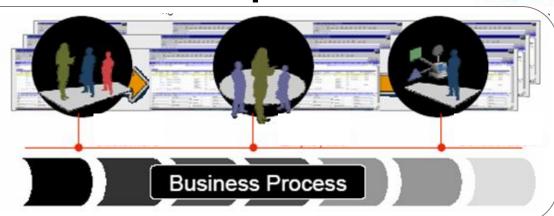




"De-Couple"



Business Process Analysis



WebSphere Service Oriented Architecture















Existing Business Applications





ules

















Key Points



- Business is Driven in need for Agility
- Process spans organisation, people, products...not confined to technology
- Business Benefits from leveraging SOA:
 - Simplified, Standardised and Scalable
 - Clearly defined Process Ownership
 - Process Visibility
 - Ability to Adapt and Respond Quickly













What You Can Do!



- Get involved in Business Improvement
- Start Small Think Big
- Initiate a Proof of Concept
- Leverage lessons and experience from others

The Technology Works!













Contact



Jack Harris

j.harris@watershipgroup.com

m: +61 438 373 423

www.watershipgroup.com













