



Business Process Management

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IBM SWG A/NZ**

SOA in Action

Get smart about SOA.



Session 1
9:15am to 9:55am

**Getting started with SOA
- the complete guide**

Designed for those who want to understand the key concepts of SOA as an enabler of business flexibility, innovation, integration and agility.

Session 2
10:10am to 10:50am

**Connectivity and
Application Integration**

Intended for those who want to learn how to connect any application to virtually any other IT system with extreme reliability, scalability and flexibility.

Session 3
10:55am to 11:35am

**Business Process
Management enabled by
SOA**

Designed for those who want to understand how to continuously optimise business processes and adapt them to their rapidly changing business needs.



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How is IT Expected to Help Businesses During this Downturn?

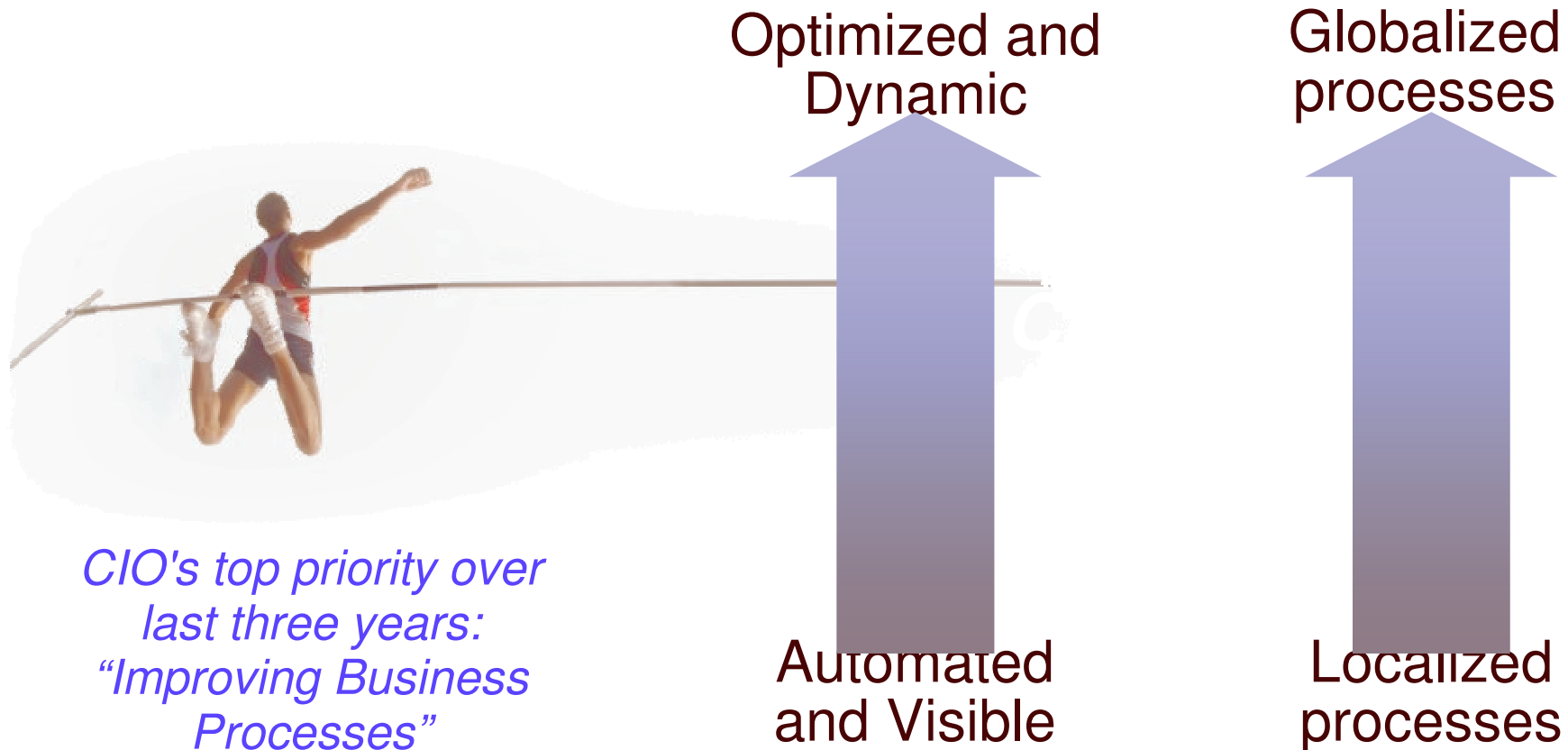
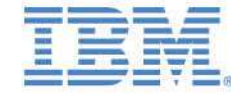
- 44%: Business Units are requesting more business processes to be automated
- 40%: Same level of requirements
- 16%: Fewer new projects being requested or approved

*Source: Information Week Analytics Outlook 2009
Published January 19, 2009*

A horizontal banner at the bottom of the slide features an aerial photograph of a green field and a road. The text 'SOA in Action' is written in a large, white, sans-serif font, with 'Get smart about SOA.' in a smaller font below it.

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Organizations are Raising the Bar by continuously improving their business processes



Source: Gartner, "Making the Difference: The 2008 CIO Agenda,"

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How BPM Creates Value - Before

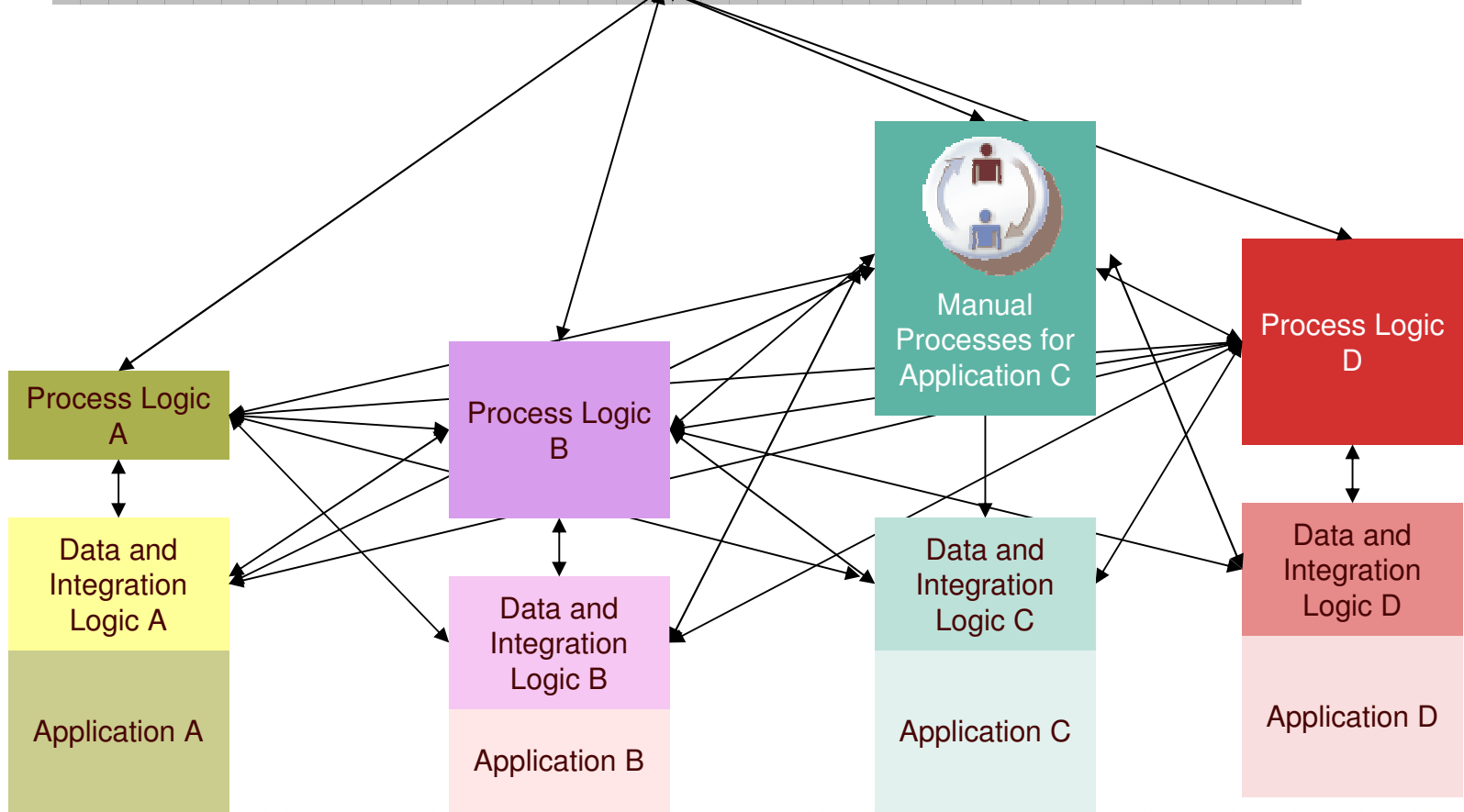
Managed by IT



3GL or 4GL code

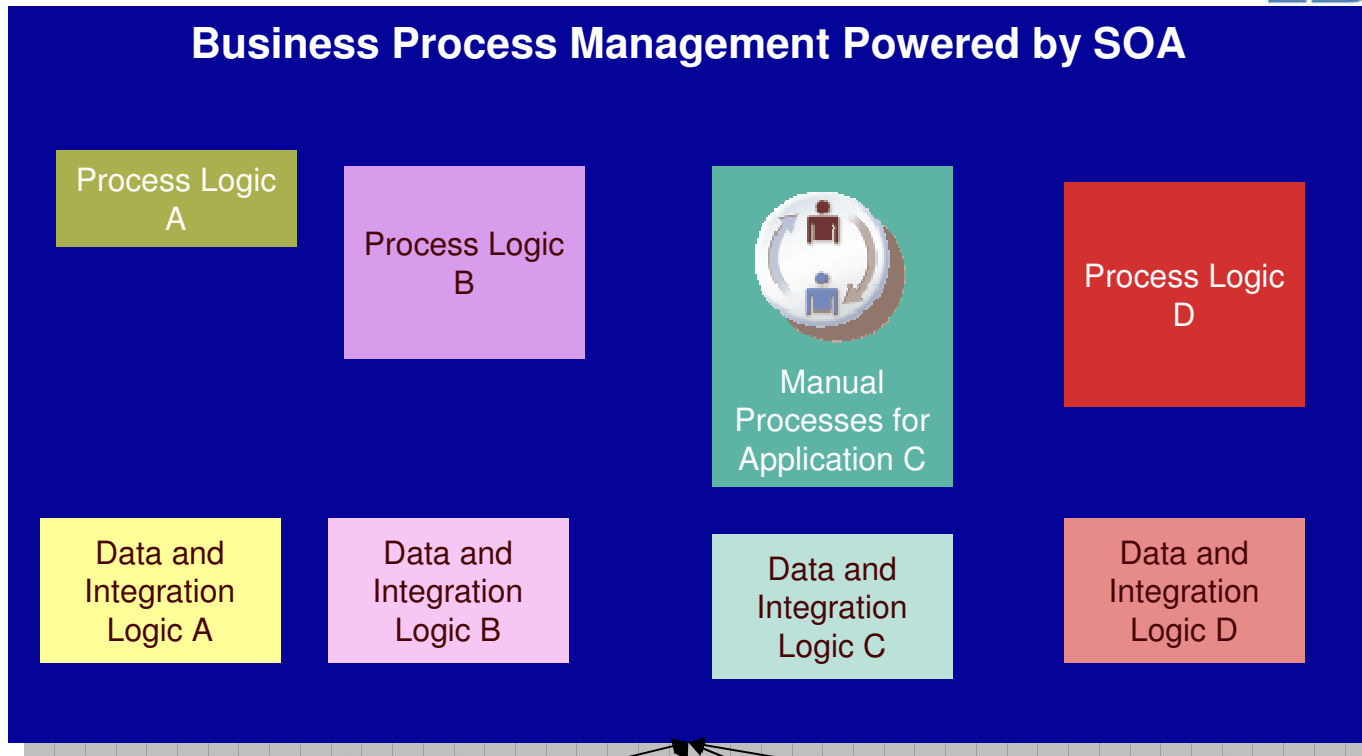
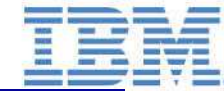
Process Integration Custom Code and Manual Process Management

3GL or 4GL code



How BPM Creates Value - After

Managed by IT and LOB



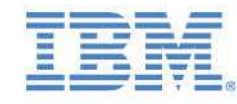
Process Models, BPEL, SCA, etc. Plus KPI monitoring etc.

3GL or 4GL code

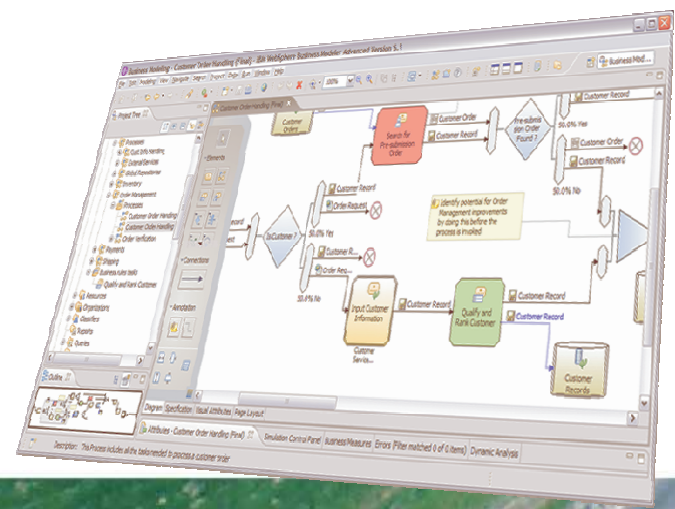
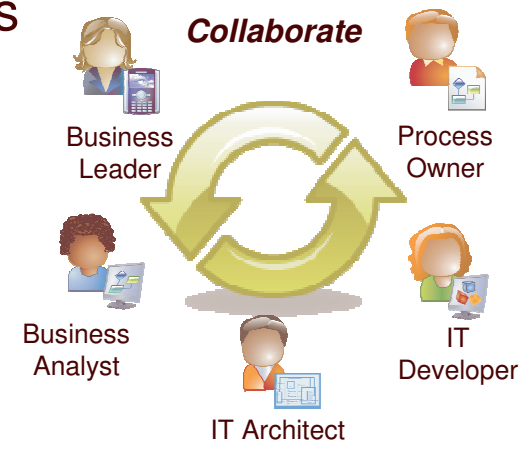
Managed by IT



BPM Tool: Design



- Graphically represent your business – “Business Modeling”
- Collaborate with the right players
- Support multiple design tools
- Leverage pre-built industry process templates
- Enhance modeling of human interaction in processes with storyboarding and UI forms
- Optimize through simulation
- Reuse BPM Assets

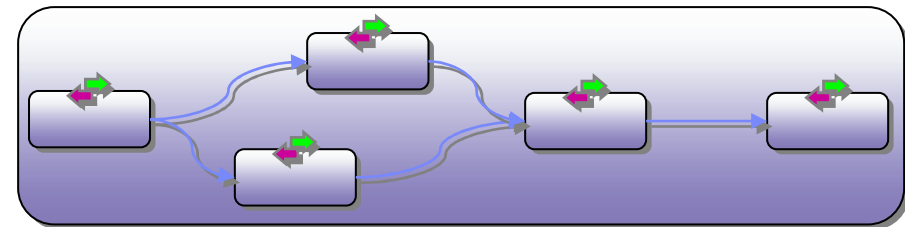


BPM Tool: Automate



WebSphere
Process
Server

- Single Platform for Implementing All BPM Processes
- Lowest Total Cost of Ownership because all capabilities exist on a single platform
 - Any task can be implemented as human or system workflow
 - Any document or business object can flow between tasks
 - Best in class Human Workflow and worklist management
 - Single point for business rules implementation and modifications

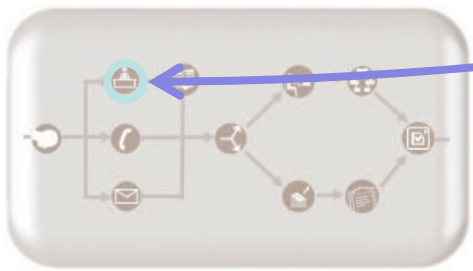
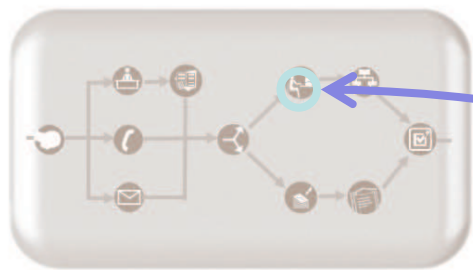


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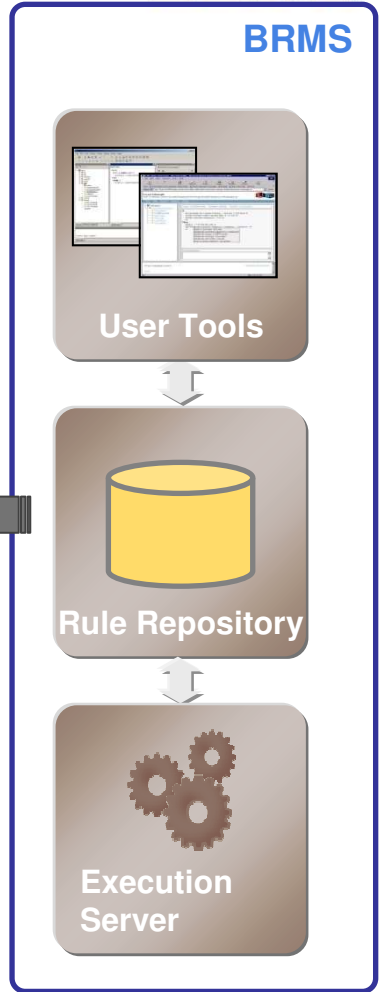
BPM Tool: Automate Business Rules



BRMS



Business Processes



Business Decisions



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BPM Tool: Optimise



WebSphere
Business
Monitor

- Feed your real data back into your modeling tool for real life simulations
- Use actual business facts as the basis for analysis
- Gain insight into business process performance in near realtime
- Increase organizational efficiency by enabling rapid, in many cases automated, decision making
- Reduce expense associated with managing the business

*Learn From
Your Data*



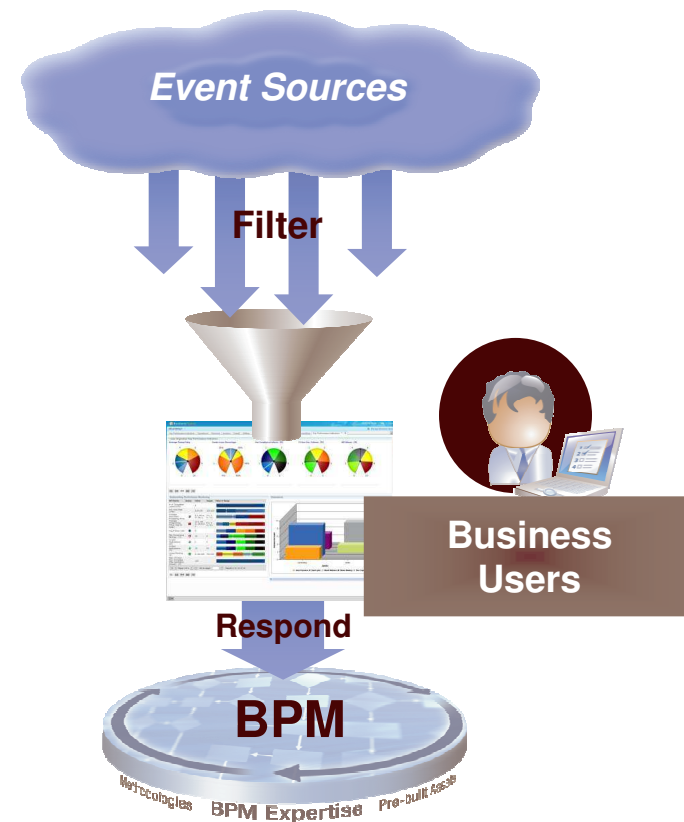
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BPM Tool: Optimise



WebSphere
Business
Events

- Capture actionable insights from real-time business events
- Broad range of
 - Inputs
 - Analysis
 - Actions
 - Usability Tools
- Massive scalability and speed

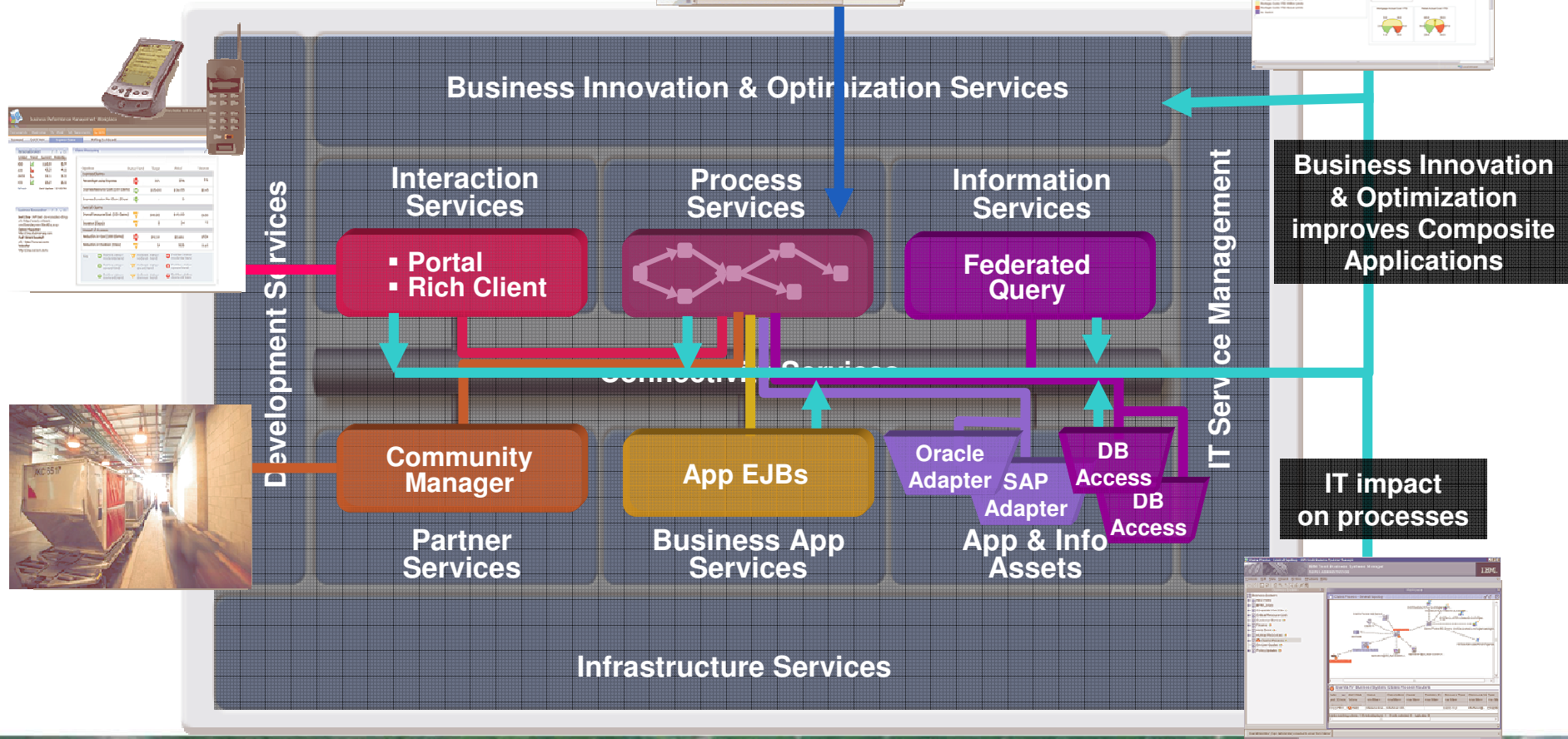
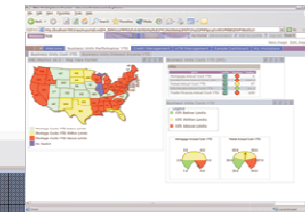
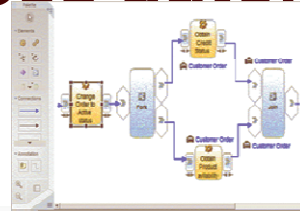


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IBM's Reference Architecture to enable business process automation



Development Services



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Position for Success Now and in the Future with BPM



Optimize Costs

- Automate manual processes
- Reduce the cost of change
- Reduce exceptions



Increase Agility

- Reduce process cycle times
- Implement faster change
- React quickly to threats and opportunities

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How to get started – A Process Improvement Workshop?



Duration

1 week elapsed time

Activities

1. Select a target business process
2. Understand and document a current business process,
3. Define a high level technology-enabled alternative process, and
4. Compare the two using WebSphere Business Modeler's advanced simulation capability

Benefits

1. The workshop demonstrates various **process modeling, analysis, and simulation techniques** that may be used to more effectively evaluate data-driven improvement alternatives.
2. This approach has been proven to **improve project planning, prioritization and funding allocation** decision making.
3. Additionally, time is set aside to discuss Business Driven Development (BDD) techniques in which **business models are transformed into BPEL and UML for handoff to workflow and applications developers for implementation**. This method has been proven to dramatically decrease both costs and development and implementation cycle times.

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Questions?



Thank
YOU

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