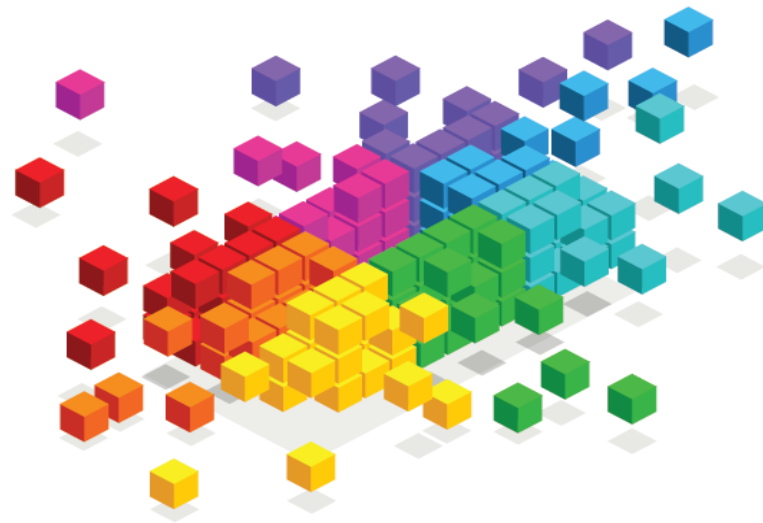


IBM's Advanced Case Management: Delivering Better Outcomes

Putting Content to Work
ECM UserNet **2011**



Evolution of business needs...

“As a result of ... continuous improvement initiatives, more heads-down, **mass-production-style ... activities ... are being eliminated** through automation, continuous improvement, or the rethinking of job assignments”

“**Predictable, highly repetitive work** will be handled as much as possible through straight-through processing that **the worker doesn't see or touch.**”

“**Older process automation approaches** based on old mass-production concepts are no longer adequate in an era of people driven processes.”

“Now these **ad hoc, human-driven** process flows **rival production and straight-through process types**, yet they receive far less attention and funding than more structured processes”

Source : Forrester, “Next Generation of Knowledge Worker Processes Will Dominate Enterprises”, Oct. 2010



To optimize business outcomes, Knowledge workers need to be more agile

- In key use cases such as investigations, service requests, incidents, negotiations, product/service development...
- **40% of knowledge workers** cite difficulty adding or changing processes as their biggest case-handling problem
- **Nearly half** have access to fewer than 40% of customer records required for case processing



Companies that invest in business agility outperform their peers, showing 10% higher revenue growth, 40% higher profit growth, and 60% higher return on invested capital.

Sources: AIIIM; BTM Corporation; financial results based on five-year trended analysis by BTM Corporation.

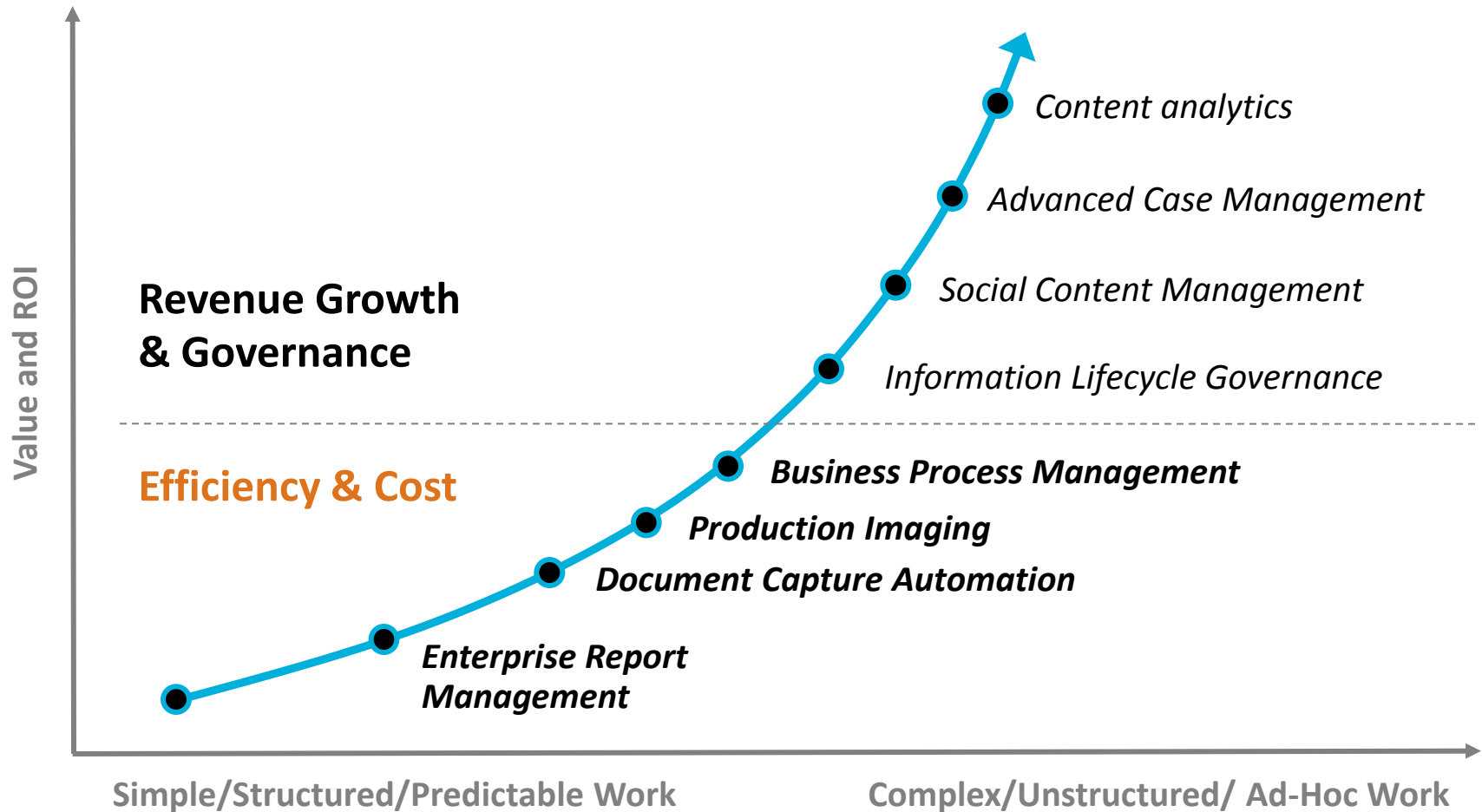


Current **business challenges...**

- *Automation has handled the routine; many automated processes are outsourced; **exceptions are now the norm***
- *Access to **expert insights** and **collaboration** are critical*
- ***Flexibility** is essential to responding effectively to opportunities or threats*
- *Regulatory or legal **risks** require consistent adherence to critical policies and rules*



The Journey – Gaining Value from Your Investment



“Organizations around the world struggle to crack the code for **improving the effectiveness** of managers ... and others whose **jobs consist primarily of interactions**—with other employees, customers, and suppliers—and **complex decision making based on knowledge and judgment.**”

Organizations must improve and optimize business outcomes across a variety of use cases in every industry...

Insurance



- Agent onboarding
- Underwriting process
- Claim adjudication
- Benefit disputes
- ...

Banking



- Loan origination
- Wealth management
- Account changes
- Credit card fraud investigation
- Pension fund management
- ...

Healthcare



- Patient cases
- Diagnosis and health management
- Commercial member enrollment
- Benefit Installation
- ...

Government



- Grant management
- Court cases
- Incarceration and parole management
- Tax payer complaints
- Citizen services
- ...

Energy & Utilities



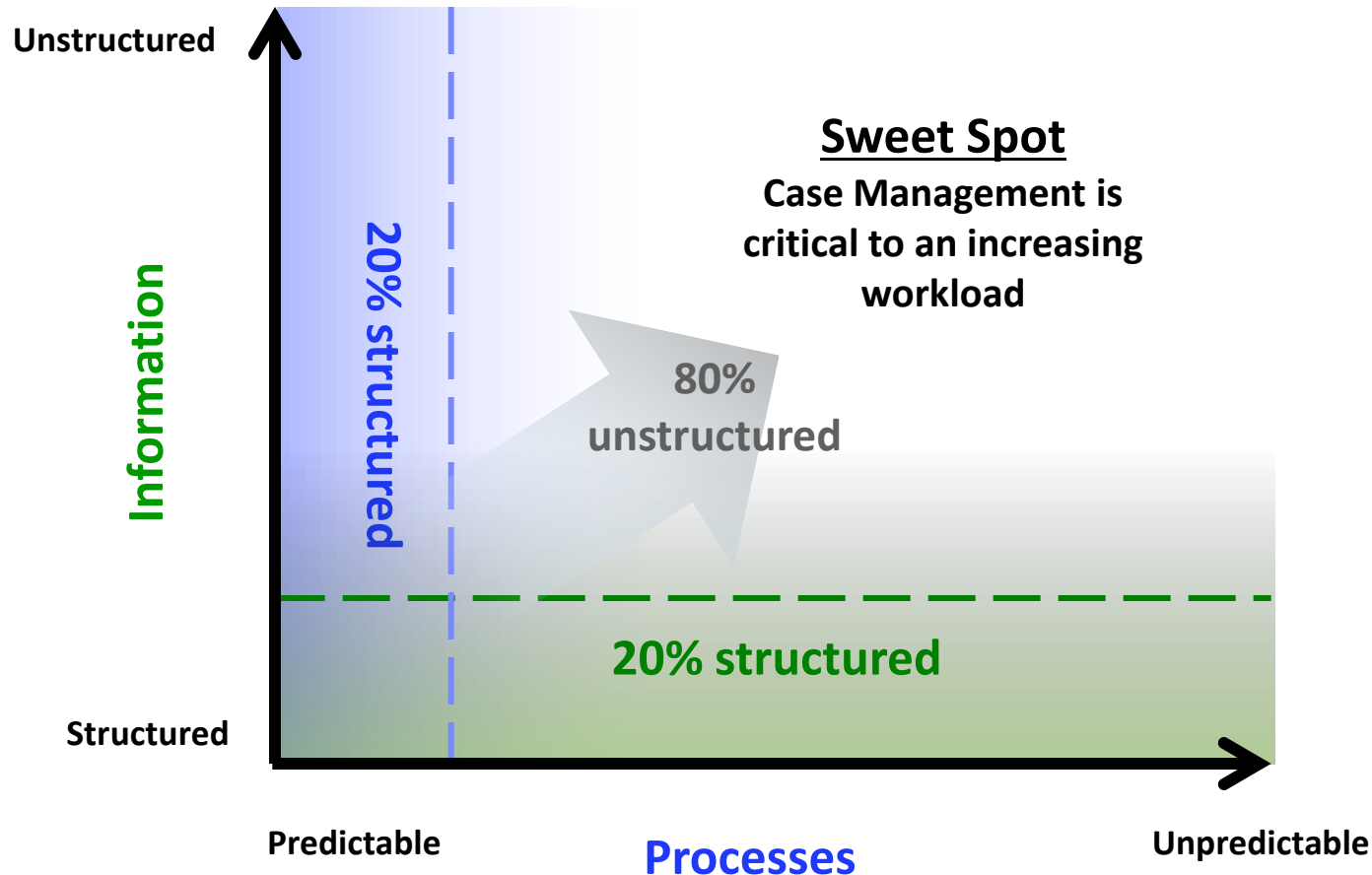
- Rate case applications
- Permit approvals
- Complaint tracking
- Incident management
- ...



...and multiple use cases like these are present within organizations across all vertical markets.

Why are desired outcomes difficult to achieve?

Critical business outcomes are driven by all types of processes and information.

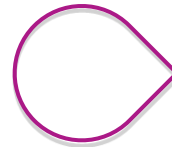


Advanced Case Management requires an **integrated** approach that addresses repeatable **patterns**

Patterns

- Unifying people process, and information in context to reach an outcome.
- Collaborative or ad-hoc processes can drive prescriptive actions
- Work is knowledge intensive, and content is essential for decision making
- Insight required to drive the best decision paths and outcomes
- Auditability and compliance are key for all related elements throughout the lifecycle of a case

Today, organizations develop bespoke applications or purchase multiple point solutions



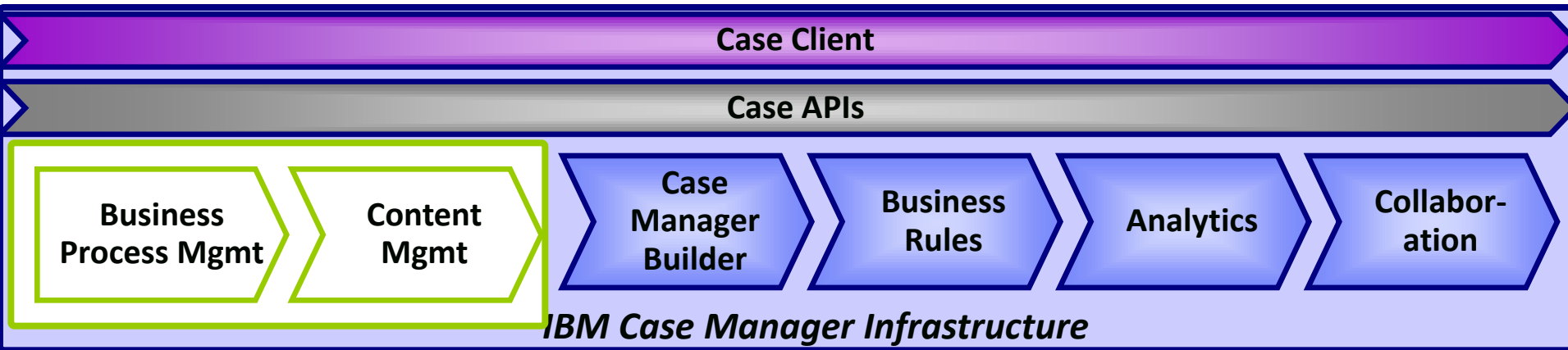
Integrated Solution

- Content management
- Workflow
- Dynamic tasks
- Collaboration
- Social capabilities
- Business rules
- Analytics
- Compliance
- Integration
- Solution templates

Tomorrow, organizations will implement business-friendly platforms that support multiple applications

IBM Case Manager:

Active content infrastructure meets rapid solution design and delivery



BPM & Workflow
Leverage P8 processes

Integrate with WPS processes

Content Mgmt
Leverage CM content

Cases hold external content

Business analysts design solutions **20-30% faster+**

Template reuse reduces solution design by **25%+**

Business rules provide **increase efficiency 5-10%***

Integrated analytics provide a **5-10% efficiency increase***

Collaboration provides a 2% efficiency increase and a **40% cost reduction****

IBM Case Manager

Business Benefits

1**Agility**

Rapidly develop new solutions. Increase your ability to change and innovate

2**Informed**

Improve business operations by helping knowledge workers make better, more informed decisions

3**Innovate**

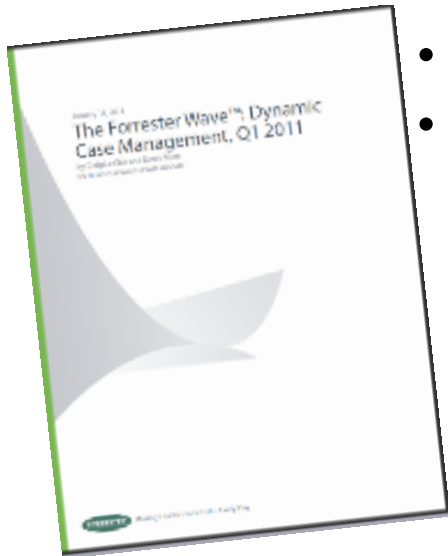
Break down barriers to give direct control of an organization's processes line of business

4**Leverage**

Provide a shared services platform approach to foster best practices, consistency and governance

Why IBM Case Manager is different ...

Forrester Dynamic Case Management Wave 1/31/2011

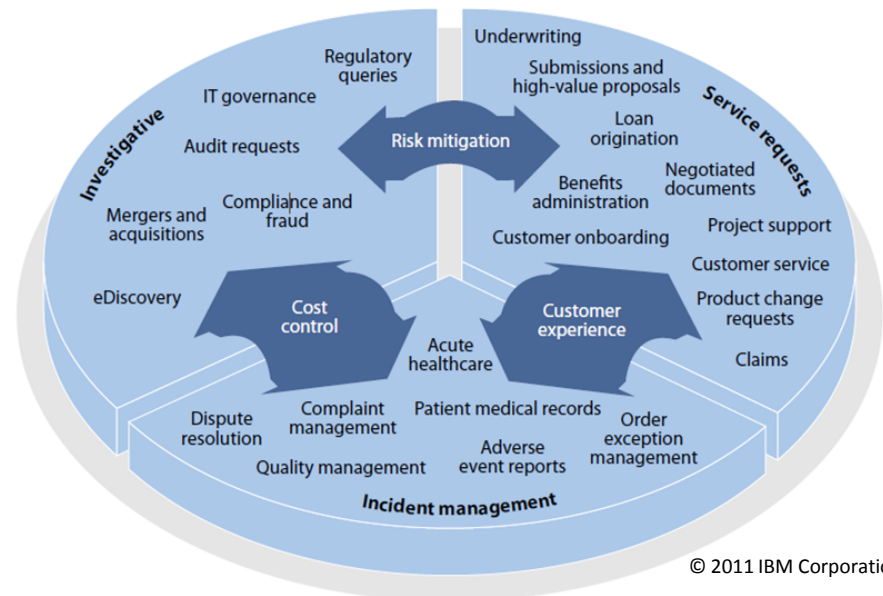


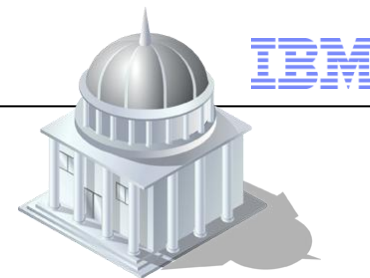
- IBM has the **leading strategy**
- “IBM can claim the **strongest scores across the three DCM use case categories** – reflecting the strength and comprehensiveness of its overall portfolio, which combines BPM, ECM and analytics”

Translates to **broad applicability** and effectiveness across organizations

- “IBM will drive leadership in **analytics** in dynamic case management”
- Strategically, its **strong partnership ecosystem** will help drive the Horizontal platform deep into industry solutions across DCM use case segments.”

Figure 2 Three Case Management Categories





Business challenge:

Information & Process Silos : Working to bring together disparate stores of case information, process automation and analytics across agencies to manage services efficiently and enhance case outcomes.

Solving the Paper Problem : Agencies used paper-based means to store, catalog and retrieve records causing inefficiencies & delayed citizen response times.

Solution:

Shared Services - Content-centric framework for process automation enables effective management and sharing of citizen information across critical business processes for 22 agencies and 2,000 state employees - *Depts of Commerce, Taxation, Transportation, Human Services, and Secretary of State.*

The state plans to add analytics to collect, analyze and report on information and notes in incident reports, benefits requests, and other documents.

Benefits:

- Improving process efficiency and information sharing delivers significant economies of scale, resource reduction and cost savings
- Applying content analytics will help staff identify previously undetected patterns to improve officer safety and detect fraud
- Moving from paper-based to paperless processes reduced time to respond to citizen inquiries from days to seconds

“Files and content can be shared across departments and agencies without the requirement for additional systems integration. For example, Tax Department staff has direct access to Department of Motor Vehicle records to help ensure compliance with sales tax requirements.”

“Advanced case management will help keep our parole officers safer because they'll have information faster and more reliably.”

— Chuck Picard, Enterprise EDMS Coordinator,
State of North Dakota

Solution components:

- IBM® Content Collector for File Systems, IBM FileNet® Business Process Manager, IBM FileNet Content Manager, IBM FileNet eForms, IBM FileNet Records Manager (now IBM Enterprise Records)

Customer Case Study : Business Benefits

Large FileNet Content Manager & BPM customer

Need : Dynamic flexible Insurance claim processing

Change a simple claim to complex claim

Customer reports an accident that involves car damage

A simple claim is filed. Insurance company creates a reserve to pay damage

While claim is processing, customer reports bodily injury

Claim now changed from simple claim to complex claim that contains car damage and bodily injury



Current solution:

Entirely new claim created. Productivity loss across hundreds of cases.

IBM Case Manager solution : Simply trigger a new task on the same claim. Dramatic productivity & tracking gains

Case management solution capabilities

- **Dynamic work handling**
Change how work is progressed as events dictate
- **New tasks launched and managed**
Retain the context and auditability of the entire case
- **Leverage current FN BPM processes**
Full participants and are called upon, as required for case progression
- **No need to duplicate information**
Easily address new/ dynamic tasks as part of a case
- **Apply resources more efficiently**
Facilitate complex case elements

Case Studies

Customer experiences with IBM Case Manager

Large US Pension System

- Provides retirement, disability and death benefit services.
- Seeking to modernize entire business operations
- Reviewed multiple options to meet their business requirements
- A top option reviewed was to purchase individual capabilities from various vendors and integrate

Solution

- Selected IBM Case Manager
- Attributed significant value to IBM's complete, integrated capabilities
- Highlighted the value of Case Designer to rapidly develop/ edits applications – including providing solution development power to business users

Leading US Mortgage Lender

- Seeking adaptable solution for mortgage processing, underwriting, closing, post-closing and investor delivery.
- Business Partner, Pyramid, rapidly provided prototyped solution in just weeks after gathering requirements

Solution

- Selected IBM Case Manager
- Supported customer's vision – A Flexible business process which adheres to a rules based compliance structure
- Mortgage consultants as active participants translated to reduced time to close loans, increased profitability and market share
- Analytics enable rapid adoption to market changes and increased business at lower cost

IBM Case Manger

Platform Benefits

1**Agility**

Template based solutions can be easily modified and reused; dynamic tasks add flexibility to case situations

2**Informed**

360-degree view of a case and all related information, transactions, and history; integrated analytics help drive outcomes

3**Innovate**

Derive key insights from content analytics to optimize cases; mix prescriptive and ad hoc processes to achieve goals

4**Leverage**

Augment existing straight through processes; include existing content from any repository in case solutions.

Meeting unique industry requirements

IBM case management partners



- Altien – Cross Industry, Legal Doc & Hold Process Mgr
- CENIT – Cross Industry, ECLISO
- GoPro – Public Sector, GoPro
- CGI – Healthcare, Credentialing
- CGI – E&U, NERC Compliance; Banking, Enterprise Originations
- Datamatics – Insurance, New Bus Processing
- Dayhuff – Employee On-Boarding
- HCL America – Public Sector, iGOVERN; Banking, Card Originations
- enChoice – Cross, KwikWork Suite
- IMC – E&U, Rate Case Submission Mgmt
- Ovations – Cross, OvaFlo
- Pyramid – Banking, PCX, PLX, PIX, SmarterLending
- BPA Group – Cross, Meeting Manager
- TriTek – Insurance, Trans@ction Express for P&C Claims
- *and many more...*

Over 200 case management solutions

Over 500 Business Partner solutions

<http://www-01.ibm.com/software/data/information-agenda/catalog/>

How IBM case management can help customers

"We need to treat business processes as assets. If you have ownership of your processes and manage them, you get a better return."

Rusty Williams
CIO
Good Samaritan

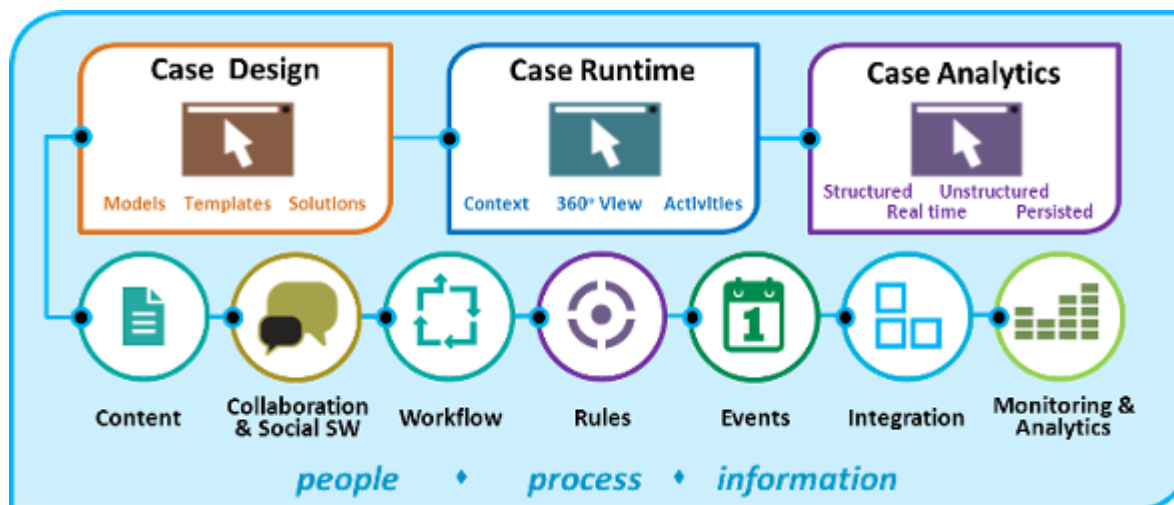
- ✓ *Speed delivery*
- ✓ *Improve customer service*
- ✓ *Create competitive differentiation*
- ✓ *Foster collaboration*
- ✓ *Improve case outcomes*
- ✓ *Reduce costs*
- ✓ *Manage risk*
- ✓ *Assure best practices*
- ✓ *Reduce errors*
- ✓ *Improve information accuracy*



IBM Case Manager: An Agile, Flexible Platform

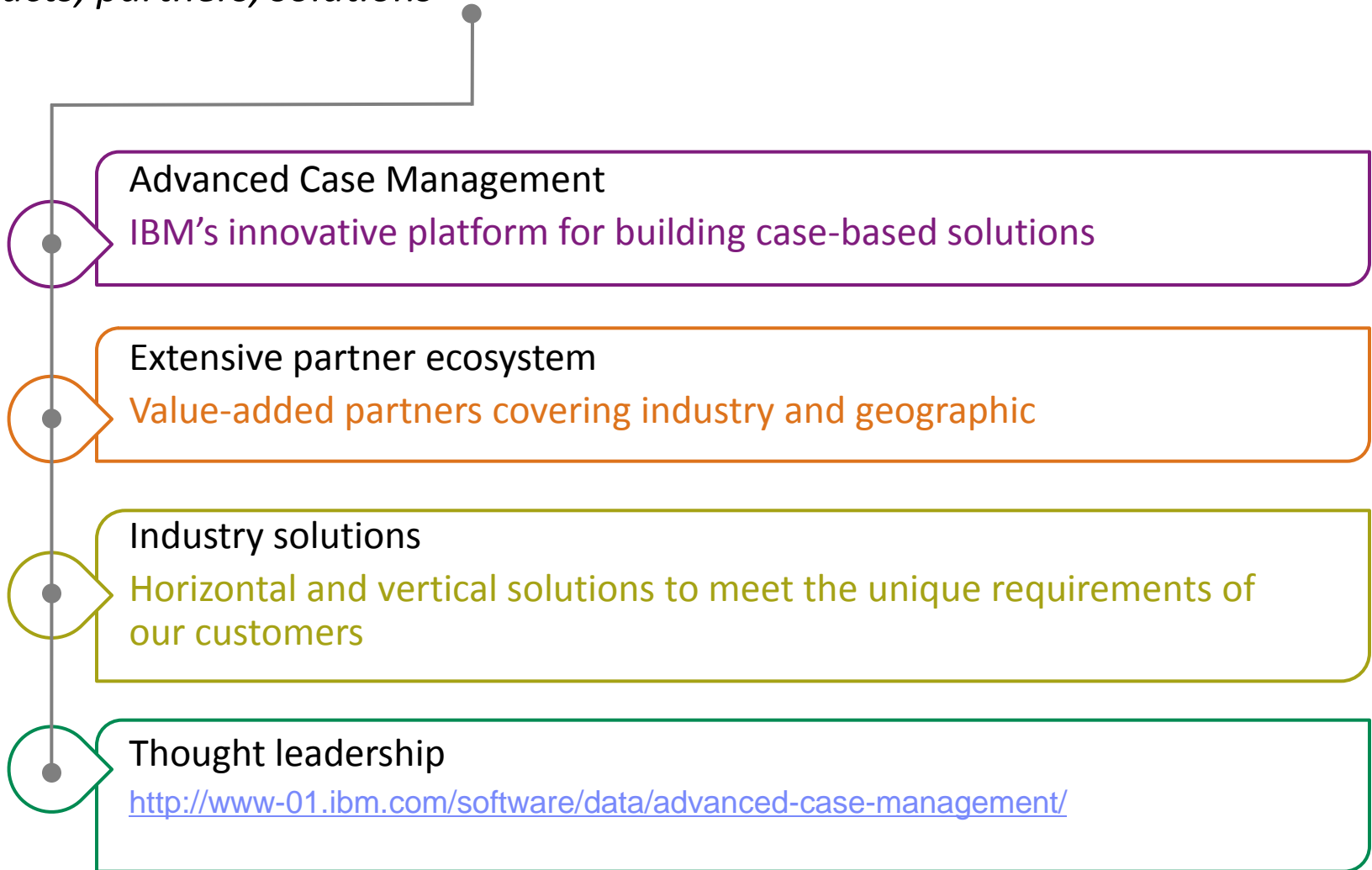
Simplifying the delivery of solutions

- *Agile/ flexible platform that can be leveraged across departments or agencies – Reduces costs/ promotes best practices*
- *Lower the barriers to delivering solutions and effecting change in organizations - business users can design and deliver solutions*
- *Leverage current investments – easily integrate with existing processes and include information from content repositories*



Why IBM ?

Products, partners, solutions



Thank
YOU

Putting Content to Work
ECM UserNet 2011

