

IBM Advanced Case Management

The right content at the right time to make the right decision

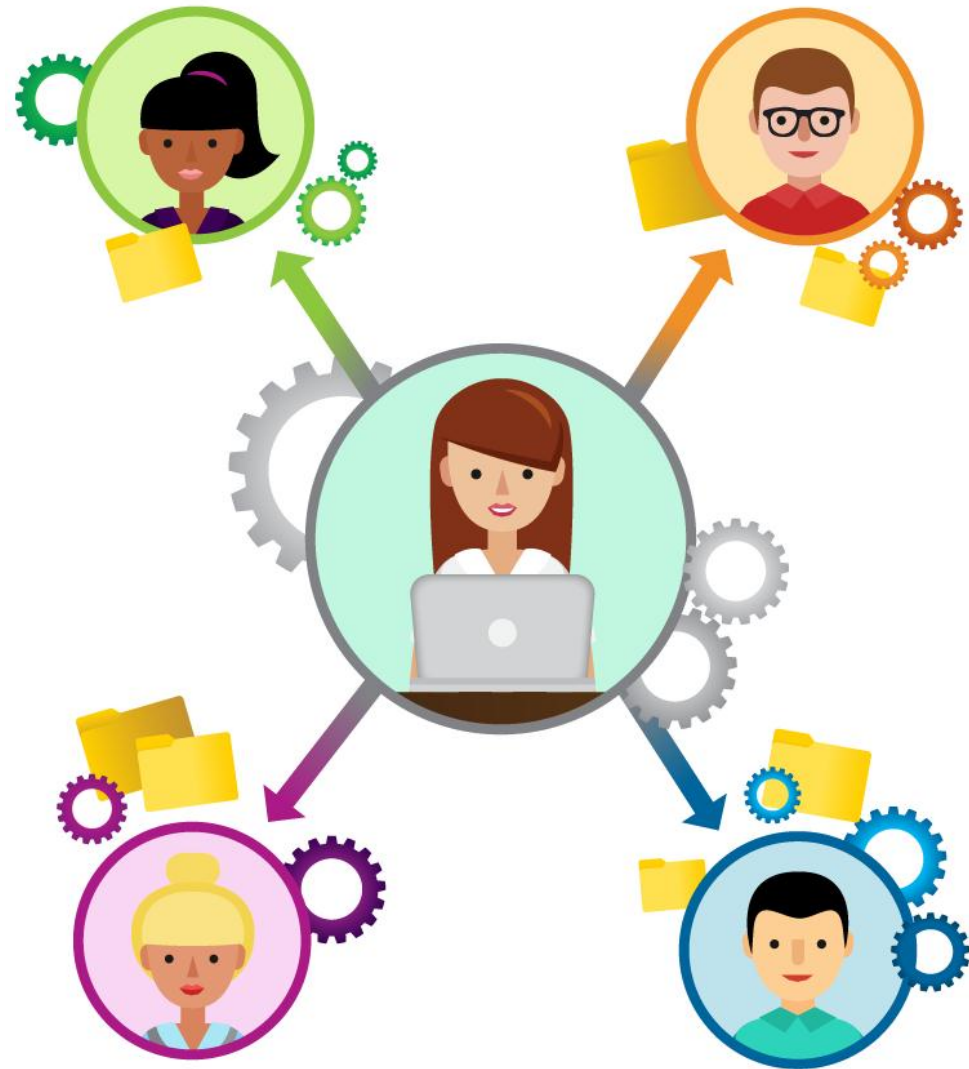
Kimberly Higgins Deobald
Director, Strategic and Growth Initiatives
WW Enterprise Content Management



How do people work?

They do common things:

- Gather facts
- Assemble materials
- Apply knowledge
- Get help from experts
- Make decisions
- Complete tasks
- Record job completed



Common Obstacles

- No easy way to bring together content, data, paper, video, social media
- Multiple systems and multiple screens to apply analytics, collaborate, workflow, actions
- Difficult to record all data, content and events for audit and compliance



Case Management is a Solution Platform that brings all Content related work together



People



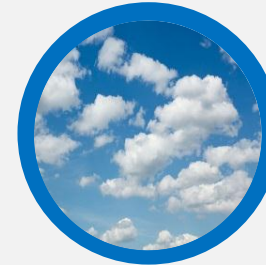
Content



Workflow



Analytics



Cloud



Mobile

IBM Case Manager engages people with data, process and analytics empowering them to achieve better business outcomes anywhere and everywhere

Flexible

Auditable

Secure

Reportable

Persistence

360° view

Case Management is built for people activating business content to get a job done



International Bank based in India



*Unprecedented
Operational Efficiency
With Case Management*

Streamlined Account Opening

with a hassle free and error free account opening experience

6 months

time to value in achieving audit compliance

**Considerable reduction in
cost**

associated with audit complications

Filter Data and Business Content in Context

The best search is no search at all

Jobs View

Video

Social View

Case Details

Maps

Images

History

Related Cases

Customer Communication

Analytics

A Housing Development in Pakistan



*Complete process
automations creating
paperless environment*

45 days to 10 days

for transfer of property

Ad-hoc case flow

improves complaint handling process and
customer satisfaction

Replicate deployment

Other housing developments looking to
replicate the success of solution

Apply a Range of Analytics to gain Insight for faster and more accurate decisions



Content Analytics



Social Media Analytics



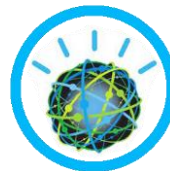
Predictive Analytics



Investigative Analytics



Case Analytics



Watson

State of Hawaii



**Winner 2014
WfMC Global Case
Excellence Awards**



15 mins to just seconds

The amount of time case workers took to retrieve vital case information on a case basis

Improved fraud control

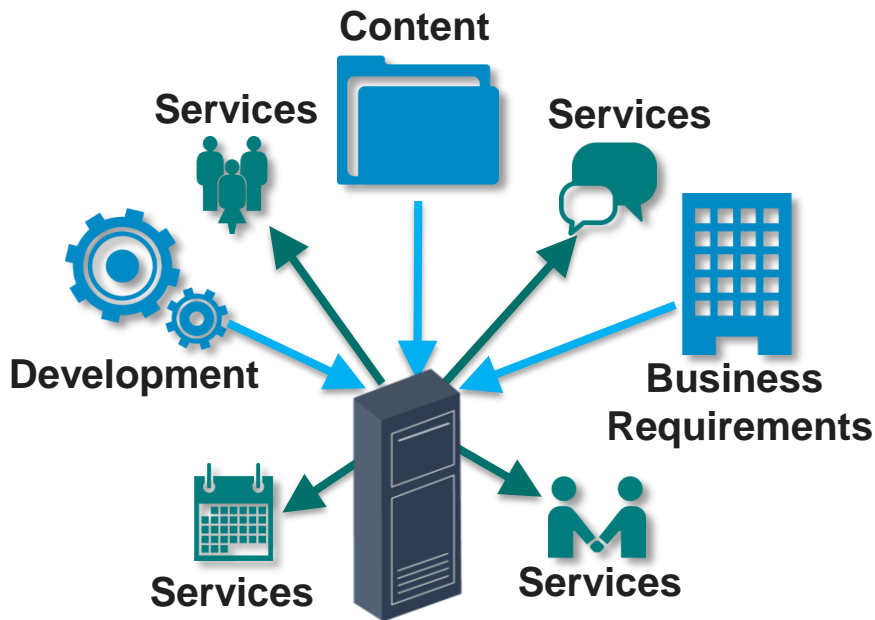
Integrated with Eligibility System – providing efficiency while tracking duplicate requests - helping to minimize the time spent investigating fraudulent requests

31 percentage point

improvement in the timeliness rate for issuing food stamp benefits

ICM as a Shared Services Platform

A cost effective and scalable model for development and deployment of solutions based on common patterns



A shared service provider

- Reuse the same tools, technologies, and training to deploy new solutions faster
- Solution Templates allows common solution patterns to accelerate future solution delivery
- Provides a common infrastructure and a consistent development environment
- Shares a common end user web based client application, built on the IBM content navigator experience platform
- Minimizes additional purchasing and licensing efforts for existing customers

TIAA-CREF



Winner of 2014 WfMC
Global Case Excellence
Award



360 degree visibility to all stakeholders

Cases now consistent across all channels

Advanced Analytic Capabilities

to provide adaptive and dynamic work queue management

Audit trail of processed activities

for compliance and reporting

Forrester Total Economic Impact: Case Manager



238%
Return on Investment



< 1 Month
Payback



\$12.4M
Net Present Value



\$25M-\$50M
Volume of funds that are retained by the customer due to cross-selling instead of being directly withdrawn.



40%
Decrease cost per customer through rules and workflow.



57
Average minutes saved per transaction case.



98%
Efficiency gain that reduced onboarding case times from 3 hours to 3 minutes.



10
Systems that knowledge workers do not have to log in to in order to process a case.

Rapid Solution Development and Deployment



Case Builder



**Re-usable
framework**



**Adjust as
Best Practice
changes**

IBM Case Manager offers a unique design architecture for IT and Business users to configure solutions quickly by re-using common elements and change them as the business changes

Large Canadian Insurer



Improving competitive advantage through a more responsive claims adjudication process

7 Month Deployment Schedule

Successfully met aggressive timeline

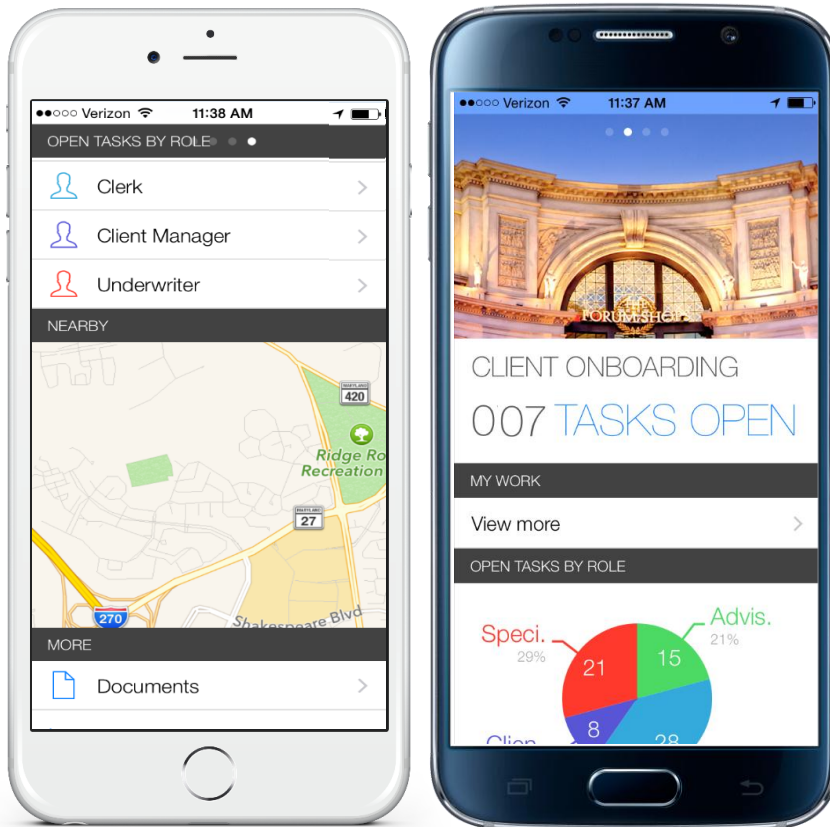
Zero

Need for custom application software development

Streamline process for competitive advantage

For long and short term disability claims

IBM ECM Case Manager Mobile



- Act on insights from the palm of your hand
- Build face-to-face relationships with customers away from the office
- Turn field-workers into instant experts
- Check on information when workers need it, trigger tasks, and remotely collaborate with colleagues
- Zero-code branding, theming, and MaaS360 integration
- No more “I’ll call you when I’m back at the office”.

A European Bank



A crisis management solution with operational visibility and continuity

Real-time visibility

Analysts have all relevant information of affected geographies and business operations available and can take action immediately.

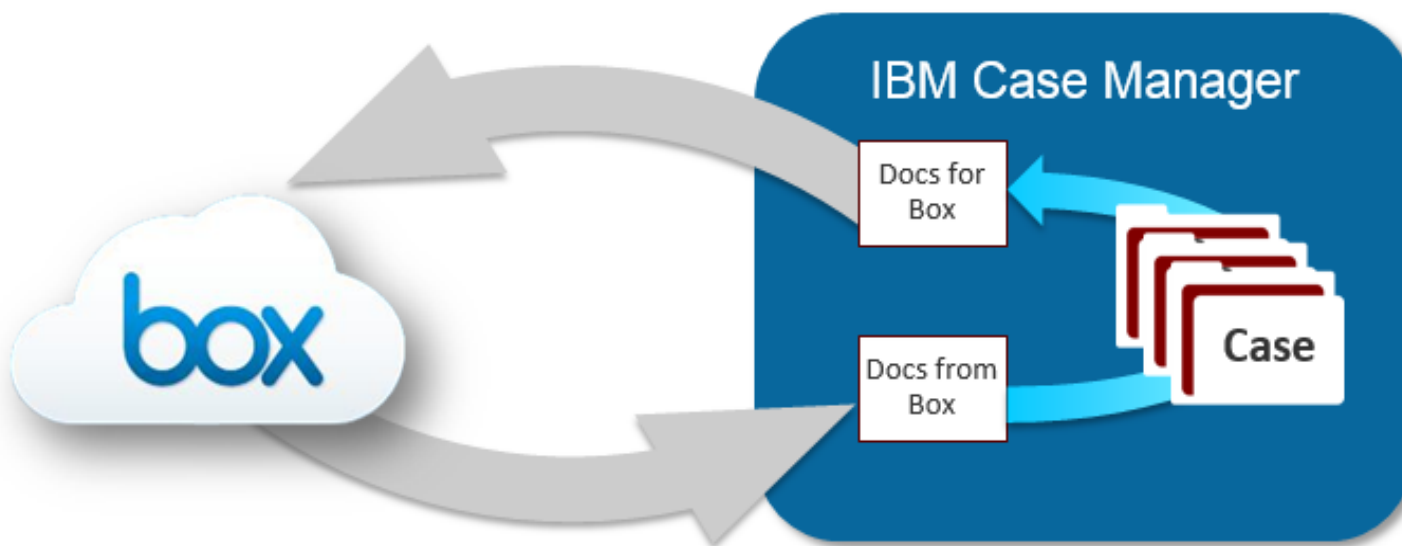
Actions taken automatically

or at the judgment of the knowledge worker, including *ad hoc* activities, saving time and providing a decision history of actions taken

Real-time crisis history status and reporting

automatically generated for management; it is also stored for permanent record

Case Manager + Box



Integration of IBM Case Manager with Box will enable:

- Case Workers request more information from external participants without having to leave their case environment
- Case Workers to deliver information or outcomes as part of their case work
- Launch cases based on content being from Box folder

Launched in the flow of the case, with all activity audited and logged for Case History

IBM's Case Management Market Leadership



Leader in the Industry

- A new pattern has emerged that requires new industry solutions to optimize outcomes
- Pre-integrated, high-value solutions to optimize businesses
- Expert Business Partners will continue to expand value
- Maximizing the economic value of information

Sources: Gartner, Market Share Analysis: Enterprise Content Management Software, Worldwide, 2011 G00233424. Forrester, The Forrester Wave™: Dynamic Case Management, 2011

Learn more about IBM Case Manager

What is Case Management?



Collaboration Not Chaos with IBM ECM

<https://youtu.be/q5pAja3rs4c>

Union Bank Testimonial



UNION BANK accelerates return on investment with IBM ECM

<https://youtu.be/Mq5rSzJT884>

Mobile Case Management



Stay Engaged and Efficient On-The-Go with IBM Case Manager

<https://youtu.be/LBdLIHlkzfE>

Spar Nord Bank Testimonial



Spar Nord Bank: Optimizing banking processes to serve clients faster

https://youtu.be/j_1lagEftGA



Learn more about
IBM Smarter Content Solutions

ibm.com/thatsecm/