Lucía Álvarez Martín

Directora de Ventas de Software de IBM España

IBM

Gestión Avanzada de Expedientes

IBM Client Center Madrid, 9 mayo 2013

Agenda

9:45　　**Bienvenida e introducción**

Lucía Álvarez. Directora de Ventas de Software de IBM España

9:50　　**La gestión del expediente. Una solución para su compañía.**

Gregorio Gómez Amor. Director de Soluciones Smarter Content IBM España, Portugal, Grecia e Israel

10:15　　**IBM Case Manager. Integración de información, interacción humana y procesos para mejorar la eficacia y eficiencia.**

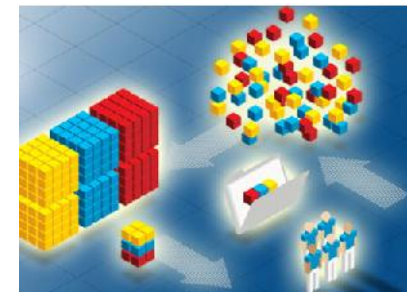Chris Den Hoedt. Director de Ventas de Advanced Case Management para IBM Europa

10:45　　**Demostración**

José Novillo Manzaneque. Client Solution Professional Smarter Content IBM

11:05　　**Casos de uso. Aplicabilidad para su negocio.**

Álvaro Saavedra. Soluciones Software para Banca IBM Europa, Experto en Riesgos

11:30　　 **Vino español**

Gregorio Gómez Amor

Director Soluciones Smarter Content IBM España, Portugal, Grecia e Israel

IBM

La Gestión del Expediente

Una Solución para su Compañía

IBM Client Center Madrid, 9 mayo 2013

Las nuevas demandas del mercado para mejorar el resultado del negocio, requieren de nuevos enfoques

- Aumento impredecible de los costes y de los riesgos

- Las expectativas de niveles de servicio a clientes son muy altas

- Mayores exigencias en la productividad para situaciones complejas

- Capacidad limitada para responder a las condiciones del mercado

- Efectividad de los recursos laborales

*"Increased interest in **improving information worker productivity** through automation has surfaced case management as a prime example of an **unstructured process style**. More work today is being seen as case-like in industries, beyond government, law and healthcare, which have long handled work as cases. Newer areas include mortgage origination, university admissions, grants management and customer complaints."*
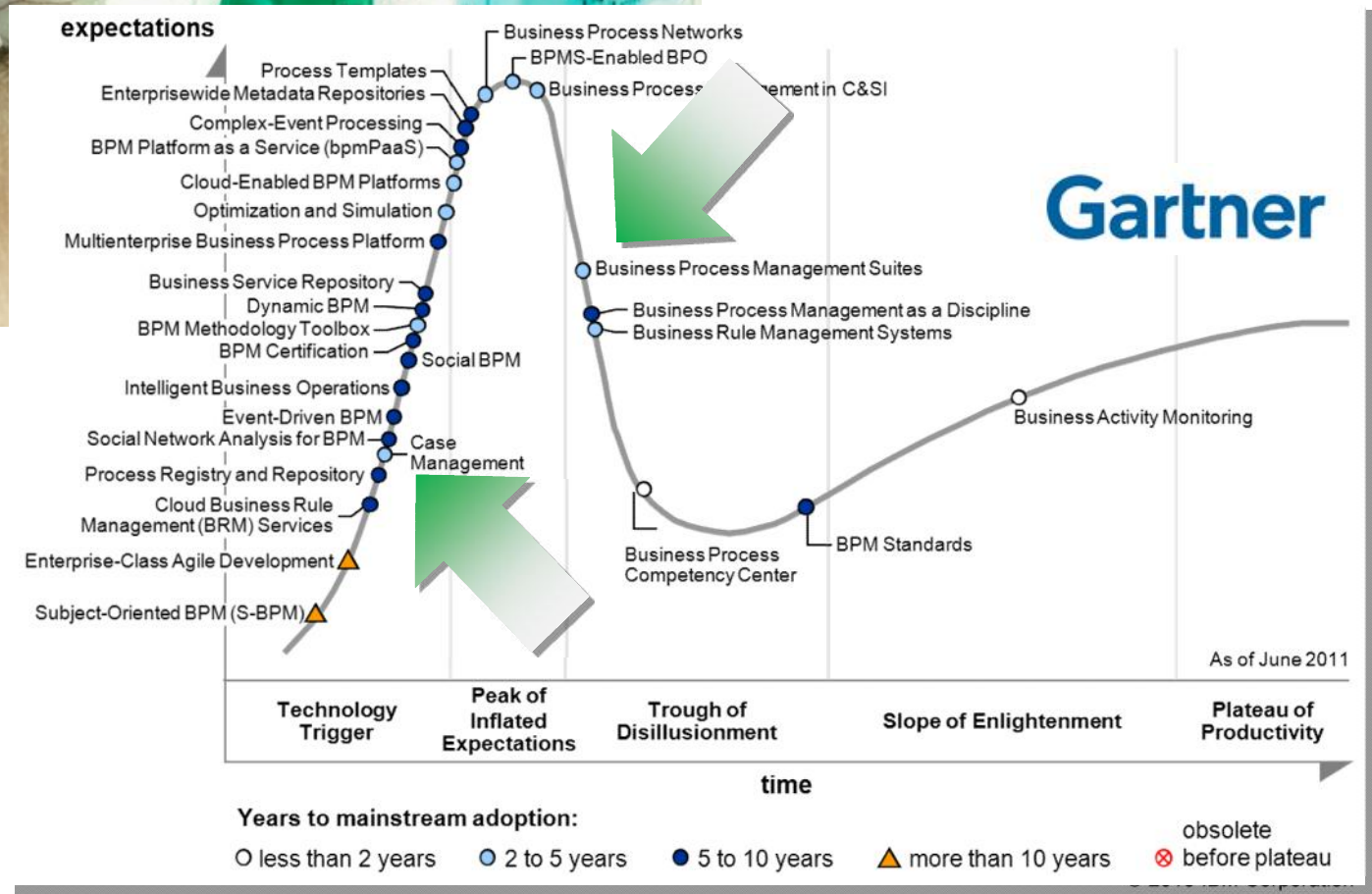
- Gartner

Gartner " The Case for Case Management Solutions", June 2012

IBM

¿Qué están viendo los analistas?

expectations

- Business Process Networks
- BPMS-Enabled BPO
- Process Templates
- Business Process ~~ement in C&SI
- Enterprisewide Metadata Repositories
- Complex-Event Processing
- BPM Platform as a Service (bpmPaaS)
- Cloud-Enabled BPM Platforms
- Optimization and Simulation
- Multienterprise Business Process Platform
- Business Process Management Suites
- Business Service Repository
- Dynamic BPM
- Business Process Management as a Discipline
- BPM Methodology Toolbox
- Business Rule Management Systems
- BPM Certification — Social BPM
- Intelligent Business Operations
- Event-Driven BPM
- Business Activity Monitoring
- Social Network Analysis for BPM — Case Management
- Process Registry and Repository
- Cloud Business Rule Management (BRM) Services
- BPM Standards
- Enterprise-Class Agile Development
- Business Process Competency Center
- Subject-Oriented BPM (S-BPM)

Gartner

As of June 2011

| Technology Trigger | Peak of Inflated Expectations | Trough of Disillusionment | Slope of Enlightenment | Plateau of Productivity |

time

Years to mainstream adoption:

○ less than 2 years   ○ 2 to 5 years   ● 5 to 10 years   △ more than 10 years   ⊗ before plateau / obsolete

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The Case for Case Management Solutions

G00235833

Published: 19 June 2012

Analyst(s): Janelle B. Hill

Case management, a largely unstructured process style, is not well-understood, yet is of growing interest to business process improvement practitioners in a range of industries. Here, we offer best practices to help these practitioners understand and apply case management to their processes.

Key Challenges

- Increased interest in improving information worker productivity through automation has surfaced case management as a prime example of an unstructured process style.
- The range of work now viewed as "caselike," rather than transactional, is expanding.
- Growing interest in case management is bringing a wealth of new and rejuvenated market contenders.

Recommendations

- Consider case management solutions for processes that exhibit a high volume of high-risk exceptions.
- Assess whether progression of your casework is triggered more by events, rules, information or people. This is a primary selection criterion for technology.

¿Qúe están viendo los analistas?

✓ **Procesos Desestructurados**

✓ **Dificultad en el entendimiento**

✓ **Mejorar la productividad del trabajador**

✓ **Alto Riesgo en excepciones**

✓ **Evaluar el progreso de los "Casos"**

Caso

Incrementando la importancia de los expedientes en el trabajo

Structured Process — Primary Concern: Standard Outcomes

Unstructured Process — Primary Concern: Unique Outcomes

Form-Driven Workflow	Straight-Through Processing	Guided Navigation	Content Collaboration	Case Management	Resource Optimization
Permit requests	Bank account opening	Self-service check-out	*New product ideation*	*Insurance claims*	Logistics routing
Mortgage origination	*Hospital admission*	*Service request handling*	Contract creation	*Foreclosures*	Telco network routing
				Fraud detection	*Workforce allocation*
				Criminal investigations	

Key: Blue italics indicates potential for case handling.

Source: Gartner (June 2012)

*"Casework is **complex and not routine**. Each case is a unique situation that involves complex interactions between **content, people,** business and regulatory **policies** to achieve an **optimal outcome**. Casework involves information, judgment, experience and policies, and strives to balance multiple and often contradictory perspectives about rights, entitlements, settlements, risks and money to reach an optimal (not perfect) outcome for all involved parties. Casework is often closely **audited** for adherence to corporate policies and government regulations, typically performed by **information workers** and experts, and is often **collaborative**…"*

¿Qué están diciendo los analistas?

ebizQ

ebizQ: Anybody who's read anything about BPM in the last year has read one or two things about case management. Looking ahead, what role do you see case management playing in all this?

Ward-Dutton: I think it's going to be a really exciting year for anyone who's involved in case management—whether that's from the point of view of selling it, or helping people implement it, or the customers using the technology and making it work.

We're seeing, at a high level, more and more organizations have come to grips with a lot of the procedural, straightforward, straight-through stuff that's maybe been outsourced. Or it's been automated already. Or it's already been dealt with, or it's being dealt with.

So the next hurdle, the next flag to try to get to, is how to improve the way we manage that work, which can't be dealt with in that way. [It's] the less easily designable work, if you like—stuff that has to be a little bit more on the fly to get to the goal we're trying to reach. We know some of what we have to do to reach that goal, but we don't necessarily know everything, and we probably don't know the order we need to do things in.

This is an approach where case management technology and techniques absolutely are appropriate. I think we're going to see a lot of this kind of stuff happening, particularly in customer-facing kinds of scenarios.

The heritage of process improvement is in manufacturing, where essentially what you're trying to do is transform some kind of raw material into some kind of product. But if you're dealing with a customer-facing role, transforming a grumpy customer into a happy customer is not like turning raw steel into nails. There's a big difference there and we need different approaches. I think we're going to see a lot of stuff happening around case management in those customer-facing scenarios.

mwd advisors — helping you create business improvement from IT investment

analytics | process | collaboration | how we help | research | tools | events | blog | com

blog

Analytics, Information Management | Collaboration | General | MWD | Process

About: Neil Ward-Dutton

Neil is MWD's co-founder and Research Director, and is one of Europe's most experienced and high-profile IT industry analysts. His areas of expertise include business process management (BPM), enterprise architecture (EA) and service oriented architecture (SOA) and IT governance, and he is currently the lead analyst for MWD's Process research program. Neil has acted an advisor to leading vendors, including IBM, Oracle, Microsoft, BEA, Hewlett-Packard, SAP, and Borland; and to large IT user organisations in Media, Government, Transport, Financial Services, and Telecommunications. You can reach Neil at neilwd@mwdadvisors.com. Follow him on Twitter @neilwd.

"I think it's going to be a really exciting year for anyone who's involved in case management—whether that's from the point of view of selling it, or helping people implement it, or the customers using the technology and making it work."

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Actuales cambios en el negocio…

- *La automatización se ha convertido en rutina. Algunos procesos automáticos estan externalizados.* *Las excepciones son ahora la norma*

- *El* *volumen* *y la* *variedad* *de información está llegando cada día más y más rápido*

- *La flexibilidad* *es esencial para responder a las oportunidades de negocio*

- *La regulación requiere más y más control sobre las políticas y las reglas para minimizar el* *riesgo*

Por qué se necesitan nuevos enfoques …

"La nueva generación de información requiere que los trabajadores tengan herramientas para colaborar"

"Los procesos ya no se gestionan como antes. El empleado debe tener una visión completa del cliente y del expediente"

"Las tareas que se realizan ahora por parte de los usuarios implican mucho conocimiento del negocio. Ellos deben trabajar con herramientas que les den flexibilidad y solidez
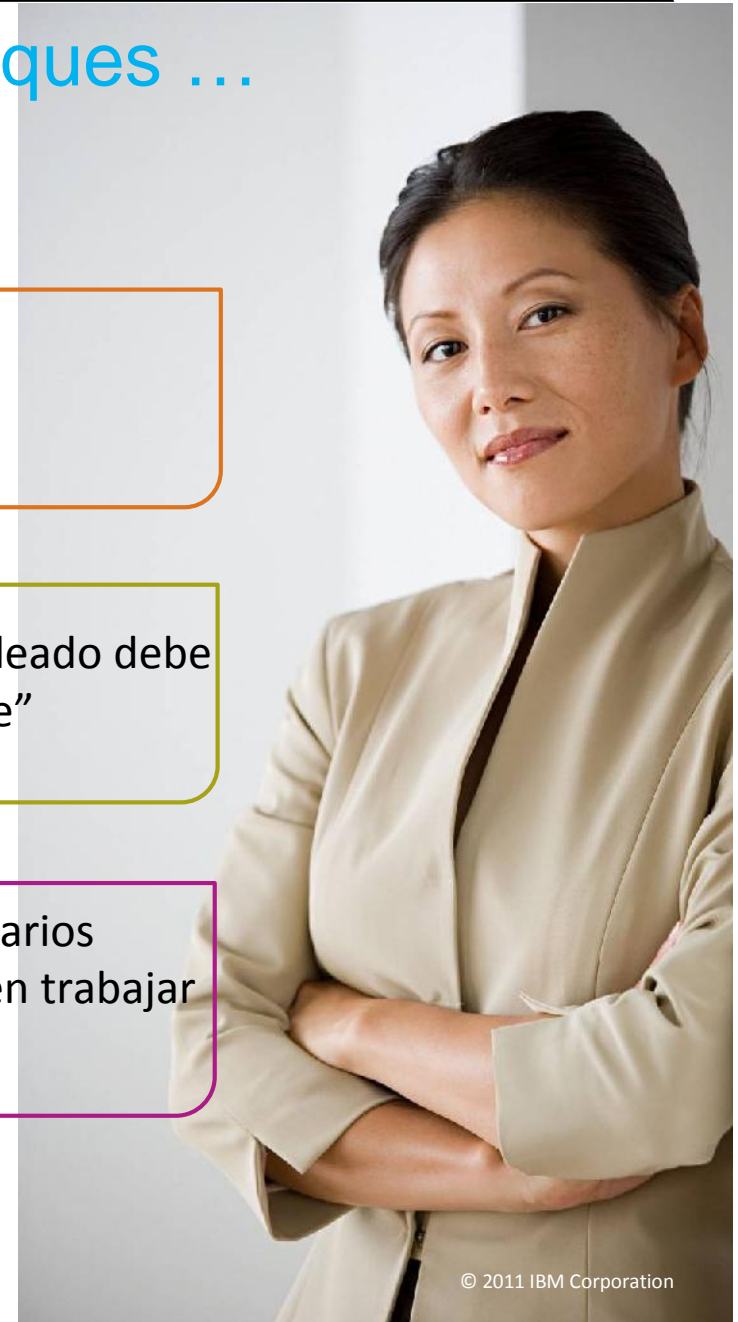
Buscar la justificación de la Gestión del Expediente

La gestión de casos o expedientes se presenta en diferentes

Tamaños y Colores

buscar retos y disputas, resolver incidentes, gestionar contratos, consultar datos, gestionar quejas, manejar investigaciones, resolver excepciones, tomar acciones adversas, habilitar reclamaciones, manejar fraudes, cumplir en las negociaciones, resolver acuerdos, realizar investigaciones, dirigir las auditorías, gestionar la satisfacción del cliente, y todo eso con la

***Gestión de casos* o Expedientes**

¿Qué es la Gestión de Expedientes?

- La Gestión de Expedientes hace referencia a la coordinación de servicios, por ejemplo legales, financieros, sanitarios, etc. que habitualmente incluyen la creación de un expediente. La información relacionada con el expediente es accesible al equipo que colabora en su resolución.

- Una vez que se cierra el expediente, la información se conserva durante un periodo de acuerdo a la legislación.

- Estos procesos son muy dinámicos y colaborativos. Requieren una gestión de eventos y habitualmente tienen una duración larga en el tiempo.

Diferentes tipos de 'Expedientes'

Facturas, contratos, empleados, vendedores, clientes, proyectos, quejas, excepciones, incidentes, auditorías, eDiscovery, etc.

SEGUROS

- Pólizas
- Suscripciones
- Partes
- Anualidades

BANCA

- Préstamo
- Reclamación
- Hipoteca
- Cuenta
- Tarjeta de Crédito
- Inversión

SANIDAD

- Historia Clínica
- Proveedor

GOBIERNO

- Beneficios
- Subvención
- Tribunal
- Ciudadano
- Contribuyente

ENERGÍA

- Calificación
- Reclamación
- Licencia
- Finca
- Propiedad

Sin embargo, en todas las industrias
hay un conjunto de necesidades comunes

¿Qué es IBM Case Manager (ICM)?

Advanced case management es la estrategia de IBM para alinear las capacidades de **IBM Software Group** dando respuesta a las exigencias requeridas para un tratamiento mejorado de los expedientes

IBM dispone de amplia experiencia a la hora de resolver las necesidades de negocio del tratamiento de expedientes mediante su solución de **ECM y BPM**, a lo cual añade sus capacidades en la **gestión de reglas, eventos, colaboración, software social y de análisis,** dando como resultado el producto más completo del mercado para el tratamiento de expedientes.

La estrategia de IBM

✓ Centrarse en optimizar el tratamiento de expedientes

✓ Alinear las capacidades de SWG y de los Laboratorios sobre las necesidades de la gestión de expedientes

✓ Diseñar una solución de ACM fácil de utilizar, que integre la experiencia de los usuarios

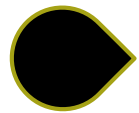✓ Generar plantillas reutilizables que permitan acelerar la puesta en explotación de soluciones finales

¿Por qué IBM ICM es diferente?
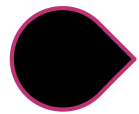
With this new case management offering, IBM moves the vision forward   y making a reality that you'll be able to buy and implement." — **Rob Koplowitz, Forrester**

Next-generation case management requires a different mindset… this new case management will be a huge departure from the workflow/imaging solutions of old and will be based on predictive analytics, business rules, and social collaboration, in addition to

— **Forrester**

"IBM … has pushed the envelope with its case management solution, IBM Case Manager. Combining document management with robust social, collaboration, and communication capabilities, IBM has integrated a broad array of functionality from its software portfolio to provide a unique business solution. In the end, the whole suite offers far more value than the com ponent parts." — **Rob Koplowitz, Forrester**
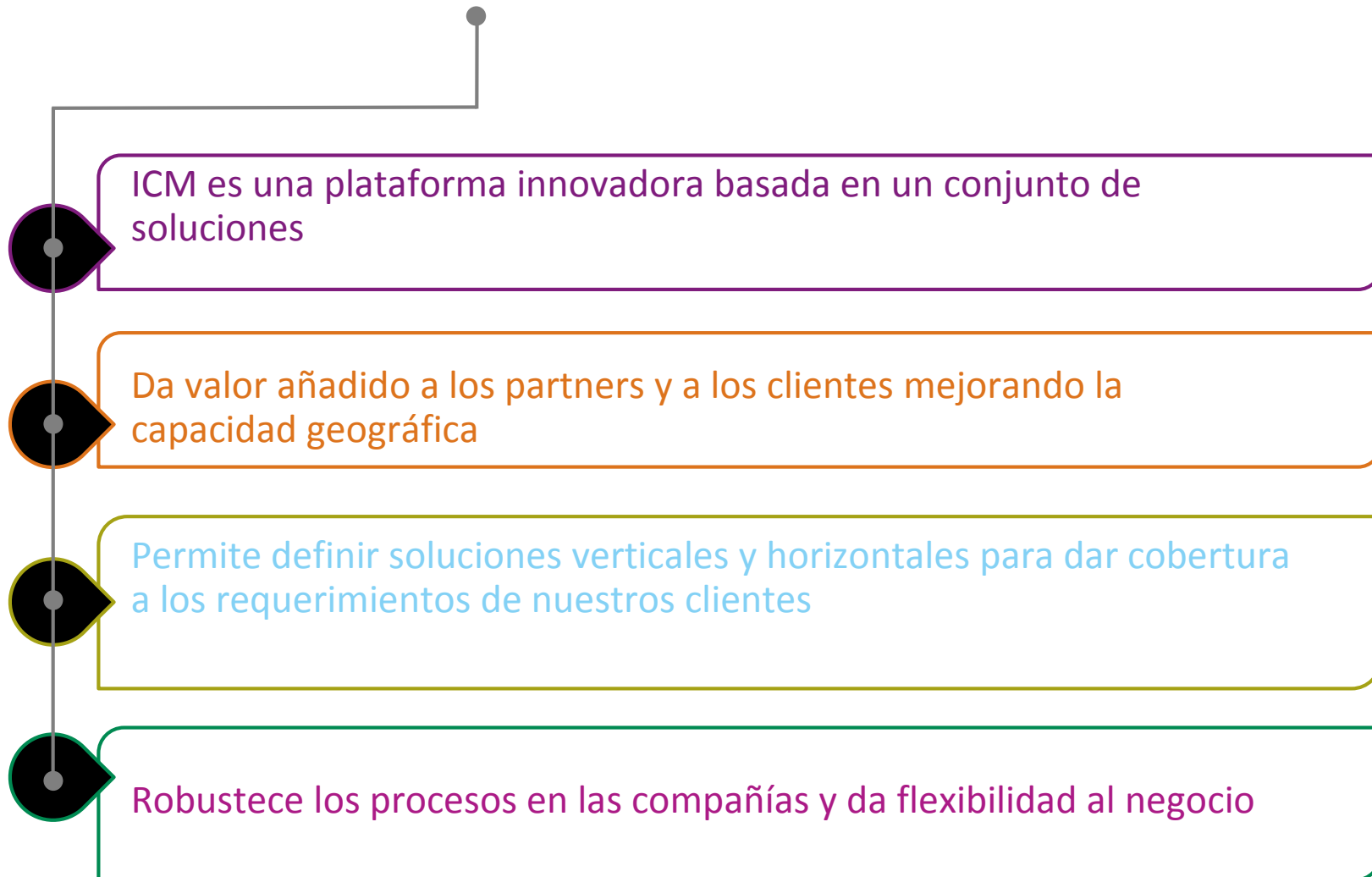
¿Por qué IBM ICM es diferente?

Figure 1 Case Management Combines ECM, BPMS, And Analytics With User Experience Advances
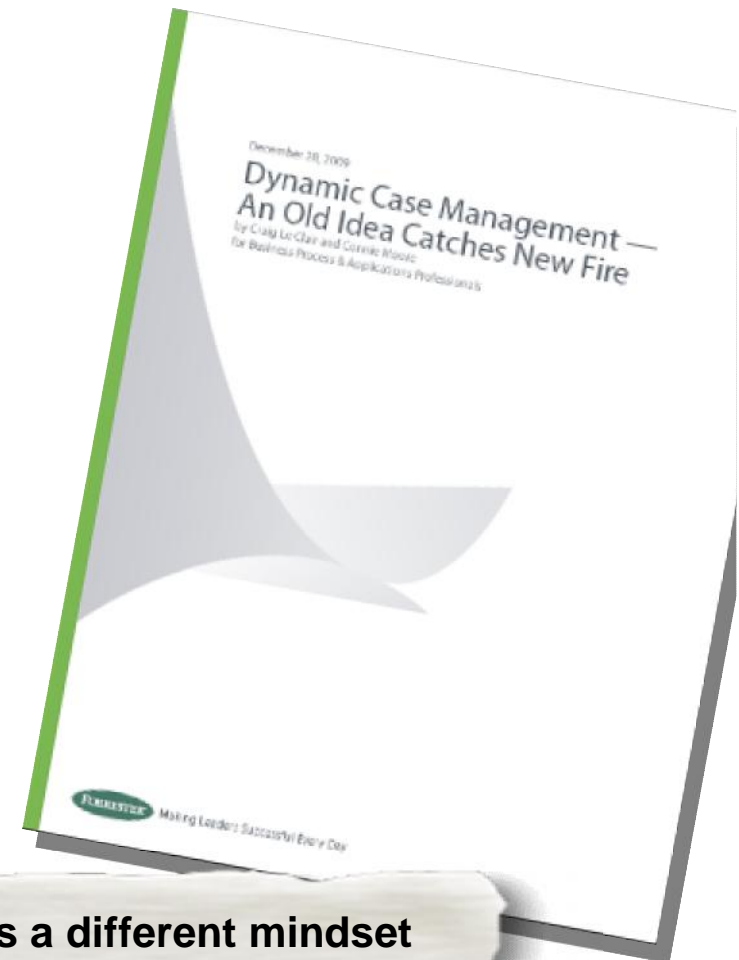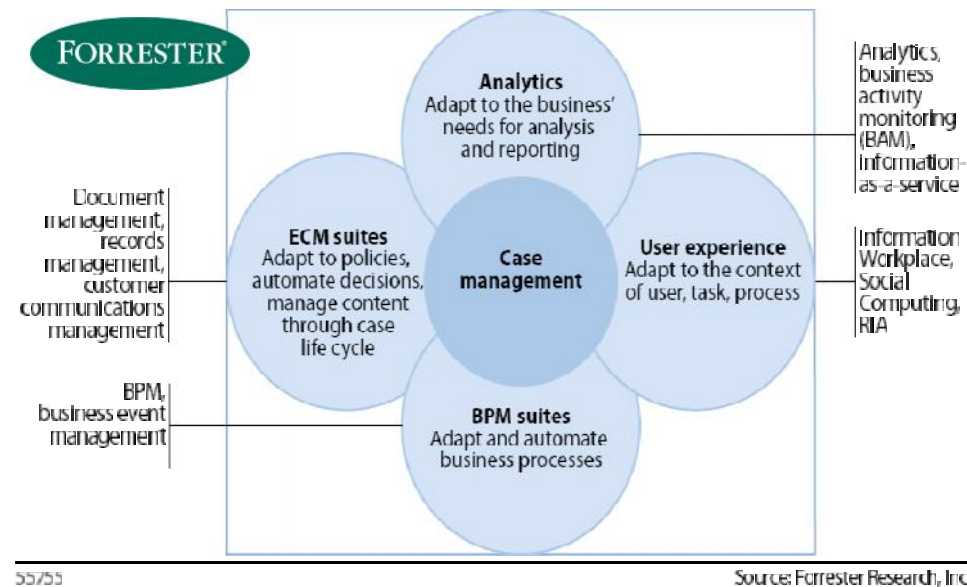
Source: Forrester Research, Inc.

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Dynamic Case Management — An Old Idea Catches New Fire

"Next-generation case management requires a different mindset

… this new case management will be a huge departure from the workflow/imaging solutions of old and will be based on predictive analytics, business rules, and social collaboration, in addition to core BPM and ECM functionality…"

IBM Case Manager

ICM es una plataforma innovadora basada en un conjunto de soluciones

Da valor añadido a los partners y a los clientes mejorando la capacidad geográfica

Permite definir soluciones verticales y horizontales para dar cobertura a los requerimientos de nuestros clientes

Robustece los procesos en las compañías y da flexibilidad al negocio

Chris den Hoedt – Director de Ventas ICM para Europa

09 May 2013

IBM Case Manager

Agenda

- Case Management overview

- IBM Case Manager

In today's high speed on-line world, customer won't wait for answers – and uninformed decision making carry great risks


Outcomes of poor decision making?

- Reduce customer retention

- Poor organic growth

- Customer dissatisfaction

- Financial exposure

- Reputational risk

- Regulatory exposure

- Legal liability

Making decisions without all the data , when it can be later proved that the institution had the data all of the time, carries huge exposure
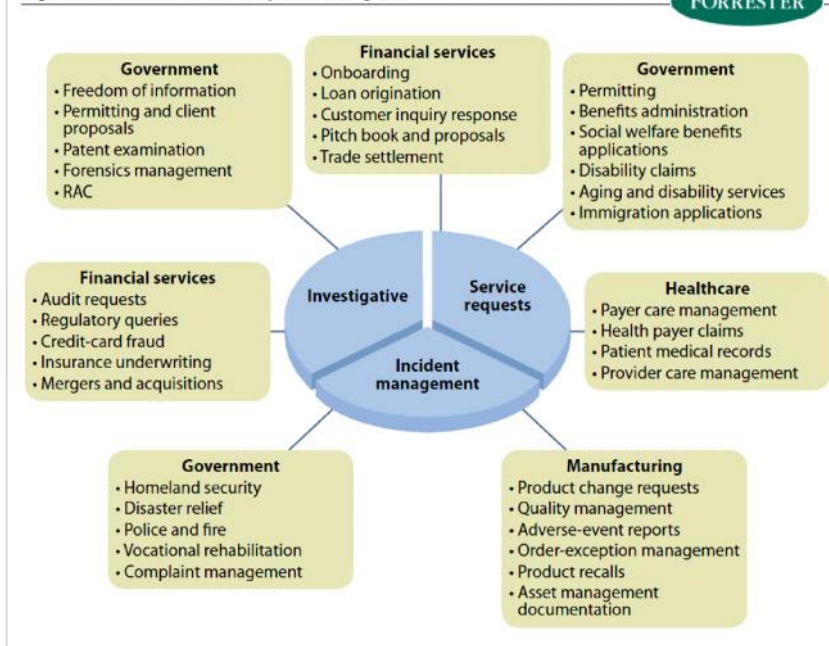
Does you have challenges with...

> **Transactions or interactions that result it disputes, investigations, incidents, inquiries, complaints, contracts, exceptions, adverse actions, claims, fraud, negotiatons, resolutions, escalations, research, audits, intervention, customer satisfaction, _or_ case management?**
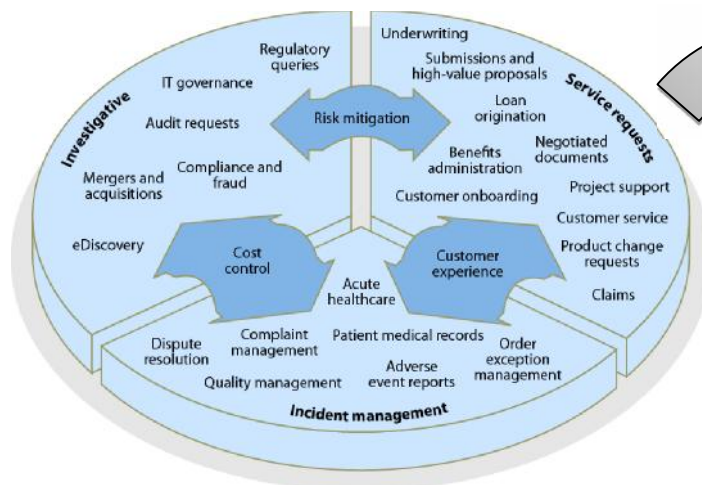
Solutions are expressed through an industry lens

Major categories emerge...

- **Service Requests**
- **Incident Management**
- **Investigative**

Source: December 28, 2009, "Dynamic Case Management — An Old Idea Catches New Fire" Forrester report

IBM Case Manager focuses on these core differentiators

Support the Way People Work

- Knowledge work
- Dynamic and unpredictable (emergent processes)
- Ad-hoc tasks
- Collaborative and social activities
- Supported by enterprise processes and rules

Optimize Case Outcomes

- Visibility at the case level
- Dashboards and reports
- Insight from content
- Guidance or recommendations for successful outcomes

process

people

information

Information to Make Better Decisions

- Capture and activate information in the context of a case
- Comprehensive case infrastructure
- Content is critical for decisions
- 360^0 view of all case information
- With authorization, case can be accessed and acted on by anyone at anytime
- Stored and available for audit

Business Can Take Control

- Business-driven solutions
- Rapid time-to-value
- Agility and flexibility to adopt to change
- Accelerators and templates
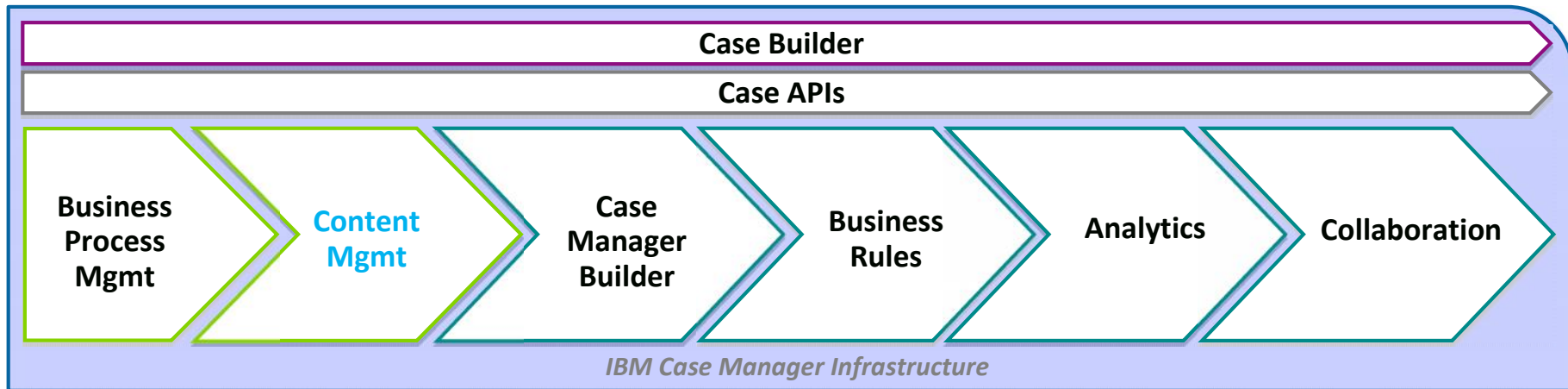- Governance
- Partner solutions

IBM Advanced Case Management

brings people, process and information together … in context of a case

Analytics
Monitoring
Events
Content
Workflow
Rules
Integration
Collaboration & Social
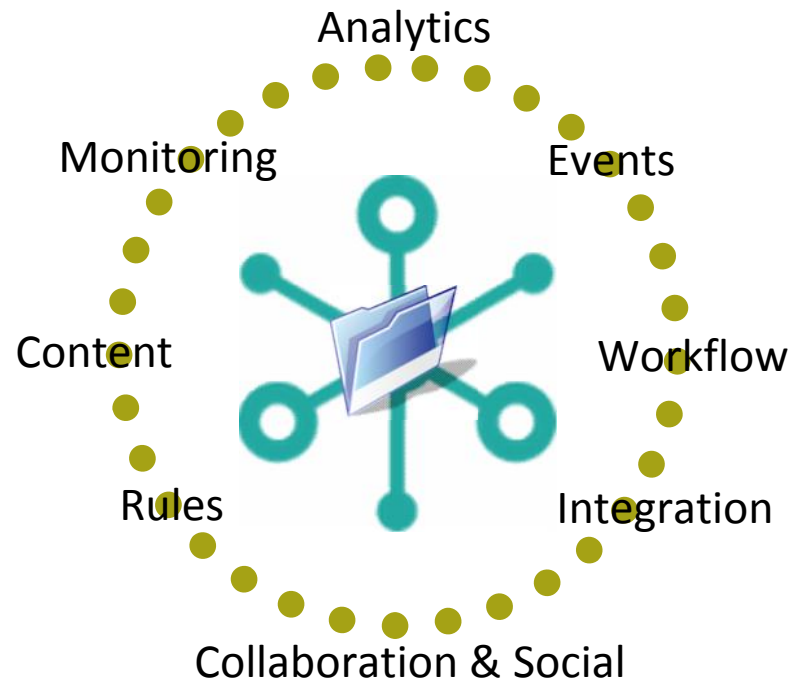
- Delivers optimized case outcomes through analytics, rules, collaboration and social computing

- Supports work management of structured and unstructured activities

- Delivers trusted information to the case – structured or unstructured

- Manages and governs entire case lifecycle

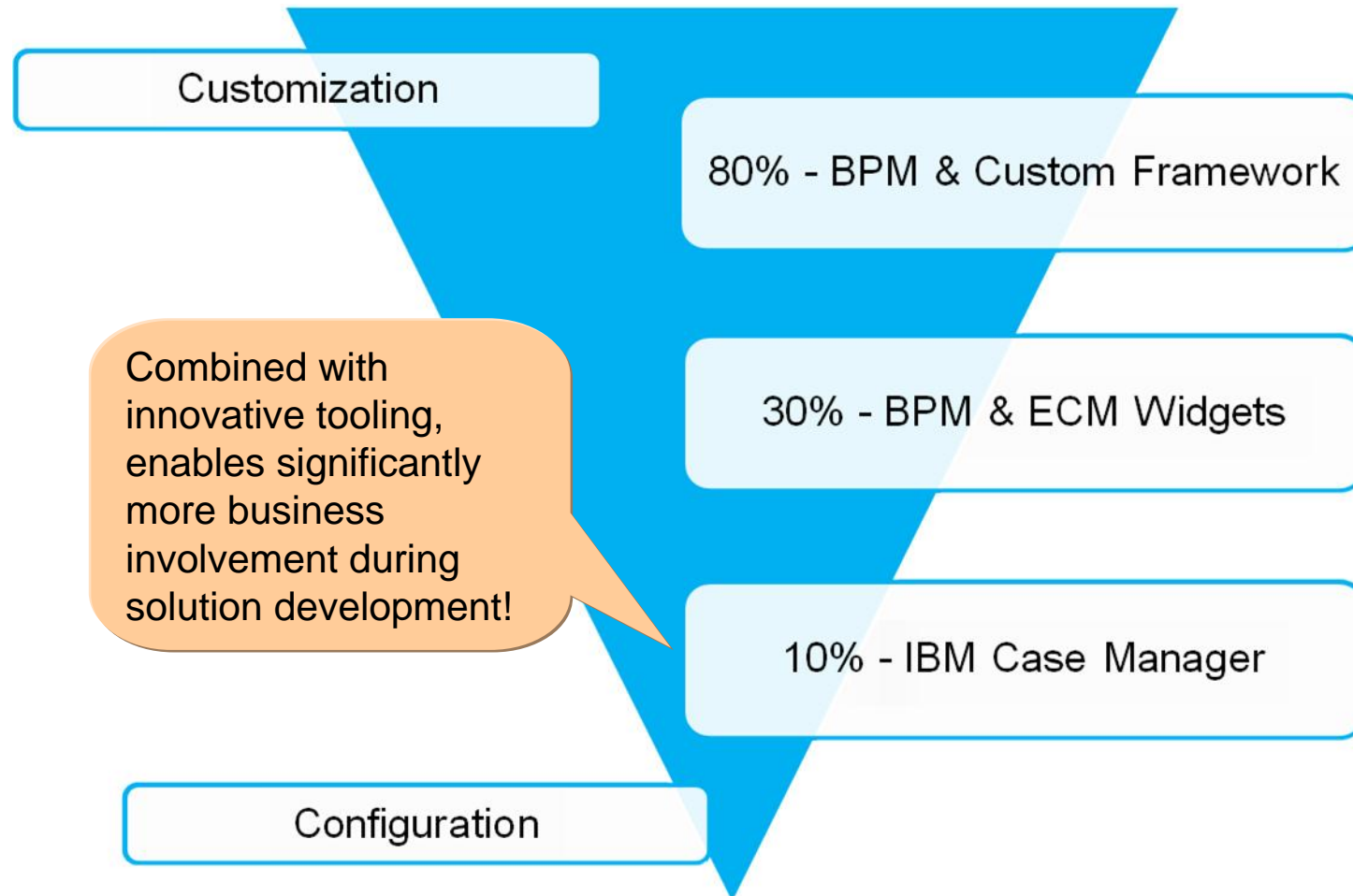- Provides the line-of-business with tools to rapidly deliver case-based solutions

IBM

IBM Case Manager :
Active content infrastructure meets rapid solution design and delivery

Case Builder

Case APIs

| Business Process Mgmt | Content Mgmt | Case Manager Builder | Business Rules | Analytics | Collaboration |

IBM Case Manager Infrastructure

BPM & Workflow Leverage processes	Content Mgmt	Business analysts design solutions	Business rules provide	Integrated analytics provide a	Collaboration provides a 2% efficiency
	Leverage CM content	*20-30% faster+*	*increase efficiency 5-10%**	*5-10% efficiency increase**	*increase and a 40% cost reduction***
Integrates with WPS processes	*Cases hold external content*	*Template reuse reduces solution design by 25%+*			

BPM & Workflow Leverage processes

Integrates 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 experience   **Gartner estimate   + After 2 initial processes

Customization vs. Configuration

Customization

80% - BPM & Custom Framework

Combined with innovative tooling, enables significantly more business involvement during solution development!

30% - BPM & ECM Widgets

10% - IBM Case Manager

Configuration

IBM Case Manager

simplifying the delivery of case-based solutions

Case-specific capabilities. Platform that accelerates delivery of case-based solutions

Core capabilities leverage from across IBM SWG – optimized for advanced case management

- Leverages cross IBM Software Group and IBM Research capabilities in a single offering

- Shortens time-to-value with better tools, out-of-the box solutions and templating capabilities

- Built-in infrastructure for creating and reusing case templates

- Uses IBM Content Analytics, Cognos, ILOG and Lotus capabilities in the context of a case

- Unifies IBM BPM capabilities and unique dynamic work management concepts

Candidates for managing as a case:
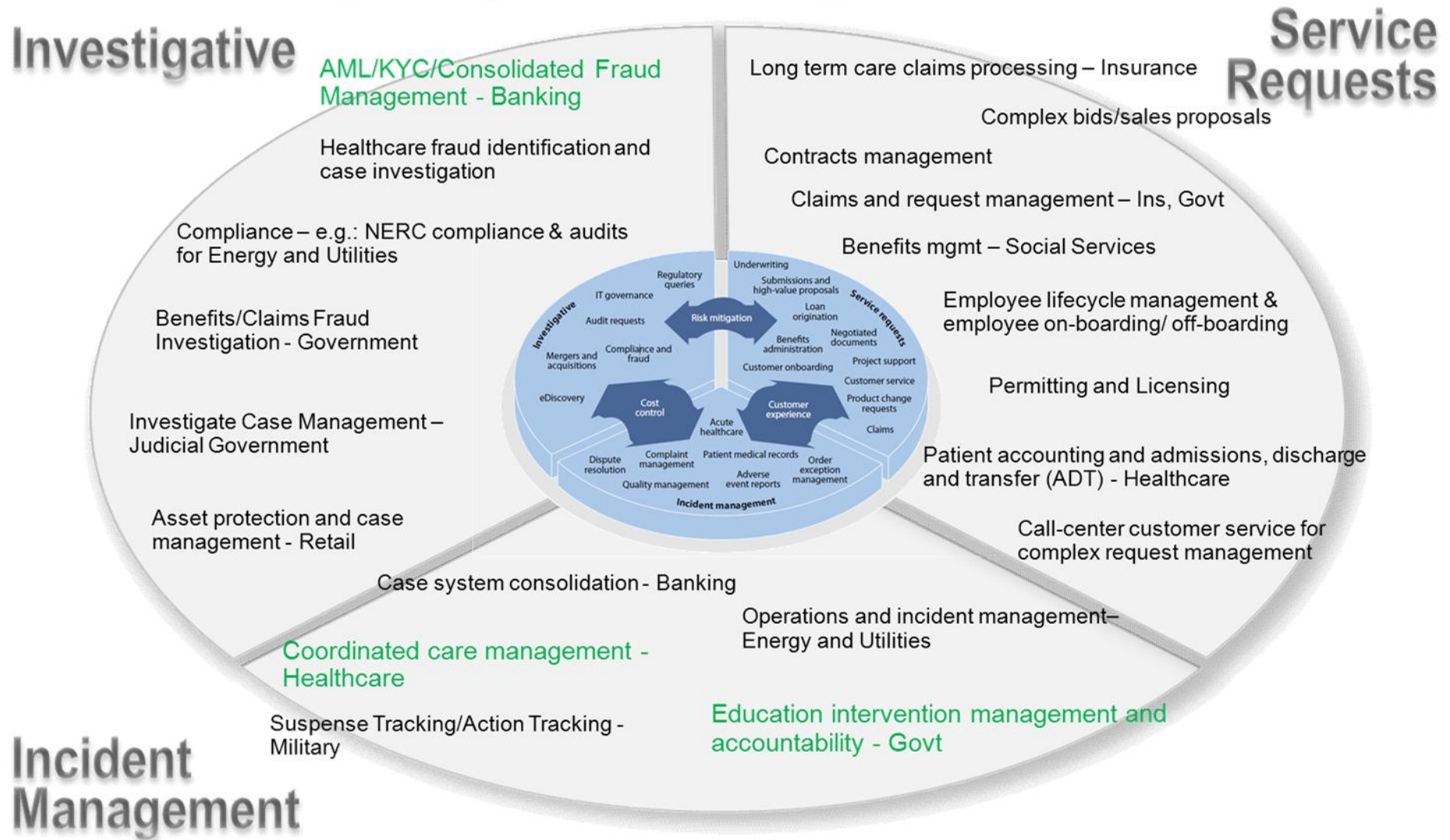Any customer facing business process that has grown in complexity

- Direct, time critical customer interaction and decision making

- Assimilation of large and growing volumes of information

- Access to information trapped in content

- Access to web content

- Support of ad hoc processes

- Monitor internal and external information feeds

- Monitor and capture content from social networks

- Understanding sentiment and tangible data

- Collaborate internally and externally

- Analyze patterns and trends to support process improvement

- Analyze customer information in real time to support customer-facing personnel

Difference between case management performed by help decks, contact centers and CRM system?

- The principle objective of CRM systems and contact centers is to address and close the customer claim, complaint, dispute or request on the first call

- These departments are measured and compensated on first call closure rates.

- There is little or not investigation performed

- Customer claims, complaints, disputes and requests that cannot be closed by the CRM or Contact Center are referred to knowledge worker

IBM Case Manager Projects - Delivering Solutions

Investigative

AML/KYC/Consolidated Fraud Management - Banking

Healthcare fraud identification and case investigation

Compliance – e.g.: NERC compliance & audits for Energy and Utilities

Benefits/Claims Fraud Investigation - Government

Investigate Case Management – Judicial Government

Asset protection and case management - Retail

Case system consolidation - Banking

Service Requests

Long term care claims processing – Insurance

Complex bids/sales proposals

Contracts management

Claims and request management – Ins, Govt

Benefits mgmt – Social Services

Employee lifecycle management & employee on-boarding/ off-boarding

Permitting and Licensing

Patient accounting and admissions, discharge and transfer (ADT) - Healthcare

Call-center customer service for complex request management

Operations and incident management– Energy and Utilities

Coordinated care management - Healthcare

Suspense Tracking/Action Tracking - Military

Education intervention management and accountability - Govt

Incident Management

Solution Examples In Banking

Commercial lending

Smarter is making the right decision more quickly than the competition

Fraud & illegal transactions

Smarter is stopping criminals in their tracks

Wealth management

Smarter is providing the best customer advise and experience
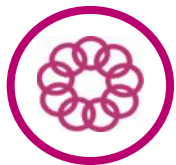
Consolidating case systems

Smarter is having access to all the customer information when decisions are being made

Solution Examples In Insurance

Legal and regulatory affairs

Customer acquisition

Cross-selling and upselling

ECM

Customer service

Enrollment

Claims management

Underwriting

Product management

- Reduce fulltime employee (FTE) headcounts
- Increase productivity
- Improve service
- Automate processes
- Expedite claim payments
- Improve customer retention
- Increase employee satisfaction
- Address compliance and market conduct

Solution Examples in Public Sector

- Freedom of information

- Workers compensation

- Criminal background checks

- Court case management

- Permitting

- Homeland security

- Crime investigations

- Social services – fraud

- Citizen complaints

- Patent submissions

- …

Government organizations such as these …

- Social services
- Tax and revenue
- Health services
- Public safety
- Courts and justice
- Defense, military and intelligence
- Transportation
- Records management, permitting, licensing

Solution Examples in Energy

- Field Exploration and Product Maturation Process

- Engineering- & plant management

- Quality Management

- Contract Management

- Manuals and part tagging

- Review/approval of engineering docs

- Tender Management

- Approval for Expenditures

- Transmittal Management

Solution Examples in CPG

- Supplier onboarding

- Brand management

- Project/portfolio management and new product introduction Customer service

- Product traceability system, plant operations and asset management applications (with **Maximo)**, product quality applications augmentation

- Contract management (with **Emptoris)**

- Fraud/theft

- Legal case/document management

- Address and manage legal actions, SOPs, employee onboarding, and other solutions

Case Management in Patient Care and Fraud Investigation

Patient Care and Insights

- Access and enrich patient data

- Build evidence-based insights

- Find intervention opportunities

- Deliver accountable and personalized patient care

Advanced analytics and personalized care management to drive patient-centered care

Intelligent Investigation Manager

- Discover complex patterns

- Better understand the characteristics of fraud

- Automatically flag issues and manage case resolution

- Save money and protect corporate reputations

Use analytics and case management across industries to investigate, detect and prevent fraud

ECM Technology at Work …

Accelerators

- IBM Patient Care and Insights

- IBM Intelligent Investigation Manager

- Incident Insight

- Account Payable,
  HR Files, and Contracts

- 10 partner solutions in the market

  - Insurance, banking, energy, finance

  Customer service

  - 37 more in process

case manager

Library of Customer Stories

Why IBM Case Manager is different …

"With this new case management offering, IBM moves the vision forward by making it a reality that you'll be able to buy and implement." Rob Koplowitz, Forrester

"Next-generation case management requires a different mindset… *this new case management will be a huge departure from the workflow/imaging solutions of old and will be based on predictive analytics, business rules, and social collaboration, in addition to core BPM and ECM functionality…"* Forrester

"IBM, a strategic Information Workplace vendor for many organizations, has pushed the envelope with its case management solution, IBM Case Manager. Combining document management with robust social, collaboration, and communication capabilities, IBM has integrated a broad array of functionality from its software portfolio to provide a unique business solution. In the end, the whole suite offers far more value than the component parts." *Rob Koplowitz, Forrester*

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For further information:

Advanced Case Management IBM website

Chris den Hoedt
cdenhoedt@nl.ibm.com

José Novillo Manzaneque

Client Solution Professional Smarter Content IBM

Demostración de IBM Case Manager

High Level Process Flow – Managing a Dispute
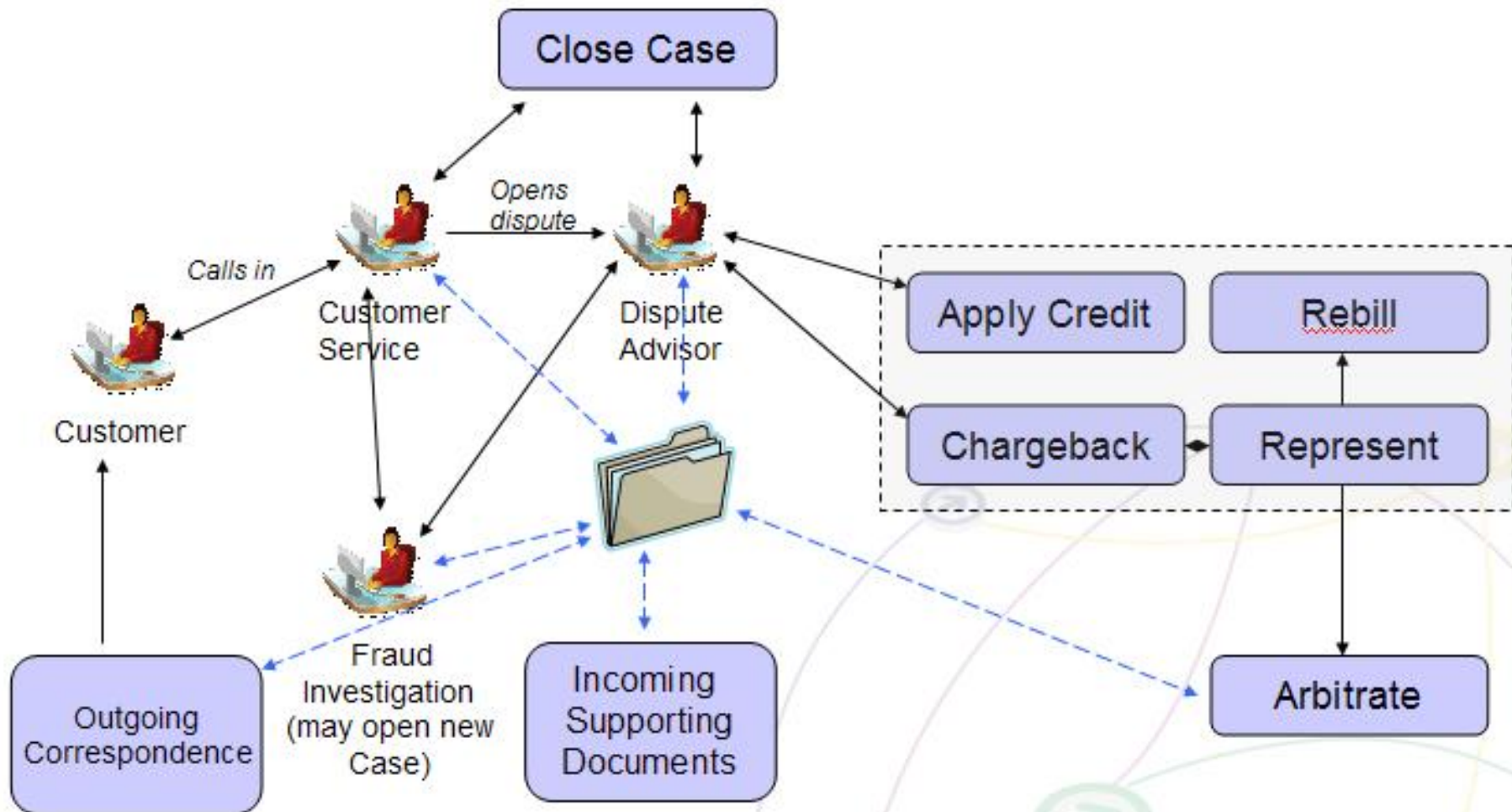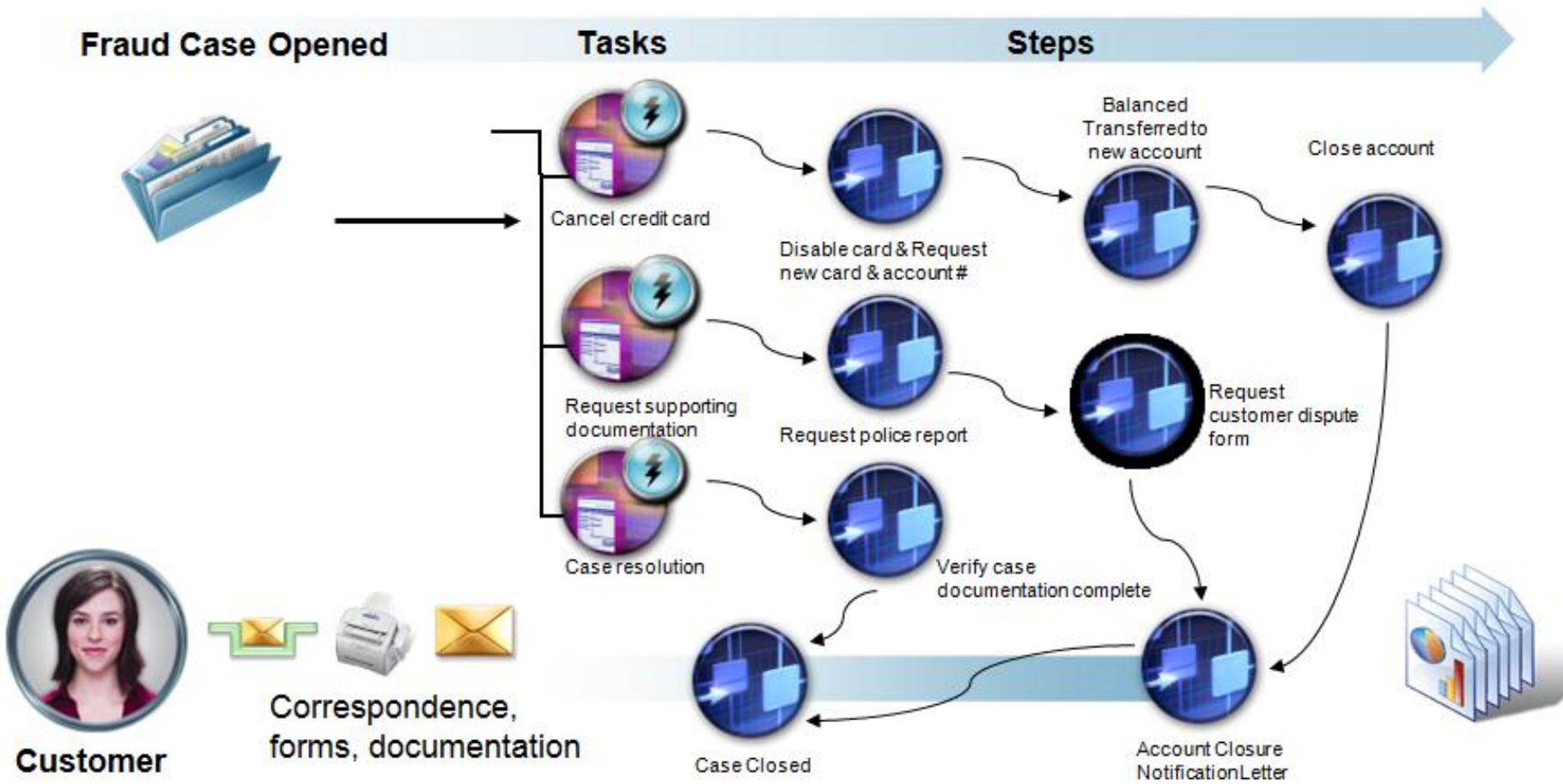
Álvaro Saavedra

Soluciones Software para Banca IBM Europa, Experto en Riesgos

Casos de uso
Aplicabilidad para su negocio

IBM Client Center Madrid, 9 mayo 2013

IBM Case Manager
Use Cases

Desafíos de negocio
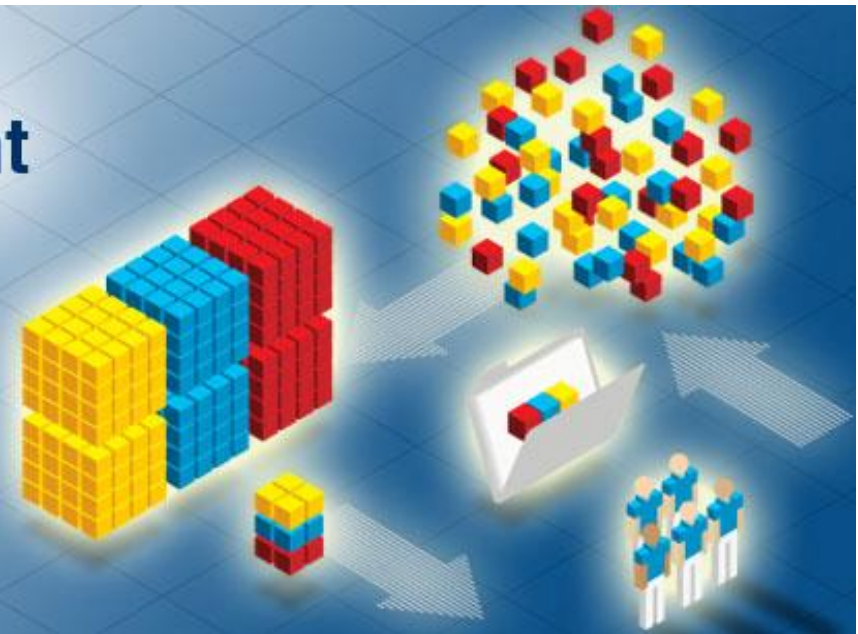
La automatización de procesos tradicional gestiona los procesos fácilmente modelizables; pero en muchos procesos las excepciones son la norma

El volumen y la variedad de la información llega más rápido cada día

La flexibilidad es esencial para responder efectivamente a las oportunidades y amenazas

Evitar riesgos debidos a regulaciones ó normativas legales imponen la necesidad de respetar siempre las reglas y políticas, se requiere consistencia

social media

documents

images

web forms

video

e-mail

mobile devices
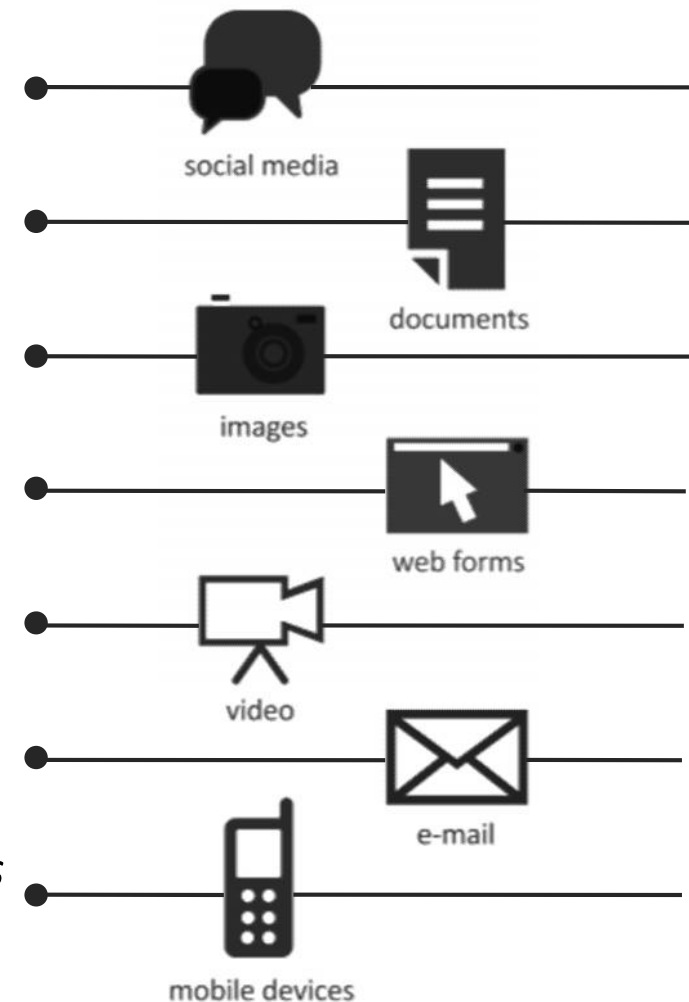
El entorno actual requiere que:

social media

documents

images

web forms

video

e-mail

mobile devices
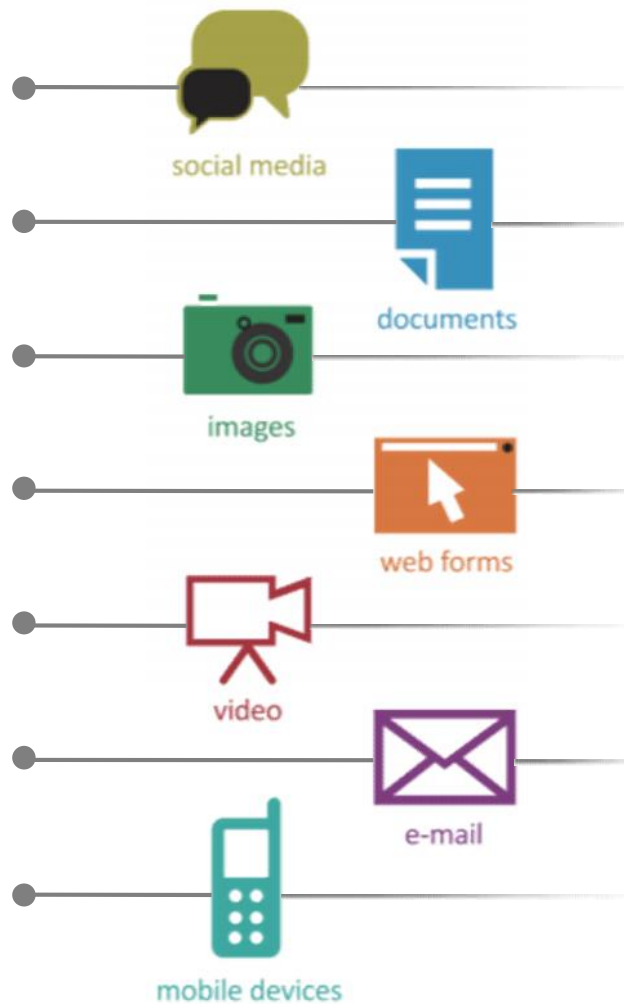
Los trabajadores cualificados deben hacer más con menos...

...mejorar los servicios y gestionar el riesgo mientras se controlan los costes

"..los procesos de negocio deben cada vez más ayudar a los trabajadores más cualificados, permitiendoles ejecutar una mayor variedad de tareas con relativamente menos recursos"

Forrester, "Next Generation of Knowledge Worker Processes Will Dominate Enterprises"

Sin ICM la gestión de casos es algo parecido a esto…

Explosive content   + Manual processes +   No collaboration

ICM es la solución perfecta para la gestión de procesos complejos para la toma de decisiones en servicios financieros

Leveraging Enterprise Standards and Reuse
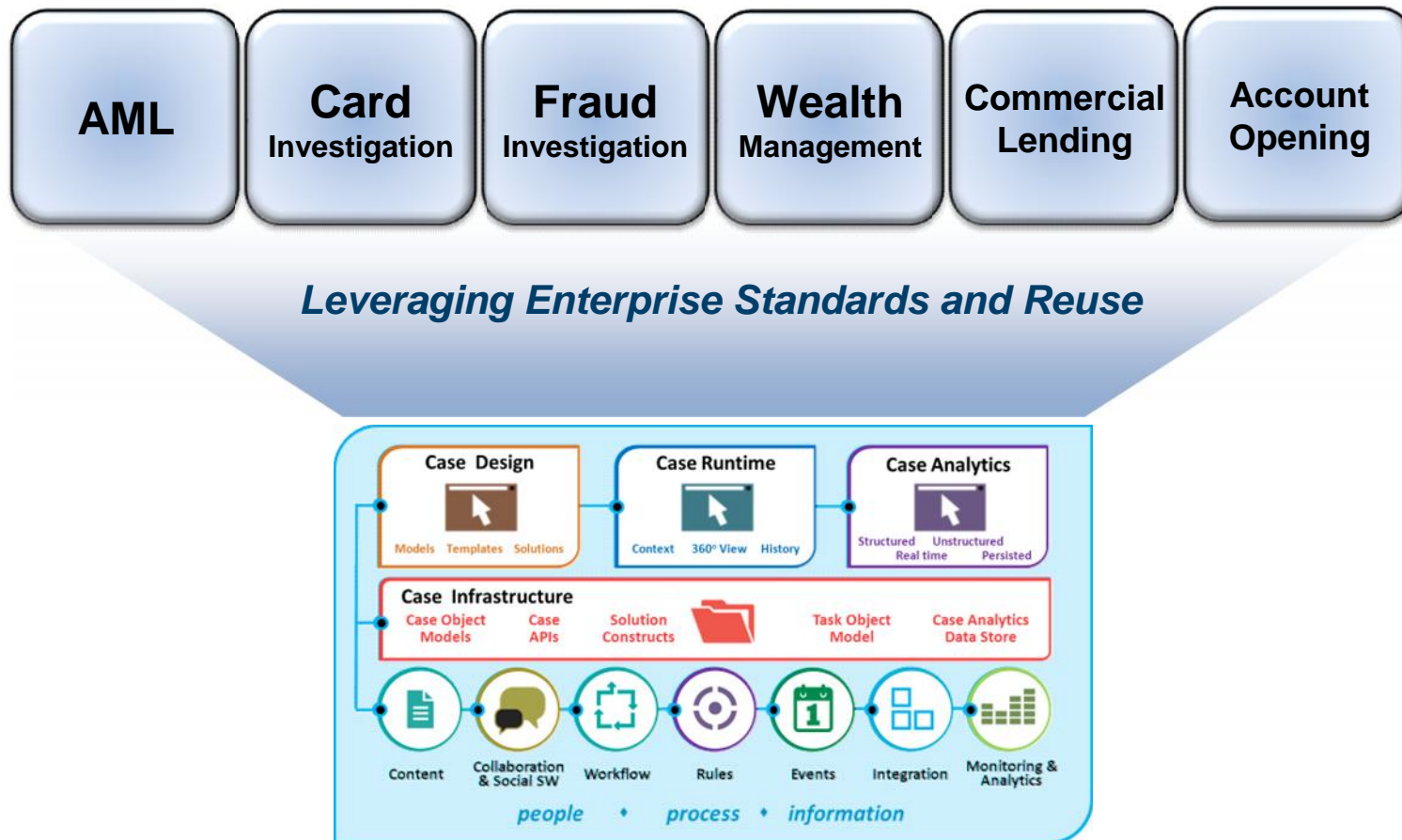
Diferentes casos de uso prevalecen en diferentes industrias

Horizontal	Invoice, Contract, Employee, Vendor, Customer, Project, Change Request

Insurance	Banking	Health Care	Government	Energy
• Claim • Policy • Annuity	• Loan • Dispute • Customer • Mortgage • Account • Credit Card • Personal Line • Investment	• Patient care • Member • Provider	• Benefit Enrollment • Grant • Court case • Citizen • Tax payer	• Claim • Permit • Land • Property

The notion and definition of a "case" varies by industry.

Gestión de procesos complejos y dinámicos para facilitar y mejorar la toma de decisiones así como la eficiencia y eficacia.

- Investigación de fraude

- Prevención del blanqueo de capitales

- Gestión de quejas y reclamaciones

- On-boarding de Clientes Corporativos

- Wealth Management

- Project Finance y Financiación Estructurada

- Investigación y resolución de problemática relacionada con el cumplimiento de normativa

- Consolidación de las diferentes soluciones para gestión de casos

- Servicios jurídicos

- Helpdesk, asistencia especializada y advisory

- Customer Information

- Operaciones documentarias (Trade Services)

ICM for Incident/Crisis Management

A variety of information about an earthquake and potentially affected assets is available/generated

1

2

3

Persisted, analyzed, reported | Automatic and manually initiated tasks

- **Geographic area related to assets**
- **Status of business operations**
- **SOPs for resumption of operations**

4

Incident analyst reviews all facets of incident to determine course

Location & type of assets

Current state business operations

Maps of locations

Interrupted operations generate messages

Which locations are affected?

Timer— have we located all managers?

Real time indicators note risk associated with off-line branches

Check database of assets at each location

Send messages to office managers about safety; find alternate locations

Create damage assessment and send

Decide which operations can be resumed

- Enables crisis analysts and managers to easily obtain and manage in context all the related information and tasks associated with ensuring that the organization and its assets (including employees) are safe and all potential issues are addressed.

- Start up numerous tasks depending upon their need and/or the criticality of the crisis; each crisis may demand different SOPs, and there are different associated outcomes.

ICM for Customer Service Issues

A customer calls and complains about a problem with a recently purchased product or service

(1) (2) (3)

Persisted, analyzed, reported **Automatic and manually initiated tasks**

- **Information from the customer with notes by CSR**
- **Picture or description of non-working product**

(4)

Customer issue seen by CSR

Product warranty info

Product/ Service complaint history

Customer history

Determine if product is under warranty

Is there a history of complaints with the product?

Timer—how long has this taken to resolve?

Real time indicators note # of critical issues and related business value

Find other products that are suitable or provide a refund

Coordinate internally with engineering and marketing to take the right steps

Contact supplier to correct defects

Create communication and shipment to the customer

- Enables the CSR to react appropriately to a multi-faceted problem and retain auditability and visibility of the path(s) taken to resolve, including driving ancillary tasks to prevent future problems.

- Manage the information and collaboration among various entities (internal and external) that result from issues, including escalations, outreach to customers and partners, etc.

ICM for Legal Order Processing

Legal orders from government agencies must be processed efficiently to prevent fines

(1) **(2)** **(3)**

Persisted, analyzed, reported | **Automatic and manually initiated tasks**

- **Garnishments**
- IRS
- Subpoenas
- Levies

(4)

Account num and other info from bank systems

Numerous inputs received from different suppliers and systems

Packet with Writ, Summons, Notice, Answer form, etc.

SSN
DOB/Address
Search Fee

Rules and procedures drive various automated & manual tasks

Answer to Writ of Garnishment filed to court (plus copies)

Timer—is all information present and has team reviewed?

Timers and SLAs can be measured, reported, AND drive subsequent tasks.

Legal team reviews the legal documents and process accordingly

Order of continuing lien

Order of Safe Box Inventory

Letter to customer; cashiers check pay-out ordered

Third Party Jointer

- Financial services institutions are faced with fines stemming from an inability to keep up with what are today highly manual and paper driven processes associated with legal orders. These are processed by teams that evaluate a wide variety of information and then must take or recommend numerous actions that must be auditable.

- ICM provides an extensible platform for designing and helping to automate and drive efficiencies for legal orders such as garnishments while providing improved visibility and audit history for complex and knowledge worker driven activities.

ICM for Care Coordination

1 Care giver monitors/creates a patient "case"

2 Persisted, analyzed, reported

3 Automatic and manually initiated tasks

- **Care plan**
- **Provider comments**
- **Discharge records**

Diagnoses and histories

Care Plan/ instructions

Medical device/care output

4 Care giver's view of patient care plans and medical information

- Enables care giver to see and manage all elements of a care plan, react accordingly, and collaborate with the patient and providers
- Maintain the wide variety of information necessary for all parties to understand histories and current status

Real time indicators reported and tasks applied in context

Discharge initiates process

Care plan created and provided to care givers

Timer— overdue treatment

Share information or status with providers

Evidence-based analysis can contribute to patient's care plan

Revised treatment pathway

Provide feed back to patient and add to plan

Potential risk for patient to be readmitted

Company	Products/Partner	Solution Description
Banking/Financial Services		
Mortgage unit of a large US Insurance provider	**IBM Case Manager/Pyramid Solutions**	Business rules management capabilities in IBM Case Manager provides highly valuable exception automation that nearly eliminates the burden of e-mails between the back office and the branch office to address exceptions. Most exceptions can be addressed through rules automation, which enables the bank to avoid massive peak period staffing for end-of-month staffing and crunch work required to manually clear away an increased burden in exceptions and move loans into final disposition. The consistency and quality of information is significantly improved through the use business rules and the number of exceptions - not covered by rules – is dramatically reduced.
A midwestern correspondent lender	**IBM Case Manager/ Pyramid Solutions**	The IBM Case Manager solution automates a number of process tasks for the lender, and tackles a major source of clerical delay: exception processing. In the new collaborative mode – with salespeople having access to the loan folder at all times (including remotely, while sitting with a client) – exceptions are able to reach the right employees quickly and receive necessary attention. Efficiency and visibility are dramatically improved and loans are able to reach closure more rapidly.
The IPO unit of a large financial services provider	**IBM Case Manager**	Investigation of business operations highlighted that a significant portion of fact checking and analysis could be managed through rules versus manual analysis. Business rules simplified steps and rapid development and editing of business rules by analysts streamlined activities. Multiple individual tasks could be launched in parallel and progress tracked for a 360 degree view of individual IPO status.
Major bank in South Africa	**IBM Case Manager**	The bank engaged IBM to automate & integrate systems for better customer view across departments. IBM Case Manager eliminates duplicate tasks / redundancy by enabling different departments with a 360o view and easy access of customer data information. IBM Case Manager significantly reduces the level of manual & paper based processes by automating all business processes and by reducing operational overhead. IBM Case Manager enables rapid development of case structures, helps to overcome exception challenges.
A large retail bank in Sweden	**IBM Case Manager/Apendo**	The bank will use IBM Case Manager to address over 250 different case types related to retail banking operations. It will also update case handling capabilities from an integration of outdated and customer applications to a more flexible, future-proofed solution. Finally, the bank will use IBM Case Manager to provide easy-to-use case handling and management capabilities for 200 back office employees as well as 5,000 more casual users in branches and various bank business units.

Company	Products/Partner	Solution Description
Financial Services - continued		
A large pension agency in US	**IBM Case Manager**	The solution leverages IBM Case Manager to process each request or transaction as a "case" and initiate exceptions when necessary.
Insurance		
Large US Insurance Company	**IBM Case Manager/ IBM Software Services**	IBM Case Manager provides a complete solution to replace their custom framework built on top of IBM FileNet BPM with out of the box capabilities from IBM Case Manager. IBM Case Manager's highly configurable design environment translates into 80% configuration & only 20% customization to meet their needs. The customer partnered with IBM Software Services to target system consolidating an custom framework replacement in one key claims areas to prove out the enterprise cost justification The customer also found compelling IBM Case Manager's extended set of pre-integrated capabilities including business rules, sophisticated analytics and instant messaging capabilities
Energy and Utilities		
Energy producer for large metropolitan city in US	**IBM Case Manager**	IBM Case Manager provides an end to end employee lifecycle management environment which starts with a manager entering open positions, launching a case, continuing through to interview and hiring tasks such as background checks and continues through tasks to bring an employee or contractor onboard and track their access to facilities, systems and intellectual property. IBM Case Manager provides Compliance knowledge workers with a single user interface one-stop-shop for all records, documents, tasks, and decisions related to access to physical and electronic systems as well as intellectual property.
Government		
A federal regulatory agency	**IBM Case Manager. Classification Module, OmniFind**	Already using the IBM FileNet P8 platform, the agency implemented IBM Case Manager, IBM Classification Module and IBM OmniFind to build a seamless, end-to-end processing stream for incoming content, with particular applicability to documents requested under FOIA. The solution now automates the scanning, content assessment, classification, storage and Web-enablement of incoming documents for self-service retrieval from the agency's site. With many items requiring review by experts before they can be released on the Web–or in response to a FOIA request– Case Manager creates a collaborative review environment using rules to automatically establish a case folder, route the material to the appropriate reviewers and ensure version integrity.

Company	Products/Partner	Solution Description
Government - continued		
A US state social services agency	**IBM Case Manager**	The IBM Case Manager will help the agency protect the children of the State by rapidly responding to criminal background requests . The new ICM architecture can support deployment of efficient solutions for other business areas while remaining independent of other agencies
A state agency: Depart. of Industrial Relations	**IBM Case Manager**	The agency selected IBM Case Manager to address the combination of unstructured and paper information requirements for Workers' Compensation cases, improving efficiency and visibility of case adjudication.

Delivering efficient and precise criminal background checks
State government child and family services office

The solution will streamline criminal background checks that are part of application review processes and will set the agency up with a platform that can support future growth

The need
- Efficiently, securely and effectively expedite applications for criminal background checks
- Deploy a flexible platform to support future needs and potential solutions for other business areas

The solution
- Translated the agency's requirements into an Advanced Case Management approach
- Deployed IBM Case Manager as the agency's platform for the new infrastructure

The benefits
- Dramatic reduction in the time needed to process criminal background check applications, helping the agency protect the children within the State
- The new architecture can support deployment of efficient solutions for other business areas while integrating with other agencies

Expanding globally and responding to market pressures
A global leader in insurance and reinsurance

The solution is targeted to save the company close to $22M USD over five years compared to other available technology alternatives.

The need

The client needed to respond quickly to marketplace opportunities and threats and the insurer's business users could not deploy changes in a timely manner. These users were leveraging antiquated, legacy systems which required custom coding for any change request. ACE also wanted to expand regional deployments of both their underwriting and high frequency claims processes globally.

The solution

▪The client sought a dynamic platform that would enable them to address the demands from the business and reduce development cycles.

▪The solution includes migrating from their existing systems to a set of ECM capabilities and IBM Case Manager. The phased deployment will support the underwriting portal and cellular phone insurance claims operations and also empowers non-technical business analysts to create, manage and adapt applications for their specific areas.

The benefits

▪**Operational Efficiencies** - Average booking time per policy has decreased 50% with minimal user training
▪**Data Quality** - Significantly reduce data rekey error and discrepancies with corresponding reduction in rework. Improved quality of price monitoring.
▪**Latency -** Significantly reduce time delay between binding and booking a Risk
▪**Quality of Policy Documentation** - Eliminate discrepancies between system data and issued documentation.
▪Shift to **paperless processing** reducing printing costs
▪**Compliance Reporting** - Able to meet required transparency requirements.

Compliance and Efficiency needs in a North American Industrial Construction Company

The need
- In order to simplify their materials records and delivery process the customer required a case based application to automate their manifest documentation process
    - The automation of the manifest process by merging process management with document management
    - Meeting compliance requirements in highly regulated industries

The solution
IBM Case Manager provided a case file framework that enabled the process management, document creation and validation, with the final document collation, rules driven review and record creation.
- Case based manifest created of all documents created during the assembly, inspection and distribution processes
- Provided an audit log of decisions and document sign offs throughout the process
- Merged final manufacturing documentation with shipping documentation and enabled disposition.

Projected benefits
- More efficient process management and milestone control
- Increased accuracy of data collection
- Automated audit control
- Regulatory compliance

Automated Audit Control offers peace of mind and - with rapid compliance response - a significant and increasing ROI

Creating more efficient, transparent back-office operations in record time

A large retail bank in Sweden

The solution is targeted to allow addition of functionality withou... continually invest in new platfo...

The need

- Address over 250 different case types related to retail banking operations, update case handling capabilities from an integration of outdated and custom applications to a more flexible, future-proofed solution

- Provide easy-to-use case handling and management capabilities for 200 back office employees as well as 5,000 more casual users in branches and various bank business units

The solution

- IBM Case Manager offers the ability to manage cases through their entire lifecycles and enables any missed tasks to be run as necessary, providing flexibility that prior solutions could not meet. It also provides business dashboards to monitor SLAs (service level agreements) as well as historical and real time analytics to help manage case processing loads effectively.

- IBM Case Manager's integrated technology set will enable the organization to take advantage of additional functionality as desired without having to continually invest in new platforms.

Projected benefits

- Reduce FTEs required to support application needs

- Increase customer satisfaction by lowering numbers of customer call-backs and increasing case/document transparency

- Over time, expand case processing capabilities to end customers.

Driving a regional bank's transformation through a shared case management and imaging platform
A Large Bank in Singapore

The solution is targeted to strean operational costs , support strate of increasing the customer base, profit from overseas operations, improve profitability along with penetration in high net worth seg

The need

To support its growth, the bank is consolidating its core operations – Channel, Retail Loans, Trade Remittance, and Wholesale Loans Operations – into a Centre of Excellence, requiring a revamp of the client's workflow systems. The IBM case management and imaging solution will provide the enterprise workflow shared service platform.

The solution

- Datacap will be used for capturing content across different channels within the bank such as branches and subsidiaries.

- The solution will allow the client to capture various formats, notably fax, electronic documents and paper. Datacap ensures that the content is made active, and goes through parallel processing via IBM Case Manager.

- IBM Case Manager will provide the oversight needed to ensure that service level agreements are met.

Projected Benefits

- The client expects to see benefits primarily through cost avoidance; the IBM Case Manager implementation will streamline the operational costs required for such a large transformation.
- Support the strategic goals of increasing the customer base, boosting profit from overseas operations, improving penetration in high net worth segments, and increasing the overall profitability of the company.

Enterprise Fraud Solutions with ICM and i2

I2 Fraud Intelligence Analysis
- Any data source
- Risk scorecard
- Cross channel analysis
- Multi-stakeholder investigation
- Role based briefing

- Visualize suspected fraud characteristics
- Detection and forensic analysis
- Risk scoring, alerting
- Search/ Mine structured & unstructured sources
- Intelligence enrichment/dissemination, reporting

IBM Case Manager
- Comprehensive case management
- Integrated collaboration and rules
- Real time and content analytics
- Dynamic task management

- Manage investigation lifecycles and related information
- Create structured and dynamic workflows and tasks
- Maintain case context and role based interface
- Leverage platform for multiple applications

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