

CULTURE  
**SOA**

**IBM**



**RELEVEZ  
TOUS LES DÉFIS  
AVEC AGILITÉ**

**Mardi 7 juillet 2009**  
(4<sup>ème</sup> édition du SOA Summit)

IBM Forum – Paris La Défense

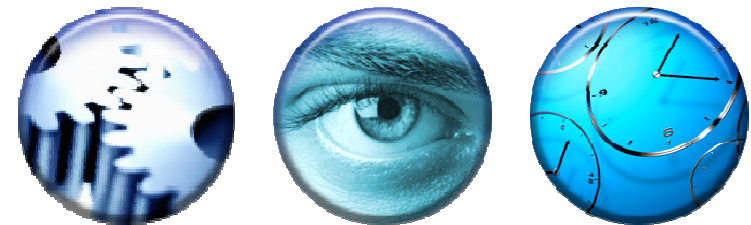
## **Introduction to BPM and Adoption Patterns**

Adoption Pattern Overview and Supporting Capabilities



## Agenda

- Introduction to BPM and Adoption Patterns
- BPM for Process Automation
- Insight into Action
- BPM to Adapt and Respond Dynamically





## BPM Projects are *Disguised* in Various Ways

**Financial  
Management**  
*(SOX Compliance)*

139,000	137,000
137,000	140,000
140,000	89,678
89,678	117,451
117,451	74,637
74,637	70,400
70,400	84,015
84,015	104,891
104,891	



**Marketing, sales,  
and services**  
*(Contact Center  
Optimization)*

**Product Lifecycle  
Management**  
*(Category Line  
Extension)*



**Supply Chain**  
*(Inventory Management)*



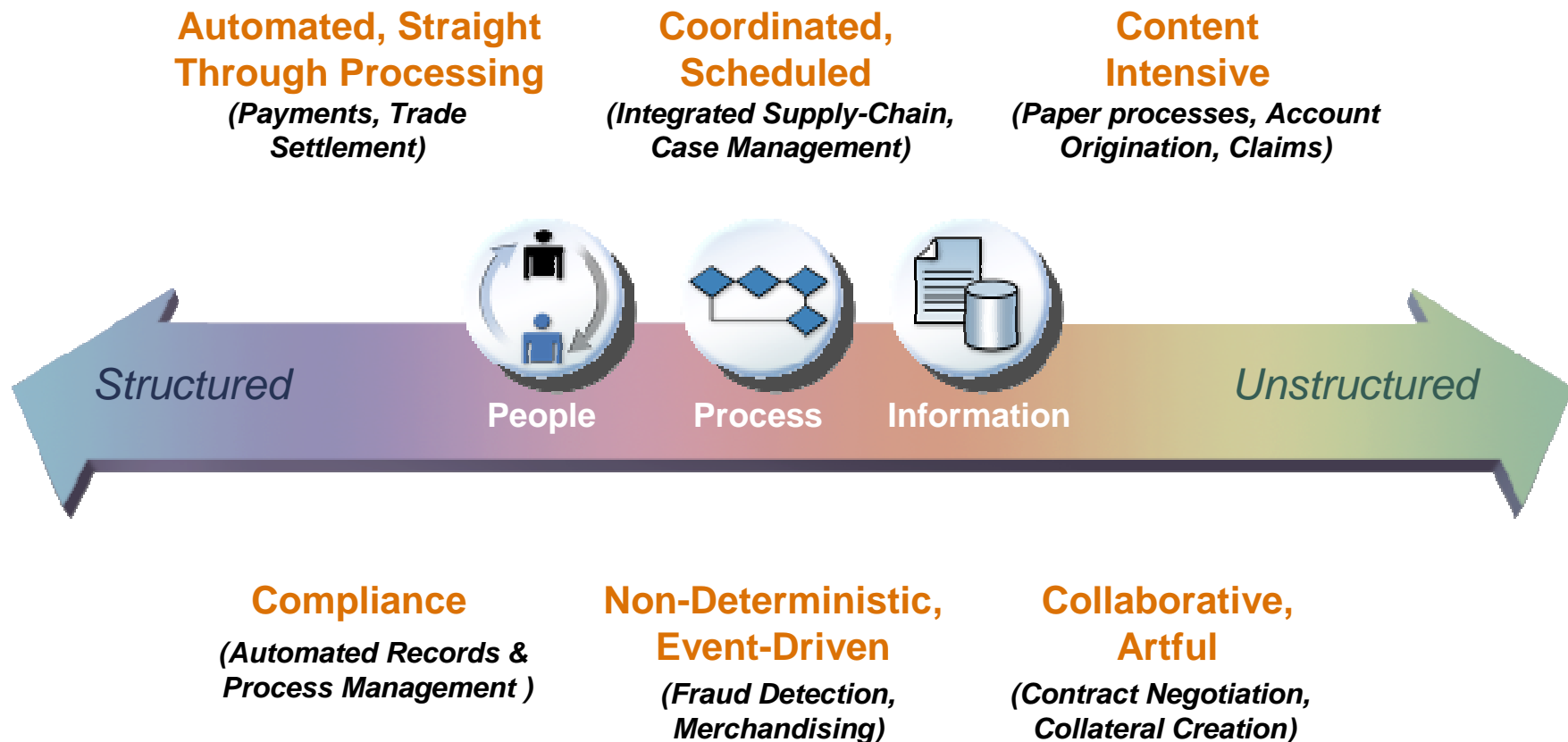
**Human Capital  
Management**  
*(Employee Self-Service)*

“We are taking apart each task and sending it...to whomever can do it best...and then we are reassembling all the pieces.”

– from Thomas Friedman’s  
*‘The World is Flat’*



## BPM from IBM provides benefits across a broad spectrum of business processes





## Organizations leverage BPM to address critical business needs

### *Business Needs*

### *Common BPM Adoption Patterns*

### *Customer Successes*

“Greater efficiency and reduced costs”



**End-to-End Process Automation**

*TradeMerit lowered supply chain paper handling costs by 63%*

“Real-time visibility for smarter decisions and actions”



**Transform Insight Into Action**

*State of NY reduced tax return exception backlogs by 80%*

“Faster and easier response to change”



**Adapt and Respond Dynamically**

*US Insurer grew revenues by 15% and reduced costs by 30%*



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## BPM for Process Automation

*Improve operating efficiency and reduce costs*



Enables businesses to choreograph processes across disparate applications, people, and systems to remove inefficiencies, deliver cost reductions, and boost productivity.

- **Create** innovative business models and new differentiated products and services.
- **Streamline** activities of disparate people, partners, services, & systems.
- **Reduce** risk of non-compliance and errors due to manual tasks

### *Client Benefits*

*US Financial*

Cut application processing time from 2 weeks to 2 days

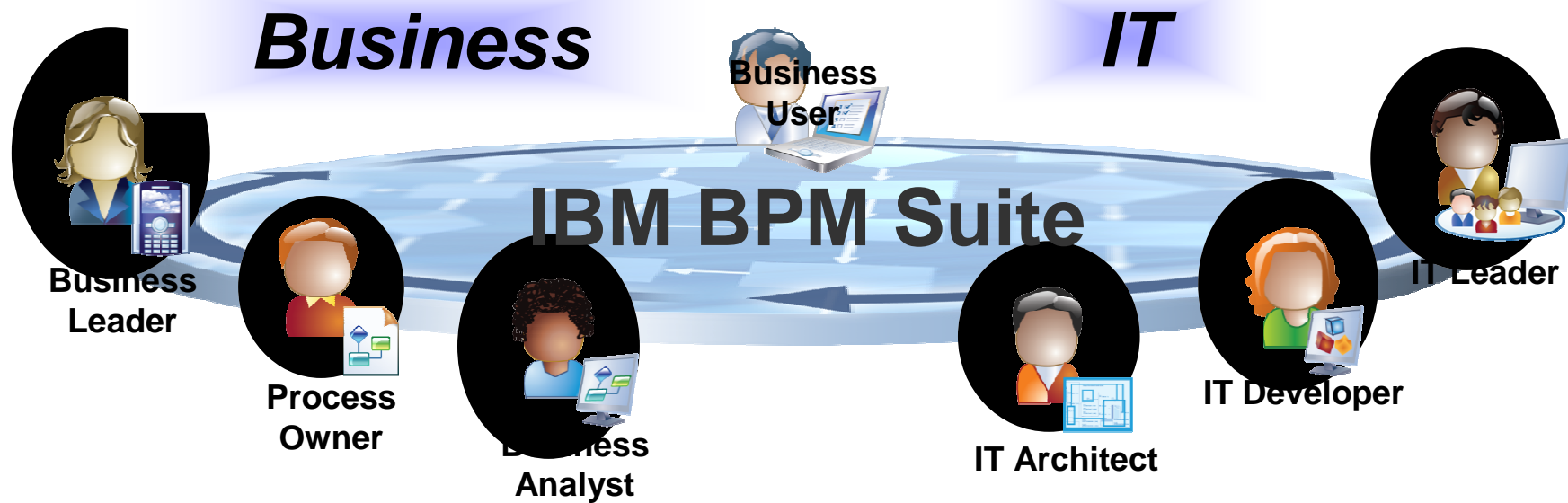
*EMEA Bank*

Reduced retail order errors by 89%



## IBM's BPM Suite Helps to Unite the Business and IT Domains

Business Process Management touches all parts of an organization



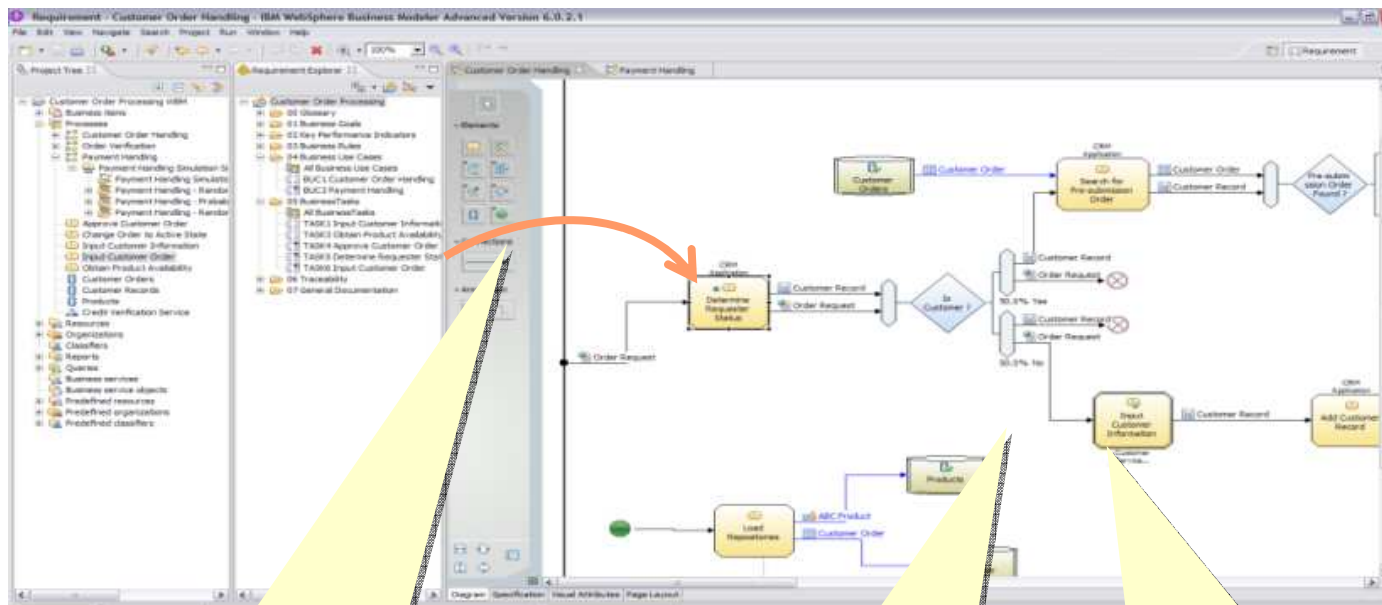
Contextual, Role-Based Capabilities Delivered to  
Different Users Across Your Organization





## Missed Requirements Are Not Obvious, but Are Costly *Capture and Implement Requirements*

Missed requirements are the primary reason for excessive rework, delays, and poor quality



Link requirements in IBM Rational Requisite Pro directly to the processes or activities that fulfill them

Note requirements in process element descriptions



## Business is Too Reliant on IT for Simple Solutions

*Enable business teams to implement human-centric processes*

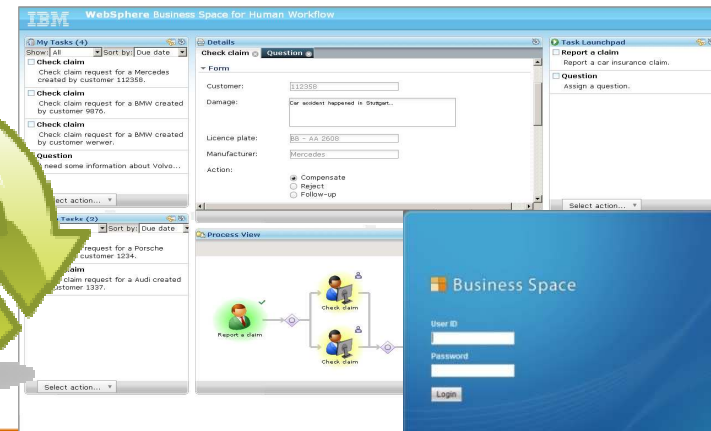
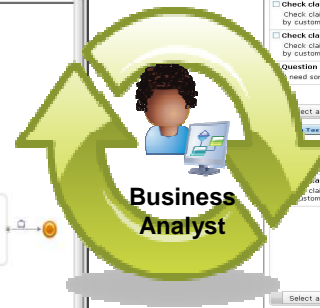
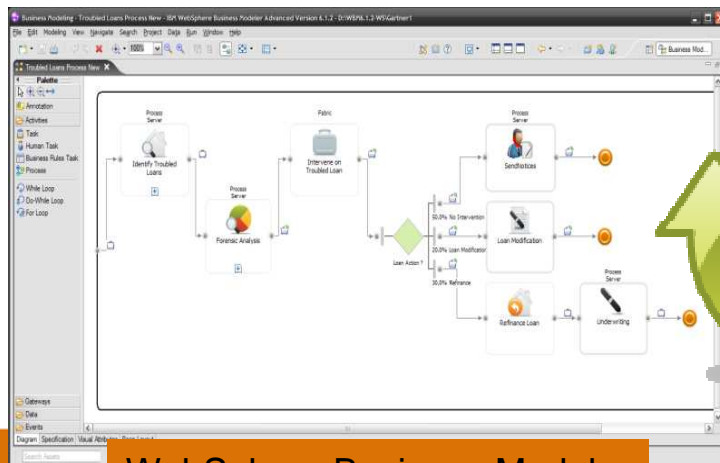
### ■ Empowering Business Analysts to...

- Define and realize BPM solution with minimal IT dependency (“Self Service”)
- Go from model to execution with a single tool
- Accelerate time to value for human workflows
- Play back exactly how the process will run
- Iterate quickly
- Better communicate requirements for “business services” to IT

*Interactive Process Design allows Business Analyst use a single tool to define and test BPM solutions*

### ■ Empowering IT to...

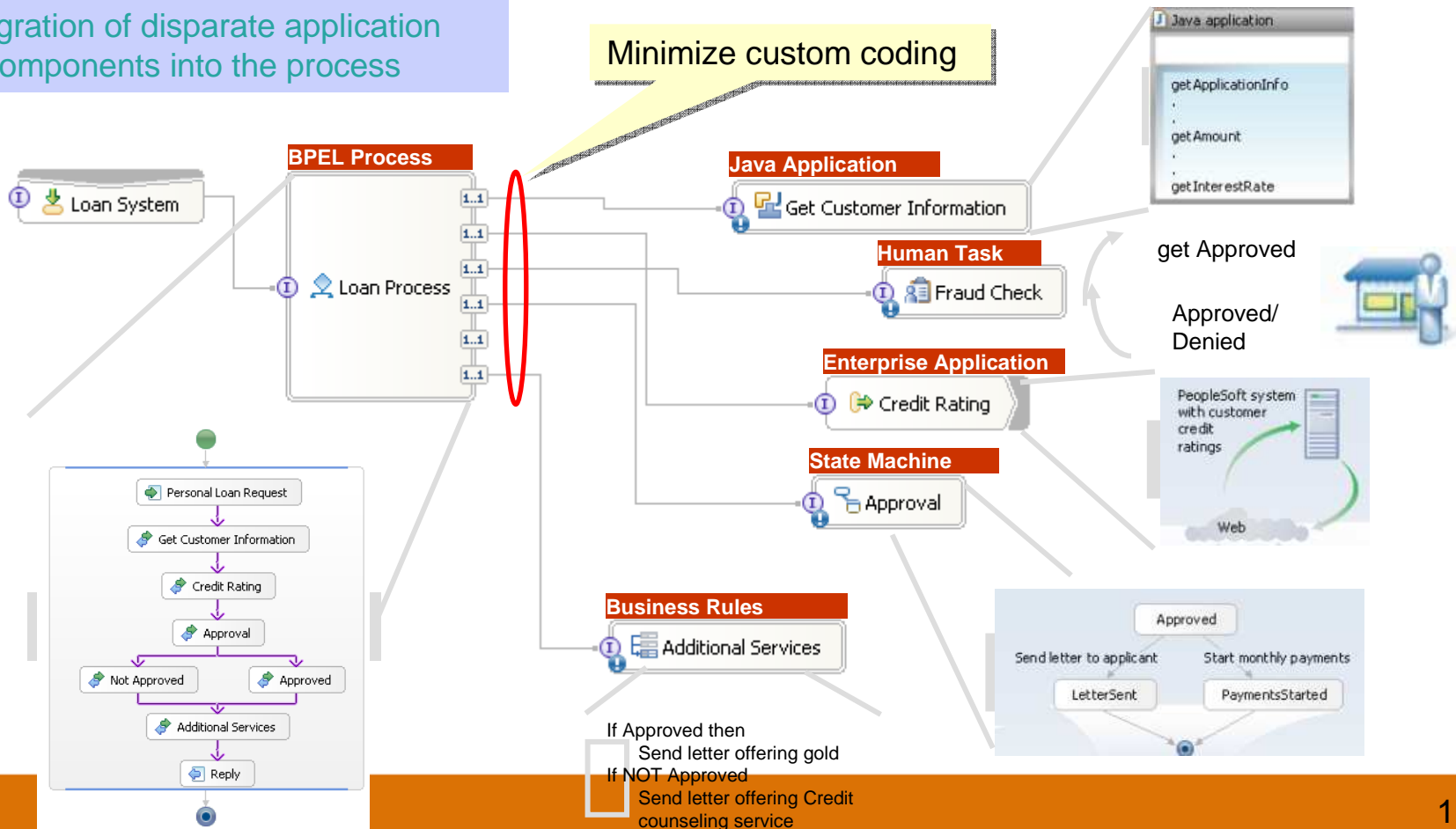
- Reduce churn on process design iterations
- Focus on strategic systems and infrastructure
- Focus on the architecture and technical details of Business Services





## Many Disparate Existing Systems to Integrate Create a Single, Unified Process Solution

Standards-based infrastructure to enable integration of disparate application components into the process





## Testing Requires Many Tools and Environments

### Integrated Testing Infrastructure for the Entire Solution

**Events**

- Invoke (mainProcess:applyOnline)
- Invoke (mainProcess:applyOnline)
  - Invoke started
    - Invoke (mainProcess:applyOnline)
    - Request (mainProcess --> LoanLimits:check)
    - Request (LoanLimits --> CreditCheck:check)
    - Response (LoanLimits <-- CreditCheck:check)
    - Response (mainProcess <-- LoanLimits:check)
    - Request (mainProcess --> FollowUpDecline)
    - Return (mainProcess:applyOnline)
  - Invoke returned

**General Properties**

**Detailed Properties**

Configuration: Default Module Test

**Module and Component Selection**

Module: [OrderEntry](#)

Source component: [OrderProcessing](#)

**Browser-based Component Test Explorer also available**

**Component Test Explorer**

Test Cases Human Task Emulators Component Emulators Scheduler Help Logout

Testcase(Scheduler) > Execution Log

**Details area**

Execution Log

Path: BSM\_Tests

Description:

**All test cases on server**

**Execution history**

Start Time	Path	Result
<input type="checkbox"/> 2008-05-08 23:35	BSM_Tests	pass 2

Remove Refresh

**Component Invocation Trace**

1. Enter input
2. Data entry with parameter validation
3. Error markers



## Measurements and SLA Data Are Not Readily Available *Measure in Real Time to Meet SLAs*

The screenshot shows a BusinessSpace dashboard with the following components:

- Map:** A map of Europe titled "Average Sales in Europe" with a legend: Good (green), Average (yellow), Poor (red), No data (orange).
- Instances Table:** A table with columns: COMPLETED, Country, Customer Name, Process Start Time, Sales, Sales Process Duration. It lists 10 instances from Ireland to Slovenia.
- KPIs:** Two gauges: "Avg Process Duration" (ranging from 4m to 10m) and "Avg Sales in Europe" (ranging from 0 to 1000).
- Alerts:** A list of alerts with subject "Service Level Agreement has been missed" and dates in June 2008.

Annotations on the screenshot:

- "Measures... analysis of instance information" points to the Instances table.
- "SLA Threshold" points to the map legend.
- "Key Performance Indicators (KPIs)" points to the two gauges.
- "Alerts...generated when SLA exceeded  
*Initiate remedial activity*" points to the Alerts section.

13 all available in the Business Space



## Summary: Process Automation is Happening in Your Industry

### ■ Insurance & Banking

Customer Profitability, lowering of costs across multiple business channels, regulatory compliance, self service. Analytics for Cross-Sell and Up-Sell opportunities and Risk Management, claims processing

### ■ Telco

- service provisioning, customer loyalty, regulatory compliance,

### ■ Retail

- Customer Loyalty, Merchandising, web transactions, customer experience, Real-time Demand Signaling

### ■ Government

- Payments, Legal and social services, implementing legislation and regulatory compliance

### ■ Health Care

- Cost vs. Care Analysis, health monitoring, claims, Therapeutics and Pharmacogenetics

### ■ Consumer Products

- Demand Planning; Maintenance, Repair and Overhaul (MRO); and Promotion Analysis

### ■ Automotive

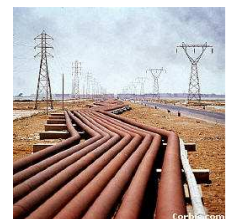
- Customer Analytics, Preventive Recall and Quality Management

### ■ Financial Markets

- Straight through processing, stock trading, Management and Compliance Dashboards

### ■ Electronics

- Supply Chain Analytics, Plant Floor Automation and Preventive Maintenance





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## **BPM for Insight and Action**

### ***Capitalize on Opportunities and Mitigate Risk***

Enables businesses to obtain a clear and concise real-time view of operational processes to drive *smarter* decisions and actions.

- Gain real-time visibility into business operations
- Capture actionable insights from real-time business events
- Leverage process insight to drive action and continuous improvement

#### ***Client Benefits***

*US State Gov*

Reduced tax refund work queues by 80%

*US Insurance*

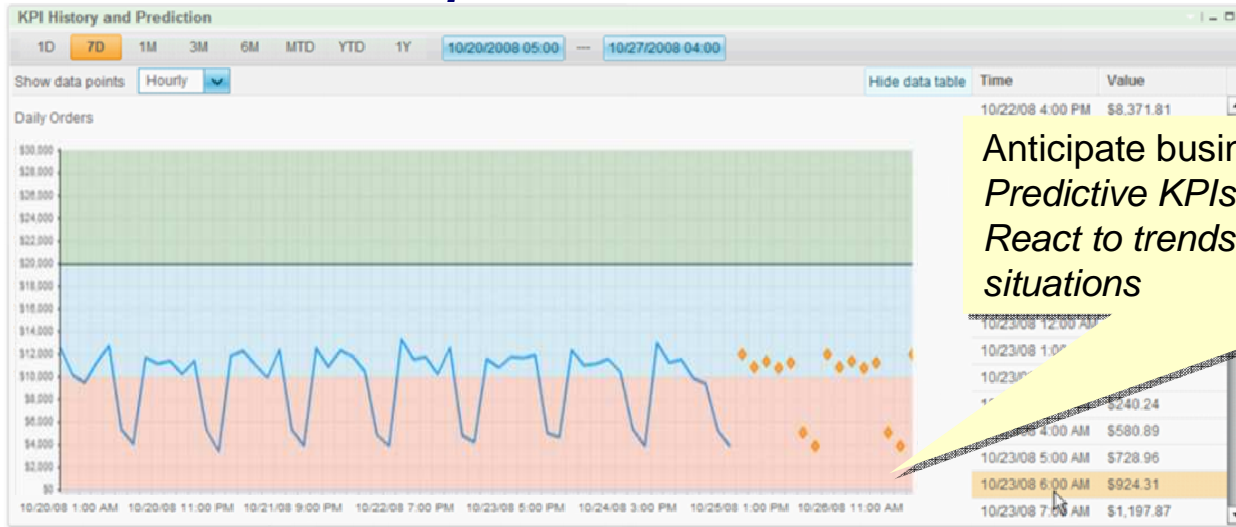
Increased new customers by reacting to abandoned online quotations





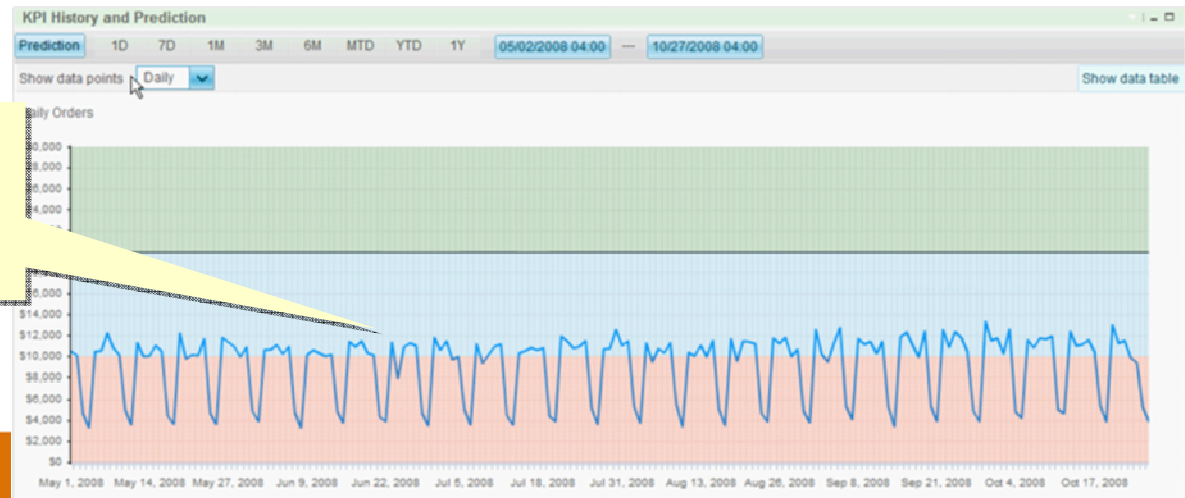
## Real-Time Visibility Into Active Process Instances

*What can I do to be pro-active with KPI measurements?*



Anticipate business situations and take preemptive *Predictive KPIs*  
React to trends before they transform into critical situations

Understand the patterns in your KPIs  
*KPI history*  
React to trends before they transform into critical situations

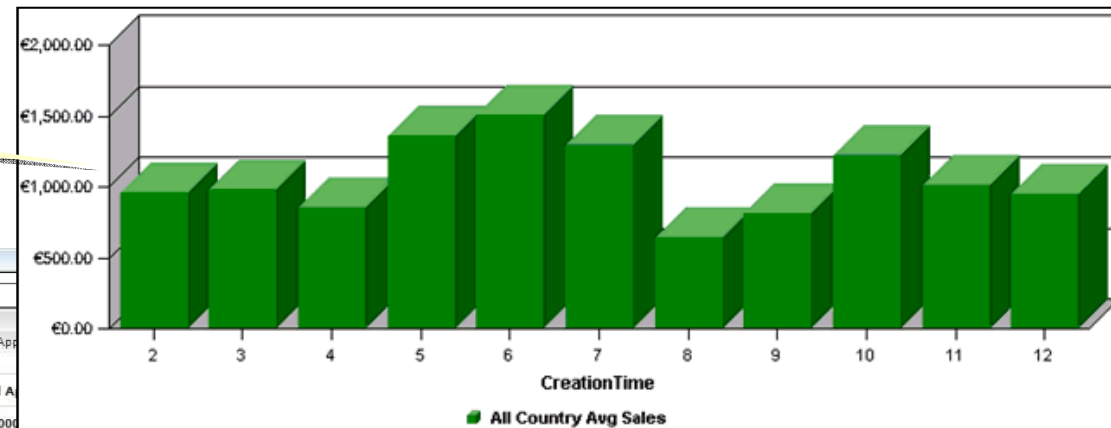
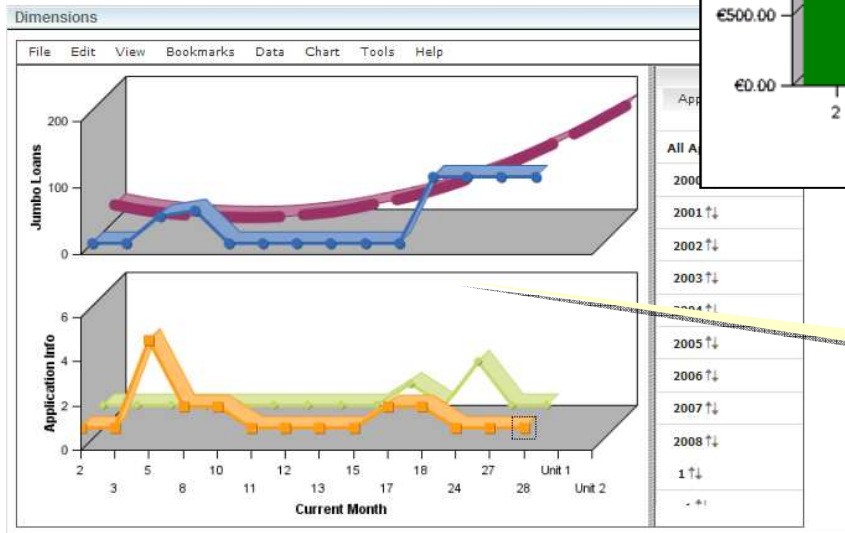




## Real-Time Visibility Into Active Process Instances

*I want to analyze historical information on my process instances*

Understand the patterns in your business measures  
*Business measures history*



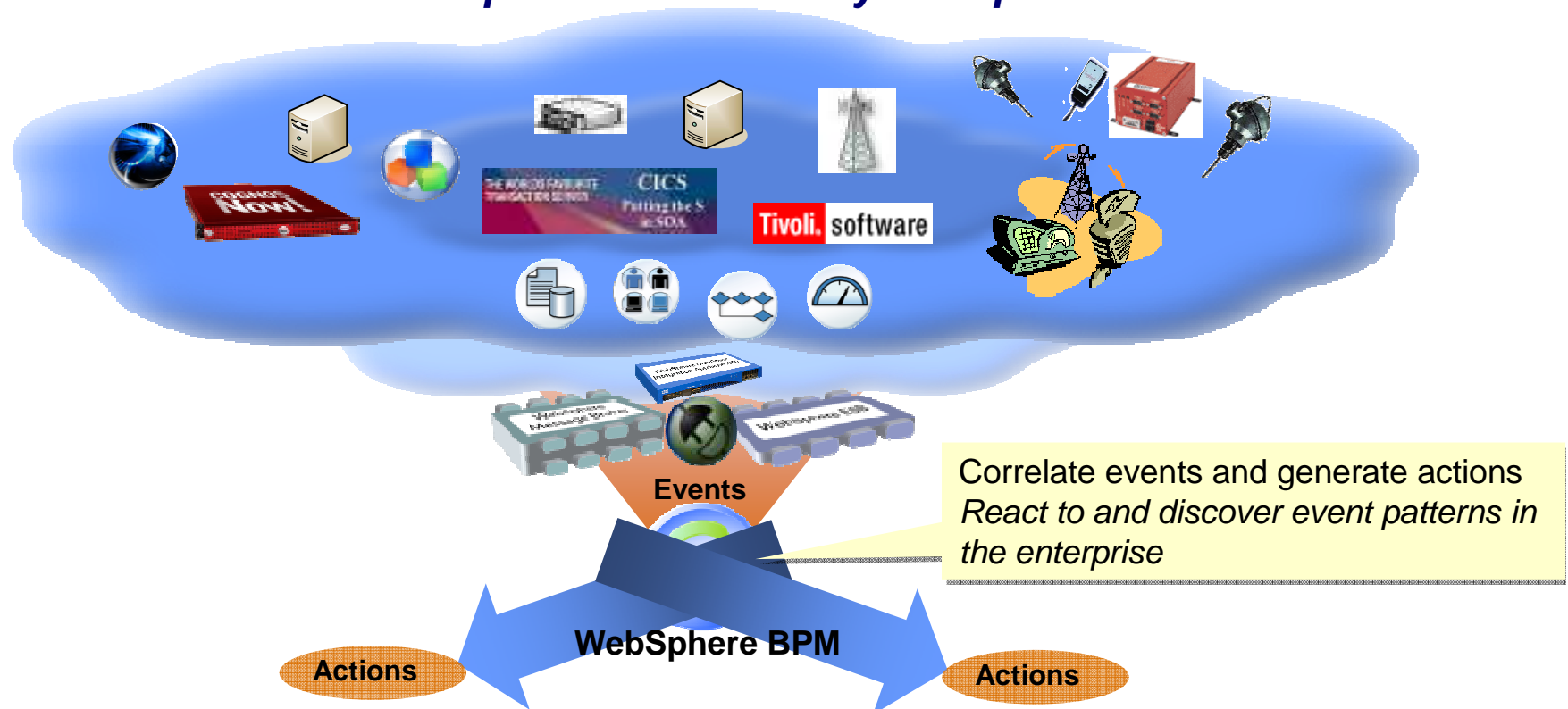
Review business measures by context  
*Dimensional analysis*



## Recognizing and reacting to event patterns across the enterprise

*I want to detect known event patterns across my enterprise*

*I want to discover new event patterns across my enterprise*





## Summary

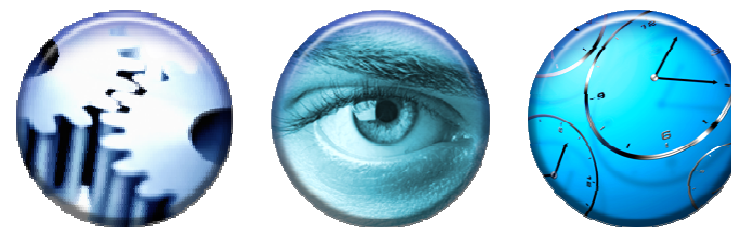
- End-to-end business processes relationships are difficult to visualize
  - For individuals
  - For teams
- Process bottlenecks are not obvious, or root cause is difficult to determine
- It's difficult to include production information in the business model
- Real-time visibility into active process instances
  - Status information is not readily and consistently available
  - SLAs need to be maintained ... and altered as necessary
  - Need to know when process instances don't meet business expectations
  - "Stuck" processes need to be freed up ... without IT involvement
- Recognizing and reacting to event patterns across the enterprise

...Enabled by WebSphere BPM ... Transforming Insight Into Action



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## BPM to Adapt and Respond Dynamically

### *Faster and easier response to change*

Enables businesses to rapidly assemble, dynamically change and continuously optimize SOA-based business processes while reusing and sharing existing IT assets.

- “Closes the gap” between changes and the time it takes to implement them
- Gives business leaders the direct response they need
- No longer need to overhaul process models and involve IT simply to change a process outcome through business service policies

### ***Client Benefits***

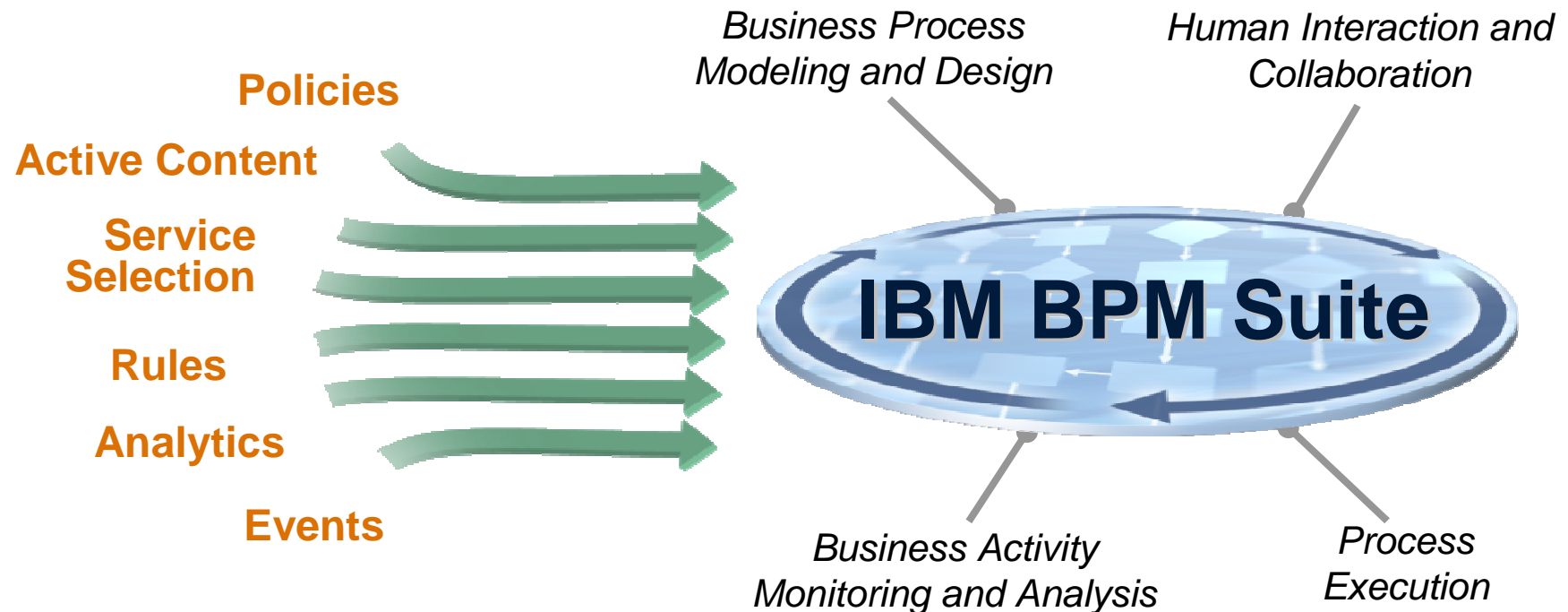
<b><i>US Insurer</i></b>	Grow top line revenues 15%	& Reduced costs by 30%
<b><i>AP Retailer</i></b>	Reduce TCO by 35%	& Accelerate acquisitions by 69%
<b><i>EMEA Telco</i></b>	Accelerate time to value 64%	& Reduce Operating Costs 31%
<b><i>US Bank</i></b>	Reduce costs by 35%	& Accelerate time to value 80%



## Enabling the mix between IT Stability and Business Agility

*IBM's BPM Capabilities For Adapting and Responding Dynamically*

### *Points of Agility:*





*Use Analytics and Business Rules to Accommodate Changes in Controls*

The screenshot displays the BusinessSpace application interface. On the left, a map titled "Average Sales in Europe" shows sales performance by region, color-coded as Good (green), Average (yellow), Poor (red), or No data (orange). A legend is provided below the map. On the right, the "Business Rules" configuration window is open, showing a rule named "ClassifyCustomer". The rule is active and has a default classification of "STANDARD". It includes sub-rules for "Classify\_Med" and "Classify\_High". The "Classify\_High" rule is detailed, showing a description and a rule value: "If credit score is larger than 700 then customer is classified as GOLD". Callout boxes with yellow backgrounds and black text point to specific elements: "Recognize changing conditions" points to the map, "Modify business rules to react" points to the "Classify\_High" rule, and "Observe results in real time" points to the map's legend. At the bottom of the interface, there is a log showing "Service Level Agreement has been missed" events with timestamps.

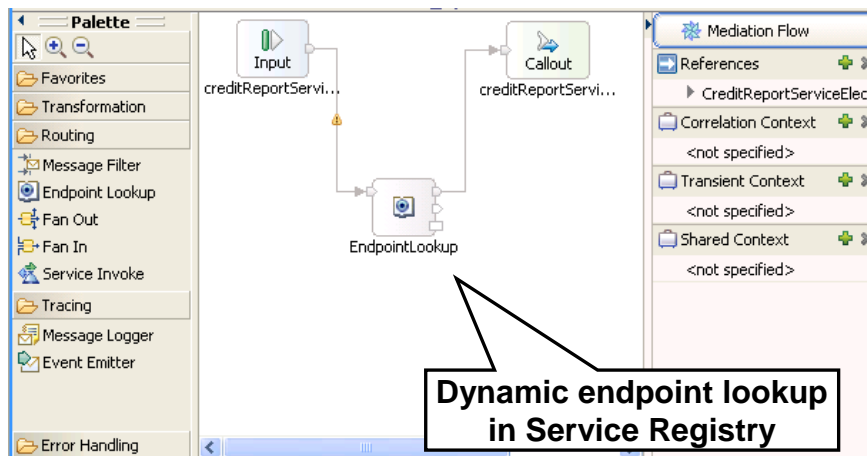
... all available in the Business Space





## IT Re-work due to Changing Business Requirements

### Increased IT Flexibility



- Based on IT policy data, search for a suitable service at runtime
- Invoke service dynamically
  - Select a new service
  - Select an updated service
  - Select the latest service version
- Provide governance of service lifecycle
- Change the endpoint selection policy dynamically



## Summary

- Difficult to accommodate changes in business controls
- Lack of agility to react to new business opportunities and conditions
- Inability to react to business events in real time and take proactive actions
- IT rework due to changing business requirements
- Business is too reliant on IT for simple solutions
- Time to value for IT to accommodate changing business requirements

...Addressed by WebSphere BPM for Adapting and Responding Dynamically

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**SOA**

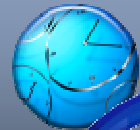


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## IBM's BPM Suite Addresses

**Adapt & Respond  
Dynamically**  
*Faster change with  
fewer resources*



**Transform Insight  
Into Action**  
*Visibility and metrics  
to sense and respond*



**End-to-End  
Process Automation**  
*Improve efficiency  
and lower costs*



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**SOA**



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धन्यवाद

Hindi

多謝

Traditional Chinese

ขอบพระคุณ

Thai

Спасибо

Russian

Gracias

Spanish

Thank You

English

شكراً

Arabic

Merci

French

Obrigado

Brazilian Portuguese

Grazie

Italian

多谢

Simplified Chinese

Danke

German

நன்றி

Tamil

ありがとうございました

Japanese

감사합니다

Korean