



IBM Software Group

WebSphere® Business Modeler V6.1

Reasons to model



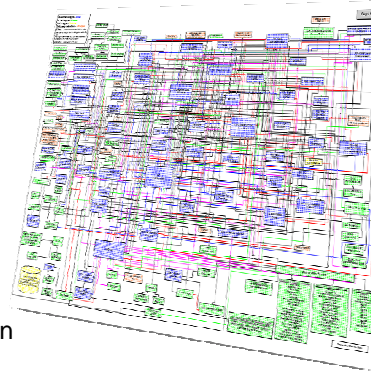
@business on demand.

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This presentation will focus on the value of modeling your business processes.

Why model?

- **Modeling for compliance/documentation**
 - ▶ Document processes for use by a business to understand the business process
 - ▶ Use output for training, collaboration, documentation requirements for compliance regulations (Sarbanes-Oxley and Basel II)
 - ▶ Linkage to real-time monitoring provides a feedback mechanism for reporting requirements needed for compliance
- **Modeling for redesign**
 - ▶ Document both the current state and future state business process and the comparison to determine Return on Investment (ROI) analysis
 - ▶ Six Sigma and Process Improvement are common methodologies
- **Modeling for execution**
 - ▶ Modeler can create artifacts from the business model and make them available in technology development tools to reduce the overall implementation time of new business processes



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Organizations have a variety of objectives for modeling and WebSphere Business Modeler is well suited for each of these objectives.

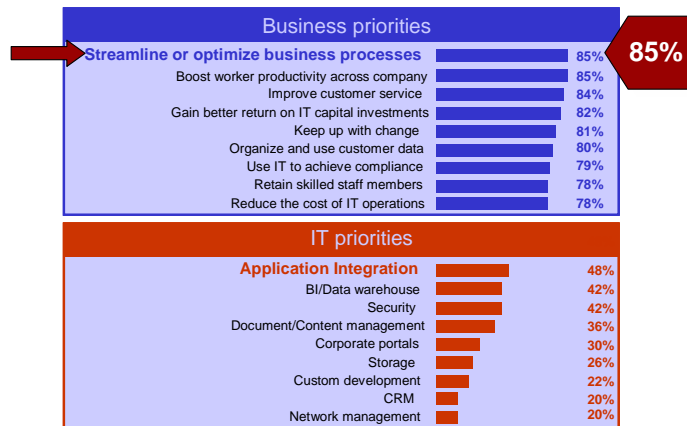
Some organizations have a tactical need to accurately document processes for legal, regulatory, training or other purposes. Ease of use, shared model element, document attachment and collaboration features make WebSphere Business Modeler very appealing for this need.

Other businesses are undertaking specific process improvement initiatives where process redesign is either already underway or inevitable. The analysis and reporting, simulation and process comparison capabilities in WebSphere Business Modeler make it a powerful tool for this approach as well.

When an organization chooses to implement the new “To-Be” process, WebSphere Business Modeler can provide a significant start on the development of the implementation by exporting the model in a format that can be read and interpreted by the runtime development tools.

This will increase the accuracy of the transition from the business model to the implementation model and reduce implementation time.

Streamline or optimize business processes: A top CIO priority



"...implementing an efficient, flexible, secure infrastructure remains high on the priority list for the CIOs surveyed. Application integration technology remains a critical component of that infrastructure."

—"some Integration Vendors Outperform the Slow Software Market," J. Thompson, J. Correia, M. Pezzini, Gartner, Sept. 16, 2004

Sources: Outlook 2004: Priorities 1Q InformationWeek Research, January 2004 Merrill Lynch CIO Survey Results, September 2004

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Reasons to model

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These two CIO studies reveal the high priority given to process improvement initiatives. The blue box at the top reflects the top priorities of the business, with streamlining or optimizing business processes at the top of the list at 85%. WebSphere Business Modeler has been designed to directly address this priority through modeling, simulating, and reporting capabilities.

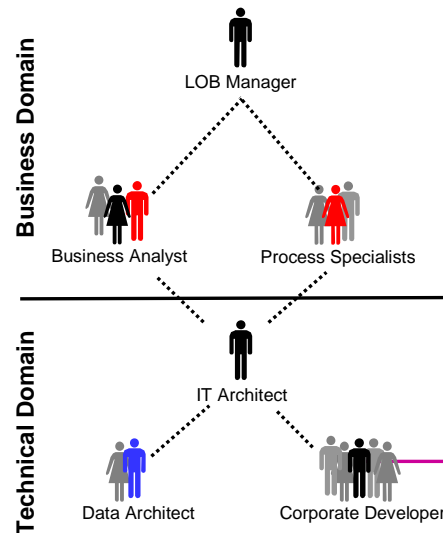
Several other of the highest priorities are also areas where WebSphere Business Modeler and other IBM tools can be very effective, including:

- Gaining a better return on IT capital investments by bridging the communication gap to better match IT implementations to business need.
- Keeping up with change by reducing the implementation time for new processes.
- Using IT to achieve compliance by modeling to document and capture process information.

The top IT priority, Application Integration, is also addressed by WebSphere Business Modeler, which provides process generation in a format that can be easily consumed and put into production.

Why model?

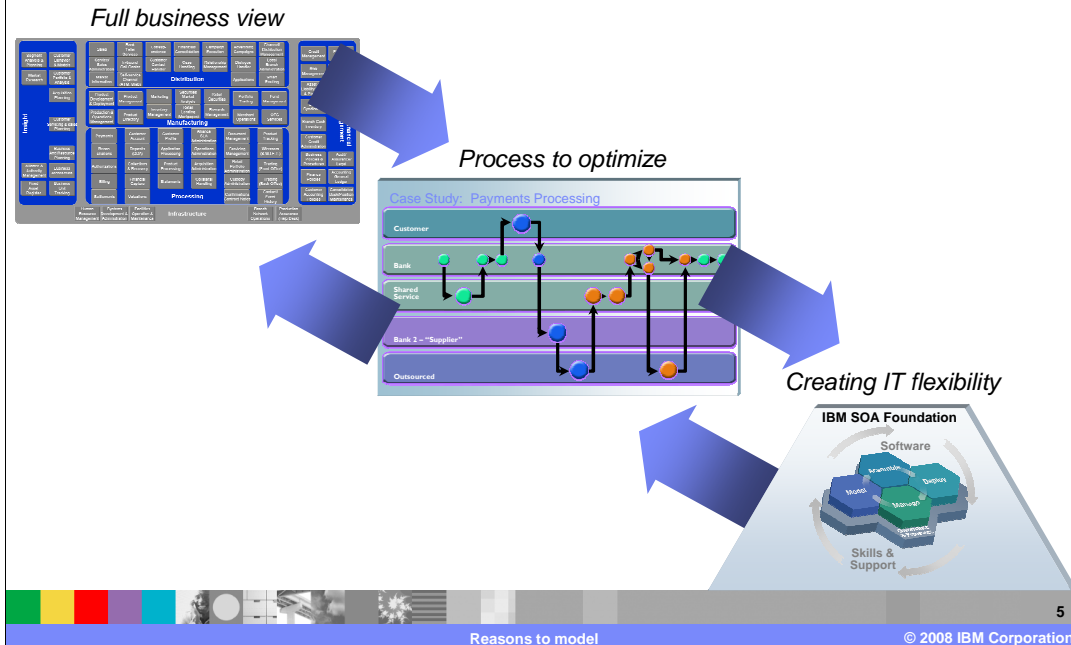
- Model to bring business and IT together
 - ▶ Communicate fully with subject matter experts
 - ▶ Provide visibility into the enterprise
 - ▶ Created complete documentation of processes and procedures
 - ▶ Deliver complete requirements documentation to IT
 - ▶ Allow IT to understand the scope of the business issues and how to solve



Both Business and IT organizations have identified challenges related to understanding, documenting, and implementing processes and sharing information regarding those processes.

These challenges highlight the need for business modeling and analysis. One reason these challenges exist is the very natural and common gap that exists between the business and IT domains. WebSphere Business Modeler is designed specifically to help bridge this gap and facilitate faster and more accurate communication between the business and technology domains.

Starting with the process is critical to SOA flexibility



You can lay out your business processes as services through component business modeling, but if your IT infrastructure looks like the picture on the left, you are still not going to be very flexible. A business is only as flexible as the underlying IT environment. A Service Oriented Architecture bridges this gap by allowing you to use existing IT assets to achieve the flexible, distributed business processes shown on the right.

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