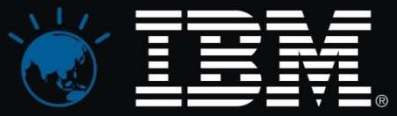
IBM Software Universe

Smarter Businesses, Smarter Industries.

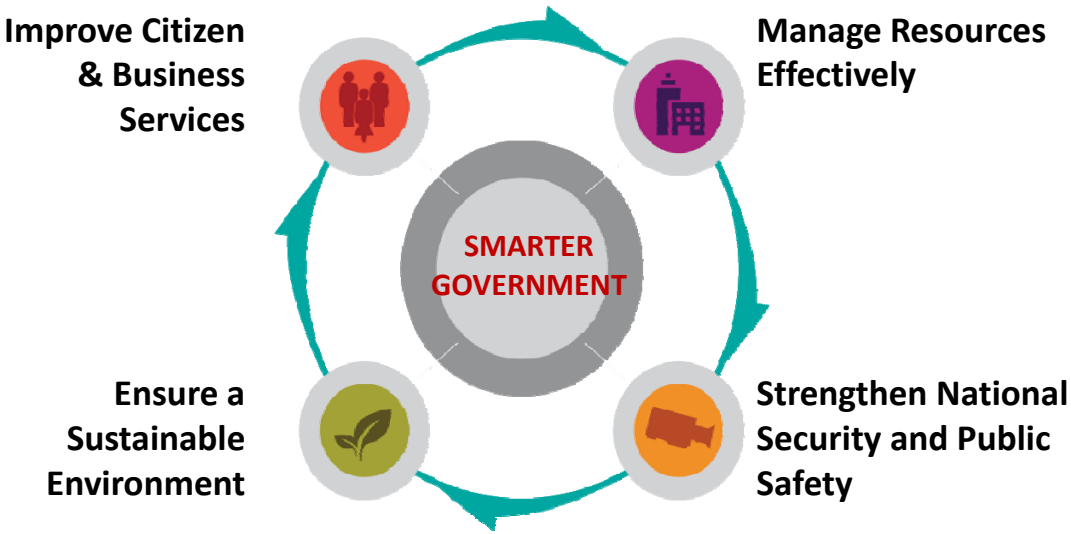
8th March 2011, Pan Pacific, Dhaka.



Advance Case Management

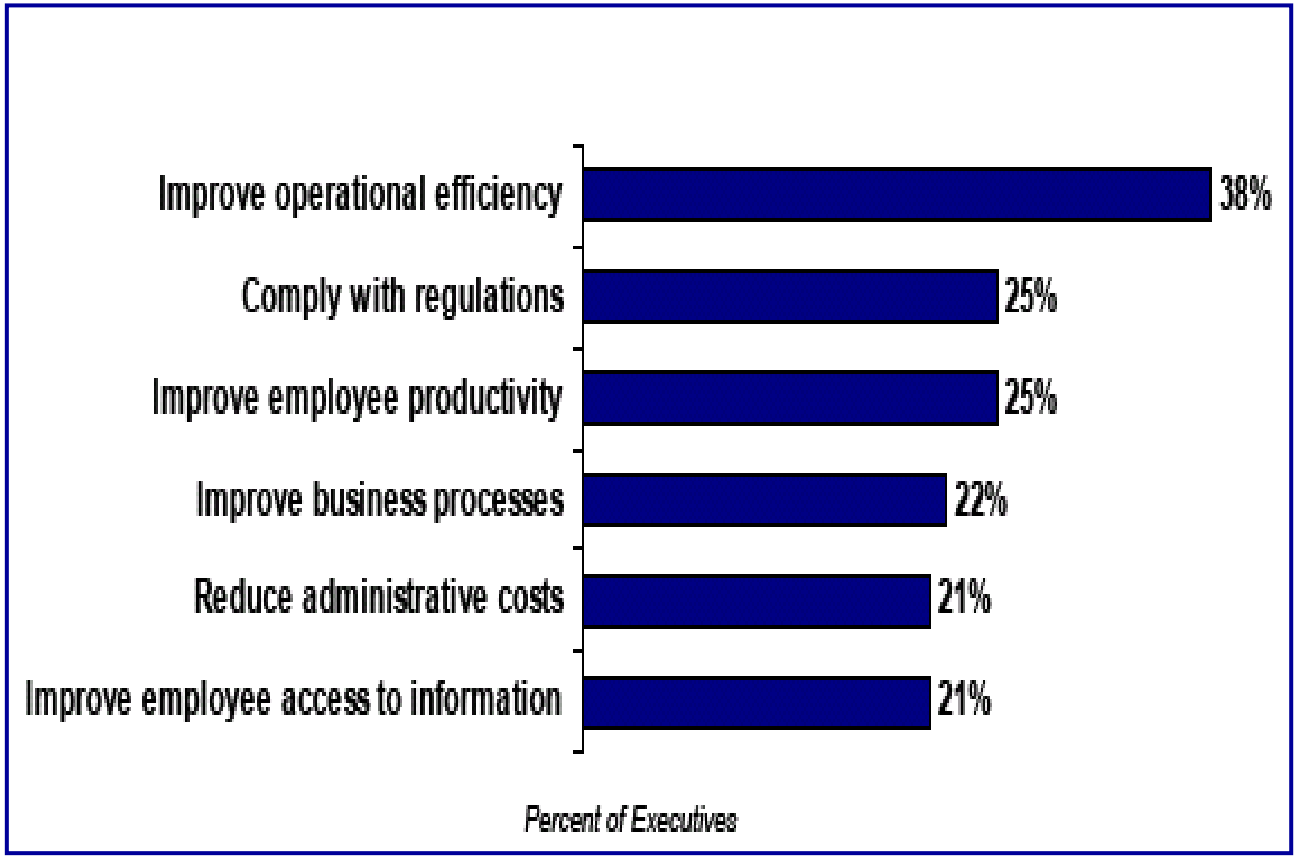
Brijesh Chopra,
Industry Solutions Software
IBM India, SA

A Smarter City ….



- Delivering BI for Business Value
- **Advance Case Management**
- IBM Industry Solutions: Helping Governments help citizens & businesses
- Connect & Collaborate
- Data Reduction and Storage Management Transformation
- Acquiring a Single View of Citizen
- Scalable Application Infrastructure for Citizen Centric Services
- Smarter Governance

The key drivers for today's Government



Today's Government is becoming more like Business, having the largest market and the most diverse of interests!

Procurement Vehicles and RFPs, however, still reign supreme

What is Case Management?

- The creating of a **case file** and following a **process** to ensure delivery of services
- Case related information is used by **case managers or a case team** who **collaborate** to resolve and close a case.
- After a case is closed, information is typically retained for compliance or **long-term** business processes.
- Is **highly dynamic**, ad-hoc process and process are not fixed always
- Incorporates **content, processes, and collaboration**
- Involves **people** making decisions on specific information

Case Management Across Industries

Invoice, contract, employee, vendor, customer, project, change request, complaint, exception, incident, audit, eDiscovery, etc.

INSURANCE

- Policy
- Underwriting
- Claim
- Annuity

BANKING

- Loan
- Dispute
- Mortgage
- Account
- Credit card
- Personal line
- Investment

HEALTHCARE

- Patient case
- Member
- Provider

GOVERNMENT

- Benefits enrolment
- Grant
- Court case
- Citizen
- Taxpayer

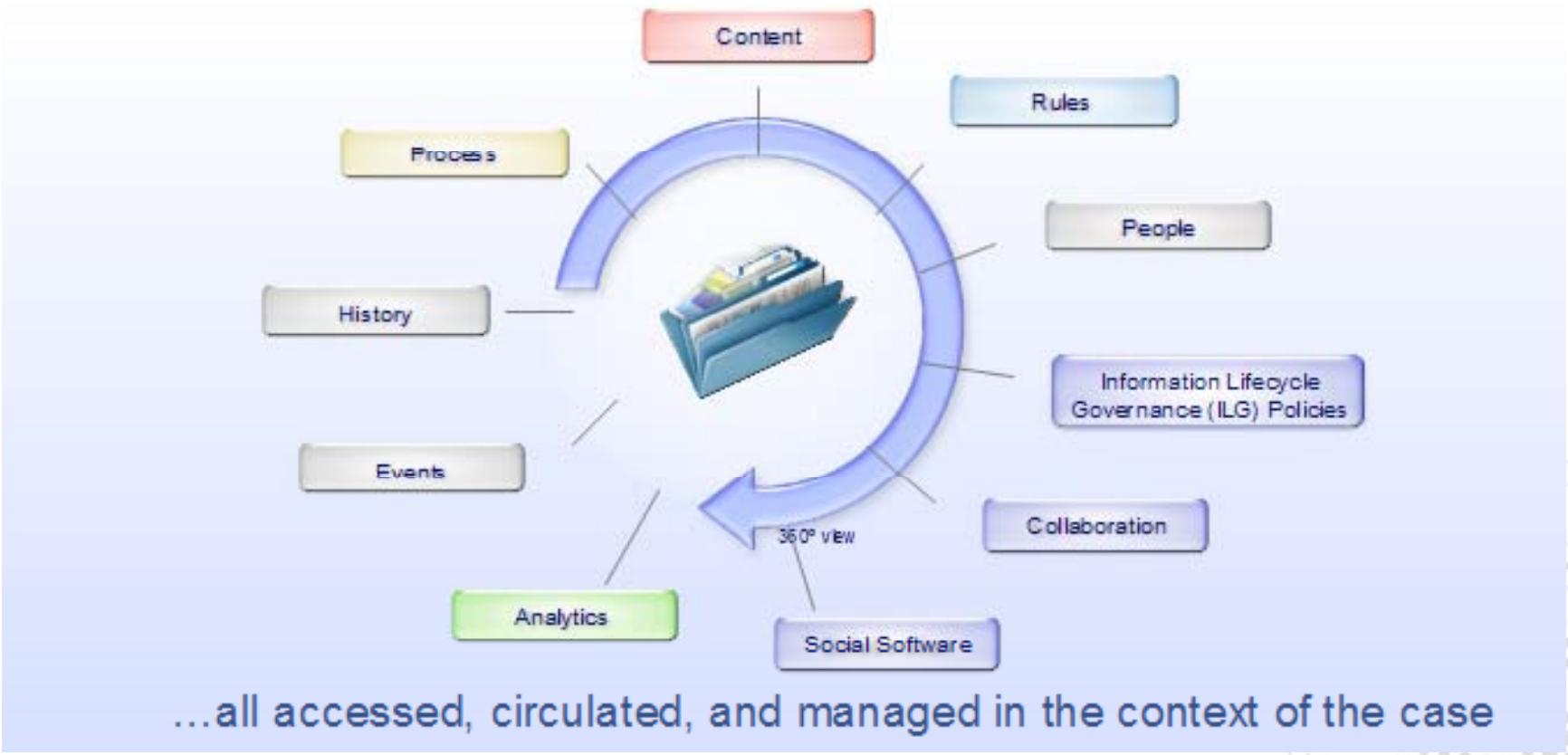
ENERGY

- Rate case
- Claim
- Permit
- Land
- Property

Trends in Case Management

What is in a “Case”?

Information, correspondence, tasks, policies and rules, processes, and events that are required for resolution….



What is Advanced Case Management (ACM)?

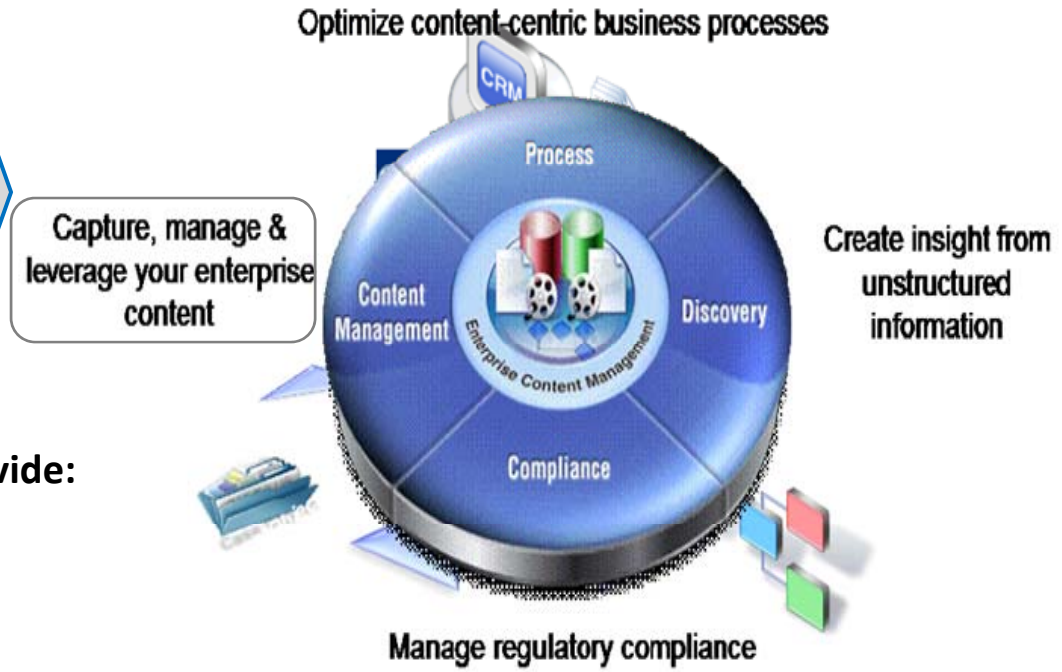
A highly ***Scalable Platform*** that links and Optimizes Content, Process and Compliance

Supports Multiple Platforms, Federation Services, Performance, Disaster recovery, Storage services Content Connectors to integrate with existing legacy applications (ERP, SAP, other),

Optimizing Content with ACM

Improve workforce effectiveness with faster access to trusted content in context

- Content on customer, product, project, patient……any type, any source - inside or outside an organization.
- Eg. Imaging / Capture, Document Management, Web Content, Report Management, Content Federation, Collaboration

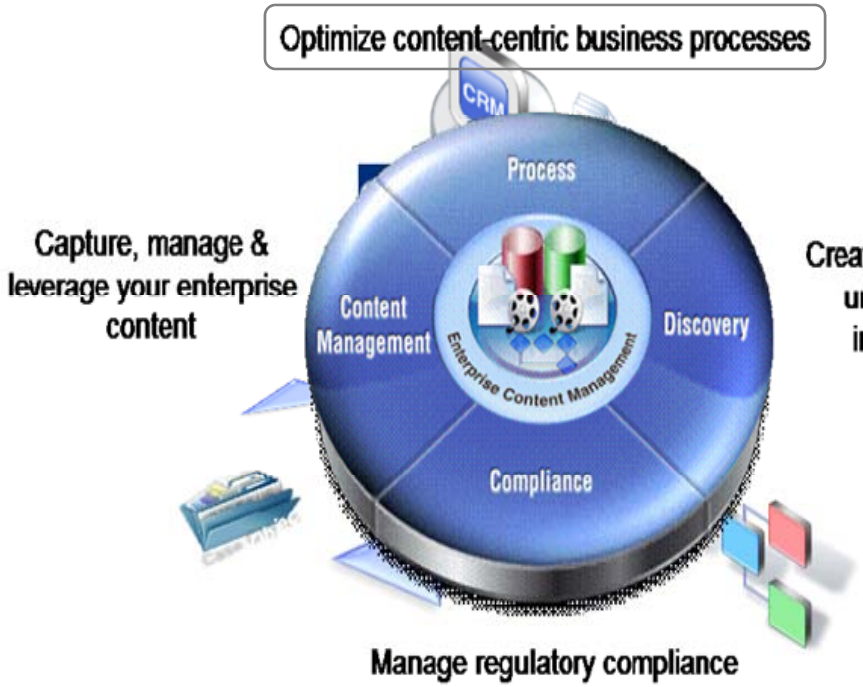


IBM Content Management solutions provide:

- Lifecycle management
- Library Services
- Search
- Records Management
- Archive
- Collaboration
- Security & Access Management

Managing Processes with ACM

Improve workflow Activates content in business applications and event driven decisions



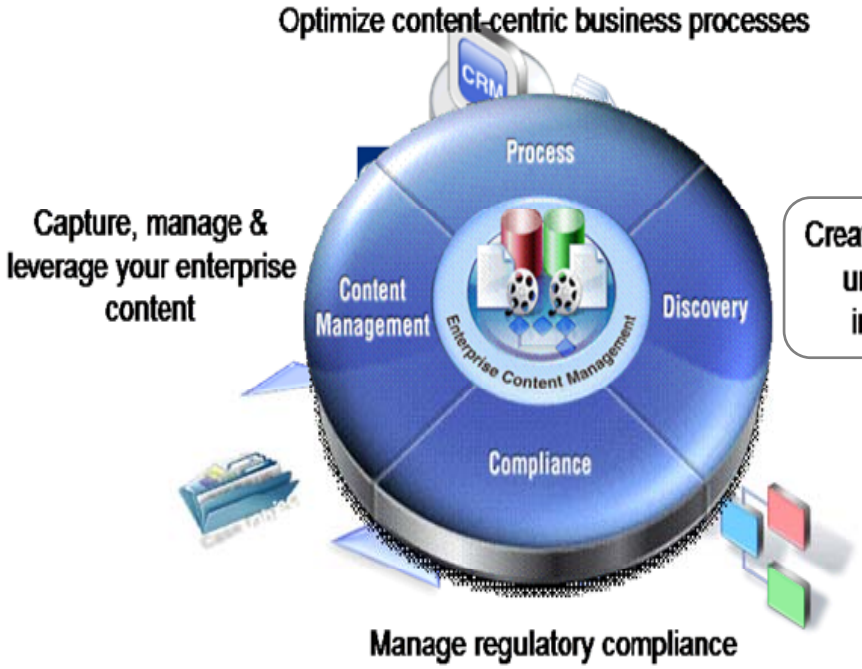
- Processes needed to organize required tasks into manageable and auditable steps.
- Eg. credit application, account opening, benefits claims, loan origination, accounts payable/ receivable

IBM ACM uses business rules to add value to processes:

- Process Automation
- Optimized business processes
- Process design/ simulation
- Auditable Progress
- Measurable performance
- Workload balancing
- Role based work distribution/management

Discovering Information with ACM

Secure scalable enterprise wide search delivers highly relevant results for new insights



Create insight from unstructured information

- Discover information from unstructured content
- Eg. Enterprise Search, Guided Navigation, Context Classification, Legal Discovery

IBM ACM helps automated classification of information

•Better search results

•Analysis of documents and a deeper understanding of what is in them - “Content Intelligence”

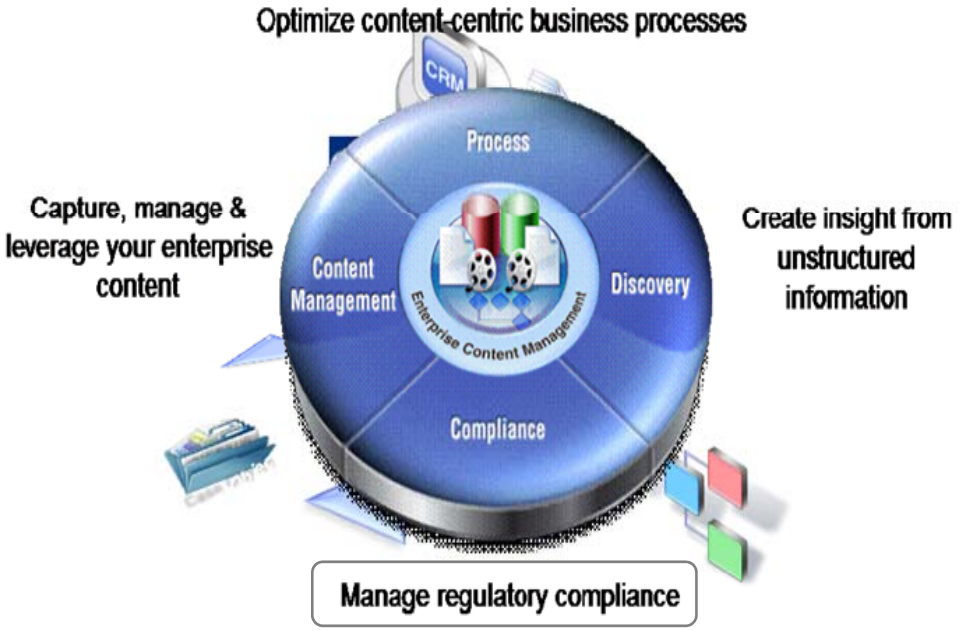
•Trends, threat detection and risk analysis

•Poor or non-existent indexes

•Role based work distribution & management

Meeting Compliance with ACM

Ensure electronic information is captured and managed in accordance to policies and regulations

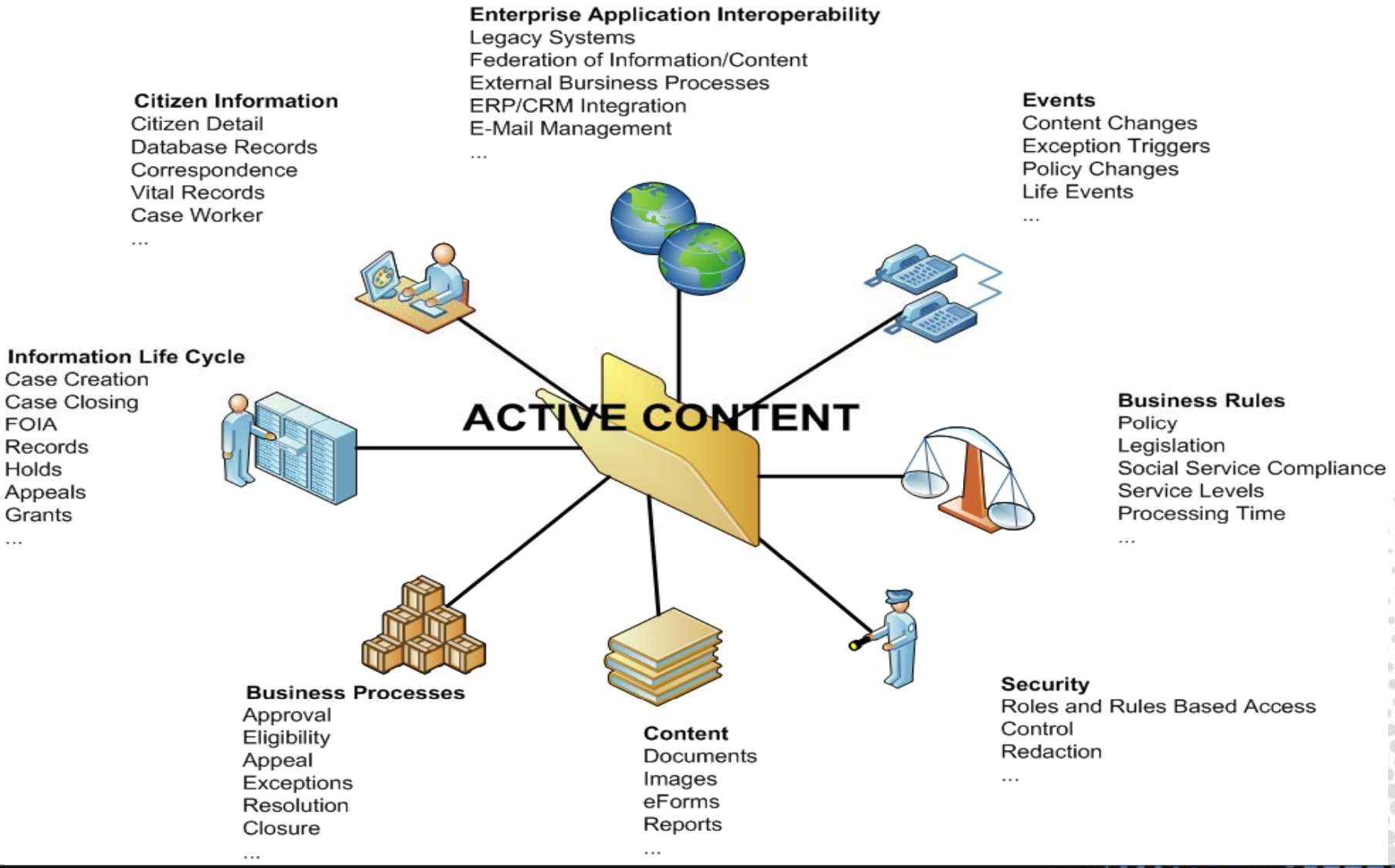


IBM ACM helps achieve & continuous conformity to compliance measures

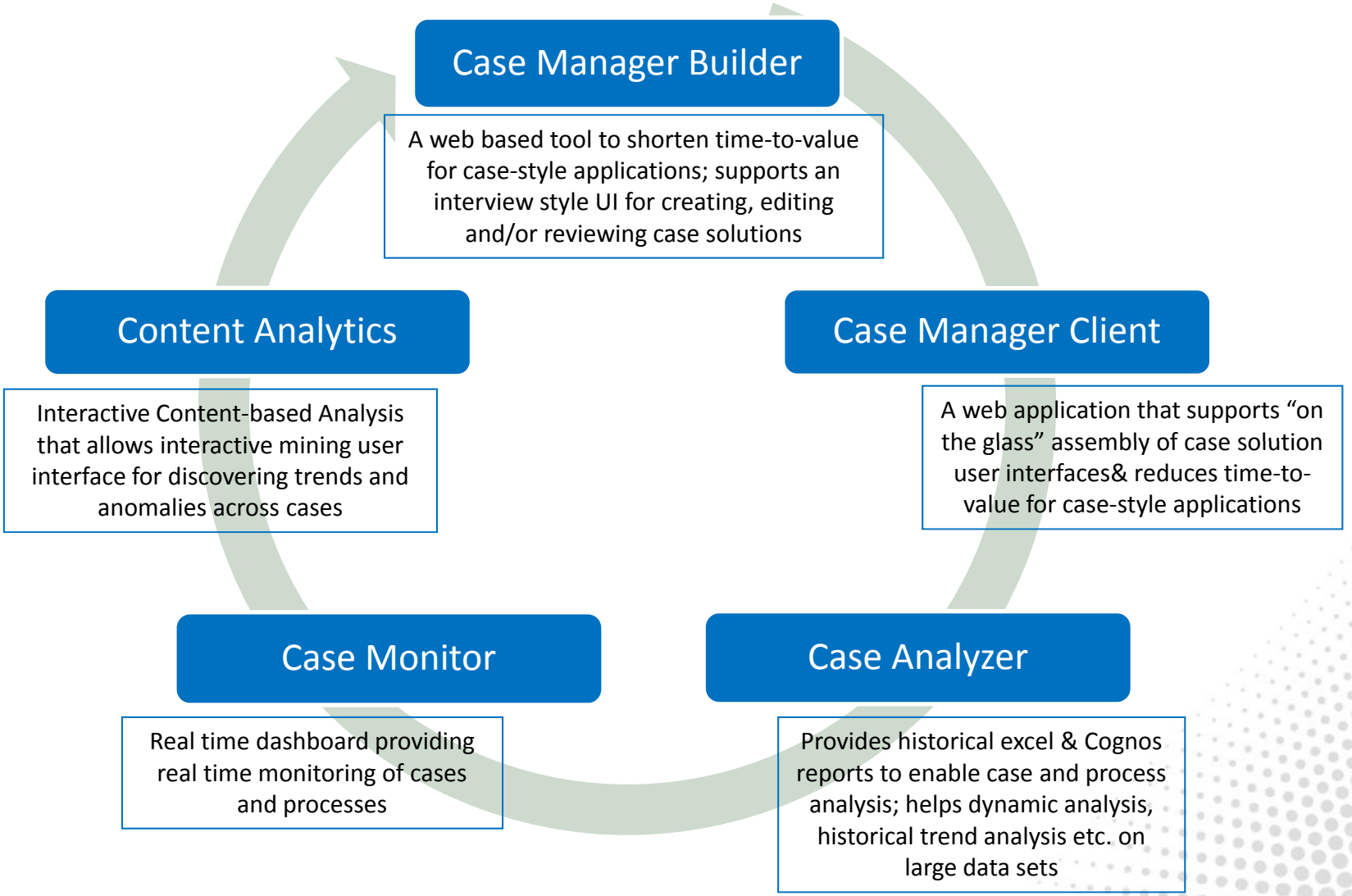
- Regulation
- Laws
- Best Practices

- Achieve Compliance: proper operational policies, processes and control over content and processes
- Sustain Compliance: Ensure compliance every time you perform the process
- Prove Compliance: Provide proof on your compliance measures

IBM Case Manager: Bringing it all together!



IBM Case Manager Components



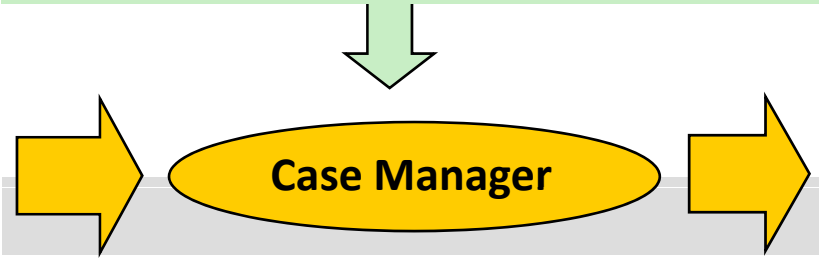
How it helps the Government

Constituent Needs

- Rapid Results
- Real Time Information
- Timely Service on Demand
- Minimal hassle for compliance

Policy Makers

- Rapid decision making
- Resolve organizational conflicts
- Rapid resource re-allocation
- Empowerment



Technology Tools

- Business Process Automation
- Business Intelligence
- Knowledge Management & Collaboration
- Enterprise Content Management
- Application Integration Middleware

Service Challenges

- Multiple programs/silos to navigate
- Multiple layers of government
- Hierarchical structures and authority
- Fragmented organizations
- Data privacy
- Competing political and policy agendas
- Inability to recruit and retain talent
- Ancient legacy systems
- Rigid budget process
- Rigid procurement process

Auckland City Council

Challenge

- Process building and license applications and monitor results of associated project.
- Provide multi-user access to documents
- Reduce processing time and costs

Solution

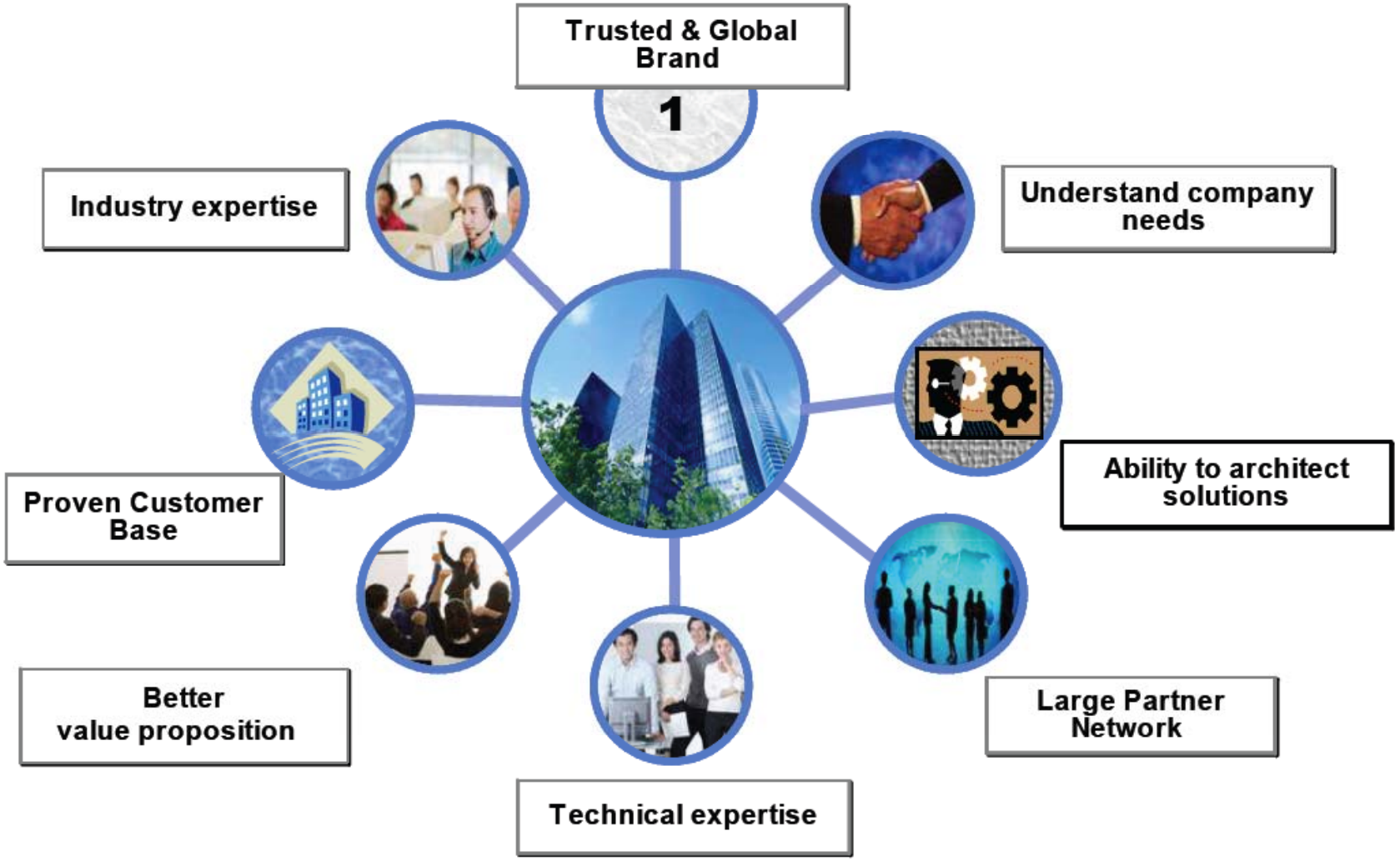
- ACM system which provides a structured view of site files and other information associated with each project.
- Integrated with existing Geographic Information System (GIS) and the city's property management system.

Business Benefits

- Staff cost savings of 75%
- 50% cost savings per permit filed
- 100% ROI in 18 months
- Simultaneous access to project information by customers, suppliers and staff

"Since customer no longer need to supply triplicate hard copies of building plans and forms to support their application for their project, this saves on average (conservatively estimated) 50% of the cost which translates into considerable savings and efficiencies for both the city and its customers"

Why IBM?


Trusted & Global Brand
1
Industry expertise
Understand company needs
Proven Customer Base
Ability to architect solutions
Better value proposition
Large Partner Network
Technical expertise

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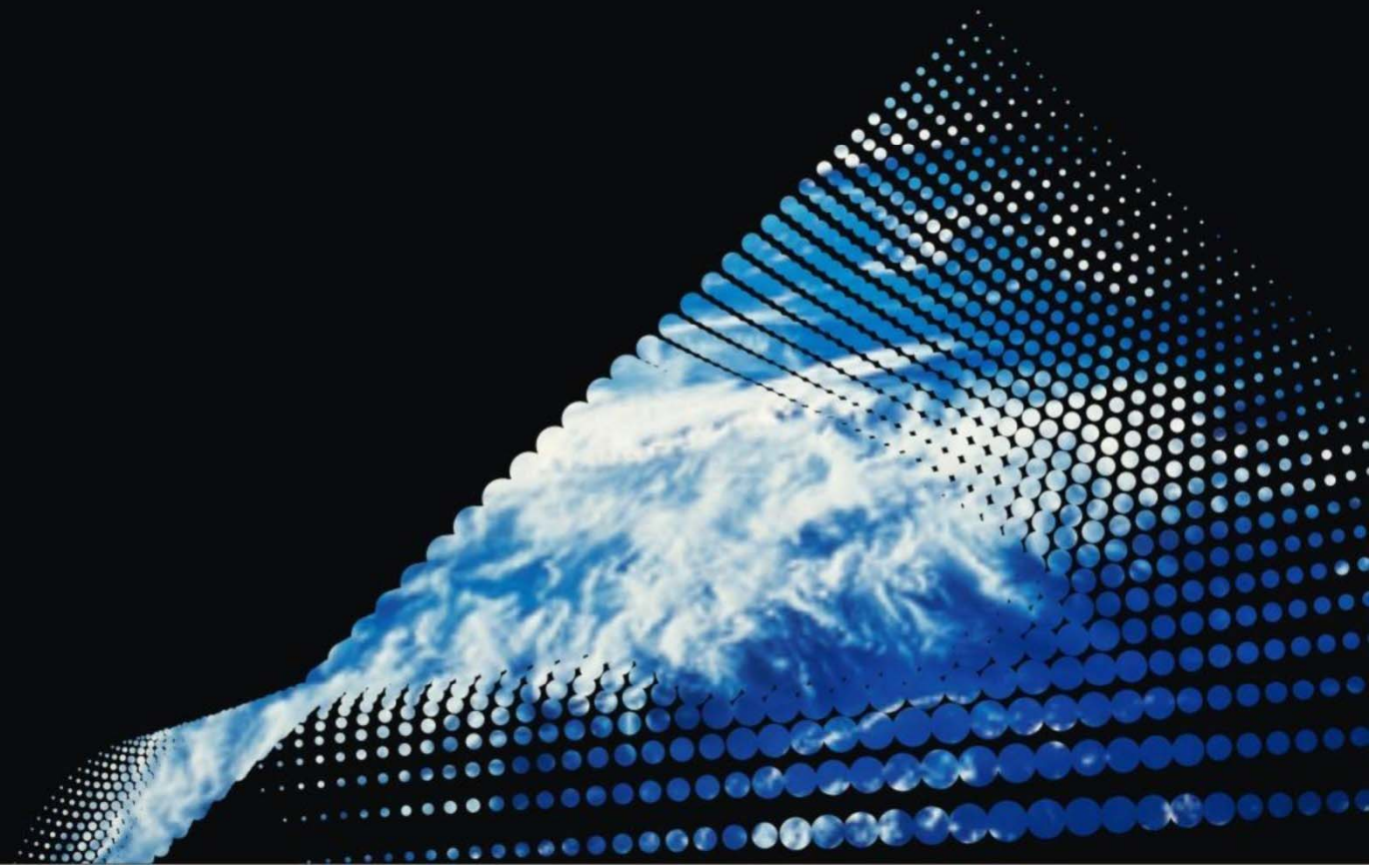
THANK YOU