

Boosting Market Share

Overview

■ Challenge

To streamline and automate software application development processes on a robust, scalable, and extensible platform that would enhance effectiveness and productivity by enabling efficient distributed workload management. The resultant infrastructure would form the cornerstone of the corporate strategy that seeks to move the company into a league of a higher order.

■ Solution

An SOA-based Business Process Management (BPM) solution—that was well-integrated with a content management system—to help map, simulate and deploy business processes with ease and speed, creating a company that is agile, flexible and efficient.

■ Key benefits

- Shorter application development cycles.
- Enhanced integration.
- Ability to handle larger projects and consequent increase in market share.

Businesses globally need to maintain their competitive edge by delivering ever-higher levels of customer service and enhance profitability by seeking ways to cut costs, particularly in non-core areas of the business. Thus came into existence the concept of Business Process Services (BPS) which advocates that a company should focus on its core activities while outsourcing the rest to service providers. This would enable a company to concentrate its resources on its core functions while leveraging others' experience to enhance value.

Indecomm Global Services is one such recognized specialist BPS provider that leverages cutting edge technology, process excellence and deep domain expertise to deliver superior business results. Indecomm deploys an innovative global execution model using a blended onsite, onshore and off shore delivery structure backed by proprietary, in-house processing platforms.

With over 1400 skilled employees, Indecomm's expertise in intelligent data capture, document management and workflow automation has enabled it to offer measurable scale and cost advantages to its marquee clientele.

Bogged Down by Obsolete Infrastructure

After Having established itself as a leading developer of business process management (BPM) and enterprise content management (ECM) solutions, Indecomm is now gearing up to move into a new league where it would execute enterprise-level, large-scale projects.

Key Components

- IBM WebSphere Process Server
 - IBM WebSphere Business Modeler
 - IBM WebSphere Business Monitor
 - IBM WebSphere Integration Developer
 - IBM Rational Application Developer for WebSphere Software
 - IBM Rational ClearCase®
 - IBM Rational Rose® XDE Developer for Java
 - IBM DB2 Content Manager
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To meet its aggressive business goals, Indecomm needed to standardize its internal information technology (IT) processes on a robust, scalable and extensible platform. Moreover, Indecomm had a wealth of existing assets which it could leverage for new customer engagements. By reusing existing tried-n-tested processes and software modules, the company could reduce development times and improve overall customer satisfaction.

However, with the existing platform provided limited integration facilities, the existing applications ran in siloed mode. The resultant manual intervention and inability to handle distributed workloads meant that the fragmented infrastructure was a stumbling block in the way of seamless efficiency and ability to scale-up to handle larger, enterprise-level projects.

Given that upgrading the existing infrastructure to meet their aggressive business goals would mean expensive redesign and recoding, Indecomm started exploring options that would enable it to standardize its IT systems and streamline its development efforts.

Search for a Partner

Indecomm wanted a partner with whom they could build a sustainable partnership and a solution that would be:

- Optimized solution for their requirements
- Based on components from a single vendor
- Flexible, scalable and robust
- Easy to use
- Based on open industry standards
- SOA-based

In addition, Indecomm wanted a solution that would be economical.

In IBM, Indecomm found the perfect match; a partner with wealth of experience backed by a comprehensive portfolio of solutions that would address Indecomm's requirements.

The Solution

In IBM solutions, Indecomm found both development and deployment platforms. Working with IBM, Indecomm is in the process of implementing an automated process runtime engine through which it can map, choreograph and deploy all of its internal business processes with the necessary process workflows.

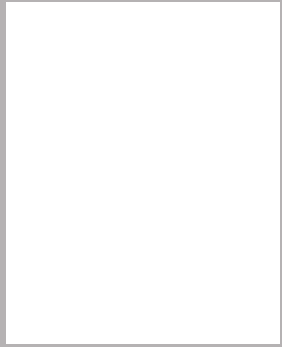
Using the IBM WebSphere® Business Modeler software, Indecomm is modeling its new business processes along with KPIs such as time taken to execute a process, SLA attached for each activity, resources cost and time etc. Indecomm then simulates the processes and uses the resultant reports to fine tune the process.

Next, using the IBM WebSphere Integration Developer various web services are mapped to activities in the business model. As the final step, Indecomm developers use IBM Rational® Application Developer for WebSphere to add essential J2EE coding to the process code and Web services.

In addition, Indecomm is leveraging several other IBM software tools throughout the development process, including:

- IBM Rational ClearCase® software
- IBM Rational ClearQuest® software
- IBM Rational Rose® XDE™ Developer for Java software
- IBM WebSphere Business Monitor software.

The completed process is deployed onto the IBM WebSphere Process Server that provides the runtime engine for Indecomm's business processes while also



“With IBM software, we’re in the process of establishing a flexible, highly integrated IT platform that will not only streamline internal operations, but will also help us expand our offerings to better serve our customers”

*Krish Hari Anand
CTO,
Indecomm Global Services*

rendering an enterprise service bus (ESB) to power Indecomm's new SOA. Finally, the performance of the deployed process is monitored using IBM WebSphere Business Monitor.



Indecomm selected IBM DB2 Content Manager information management software for its content repository, as the software is designed to integrate with WebSphere middleware.

Indecomm also benefitted from the IBM Global Financing Feature which allowed Indecomm to pay IBM in installments and avoid upfront capital expense.

The Benefits

- While the deployment is in its early days, Indecomm has realized significant process improvements and a notable increase in customer satisfaction.
- Access to a full spectrum of BPM tools based on industry-leading technology.
- Access to cutting-edge tools, easier integration points and shorter development cycles has led to increased market share and robust, error-free applications.
- By standardizing on an open-standards-based SOA infrastructure for its business process framework, Indecomm gained the ability to easily integrate its existing applications into its new process server, avoiding complex and expensive application redevelopment.
- Indecomm's enhanced, robust infrastructure will allow the company to gain additional market share and target larger customers that have more complicated needs.
- By leveraging and reusing its existing assets, processes, expertise and best practices, Indecomm can maximize its value to customers.
- The IBM Global Financing solution allowed Indecomm to start development of this solution immediately, without having to commit to a large upfront capital expense. By paying for the solution over a two-year period, the client can realize a return on investment (ROI) before it is finished paying for the licensing fees.

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