Empowering you to continuously optimize your business by responding dynamically to change

IBM

IBM WebSphere Dynamic Process Edition Version 6.2

Highlights

- *A comprehensive foundation to deploy dynamic business processes in response to changing business needs*

- *A supportive user experience through enhanced documentation, samples and installation consistency across IBM WebSphere Modeler, IBM WebSphere Business Services Fabric and IBM WebSphere Monitor*

- *Support for business policy authoring, management and governance*

- *Simplified tools to help business users easily change business service policies and automate execution*

- *Process engine based on service oriented architecture (SOA) and capable of dynamic execution of business processes based on business policies and service selection*

- *Comprehensive business activity monitoring (BAM) for a real-time view of your business processes and visibility into your end-to-end business activity*

- *Collaboration and business user capabilities, including Business Space powered by WebSphere, a new browser-based graphical user interface that uses Web 2.0 mashup technology*

- *Dynamic process optimization, plus industry-specific, prebuilt assets to accelerate assembly of composite business applications for health care, insurance, telecommunications, product life-cycle management and banking*

- *Broad, role-based capabilities to foster improved collaboration between business and IT*

- *Support for business users to customize dashboards and process analytics, generating insights that help them to rapidly drive and implement process change*

Market uncertainty demands that businesses rapidly change

Businesses today must adapt faster, and this makes CEOs hungry for change, according to IBM's 2008 CEO study of 1100 CEOs worldwide. These change requirements are driven by the global economy and marketplace uncertainty. The business impact will increase, not decrease, in the future. Uncertainty about industry consolidation, mergers and acquisitions, global competitors, new regulatory requirements, macroeconomic changes and a power shift to consumers requires companies to adapt and change rapidly.

Business leaders want to remain competitive and would like to change at the speed of business if they can. They need and expect their business processes to meet these core business objectives while responding to an ever-changing world:

- *Support innovative business models, as well as new differentiated products and services*
- *Change rapidly and continuously optimize operational capabilities*
- *Provide a real-time operational view with the ability to intervene quickly*

To date, these objectives have been hard to deliver. Organizations struggle for a variety of reasons:

- *Innovation stalls when a business cannot analyze or optimize its differentiating processes or capabilities.*
- *Rapid change is impossible with complex, rigid and inconsistent manual and automated processes.*
- *Performance management is impossible when late or missing information hinders understanding and insight.*

To overcome these struggles, effective business processes must have the following characteristics:

- *Process variability*
  - *Is the business process responsive and agile enough to allow rapid reaction to marketplace changes and opportunities?*
  - *Can you change the outcome of the business process without embarking on an IT "rip and replace" project?*
- *Process automation*
  - *What degree of human involvement is required?*
  - *What organizations, roles, relationships and escalations are involved in the process?*
  - *How easily can applications and services be integrated into the process?*
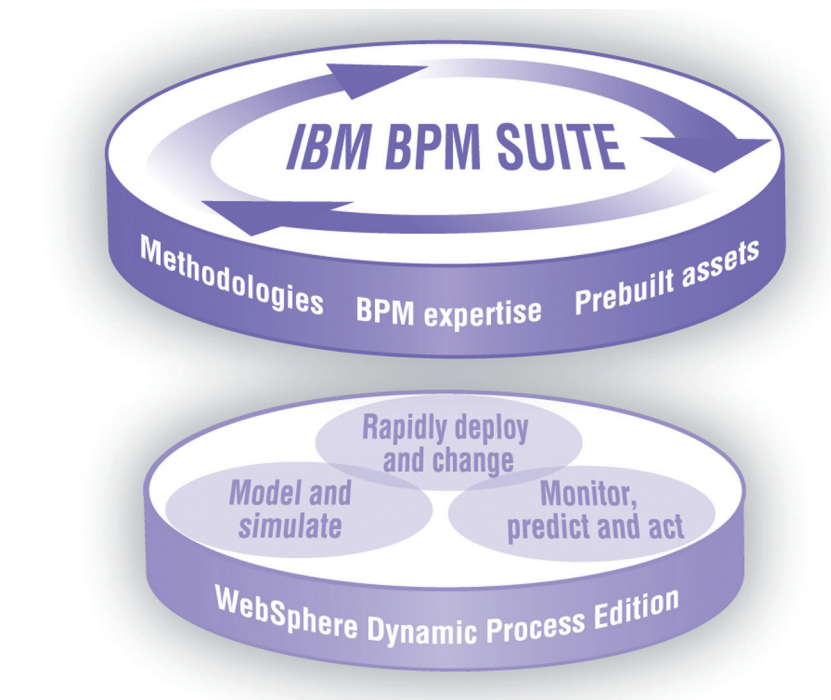
WebSphere Dynamic Process Edition—End-to-end dynamic BPM to optimize your business processes.

- *Process flexibility*
  - *Can people assigned to tasks be easily exchanged?*
  - *Is the process structure easily changed?*
  - *Can the business easily change rules and other variables to address new requirements, without going through a complete, traditional IT change cycle?*

Role-based capabilities deliver value across the organization

Across the business organization, there are many different roles—some with a business perspective, others with an IT perspective. IBM's approach is to bring them together through business process management (BPM).

BPM from IBM provides compelling value to business leaders, in addition to IT, with a range of benefits for both. Here are examples of the needs that BPM can help meet for various roles:

- *Business leaders—Want full process visibility, compliance and governance*
- *Process owners—Need to be empowered to make their own process changes*
- *Business analysts—Want to simulate process results without deploying*
- *Business users—Want to become more productive and responsive to customer needs*
- *IT architects—Need to use and extend existing assets*

- *IT leaders—Have to deliver faster time to value and reduce costs*
- *IT developers—Want to collaborate more easily with process stakeholders*

BPM from IBM can deliver solutions that address these needs from across the organization and align them with business process objectives and the specific needs of a changing business.

In addition to receiving value from BPM, all types of process participants, from business leaders to IT developers, can collaborate together in managing and optimizing their processes. The goal of BPM is not only to build and run a good process, but also to create processes that are designed for continuous optimization and supported by a continuous feedback loop, and to provide the tools and capabilities to collaborate across multiple stakeholders within an organization.

Accelerating the pace of change

An insurance company faces the challenge of optimizing claims processing on a global scale. Although they have a strategy for operational improvements, growth, innovation and speed to market, they need to leverage SOA and BPM for discovery, sharing and reuse. Their solution was to create a reusable business service for claims processing, using a key product component of

IBM WebSphere® Dynamic Process Edition. This set them on a path for enterprise-wide reuse and helped enable centralization, cost containment and process efficiencies. Business monitoring helped optimize the control of operations, providing input for continuous improvement.

A state government agency looks for a way to accelerate the processing of tax returns while reducing the risk of losing paper files. The department had been using a rather cumbersome method of receiving and processing large batch files from banks and other customers in the financial industry. They needed systems and tools that were flexible, permitting faster change and reducing overall costs. By leveraging SOA and BPM, they rapidly transformed their systems, data, people, and business processes to be more functional, flexible and responsive to citizens, users and legislation. Work is controlled and managed electronically through automated workflow. Before implementing this change, they relied on paper reports and worksheets to keep a record of errors; this automation significantly reduced the time that was previously needed to manually sort and distribute work to staff.

These are just a few examples of how companies have used BPM and SOA techniques and the IBM Business Process Management Suite of products to optimize their businesses.

WebSphere Dynamic Process Edition helps business and IT do BPM right

With the right software, expertise and assets, BPM can help solve common business challenges facing both line-of-business (LOB) and IT managers today, such as:

- *Inability to meet business challenges with IT capabilities that limit visibility into performance, include undocumented business processes or are unable to respond and adapt effectively*
- *Inability of LOB and IT to collaborate well in achieving common goals, resulting in bottlenecks that prevent efficiency*
- *Inability to keep pace with cumbersome change requests or exceptions from the business community, dealing with undefined key performance indicators or processes where performance is not optimized*
- *Inability to maintain processes due to complex integration across multiple processes and applications, or processes not being fully understood or efficiently automated*
- *Inability to minimize churn as changes are made without tangible data to show the value and need for the changes*

IBM WebSphere Dynamic Process Edition is a process-based software solution with built-in support for the dynamic change that is required for department-level to enterprise-wide integration and SOA, with BPM capabilities to model and simulate, rapidly deploy and monitor dynamic business processes. IBM WebSphere Dynamic Process Edition is a core offering from the IBM BPM Suite and includes a set of role-based, SOA-enabled products that help business and IT work together to optimize processes, enabling you to rapidly adapt your processes to ever-changing needs. WebSphere Dynamic Process Edition is designed to provide extensive capabilities for BPM enabled by SOA to support the design, assembly and continuous optimization of end-to-end dynamic business processes. It empowers both business and IT roles to embrace change and continuously improve their business. It delivers significant value by aligning a company's business process objectives and their changing business needs. To be done right, BPM requires core capabilities that are included in the WebSphere Dynamic Process Edition, including:

- *Business-level modeling and simulation, such as:*
  - *Business user tools to visualize, understand, document and simulate business processes, including human workflows*
  - *Process modeling tools and the ability to collaborate with stakeholders to design how they want their business processes to work*
  - *Collaboration and alignment of business and IT, enabling increased process understanding through the development and sharing of detailed process models*
- *SOA-based process engine capable of dynamic execution of business processes*
  - *Execution based on business policies and service selection*
  - *Capabilities to compare new processes with how the business runs today and understand the changes needed to optimize further*
  - *Real, sustainable performance and ROI through dynamic process optimization, including human workflows*
    - *Support for rapid response to changing business and market needs by assembling, reusing and repurposing IT assets*
    - *Ready-to-use content and business solutions from IBM and its ecosystem of business partners*
    - *Optional industry content packs to accelerate delivery of composite business applications with the help of prebuilt, industry-specific SOA assets*
  - *Business user empowerment to change dynamic processes in a controlled environment, allowing business users to change business process outcomes*
  - *Decomposition of existing IT assets and assembling them into reusable business services that define who gets a service, how they get it and what they get*
  - *Ability to make changes, such as adding new services, channels or vendors, by dynamically combining the components, reusing business services as appropriate, through the direction of business service policies instead of hard-coding a new process*
- *Comprehensive business activity monitoring that delivers a real-time view of business processes and operations, including:*
  - *Capability to run a simulation before implementing changes, to help ensure that they produce the required outcome; if appropriate, the ability to "hot-deploy" the business process changes directly into the operational environment*
  - *Capability to monitor existing processes and gain greater insights into how they work; supported by tools to better analyze and understand areas to improve, and to visualize key performance indicators that matter to the company*
  - *Visibility to sense and respond to changing business conditions*

- *Intelligent change through real-time activity monitoring that exposes performance risks (as well as things that are being done well)*
- *Rich embedded analytics to help business users analyze historical and real-time process data with the goal of improving process performance and making smarter decisions*
— *Business Space powered by WebSphere, a component offering a Web-based graphical user interface that allows business users to interact with business processes and BPM application content from one single interface across the WebSphere Dynamic Process Edition and the extended value offerings in the IBM BPM Suite. Using Web 2.0 mashup technology, Business Space enables business users to create an integrated and customized user experience so that they can access process information in a secure, role-based environment. Business users can also collaborate with their colleagues and subject matter experts within this integrated user interface.*

These capabilities can be applied end-to-end across a process. But they can also be deployed incrementally to specific pain points or areas of prioritization. Companies can choose an implementation plan that works for them. To help enterprises start optimizing their business processes, WebSphere Dynamic Process Edition consolidates all the required capabilities for dynamic BPM, enabling you to make updates on the fly and react to changing customer and market opportunities. These capabilities help to align business intent and IT execution to create a more agile and responsive enterprise, including collaboration with partners and business content providers.

WebSphere Dynamic Process Edition includes three products to help you implement BPM:

- *IBM WebSphere Business Modeler Advanced V6.2 to model and simulate*
- *IBM WebSphere Business Services Fabric V6.2 to rapidly deploy and change*
- *IBM WebSphere Business Monitor V6.2 to analyze and optimize*

For more information
To learn more about IBM WebSphere Dynamic Process Edition, please contact your IBM marketing representative or IBM Business Partner, or visit the following Web sites:

- **ibm.com**/software/integration/wdpe/
- **ibm.com**/software/integration/wbimodeler/
- **ibm.com**/software/integration/wbsf/
- **ibm.com**/software/integration/wbimonitor/

Additionally, IBM Global Financing can tailor financing solutions to your specific IT needs. For more information on great rates, flexible payment plans and loans, and asset buyback and disposal, visit: **ibm.com**/financing

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