

Monitor your Core Business Processes



IBM Software Group

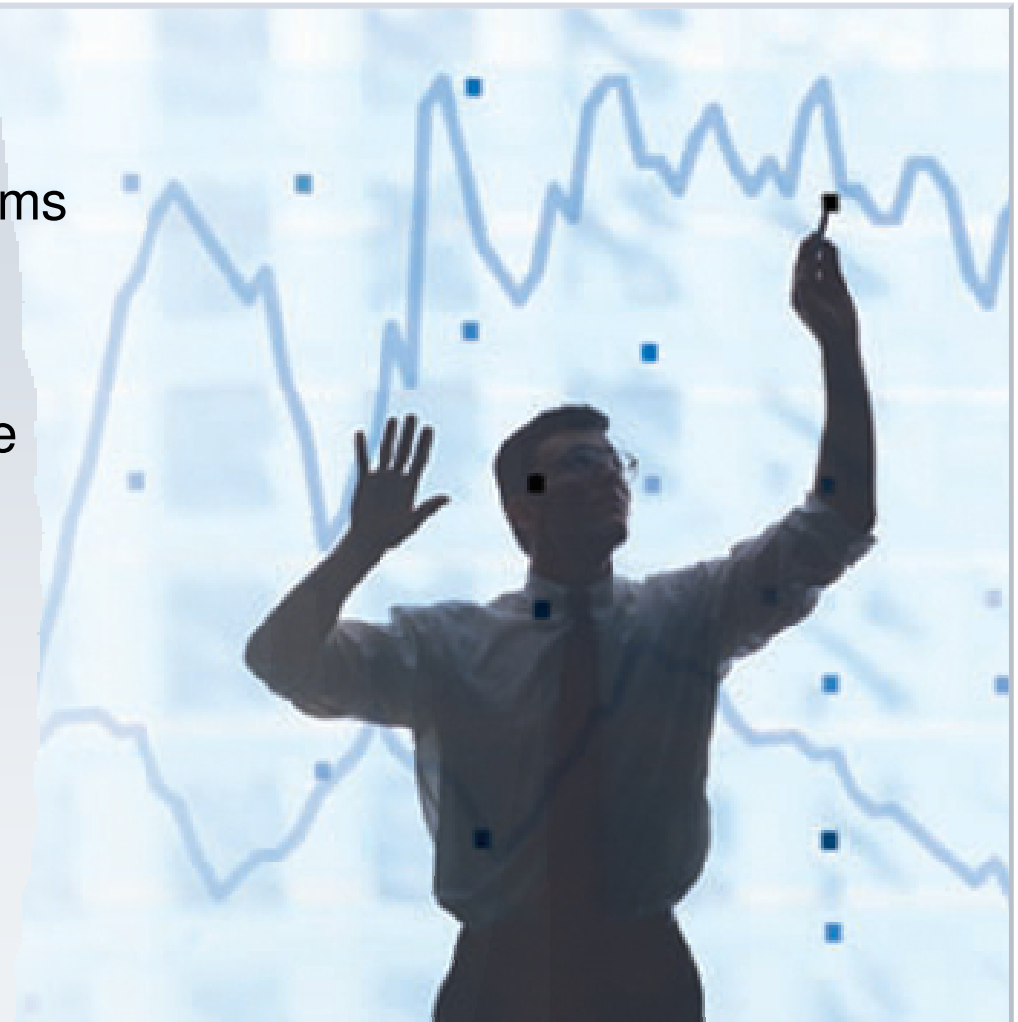
The Business Landscape is Changing Faster than Ever

Growing Need for Real-time Process Visibility and Performance Monitoring

How can I respond rapidly to change if I find out about problems too late?

How can I improve performance if I don't understand where we are now?

How can I grow my business if I can't manage resources effectively?



Business Leaders Need Role-based, Real-time Visibility *Into Operational Performance to Make Smart Decisions on the Fly*

Visibility Must:

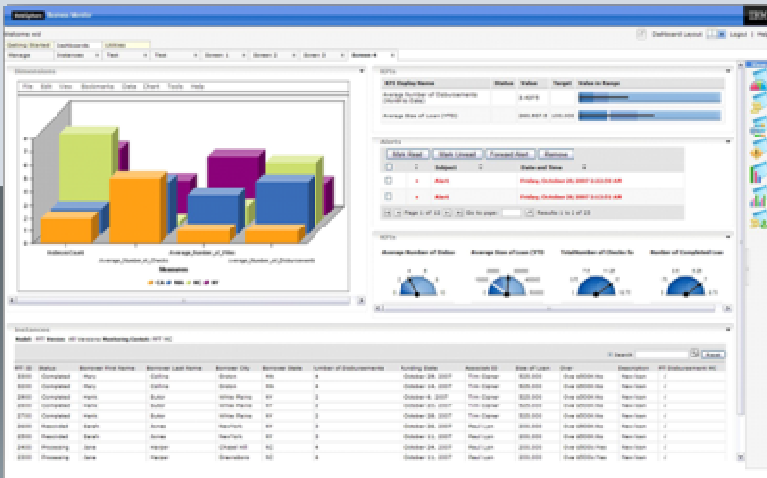
- Provide a real-time operational view on key performance indicators (KPIs)
- Display role-based metrics and alerts on easily customized dashboards
- Let business users respond rapidly to work-in-progress
- Allow users to improve operational & strategic planning with better forecasts

...But Falters Because:

- Making smart decisions is difficult when you can't access real-time, tailored information
- Managing performance is impossible when you find out about problems too late
- Beating the competition is challenging if you can't manage resources effectively
- Strategic planning is impossible if you can't make realistic forecasts

Business Activity Monitoring (BAM) is the Solution

Business Leaders Gain Real-time Visibility and Actionable Insight into Performance



- BAM is monitoring real-time information aggregated from disparate sources onto dashboards
- Business leaders monitor KPIs to manage operations and staff more effectively

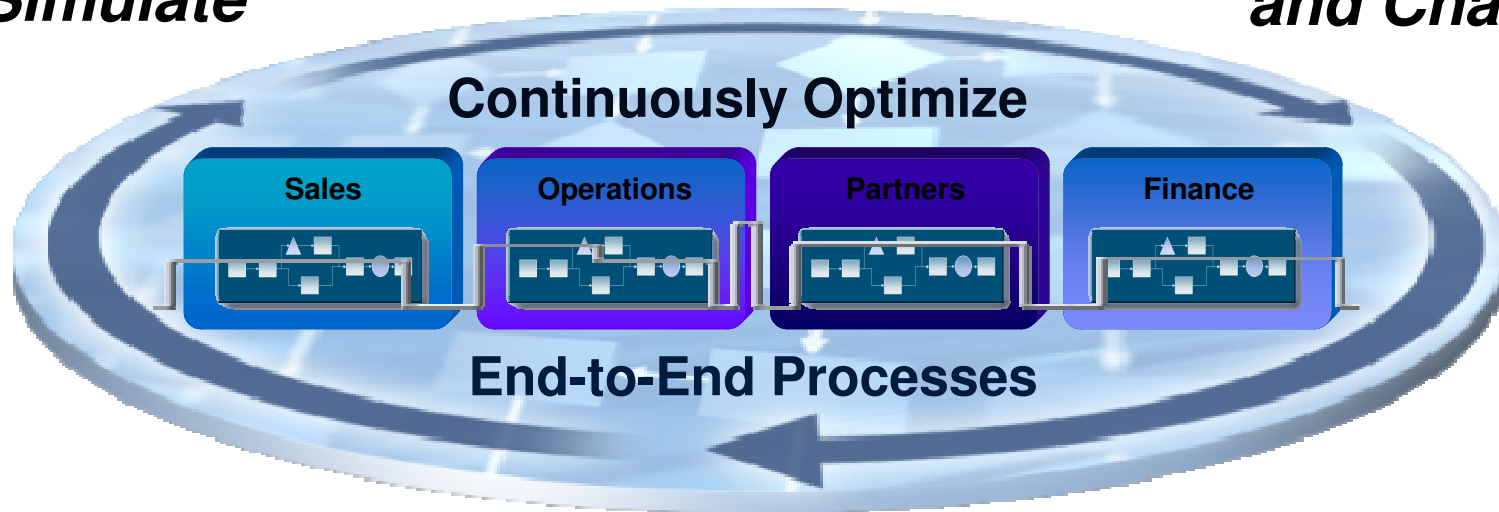


- Business leaders can take action from real-time performance visibility and insight to address problem areas quickly

BPM from IBM Empowers You To Embrace Change and Continuously Optimize Your Business

Model and Simulate

Rapidly Deploy and Change

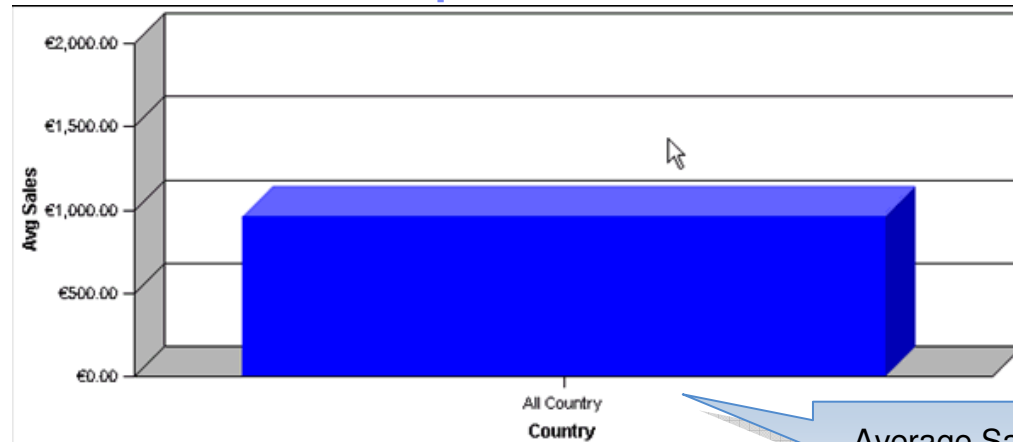


Monitor, Predict and Act

Achieve and exceed business expectations

You want to ...

- Meet and exceed business expectations
 - Know how the business is performing at the moment
 - Be alerted when expectations are not being met
 - See how the business is trending



Average Sales broken out by country

IBM Solution

- WebSphere Business Monitor can track the health of your business and provide real time data in an easy to use dashboard
- Monitor, using the Action Manager, can alert you to business situations that require your attention via
 - Email
 - SMS
 - Other options
- Monitor can provide historical and trend data in graphical dashboards
 - Able to aggregate and disaggregate data for advanced analysis
 - Many charting options exist
- Monitor accomplishes this by capturing information sent from applications or by interacting with an application to obtain information

<input type="checkbox"/>	Subject
<input type="checkbox"/>	Service Level Agreement not met

Dashboard Alert



WebSphere Business Monitor at a glance

Understand, monitor, and explore the state of business operations

Know the state of your business via

Scorecards

Key Performance Indicators for business units

Take action via

Collaboration

Work with teams to resolve situations

Take more action via

Business Alerts

Notification of situations that require response

Evaluate data via Reports & Analyses

Understanding trends by combining real-time performance and historical information

Have any available information via External Information

Monitor can access external information affecting performance



See all of this in one place!



Capturing information from all sources

Issue

- Heterogeneous systems contain your business data
 - Do you have all the information you need?
 - How can you get at all of the information?
 - Can you see it all in one place?



IBM Solution

- WebSphere Business Monitor can capture information from any source
- Monitor can interact with any other system to obtain information via User Defined Functions
 - Databases
 - Third party vendors
 - Existing applications
- Monitor provides numerous options to view information in a dashboard

Diagram View – data fed from multiple data centers are aggregated into one view

Viewing business information in one place

You want to ...

- Be able to see all of your important business data in one place
- Be able to assess the health of your business at a glance

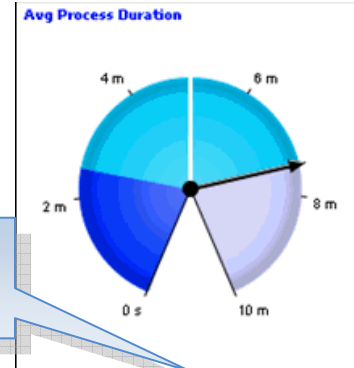
Sales	Sales Process Cost	Customer Name	Country	Sales Process Duration
€425.00	€22.61	NLK Ltd	Austria	7 m, 32.169 s
€1,998.00	€10.37	ITC	Slovenia	3 m, 27.459 s
€912.00	€17.82	JK Enterprises	Austria	5 m, 56.426 s
€1,590.00	€27.83	JK Enterprises	Croatia	9 m, 16.58 s
€1,615.00	€18.97	ABC Partners	Latvia	6 m, 19.357 s

Tabular view of individual process instances

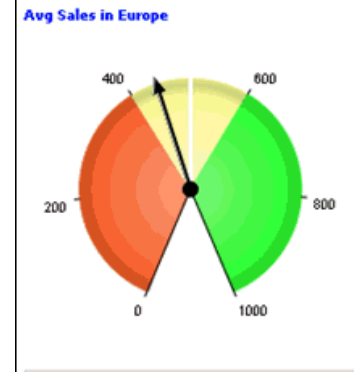
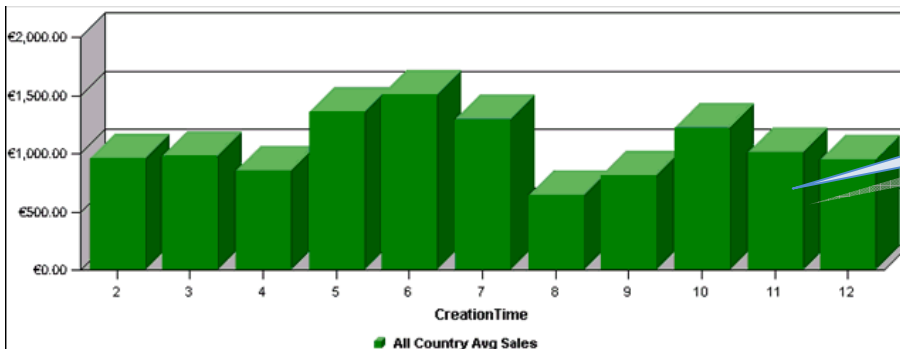
IBM Solution

- WebSphere Business Monitor can display your business information in a number of ways
 - Tabular
 - Graphical

Graphical view of key performance indicators



Average Sales broken out by month. Drill down to view by country



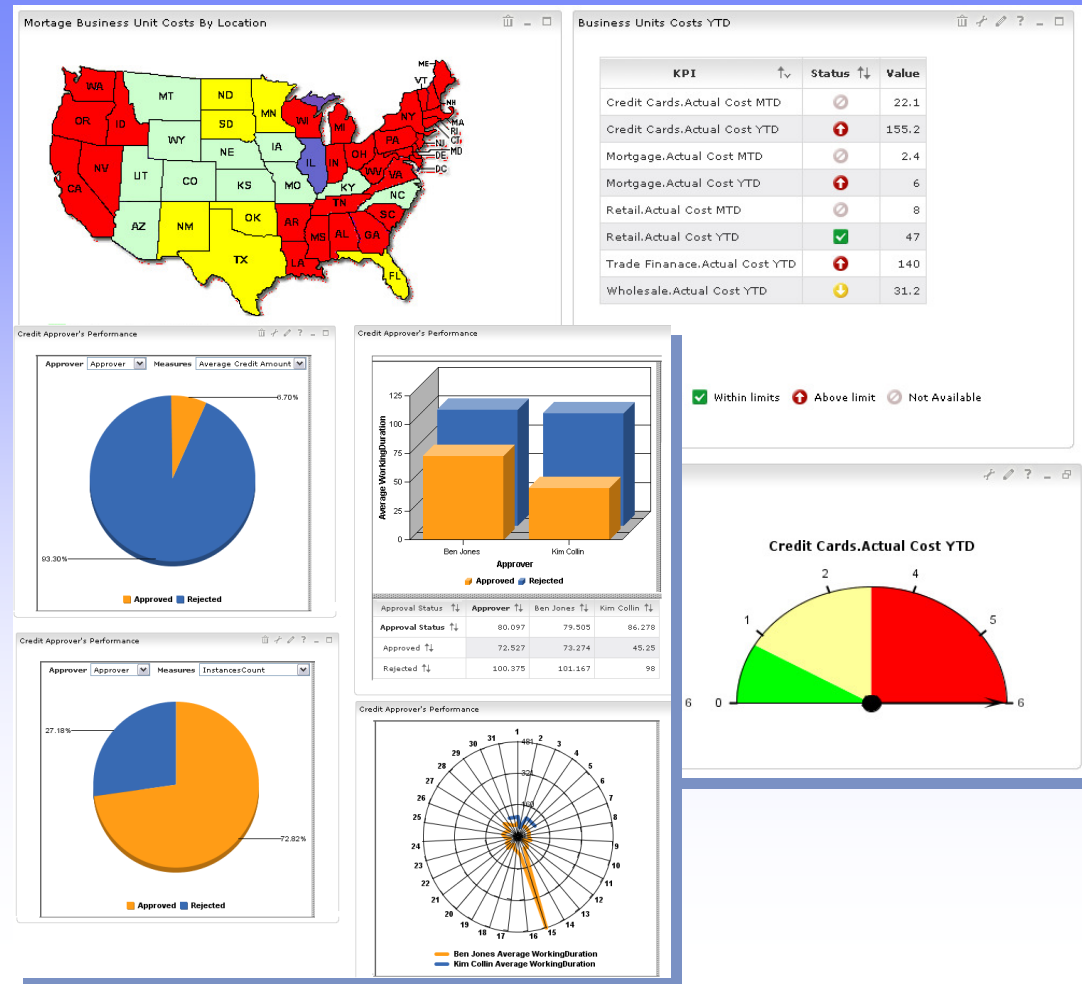
Creating Role-based Dashboards



Assemble dashboards from different views

- Instances view
- Report view
- Dimensional view
- KPI view
- Gauge view
- Diagram view
- Alert view
- Organizational view

Combine standard & custom views to meet any business need



Multiple Delivery Channels for Alerts

Easy to manage alert subscriptions and personalization

WebSphere Business Monitor Search: All Sources Log Out: wpsadmin

Home > Utilities > Alerts Subscription > Portlets People Help

Launch Getting Started Dashboards Utilities

KPI Manager Alerts Subscription Export Values

Alerts Subscription

Select the type of notification you would like to receive when the subscribed alert is received by Monitor.

Alert Name	Description	Category	Create Date	Dashboard Alert	Cell Phone	Email	Pager
Bad News Binding	Sales <= \$5000	AutoPartsRevenue	Fri 2007-10-26 18:11:16.609	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good KPI Binding	Total Sales >= \$136000	AutoPartsRevenue	Fri 2007-10-26 18:12:02.375	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good News Binding	Sales >= \$10000	AutoPartsRevenue	Fri 2007-10-26 18:10:30.296	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Page 1 of 1 Go to page: Results 1 to 3 of 3

Apply

Personalize

Business users can customize alert subscriptions

Alerts

Mark Read Mark Unread Forward Alert Remove

	Subject	Date and Time
<input type="checkbox"/>	Alert	Friday, October 26, 2007 2:02:48 AM
<input type="checkbox"/>	Alert	Friday, October 26, 2007 1:52:34 AM
<input type="checkbox"/>	Alert	Friday, October 26, 2007 1:44:53 AM

Page 1 of 7 Go to page: Results 1 to 3 of 21



Taking action based on business information

You want to ...

- Transfer work
- Forward Alerts from situations that arise

- You can transfer work done by you and your colleagues
 - Human Tasks in WebSphere Process Server
- Forward alerts to colleagues
- Once information has been gathered you can begin thinking about optimization

Human Tasks

Actions

<input type="checkbox"/>	Owner	Type	Creation Time	Transfer Counter
<input type="checkbox"/>	Unassigned	Human Task	December 20, 2007 8:48:34 AM	0
<input type="checkbox"/>	Unassigned	Human Task	December 20, 2007 8:57:42 AM	0
<input type="checkbox"/>	Unassigned	Human Task	December 20, 2007 9:32:29 AM	0
<input type="checkbox"/>	admin	Human Task	December 20, 2007 9:38:44 AM	15

Page 1 of 1 Go to page: Results 1 to 4 of 4

Personalize

KPIs

Human Task View –
reassigning work

Alerts

Mark Read Mark Unread Forward Alert Remove

<input type="checkbox"/>	Subject	Date and Time
<input type="checkbox"/>	Service Level Agreement has been missed	December 19, 2007 1:40:28 PM
<input type="checkbox"/>	Service Level Agreement has been missed	December 19, 2007 1:40:17 PM
<input type="checkbox"/>	Service Level Agreement has been missed	December 19, 2007 1:40:15 PM
<input type="checkbox"/>	Service Level Agreement has been missed	December 19, 2007 1:40:11 PM
<input type="checkbox"/>	Service Level Agreement has been missed	December 19, 2007 1:40:03 PM

Page 1 of 26 Go to page: Results 1 to 5 of 129

Personalize

Diagrams

Forwarding Alert

Measure Process Performance through Key Indicators



Business Expert



IT Expert



BPM Expert

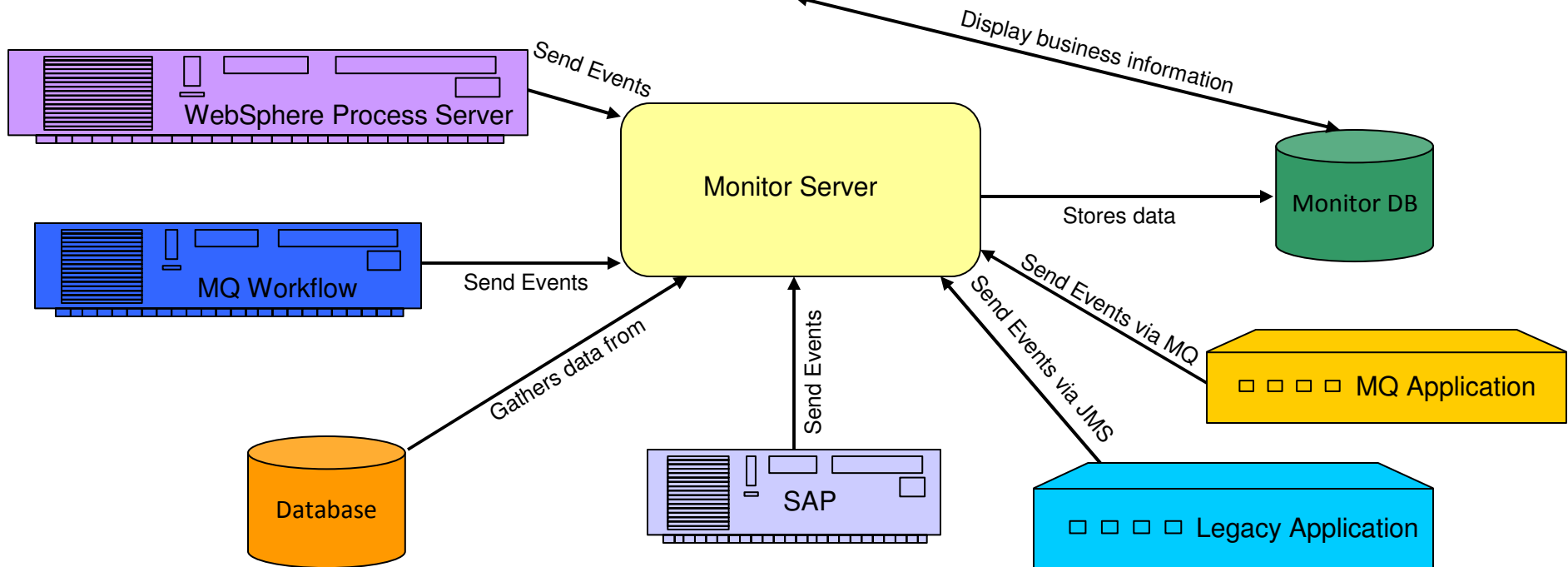
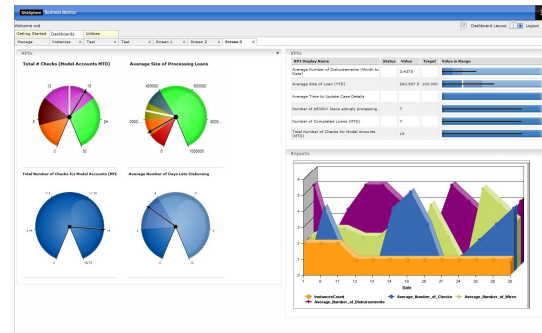


Process Users



WebSphere Business Monitor

How does Monitor accomplish all this?

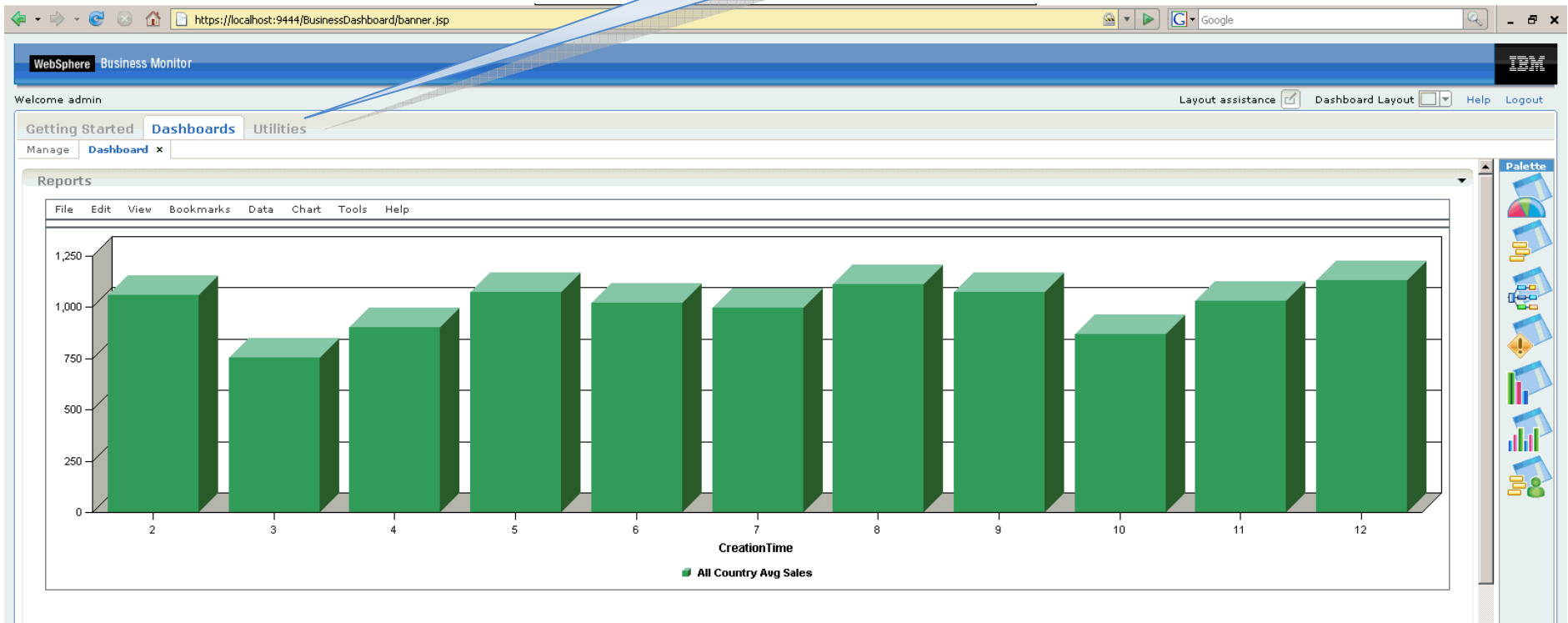


Optimizing business processes

IBM Solution

- WebSphere Business Monitor can export information in a number of ways for use with other applications
 - Into Excel format for WebSphere Business Modeler import
 - Into PDF format

Export report data into Excel format

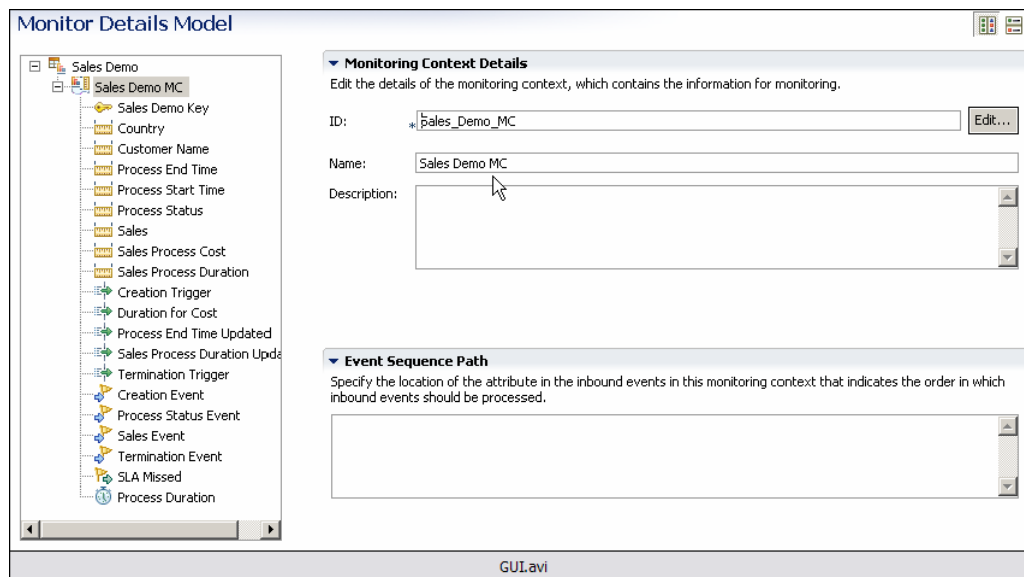


Develop and deploy monitoring solutions quickly



You want to ...

- Create and implement monitor solutions at the speed of business
- Fully test a solution in development environment

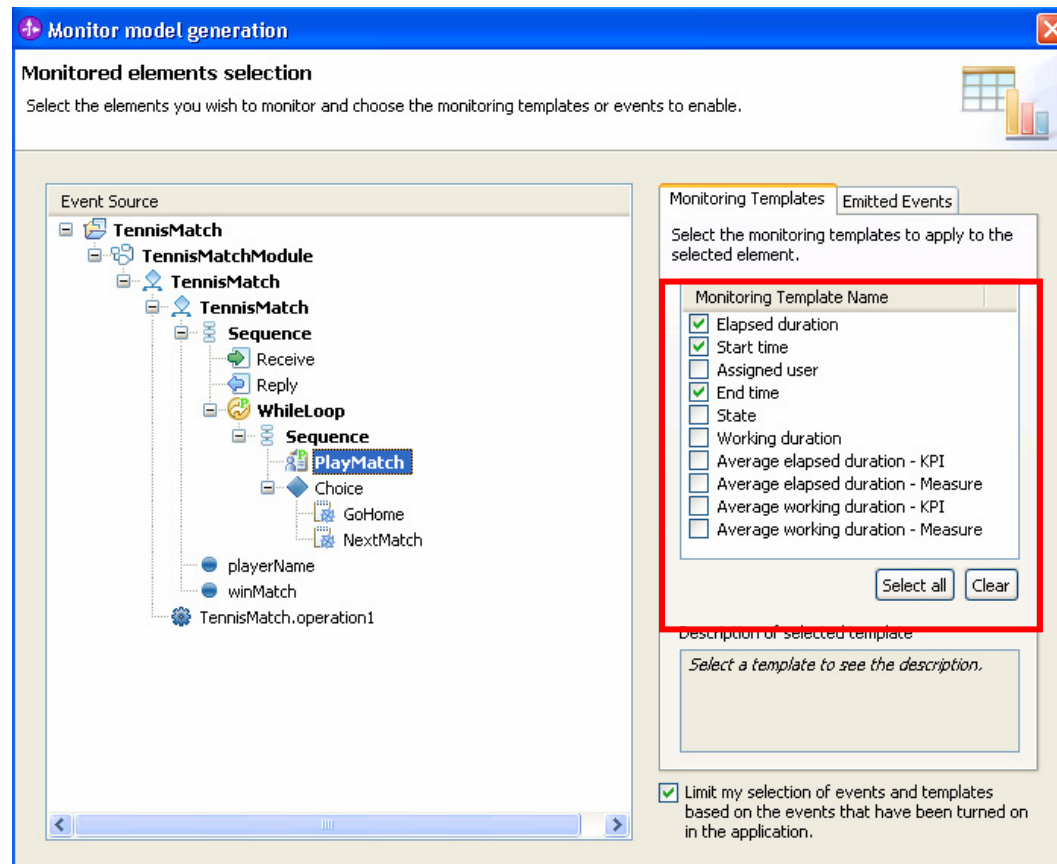


IBM Solution

- WebSphere Business Monitor Toolkit is a versatile GUI where you can create monitor models in an intuitive manner
 - A 'Getting Started' will guide you through some basic steps in creating monitor models
 - Monitor model itself is an easily readable XML file – not a proprietary binary file
- Deploying a monitor model is as easy as adding it to a test server
 - Similar to other IBM test environment applications
 - Does everything needed to install and deploy monitor model
- Integrated Test Client allows you to emit events to monitor model
 - No need to create and deploy emitting applications
- Scalable Vector Graphic (SVG) annotator allows you to add actions to SVG diagrams
 - Adds dynamicity to your diagrams
 - Can test actions without need of monitor model deployment

Develop and deploy monitoring solutions quickly

- Monitor models can be created using templates
 - Creates often used metrics automatically



Develop and deploy monitoring solutions quickly

Graphical User Interface for visual diagram (SVG) annotation and testing

- My Super Nested MC
- My Root MC
- My Nested MC
- My Super Nested MC
- My Other Nested MC
- My Other Root MC
- My First KC
- My Second KC

This dialog is always on top, but does not prevent the user from selecting things beneath (i.e. it can lose focus). This allows the user to update the test values and click 'Evaluate' again, and have it update the diagram without closing the window.

Visual Model

Selected context: My Super Nested MC

SVG File: My Monitoring Context [Browse... Clear]

National Summary

Total number of new subscribers: ▼

Average monthly revenue / subscriber: ▲

% of new high-def subscribers: ▲

■ Poor (0 - 40%)
■ Unacceptable (40 - 60%)
■ Acceptable (50 - 75%)
■ Excellent (75 - 100%)

Actions

Work with actions and view results of expression evaluation

ShapeSet / Action	Action attribute value	Result
North	Order Amount	100.35
Set color		
condition	Avg_order > 1000	true
Fill color	#FF0000	
Outline color	#00FF00	
Set diagram link		
East		
South		

Expand all Collapse all Synchronize...

Sample KPI Values

Enter values to test the visual model expression

KPI Name	Type	Value
Average Order Amount	decimal	100.35
Total Order Amount	decimal	132455.76
Maximum Order Time	duration	P2Y3D
Order count	decimal	100

Evaluate

Select Metric

Select the metric to base the KPI on

Select the metric to base the KPI on, or click New to create a new one.

Selected context: MyTopLevelKPIContext

SVG file: /MyProject/MyFolder/MySVG.svg

National Summary

Total number of new subscribers: **455786**

Average monthly revenue / subscriber: **\$143**

% of new high-def subscribers: **63%**

■ Poor (0 - 40%)
■ Unacceptable (40 - 60%)
■ Acceptable (50 - 75%)
■ Excellent (75 - 100%)

19% (North)
 67% (West)
 93% (South)

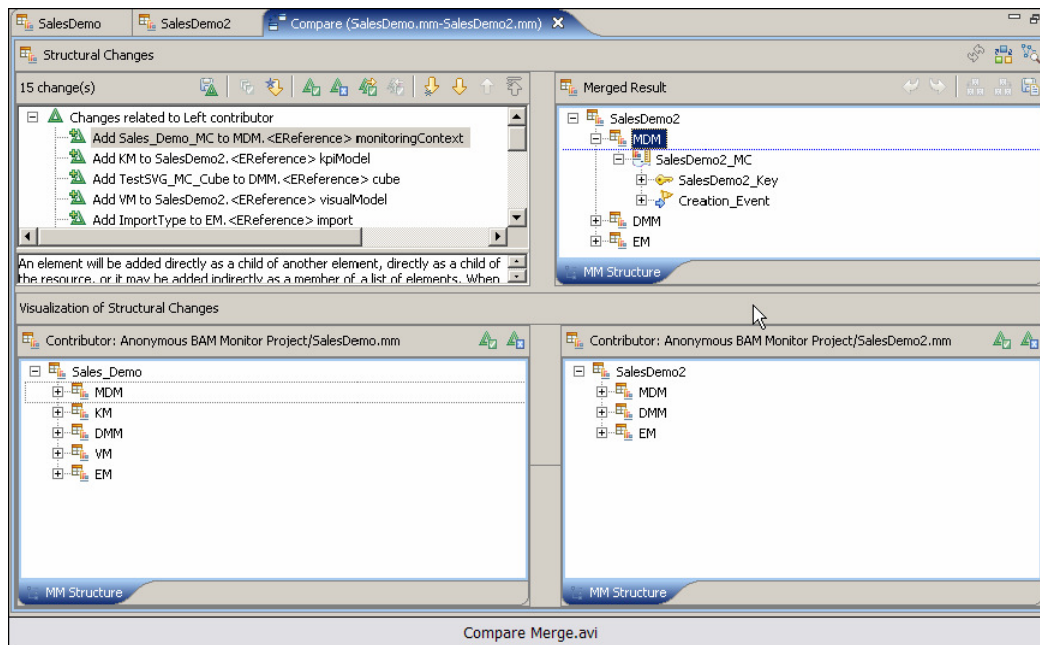
Metrics

Close

Update monitor solutions

Issue

- Business processes change and applications change. How can we adapt those changes at the speed of business?
- What if monitor models were developed separately. How can we combine efforts?



IBM Solution

- WebSphere Business Monitor Toolkit can synchronize changes with emitting applications
 - BPEL processes
- Monitor Toolkit can merge and combine monitor models from different sources
 - Other developers
 - Monitor models created in WebSphere Business Modeler
 - Combine 'mashes' models together – ideal for monitor models where developers worked on disparate contexts
 - Merge examines and displays deltas and you choose how to merge deltas
- In test environment changes can automatically be published to server
 - No need to undeploy/redeploy
- In production environment you have some options
 - Deploy a new version leaving the existing version to continue to monitor in-flight processes – most common scenario
 - Undeploy the existing monitor model and redeploy the monitor model
 - Maintain historical data
 - Delete historical data

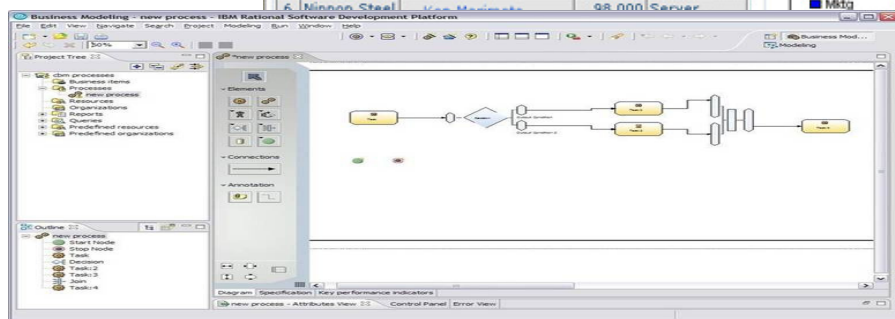
Learn From Your Data

Modeler and Monitor Together:

- Feed your real data back into your modeling tool for real life simulations
- Using real business facts as the basis for analysis

The screenshot displays the 'Executive Insight' dashboard within an IBM WebSphere Portal. The dashboard is divided into several sections:

- Alerts:** A table showing priority status alerts for Financials, Sales, and News.
- EBITDA:** A bar chart titled 'EBITDA in Millions of Dollars' comparing Actual, Forecast, Variance, and Previous Year.
- Key Performance Indicators:** A table comparing 2004 and 2005 YTD data against targets and changes for Financials, Sales, and Organizational metrics.
- Top Opportunities:** A table listing the top 10 opportunities by amount, including account names, reps, and products.
- Headcount:** A pie chart titled 'Headcount by Department' showing the distribution of employees across R&D, Finance, Mktg, Operations, and Sales.
- My Team:** A list of team members including Miles Montgomery, Jennifer Santos, Earl Dutton, Wallace Stokely, and Maria Vasquez.



IBM offers intuitive solutions for BPM and BAM

“WebSphere Business Modeler and Business Monitor are intuitive for business users and analysts, facilitating their involvement in the design, monitoring and analysis phases of process improvement life cycles.”

Gartner, Inc., “Magic Quadrant for Business Process Management Suites, 2007”, by Janelle B. Hill, Michele Cantara, Eric Deitert, Marc Kerremans, 14 December 2007

ACT NOW! Take the next step to get started

- <http://demos.dfw.ibm.com/solutions/integration/>
 - Watch and listen to our BPM product demos

- **Take the Assessment:**
 - *BPM Enabled by SOA Readiness Assessment*



- **Attend a Workshop:**
 - *Customized Process Improvement Workshop*



- **Talk to Other Customers:**
 - *Peers offer great insight and lessons learned*

www.ibm.com/software/integration/wbimonitor

धन्यवाद
Hindi

多謝
Traditional Chinese

Grazie
Italian

ขอบพระคุณ
Thai

Gracias
Spanish

Thank You

多谢
Simplified Chinese

Спасибо
Russian

Obrigado
Brazilian Portuguese

شكراً
Arabic

Danke
German

Merci
French

நன்றி
Tamil

ありがとうございました
Japanese

감사합니다