

# Business Process Management

*High-Performance Process Agility for Business Growth*



“

**If you use the right tools,  
not only can you transform  
your organization, you can  
transform the industry**

”



*~ Helen Cousins  
CIO, Lincoln Trust Company*

# Process Remains THE Top Priority



## Plans to innovate this year

Make business processes more efficient

49%

Introduce new IT-led products and services for our customers

46%

Get better business intelligence to more employees, more quickly

40%

Improve Web operations and customer experience

31%

Engage customers in new ways

30%

Lower IT costs and business costs

29%

Improve customer service

24%

Create a new business model and revenue stream for the company

17%

Pursue new global opportunities

16%

Improve interaction with partners and suppliers

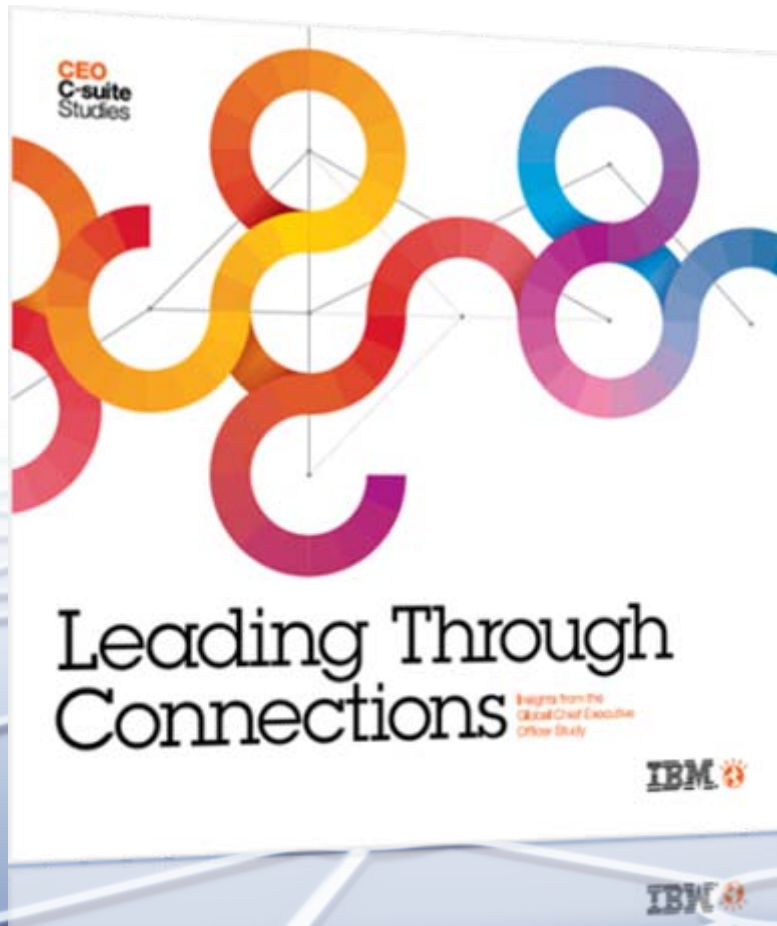
13%

Move organization toward an eco friendly IT environment

4%

Making business processes more efficient is the **#1 priority**

2012 InformationWeek 500 Survey

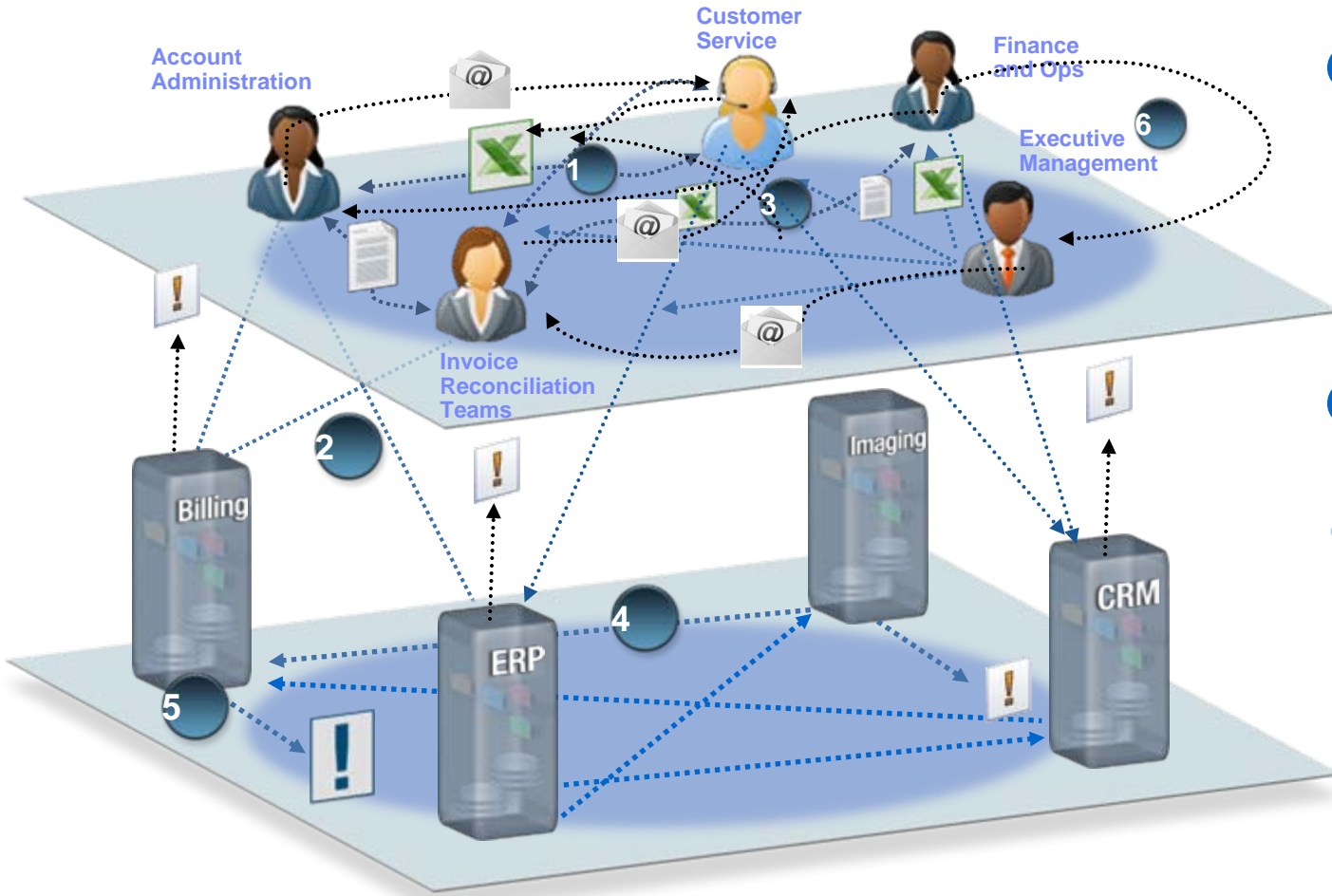


**73%** of out-performers excel at managing change

*“This is now a continuous feedback kind of world, and we need the organizational nimbleness to respond.”*

*~ CEO, Financial Markets*

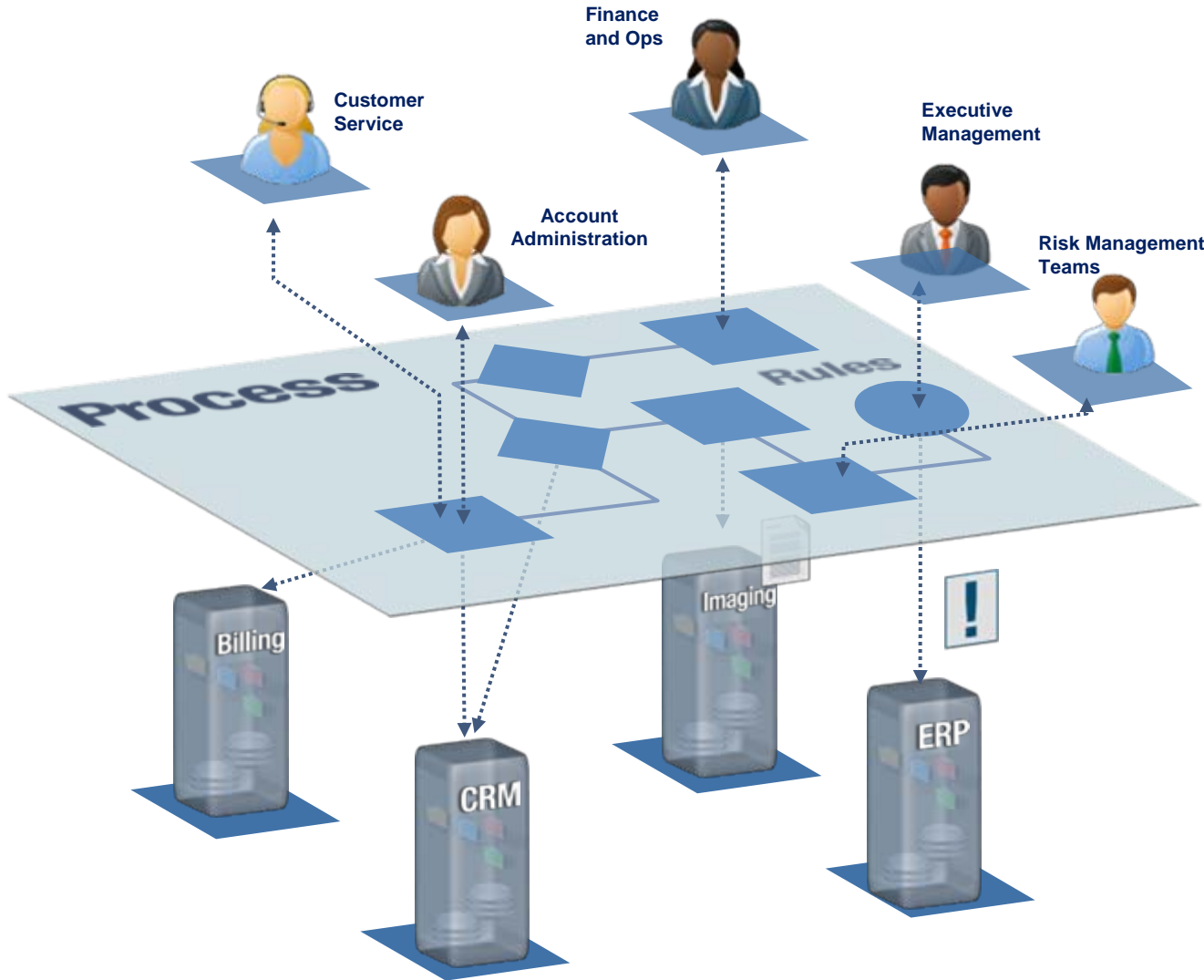
# “Business As Usual” Begs for Operational Improvement



- 1 Unstructured Tasks and Communication (ex Paper or email)
- 2 Inefficient Working Environment Spans Systems
- 3 Inconsistent Prioritization
- 4 Incomplete or Inaccurate Data Flow Between Systems
- 5 Lack of Control Over System and Business Events (Exceptions)
- 6 Poor Visibility Into Process Performance

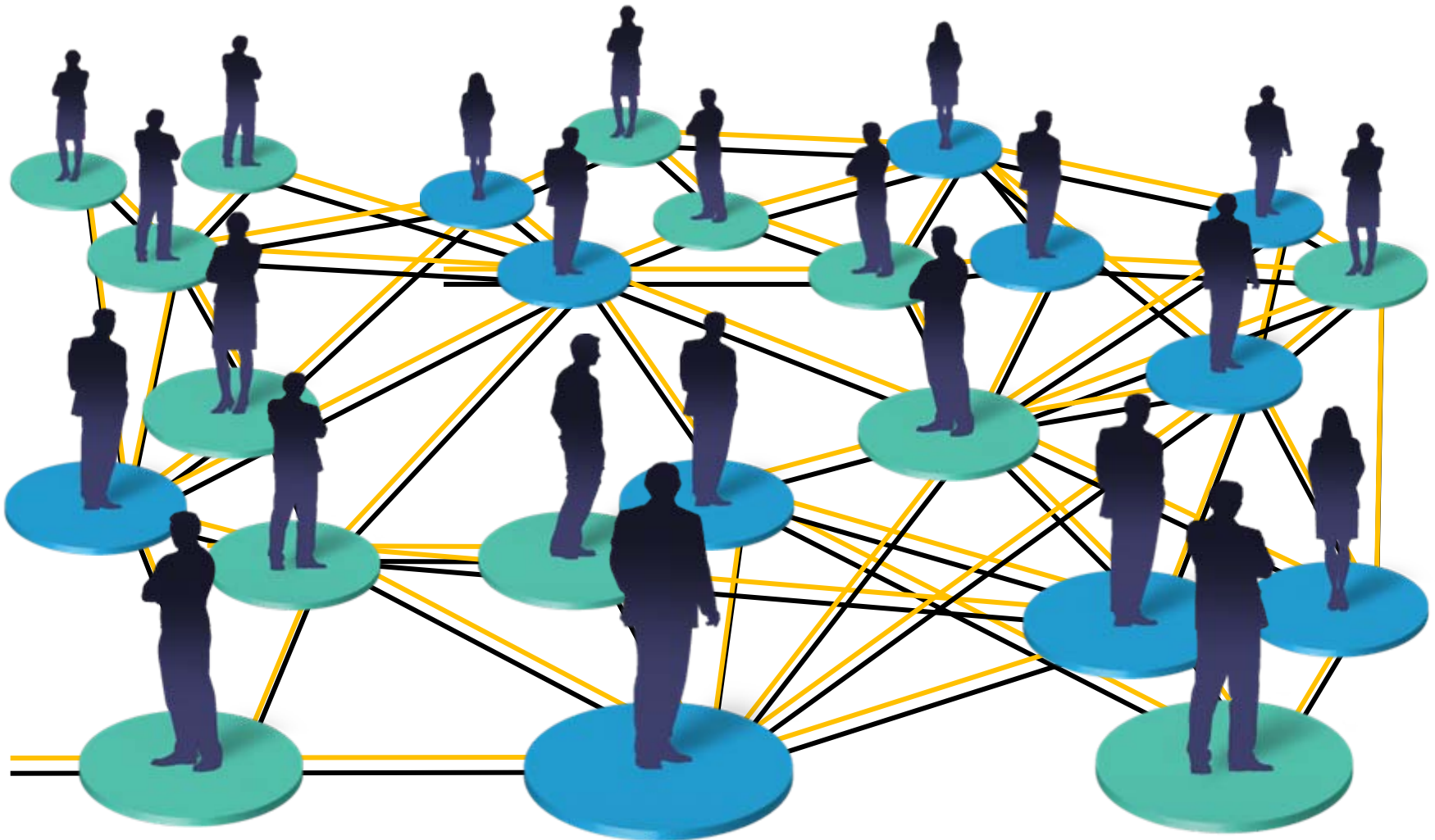


# BPM Provides Visibility & Control

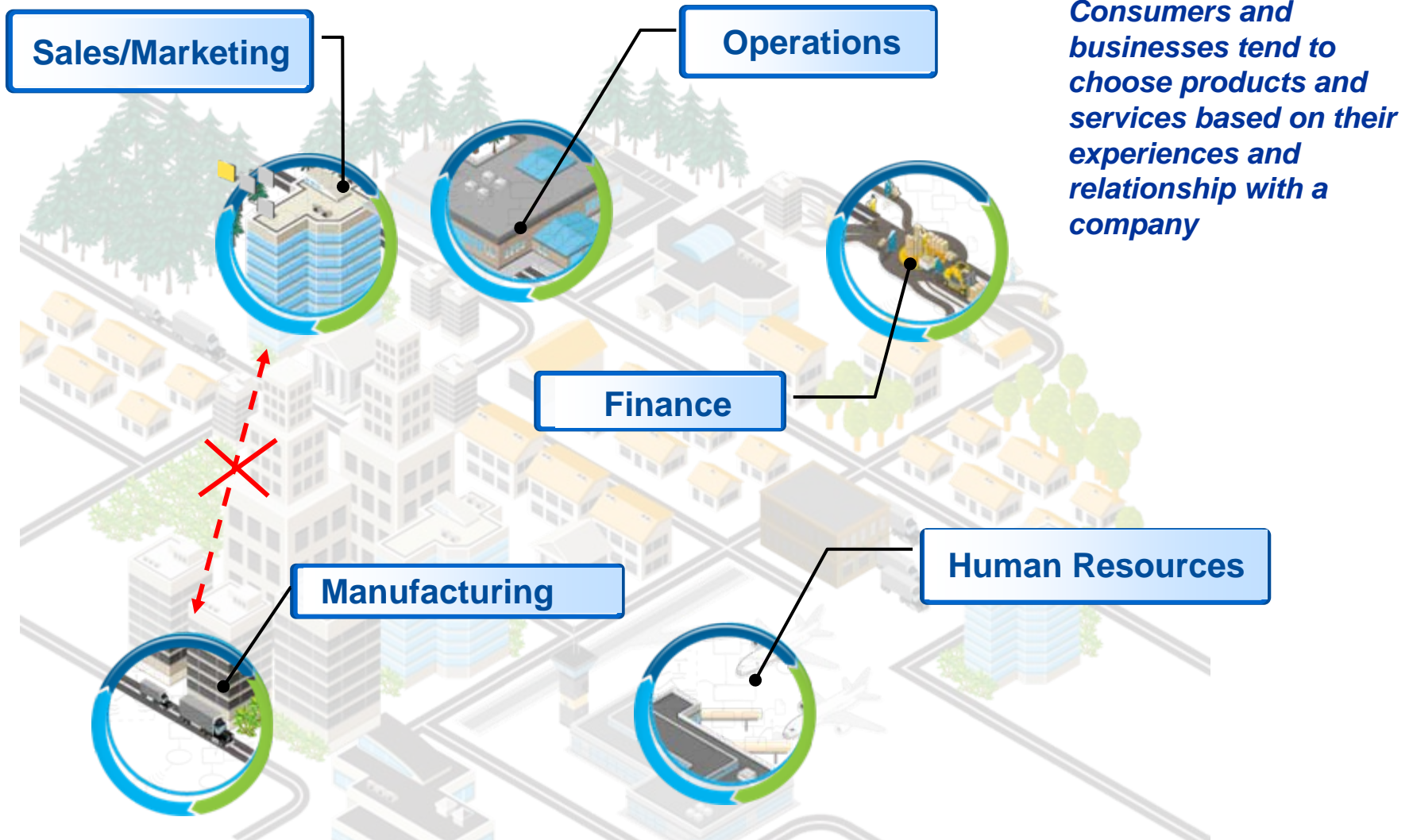


**What to do**  
**How to do it**  
**When to do it**

Creating or improving a business process requires an understanding of how people work



# Limited visibility, governance and collaboration across organizations prevents success







**VISIBILITY**

**COLLABORATION**

**GOVERNANCE**

*in Action...*

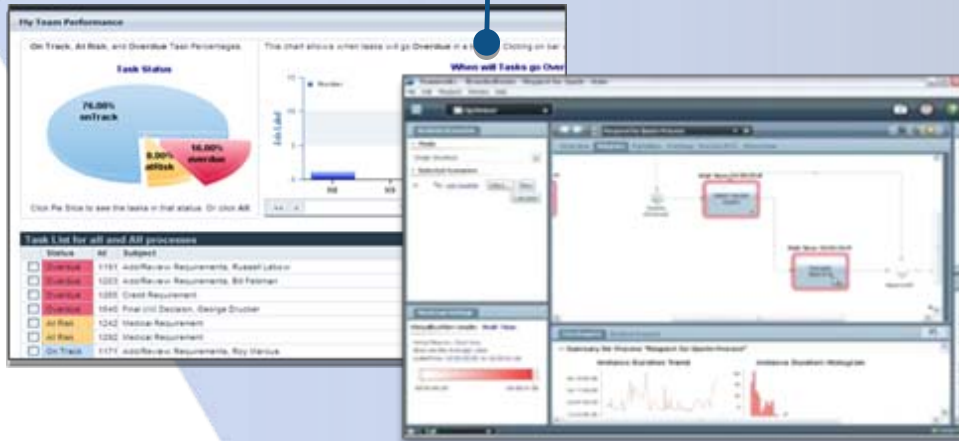
*...IN ACTION...*

# You can't improve what you can't see



## *Business Process Manager*

Performance Data Warehouse provides visibility into work-in-progress & the ability to take corrective action when necessary



## *Business Monitor*

Real-time, end-to-end business operations, transactions, and process monitoring



## *Blueworks Live*

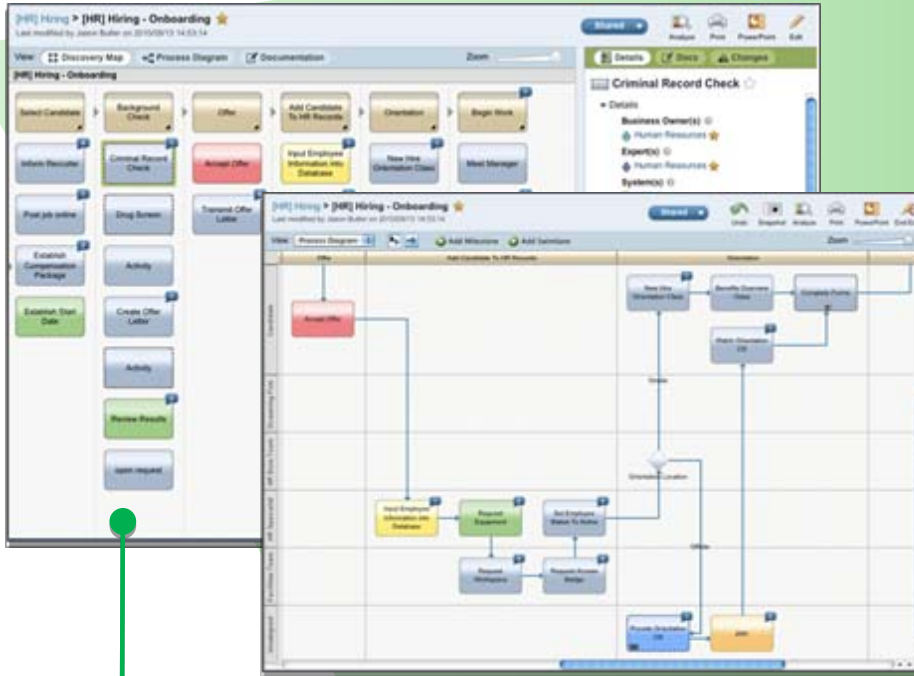
- Team up in secure private workspace
- Leverage public expert community



# Collaboration Breeds Better Business Outcomes



*Business Process Manager*  
Identify and Contact a Subject Matter Expert in real-time



IBM WORK DASHBOARDS

Complete Loan Rejection Form

IBM WORK DASHBOARDS

My Tasks

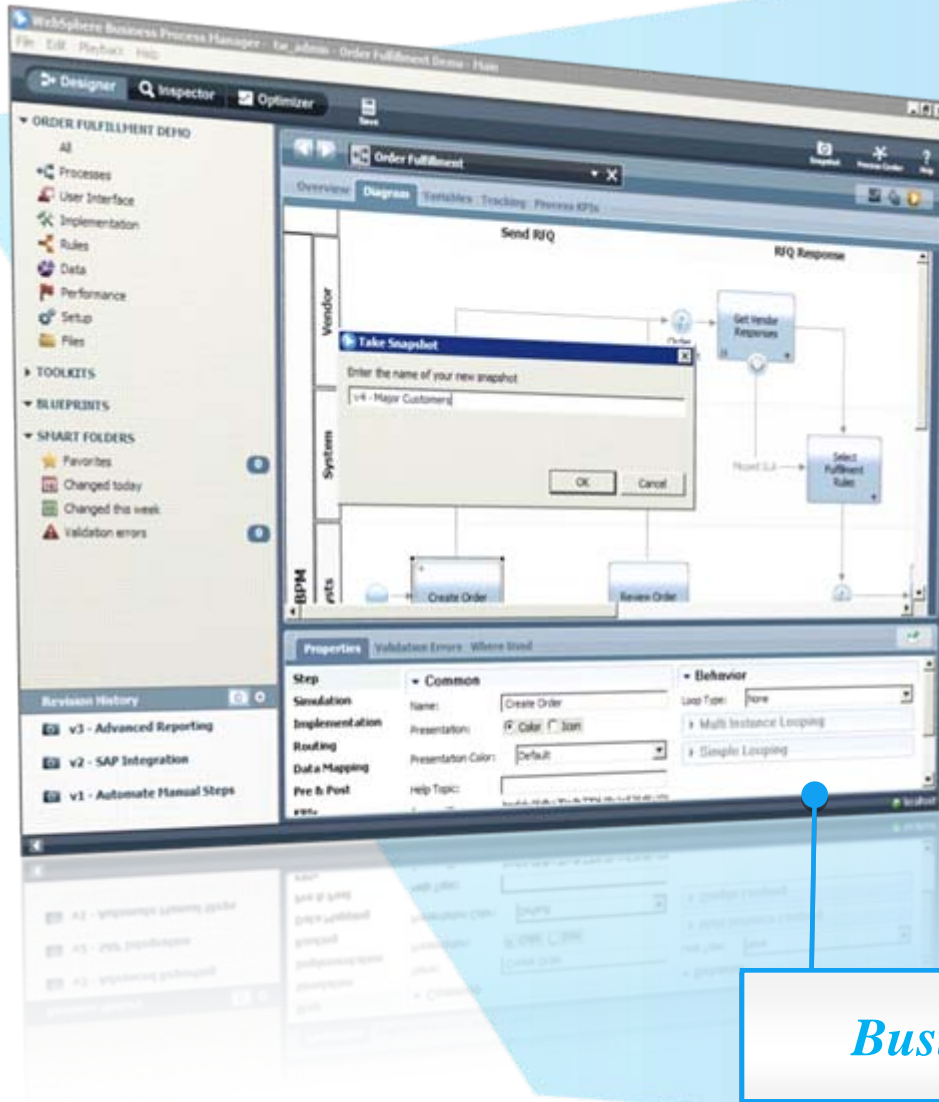
## *Blueworks Live*

- Team up in secure private workspace
- Leverage public expert community



# Business Operations Change Frequently. Manage it Confidently

*Process Center Enables Robust & Intuitive Governance*



Centralized process deployment visibility and control *across all environments*

Shared library of all process assets facilitates drag-and-drop *reuse* and *collaborative* implementation

Install and track deployed versions of *multiple processes* across *various* runtime server environments

*Business Process Manager*





## *Dramatically Improve the Way Work Gets Done*

- Manage mission-critical business processes at scale
- Ensure transactional integrity
- Enable social collaboration to manage business change

### Maximize Agility in zEnterprise Business Applications...

- *Resiliency* through workload management & co-location
- *Simplicity* of process complexity through high-performance process automation
- *Modernization* of existing applications with shared and reusable enterprise process services



# Modernize and Extend Your zEnterprise Processes



**Apply** co-location of processes that frequently interact with CICS, IMS, or DB2

**Simplify** operations by centralizing process assets

**Unify** process deployment and shared process services

[Check out the new offer on the Web](#)

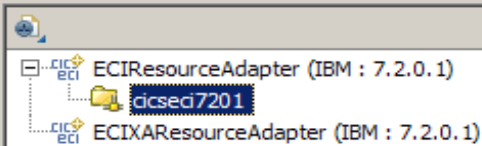
# Connect to CICS and IMS z/OS services

## 1 Select Adapter

### New External Service

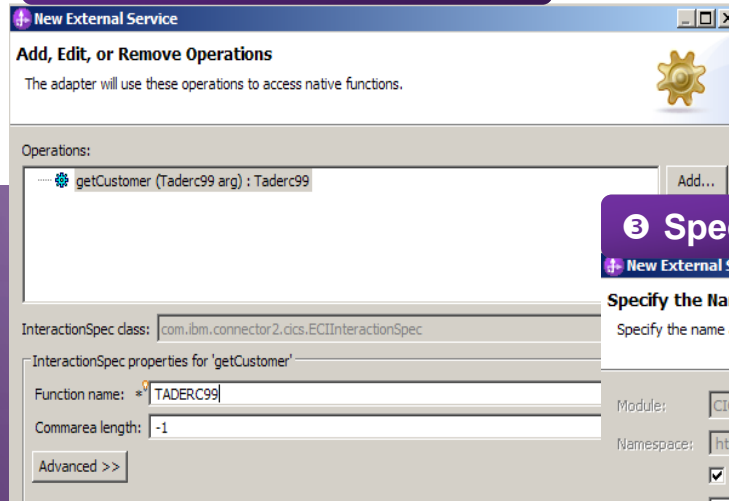
#### Select an Adapter

Select the version of the adapter that you want to use.

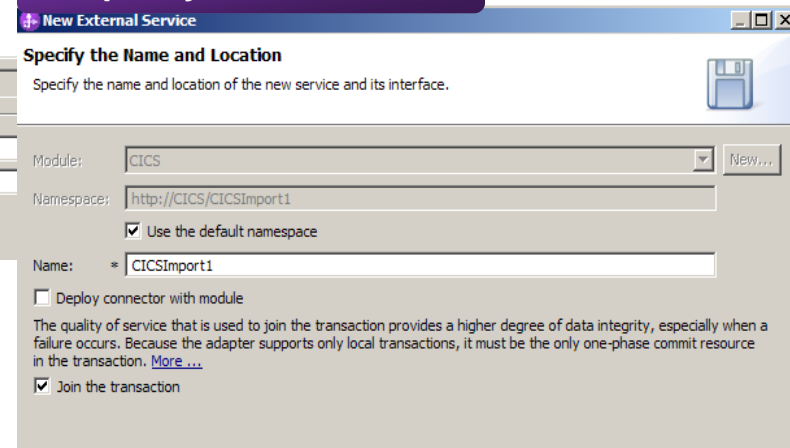


Designers interact with applications on zOS using familiar COBOL data structures

## 2 Specify interaction Info



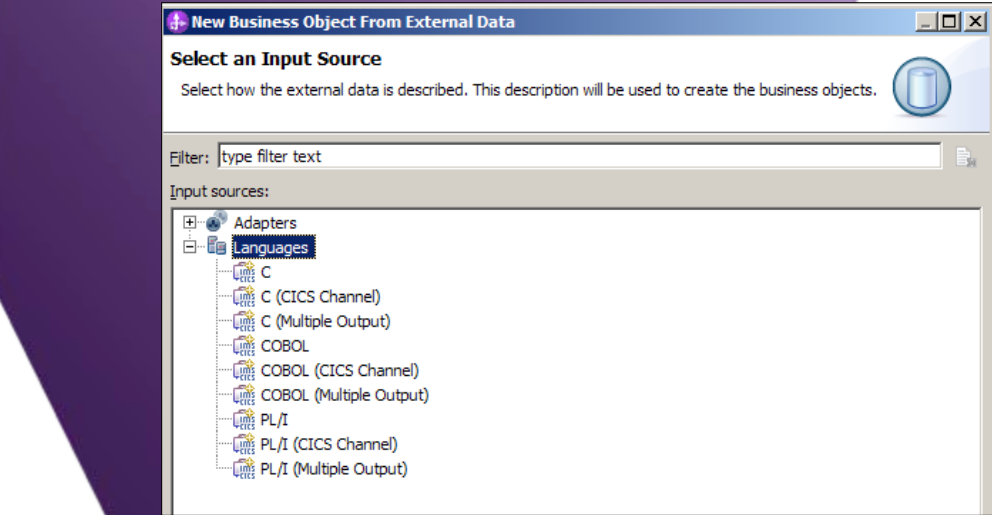
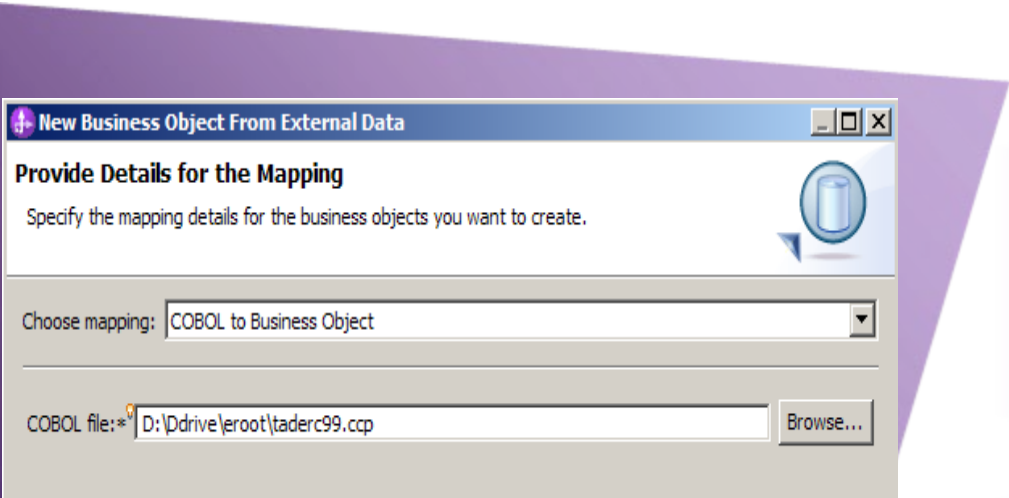
## 3 Specify Service name



# Leverage native z/OS data structures

Reference data from COBOL copybook

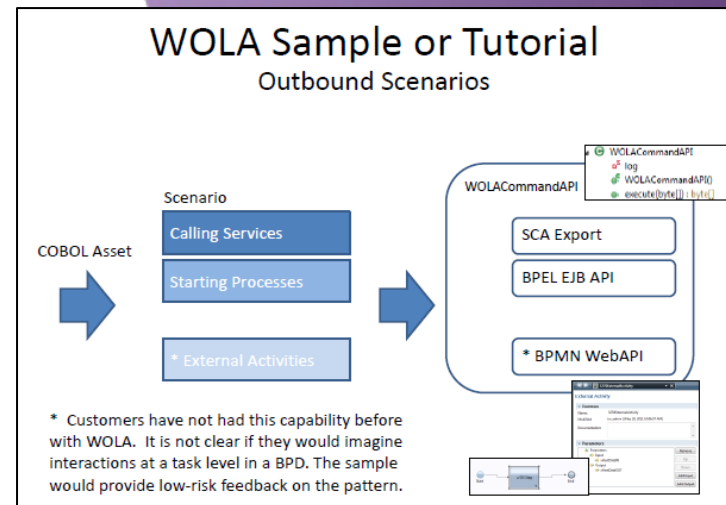
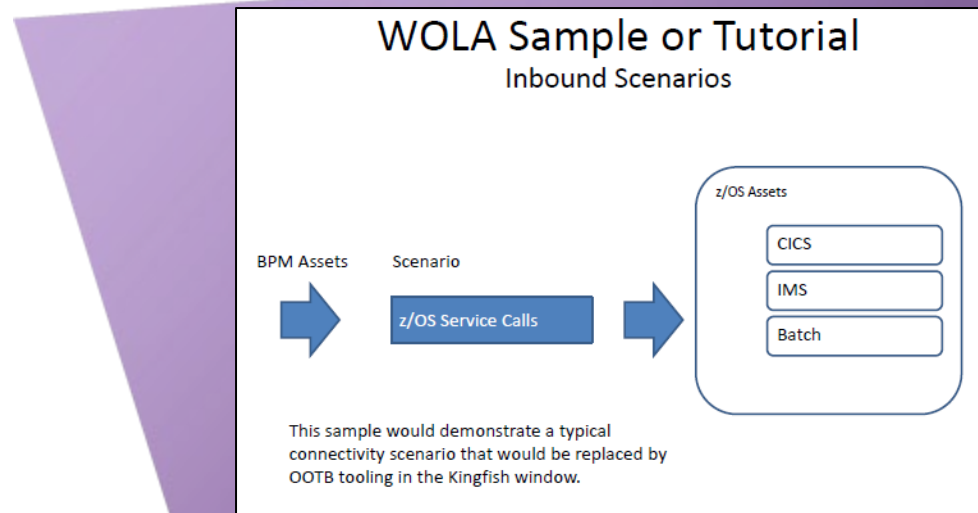
Support for Language such as C, COBOL, PL/1, Channel Records, Multiple output



# Fast communication with z applications

- The WebSphere z/OS “Optimized Local Adapters” is a function provided with WebSphere Application Server for z/OS
- Cross-memory local communications between BPM processes and external address spaces
  - CICS
  - IMS
  - batch programs
  - Unix Systems Services (USS) programs
  - Airlines Line Control (ALCS) programs

## Tutorial for WOLA



# IBM BPM v8 – Mobile Access



- **Native iOS mobile app** promotes broader adoption and easy access to IBM BPM tasks
- **Consolidates all your process work into a unified view**
- **Extensive REST APIs** enable customized integration of IBM BPM content into your mobile experiences

Improve productivity among business stakeholders through dynamic communication of activities – reduce ‘back channel’ emails, messages, etc.



# Adoption is Becoming Mainstream



- **Reduces** processing time for stand claims by **20-30 minutes each**
- Generates an average **ROI of 300%** for each internal process improvement project
- Increases customer & provider satisfaction



- System **handles 30,000 rules** and **500 transaction types** for **4,000 institutions**
- 3x faster time-to-market
- 25% cost reduction to maintain business logic



- Company-wide adoption by business users
- **> 200 simple processes** built by business users in production within 18 months
- **> 40,000 tasks** assigned to users per month within first 6 months
- **> 80,000 process instances** created in first half of 2010, surpassing total for 2009
- Average 3000 users per day



- System **handles over 120 million** passenger cross-border movements per annum.
- Enables the agency to identify threats sooner so they can focus attention on high-risk situations
- A near-real-time risk assessment provides enhanced security and speeds up processing

# BPM is the System of Engagement for Enterprise Processes

*An Integrated Platform to Manage Change & Business Operations*

## IBM Business Process Manager

*Process Design*

*Collaboration*

*App Development*

*Governance*

*Task Management*

*Optimization*

*Integration*

*Orchestration*

*Exception Handling*

*Visibility & Analytics*

### Systems of Record



ERP / CRM  
(SAP)

Enterprise  
Content Mgmt

Master  
Data Mgmt

Business  
Rule Mgmt

Business  
Analytics

Other Systems  
of Record

# Works Together. Works the Same.



The image displays three overlapping screenshots of IBM software interfaces:

- My Tasks (Left):** Shows a task list with categories like 'Overdue (3)', 'At Risk (2)', and 'Due Today (9)'. Tasks include 'Initiate Credit Check' and 'Approve Home Loan'.
- BlueworksLive (Top Right):** Shows a workspace for '12.0 Process Expert Network' with options to 'Blueprint a Process', 'Automate a Process', and 'Import'.
- IBM DecisionCenter (Bottom Center):** Shows a project view for 'mini-loan rules > Q2release' with a 'Changes' log and a 'Current Content' list of surcharges and rates.

# #1 in BPMS market share for 2011

IBM was named the **number one vendor in BPMS software** with a 27.1 percent share, **almost triple** that of **its closest competitor\***

## Largest Customer Base

Over **5000** BPM customers worldwide and growing

## Strongest Ecosystem

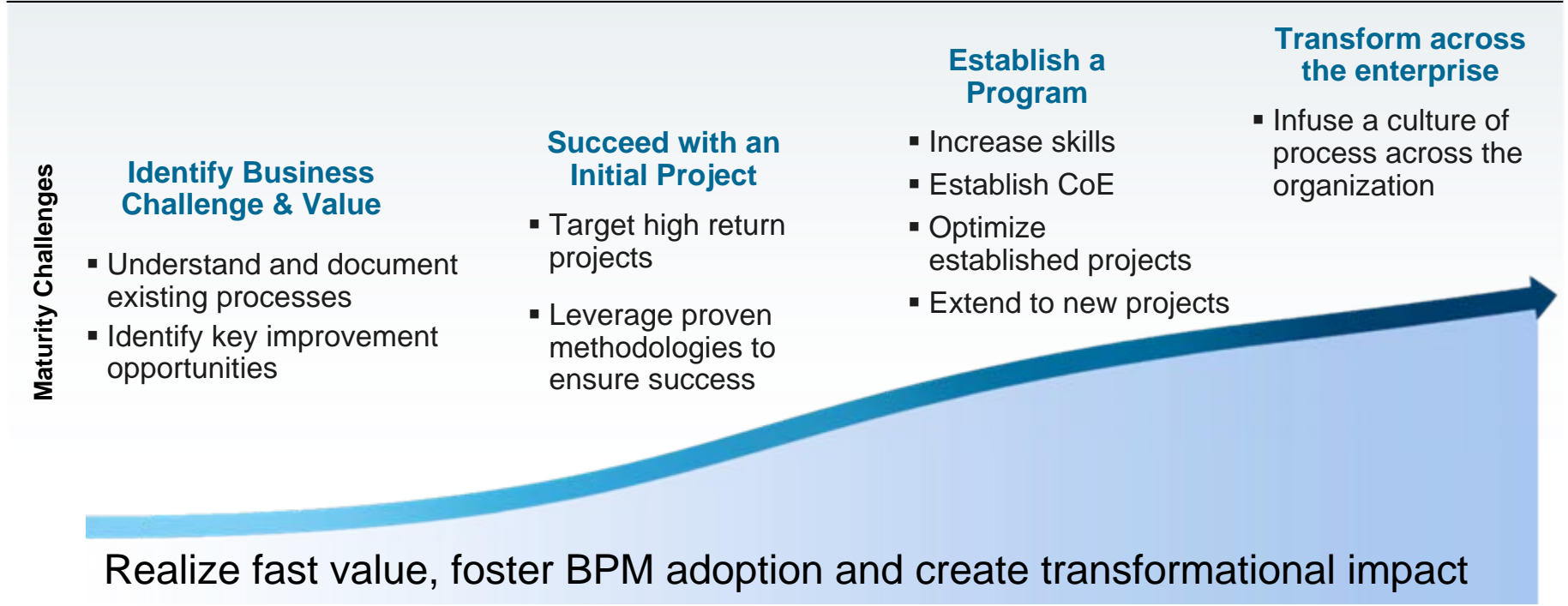
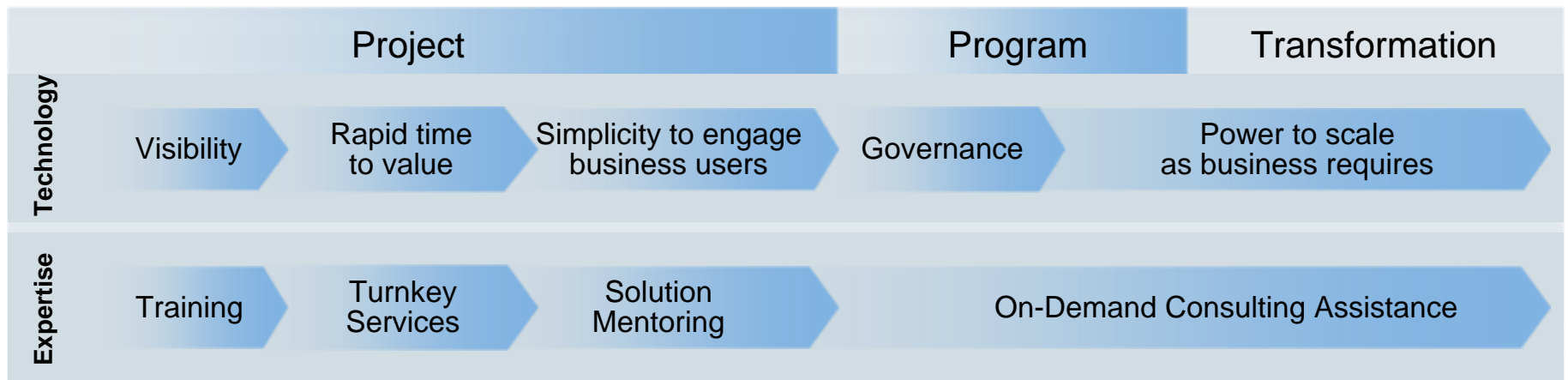
Over **1000** certified business partners

## Unparalleled expertise

Over **15 years** of industry leadership

\*Source: IBM Press Release; <http://www-03.ibm.com/press/us/en/pressrelease/37376.wss>

# Ensure success with a proven approach for adopting BPM





# Next Steps



**See BPM in Action**

Ask your sales representative to see the solution live

**Learn what's possible with a Discovery Workshop**

On-site workshop with business and IT stakeholders to evaluate the applicability of BPM for your project

**Implement a real project in 10 weeks with a Quick Win Pilot**

Demonstrate immediate value to your LOB end-users with your first 'Quick Win' in 10 weeks

