

# **WebSphere's Advanced Technology Improves Business**

Optimize Your Key Business Processes

# Business Processes Involve People And Systems

Custom-built  
Account  
Management  
Application



Campaign  
Management  
Spreadsheets



Vendor On-  
boarding  
via SaaS



Claims  
Processing  
via email



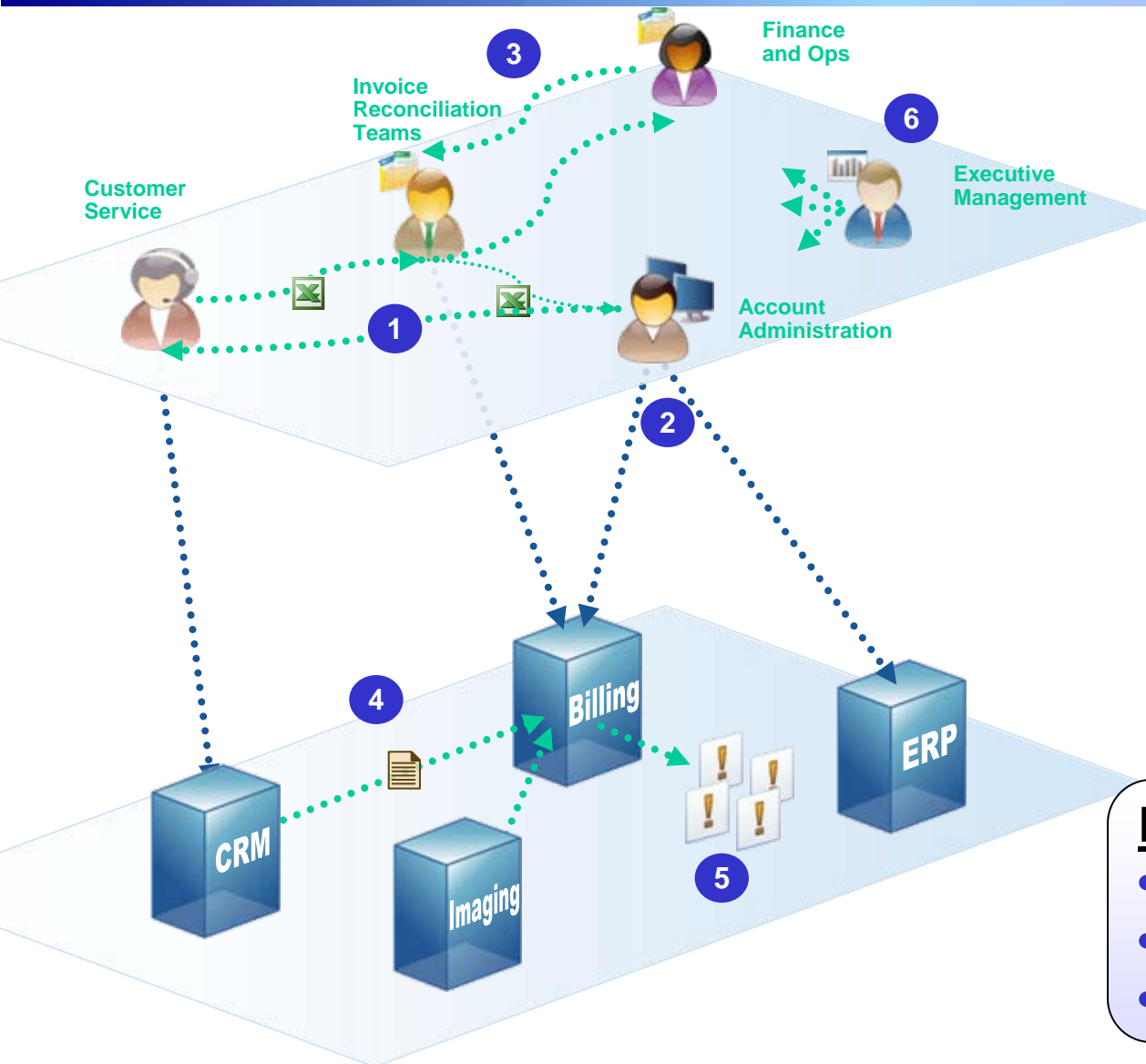
Packaged  
Order  
Fulfillment  
Application



Ad-hoc Customer  
Problem Handling



# What Are The Problems With A Typical Business Process?

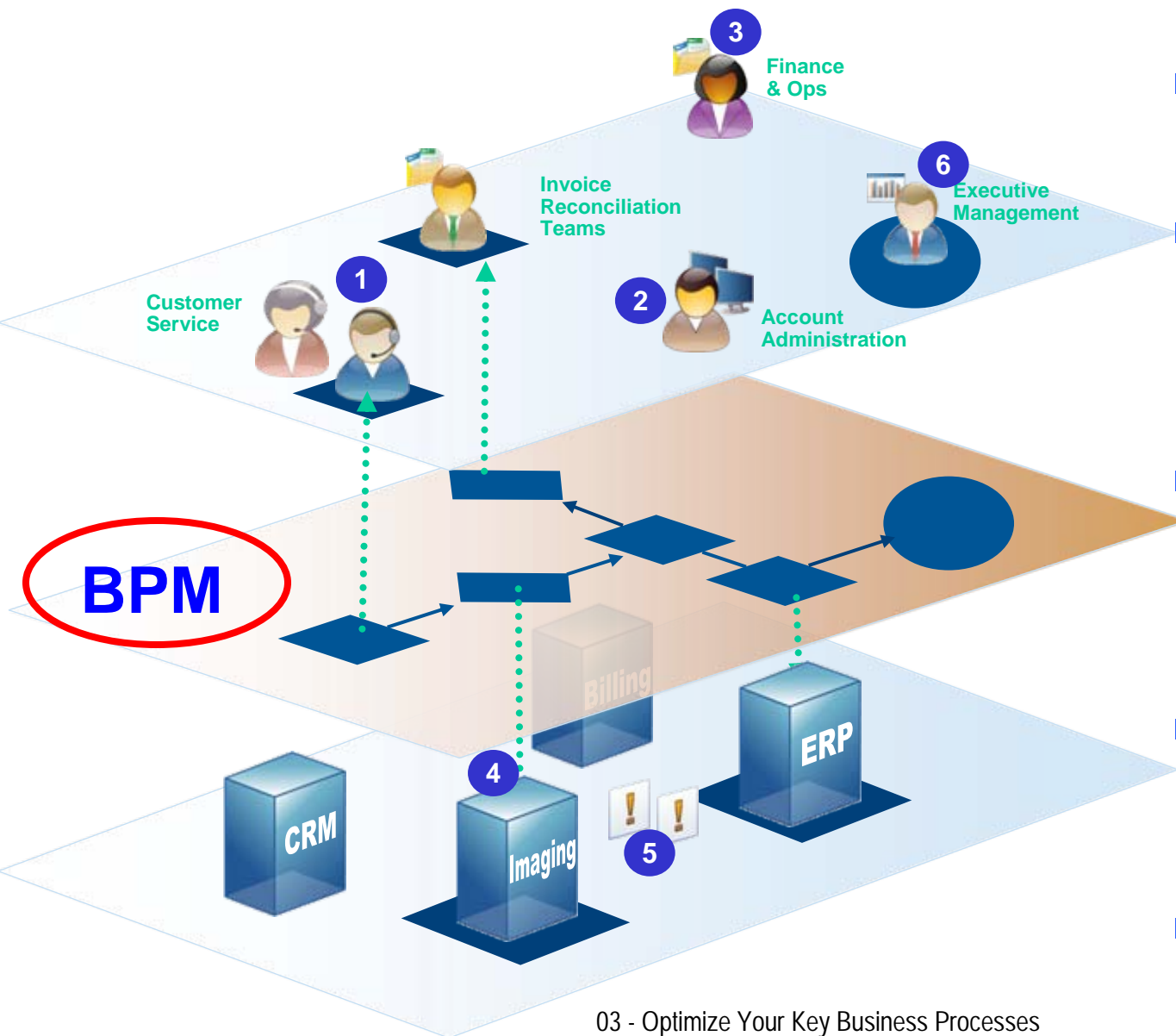


- Informal tasks and communication
- Incomplete or inaccurate data flow between tasks and systems
- Lack of control over business exceptions
- Inability to monitor process performance

## **Business Problem:**

- Too long to respond
- Customer dissatisfaction
- Difficult to improve

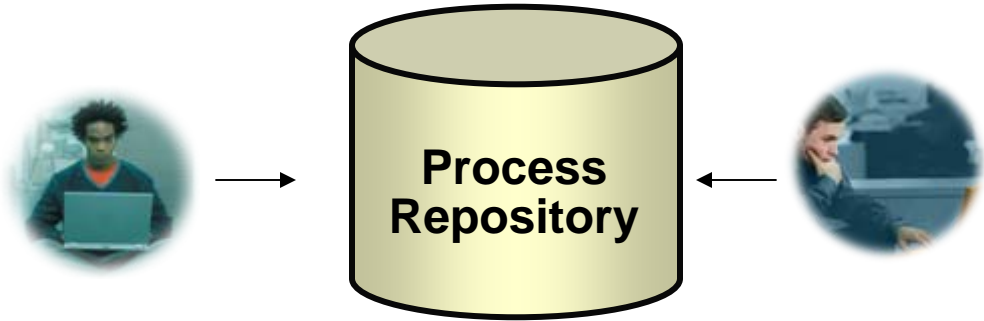
# Business Process Management Software Can Help You Manage Your Business Processes



- Keeps track of process state
- Routes work to humans or systems based on the next step required
- Associates user interfaces to guide employees through task
- Allows re-assignment and escalation of tasks
- Monitors process performance

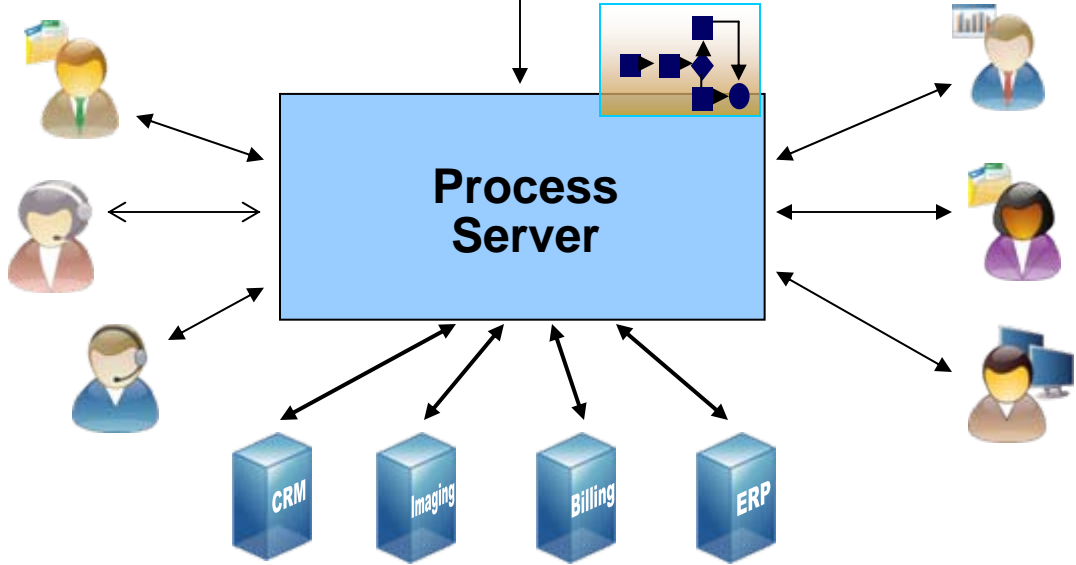
# BPM Software Provides A Single Location To Develop And Execute Business Processes

Developers create processes and store them in a repository



An administrator will use a browser to deploy the completed process to a server for execution

Employees access tasks assigned by the server via a browser



Business Systems

# IBM's Approach Leads To Better Business Outcomes

- Efficiency - automates process steps
  - ▶ A promotional branding company now can handle 10x their previous volume
- Agility – discover process problems and make improvements
  - ▶ A freight forwarder discovered that one bottleneck was the cause of 80% of their problems
- Visibility – monitor every process through to completion
  - ▶ A bank reduced customer complaints by 90% through heightened visibility
- Collaboration – identify and contact experts to complete tasks
  - ▶ A private investment bank increased process effectiveness by 60%
- Governance – manage all process components from a scalable central repository
  - ▶ A bank eliminated physical paper from 145 company processes

# Service Oriented Finance Needs Better Business Processes

Our process to handle credit card billing disputes is not working very well.



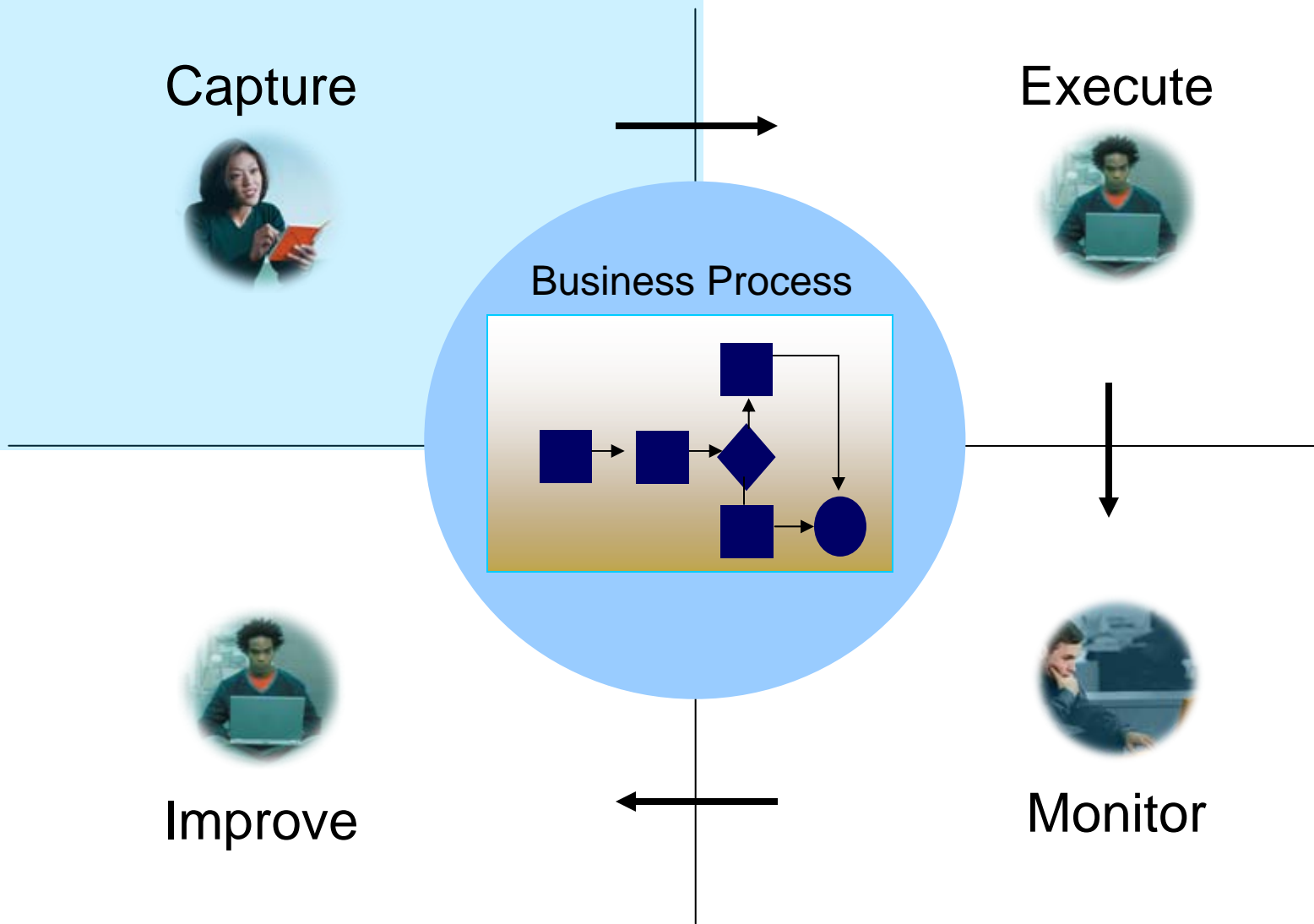
**VP Card Services**

IBM can help you capture, implement, monitor, and improve this process.



**IBM**

# First You Must Capture Your Un-Managed Business Processes





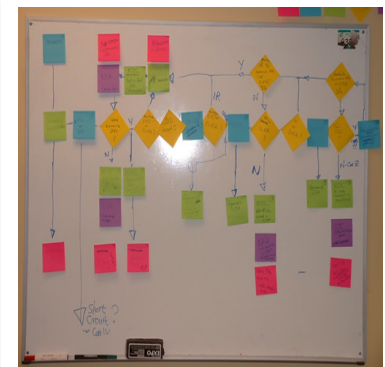
# Where Can You Discover Your Business Processes?

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- Built into custom applications
- Built into packaged applications (e.g., SAP, Oracle)
- Embedded in email, spreadsheets, and documents
- Ad hoc responses to problems
- You may not even know that the processes are there!

# How Would You Capture Your Process?

- Lock your team in a conference room for days
- Use sticky notes
- Write on easel paper
- Draw on a whiteboard
- Argue back and forth till you finally agree on your process
- Convert it to a diagram
- Give it to IT to interpret and implement



# IBM Offers A Better Way To Capture Processes

- Business experts can capture processes without help from developers
- Business experts can share and collaborate across departments and geography
- Assigns business attributes so that the process contains the information needed to identify areas of automation and improvement
- Analyzes processes to better understand risky and extraneous steps before the process gets implemented

# Demo: A Better Way - Process Capture With Blueworks Live

The screenshot displays the Blueworks Live web application interface. At the top, the user is identified as John Santoro with options for Admin, Help, and Logout. The main header includes 'BlueworksLive' and navigation links for Work, Community, and Library. A search bar is present. The current view is 'WebSphere Show 2010 > Billing Dispute', last modified by John Santoro on Jan 20, 2011 at 5:02 PM. The interface is divided into two main sections. The left section, titled 'Billing Dispute', shows a process flow diagram with steps: Capture Dispute, Research Dispute, Resolve Dispute, Gather Dispute Information, Gather Additional Information (highlighted), Update System, Determine Next Steps, and Determine Resolution. The right section, titled 'Gather Additional Information', shows details for the process, including Participant (Back Office Call Center), Business Owner(s) (John Kaemmerer), Cycle Time (90 Minutes), Cost (75), Risk (Medium), and Value Add (Yes). There are also options for Attachments, Add Comment, and Invite New Users.

- Capture a process to handle credit card billing disputes
- Associate business properties and analyze the process

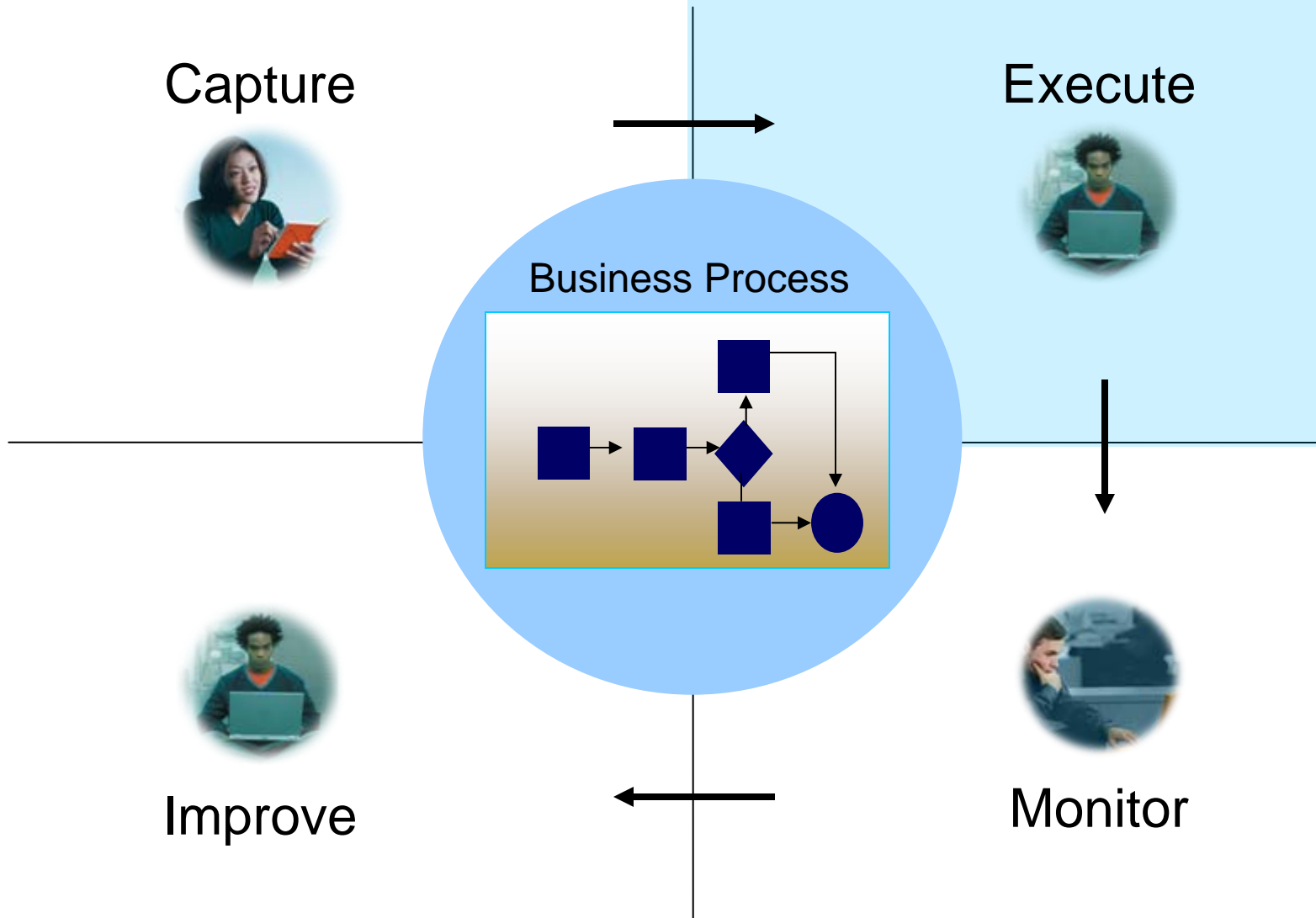


# IBM Blueworks Live Enables Collaborative Process Capture And Design By Business Experts

- Software as a Service, so it is accessible by all stakeholders
  - ▶ Browser-based, quickly can create access
  - ▶ Easy to share processes across a team in real time
- Easy for novices, rich enough for experts
  - ▶ Simple to layout processes
  - ▶ Analyze process costs and risks
- Built for process design
  - ▶ Gathers essential data for process discovery and analysis
  - ▶ PowerPoint and Word documents do not ensure the right data is captured or that it is depicted in a consistent manner

BlueworksLive®

# A Process-Driven Business Requires Productive Execution



# IBM Business Process Manager Makes It Simple

- Model, develop, deploy, and monitor from a single tool
- Automatically creates user interfaces for human interaction with the process
- Specify Key Performance Indicators (KPIs) for monitoring process instances
- The picture is the process – just save the design to deploy it

BlueworksLive®

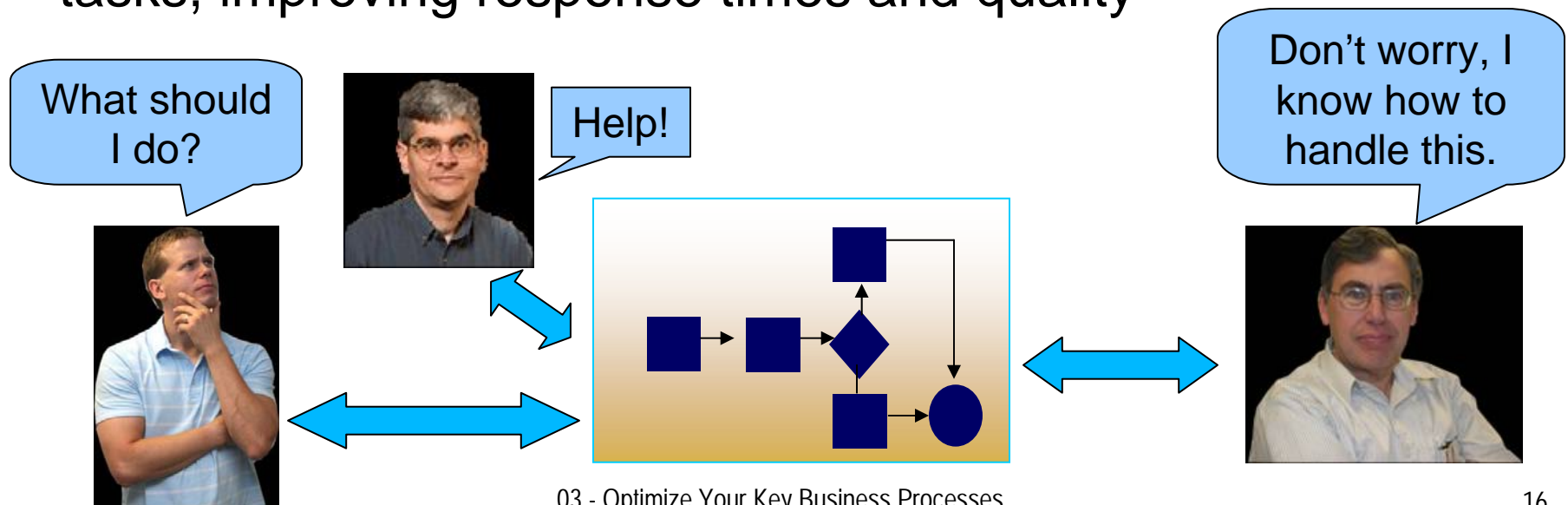


IBM  
BPM



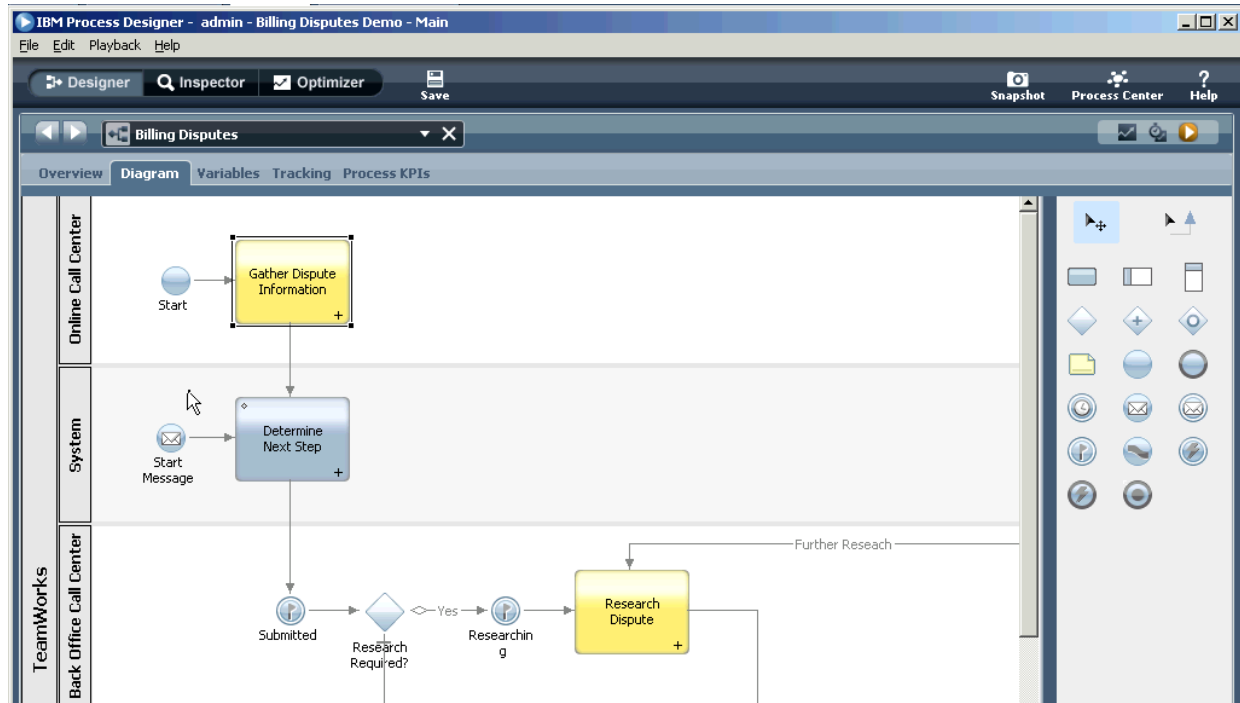
# Flexibly Interact and Collaborate With A Process

- Mobile applications allow process participants to complete tasks via an iPhone or Android device
- Process recommends expert colleagues
- Process participants can post comments or share a screen in order to get assistance completing difficult or high profile tasks, improving response times and quality





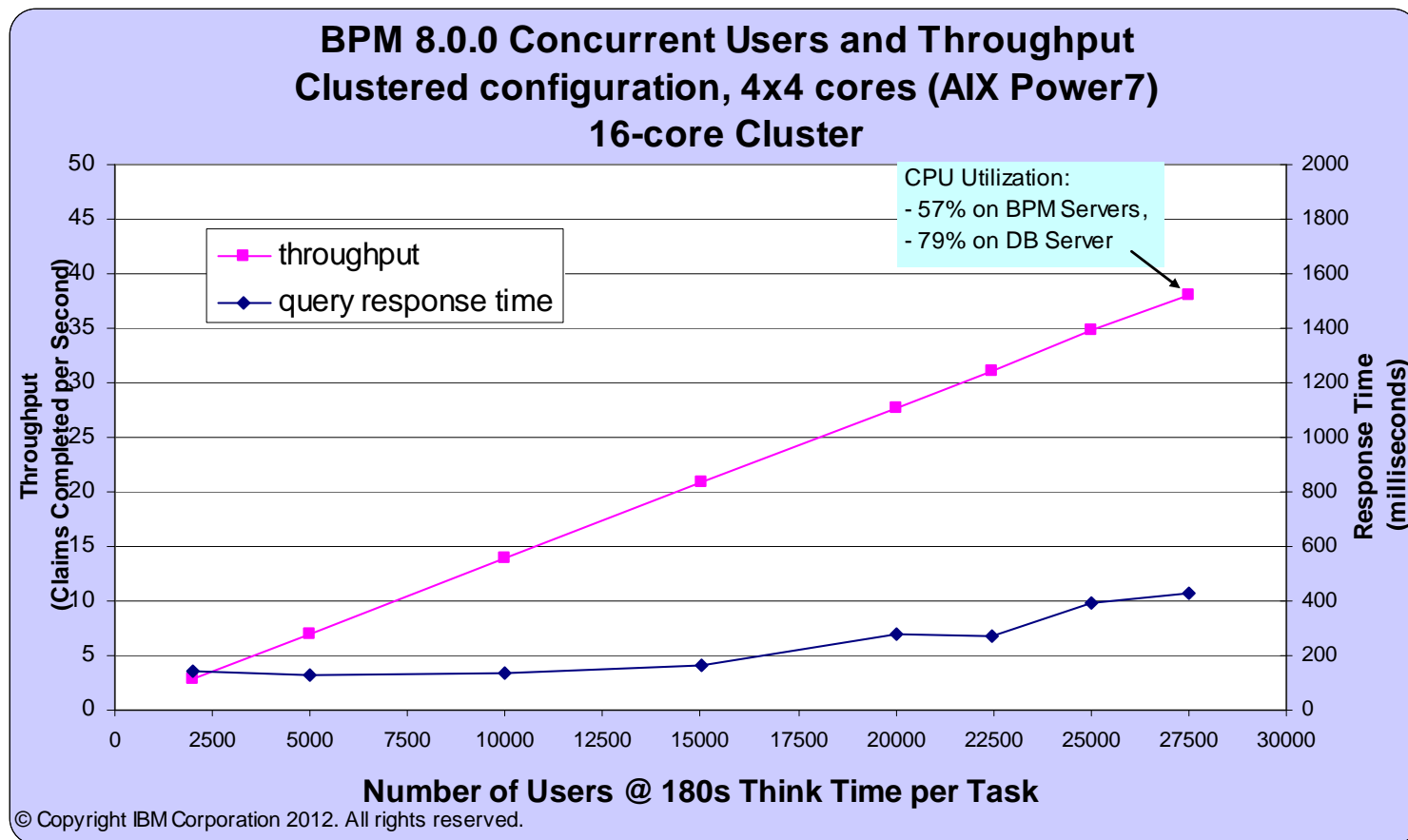
# Demo: IBM Business Process Manager Offers Business-Focused Process Design



- Implement the billing disputes process, specifying KPI's such as maximum execution and wait times
- Execute the process, completing tasks by role

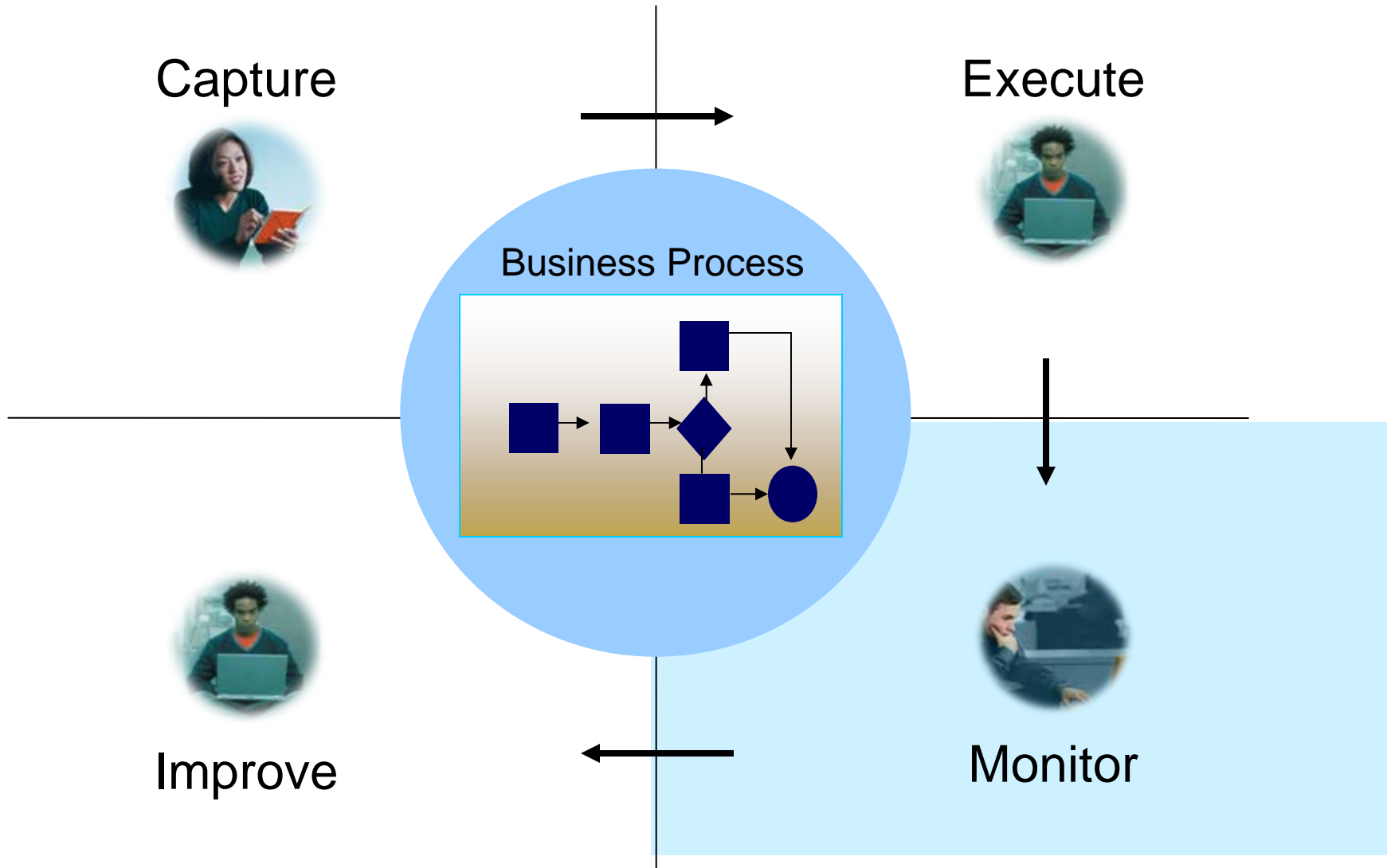


# IBM Business Process Manager Performs Well With Very Large Numbers Of Participants




**Response time is under 0.5 seconds even with 27,500 concurrent users!**

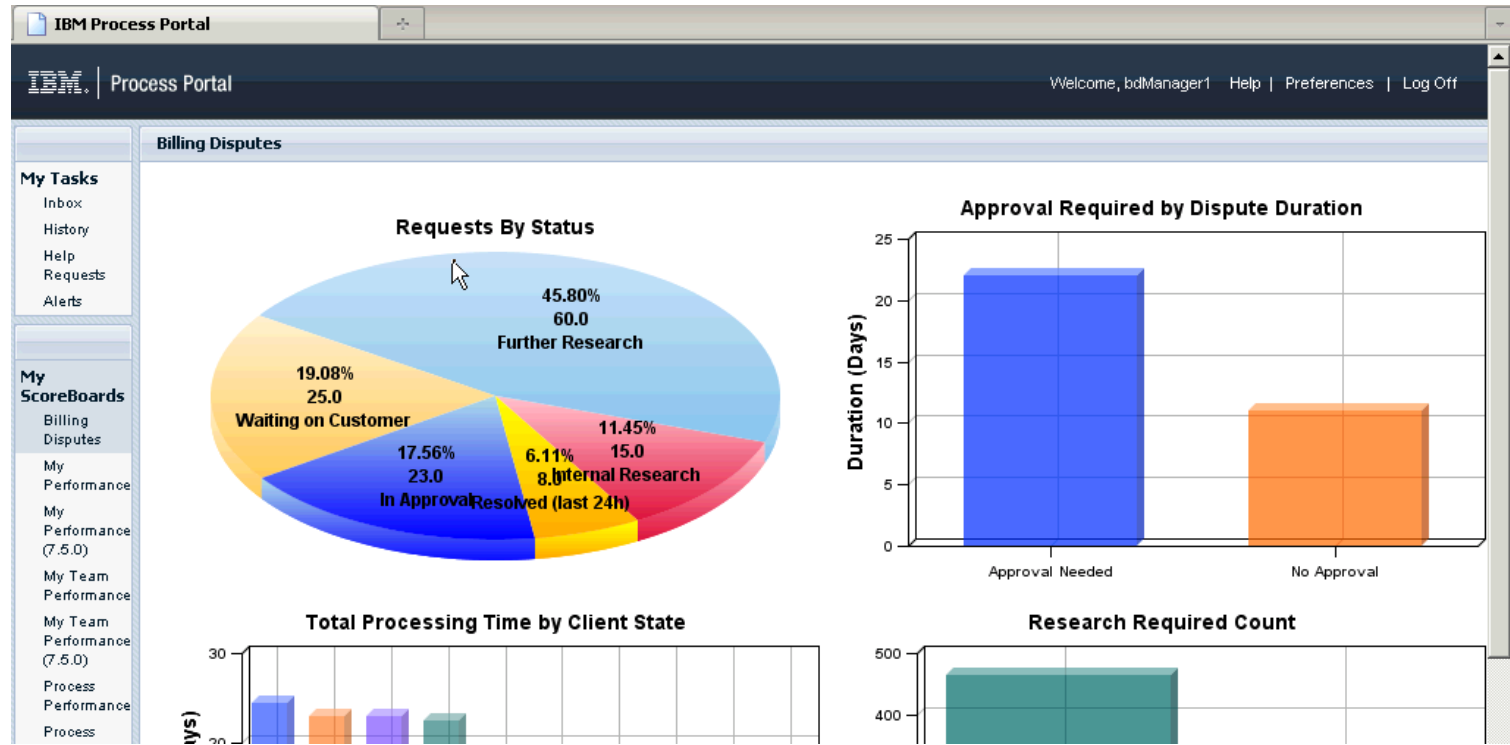
# Better Understand Your Business Through Process Monitoring



# What Can You Learn By Monitoring A Process?

- Which orders need extra attention?
  - Who or what is holding up the claim?
  - Where are the bottlenecks?
  - Which tasks need more resources?
- 
- Process monitoring must focus on business, rather than technical, information
  - The business analyst needs the ability to quickly create dashboards for business information, without requiring a developer

# Process Monitoring With IBM Business Process Manager



- Create dashboards based on process data
- Create simple custom reports without programming
- Perform deeper and richer monitoring with IBM Monitor

# Agility Enables Continual Process Improvement

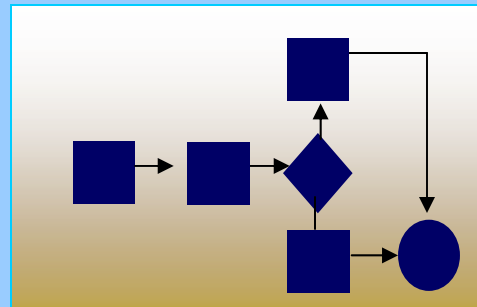
Capture



Execute



Business Process



Improve



Monitor

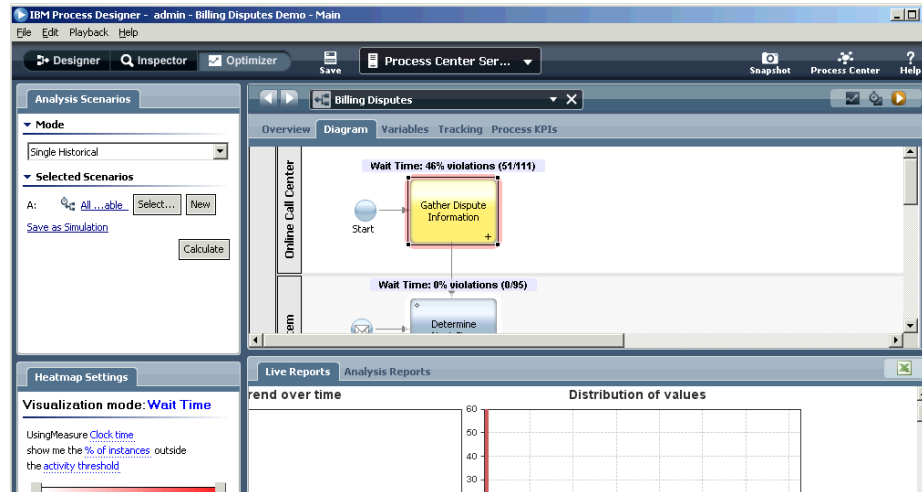


# In Order to Improve Your Process, You Must Understand Your Process

- What is wrong with the process?
- How can you simplify the process?
- Where are the bottlenecks?
- How can you focus your most expensive resources where they can add the most value?
- Can you automate tasks to reduce time, lower costs, and improve consistency?

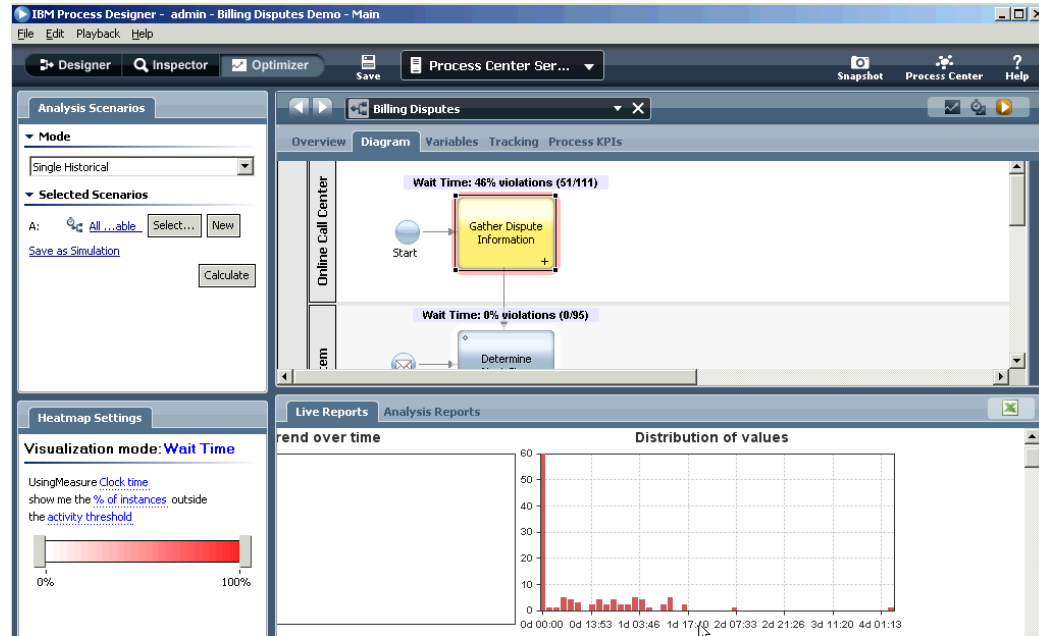
# Simulating “What If” Changes Can Help Answer These Questions

- IBM BPM can simulate the execution of processes
- Compare simulated results to historical results to validate simulation assumptions
- Then consider “what if” scenarios
- Justify process changes with time and cost analysis





# Demo: Process Improvement With IBM Business Process Manager



- Improvement built in - uses historical data to identify within the process design any bottlenecks and exceptions



# What's The Pay-off With IBM's Business Process Management?

- IBM's BPM improves business processes
  - ▶ Lower cost
  - ▶ Less delays
  - ▶ Fewer mistakes
  - ▶ More transparency
  - ▶ Continuous process improvement
  
- Bottom line for the business
  - ▶ More competitive advantage
  - ▶ Improved customer satisfaction

# Sprint Improved Their Billing Dispute Process With IBM BPM

- Sprint, a US-based telecommunications company, had 26 million customers in over one hundred countries. Problems with their billing disputes process were hurting their revenue.
- Adjustments took too long to calculate, required many manual tasks, and involved inconsistent hand-offs
- Coordinating work across different teams was difficult, and underlying systems could not change fast enough to keep up with new product offerings
- With IBM, Sprint immediately increased call-center productivity by 9%, improving customer service
- Reduced resolution time from 12 to 2 days
- Achieved payback in the first 6 months

# IBM BPM Is A Smart Solution

Capability for a Smarter Process	IBM BPM
Business-level process capture and analysis tool	Yes
Simplified design and deployment	Yes
Key Performance Indicators and simulation built into the process design	Yes
More effective process improvement through the display of process data	Yes

# IBM Provides The Path To A Process-Driven Business

