


1866
Sherwin
Williams
formed



1877
1st re-sealable
paint can
patent issued

Things can be better

Transforming How Work Gets Done



Work in the 21st century is complex, information-intensive and regulated.

Getting work done is hard and getting harder.

Forrester April 2011

The New Normal: Change, Complexity, Uncertainty

\$488 billion

Lost in process inefficiencies
in Fortune 500 companies

\$534 billion

In mobile
transactions by 2015

85%

Of enterprises use
external cloud services

50%

Of businesses plan to adopt more
collaborative sourcing models

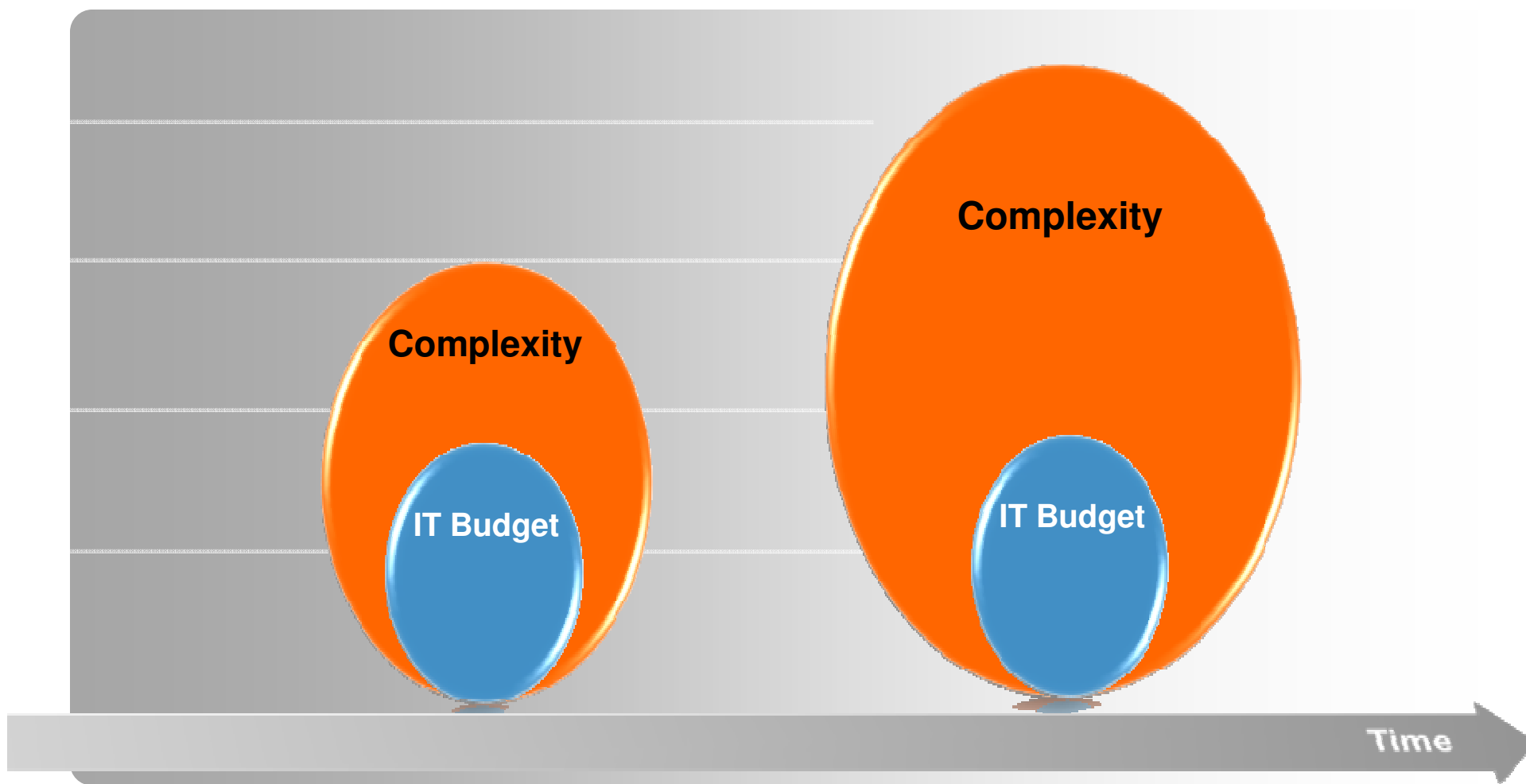
70%

Of businesses outsource one
or more strategic activities

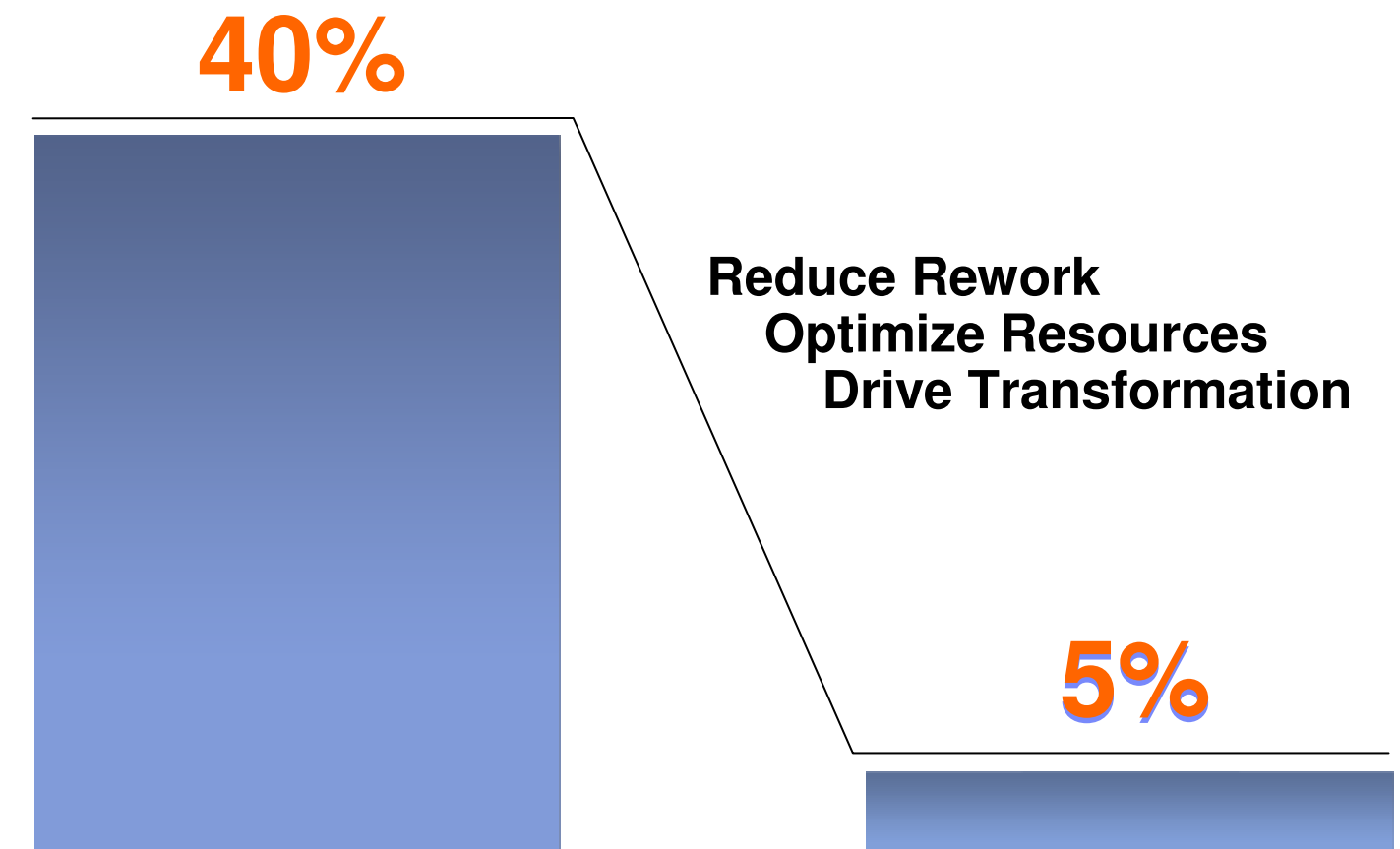
50 billion

Devices connected to
the Internet by 2020

Complexity Grows While Resources Remain Static



Dramatically increasing productivity of your employees in support of broader business transformation



The Promise of Process: Reduce rework by *up to 35%**

*Source: IBM Internal Analysis of 200 customers

Work

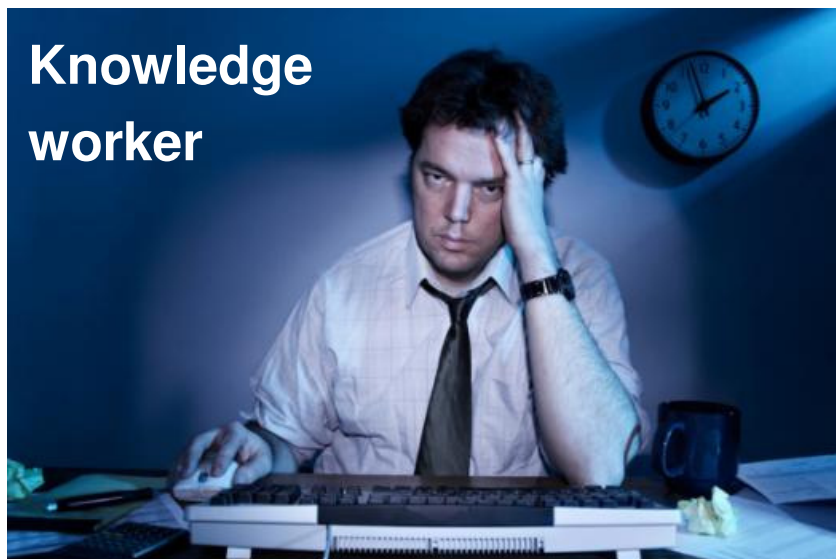
How We Do The Work We Do

A day in the life of a frustrated worker



Two ways of getting work done ...

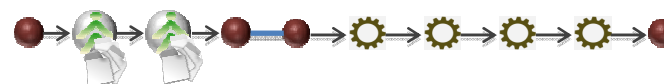
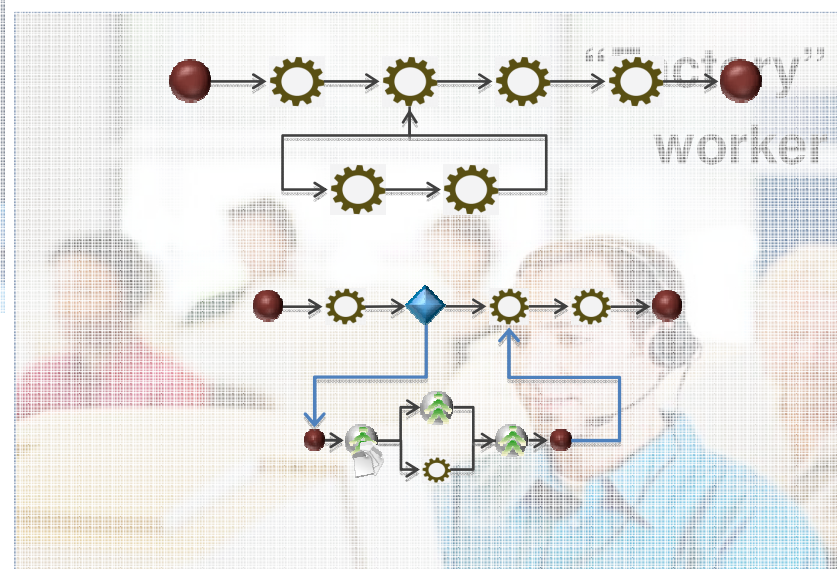
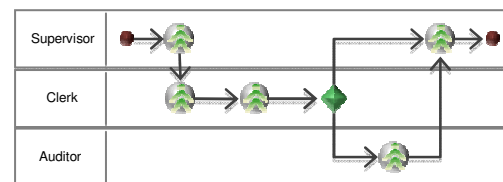
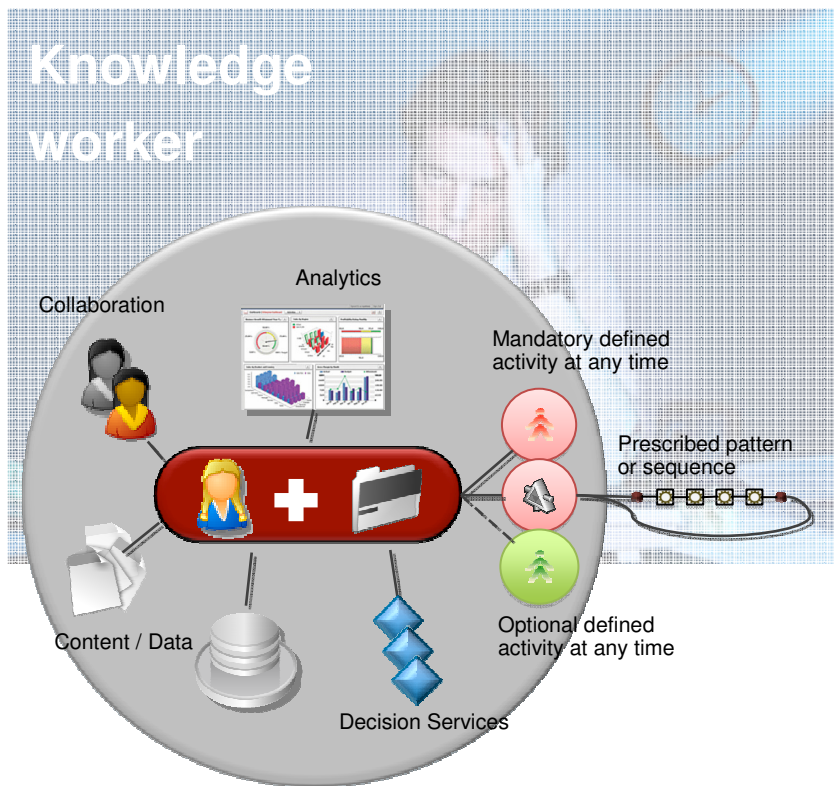
**Knowledge
worker**



**“Factory”
worker**



Which Reflect Defined Activity or Prescribed Flow ...



Facilitated by integrated technology ...

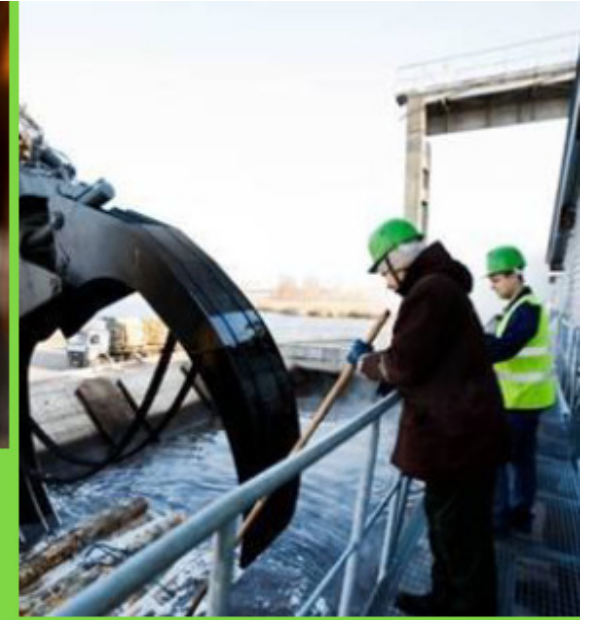
Knowledge worker

IBM Case Manager

Supervisor	
Clerk	
Auditor	

IBM Business Process Manager

factory worker

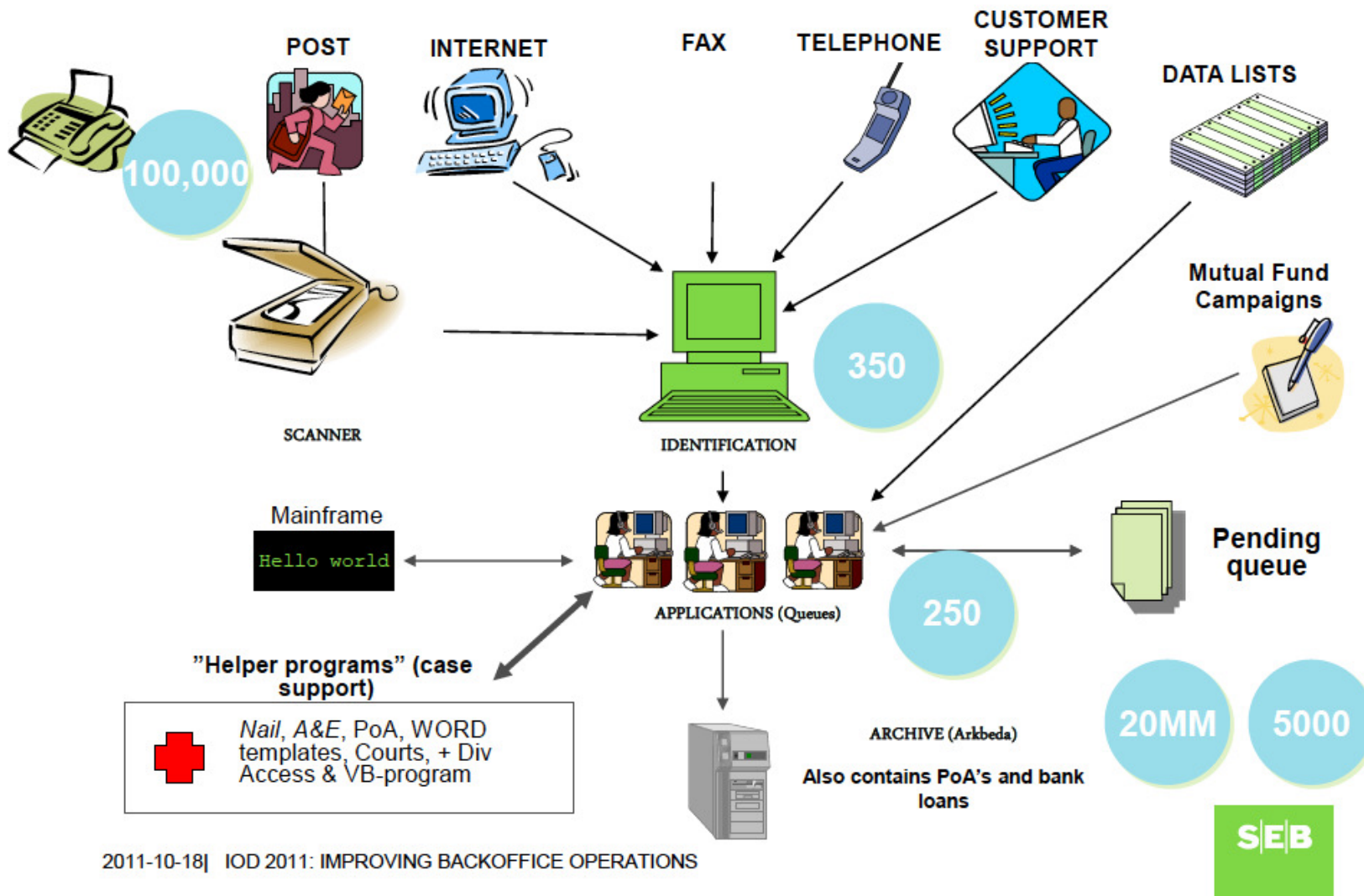


The Relationship Bank

SEB

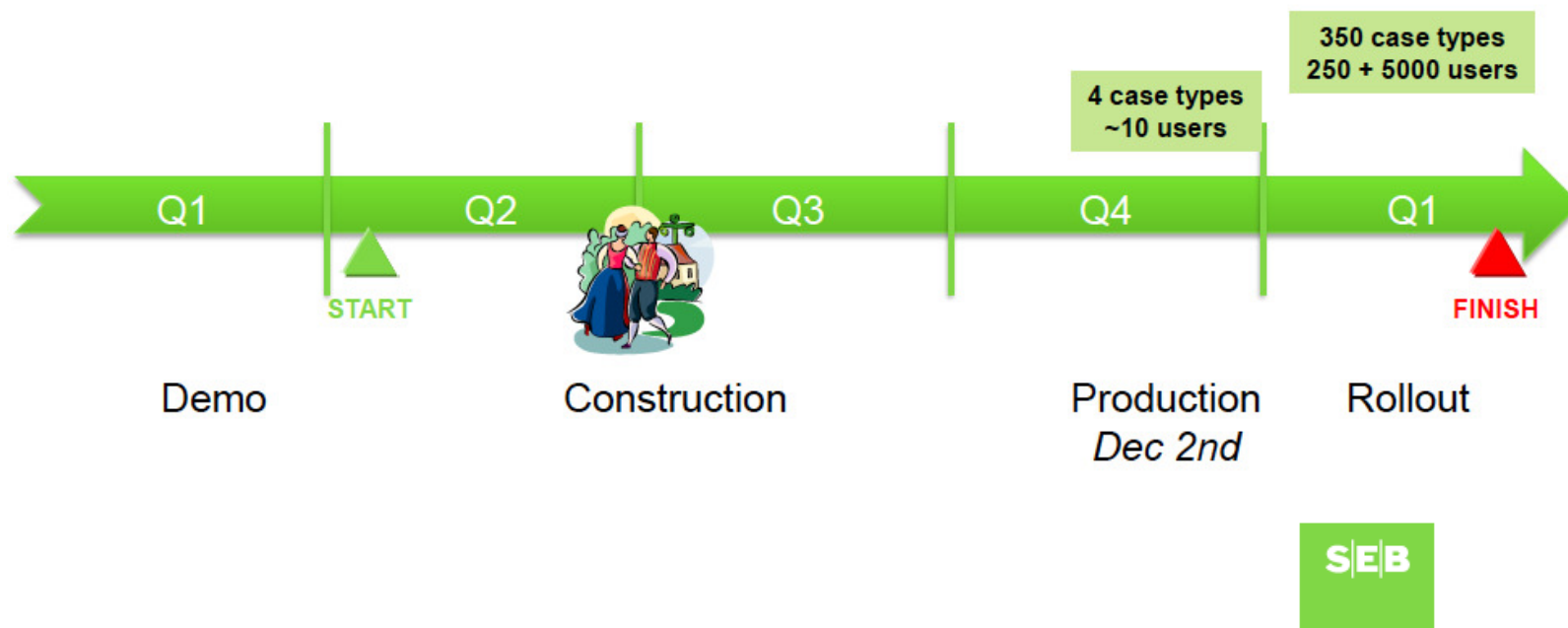


Complex Business Environment



2011-10-18 | IOD 2011: IMPROVING BACKOFFICE OPERATIONS

Project Timeline



Seeing Is Believing

Case Manager Home Go to Spaces Manage Spaces Actions

845306 | Help | Log out

SEB Case Internal release 3

Work Cases **Work Details**

Launch Spik Split Case

Activity | Registratbe Refund of Charges
View instructions

Comments Get next
More Actions Save Close

Documents
Add View More Actions

Name	Date modified	Modified by
Trash	9/22/2011 11:17 AM	PGAdmin
Låneansökan	9/22/2011 11:17 AM	PGAdmin

Items 1 - 2 Previous Next

History
Show: Summary for: All

Today	9/22/2011
Trash	Folder created PGAdmin
Låneansökan	Document filed in Home PGAdmin

Items 1 - 2 Previous Next

Viewer

SEB Ansökan SEB:s Låneskydd Söjstöd

Personuppgifter
Namn: [Redacted]
Födelsedatum: [Redacted]
Adress: [Redacted]
Personnummer: [Redacted]
Telefonnummer (om tillämpligt): [Redacted]

SEBLO30010458

Jag vill teckna SEB:s Låneskydd (helt arbetsförmåga, arbetslöshet och sjukhusvårskost) (Månadskostnad som ska betalas 2,987,00)

Jag styrjer att jag är mellan 18 och 60 år och är bosatt i Sverige. Jag har en tillräcklig försäkring om minst 22 timmar i veckan eller är egen företagare. Jag styrjer att jag är fullt räk och fullt arbetsför och har inte tillräckdom om allvarig sjukdom, skade eller försäkrings utslutning. Jag är inte medlem i ett värdepappersföretag eller försäkringsaktiebolag. Jag kommer att te te delar tillräckliga försäkringsvillkor när försäkringsbrevet skickas ut.

Automatisk premiebetalning
Jag ger tillstånd försäkringspremie (i uppställning ett månadspris (premie vid månadspremie underliggande 50 kr) ska premie från resten av andra lönsa

Första månadspremie	Premien betalas för en månad (taget och omräknas vid månadsavskifte)
3,94,50	Bek

Kontonummer: -816009038200460
Kontohavarens underbete (premieansökandes)
Kontohavarens personnummer (om annan än sökande)
Logningskontroll (typ, nummer, sign.) (yller av banken)

Underskrift
Datum (år, mån, dag): 11/05/11
Yrkesspecifikation (skriv eller anslutningsfritt): Snickare (Byggservice)
Namn och adress: [Redacted]
Levnadsförhållande (om nummer, sign.) (yller av banken)

* Försäkringspremie vid helt arbetsförmåga, arbetslöshet och sjukhusvårdskost. Beträffande SEB:s Låneskydd, se 303, 301-314. Innehåll, vilken: 08 117 819 99. Försäkringspremie för informationen är Försäkringspremie SEB Trygg Ltd, 104 40 Stockholm, Sveriges Top 2, Intern kundservice: 07-11 11 600. www.trygg.se. Organisationsnr: 519601-024. Självbetalt: Elektronisk.

Customer Information
Name: ABELLA ALVES
Address: RISSNELEDEN 110

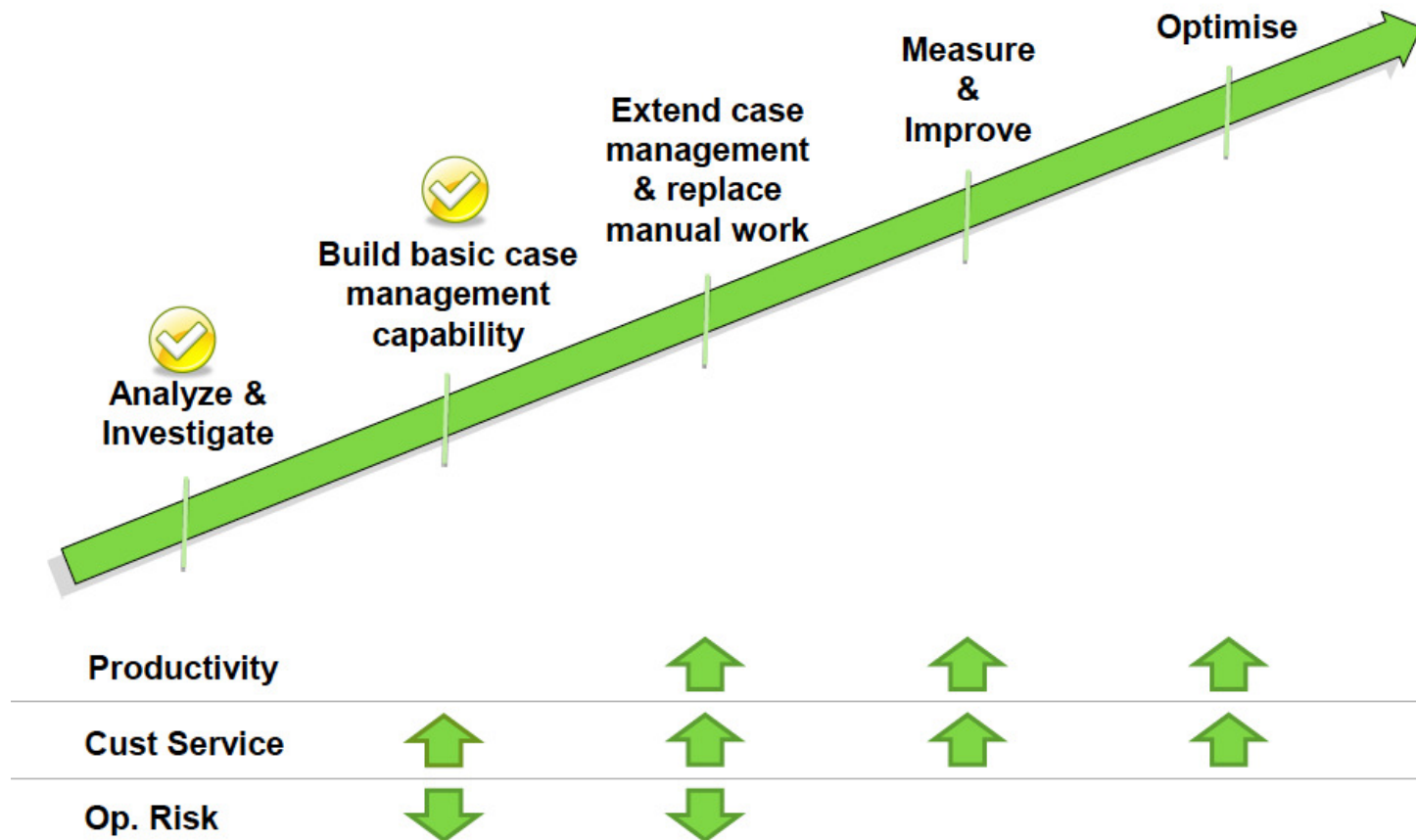
Case status
*Status: Production
*Max time in pending: 1 day
Remark: Test från SoapUI_DOC

Case information
Case ID: 80000014
Profit centre: 55182
Customer number: 5610318981
Account number: 0866-38881268
*Number of transactions: 0

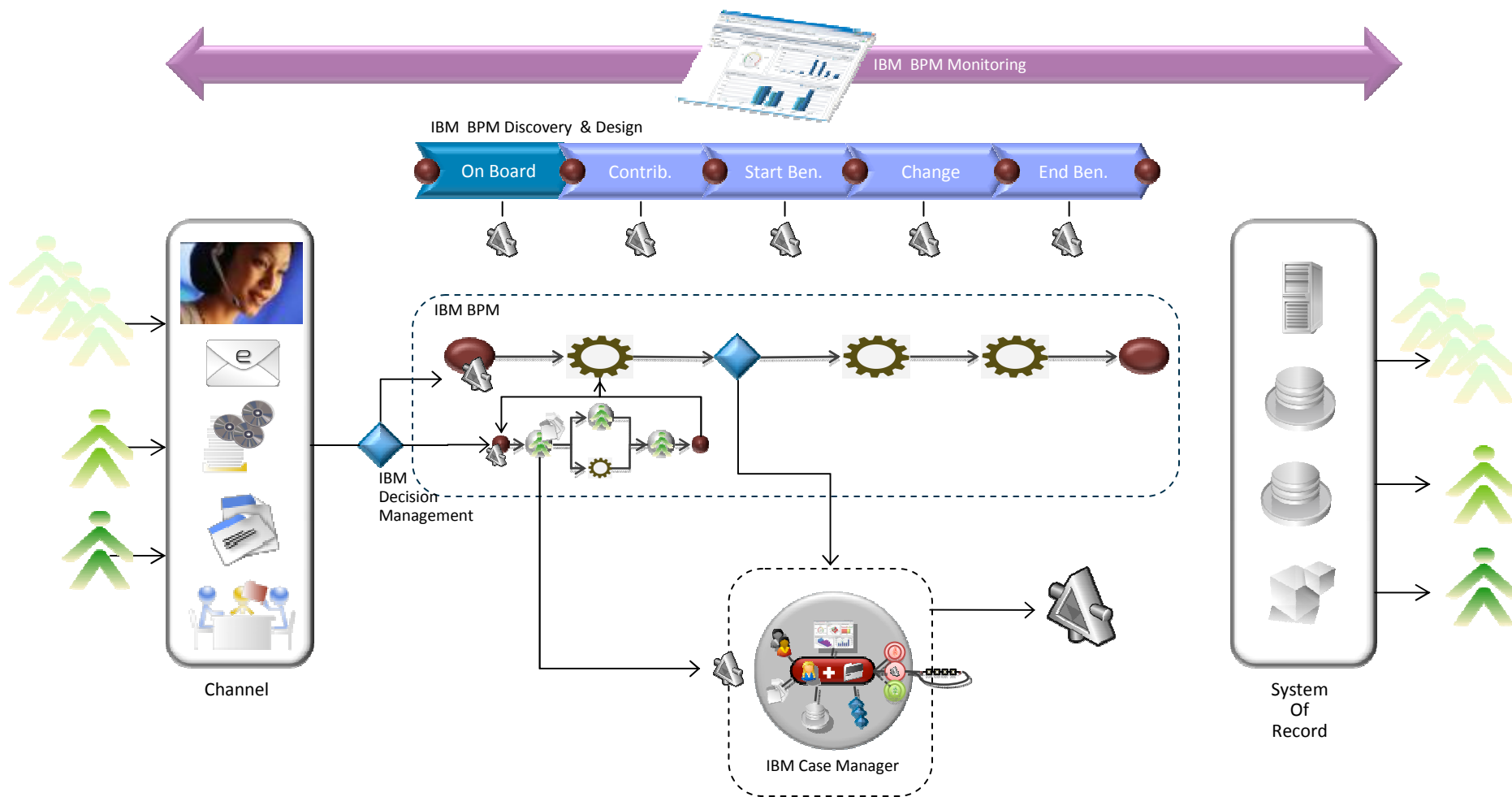
Additional information
GPA: A0
Originator: s45306
Arrival date: 9/22/2011 11:17 AM
Start date: 9/22/2011 11:17 AM
Finish date: 9/28/2011 11:17 AM
Close date:
SLA: 2



Start of a transformation roadmap ...



End-to-End View of Doing Business



Homework

- [Exploring Adaptive Case Management: BPM for a new generation?](#)
 - MWD Advisors – Neil Ward Dutton
 - Web: www.mwdadvisors.com
 - Twitter: @mwdadvisors

- [Dynamic Case Management – An Old Idea Catches Fire](#)
 - Forrester Research – Connie Moore

- Advanced Case Management pod
 - Ben Davies – ACM Technical Professional IBM

Remember This?

So much of what we take for granted can be better

1866

Sherwin Williams
formed

1877

1st resealable paint can
patent issued



Finally . . . 125 years later: An outside-in design!



2002
The Twist and Pour
paint can

References



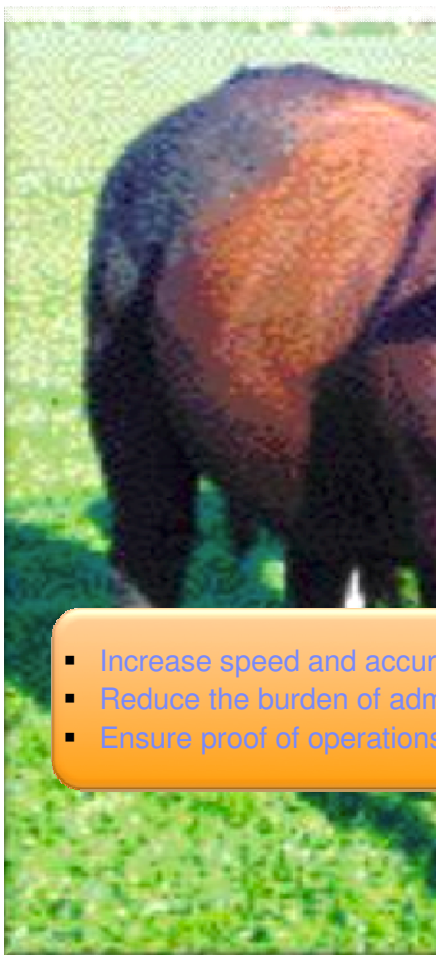
National Assembly for Wales

Increase payment speed & accuracy, meet regulation, reduce admin burden

Industry context: govt

Value driver: productivity

Solution: advanced capabilities



- Increase speed and accuracy of service delivery
- Reduce the burden of administration
- Ensure proof of operations – visibility, audit and compliance

The need

The European Union Common Agricultural Policy provides annual subsidies of more than £250 million for the 19,000 farmers in Wales. The previous process management was based on paper-based applications and a bespoke legacy computer system.

The legacy system was slow to change, difficult to use and each scheme was implemented separately, based on a different manual process.

The solution

- Fully automated request capture and submission with standardized business processes throughout all line of subsidies
- Agile exception handling with collaborative case management
- Abstracted and flexible management of rules
- Automated best practices

The benefits

- Improved customer service--on the first day of payment, more than 75 percent of Single Payment Applicants had received their payments instead of waiting weeks with the previous system. Wales was one of the first countries in Europe to make these payments in 2005.
- Greater flexibility and ability to modify business policies in hours rather than weeks
- Business process and business rules traceability and auditability

*Industry context: govt
Value driver: cost red
Solution: content man*

“The IBM solution is transforming the way that service is delivered.”

Jacqui Leggetter, Paper Reduction Project Manager
Department for Work and Pensions

The need

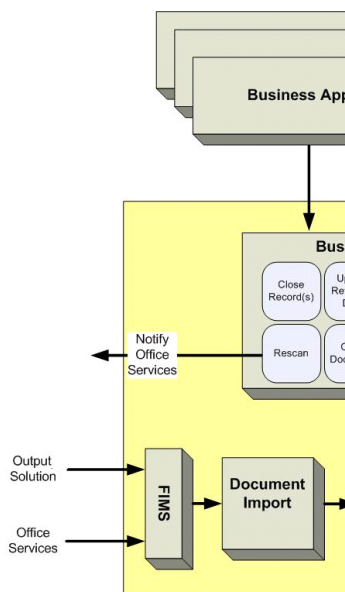
The agency can experience delays managing paper-based applications as each application for benefits was typically routed to two or three different case workers before it landed on the right person’s desk. It could take three to four days before the paperwork was sent to the correct case worker. And with new applications received daily, staff constantly had to reprioritize requests.

The solution

Using IBM® software, the agency created a single electronic repository for case information so staff has immediate access to the information they need for any customer query or claim. The solution enables the agency to assign cases the same day it receives them, and also helps prioritize cases so team leaders don’t have to wade through paper files to identify the most urgent cases.

The benefits

- Enables agency to provide much faster service—eliminating up to four days from the process—and reduces the length of time spent on each claim
- Provides the agency with greater flexibility to distribute workloads among its 800 sites when needed
- Delivers greater insight into the number and type of cases under management to help staff shape future policies based on citizen needs



Smart is: delivering services more effectively

Industry context: regional government
Value driver: faster delivery, improve compliance
Solution: process and business rules



Castilla y León Social Services Agency

"By combining the strengths of IBM Software and services, we are dramatically reducing the time to process benefits, allowing the staff to put more focus on handling exceptional cases.."

— José María Molina, Project Director, IT Department Social Services, Social Services Management, Family and Equal Opportunity Council, Junta de Castilla y León

Business Challenge

Spain's recent passage of a law promoting care and autonomy for dependent people compelled the agency to reengineer its IT systems to comply with new regulations as well as provide better service to citizens.

What's Smart?

Implementation of a centralized process-oriented management system for granting benefits, automating the agency's work and shortening services delivery. The system has allowed the agency to adapt quickly to the new regulatory framework, and provides greater flexibility for implementing future policy changes.

Smarter Business Outcomes

Provide better service, comply with new and changing regulation more rapidly, access to rules which govern the process closer to the business giving improved control, understanding of business impact and audit history

Smart is: reducing processing time

Industry context: insurance

Value driver: reduce handling time & cost

Solution: advanced case management

Major Financial Services Group & Insurer

"The most important piece of the solution is the case management capabilities. With this, we expect to realize a reduction in claims processing times and that will translate directly into reduced cost to process claims."

— A major financial services group and insurer

Business Challenge

The company sought a common and structured approach to claims handling in its Italian operations. Because the company's claims process was highly manual with information spread across different systems and applications, adjusters couldn't easily identify claims and tasks by priority or deadline.

What's Smart?

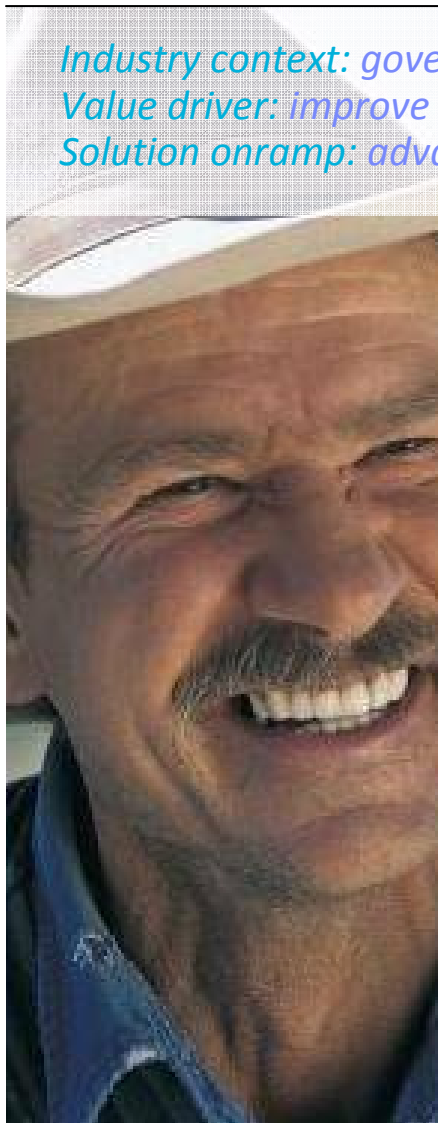
By applying advanced case management capabilities using IBM Software, the company created a "navigator" that efficiently tracks the progression and resolution of each claim, consolidates supporting information, and enables adjusters to easily identify any case that is nearing the deadline for claims processing. An audit trail enables staff to confirm for regulators that the company is meeting applicable insurance laws.

Smarter Business Outcomes

Reduced the time and cost of handling and processing claims
Increased competitiveness through faster response times
Helped company cost-effectively maintain compliance with industry regulations

Smart is: delivering services more effectively

Industry context: government services
Value driver: improve process efficiency
Solution onramp: advanced case management



State of North Dakota

“Advanced case management will help keep our parole officers safer because they’ll have information faster and more reliably.”

*— Chuck Picard, Enterprise EDMS Coordinator
 State of North Dakota*

Business Challenge

The state of North Dakota wanted to securely share citizen information across agencies statewide and gain greater visibility into its operations.

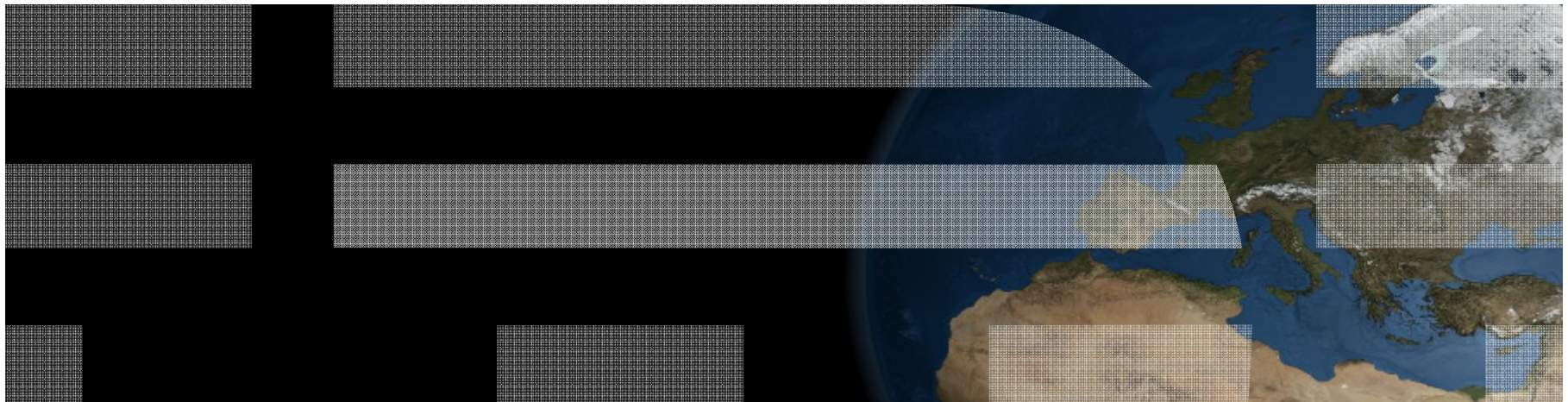
What’s Smart?

The state enabled agencies to efficiently retain, access and share information by replacing paper-based processes with an automated, centralized advanced case management solution from IBM.

Smarter Business Outcomes

Reduces response time to citizen inquiries from days to seconds. Improves process efficiency, information sharing and cost savings.

Back Up Material



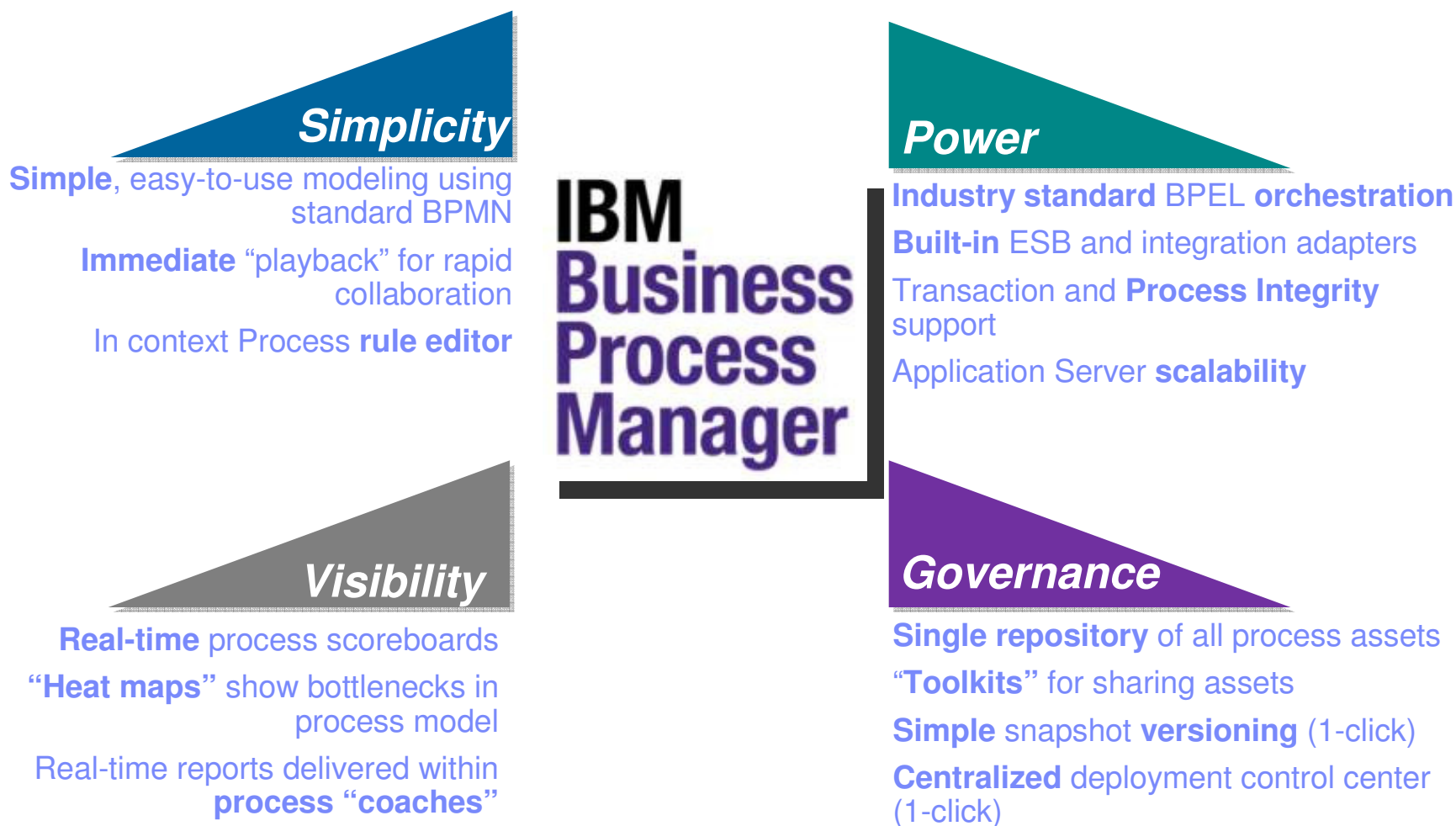
Pre-determined Execution Patterns

Level 2 – Level 4

Deterministic
Managed

Pattern	Characteristics	
Human Automation	<ul style="list-style-type: none"> High emphasis on Human to Human interaction Activities are well understood and the flow is structured Requires visibility and measurement of human activities 	
Straight Through Processing (STP)	<ul style="list-style-type: none"> Optimisation of a process with a key goal to increase the volume of throughput or work completed for that process (STP) System intensive integration Transactional integrity is required by the service 	
STP + exception	<ul style="list-style-type: none"> As per STP but exceptions require human tasks to resolve them 	
“Perfect the instruction” + STP	<ul style="list-style-type: none"> Cases that have become understood over time. Knowledge has been captured in the technology and the process is now suitable for STP 	

Embrace complexity, adapt quickly and exceed expectations



Case Style Pattern

The Knowledge Worker and Case Information Determine Outcome

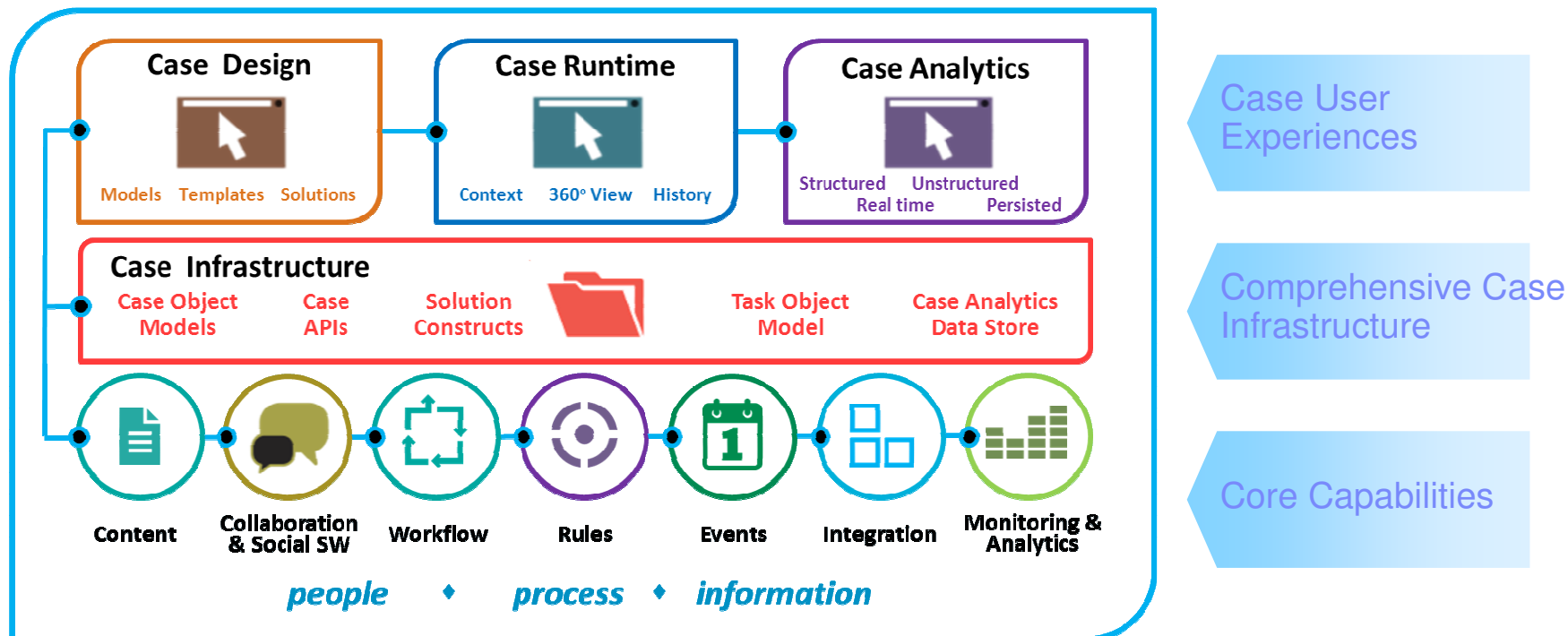
Level 2 – Level 4

Flexible
Information / Worker
Driven

Pattern	Characteristics	Diagram
<p>“Case”</p> <p>NOTE: People have different definitions of case</p>	<ul style="list-style-type: none"> • Unstructured or structured events (triggers) OR • Activities require collaboration OR • <u>Often</u> undetermined (but not always) OR • Knowledge intensive OR • Content (Paper/Image, fax, electronic document ... digital image, voice, video ...) OR • Relies on people (sometimes specific expertise) OR • Persistence (Lifecycle of case) 	

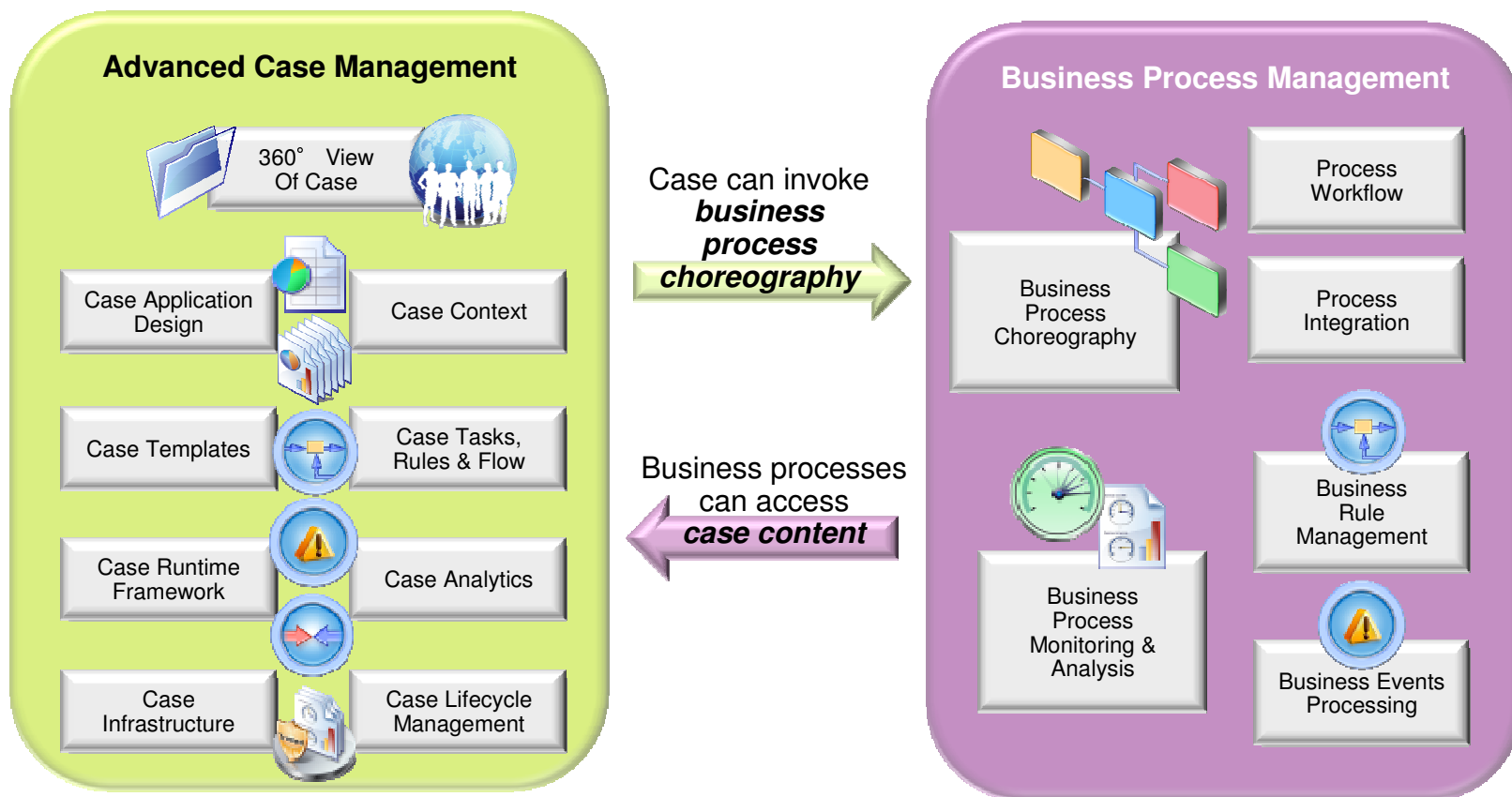
Simplifying the delivery of case-based solutions

IBM Case Manager



- Case Infrastructure leveraging ECM services and content-centric process management
- Includes Content Analytics, Business Rules Management System, Business Intelligence, Collaboration and Web 2.0 user interfaces for use within case solutions
- Extensible to the entire ECM portfolio
- Deep integration to IBM BPM for connectivity to other systems

IBM BPM and IBM Case Manager



Case Design for the Business

- Interview-style case definition wizard hides complexity from the analyst
- Single place to coordinate all solution design activities
- Comprehensive view across case assets
- Leverage templates for a fast start
- Significantly shortens time-to-value for case-style applications