A "Day in the Life" of:

BigBrands

Blue Team

Purposes:

- **Respond to request:**

    "How could BigBrands transform given the tools that are available today?"

- **Share new model and technique for speeding business transformation:**

    business visualization: *...a means to rapidly model a business transformation using role-based mock-ups to depict new processes, roles, works, and firm interactions*

These investments offer BigBrands tremendous opportunity

Needs/Requirements

- Increase focus and clarity of communications

- Continuously improve innovation thru increased access to experts

- Grow IP faster than competition

- Improve visibility to BigBrands performance
  - Engagement status
  - Resource status
  - Processes

- Increase focus on SLA's and KPI's

Capabilities/Benefits

- *Easy means to deliver all services and communications –* **portal framework**

- *Easy means to add to community of a deal –* **admin by role**

- *Easy means to collaborate and iterate works across firm boundaries –* **collaborative services**

- *Easy means to measure works –* **monitored processes**

- *Easy means to see state of all works via* **dashboards**

BigBrands' systems increase value through re-use and integration across the BigBrands' team network.

Requirements	Customer Buyer Al Bender	Client Director Frank Dunn	Program Manager Jane Baker	Supplier Rep Donn Cahill	General Manager Ben Goodman
Easy Access	X	X	X	X	X
Integrated and Personalized Workspace	X	X	X	X	X
Status "As A Glance"	X	X	X		X
Search	X		X		
Collaboration (Chat, e-Meeting, VOIP)	X	X	X	X	X
Alerts	X	X	X	X	X
Workflow	X		X		
Access to Legacy Systems			X	X	
Content Management			X		
Easy Administration			X		
Dashboards		X			X

Narrative:

- Existing client is apprised of engagement status, then accesses BigBrands' resources directly

  – Client (Customer) has existing stream over audit on BTO and SO services

  – Executive challenged to introduce new software deliver/pricing model

- BigBrands' management team responds

- BigBrands' operations team executes

- BigBrands' Senior Management is apprised

Here we see how BigBrands generates value for its customers and distributors; through its people. Here we see these most vital resources working together to move the marketplace and improve the BigBrands' experience for the customer.
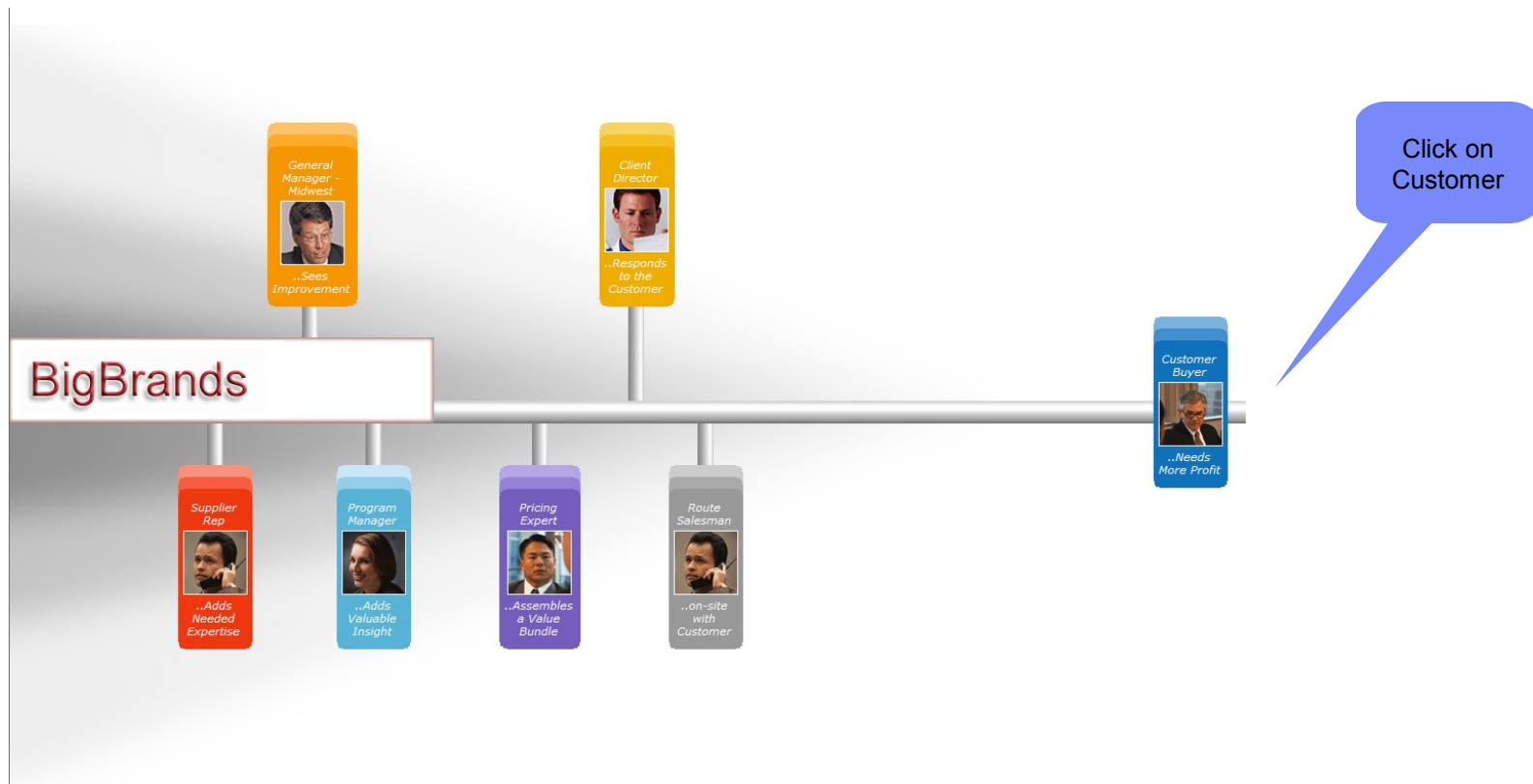
BigBrands customer, Al Bender, works for Customer financial operations. He has just learned that a large retailer has an aggressive move in 2Q '07 toward software bundling of license and subscription revenues. In addition ot compliance implications, he is concerned with operational aspects. He logs into the BigBrands site. He notes an alert regarding Food Lion owned tasks.

1. Each workplace is personalized with appropriate theme and content

2. He sees e-mail and meeting summary of BigBrands interactions

3. He sees BigBrands news

4. He sees filtered subscribed search personalized for his role

8. CLICK ON ALERT

7. He is made aware of changing conditions

6. He has access to all of BigBrands's assets

5. He sees his BigBrands and Customer team on-line

The BigBrands team is executing faster than Customer expected and there are several tasks awaiting Customer approval. The BigBrands team may not be happy about that, but should like to hear of the new plans. Al wonders what expertise they might have in product bundles and software pricing.

Click on go for advanced search

1. He sees the BigBrands project managers

2. He sees all tasks in plan and on-line status or participant

Al thought it was innovative for BigBrands to share its information and knowledge assets with customers. When he started seeing direct access to BigBrands experts through the BigBrands system, his perception of BigBrands as an industry leader really jumped. Perhaps they have someone with the background needed to deal with the nuances of pricing bundles.

Search engine crawls all content, assets, and data base of BigBrands experts

1. Fill search field with "price bundle" and select a few items. Highlight Biographies as "people are "the most valuable asset"

2. Click on "Go"

Al is amazed at how quickly ALL of the BigBrands dialogue has consolidated into the portal-based system. Every contact he has with BigBrands (including voice) is now thru the portal. He see an expert at BigBrands that is perfect for his needs, and that is on-line and ready to communicate. Though he appreciates Mr. Twiss' willingness to be responsive, Al elects instead to have his Client Director, Frank Dunn, set up the meeting.

1. Right click on Philip Twiss…so that you can talk to "easy to touch" line above

Results are sorted in order of "value to customer" based on role/profile

2. Right click on Frank to start dialogue.. Then on "chat"

Al appreciates the quick response of Frank, and the commitment to respond by the end of the day. With the new BigBrands portal, Al knows that Frank will execute seamlessly.
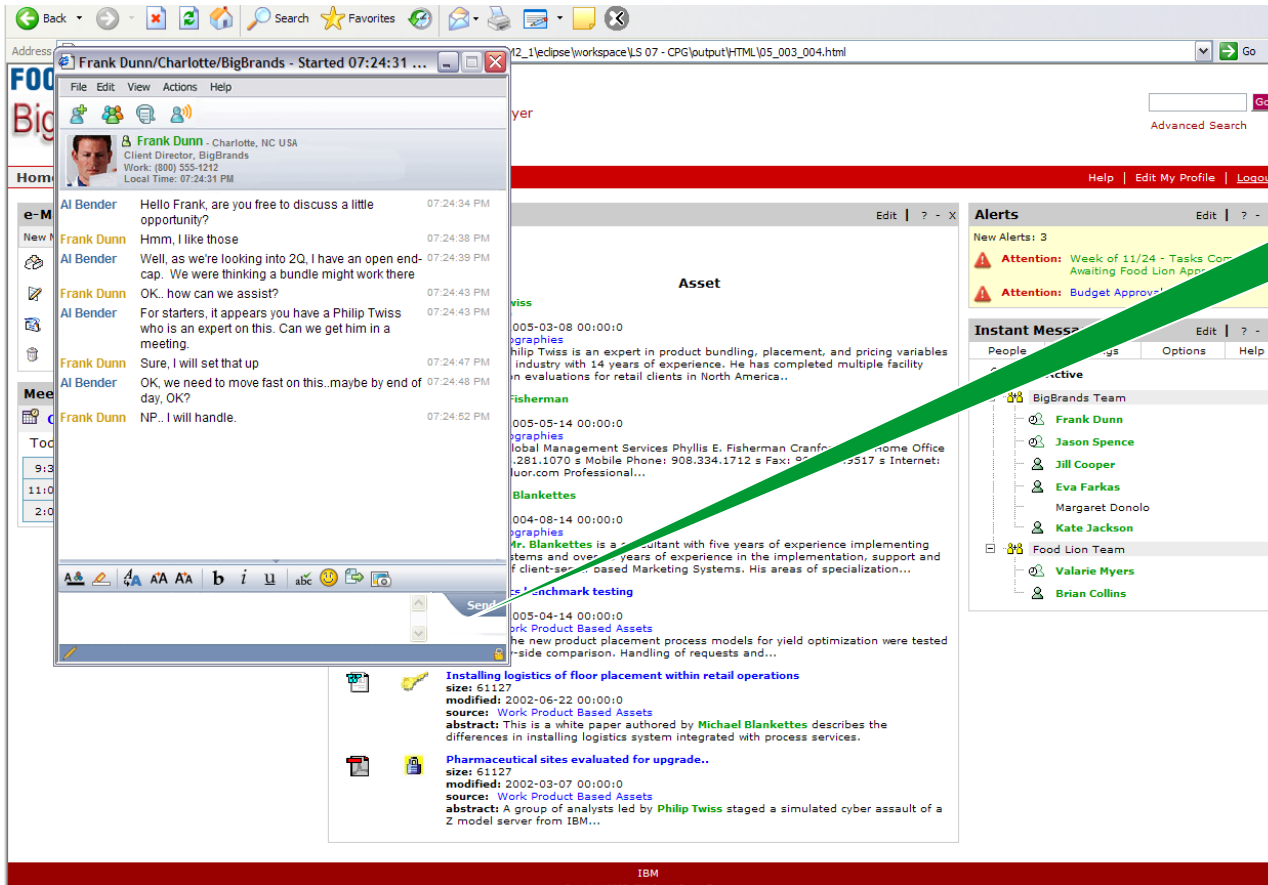
Next we see the dashboard of Frank Dunn, BigBrands Account Exec supporting the customer.

BigBrands

General Manager - Midwest
..Sees Improvement

Client Director
..Responds to the Customer

Customer Buyer
..Needs More Profit

Supplier Rep
..Adds Needed Expertise

Program Manager
..Adds Valuable Insight

Pricing Expert
..Assembles a Value Bundle

Route Salesman
..on-site with Customer

Click on Client Director
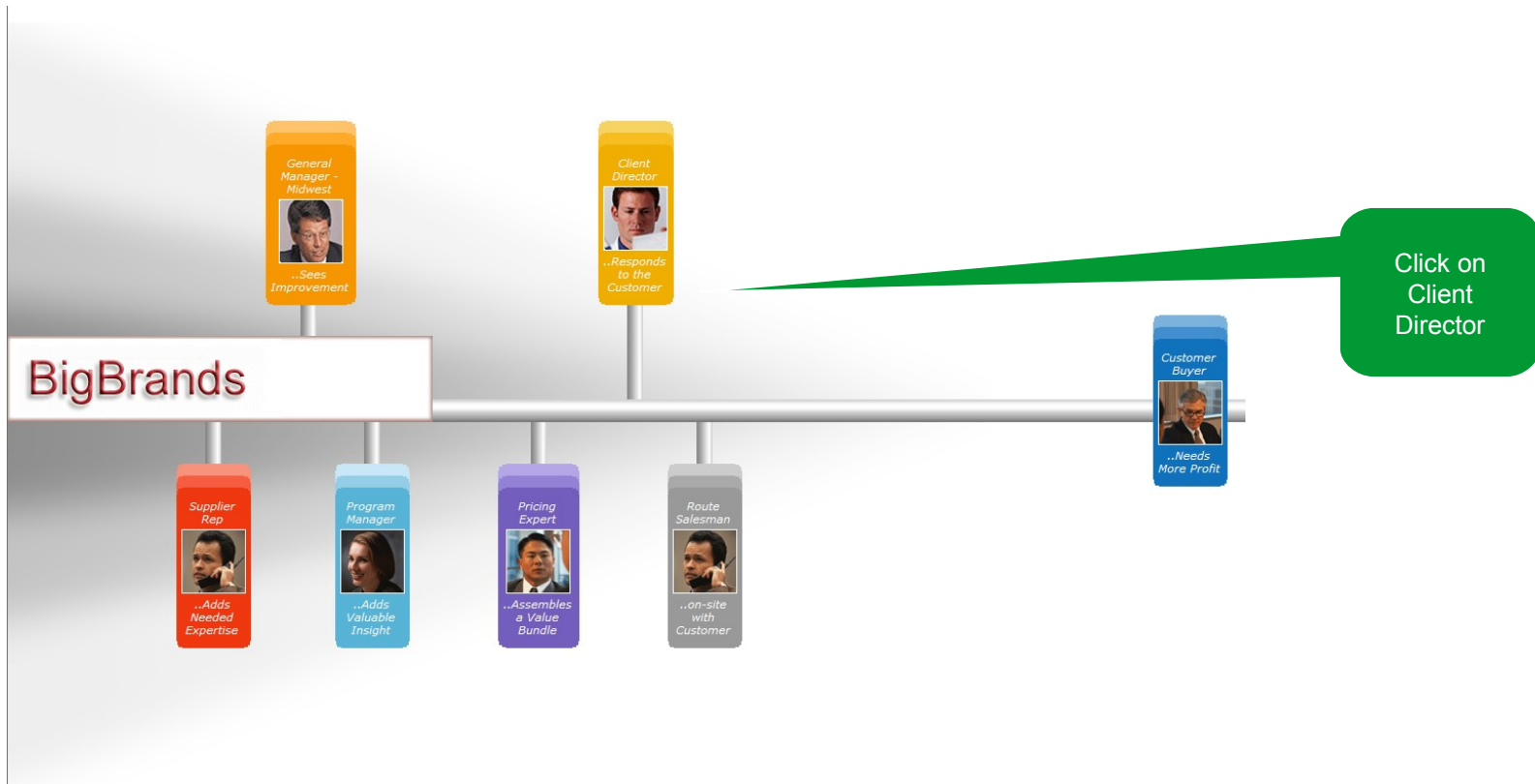
Frank's dashboard is set to align with his customers. He sees the same news that they do.   His team is visible and ready to respond. He sees an alert regarding employee recognition. It is great that the HR team tracks these details as his people are his most vital resource.

Click on "Employee Recognition"

The alert links to his KPI dashboard. Since the management team is all on "one page" with the new governance system, he is able to focus on enhancing the service to his customers, and business in his emerging sector is heating up. He just needs a deal or two to make his bonus and get some recognition for his team.

All workflow is visible for improved accountability

KPI's have been cascaded thru management team and are synched dynamically (with approvals)

Thresholds set by user (or manager) notify when exceeded Alerts optional

Wait for POP-UP

He can see his team and reporting structure

Alerts notify him of changes to the governance model (note bid response time link is new.

Frank is stimulated by a customer chat that opens. He is excited to see it is the Customer Program Manager. He responds with interest and commits to an end of day meeting. He now needs to get a team of BigBrands experts pulled together quickly (particularly to get some more paper signed for his year end bonus)! Given Al's interest in adding some experts, Frank needs to look deeper into the current projects.

Click on send.
Repeat 2X

To prepare his response, Frank drops down a layer in the dashboard. Here he can see a variety of views to help him gain insight on trends and conditions…for ALL of his work. Now that the management system is directly linked to project status, he can view projects at a glance, go gauge their impact on his team's performance.

Right mouse on "grow Contracts" Then Click on "Projects

Constraint-based views of all projects in the portfolio, rolled up into the dashboard, saves BigBrands's management team hours of status meetings, and mitigates risk by alerting when thresholds (cost or delivery) are exceeded. Contextual awareness of team permits easy interactions with stakeholders. Frank was needing a case for more resources on project runway, and this could be what he needs to secure them. He sees Jane is offline…and so sends her an alert to ensure her attention.

Right mouse over Jane and click "send alert"

Context aware list of project.
a. click on list box – explain that entire project panel could change participants
b. Jane Is offline, so right mouse to click on "send alert"

A constraint-based view shows Frank that he needs more resources.

As alerts are replacing the old, invisible to the management system , e-mail and phone-calls, Frank has seen increase accountability and performance from his team. As his customers are in vital markets for BigBrands, the service level response on customer-related alerts is 1 hour. This has helped crush bid response time and has enhanced customer satisfaction.

Frank returns to his homepage, knowing that the Customer deal is in the best hands and will be properly addressed.

Next we see the dashboard of Jane Baker, Buyer and Team member.

Click on Program Manager

BigBrands

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..Needs More Profit

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Route Salesman
..on-site with Customer

Jane Baker has recently joined BigBrands's Food Lion team. She needs to complete and sign the new employment form set. She clicks on the first "Do It!" button.

Click on the first "Do It!" button

BigBrands

Jane Baker, Program Manager

| Home | My Workplace | Projects | e-HR | About BigBrands |

Help | Edit My Profile | Logout

Advanced Search | Go

My Profile
Life Events
☐ Welcome to BigBrands!
☐ Marriage
☐ Birth or Adoption
☐ Retirement
☐ Death
☐ Separation or Divorce
☐ Military Leave
My Finances
Travel
Vacation
e-Learning
Goals
Time Recording

Welcome to the BigBrands Team!   Edit | ? - X

Welcome to the BigBrands team! Your colleagues have designed the list of tasks below to make our on-boarding process a little easier. Please let us know if you have any questions,or suggstions for additional improvement by contacting your mentor: Candide Rice , x8835 or Call 1-800-541-6154

Related Accounts ⬆

New Employee Checklist   Edit | ? - X

☐ Complete and sign new employee form set — TIME: 30 Minutes Now — Do It!

☐ ...OneTeam Portal Introduction — TIME: 30 Minutes Now — Do It!

☐ Confirm with your mentor that you have all appropriate team room access. Discuss with your mentor your education plan. — TIME: 30 Minutes In Week 1 — Do It!

☐ Notify the teams that you have joined and advise them of your interests and capabilities. Also advise them regarding which projects and team efforts you will be joining, and of your availability to start. An alert will be immediately sent to your new team members upon completion of this exercise. — TIME: 30 Minutes In Week 1 — Do It!

☐ Complete your personnel profile on the pages presented here. It will be sent immediately to the Human Resources Organization.

If you are an exempt employee, you should NOT submit an Online Timecard for the pay period in which you start, rather use the e-forms version of timecard for your initial pay period. — TIME: 15 Minutes In Week 1 — Do It!

☐ If you would like to change your federal or state W4 withholdings for your final paycheck, you may review and elect your current withholdings. — TIME LIMIT In Week 1 — Do It!

☐ If you are taking a course for which Educational Assistance is being provided, submit all online Educational Assistancde forms — TIME LIMIT In Week 1 — Do It!

☐ Set up your work environment by scheduling session with enablement team for computers (office/home), laptop, printer, dictating equipment, answering machine, fax machine (office/home), pager, cellular phone, calculator, etc. — TIME: 3 Hours In Week 1 — Do It!

e-HR Alerts   Edit | ? - X

New Alerts: 3

⚠ **Attention:** Review Your Goals Today

⚠ **Attention:** New Travel Guidelines

⚠ **Attention:** Updated e-Learning Course Catalog

e-HR Instant Messaging   Edit | ? - X

| People | Meetings | Options | Help |

👤 **I am Active**

☐ 👥 General Inquiries
  - 👤 Jennifer Hicks
  - 👤 Blair Macdonald

☐ 👥 Finance Inquiries
  - 👤 Nicholas Beaulieu
  - 👤 Jane Arbogast

☐ 👥 Travel Coordinators
  - Olivia Rodriguez
  - 👤 Leah Scott

☐ 👥 e-Learning Team
  - 👤 Michael Bernstein
  - 👤 Rafael Tello

Now, Jane clicks on e-Learning > Recommendations to go to some courses recommended to her.

Click on e-Learning and then on Recommendations

Jane Baker has been taking some on-line education when she sees the incoming alert from Frank Dunn. She clicks on it.

Learning recommendations are tailored to profile based on role by HR

Click on Alert "Customer Opportunity"

BigBrands

Jane Baker, Program Manager

Home | My Workplace | Projects | e-HR | About BigBrands

Help | Edit My Profile | Logout

Advanced Search

My Profile
Life Events
My Finances
Travel
Vacation
e-Learning
  Welcome
  ommendations
  Registration
  My Courses
Goals
Time Recording

Recommendations   Edit | ? - X

eLearning - Recommendations

Based on your profile and previous course selections, the following courses are recommended.

Click on a title to proceed.

Category	Title	Course Number	Type	Duration
PROJ	Introduction to Project Management	PR101	Online	1 day
TECH	Web Content Management Basics	IT149	Online	2 days
TECH	Creating Effective Presentations	IT103	Online	2 days
LANG	Technical Spanish	LG115	Classroom	3 days

Alerts   Edit | ? - X

New Alerts: 3

⚠ **Attention:** Alert: Food Lion Opportunity - Meeting Today!

⚠ **Attention:** e-Meeting on Food Lion today!!

⚠ **Attention:** Documents need approvals!

Instant Messaging   Edit | ? - X

People | Meetings | Options | Help

🧍 **I am Active**

⊟ Food Lion Team
  Frank Dunn
  Jason Spence
  Jill Cooper
  Eva Farkas
  Margaret Donolo
  Kate Jackson

⊟ Target Team
  Donn Cahill
  Brian Collins

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Highlight how employee self service has made BigBrands more nimble on-boarding, while lowering operations expense

23

Jane really likes the BigBrands' system for the way it presents her work in nice logical segments. On one page, she is able to see all of the activities that she needs to focus on, for each of her clients. As this alert was sent by Frank, it shows up on the Food Lion projects page.

1. Click on Drop down and explain contextual navigation (all portlets change by client)

2. Click on Alert "Opportunity at Customer"

Virtual teams made visible for each customer

Status made visible dynamically

Separate portlets track documents, and tasks

Artifact owners can be contacted directly

After Jane reviews the notes, she searches for Phil Twiss.

She searches on his name in biographies.

She searches for "Twiss"

She opens a discussion to gain his perspective. He requests that she set up a meeting and invite a new supplier of expertise to BigBrands. Store Dynamix has extensive background in signage for bundles and Phil wants them involved early to help sell the project expansion.

1. Right mouse on Phil, then "chat"

2. Hit "send" and wait for reply.. Repeat 2X more

Since Phil asked her to add Donn Cahill, or Store Dyanamix, Jane accesses her project administration space.

Click on "Projects"

As she opens projects, Customer is set to open first. She needs to add Donn as a team member as his primary role.

Click on "Add New Member"

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She completes the information required to register a new user.

As most suppliers fit a default profile, Donn is added with standard permissions. As she closes admin, an e-mail is sent to Donn, linking to his BigBrands portal, complete with the services to which he has just been entitled. Now Jane can handle her other alerts.

2. Click on "home" to return to her main page

1. Click to turn off "time sheets" since he is not claiming labor

She sees the PO has arrived from Phil.   She opens it.

Click on Alert "documents need approval"

All of her workflow templates are visible. She needs to process some purchase orders.

Click on "Purchase Order"

She can see some purchase orders that have been routed to her. Given her position as a new employee, she can only approve PO's with lower value.

Click on "approve purchase"

Before she approves, she wants to see the PO request.

1. Click on SAP

IBM

Jane sees from the PO and makes her approval decision.   She logs out.

1 Click on "logout"

Next we see the dashboard of Donn Cahill, the Store Dynamics Rep.

Click on "Supplier Rep"

BigBrands

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Don's portal opens with informing news. On the right he sees some immediate actions. Since he has a few moments before the e-meeting, he decides to check out the training that BigBrands requires of its new suppliers.

Click on "Training Required"

It sure looks easy to get moving with the BigBrands team.   All of the on-boarding information is in one place. But now he must jump into the e-meeting that Jane has set up.

Click on alert for Project Runway..

He sees he already has two meetings set up..but for now he joins the meeting with Frank.

Click on "Project Runway"

In this highly secure and scalable e-meeting, the group can share desktop images and video streams while carrying on multi-party conference calls. By compressing multiple systems into one high bandwidth communications container, BigBrands has lowered operating expenses and defects, while also improving user experience and productivity…across their entire virtual value network.

Click on "log out"

Finally, now that the team has executed, and ALL of their works are visible, the General Manager drops into his portal to view the state of BigBrands today.

Click on General Manager

BigBrands

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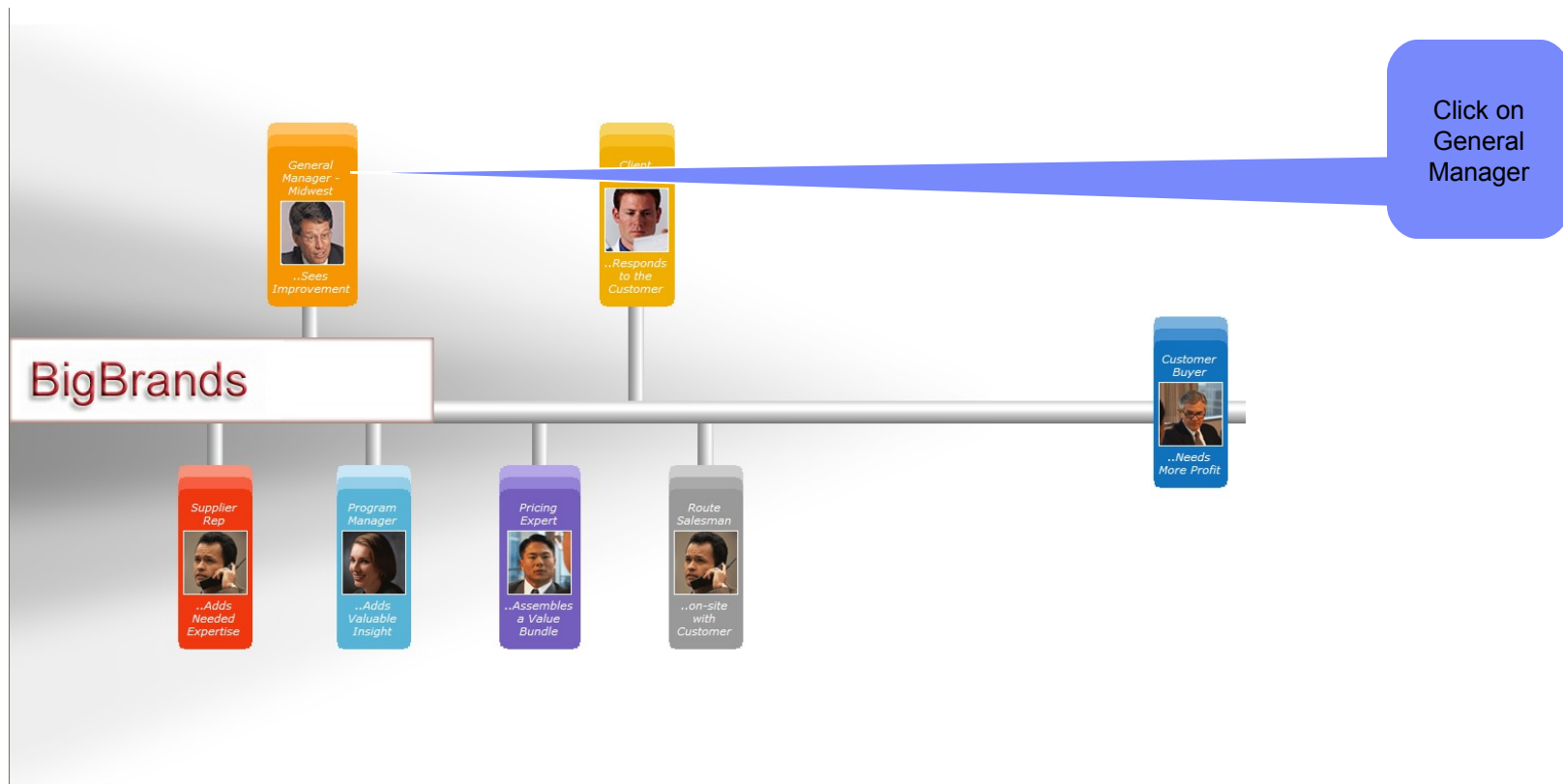
On his dashboard he sees good news.

Click on "Revenue for Focus .." alert

Ben has struggled to get the revenue on his key accounts moving in the right direction. He is curious to see where the action is.

Click on dropdown, then on Status Map

Frank and his team are recognized for their contribution. It was a great day for all parties involved!

4. Click on log-out

1 Click on Carat to expand

2. Then click on "increase revenue" to see pull down and launch chat

3. Click on "send and wait for reply. Repeat 2X

These investments offer BigBrands tremendous opportunity

- Customers and BigBrands partners are more vitally integrated, in _all_ relationships (systems _and_ communities)

- Employees engage less in low value transactions and serial communications, and spend more time in value-generating dialogues.. occurring in parallel digital threads

- Management resources spend less time discerning status, and more time responding to customers and market conditions

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- _Easy means to measure works – **monitored processes**_

- _Easy means to see state of all works via **dashboards**_

Engagement Model:
"Business Visualization" – from IBM Point of View

Manage Business Case

Strategic Business Alignment
Match corporate goals to IT spend
• Discern SWOT's
• Align investment strategy
Component Business Modeling

Project Portfolio Management
Match corporate goals to IT spend
• React to changing priorities
• Balance resources
• Budget to actual governance
Rational Portfolio Manager

Define Requirements via Visual Modeling
• Screen Designs & Behavior
• Role Designs & Navigation
• Workflows
Websphere Experience Modeler

Define Requirements via Business Modeling
• Activity Diagrams
• Business Requirements
• Workflows
Websphere Business Modeler

Define Requirements via Text
• Use Cases
• Functional Requirements
• Non-functional requirements
• Documents   *Requisite Pro*

Harvest, Promote, and Re-Use Solution

Visible Assets: Library of U/I components
• Screens, panels, portlets
• Activity patterns and flows
• Use cases built on role-based taxonomy
• Business and industry patterns
Websphere Experience Modeler

Measure and Improve I/T Value

Change Request
• Defects
• Requirements
• Suggestions
• Regulatory issues
ClearQuest Web

Change Management
• Issues processing
• Work load assignment
• Approval tracking
ClearCase

Repository
ClearCase

Manage I/T Capabilities

Asset Management
Index available services and attributes
Rational Asset Manager

Development Process
• Project Workflows
• React to changing priorities
• Balance resources
• Budget to actual governance
Rational Unified Process

Build and Deploy Solution

Application Architecture
• Map business activities to services
• Define integrations
• Identify capability gaps
Rational Software Architect

Data Architecture
• Logical data models
• Relationships between DBs
• Model database change
Rational Data Architect

IT Architecture
• Infastructure design
Tivoli Provisioning Mgr.

Integration Development
• Choreograph services
Websphere Integration Developer

Application Development
• Develop applications
• Develop integrations
Rational Application Developer

Purchased Application Selection and implementation
RequisitePro

Integration Testing
• Functional & Performance
Rational Manual Tester
Rational Functional Tester
Rational Performance Tester

Deploy
Websphere Process Server
Tivoli Configuration Manager

Manage Deployment
• SLAs
• Performance
Websphere BI Monitor
Tivoli Monitor Transaction Performance

As design shifts from "engineer to order" to "configure to order", new methods are required. Visual configuration of solutions in the JAD session is expected. Visibility to existing assets shows high value and lowest risk.

LOB Sponsor

I/T Liason

Business Strategy?

What is possible?

What will it look like?

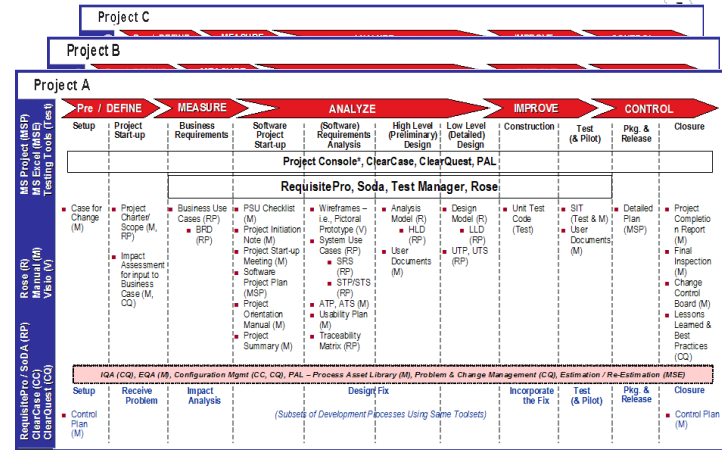How will it behave?

What is the value?
Qualitative
Quantiative
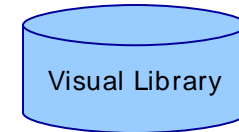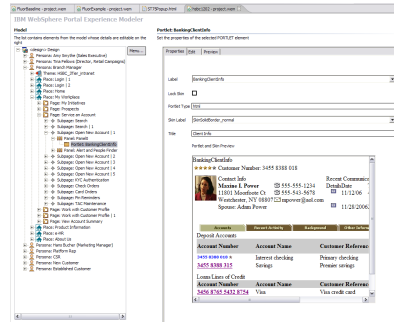
Investment Alternatives?

What is needed?
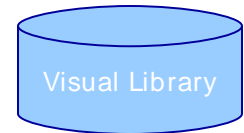
Visual Use Cases
In Configurator

Visual Library
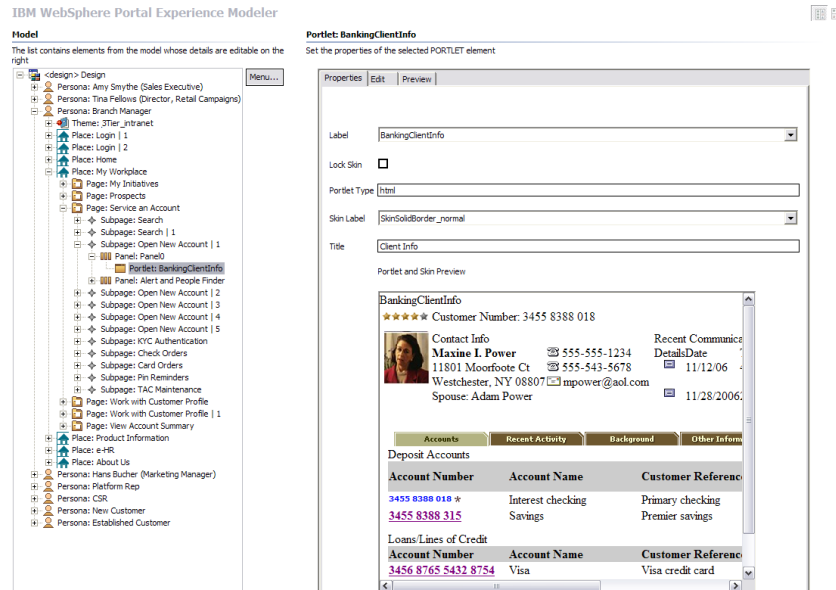
Asset Library

Project C

Project B

Project A

The IBM Websphere Experience Modeler enables rapid configuration of complex business models, information architecture, and consumable XSLT "portlets", to show business use cases across multiple roles.

Visual Library

Industry
Templates

Tool: Java, XML, XSLT, HTML
60 Mb foot print
Completely untethered

"Demolet"
Templates

Role- based taxonomy
N- Tiered navigation
Copy/ paste across roles/ projects
Rapid iteration of complex
   composite business processes
Supports Portal- based, browser
   based, and rich client models

View/ Navigate
Adjust properties
Arrange tree elements
Edit "Demolets"
Link Demolets/ pages with XSLT calls

Harvest
And Re- use

Configurations can be rapidly configured, drawing from a large library of industry best practices templates.

IBM has developed a best practice micro-method for capturing requirements and building business cases known as the Business Value Assessment (BVA). As BigBrands transforms it's A/D method, this approach should be considered a best practice for the *promotion* process.

Business Pattern Thought Leadership / Mentoring

Research / Preparation

Business Value Assessment

| Business Value / Visioning Session | Day in the Life Session | Business Case / ROI Session |

Business Value Analysis and Presentation

- Business Value Summary
- Customized "Day in the Life" Demo
- ROI Summary
- Next Steps

- *Customer Input and Discovery via Conf Call(s)*

"What could we or should we do with a portal?"

"What might the portal experience be for us?"

"How can we financially justify our portal?"

- *1-2 Hr Customer Presentation*
- *"Trusted Advisor" Customer Follow-up*

- *Customer Business Input and Analysis via Work Sessions and Interviews*

Summary of benefits by role

Building a DITL creates an initial LOB & IT joint vision of a future enterprise systems initiative
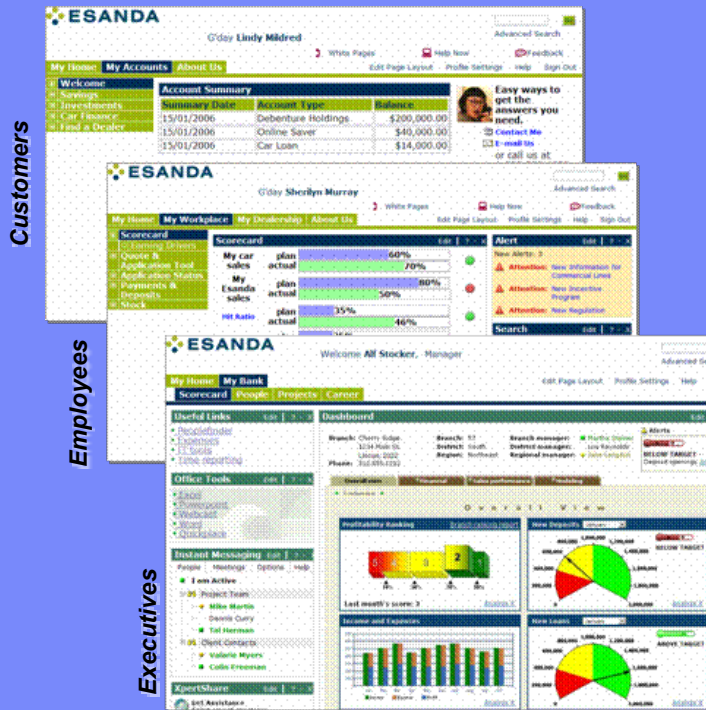
CEO Vision Needs

A way to express the vision of the firm

A means to gain buy-in and consensus from their team

A model to understand and evaluate investment options

LOB Vision Needs

A way to express requirements to I/T

An approach to evaluating value of new tools

An effect method to sell business improvement to Sr. Mgmt.

IT Vision Needs

An improved means to engage LOB's

A method to capture requirements for composites

An compelling way to sell its services vs. competitors