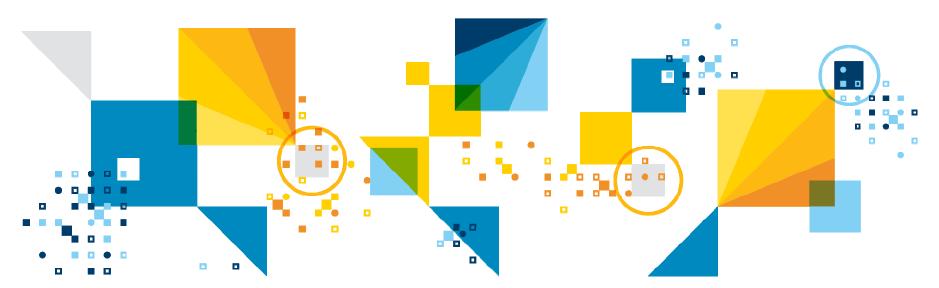


Dave Perman – Product Manager | IBM | ECM | ICM 16 September 2014

A Business Analysts Guide to Delivering Solutions with IBM Case Manager

Powerful tools to kick start your case style solution creation





New market demands require new approaches

- Increased costs and risks from unpredictable processes
- Higher customer service level expectations
- Greater demands for productivity amid complex decisions
- Limited ability to respond to market dynamic
- Departing and diminished workforces

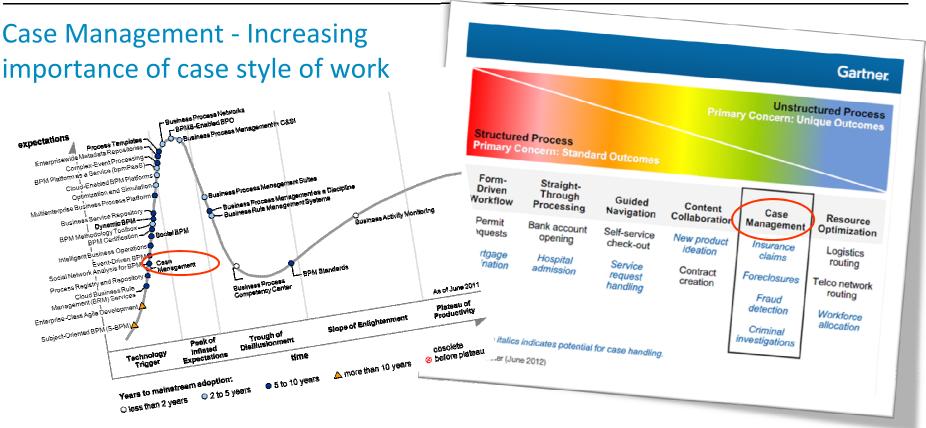




Challenges for IT

- Deliver on an ever growing Line of Business solution backlog
- Simplify internal architectures
- Reduce the number of tools and the unique skills required
- Adhere to corporate legal and risk policies

Information, Insights, Results,



"Casework is **complex and not routine**. Each case is a unique situation that involves complex interactions between **content, people,** business and regulatory **policies** to achieve an **optimal outcome**. Casework involves information, judgment, experience and policies, and strives to balance multiple and often contradictory perspectives about rights, entitlements, settlements, risks and money to reach an optimal (not perfect) outcome for all involved parties. Casework is often closely **audited** for adherence to corporate policies and government regulations, typically performed by **information workers** and experts, and is often **collaborative**..."

Case-style work

A case management approach to supporting and managing work fits for situations where:

- Goals are understood, but the specific tasks, order and stakeholders are not completely defined
- Access to information is key
- Knowledge some tacit, most documented and business data - needs to be captured, analyzed, acted on, organized and stored



The case for smarter Case Management

Neil Ward-Dutton, Research Director

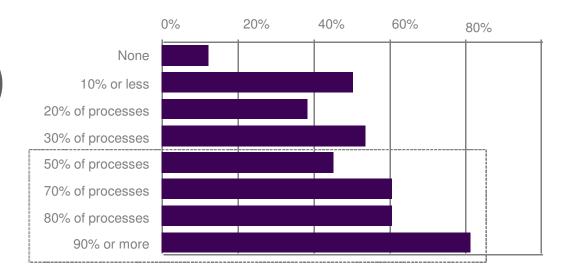
April 2013

Marketplace view

More than 60%

of respondents indicate that 50 percent or more of their processes involve casework

What proportion of your main line-of-business (LOB) processes would you say involve a case file, claim file, proposal, bid, incident report, service ticket, etc.?

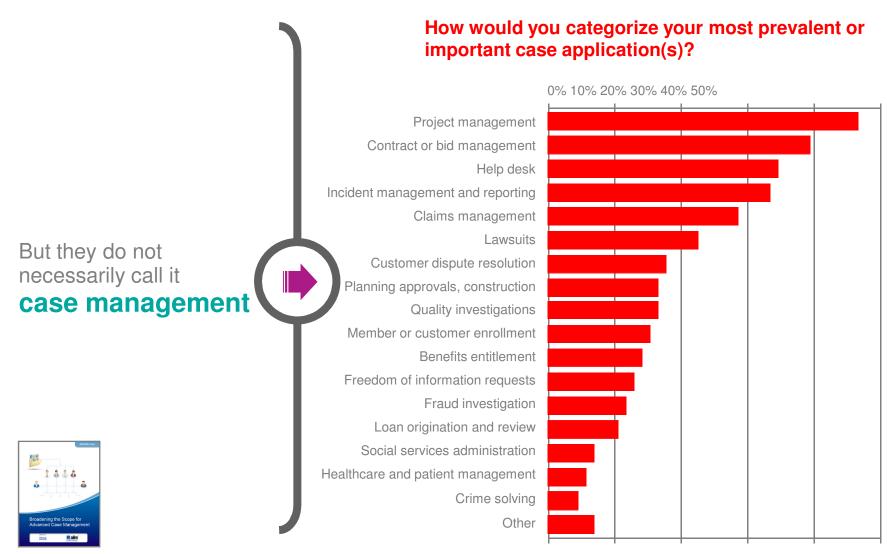




SOURCE: AIIM, Broadening the Scope for Advanced Case Management, Doug Miles, 2013, http://public.dhe.ibm.com/software/data/sw-library/ecm-programs/IBM-AdvancedCaseManagement-2013-Final.pdf. © AIIM 2013 www.aiim.org/© IBM 2013 www.ibm.com



Marketplace view

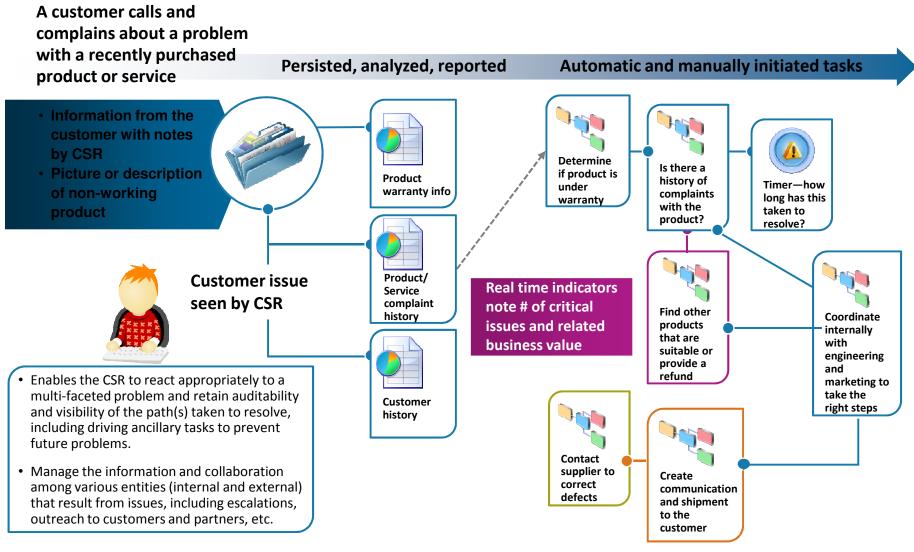


SOURCE: AIIM, Broadening the Scope for Advanced Case Management, Doug Miles, 2013, http://public.dhe.ibm.com/software/data/sw-library/ecm-programs/IBM-AdvancedCaseManagement-2013-Final.pdf. © AIIM 2013 www.aiim.org/© IBM 2013 www.ibm.com

Capabilities required to address case style workloads



Case Style Example - Customer Service





IBM Case Manager leverages existing investments to improve customer satisfaction

Texas Municipal Retirement System

The solution is targeted to support SLA objectives by enabling insight-to-action responsiveness in adjusting case flows to meet changing business needs

The need

- Support diverse customer needs through flexible activities
- Meet key internal service level agreements (SLAs) designed to compete successfully
- Reduce costs by replacing a highly customized and rigid application which required constant investment
- Gain the benefits of new solution capabilities with minimal disruption to the business

The solution

- Engaged IBM Business Partner Adjacent Technologies who recommended IBM Case Manager
- Leverages existing IBM FileNet Content Manager investment
- Planned for phased deployment beginning with member benefits and proceeding to address policies, contracts and taxes
- IBM Case Manager offers 90 percent of the required capabilities out of the box
- Easily configurable case flows **enable business users to quickly adapt** and build case flows for specific needs and to create business rules for automatic, proactive response to potential SLA issues
- Provides dashboards and built-in analytic capacities to help managers identify SLA issues and trends

Projected benefits

- Replace a rigid solution with a highly configurable IBM Case Manager solution that can change as business needs change
- Improve productivity with configurable case flows that allow knowledge workers to identify, launch and track tasks to personalize individual case needs
- Respond proactively to SLA issues with dashboard monitoring and analytics.
- Flexible business rules allow rapid changes in how work flows across the organization.

A Large Retail Bank in Sweden



Creating efficiencies and transparency for back office operations in record time

The need

- Address over 250 different case types related to retail banking operations
- Update case handling capabilities from an integration of outdated and custom applications to a more flexible, future-proofed solution
- Provide easy-to-use case handling and management capabilities for 200 back office employees as well as 5,000 more casual users

The solution

- The bank engaged IBM and Business Partner Apendo, to developed a tailored prototype in a very short time
- IBM Case Manager (ICM) offers the ability to manage cases through their entire lifecycles and enables any missed tasks to be run as necessary, providing flexibility. Provided business dashboards to monitor SLAs as well as historical and real time analytics to help manage case processing loads effectively.
- ICM integrated technology set will enable the organization to take advantage of additional functionality as desired without having to continually invest in new platforms.

Projected benefits

- **Reduce FTEs** required to support its application needs
- Increase customer satisfaction by lowering numbers of customer call-backs and increasing case/document transparency
- Over time, expand case processing capabilities to end customers.

Increase customer satisfaction by lowering numbers of customer call-backs

North American Industrial Construction Company



IBM Case Manager Provides Compliance and Efficiency

Automated Audit Control offers peace of mind and with rapid compliance response - a significant and increasing ROI

The need

- In order to simplify their materials records and delivery process the customer required a case based application to automate their manifest documentation process
 - The automation of the manifest process by merging process management with document management
 - Meeting compliance requirements in highly regulated industries

The solution

IBM Case Manager provided a case file framework that enabled the process management, document creation and validation, with the final document collation, rules driven review and record creation.

- Case based manifest created of all documents created during the assembly, inspection and distribution processes
- Provided an audit log of decisions and document sign offs throughout the process
- Merged final manufacturing documentation with shipping documentation and enabled disposition.

Projected benefits

- More efficient process management and milestone control
- Increased accuracy of data collection
- Automated audit control
- Regulatory compliance

Driving enterprise efficiencies and cost reduction

Targeted savings of \$2.6M annually in replacing custom frameworks and system consolidation along with \$4M in risk mitigation



The need

- Long-term FileNet BPM customer with over 11,000 knowledge workers enterprise-wide using the solution
- Customized solution framework developed on FileNet Business Process Manager was difficult to manage and change
- Seeking a single environment with broad out of the box capabilities and highly configurable design environment
- Seeking to **consolidate series of similar systems** with an additional 20,000 users into a single manageable platform

The solution

- IBM Case Manager replaces their custom framework with an extended set of pre-integrated capabilities out of the box
- Highly configurable design environment translates into 80 percent configuration and only 20 percent customization to meet business requirements
- Target system consolidating and custom framework replacement in a key claims areas to prove out the enterprise cost justification

The benefits

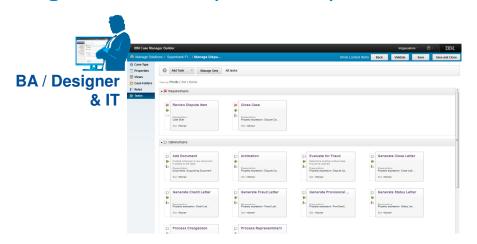
- Single enterprise environment with broad out of the box capabilities and a highly configurable design environment
- IBM Case Manager provides faster application development and deployment cycles
- Reduced costs by eliminating enhancements and maintenance for custom frameworks

Information. Insights. Results.

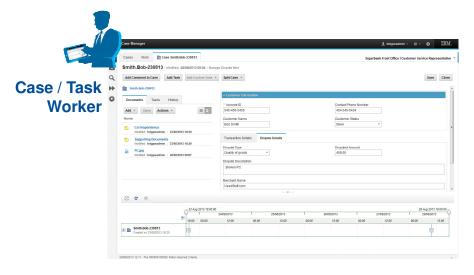
IBM

IBM Case Manager

Bringing it all together in one powerful platform







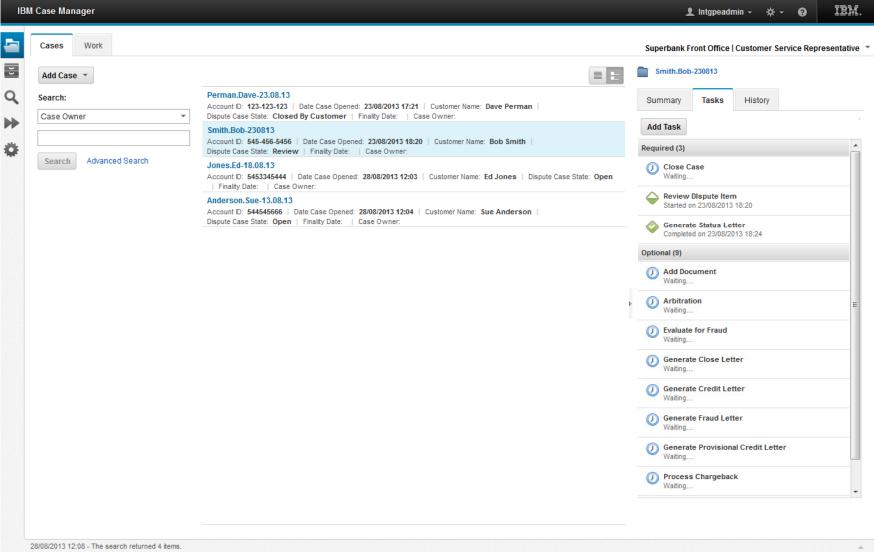




So what does a case style solution look like in IBM Case Manager?

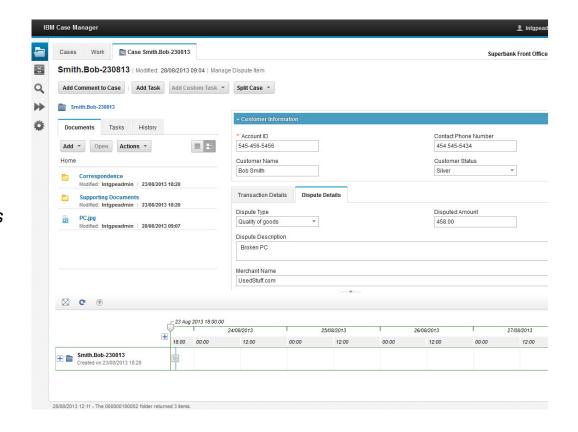


Case Worker User Experience - Case Search Page



Case Worker User Experience – Opening a Case

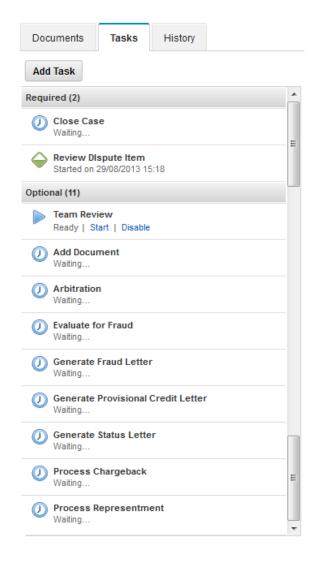
- Role-based and personalized
 End user gets exactly the information they need to progress the case
- Flexible and extensible
 Can be configured to meet
 unique business requirements
- Provides deep context for case work
 No more disjointed jumping between application
- Brings people, process and information together to drive case progression and better outcomes



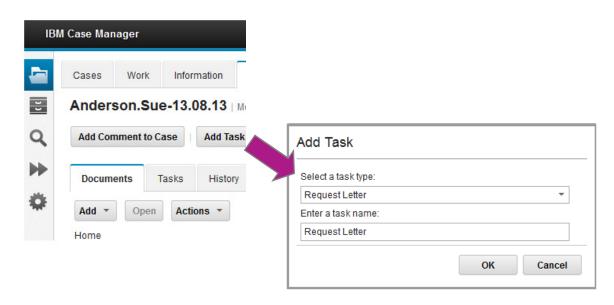
Case worker user experience showing tasks, documents, history, and case data



Cases are Dynamic



Case workers can view and start new Tasks for a case, changing how that case is handled onthe-fly

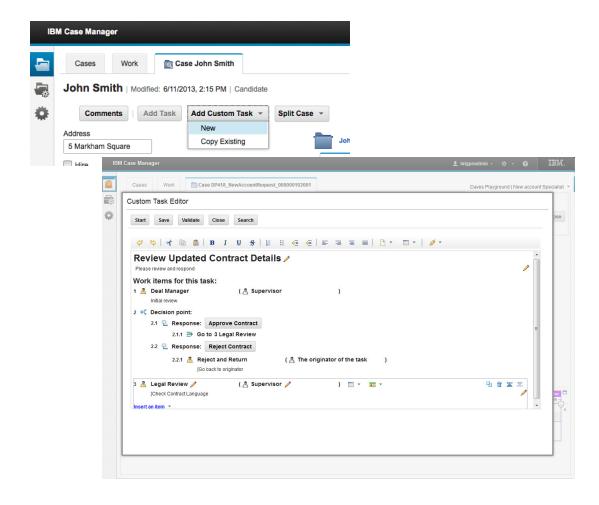


Case workers can even add new Tasks to a case



Case Worker Dynamic Custom Tasks

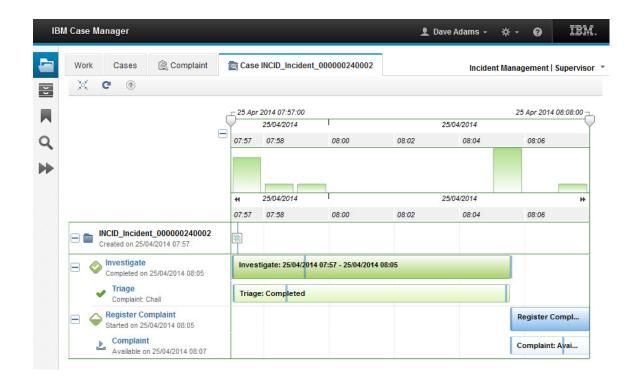
- Authorized case worker can define a sequence of actions that need to be performed on a case
- Supports use cases where the task flow is not well understood/known ahead of time
- Intuitive outline style text-based editor, enables defining work for humans
- The user is also able to copy and modify existing custom tasks when creating new ones





Case History Visualizer

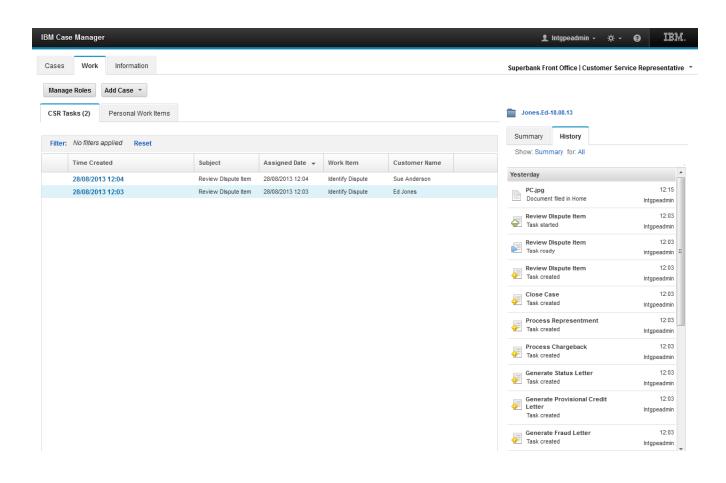
- Provides a quick overview of life of a case
 Shows when things happened, what it was, and by whom
- Event Histogram shows when most activity occurred The taller the bar, the more things happened to the case
- Zoom in for more insight The lower timeline zooms to show details such as tasks and work item completion





Task Worker User Experience – In-baskets of Assigned Work

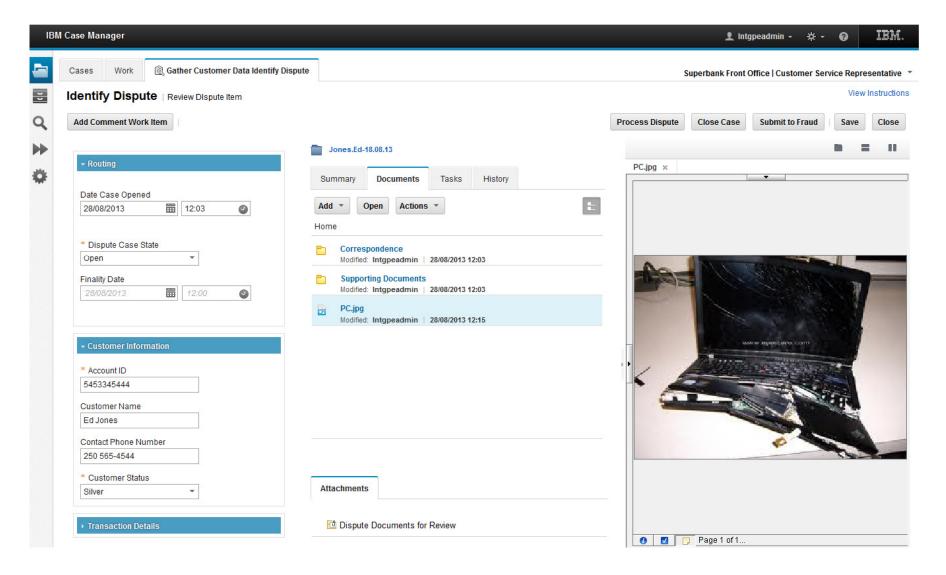
- Role-based and personalized
 Customizable in-baskets of work for the user's role or assigned specifically to them
- Flexible and extensible
 Can be configured to meet
 unique business
 requirements
- Provides deep context for case work Direct access to the case data, documents and history



Task worker user experience showing configurable work lists and the case information associated with work item



Task Worker User Experience – Work Details Page





Fully Integrated Content Management

Every case has its own folder for storing its documents

End user have quick access to case material

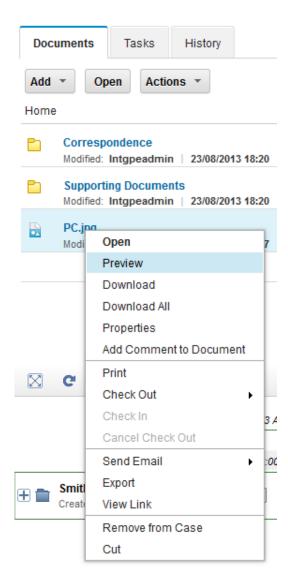
Integrated document viewer with markup capabilities

View documents and case data at the same time

- Full document management functionality
 Document versioning and metadata properties
- Centralized content repository for all case artifacts

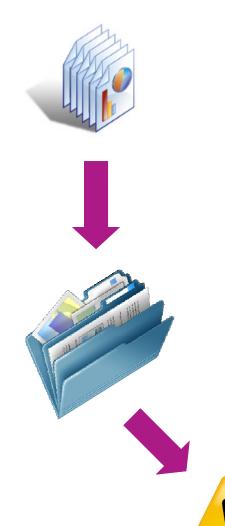
Maintain control over cases and documents

Support for Content Navigator plug-ins
 Extend the standard capabilities



Active Content is Smarter Content

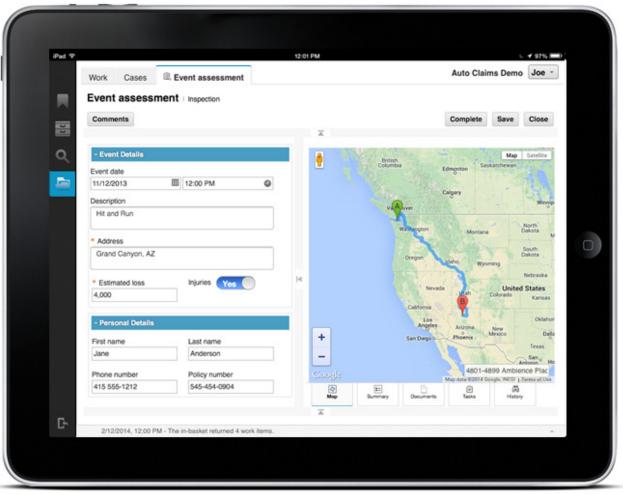
- Active content is a key capability where changes in content can cause an action within the system
- Active content allows customers to:
 - Accelerate time-to-value significantly simplifying and shortening application delivery time
 - Achieve agility by allowing rapid changes through configuration
 - Mitigate risk by automating and logging important events for compliance or legal requirements
- Case Manager includes several built-in features that build on this capability
 - New case creation on document arrival
 - Case tasks that are started when documents are added to the case





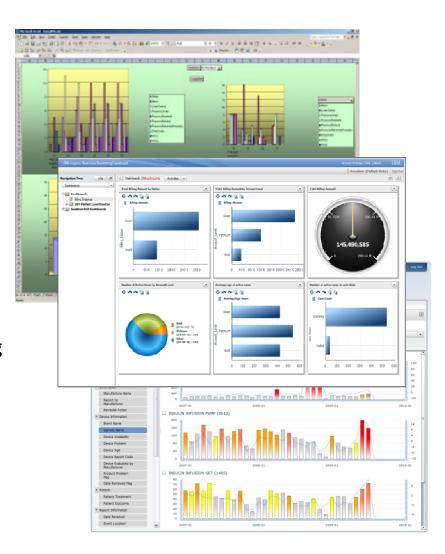
Case Mobile – Customized Work Details

- Part of the native Content Navigator iPad app
- Displays solution pages the way they were designed with mobile tweaks where appropriate
- No updates to app are required when case solutions are modified



IBM Case Manager – 3 Styles of Analytics

- Case Analyzer (Historical Reporting)
 - Excel and Cognos enable case and process analysis
 - Dynamic Drill down, slice and dice, filter, etc
 - High performance, large volume analysis
- Case Monitor (Real Time Dashboards)
 - Cognos RTM provides real time cases monitoring
 - Threshold monitoring and alert generation
- Content Analytics
 - Crawl and index case contents and metadata
 - Discover patterns, trends and insights across cases. Example: Most common compliant in user comments in cases



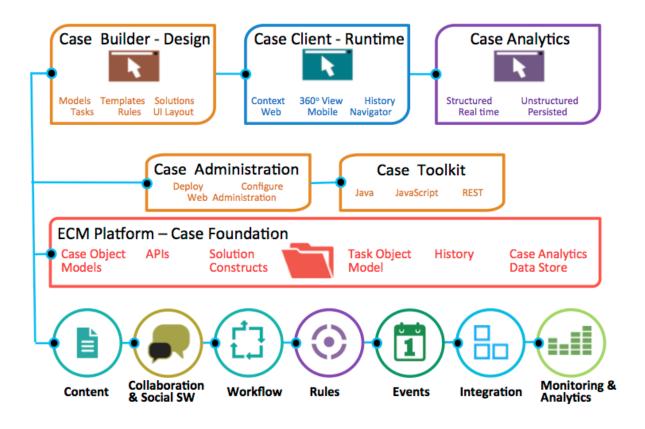


How do you create a new case solution?



IBM Case Manager

Key Components Included



ECM Platform Foundation

 Built on top of an enterprise class active content platform

• Case Manager Builder

 Case Solution builder tool oriented to needs of line of business analysts

• Case Manager Client

 A run time environment for launching, processing, and interacting with cases

Case Manager Analytics

 Real time and historical case monitoring with threshold monitoring and alert generation

Case Manager Admin Client

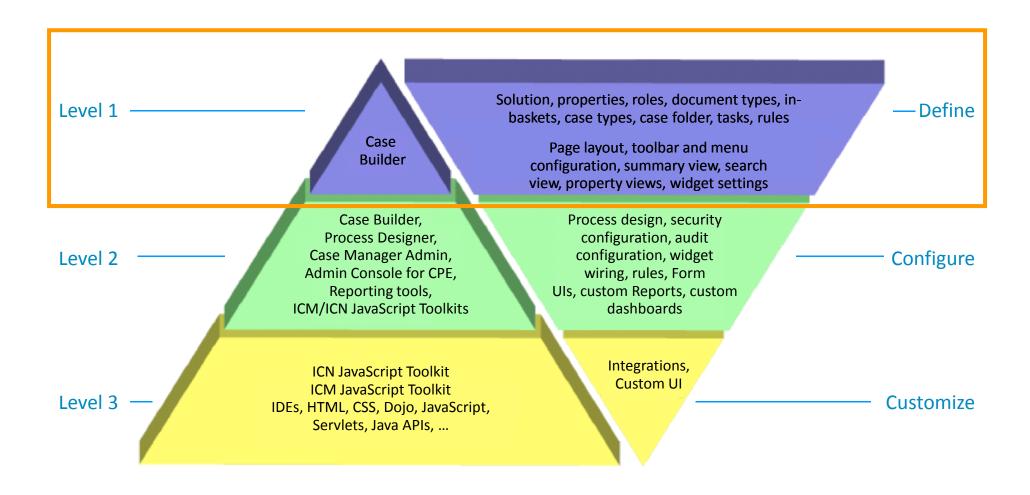
 Web based tool for configuring the ICM environment and for moving solutions between development and production domains

Case Manager APIs

 Extend your case solutions using JavaScript, Java, and REST API toolkits

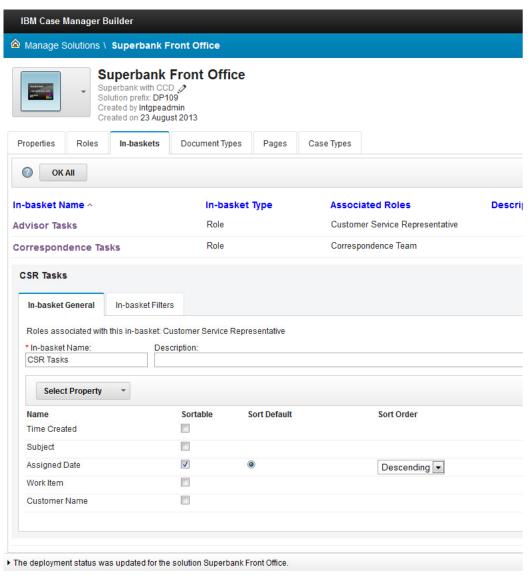


Levels of Design and Associated Effort and Skills



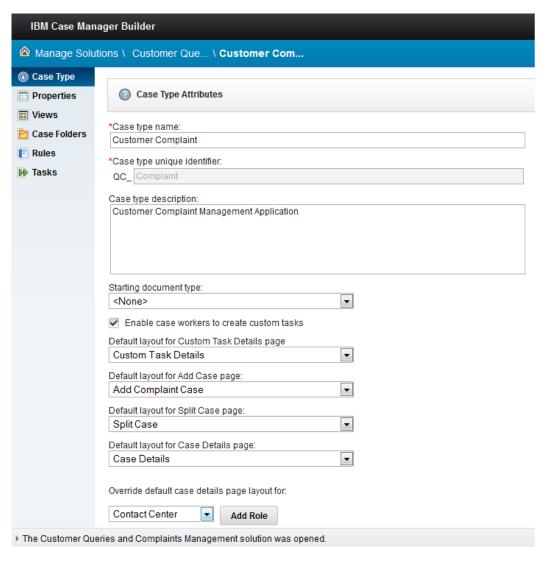


Case Builder: Rapid Solution Development



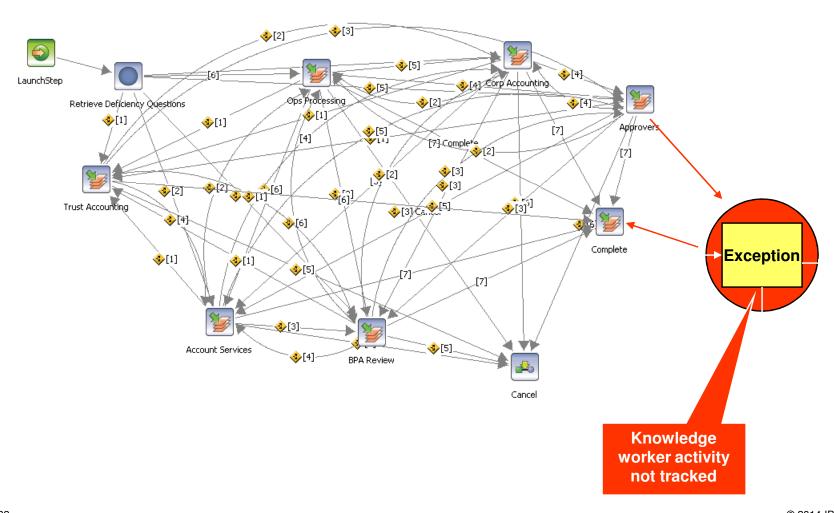


Case Builder: Case Types



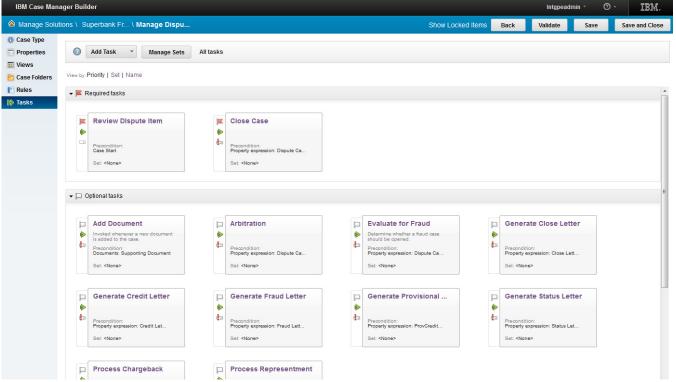


Case Style Work Can Be Unpredictable





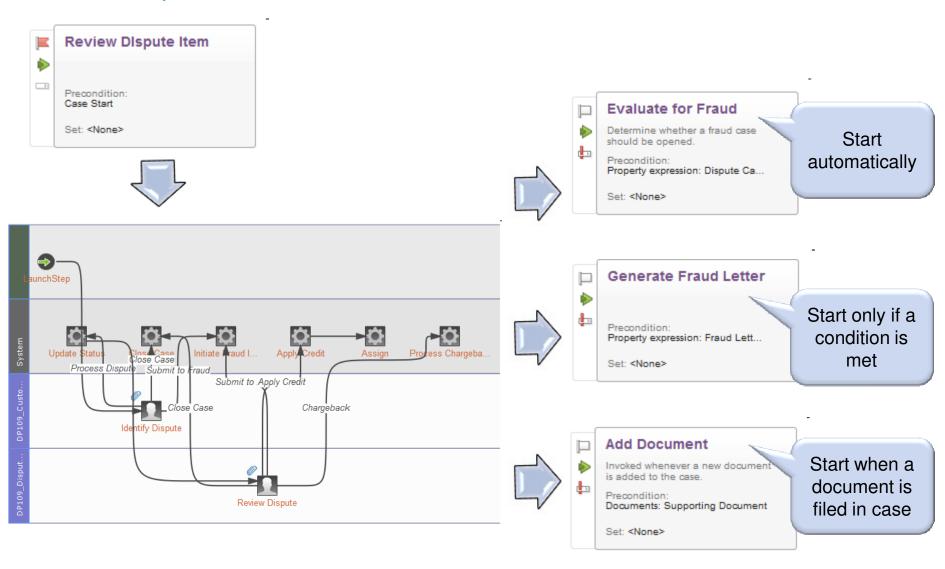
The Power of IBM Case Manager Tasks



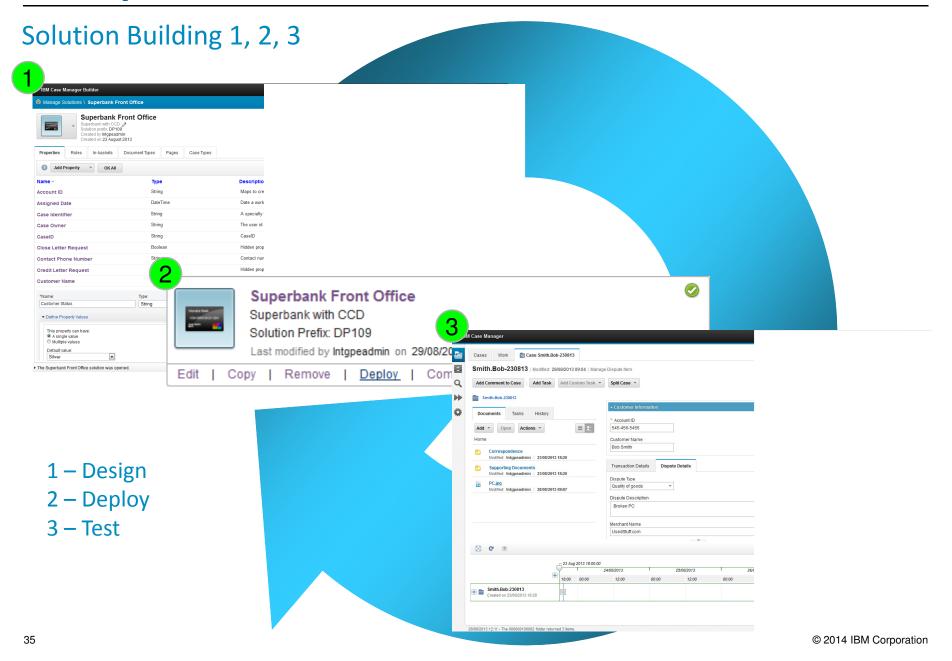
- Repeatability
 Tasks can be repeated at will
- Grouping
 Inclusive and Exclusive
- Optional User directed launching or skipping
- Ad hoc
 User dealing with
 unknown
- Triggered by
 Case worker actions
 New content arrival
 Updates to case data



Tasks and Dependencies







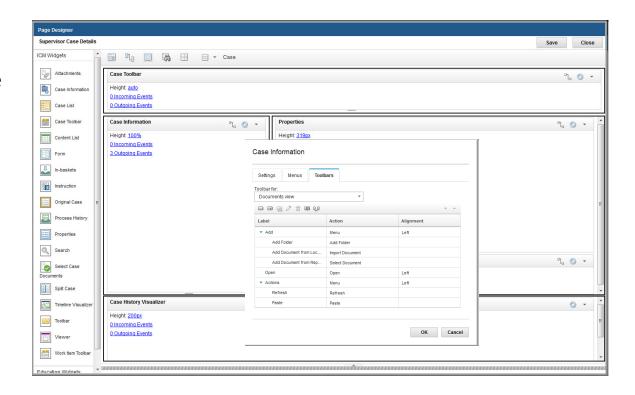


Customizing Your Solution Even More



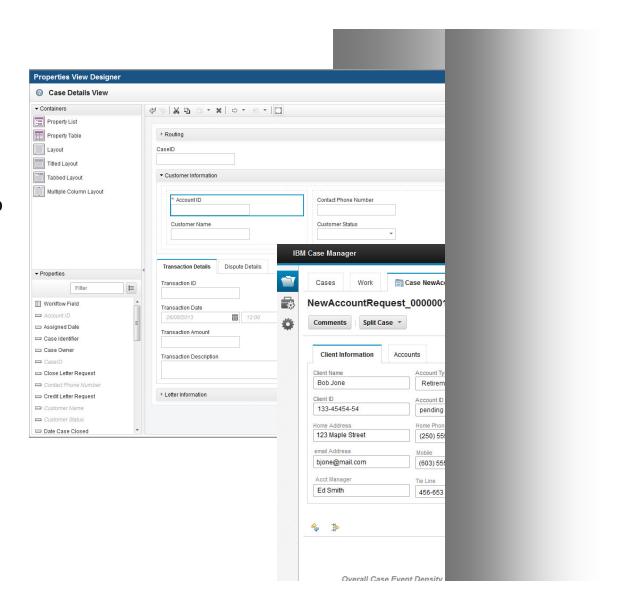
Integrated Page Designer

- Solution page design is now completely integrated into Case Builder
- Provides a palette of both ICM provided page widgets and any custom page widgets added to system
- Includes point and click settings for easy widget customization
- Widget event wiring with powerful javascript integration options allows for even more advanced customizations
- All pages are now part of the solution package and are deployed automatically



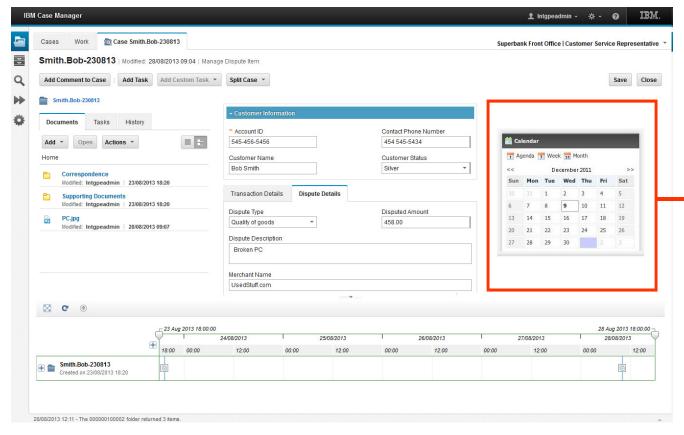
Integrated Data Layout Designer

- An integrated case data layout designer allows more efficient presentation of case data without having to use more flexible, but loosely coupled, external tools
- Multiple layouts can be created to provide different data views for case add, case details and work details
- Display and editing of multi value, repeating data such as dependant information or vehicle year, make and model
- Additional data entry and formatting options for each field type
- Continued support for use of advanced form templates





Client Customization and UI Widgets



- Customizable component based UI Standard page layouts can modified using drag and drop
- Custom page widgets
 can be added to
 solution pages
 Display other data or
 create custom actions to
 meet unique business
 requirements
- Custom page widgets can reused in other ICM solutions
 Once developed, they can be easily added to any page

IBM ACM Partner Solutions

Make an organizational impact and minimize your risk by partnering with experts who understand your specific business challenges

These line-of-business application solutions are built on the IBM Case Manager platform by partners with the industry subject matter expertise. These innovative, targeted solutions delivered by the ECM partners meet stringent requirements and generate tangible value. They span a wide variety of real world needs, such as:

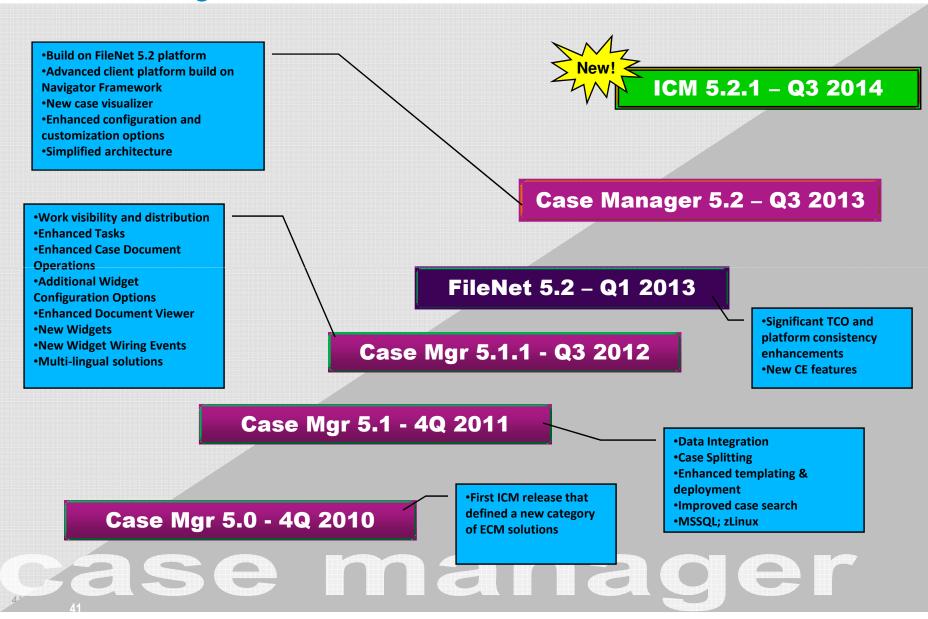
- Patient care management Healthcare
- Asset Protection (loss prevention) Retail stores
- Asset/facility lifecycle management Retail store location planning, opening/closing
- Vendor/supplier management
- Contracts Management Cross industry
- Fraud investigation Financial Services or Healthcare
- Injury Claims
- Loss prevention
- Child support disbursements payments
- Inmate tracking in prisons
- Pension administration
- Non profit administration
- Environmental compliance
- And many more!

Accelerate2Value Partner Solutions



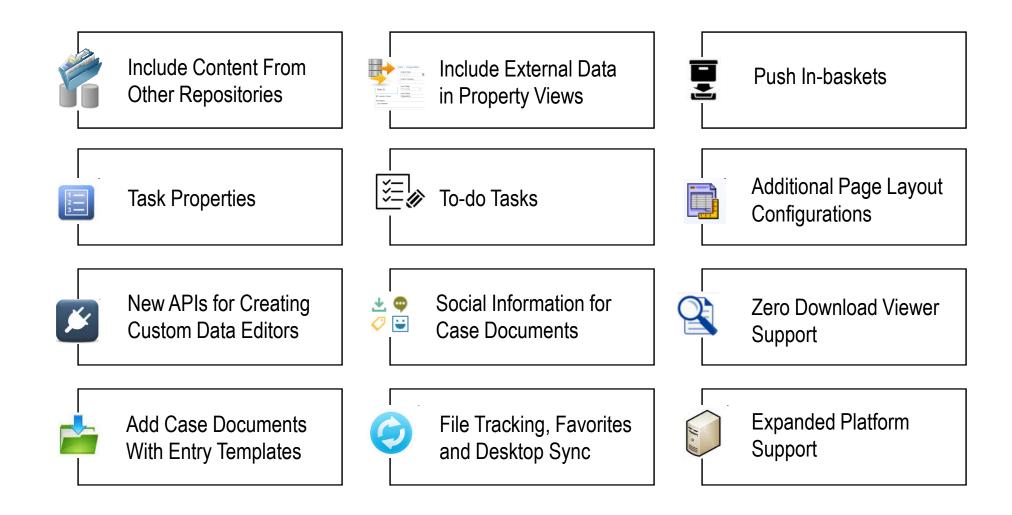


IBM Case Manager Releases





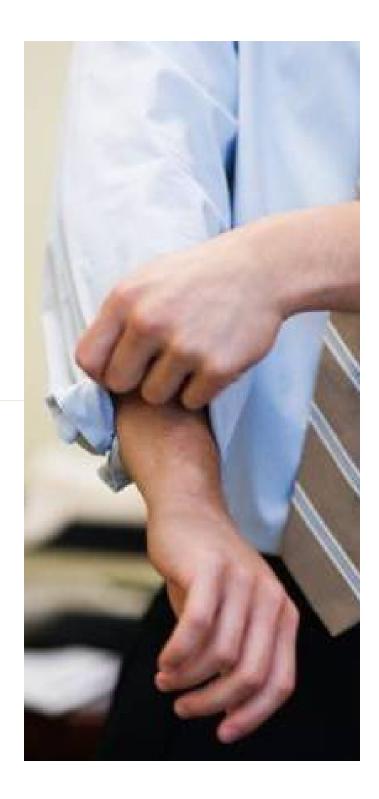
ICM 5.2.1 – September 2014



IBM Content 2014

Information. Insights. Results.

Thank You!

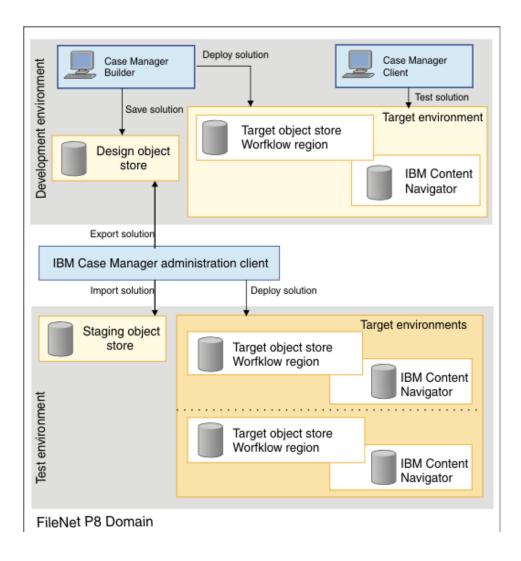




Backup



Deployment Architecture / Model



Please note

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The information mentioned regarding potential future products is not a commitment, promise, or legal obligation to deliver any material, code or functionality. Information about potential future products may not be incorporated into any contract. The development, release, and timing of any future features or functionality described for our products remains at our sole discretion.

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