Business Events Processing

- 1a.
  In this Illustrated demonstration, we will take a look at an example of a large Telecommunications company leveraging IBM Business Event Processing in their business process management environment.

- 1b
  Business Process Management or BPM together with Business Activity Monitoring or BAM provides timely insight into your company so you know where and when to take proactive action.

- 1c
  Here, we see the customized personal business dashboard of the company sales manager. He uses this to track his Key performance indicators or KPIs allowing him to monitor any areas of concern. BPM plus BAM enable both historical and real-time views into the business

- 1d
  On this screen we can see that sales were close to target for the first quarter but growth has now slowed considerably. More importantly, the second quarter pipeline isn't looking good which is cause for great concern.
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- 1e
  The manager, needs to make the most of all information available to get his sellers out in front of the hottest prospects as quickly as possible. He decides that if he can better qualify leads using information coming across the customer interaction channels… especially the numbers coming from the web and call center channels, his team is likely to close a lot more business.

- 2a
  IBM WebSphere Business Events or WBE allows you to sense events from many sources, correlate them, and choose the appropriate response - providing insight that can be turned into competitive advantage

- 2b
  The challenge for the Sales manager is detecting those business "events" that indicate a strong sales opportunity and do it in time to act! These business events come from many, many sources, for example, a customer may…
    o Spend more than 5 minutes on a product web page …
    o Then fill out a commercial credit application …

- o   Then call to the call center …
- o   And finally accept an offer for live-chat for support …

- 3a
  If the Manager only looks at individual events, he will miss the buying pattern. It's when he correlates these events to identify a strong propensity to buy, that he really gains Insight. This is what WBE provides…

- 4a
  And, when you combine WBE with IBM's broader BPM suite, you get a powerful combination that can turn this Insight into timely actions by using BPMs tools to run the automated processes that will unleash your sales force on more qualified leads.
- 4b
  What's more, IBM's WebSphere Business Events Tooling makes this process simple by puting the power of Business Events Processing into the Business user's hand with a simple interface that let's the Sales Manager define event patterns to detect and correlate.

- 4c
  Let's take a quick look at how simple this is to do… The sales manager is able to use business language and a user-friendly GUI to Define a specific pattern of business events to be detected, indicating a prospect…

- 4d
  Next, he can Define the action to be taken when a prospect is identified. IBM's WBE provides a unique capability to identify patterns of patterns. First identifying the prospects, and then applying another pattern to that pool of prospects to really identify the HOT leads.

- 4e
  In this case when 3 or more initial prospect events are detected , it automatically forward it to WPS to drive the SFA and CRM applications, feeding the sales force higher quality leads to close!

- 4f
  And again, the sales manager is able to easily implement this business event processing methodology…and all without programming!

- 5a
  Taking a final look at the results, we see that not only are sales looking better but the pipeline has increased significantly because the most promising leads are being clearly identified and acted upon immediately.

- 5b
  IBM WebSphere Business Events, empowers you with Insight and when combined with Business Process management you can really turn that Insight into a competitive advantage.