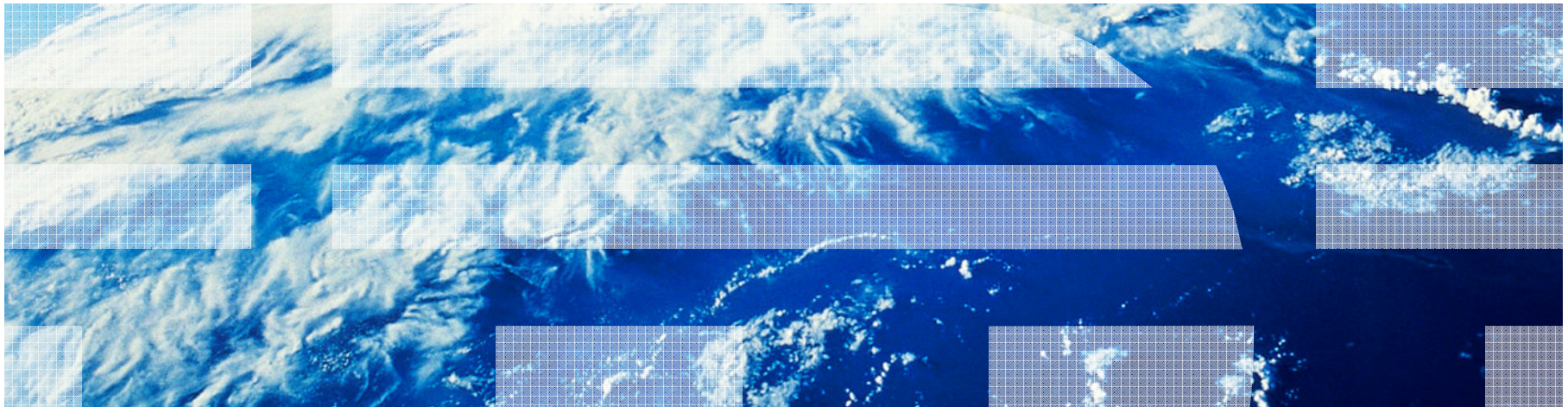
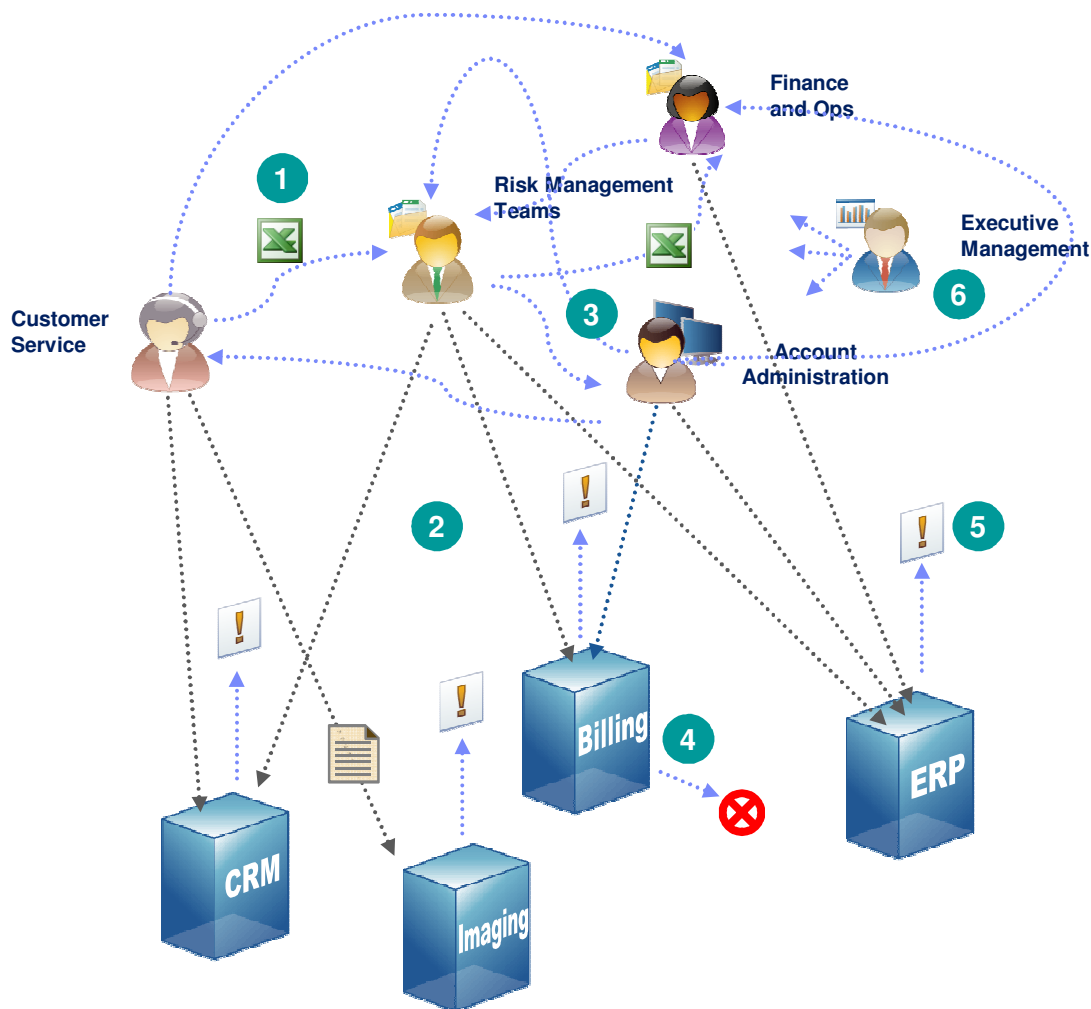

Truths & Myths About Integrated Process & Rules Management

Chris O'Connor – *IBM*



Business Chaos Begs for Process Improvement

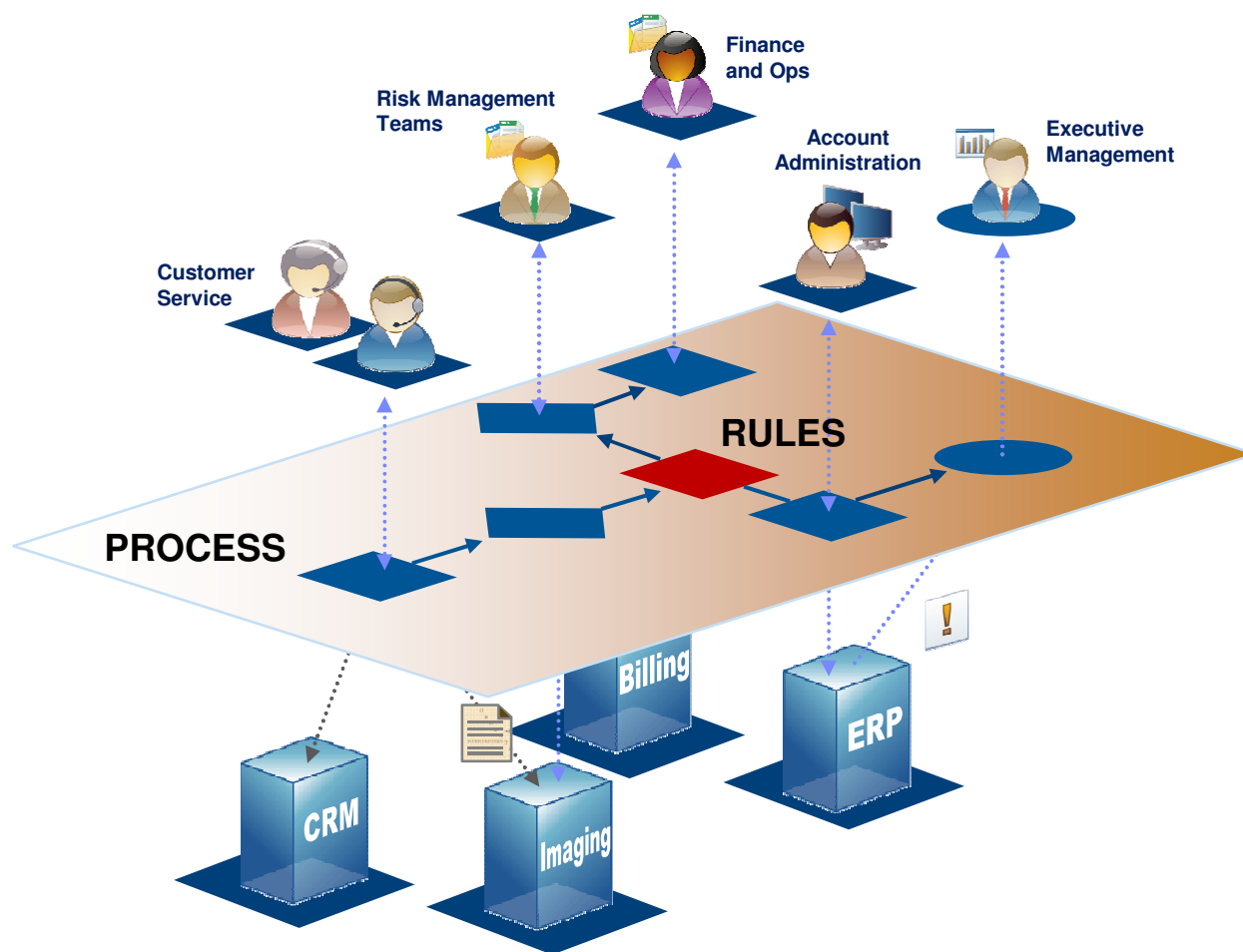


- 1 Informal Tasks and Communication (ex Paper or email)
- 2 Inefficient Working Environment Spans Systems
- 3 Inconsistent Prioritization and Decision Making
- 4 Incomplete or Inaccurate Data Flow Between Systems
- 5 Lack of Control Over System and Business Events (Exceptions)
- 6 Poor Visibility Into Process Performance

Customer Problems:

- Cannot Grow Efficiently
- Poor Customer Satisfaction
- Limited Visibility

Process & Rules Management Bring Order to the Chaos



- 1 Automate workflow & decision making
- 2 Reduce errors and improve consistency
- 3 Standardize resolution across geographies
- 4 Leverage existing systems and data
- 5 Monitor for business events and initiate actions
- 6 Real-time visibility and process control

Customer Benefits:

- Huge Reduction in Manual Work, Errors
- Faster, More Consistent Issue Resolution
- Easier to Manage the Business

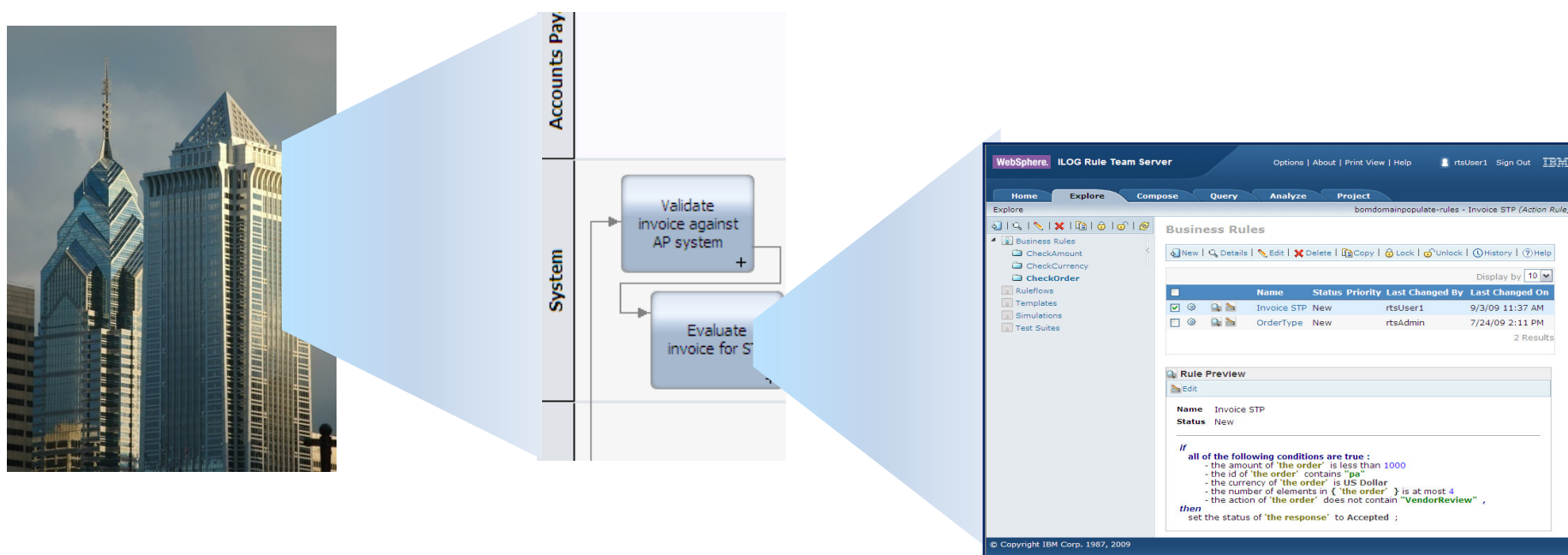
Two-Pronged Approach to Process Improvement

Process Management

- Defines and orchestrates the end-to-end process
- Combines automation with user interaction
- Is fundamentally concerned with **operational efficiency** of the organization

Rules Management

- Defines and executes specific decision points in processes and applications
- Is focused on automating and improving decisions
- Is fundamentally concerned with the **operational intelligence** of the organization



Example: Global Telecommunications Company (1 of 2)

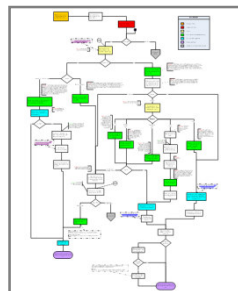
Complex Customer Care Automation

Situation

- High turn-over & high volume call center
 - 15M calls/month handled by 35,000 CSRs
 - Average CSR employment is 6 months
 - Average training time per CSR is 1 week
 - CSR must work across 15 different systems

- High error rate, high level of frustration
 - 3M of those calls take up 80% of the total time due to their complexity
 - 115 complex inquiry guides

[Bill Reprint Inquiry Guide >](#)



...and we have not even talked about stores!
(another 30,000 reps)

Process Management

- Improve operational efficiency & accuracy
- Simplify complex human-centric processes
 - High error rate
 - Many different touch points / user interfaces
 - Low amount of self-service available
 - Large manuals
- Allow business to take control of process definition & maintenance

Rules Management

- Centralize & share operational intelligence
- Automate decisions, simple and complex
- Allow business users to author, manage & test their business rules
- Enforce strict rule governance, while allowing business & IT collaboration
- Allow for rule reuse across inquiry guides

Example: Global Telecommunications Company (2 of 2)

Complex Customer Care Automation

Benefits Summary – Greater than \$210M cost reduction over 3 years!

Customer Satisfaction



- Improve first call resolution
- Improve Agent effectiveness
- Reduce number of transfers
- Reduce call escalations

Operational



- Future flexibility – rules and processes changed in hours!
- Ability to deploy for self-service (web, mobile and IVR)

Cost Savings



- Call center cost reduction - **Yearly call reduction benefits of over \$70M**
- Ongoing cost reduction – reduced Business & IT maintenance

Myths About Process & Rules Management

Myth #1:

Every process improvement problem needs a combined BPMS + BRMS solution.

False.

*Sometimes you need a BPMS. Sometimes a BRMS.
Sometimes both. Most likely, both over time.*

Myths About Process & Rules Management

Myth #2:

“All-in-one” / Unified process & rules management is naturally less costly.

False.

*If tooling is difficult to use, cost of delivery is still high.
And deploying incremental changes may be expensive.*

Myths About Process & Rules Management

Myth #3:

Independent process & rules management is naturally more complex.

False.

Ease-of-use, functionality, flexibility, and scalability are keys to simplicity.

Flexibility, Scalability of a Two-Pronged Approach

Critical for a long-term process improvement program

Different roles can drive process and rules management

- Process improvement team: process owners, analysts, developers
- Policy managers & analysts (e.g., pricing, eligibility, risk/compliance specialists)

Processes and decision services can be deployed independently

- Implementation can be done in parallel or staged according to priorities

Process and decision changes can have separate lifecycles and governance requirements

- Decision changes tend to be more frequent
- Externalizing rules allows processes to remain more stable and streamlined

Decision services can be shared and reused across processes and other applications

- Change once, apply everywhere
- Ensure decision consistency when required by policies or regulations

How to Make Process Improvement Smarter, Simpler, Faster

Smarter.

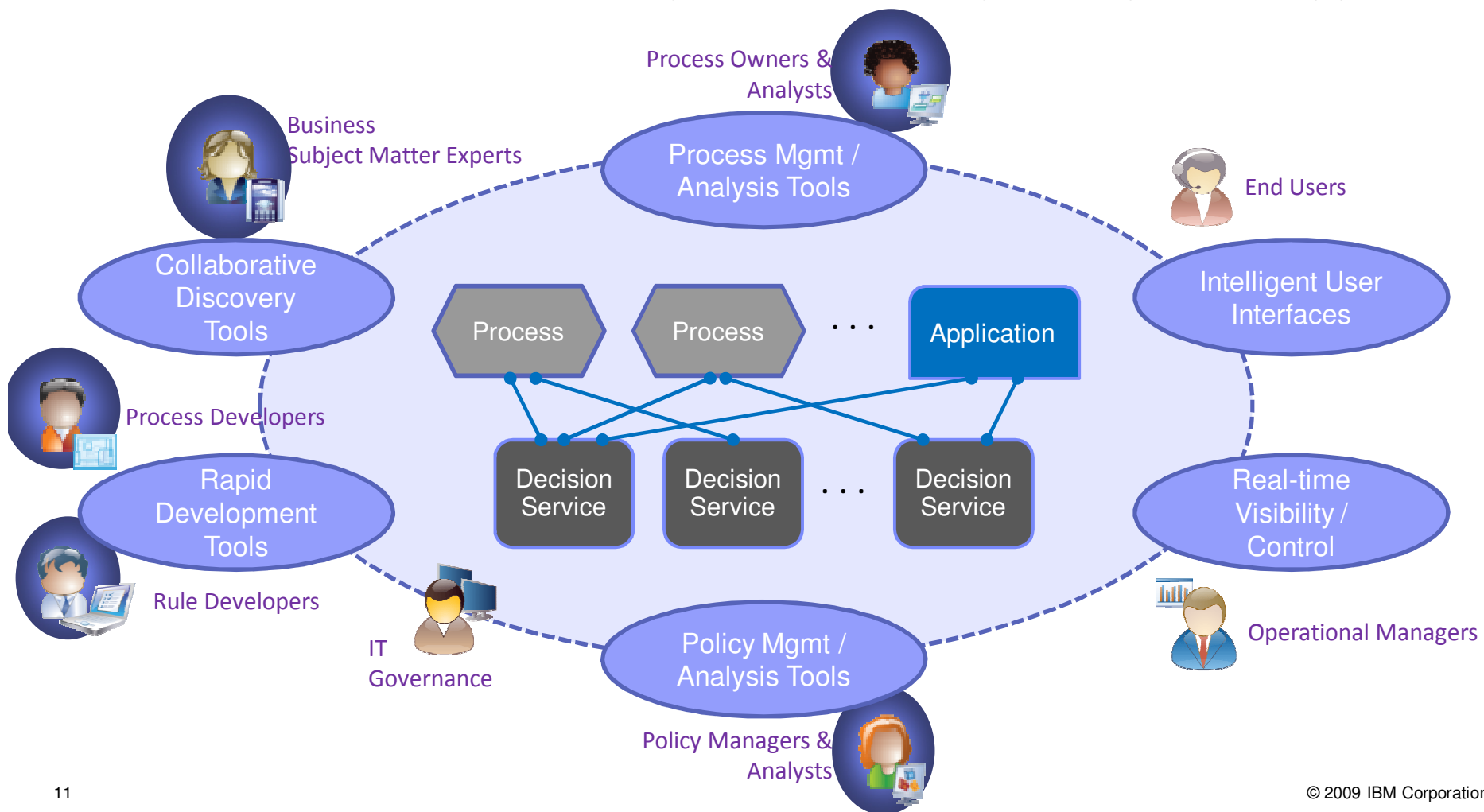
Intelligent user interfaces and rules-driven decision automation.

Simpler.

Graphical, business-friendly tools allow everyone to participate easily.

Faster.

Rapid build, reuse, analysis, and change - with strong governance.



Integrated Process & Rules Management from IBM

WebSphere Lombardi Edition

Single, comprehensive platform for rapid development and management of business process applications

- **Simplicity & sophistication** – user experience allows business users to engage more fully in process design and improvement
- **Lower implementation cost, effort, and risk** – than other BPM alternatives
- Built-in **Performance Data Warehouse, Optimizer** – for automatic tracking, analysis, and optimization of process applications
- Designed to scale easily to multi-project, multi-version **enterprise BPM programs**

WebSphere ILOG JRules

Enterprise BRMS that supports management and sharing of strategic rules and business policies across applications

- **Powerful decision automation** – designed to scale, supporting evaluation of very large rule sets
- **Simplified rule maintenance** – can be done simply using web or Microsoft Office, independently of client applications
- Built-in **usage tracking and reporting** enables better management of complex rule sets

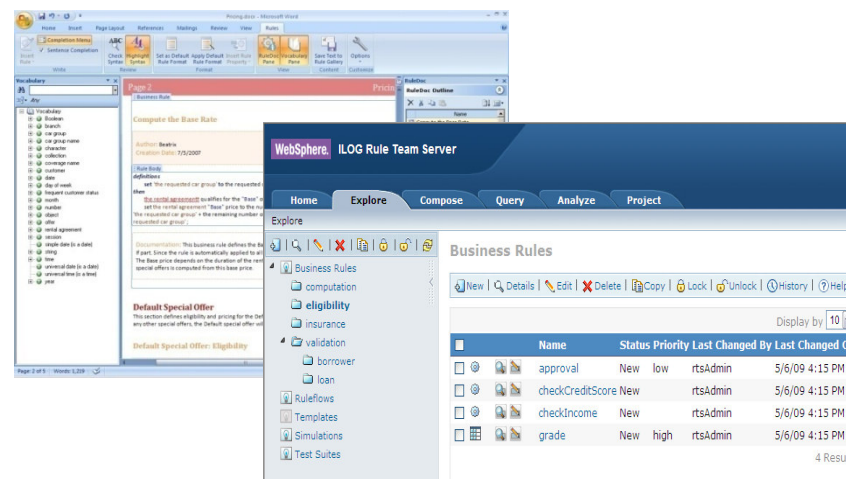
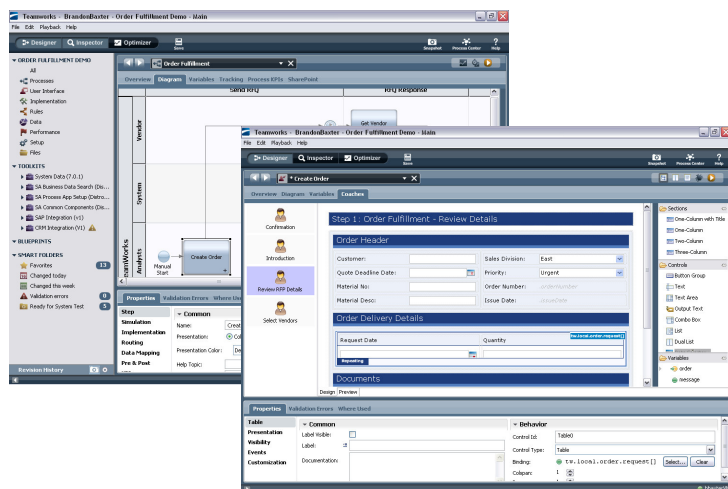
Lombardi Edition + ILOG JRules together provide a scalable enterprise platform for smarter, simpler, faster process improvement.

Business Users Directly Collaborate on Process & Rules

Process Owners & Analysts



Policy Managers & Analysts



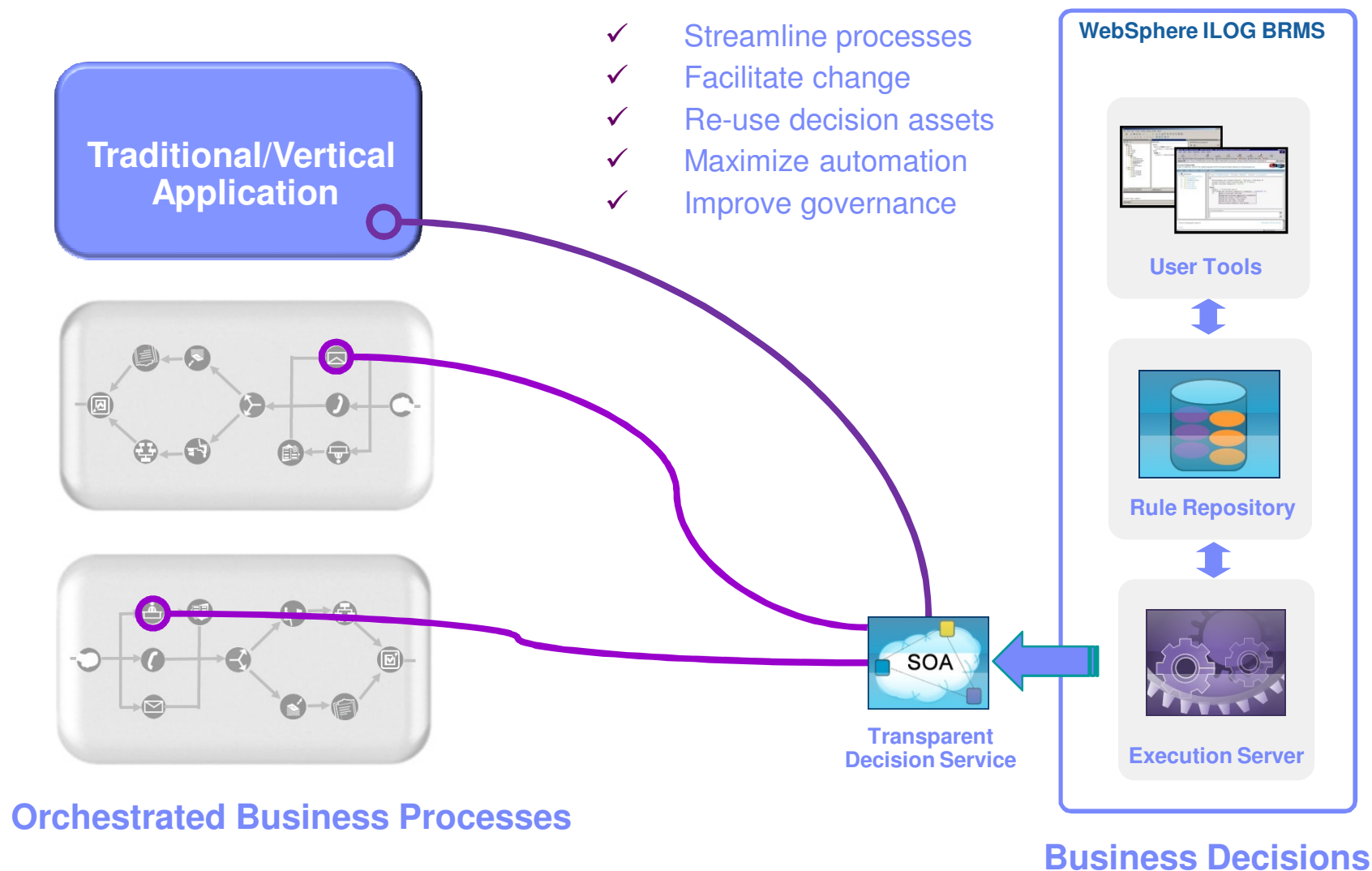
Processes using Lombardi

- 100% graphical design
- “Picture is the process”
- Designed for business engagement / collaboration

Rules using ILOG

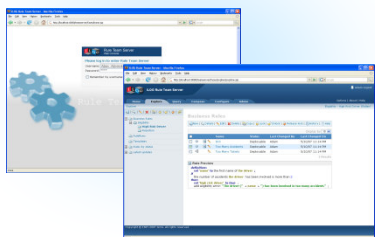
- Business-friendly Office based rule editing
- Team Server for sharing & collaboration

ILOG BRMS Enables Reuse of Intelligence Across the Enterprise

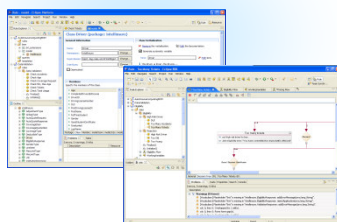


WebSphere Lombardi Edition + WebSphere ILOG JRules

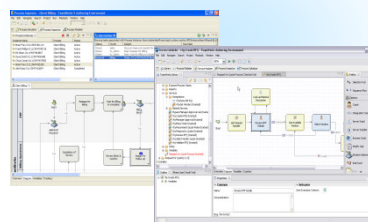
WebSphere ILOG Rule Team Server



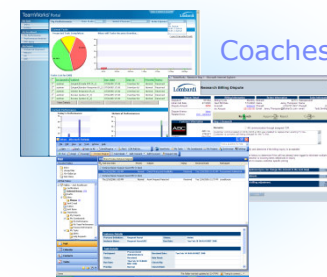
WebSphere ILOG Rule Studio



WebSphere Lombardi Edition Authoring



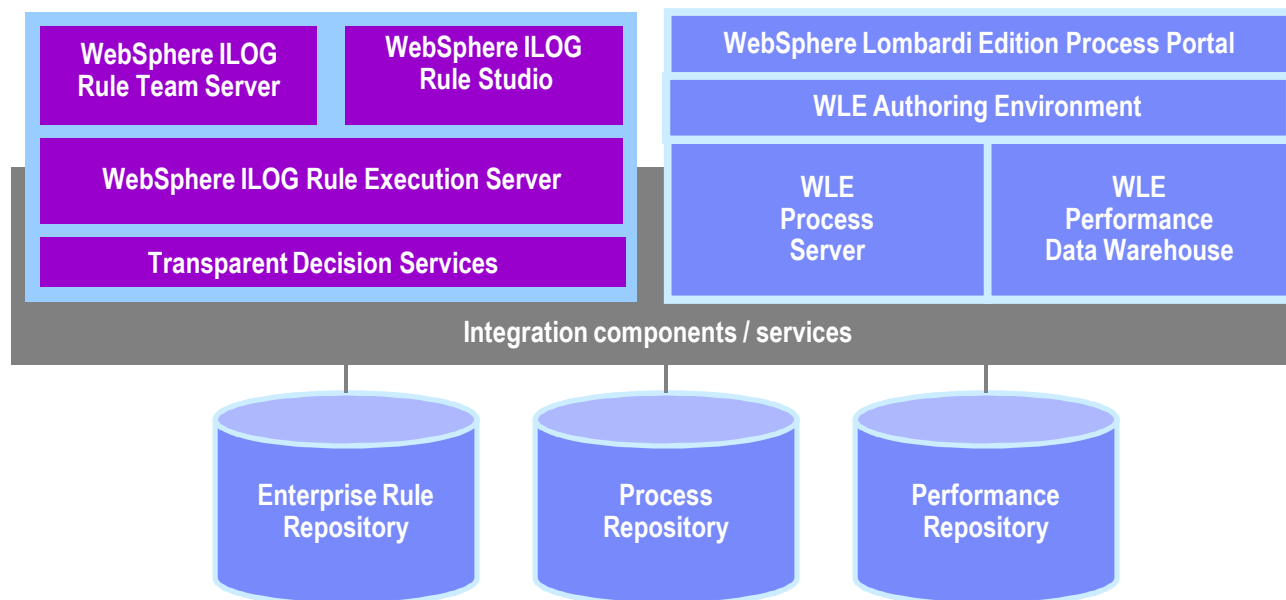
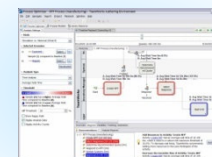
Portal / ScoreBoards



Coaches

Lombardi for Office

WLE Process Optimizer



Process Improvement with IBM

Smarter Execution

- *Process “coaches”* intelligently guide end users through unfamiliar tasks
- *Powerful decision services* automate highly variable, complex decisions

Simpler Implementation

- *Business-friendly tools* simplify complex process and rule definition
- *Graphical implementation* enables engagement by all stakeholders

Faster Improvement

- *Real-time analytics* provide visibility to in-flight process performance
- *Graphical “hot spots” and “what if” visualization* accelerate optimization
- *Governance capabilities* control rapid evolution of processes and rules

QUESTIONS?

Questions?

For more information, please contact us at:

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Thank You!