

We Face The Challenge of Accelerating Market Shifts

- Rising consumer expectations of speed and personalization
- Rapid swings in global economic and commodity markets
- Nearly instantaneous access by new competitors with a digital, flat world

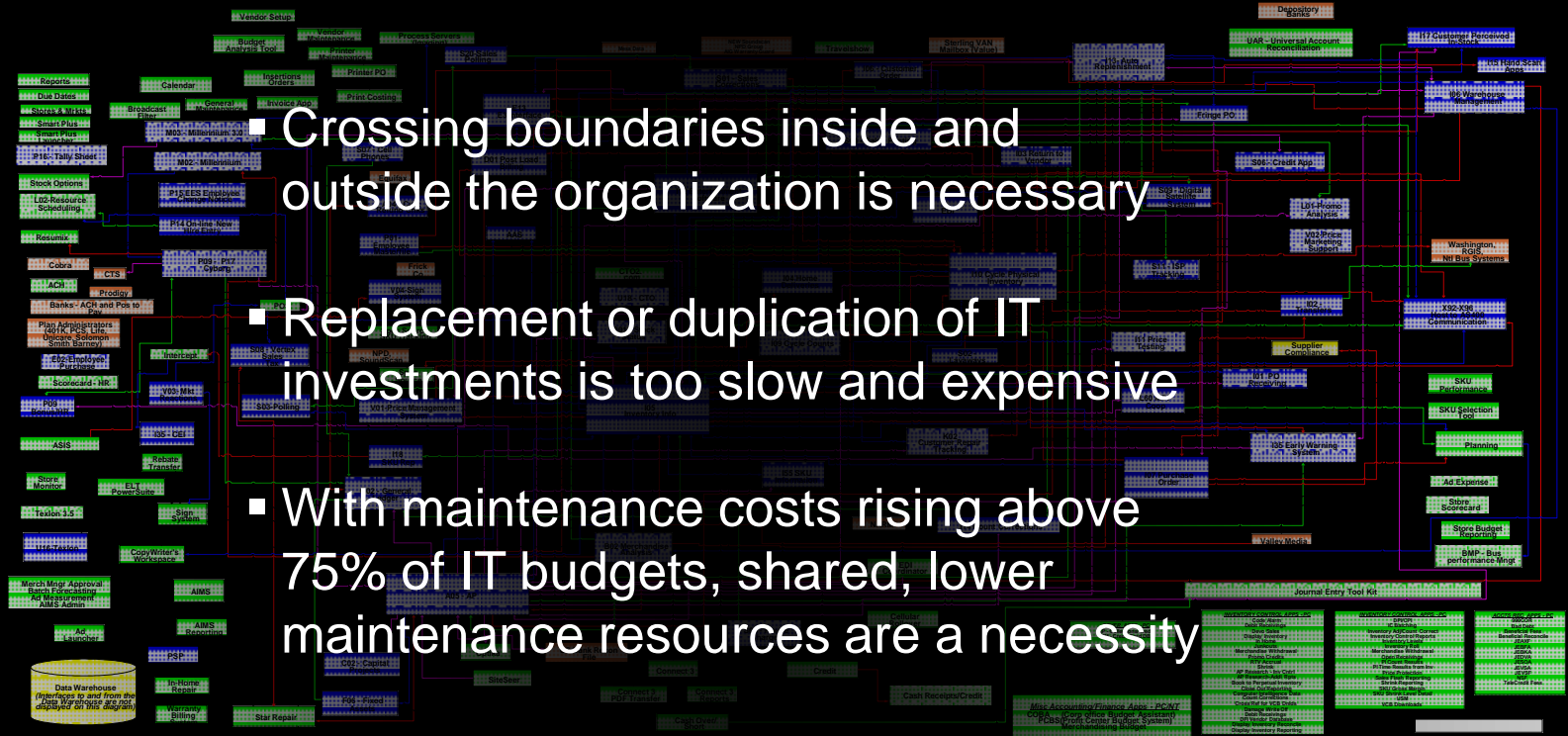
How does a business evolve to adapt and respond dynamically?

In a Time When People Live and Work in New Ways

- Work is possible anytime, anywhere
- Vast amounts of expertise and information are available, if you can find them
- People demand real-time communication
- Social networks, texting, and instant messaging are overtaking email

How do people collaborate
to maximize their effectiveness working together?

And Business is Bottlenecked by Organizational Silos and Rigid IT



- Crossing boundaries inside and outside the organization is necessary
- Replacement or duplication of IT investments is too slow and expensive
- With maintenance costs rising above 75% of IT budgets, shared, lower maintenance resources are a necessity

How does technology support the business to connect people and processes inside and outside the organization?

To Optimize Business Performance We Must Redefine:

How Business Evolves...



...To Adapt and Respond Dynamically

How People Collaborate...



...To Maximize People's Effectiveness Working Together

How Technology Supports Business...



...To Connect People and Processes Inside and Outside the Organization

We Must Work Smarter

CxOs Confirm the Priorities for Smart Work

Processes



#1 priority for fourth year in a row

2009 Gartner CIO Study

Collaboration



71% of CEOs place greater focus on collaboration

2008 IBM CEO Study

SOA



#1 SOA adoption driver is business flexibility

2008 Forrester Study

Business Model

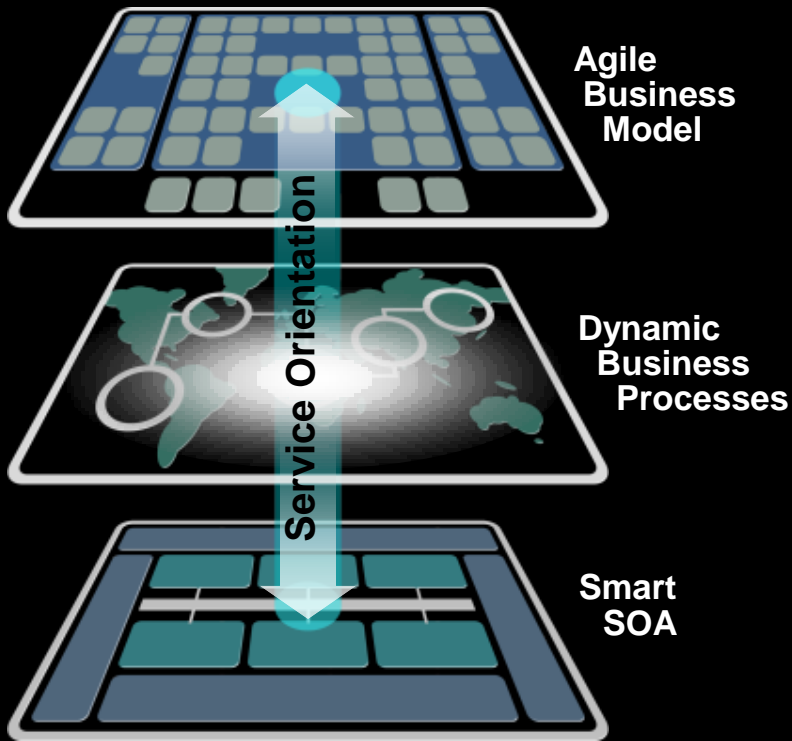


CEOs transform business models for change

2008 IBM CEO Study

For Cost Optimization and Agility

You Can build Smart Work capabilities



Dynamic Business Processes with SOA

Dynamic Business Processes Are...

Explicit: *Processes are documented, understood, and agreed upon*

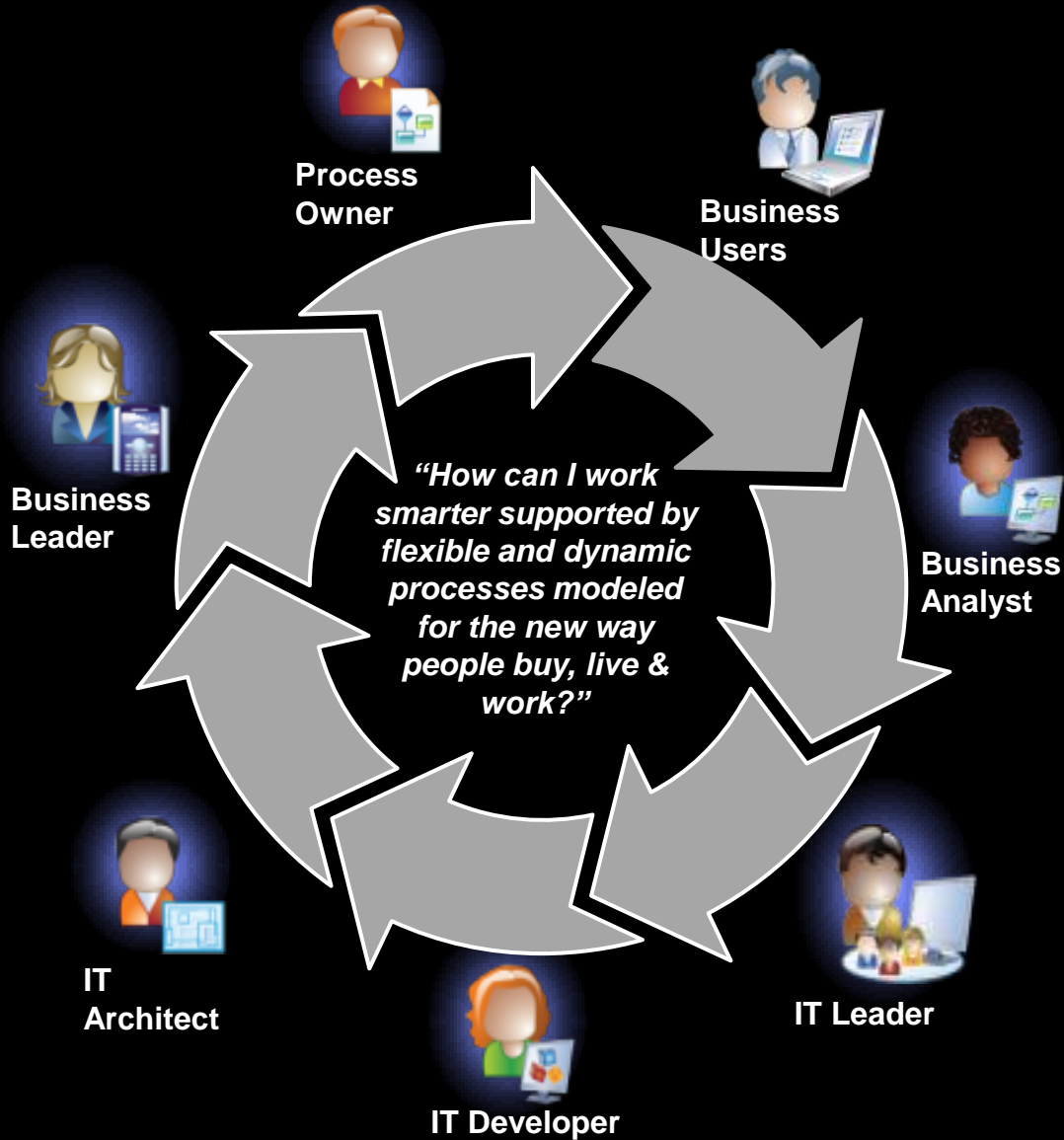
Visible: *Process performance is available in real-time, measurable, and actionable*

Connected & Easily Changed: *Process tasks, activities, and end-points are flexible and quickly adjusted*

Driven by the Business: *Process management is contextual, governed, and extended to all stakeholders*



Business Process Management is a team sport ...



IBM Business Process Management

1 Expanding the reach of BPM
Pick me, pick me!

2 Business User Empowerment
BPM for the masses!

3 Interactive Process Design
Do it fast, do it now!

Kick-start Your Projects with IBM BPM BlueWorks *beta*

BPM BlueWorks *beta*
IBM's Business Process Management Community for Business Leaders, Analysts and Professionals

Discover, Learn, Contribute
→ Leverage and share pre-built content to accelerate BPM

-  Accelerate BPM with pre-built content
-  Capture BPM business designs in the cloud
-  Connect and collaborate with the community

<http://www.bpmbleworks.com>

BPM BlueWorks

Get Started Quickly with Cloud-Based BPM Tools

Learn

Learn strategies, trends, and best practices for making smart process decisions

Experience

Capture business intent, understand capabilities, sketch processes



Collaborate

Leverage community insight and access shared content

Optimize

Extend strategy to drive processes improvement, and deploy with IBM BPM Suite

The BPM BlueWorks Experience

Acquire Expertise, Map Strategy, Execute Processes

1. Access business & industry-specific content to understand the value of BPM



Demos / Videos



Best Practices



Web casts / Pod casts



Papers / Case Studies

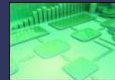
2. Collaborate with the community and leverage pre-built strategies, processes, and measures



Process Maps



Capability Maps



Strategy Maps

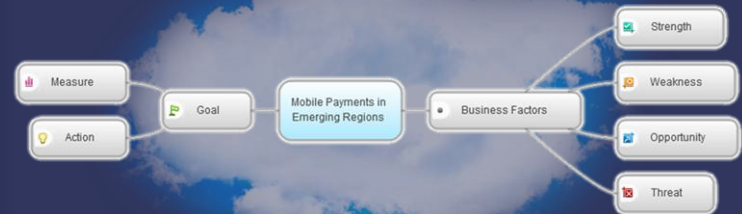


Business Measures

4. Easy on-ramp to BPM suite to test & deploy process



3. Capture business intent, capabilities, & process in the cloud



Seamlessly Link Business Strategy to Process Execution

Translate Strategy Into Process Improvement *With BPM Business Design Tools*

Strategic Intent & Motivation

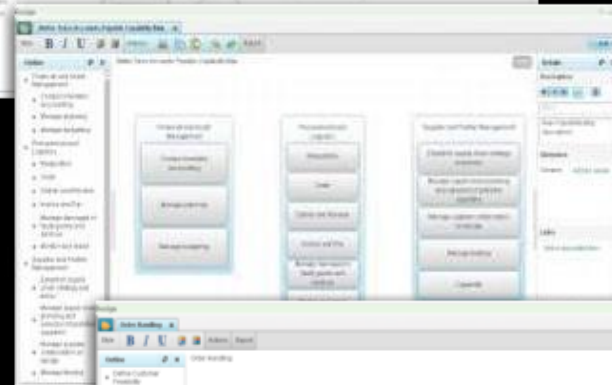
Capture business strategy understanding that guides the operations and actions of the business



Strategy Maps

Operational Capabilities

Refine strategic intent into operational capabilities to identify transformation opportunities



Capability Maps

High-Level Processes

Link operational capabilities to business processes to jump start automation



Process Maps

Use Business Modeling to Increase Productivity

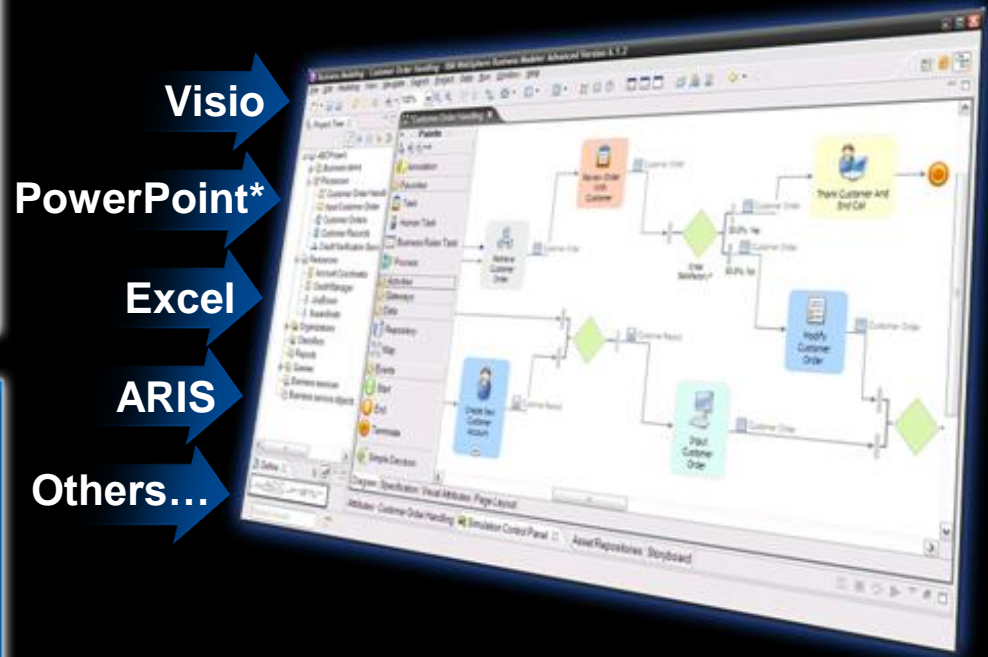
The Situation

- Processes aren't documented or well understood
- Poor collaboration leads to inefficiencies

Your Potential

- Major US bank reduced process activities 60%
- US financial services firm saved \$5M through process consolidation

Business Models as a Common Language



Aligned IT and Business Result in DOUBLE the productivity gains of isolated efforts

Source: London School of Economics – McKinsey survey and analysis of 100 companies in France, Germany, UK and US

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Business User Empowerment

Role-based business spaces

Get started quickly
with out of the box
widgets & templates

Collaborate, take
action proactively



Business Users



Business

IT



Business Leader



Process Owner



Business Analyst



IT Architect



IT Developer



IT Leader



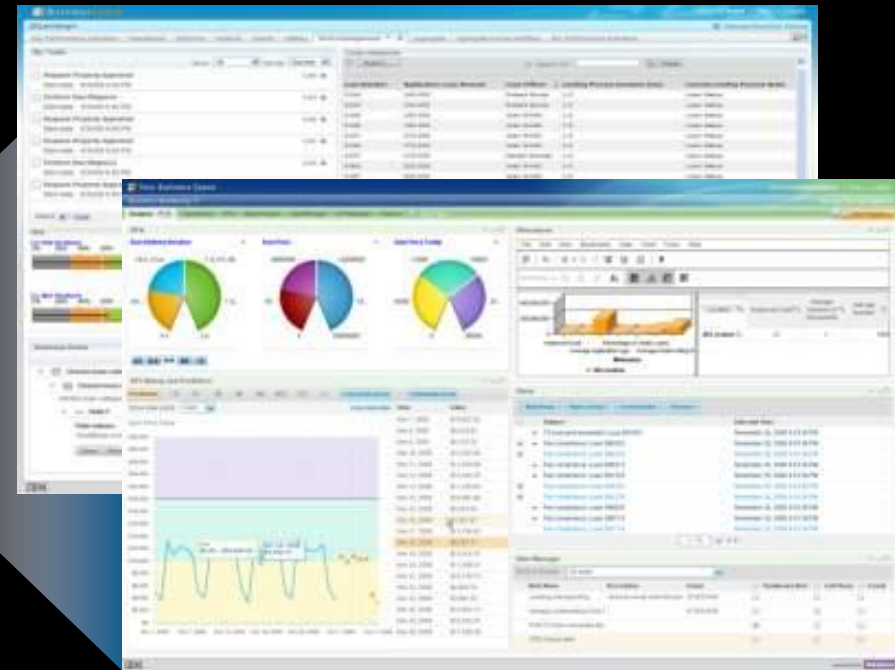
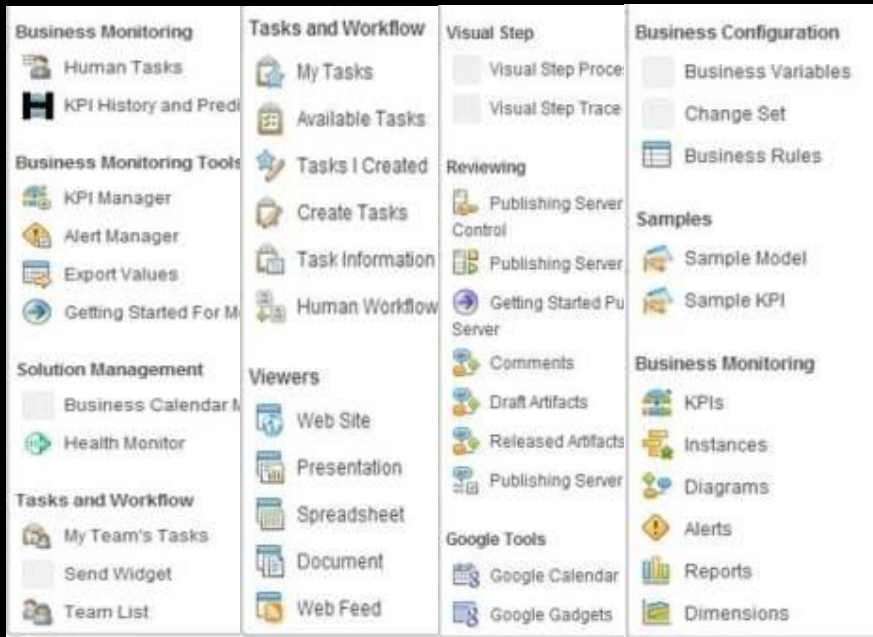


Business users can get started quickly

Personalize views with relevant BPM content

Widget Palette For Users to Customize their Business Spaces

Out of the Box Templates Support Common Use Cases



Role-based business space templates span the entire suite and multiple products ... all based on the on iWidget standard

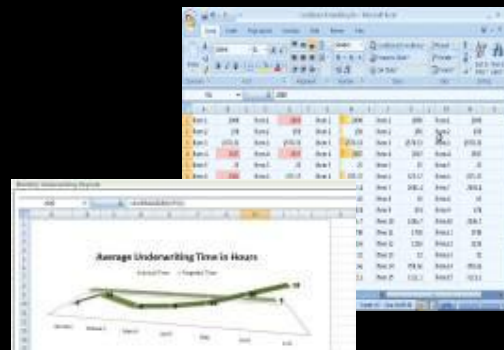


Empower Business Users to Manage Processes Across Multiple Channels and Environments

- The world is getting more connected – needing access to information from anywhere to manage their business
- IBM BPM currently provides this multi-channel support, including lightweight web interfaces, desktop gadgets and mobile support
- View KPIs, metrics, task assignment etc. through the mobile interfaces
- Manage processes on the go



Mobile Devices



Excel on the Desktop or within Web Dashboard



Desktop through Google Gadgets



iWidget – An Emerging Standard

Extensibility of framework to customer core applications and business partner ecosystem for third party content creation

- IBM Software group supports iWidget specification across products/components
 - Lotus Mashups, Lotus Connections, Lotus Quickr, Lotus Notes client
 - Business space

Lotus Mashups

IBM® Lotus® Mashups provides a lightweight mashup environment for assembling personal, enterprise and Web content into simple, flexible, and dynamic applications. IBM Lotus Mashups is a core component of the IBM Mashup Center, and is complementary to other IBM offerings, including the assembly of new widgets that can be deployed to products such as WebSphere® Portal 6.1 and Lotus Connections 2.0.

Updated 19 Aug 2008

Top story

Developing widgets for IBM Mashup Center 1.0

Learn about the widget programming model: IBM iWidget specification, eventing service, widget basics. Develop a widget that monitors memory usage of a back-end server. [More](#)



http://www.openajax.org/member/wiki/IBM_Widgets_proposal

- IBM donated the iWidget specification to the OpenAjaxAlliance.org
- Goal to standardize web widget components so widgets can interoperate in different mashup environments
- Build Partner ecosystem



Business Space allows context based collaboration

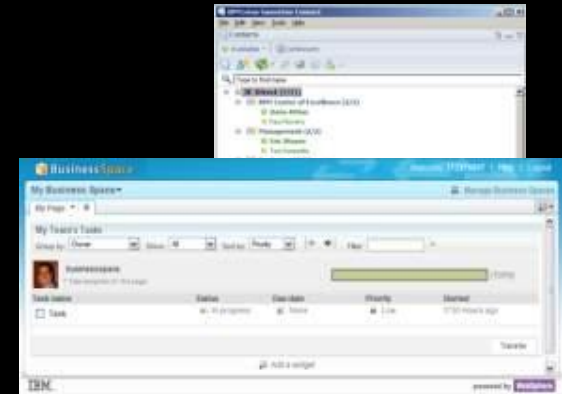
Review and Comment; Share; Optimize



Review and comment on BPM assets such as process models and dashboard designs



Send widgets, collaborate on tasks, share spaces



Integration with Lotus Notes & Lotus Sametime

- Spaces and pages can be shared with other users, and imported and exported, in the form of metadata files
 - Users can customize their skins and widget content
- Access variety of data sources through REST API's
- Build custom widgets, custom Flash applications, and combine/extend with core applications
- Integrate with other productivity tools
 - Share reports and Word docs in WebSphere Business Modeler
 - View documents and MS Office files in common Viewer widgets



Accelerate Human Task Activities

Human Task Widgets



- Allow users to work faster and more efficiently with **flexible and organized task and process list views**
- Increase visibility** with ability to navigate directly from list of business process instances
- Provide **user customizable views** to filter, sort, and page long task lists based on business-relevant information
- Enable users to **easily create and track** personal tasks and to-do activities for themselves and others

Business User

The screenshot displays a user interface for a business user. At the top, there's a navigation bar with 'My Space', 'My Work', 'Create Tasks', 'Viewers', and 'Task Flow'. Below this, a 'Tasks List' table is visible, listing travel approvals with columns for Traveler Name, Destination, Duration, and Cost Estimate. A 'Business User' icon is shown next to the table.

Traveler Name	Destination	Duration	Cost Estimate
Batch, Michel	Miami	40	40000
Boss, Steffi	Peking	22	2457
Forrest, Diana	Hamburg	5	999
Hunter, Andreas	London	2	2222
Hunter, Andreas	Zurich	5	270
March, Elke	Vienna	5	550

Below the table, there's a 'Task Information' section with a 'Human Workflow Diagram' and a 'Travel Information' section with a 'Traveler F' dropdown. A 'Tasks List' widget is also shown, which is a filtered view of the table above, with a 'Travel Approvals' dropdown and an 'Actions' button.

The 'My Work Organizer' widget is shown at the bottom, featuring a 'To-do's' dropdown, 'Show All' and 'Sort By Start date' options, and a list of tasks:

- Plan trip to Las Vegas** (Pending) - Status: The task is pending on its related tasks to complete.
- Get Travel Approval** (Completed) - Status: Completed
- Book flight** (Accepted) - Status: Accepted
- Book Hotel** (Available) - Status: Available



Ensure Smooth Operation from an Easy-To-Use Interface IT Administrator Widgets



IT Admin



- **Improves visibility** into deployed processes by displaying response time and request throughput for service operations
- **Facilitates problem determination** for running solutions by providing relevant information to better understand, diagnose, and resolve potential issues
- **Provides customizable solution view** of the deployed processes which simplifies administrative tasks

The screenshots illustrate the 'Your Business Space' interface for IT administrators. The top window shows 'Service Monitoring' with two line graphs: 'Req. Throughput' and 'Response Time (ms)'. Below the graphs is a 'System Measurements Table' with the following data:

Operation	Duration	Statistics	Throughput	Min	Max	Avg
processControlOperation	0.11.22.0	Response time service last 60 sec in ms	1	4000	4000	4000
processControlOperation	0.11.22.0	Response time service last 60 sec in ms	15	1000	3000	4000
processControlOperation	0.11.22.0	Response time service last 60 sec in ms	150	0	9000	4200

The middle window displays a process diagram for 'ControlPhoneControl' with nodes like 'ControlPhoneControl', 'ControlPhoneSubject', and 'ControlPhoneChild'. The bottom window shows a 'Module Search' table with columns for Name, Description, ID Bus Name, Deployment Target, and Data Store.

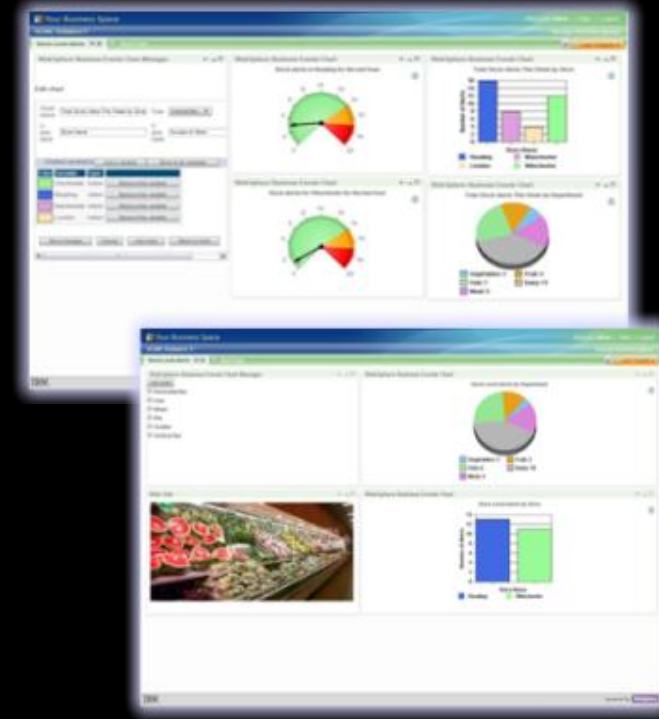


Capture New Insights for Effective Actions

WebSphere Business Events V6.2.1



- Extends distributed platform to events native to the mainframe
 - WebSphere Business Events 6.2.1 for z/OS**
 - Complements z/OS qualities of service such as high availability
 - CICS TS V4.1 emits events consumable by WBE
- Delivers enhanced **event monitoring dashboard visuals** within the BPM business space
 - Provides role-based, customizable view into real-time business event activities



Event:

In-store credit card purchase

Business Context:

3rd in-store purchase in 8 weeks and total purchases > \$500

Action:

Offer customer an immediate loyalty discount



IBM Business Process Management

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Pick me, pick me!

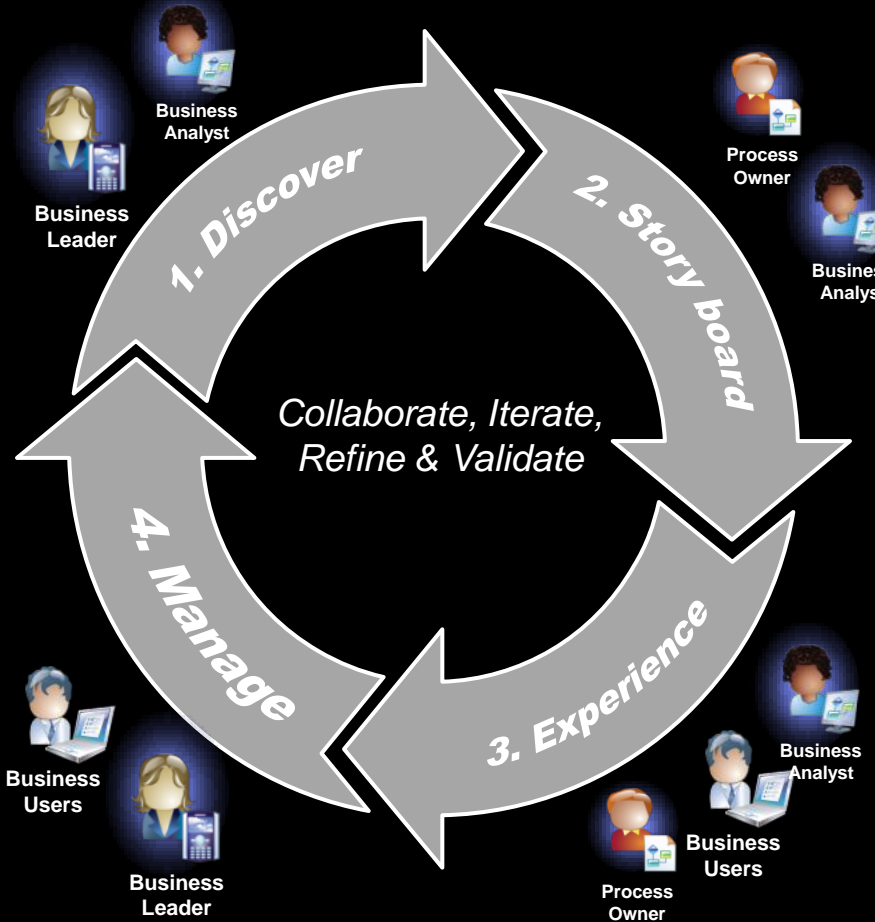
2 Business User Empowerment
BPM for the masses!

3 Interactive Process Design
Do it fast, do it now!



Business People can quickly design interactive business processes

Discover your business intent; Map intent to business capabilities and process maps; Identify and prioritize options



Story board the user interaction by capturing and defining as-is process and to-do processes; Mock up forms to validate and visualize human interactions

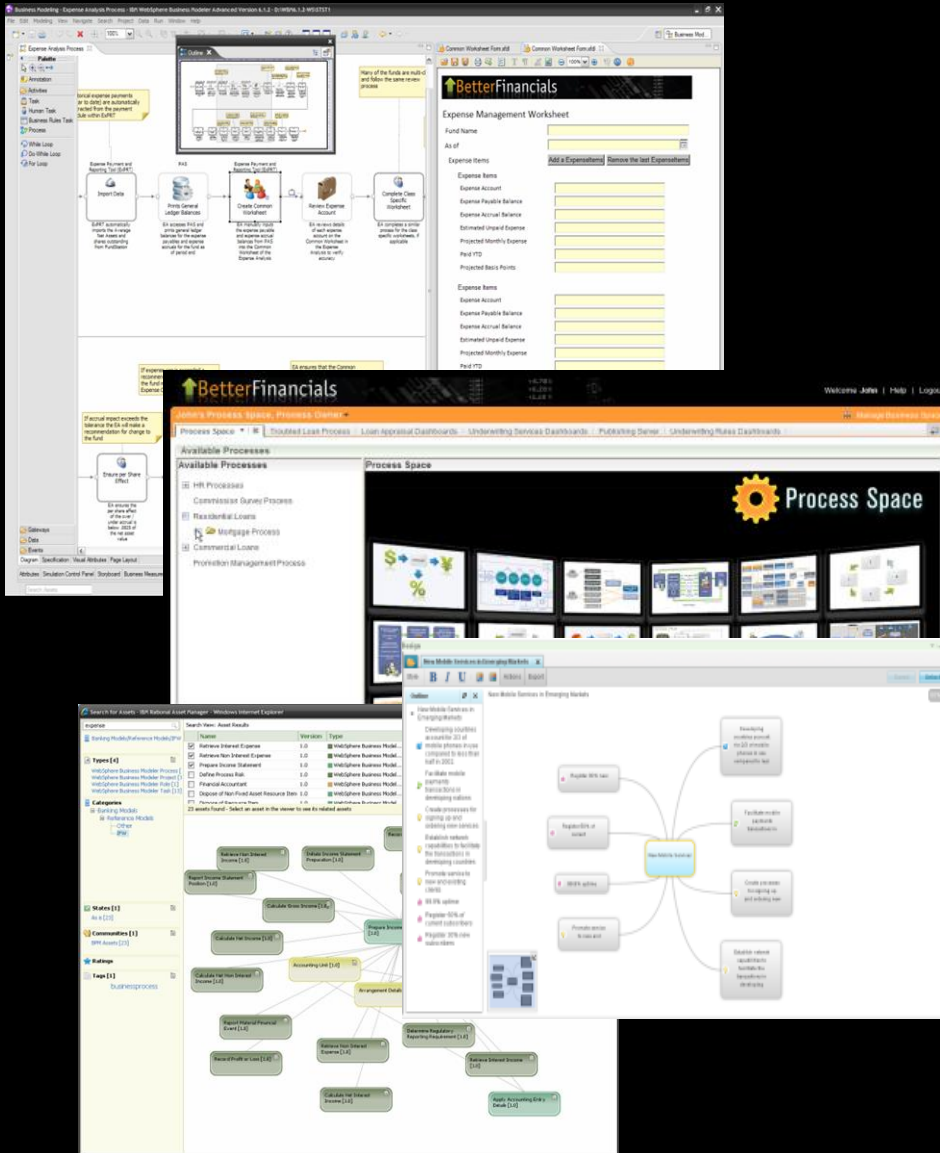
Manage real-time performance by empowering business users to customize their experience, managing KPI's and alerts based on changing business conditions

Experience/visualize the solution via elaboration of business measures and KPI's; Add operational characteristics to future state processes; Interactively validate elaborated processes in IT sandbox

BPM Methodology- Business Driven Activities



Step 1: Discover your business intent

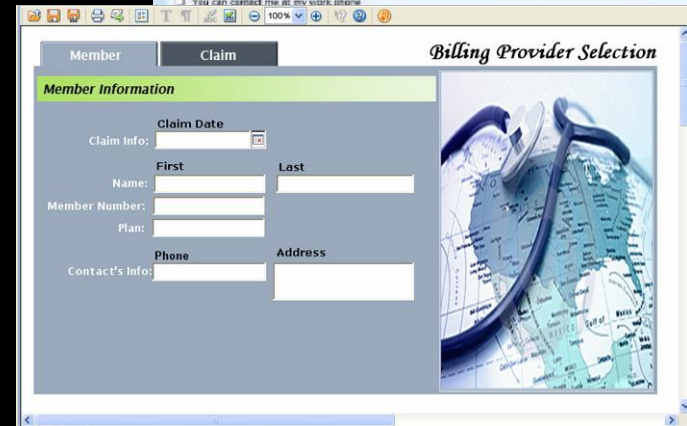
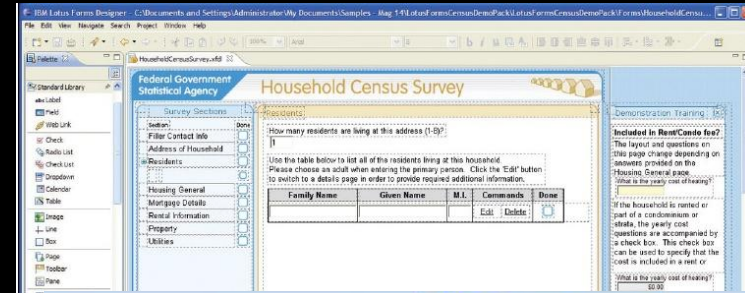


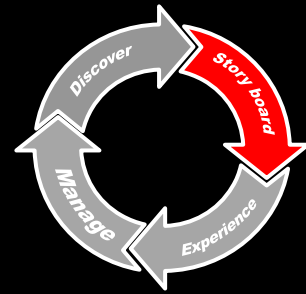
- Achieve best-practices based business model design through collaboration and consensus
- Share models throughout the organization, regardless of location
- Make collaboration faster and easier across the enterprise
 - Enable shared review, with context specific comments on:
 - Process Models
 - User Interface Forms
 - Dashboard Designs
- Leverage fine-grained security to provide the right access to the right roles
- Increase ROI and time to value through reusable business and IT “ready” business assets (e.g. business services) across end to end BPM lifecycle



Business users can exploit the full power of interactive forms

- Automates, streamlines and speeds forms-based processes to help organizations in numerous industries to be more competitive.
- Accelerates the integration of content with existing back-end business process management and eForms systems
- Is based on open standards and provides advanced digital signature capabilities to help support compliance with government and industry regulations
- Quick Facts:
 - Automatic PDF Conversion
 - XForms Support
 - Forms Library (hundreds sample forms)
 - Online/Offline Capabilities
 - Digital Signatures
 - Support for Mashup and Portal Deployments





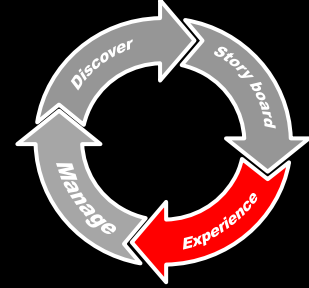
Step 2: Story board the user interaction

Control Simulation Flow

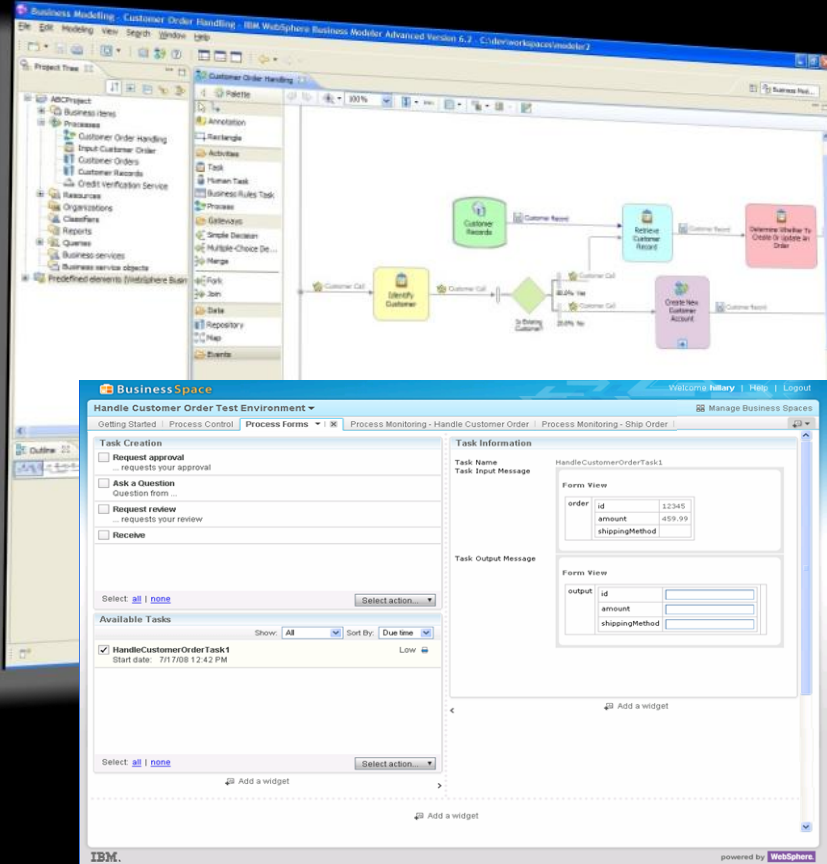
Emulate a process with human tasks

Use real forms to assess actual time and user experience

- Document processes, organizations, roles, ... for understanding, compliance, training
- Use classifiers for continuous process improvement and enhanced communication amongst stakeholders
- Advanced simulation to do comparative analysis and calculate ROI before committing resources
 - Leverage performance data from actual processes for real-world analysis
- Create best practice process models using business rules, human tasks, forms, and business item states



Step 3: Experience/Visualize the solution

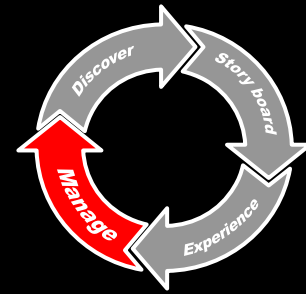


Business Analyst

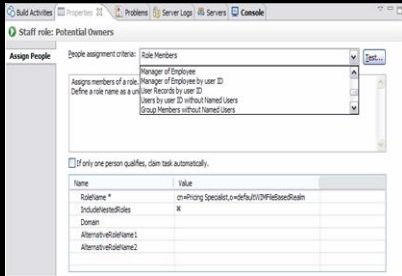
Quickly define, test, and deploy complete BPM solutions

- Minimal IT involvement
- Playback and test exactly how the process will run
- Iterate quickly on different process designs

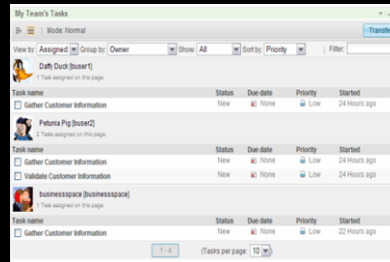
- **Interact and test process designs and forms in managed sandbox using WebSphere Business Modeler and role-based business spaces**
- **Import PowerPoint process diagrams into WebSphere Business Modeler**



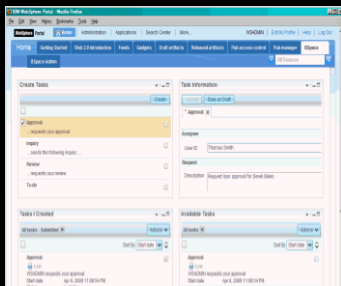
Step 4: Manage real-time performance



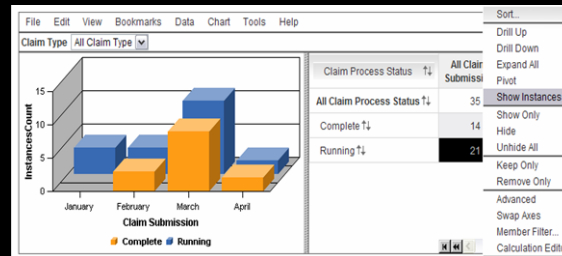
Manage User Access Rights and Staffing



Manage Real Time Business Activities and Optimize Business Performance



Govern Change



Monitor Business Performance In Real Time

- Empower business users to customize end user experience

- Assign access rights; Optimize work assignments; Govern change

- Manage real time business performance, KPIs and Alerts based on changing business conditions

- Take corrective actions against process instances



Our business is our customers' business

Value based on understanding a clients Industry and priorities

Business trends and insights

- *New Economy insights*
- *The Enterprise of the Future*
- *Balancing Risk and Performance*
- *Going Green: A measured Approach*

Future Agendas by Industry

- *Industry Thought Leadership*
- *IBM SOA Industry Scenario Series*
- *Key Agility Indicators: IBM Benchmark Wizard*



"By understanding weak signals and early indicators of industry transformation, we help our clients to be ahead of the pack."

Peter Korsten, IBM Institute for Business Value



Accelerate Time to Value and Ease Implementation

Industry Frameworks



- Comprehensive portfolio of industry-specific resources to accelerate success according to your own industry's metrics:
 - Industry Best Practices
 - Industry Domain Models
 - BPM Methodologies & Industry Expertise
 - Industry Content Packs & Benchmarks

- Speed, flexibility, and choice with IBM Industry Frameworks:
 - Industry Frameworks and solutions across 17 industries
 - Extends your teams expertise with Industry Thought Leadership
 - Leverages process templates with BPM to create best practices



Extending SOA for Dynamic Business Processes

IBM Consulting Services for BPM

- **IBM Consulting Services for BPM**

- Supports the creation of agile business models
- Provides proper alignment between business intent and IT implementation to realize cost efficiencies and the desired business agility
- Leverages reusable Industry Business Architecture Models including KAI and KPIs as starting point or for immediate adoption

- **IBM Green Sigma™ services:**

- Apply tangible metrics and technologies to reduce energy and water usage across business operations
- Based on Lean Six Sigma, a strategic approach for carefully analyzing operations to improve overall performance & lower costs



IBM Global Business Services
*Optimize processes to respond to
the changing business environment*



Extending WebSphere BPM

IBM WebSphere Services for BPM

- IBM QuickStart for WebSphere Business Events
 - Provides a working installation of WebSphere Business Events in a sandbox environment and establishes competency in translating event tracking requirements into possible WebSphere Business Events solutions.
- IBM QuickStart for WebSphere Dynamic Process Edition
 - Speeds process visibility, analysis, and monitoring through service-enabled BPM projects by leveraging WebSphere Dynamic Process Edition
- IBM WebSphere Services for SOA Governance
 - Approaches SOA Governance from a solutions perspective and focuses on the customer's various design and implementation initiatives.
- IBM WebSphere Business Services for Business Process Management
 - Leverages business information to gain visibility into business processes, gain insight into process performance, and take action on potential issues through strategically defined alerts



IBM Software Services for WebSphere
Demonstrating best practices in BPM
solution deployment



Get Started with BPM BlueWorks

Sign up Today

Register Your Company

- The first registered user for a company / group becomes the BlueWorks administrator for the company
- Subsequent registrations for the company / group are approved by the administrator

System Requirements:

- Mozilla Firefox 3.0 or higher

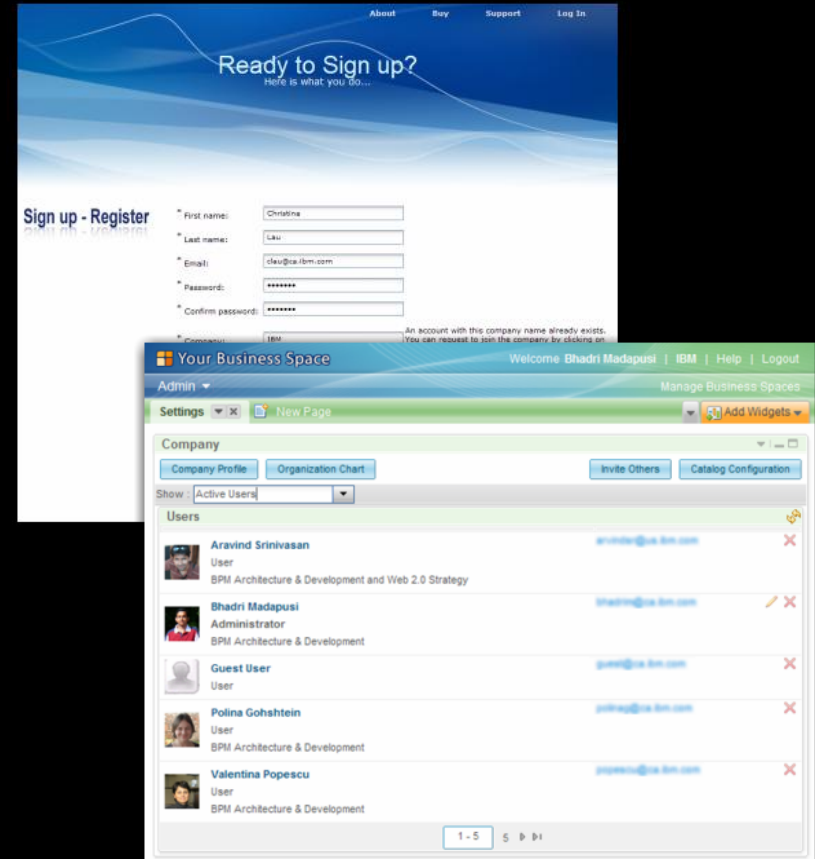
First time Firefox users will need the Adobe Flash Player

Learn More

To learn more about BPM BlueWorks, please visit: www.bpmbueworks.com

Follow us on Twitter!!

<http://twitter.com/BPMBueWorks>





Thank you!

Dr. Angel Luis Diaz

Vice President, Business Process Management and Connectivity

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