

WebSphere

IBM



Would you like to improve and keep improving your business processes?

Choose the business-wide solution: IBM WebSphere Business Process Management



Soaring costs, increasing international competition and a rapidly changing world are all placing your company under more and more pressure every day. Continually optimizing business processes and aligning them to your changing needs has consequently become a vital necessity. IBM® WebSphere Business Process Management (BPM) lets you solve this pressing issue once and for all.

Continually improving business processes

BPM is a solution for improving and continuing to improve all the business processes within your organization. It also connects the IT department with the other departments so that the entire company can work intensively together on optimizing the business processes. This is possible because BPM makes all processes and bottlenecks visible in real time. This enables each specialized area to keep a grip on the processes and, as necessary, to immediately make realignments that are needed regarding any and every aspect of the process down to the last detail. This empowers your organization to respond much more quickly to changing market conditions. And to operate in a much more flexible, efficient and streamlined manner. Now and in the future. And that is precisely what it takes to remain competitive and successful.

Fast Return On Investment

BPM's huge advantages also let you achieve substantial cost-savings – both structurally and in the short term. This means you will be able to recoup the costs of this solution very quickly.

Attractive financing is also available (please refer to the back of this brochure).

Ready in 3 steps

BPM lets you solve bottlenecks and achieve continuous process improvements in just three easy steps:

1. Conducting a workshop with business and IT staff to define points for improvement (3 days).
2. Making and testing a prototype (3 weeks).
3. Actually building and implementing the solution in three months (depending on the selected business process).

Large insurance company extremely successful with BPM

A large Dutch insurance company needed to integrate its website with the existing IT infrastructure. IBM WebSphere Business



Process Management proved to be the perfect solution. The insurance company is now tapping into all the many benefits, including much faster and more efficient customer service that is seamlessly aligned to back-end processes. BPM also makes it possible to streamline the strategy with the secure e-business infrastructure, to save considerable costs on application integration and to be 100% in line with the applicable laws and regulations.

Your entire organization will benefit

Your colleagues will also benefit directly from BPM. A few examples of the range of benefits include:

Benefits for the IT Manager

- Greater flexibility
- Extremely high availability
- Open standards

Benefits for the Financial Manager

- Cost-savings
- Greater control
- Higher revenues thanks to an organization and processes featuring greater flexibility

Advantages for the Operations Manager

- Standardization
- End-to-end monitoring
- Lower costs

The advantages for your organization at a glance

- Higher efficiency and lower costs through process automation
- Ability to respond faster thanks to real-time insight into business processes
- Continuous process improvements with performance-enhancing tools
- Enabling individual users to respond more quickly
- Information available at the right time and place in processes
- Optimum teamwork by aligning IT and other departments

Contact

Discover with your colleagues how BPM can benefit your organization. Contact us at ROI@nl.ibm.com.

You can also consider arranging low-cost financing via IBM Global Financing.

IBM's General Terms and Conditions apply and can be obtained by sending an e-mail to ROI@nl.ibm.com.



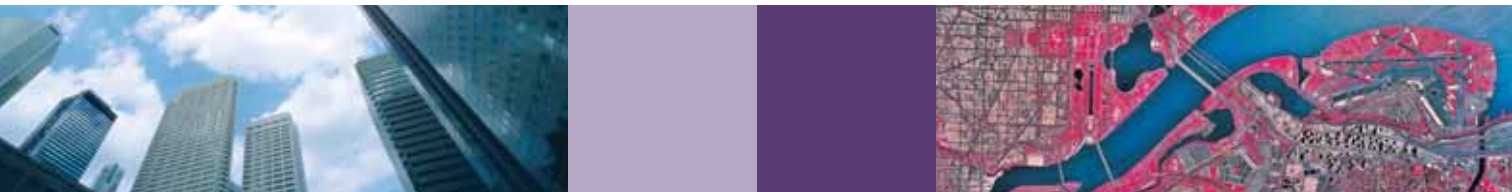
The advantages of financing with IBM

The economic crisis has meant that many organizations no longer have sufficient capital to launch essential IT projects. Companies consequently need leasing and financing companies more than ever to help them survive during this tough period.

IBM Global Financing offers a **flexible and comprehensive financing solution** for all the components of your technology solution – hardware, software and services, from IBM or any other supplier.

To find out how IBM Global Financing can give your organization greater financial flexibility and new credit opportunities, including the option of keeping capital free for other projects, visit ibm.com/financing/be.

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