



WebSphere software

**Business agility now: establishing
a dynamic business network through
highly agile, interconnected processes.**

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It's a dynamic business world—can your organization keep up?

The world is a smarter place than it was ten years ago, or even five years ago. Our systems and processes are more intelligent, instrumented and interconnected than they have ever been before. The convergence of physical and digital infrastructures is changing what's possible in our work and our lives. We can collaborate with people across the globe as if they were in the next room. We can access and use information to predict and even control outcomes. Every system and appliance can be digitally aware and networked. And that is changing the way we do business, and presenting us with both opportunities and challenges.

Business networks are changing as relationships become more dynamic between employees, customers, partners and suppliers— all of whom are constantly shifting and being reevaluated. The same technologies that are creating a smarter planet are driving the need for a more dynamic business network. Your customers demand lightning-fast responsiveness and increasing levels of personalization in service. If you can't meet their needs, they will go elsewhere. Your competition and your partners rapidly appear on the scene, or shift business models, or disappear as quickly as they arrived. Regulations and compliance demands shape and reshape the way you do business every day.

Ninety percent of CIOs surveyed expect moderate to substantial change to business models, budgets and macroeconomic factors in the years ahead.¹

To achieve a more dynamic business network, businesses need agility. But is your organization up to the task? Unfortunately, while business networks need to become more dynamic and fluid, most organizations, processes and systems are not evolving at the same rate. Traditional siloed applications hinder process performance and limit the flow of information across business. Rigid IT systems and communications networks keep people from accessing the other people and information they need to do their jobs. We need more agile, interconnected business processes that enable organizations to establish dynamic business networks and fully take advantage of a smarter planet.

Business agility now—updating our processes and infrastructures

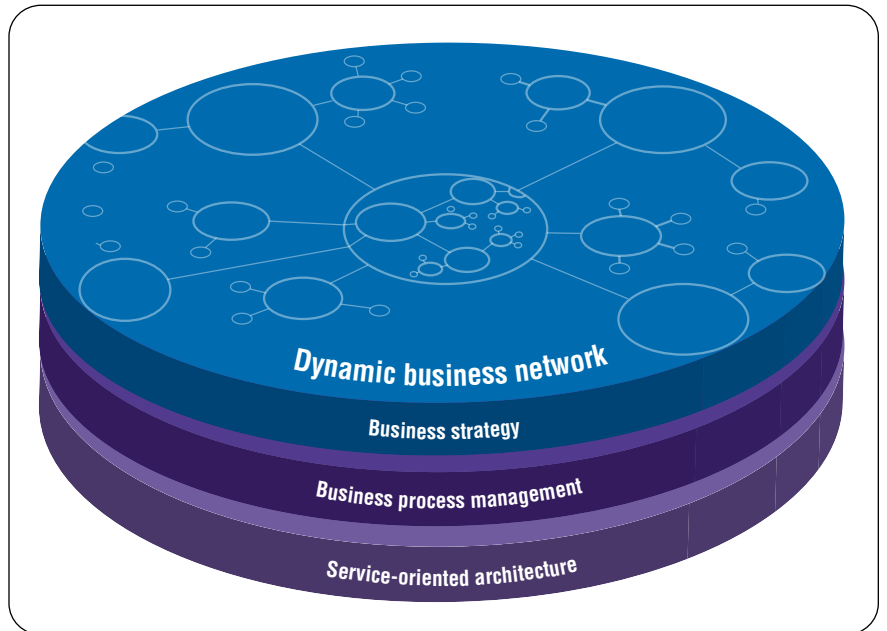
Organizations around the world are recognizing the need to revise their processes and IT infrastructures for increased agility. What makes a business process more agile? First of all, agile business processes are explicit—they're documented, understood and agreed upon. They are also visible, making process performance available in real time, measurable and actionable. Agile business processes are easily changed, with tasks, activities and end points that are flexible and quickly adjusted. And above all, the business can achieve agility with process information contextualized by role and extended to all stakeholders as well as processes that are governed to ensure they are compliant with business and regulatory requirements and executed as designed.

Up to 68 percent of executives report that IT integration challenges are inhibiting their collaborations with partners.²

But for processes to be truly agile and to benefit today's business, they must be integrated into a reusable IT infrastructure and interconnected across an organization's business network. It is only when information can flow freely within and across processes—giving people access to the right information at the right time—that an organization can deliver a dynamic business network. Agile, interconnected business processes can allow your organization to discover insights that enable innovation through enhanced awareness across processes and the business network. They can enable more valuable business interactions and smarter decisions with free-flowing information both inside and outside an organization. And they can help businesses realize time and cost savings with highly optimized workflows and infrastructures. By remodeling business processes to be more agile:

- *Organizations can discover new insights that can lead to better business outcomes. For example, a trucking and shipping company used a business process management (BPM) model-driven approach in their tracking and billing processes to improve efficiencies by a ratio of 6 to 1. When considering that trucks carry 75 percent of U.S. commerce, this is a phenomenal benefit.*
- *Companies can increase the value of business interactions with better access to information, like the telecommunications company in Europe that leveraged BPM to reduce total cost of ownership (TCO) over a five-year period by 31 percent and accelerate time to build by 64 percent.*
- *And organizations can optimize workflows and IT infrastructures to save money and increase productivity. Consider a leading specialty retailer of premium pet supplies that reduced invoice processing times from hours to seconds and shortened development to production time by 30 percent by leveraging BPM solutions.*

Highlights



The IBM model for a dynamic business network follows a "layer cake" construction—a business strategy layer sits on top of a layer of business process management, which is supported by a service-oriented architecture, the entire construction enabling you to work smarter.

When combined, business strategy, BPM and SOA are the engines that can drive agility in your business.

Working smarter and establishing a dynamic business network begins with aligning business processes and IT infrastructure with business strategy to ensure that business objectives are met. Organizations must collaborate across business and IT to ensure that all elements of the business network are driving in the right direction. When combined, business strategy, BPM and service-oriented architecture (SOA)—specifically those portions related to connecting and integrating the pieces of a business network—are the engines that can drive agility in your business and allow you to achieve a dynamic business network. Creating agile, dynamic and optimized processes today builds a foundation for innovation in the future. Let's take a look at how agile business processes can help your business, and how IBM can help you get there.

Highlights

Mark's Work Wearhouse has saved substantial costs and generated additional sales revenue by implementing a BPM solution.

Discover insights that enable innovation

Mark's Work Wearhouse, a Canadian clothing retailer, had a cumbersome "Shop and Send" process of locating products across stores and shipping them to clients—one that involved phones, faxes and forms. It could take up to several hours to process one order and those orders were difficult to track throughout the process life cycle. To improve the process, Mark's worked with IBM Software Services for WebSphere to develop a Fast Find, BPM solution powered by SOA. Based on a suite of IBM WebSphere® software and Business Process Execution Language (BPEL) code, Fast Find enabled Mark's to automate a large part of the process from initial request for merchandise to merchandise shipment and tracking. Retail store associates use a Web-based interface to locate, allocate and ship products from another store directly to the customer. The solution seamlessly integrates with back-end systems to provide accurate customer order tracking.

Since the new solution was rolled out, the company has saved substantial costs and generated additional sales revenue. It has improved efficiency and communication, as well as order management.

It's not enough to know that a process isn't working—an organization needs to get under that process and understand why it isn't working, as Mark's Work Wearhouse did. Most likely there are opportunities to change how you do business. You also need to understand how a process affects other groups and systems across your business network, and how these elements can be integrated to enable smarter work. And you need to be able to implement continuous process improvement as your business grows and changes.

"Today's CIOs spend 55 percent of their time on value-enhancing activities such as creating and generating buy-in for innovative plans, implementing new technologies and business initiatives, and managing non-technology business issues."³

A variety of solutions for a dynamic business network from IBM can help you discover new insights into your business by helping you deconstruct processes that span different organizational levels. Then you can use that new insight to rebuild those processes to be more agile and effective within a dynamic business network — positioning your company for innovation within an ever-changing environment. Finally, you can extend those processes across your entire business network — across your organization, and to your customers, partners and suppliers — integrating them with business applications and processes regardless of the industry-specific data, messaging and communications requirements.

BPM BlueWorks

The first step in understanding your business processes is process discovery and design. IBM BPM BlueWorks (bpmbblueworks.com), a cloud-based BPM offering for business users, is an easy on-ramp to BPM — offering process and strategy tools that help organizations on the path to business agility. Business leaders can leverage prebuilt BPM and industry-specific content and contributions from peers and BPM experts and users around the world to move quickly from strategy mapping to process execution. The site includes a content library with information on strategies, trends, capabilities and best practices; an area to design and capture BPM business designs with tools and accelerators; and a community where participants can share designs, advice and ideas.

Highlights

IBM WebSphere Business Modeler software can help you visualize, document and model business processes to rework old processes or create new agile processes from scratch.

IBM WebSphere Dynamic Process Edition software supports comprehensive BPM capabilities, including modeling and simulation, rapid deployment and real-time business process monitoring and analysis.

IBM WebSphere Industry Content Packs provide prebuilt assets to help speed and enhance BPM solution delivery.

IBM WebSphere Business Modeler software

IBM WebSphere Business Modeler software is the tool for documenting and understanding existing processes. It can help you visualize, document and model business processes for understanding and process execution, enabling you to rework older business processes into more agile ones or create new processes from scratch. The software enables users to make informed decisions about deployment with advanced analysis and simulation capabilities based on modeled and actual data. Business analysts can visualize and identify bottlenecks to better optimize processes. This robust modeling tool can then turn these process models into executable business processes for automation.

IBM WebSphere Dynamic Process Edition software

To realize the full potential of business processes, organizations with diverse, constantly evolving IT environments need comprehensive BPM capabilities, including modeling and simulation, rapid deployment and real-time business process monitoring and analysis. IBM WebSphere Dynamic Process Edition includes all of these capabilities and organizes SOA and BPM infrastructure into shareable, reusable intelligent business services, for a fully realized SOA vision of architectural agility and reuse.

IBM WebSphere Industry Content Pack assets

IBM WebSphere Industry Content Packs provide prebuilt assets to speed and enhance BPM solution delivery from modeling to deployment to monitoring including maps and models, service schemas and interfaces, key performance indicators (KPIs), business glossaries and end-to-end solution examples. Based on industry standards, they can help to reduce risk and increase consistency and reuse across the different lines of business within an enterprise and are available for banking, healthcare, insurance, industrial product life-cycle management

Highlights

IBM WebSphere Transformation Extender software increases the speed and reliability with which SOA applications and services can be extended beyond organizational walls.

and telecommunications. The industry content packs are a core part of the IBM Industry Frameworks, which combine the power of award-winning IBM software with industry-specific assets and best practices specifically configured to meet an industry's specific challenges and needs.

IBM WebSphere Transformation Extender software

IBM WebSphere Transformation Extender software increases the speed and reliability with which SOA applications and services can be extended beyond organizational walls to partners, suppliers and customers. For industry-specific data solutions, enterprises can leverage predefined WebSphere Transformation Extender Industry Packs, including healthcare, financial services, insurance and electronic data interchange (EDI). Complex industry transformations can be deployed quickly, with relative ease, helping to increase transaction volume while providing additional flexibility and fostering adaptability to industry changes. WebSphere Transformation Extender software helps remove risk from projects where regulatory bodies or industry service providers require strict conformance to mandatory and advisory guidelines.

IBM WebSphere Business Monitor software

When business leaders can link operational metrics to business strategy, their decision-making ability improves. WebSphere Business Monitor software provides real-time insight into business processes, presented in easy-to-read role-based business dashboards. Users can integrate existing business activity monitoring capabilities into WebSphere Business Monitor dashboards, along with other BPM, enterprise resource planning (ERP) and legacy applications, for more holistic process management. And the software offers an embedded metrics library of more than 800 open standard KPIs.

Highlights

Atlas Air Worldwide Holdings worked with IBM to create an SOA that provides a foundation for redesigning and optimizing its processes by mapping business functions to IT services.

Enhance the value of business interactions

Atlas Air Worldwide Holdings, a leading provider of outsourced freighter aircraft and operating solutions to the global air freight industry, was struggling to adapt its operations to the dynamism and variability of the air freight business. Atlas needed to become more agile by making its business processes more flexible. The company worked with IBM to create an SOA that provides a foundation for redesigning and optimizing its processes by mapping business functions to IT services. The BPM solution, which leverages an array of WebSphere products, helps enable Atlas to be more responsive and nimble in meeting customer demands. Now the company can choreograph the complex movements of its people, planes and cargo. With this BPM capability, the company has been able to shift resource focus from supporting applications to targeting business process improvements, and has realized significant business benefits, including:

- *An 80-percent reduction in the expected cost of integrating operations with strategic delivery partners.*
- *A 50-percent reduction in the expected time required to integrate operations with strategic delivery partners.*
- *Significant expected reduction in operational costs.*
- *Improved time to market with new business services.*
- *Stronger decision support through increased transparency into KPIs.*

Eighty three percent of CIOs said that business intelligence and analytics figured most prominently in their visionary plans to enhance competitiveness.⁴

Insight is a key to better business decisions. Executives and managers need visibility into operational performance. By integrating systems, applications, people and processes across your organization, and by unifying message delivery across a heterogeneous environment, you can put rich information and applications into the hands of your business leaders at the right time and in the right context. Being able to detect patterns in business information and events enables employees to respond proactively, not reactively to change. And it's through reliable, robust connections that information can be unlocked and flow freely within your dynamic business network and beyond in the right context to enrich business interactions. Information presented in real time, in an easy-to-read format, gives your employees the operational visibility they need to link business strategy to operational metrics.

IBM WebSphere Business Events software

All businesses operate in a complex ecosystem of connected, interrelated events. Everything from fluctuating interest rates to seemingly simple customer transactions has an impact on your business. Sometimes these patterns are easy to identify but more often they are hard to detect and correlate. IBM WebSphere Business Events software helps businesses detect, analyze and respond in real time to these events to take advantage of emerging opportunities, handle unexpected exceptions or redirect resources. WebSphere Business Events software delivers the power of business events processing to the hands of the business user through an intuitive, nonprogrammatic user interface. Combined with a messaging and enrichment solution from IBM, WebSphere Business Events software can help the business access the right events at the right place and time.

Highlights

ESB messaging and enrichment solutions from IBM help untangle the IT complexity associated with point-to-point integration.

Enterprise messaging and enrichment solutions from IBM

One of the first steps to supporting improved visibility and more effective interactions is to help information travel more effectively through your organization. Enterprise service bus (ESB) messaging and enrichment solutions from IBM help untangle the IT complexity associated with point-to-point integration, helping you to improve system performance, unify platforms and help deliver business services communication with almost 100 percent reliability.

With ESB messaging and enrichment solutions, your business can improve the flow of information across an organization, position it to adjust to dynamic business requirements, reduce maintenance and integration costs, and seamlessly bridge to new technologies to create an SOA infrastructure.

IBM WebSphere MQ software provides proven, reliable transport, helping to ensure that all services and resources receive data intact, without data loss or corruption, and reducing the disruption caused by data loss. It delivers a flexible infrastructure to connect new Web services and applications faster and more cost-effectively, without the need to write complex communications code.

Highlights

By implementing an electronic mail processing solution that automated workflows, Wüstenrot & Württembergische AG reduced mail delivery time by several hours.

IBM WebSphere Message Broker software can help your organization reduce costs with a unified solution for guaranteed message delivery across a heterogeneous IT environment.

Enterprise service bus solutions provide routing, mediation, transformation and event-handling capabilities that enable integration across heterogeneous or standards-based business applications, services and processes. IBM WebSphere Enterprise Service Bus solutions enable fast and flexible application integration, reduce integration cost and bridge to next-generation interconnectivity.

Optimize productivity and resources

Wüstenrot & Württembergische AG (W&W), a large financial services company based in Germany, needed an automated, paperless mail distribution system to save money. Its customers frequently send important documents by postal mail. Collection and distribution of that mail within the company extended the time it took to accomplish simple business transactions, lack of automation kept costs high, and the manual process could not be changed or integrated with internal applications running on multiple platforms. The IBM team built an e-mail processing solution that used IBM WebSphere Process Server and IBM WebSphere Business Modeler software to automate workflows and enable employees to access a list of duties and responsibilities via an electronic workbasket that presents a time-sensitive view of upcoming tasks. Mail used to take four to seven hours to reach the appropriate recipient at W&W; now it takes less than two hours. Workloads and employee management have been simplified, and the reusable SOA environment provides the foundation on which to develop future automation projects.

Highlights

Highly agile, interconnected business processes help organizations optimize productivity and manage access to resources through broad, flexible and continuous automation and reuse.

Organizations today must achieve the highest possible business performance— while also reducing costs. They need the ability to establish iterative procedures as well as compliance with standards, regulations and policies associated with the business. But the cost of manually orchestrating every activity through a process life cycle can be staggering. Dynamically automating business processes with rules can help you transform manual, disjointed activities into streamlined, repeatable processes that support regulatory compliance and policies with consistent and enforceable results.

Highly agile, interconnected business processes help organizations optimize productivity and manage access to resources through broad, flexible and continuous automation and reuse. This lets organizations stay focused on the business needs of employees, customers, partners and suppliers across a dynamic business network.

For example, a healthcare facility in Europe optimized its treatment processes, thereby reducing waiting times for patients, increasing patient security and improving its return on investments through better asset tracking. Increased customer satisfaction along with improved compliance with healthcare regulations and standards helped validate the success of the facility's processes.

IBM WebSphere Process Server software

IBM WebSphere Process Server software is a process automation engine that deploys and executes processes within either an SOA or non-SOA infrastructure. It increases efficiency and productivity by automating complicated processes that span people, processes and ecosystems. It helps optimize costs by enabling flexible business processes with reusable assets, eliminating the need to hard-code assets across multiple applications. It centralizes processes to share them across the enterprise, rather than having separate, siloed processes for different parts of the organization. It also allows you to automate human tasks, and in combination with WebSphere Business Monitor software, track the productivity of workgroups and individuals.

Within five years, 61 percent of high-growth CIOs expect to implement completely standardized, low-cost business processes.⁵

IBM WebSphere ILOG JRules business rules management system

Business rules management systems empower businesses to adapt and respond to situations and information dynamically by automating process-based decisions. But users also need the ability to easily maintain and deploy rules for faster business response times. IBM WebSphere ILOG JRules business rules management system (BRMS) offerings help businesses simplify the way they store, execute and maintain business rules for agile decision making. The software puts the power to automate, manage and maintain business decisions in the hands of business decision makers by providing tools where decision logic is presented in business language, in a user-friendly interface. New products can be introduced to the marketplace within days, not months. As compliance and regulatory mandates continue to proliferate, WebSphere ILOG JRules BRMS offerings provide the possibility of presenting proof of compliance in a variety of reports.

IBM WebSphere Service Registry and Repository Advanced Lifecycle Edition software Access to service information provides visibility, promotes governance and helps companies accelerate ROI. WebSphere Service Registry and Repository Advanced Lifecycle Edition software helps ensure awareness of available applications, services and documents throughout the organization by publishing and finding them quickly, reliably and flexibly. It helps break organizational silos by providing a seamless view of comprehensive service information and documents to all interested parties. Organizations can also minimize critical outages and inefficiencies by helping manage and automate service upgrades and service level expectations.



IBM BPM FastPath—zero to BPM in 90 days

If you are interested in accelerating your organization's time to value with a human-centric BPM solution, BPM FastPath can get you there quickly. The 90-day BPM FastPath program spans discovery, storyboarding, experience, managing and deployment of your BPM solution.

Why choose IBM for dynamic business solutions?

As an industry leader in BPM—with more than 5,000 customers in 30 countries—and in SOA connectivity and integration solutions—with more than 10,000 engagements—IBM has the breadth and depth of experience across disciplines to help companies design and deploy agile business processes to support today's dynamic business network. IBM has helped pioneer hardware, software and services in the BPM and connectivity arenas, and long supported industry standards built on open standards, not proprietary frameworks. With a large network of IBM Business Partners and support for third-party applications and multiple operating platforms, IBM can help you leverage your existing investments to create interconnected business processes that help you achieve business agility now and enable you to scale for the future.

For more information

To learn more about business process management, connectivity and integration solutions from IBM, or to learn more about a BPM Fast Path implementation from IBM, contact your IBM representative or IBM Business Partner, or visit:

ibm.com/smartwork/businessagility

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