

BPM from IBM:
Strategy and Directions



Clyde Hinshelwood
BPM Leader Southwest Europe
hinshelwood@es.ibm.com

Key Points and Agenda

Key Points

- Integrated BPM Suite – Model – Deploy – Monitor
 - Unique Business Services Capabilities
 - Industry Content
 - Support for System z
- Reduced Time, Risk and Cost in Incremental Transformation

Agenda

- The What and Why of BPM
- Introduction to Dynamic Process Edition
- When to deploy on System z
- Customer Business Case

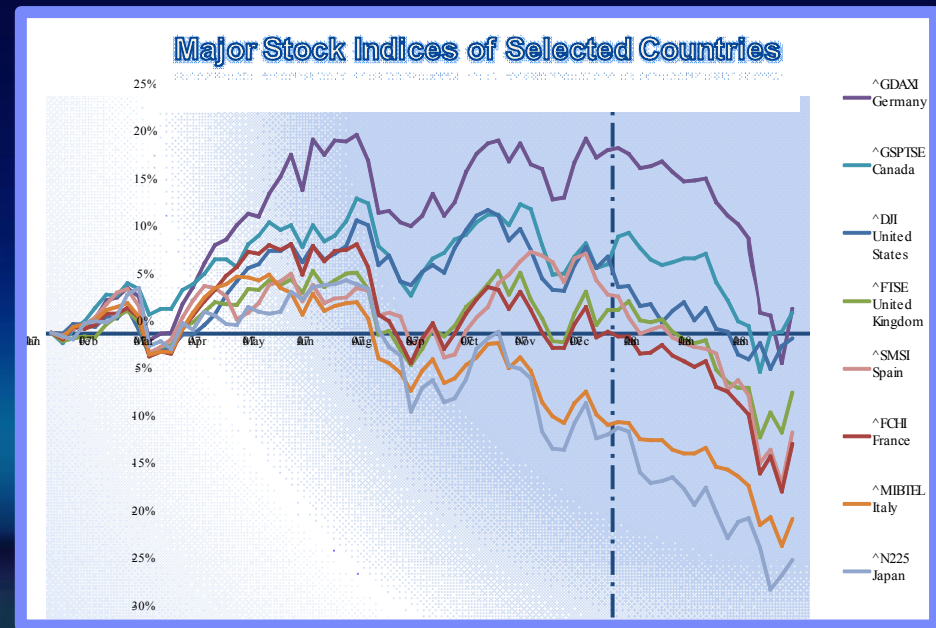
- Next steps

Today's dynamic times bring more rapid and transformative change

- Oil at \$120 a barrel
- Oil at \$60 a barrel



- More volatile and interconnected Global exchanges



CIO CEOs, aren't waiting for the statistics to match a dictionary definition of recession”

Jan 25, 2008

Executives Believe That Change is at the Heart of Most Businesses

A view from over 2500 CXO's

CFO Study



Human Capital Study



CEO Study



Business Model Innovation

Global Integration

Talent Management

Business Transparency

Business Success Depends Upon Your Ability to Adapt to Change... Regardless of the Scenario



Recession Scenario

- Repackage for no-frills and greater value
- Focus priorities and conserve resources
- Customers are spending less
- Acquisitions

Same Business Needs:

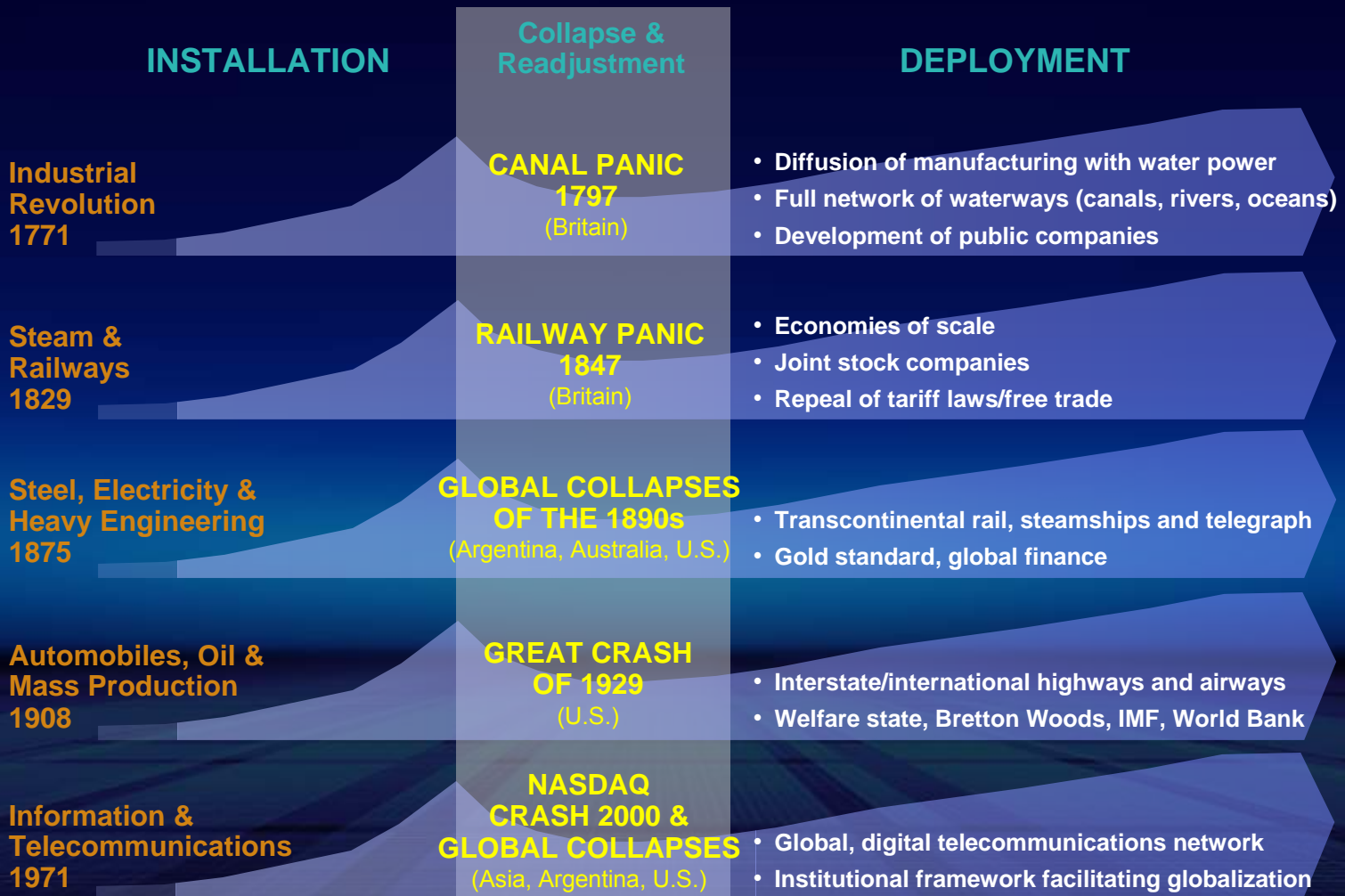
- Meet changing customer needs
- Monitor business health and correct
- Improve efficiency and reduce costs



Growth Scenario

- Expand into new markets and gain share
- Outmaneuver competition
- Match lower cost global competitors

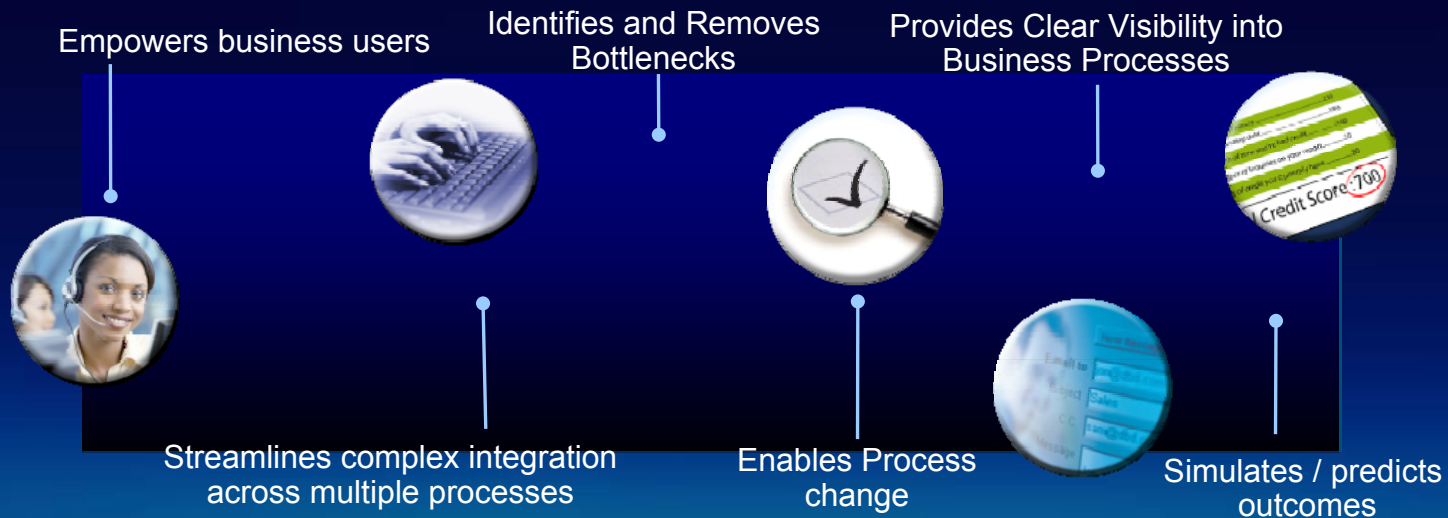
It's all about change



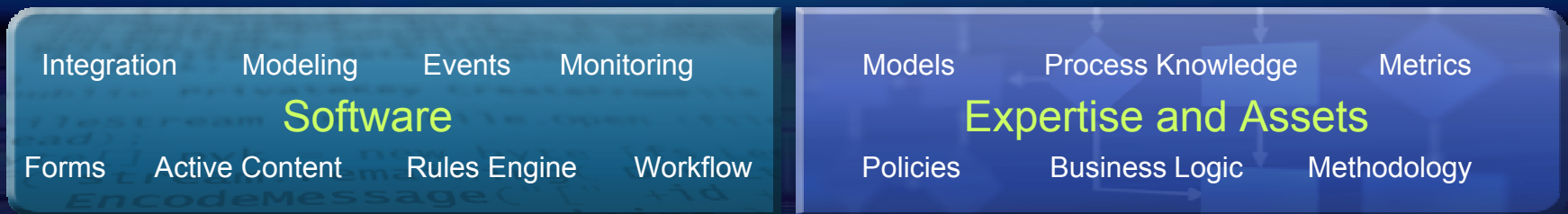
Based on *Technological Revolutions and Financial Capital: The Dynamics of Bubbles and Golden Ages*, Carlota Perez

BPM allows businesses to change and innovate through their business processes

BPM solves common business challenges . . .



BPM includes



BPM governs organizational and operational activities

Transformational Opportunities Exist Everywhere

BPM Projects are Disguised in Various Ways

Financial Management
(SOX Compliance)



139,000	139,000
137,000	137,000
140,000	140,000
48,778	89,678
76,551	117,451
33,737	74,637
29,500	70,400
43,115	84,015
63,991	104,891



**Marketing, sales,
and services**
*(Contact Center
Optimization)*



Supply Chain
(Inventory Management)

Product Lifecycle Management
(Category Line Extension)

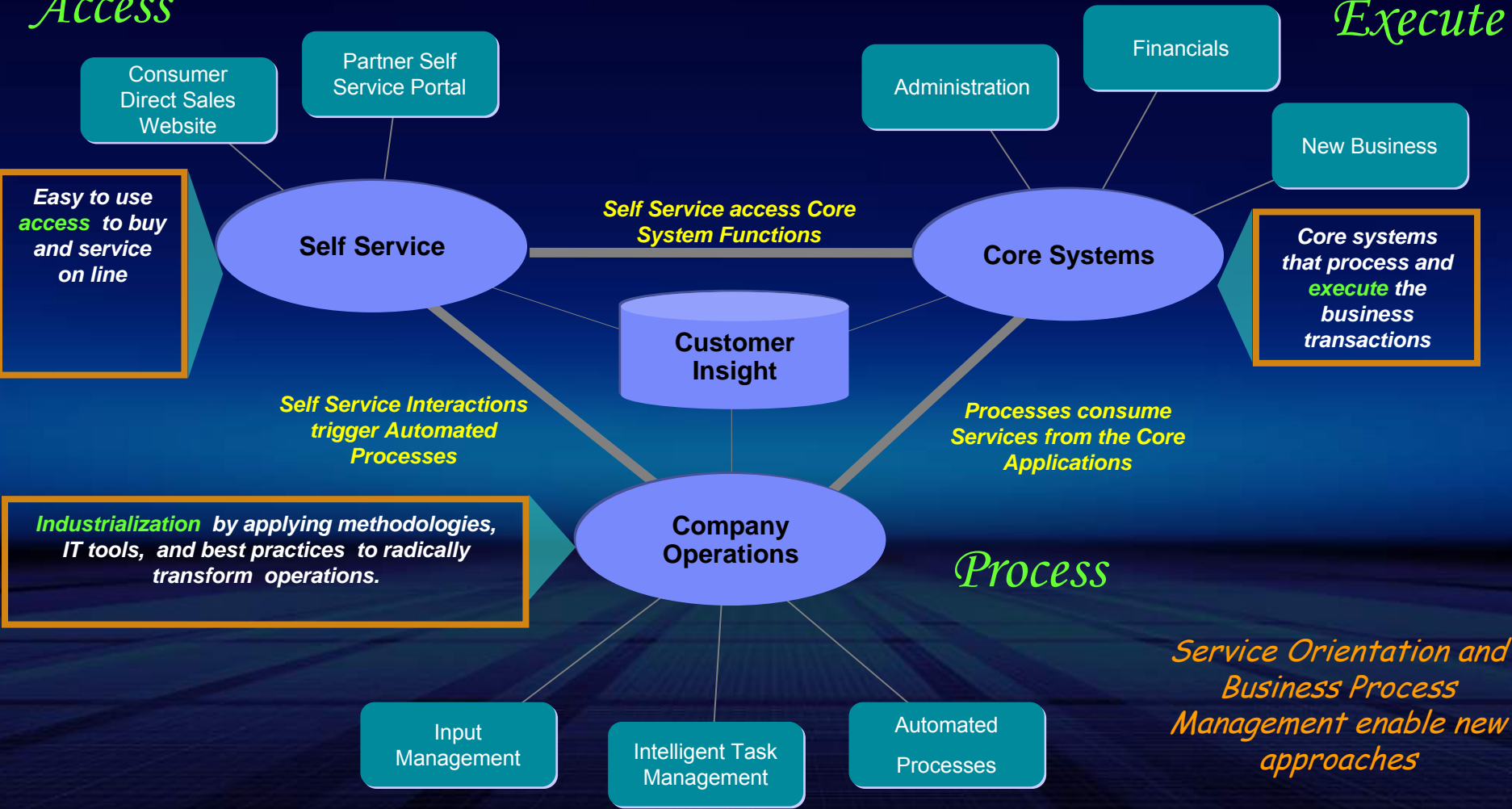


Human Capital Management
(Employee Self-Service)

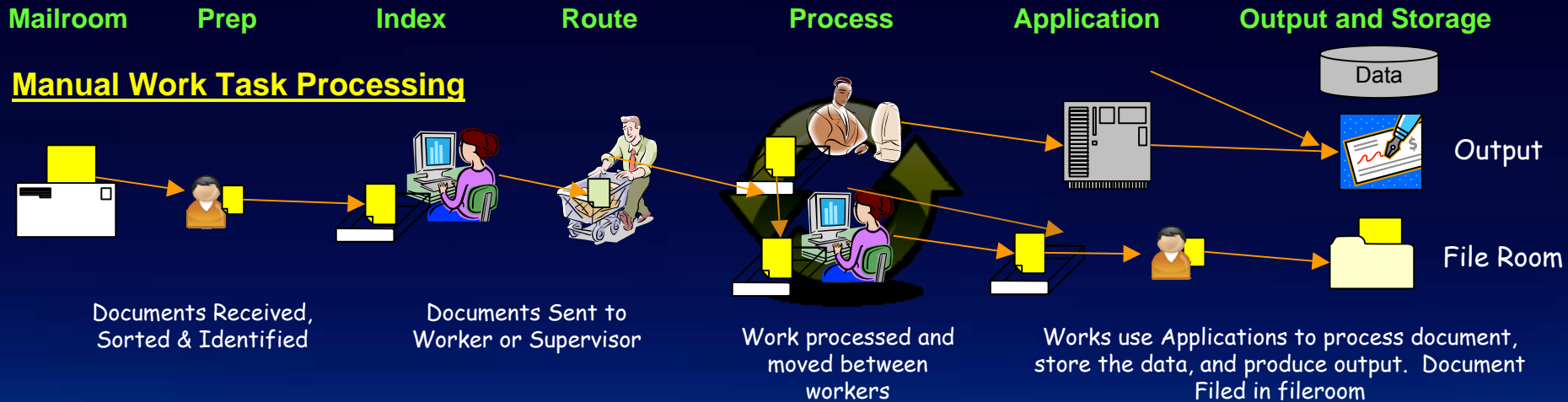
Companies are having to re-examine their fundamentals of their business and priorities

Access

Execute



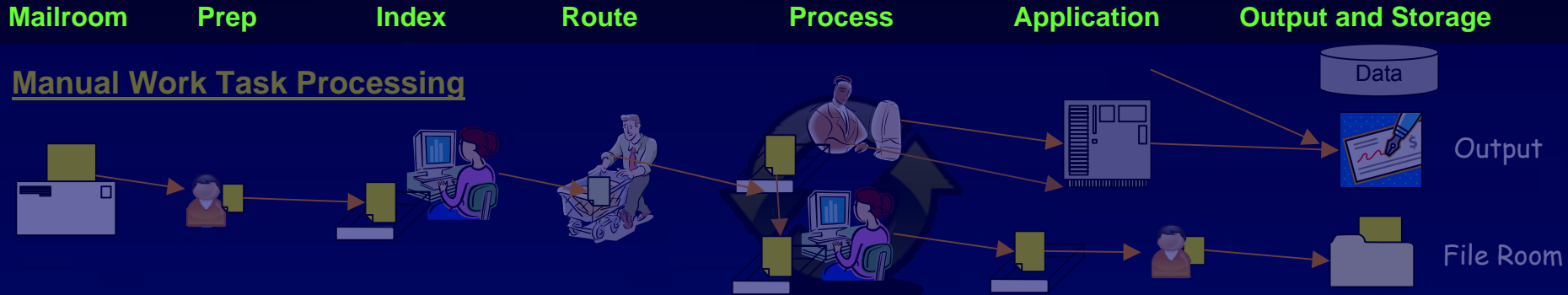
What does Transformation look like?



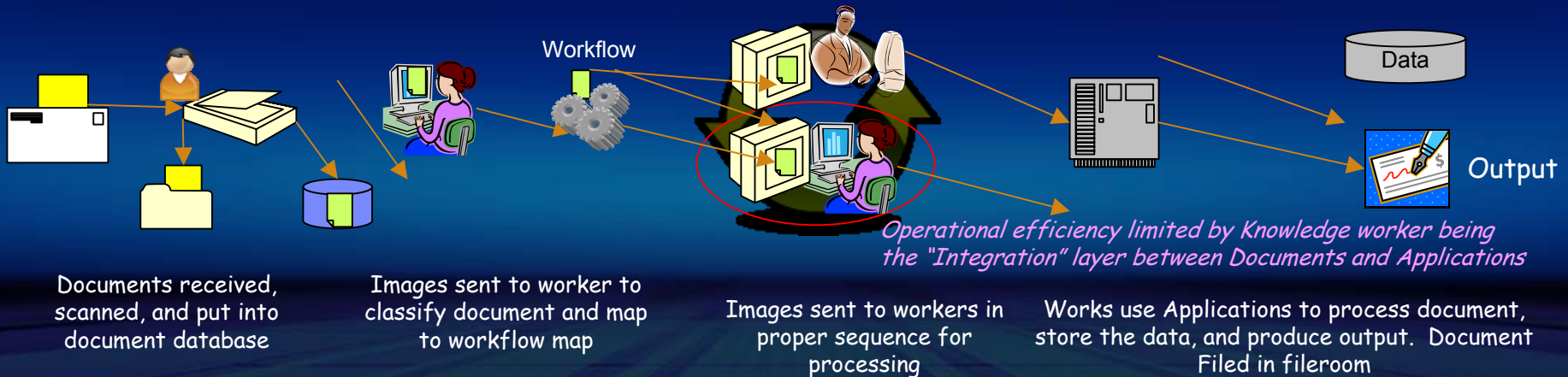
Key Points:

- Labor intensive
- Inflexible
- Based on current knowledge workers

What does Transformation look like?



Workflow Based Process Automation (Assembly Line)



Key Points:

- Reduces expense of processing
- Consistent processing
- Delivers work more efficiently, but processing is still manual

What does Transformation look like?

Mailroom Prep Index Route Process Application Output and Storage

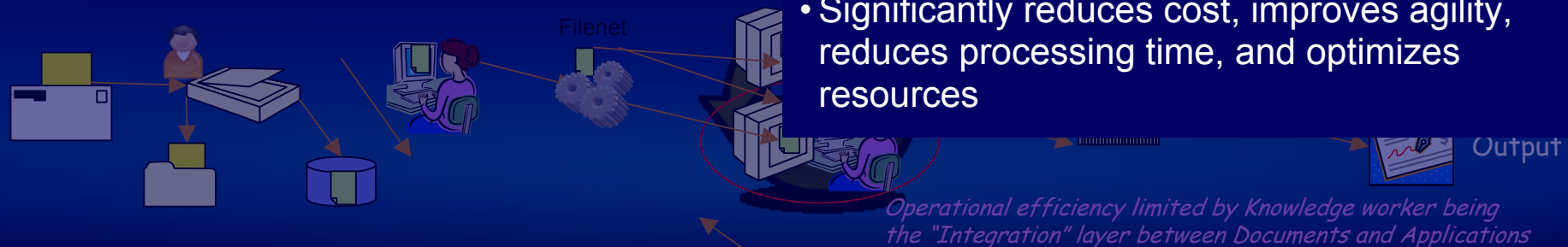
Manual Work Task Processing



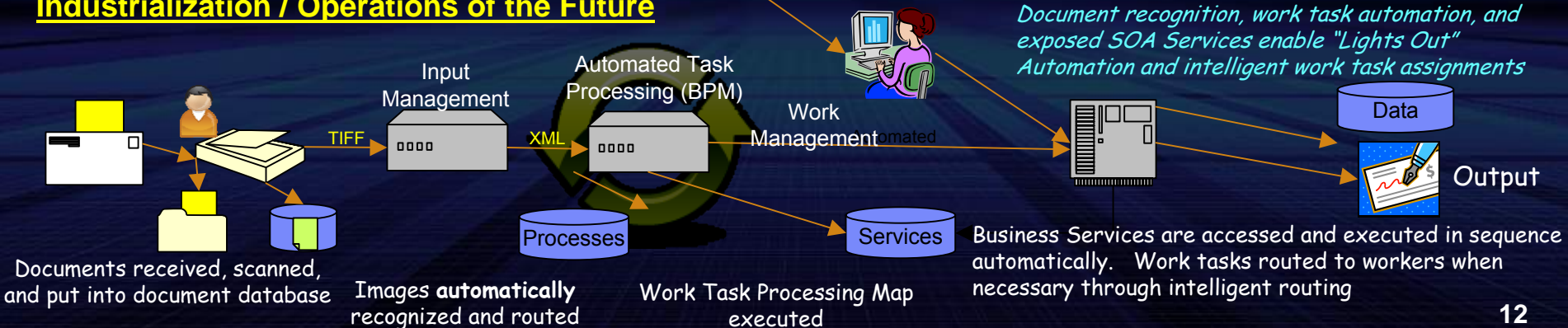
Key Points:

- Also applies to Voice and other input channels
- Enabled by SOA Enabled Processes, Process Choreography (BPM), and automated document recognition
- Significantly reduces cost, improves agility, reduces processing time, and optimizes resources

Workflow Based Process Automation (Assembly Line)

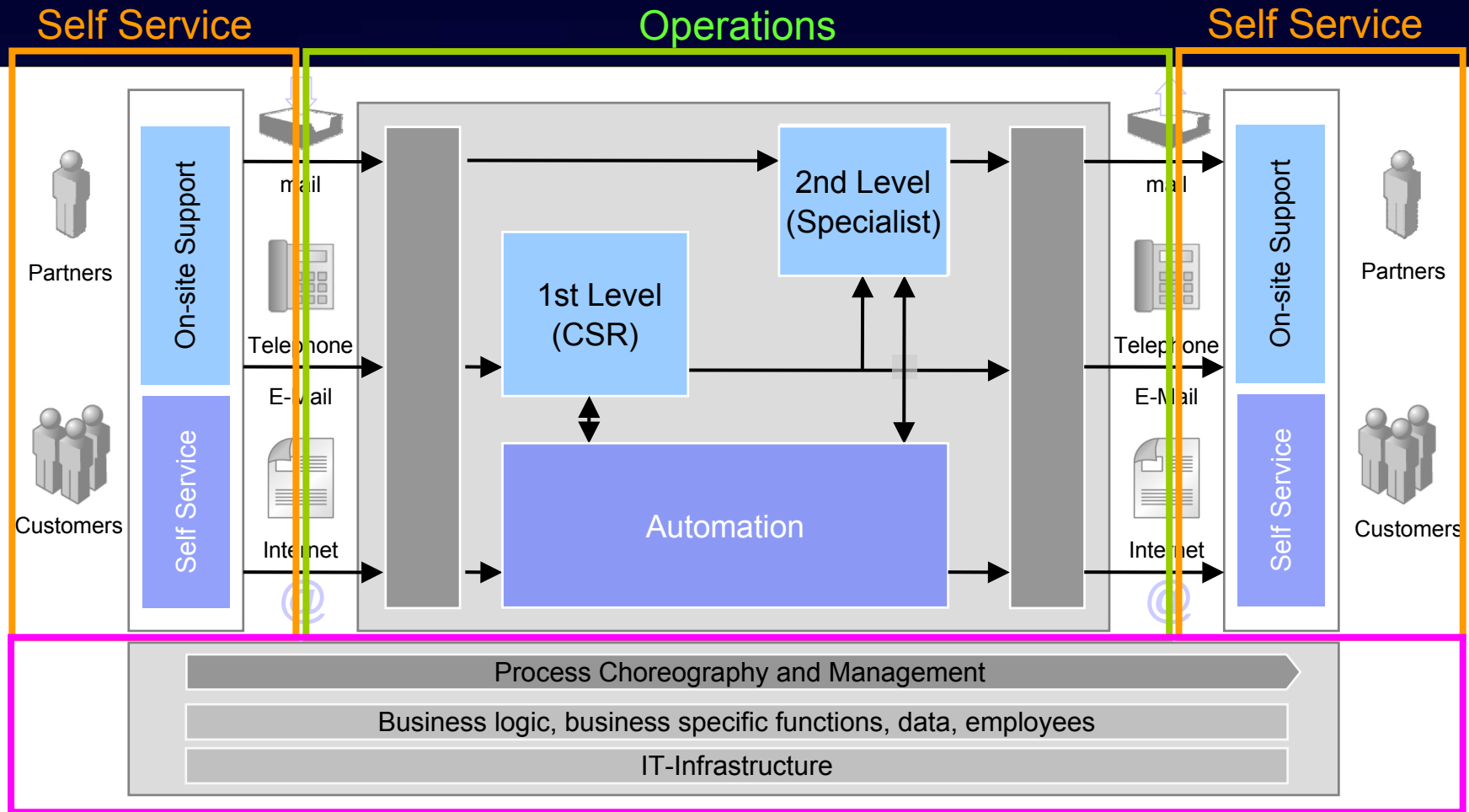


Industrialization / Operations of the Future



IBM's Solution Vision

BPM enables new approaches to Operations, Processing and Self Service



SOA and BPM combine to enable Transformation

Type of Work	Current State		Future State	
	% of Work	Cost	% of Work	Cost
Fully Automated Tasks	15	15	70	70
Simple / Assisted Tasks	40	1000	20	500
Manual / Advanced Tasks	45	2250	10	500
	100%	3,265€	100%	1,070€

An example of a task is the work required to process an inbound piece of mail. It would also include tasks resulting from emails, Web interactions, and phone calls

Typical cost distribution: Fully Automated 1€, Simple Task 25€, Advanced Task 50€

Note: Numbers are not sourced to a commissioned study – they reflect observations and projections from customer experience but are not referenceable

How to Deliver Business Value with BPM?

- With Composite Applications

-  calls them "Dynamic Applications"

Dynamic applications — software that adds more visibility and collaboration to today's business processes, while adapting more quickly and cost-effectively to their changes — represent IT's worthiest hope for enabling real business agility.

-  calls them "SOBAs"

Service Oriented Business Applications (SOBAs) will enable enterprises to dynamically compose and decompose applications according to business needs.

-  calls them "Composite Applications"

Composite applications — logic and data collected from multiple IT sources and harnessed with web services standards — are rapidly becoming the development standard of choice in all IT organizations.

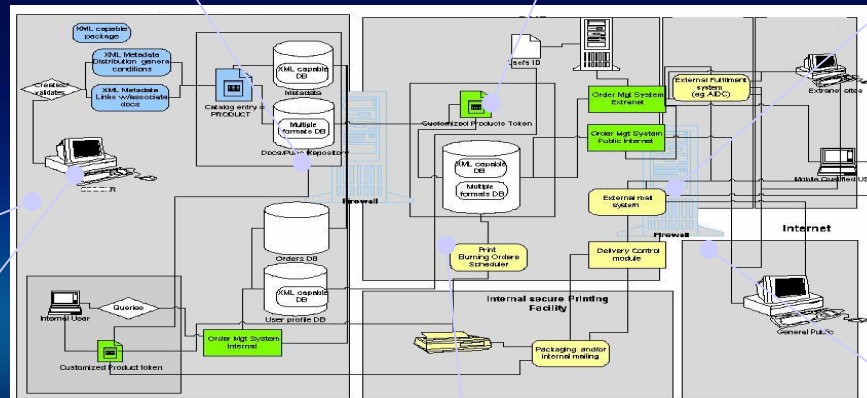
Composite Business Applications have unique attributes and corresponding platform requirements

Composable: Platform needs to assemble assets, including services exposed from ISV, Legacy, 3rd Party, or Custom assets

▪ **Subscribable:** Platform needs to control and manage business service entitlements for service subscribers

Dynamic: Platform needs to dynamically select and execute services based on context, contract and content

Model: Platform needs to enable business level modeling by business analysts



Publishable: Platform must be able to describe assets and business services via meta-data and publish for discovery, inspection and reuse

Governable: Platform needs to manage and govern business services through their lifecycle including change mgmt, access rights, and approval processes

Visible: Platform needs to provide Comprehensive visibility of assets that make up a Composite Business Application, including business-level usage of services and feed back to model

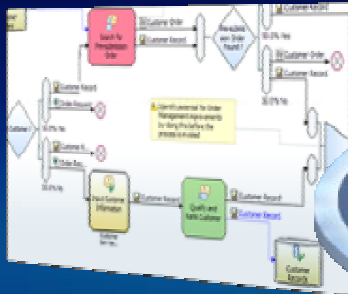
IBM's comprehensive answer to continuously changing business needs...

WebSphere Dynamic Process Edition

*An end-to-end BPM/SOA offering,
which aligns Business and IT with capabilities to facilitate
business process design, automation, innovation, sharing,
and reuse
with full visibility, tracking, monitoring, modeling*

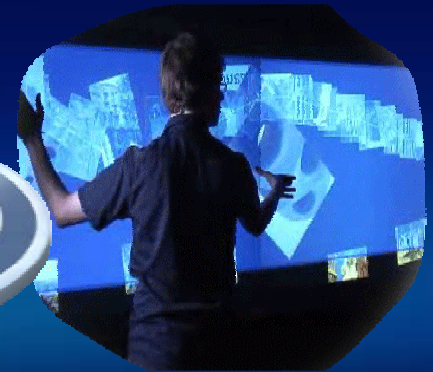
Introducing WebSphere Dynamic Process Edition - Enabling BPM and Composite Applications

Predict and optimize
process outcomes
with modeling and
simulation

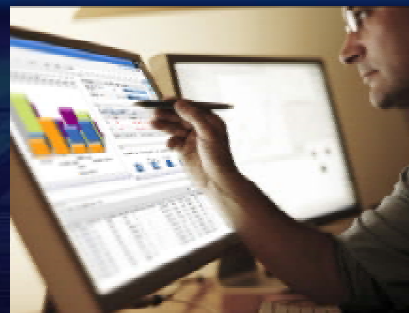


**Process efficiency,
effectiveness
aligned to YOUR
business goals**

Rapidly deploy,
adapt and change



**WebSphere Dynamic
Process Edition**

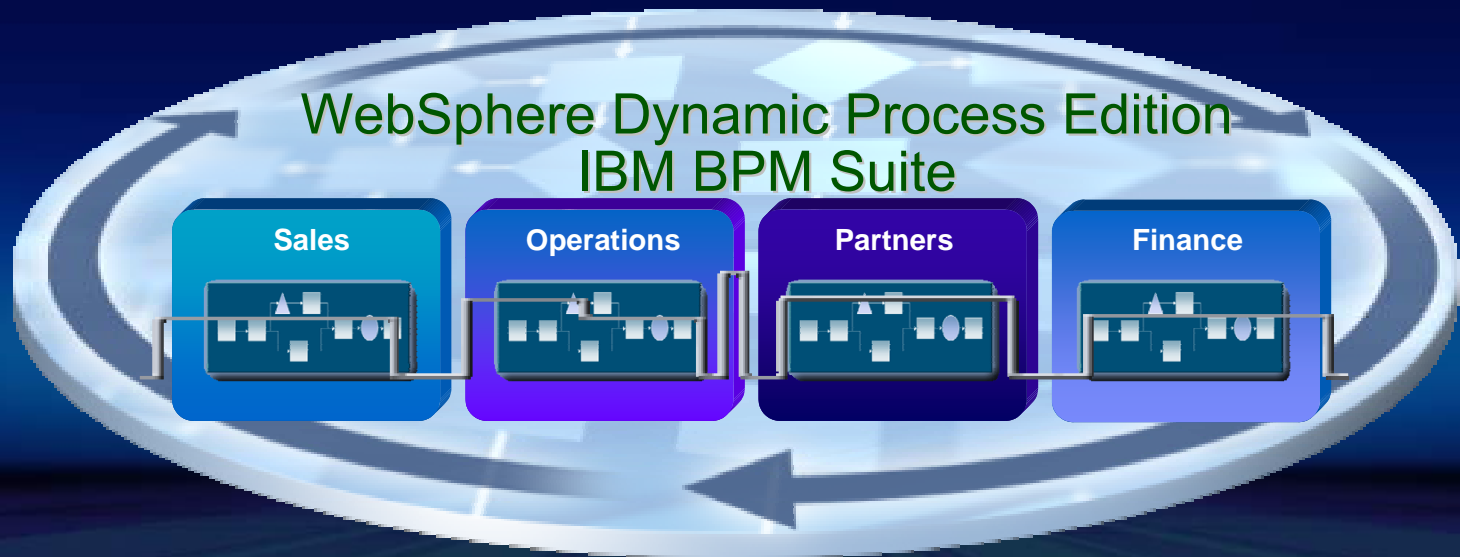


Timely decisions based
on deep understanding
and insight

Dynamic Process Edition enables continuous business optimization

Model and Simulate

Rapidly Deploy and Change



Monitor, Predict and Act

Business-Level Modeling and Simulation

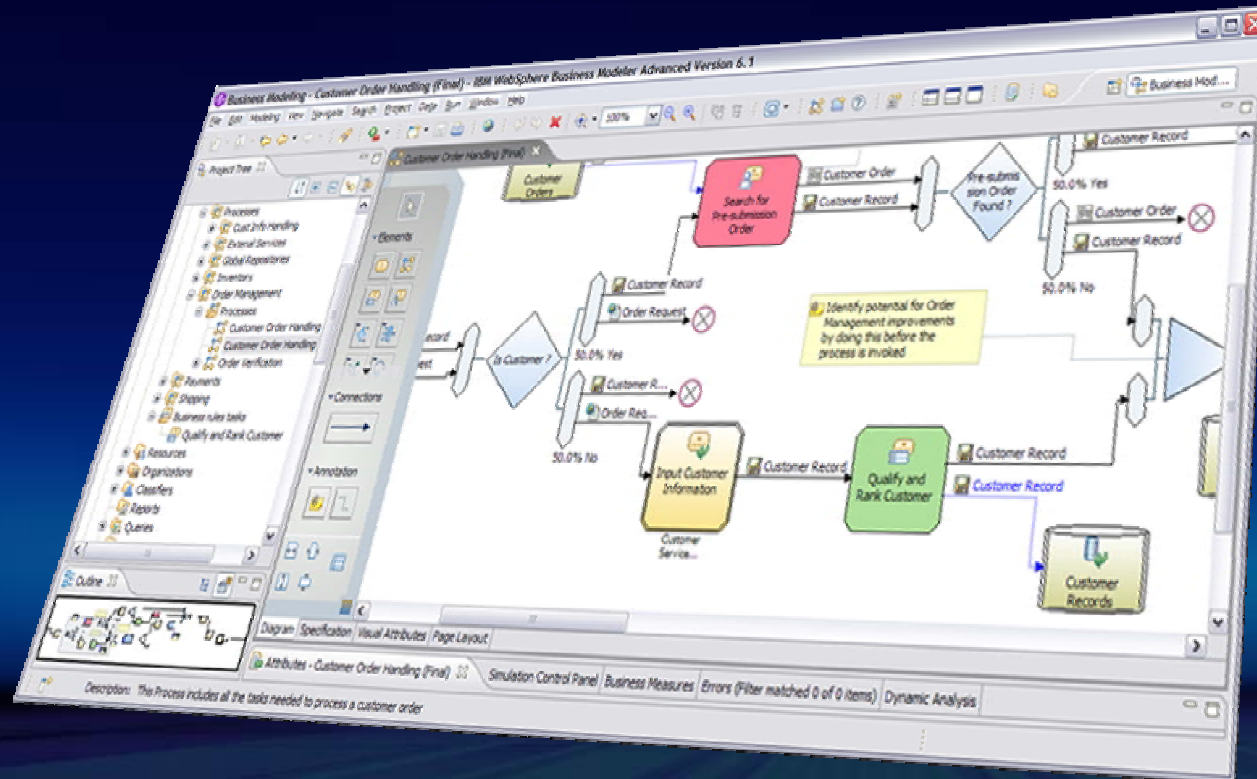
You can't optimize what you can't see



Process
Owner



Business
Analyst



Model, simulate
and seamlessly
deploy

Collaborate Through Process Modeling

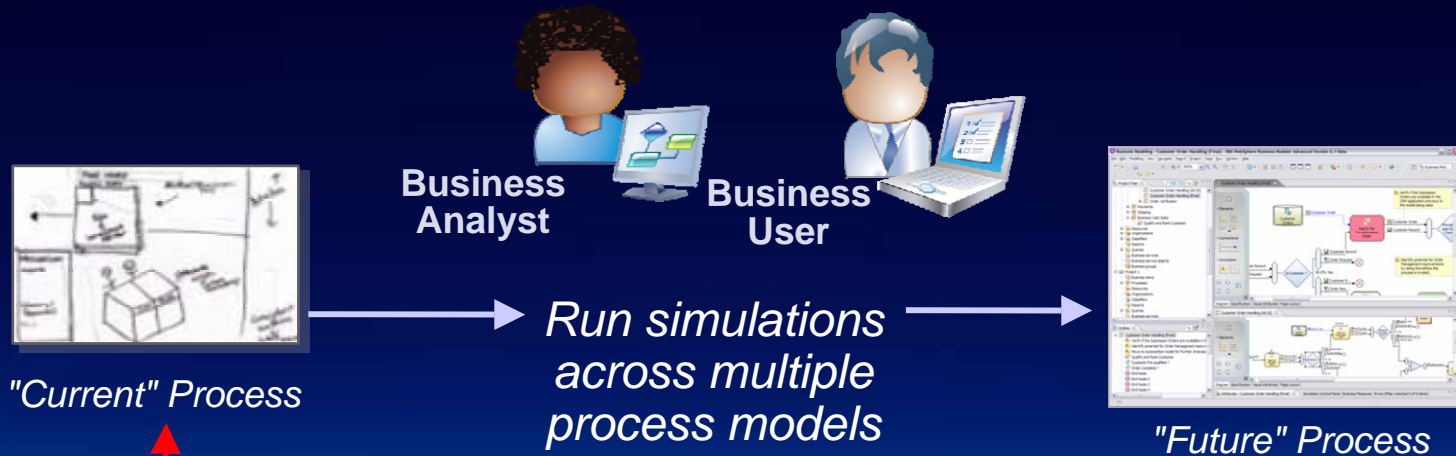
Fully understand process impacts before deploying

- Collaborate with the right players
- Leverage pre-built industry process templates
- Simulate process scenarios to quantify benefits and prioritize investments
- Use KPIs and metrics to optimize your business



Increase ROI by simulating "What If" scenarios

Identify high impact process changes prior to implementation



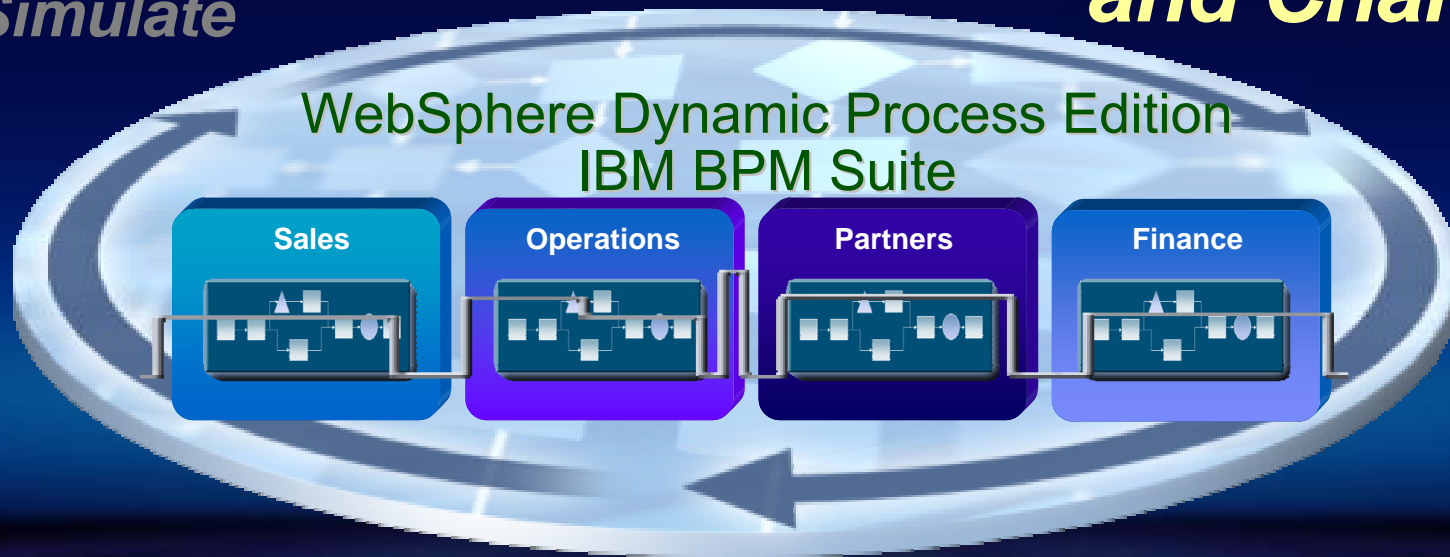
Current State - Times & Costs					Future State - Times & Costs		
Case Analysis with Unlimited Resources					Case Analysis with Unlimited Resources		
Probability	Average Process Time (min:sec)	Average Cost	Case	Case Description	Probability	Average Process Time (min:sec)	Average Cost
32.91%	10:11	\$5.40	1	Direct mail, Complex	35.57%	8:16	\$4.30
32.10%	3:11	\$1.07	2	Direct Mail, Simple	33.03%	1:51	\$0.90
15.01%	14:11	\$7.56	3	Telemarketing	13.51%	7:51	\$4.16
15.20%	3:21	\$4.77	4	Email, Complex	14.50%	1:54	\$0.06

Simulated results show greatest areas of opportunity
Deploy to process engine and monitoring
Feedback from process to modeling

Dynamic Process Edition enables continuous business optimization

Model and Simulate

Rapidly Deploy and Change



Monitor, Predict and Act

WebSphere Business Services Fabric

A key offering of WebSphere Dynamic Process Edition

- **Organize, assemble and delivers composite business applications based on BPM & SOA**

Top down decomposition of industry domains into reusable building blocks called *business services*

Benefit: Business and IT Alignment

- **Delivers dynamic business processes based on Business Service Policy**

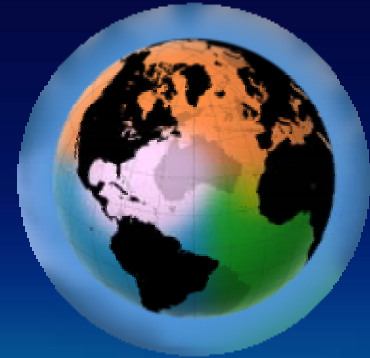
Extends WPS & WID tooling and runtime to define, manage, and execute context-based business service policies

Benefit: Business Agility

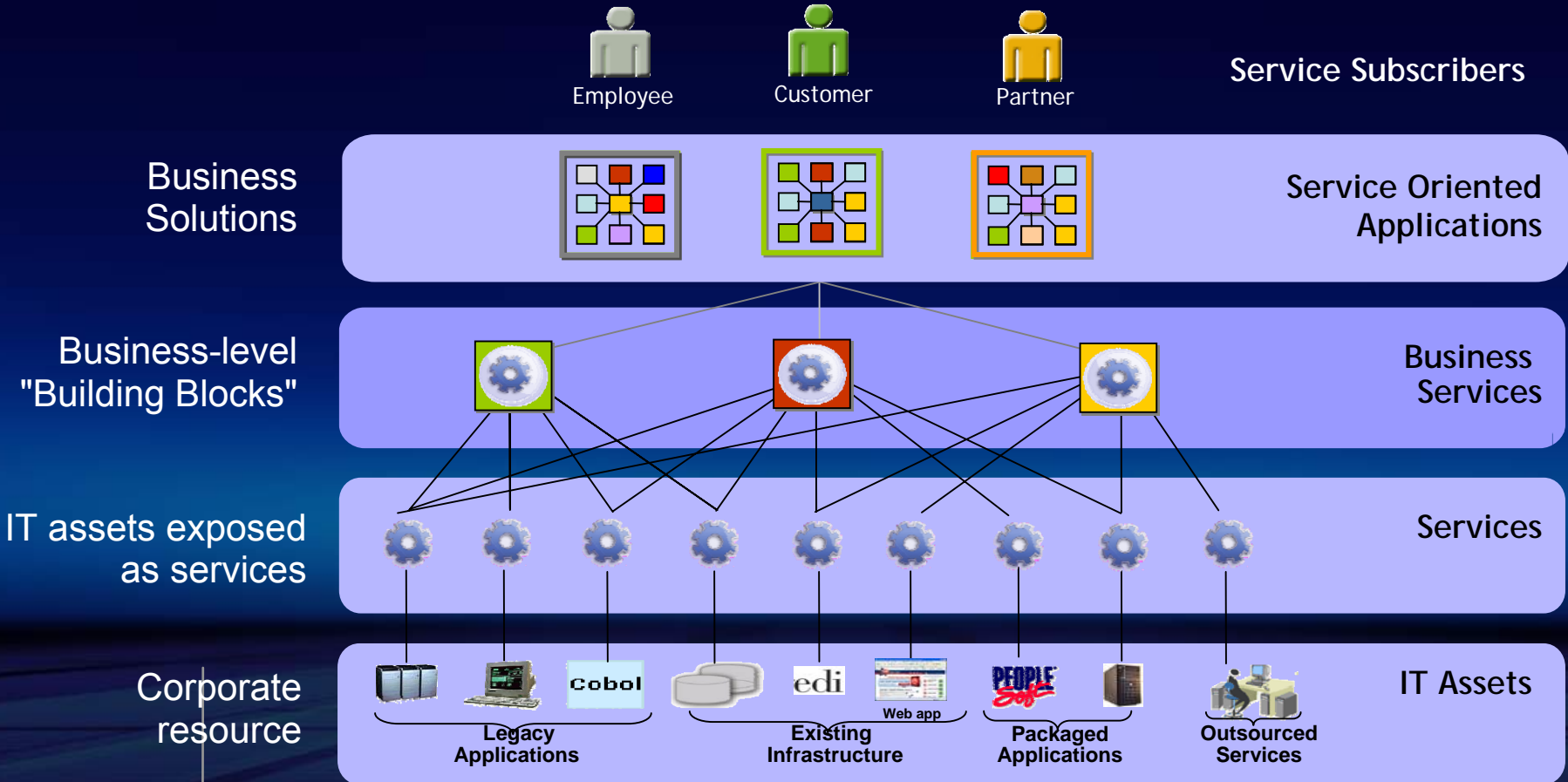
- **Prebuilt assets accelerate delivery of industry-specific business solutions**

Extensible industry middleware layer via Industry Content Packs

Benefit: Time to Value



Service Oriented Applications are Composed of Multiple Layers with Services at its Core

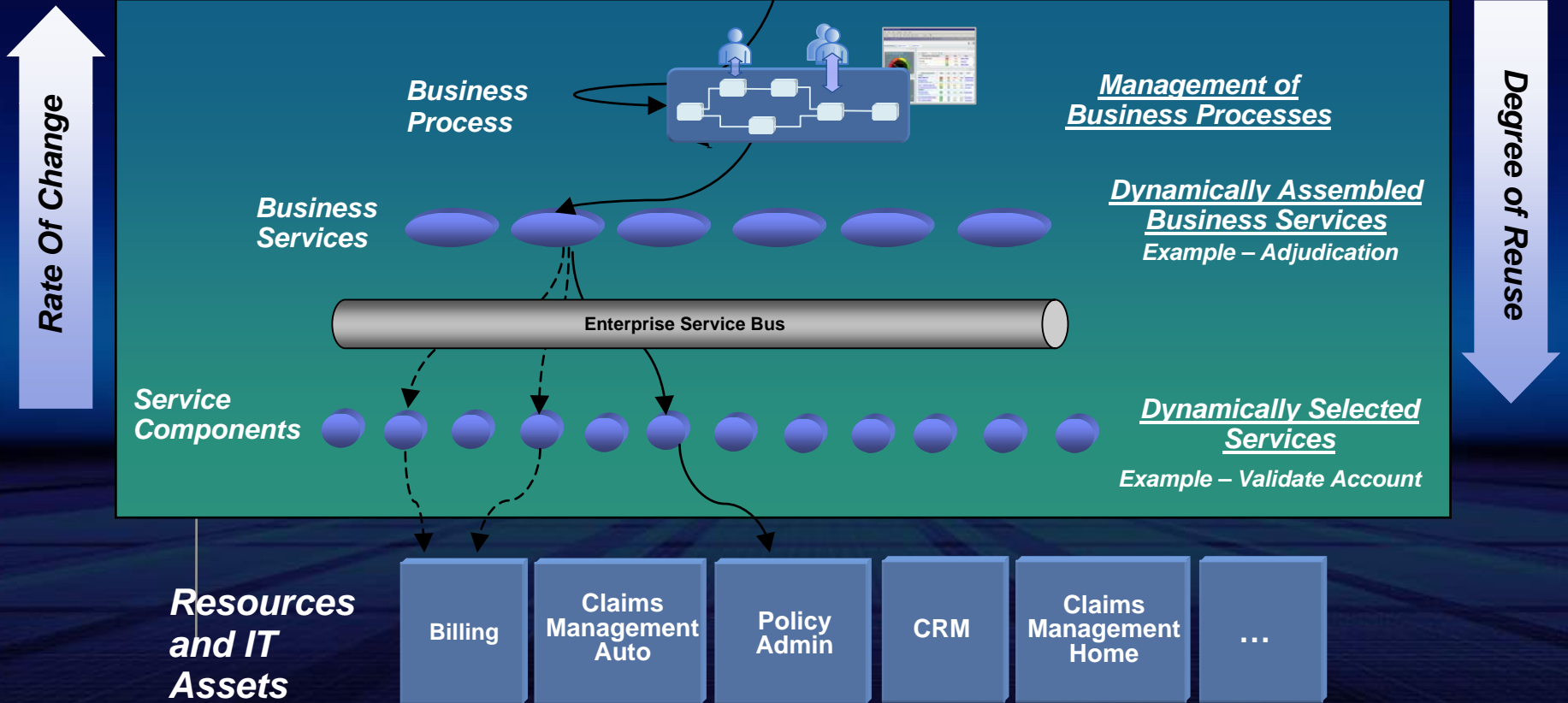


The Solution for Alignment: A Composite Business Applications based upon BPM with Business Services

Single solution built as a Composite Application....

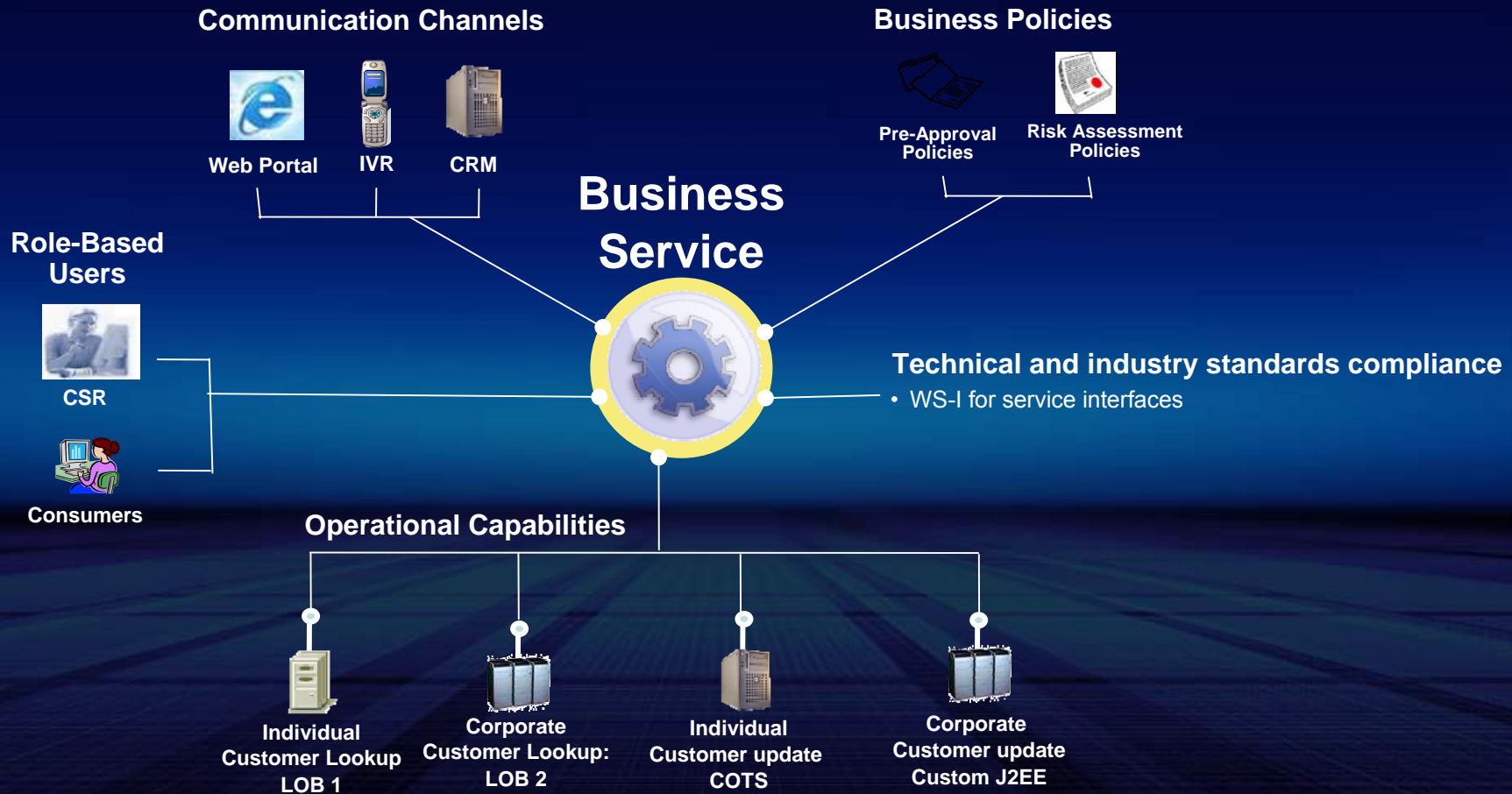
Claims Processing

Serving Multiple Constituents....



Making Business Services contextual

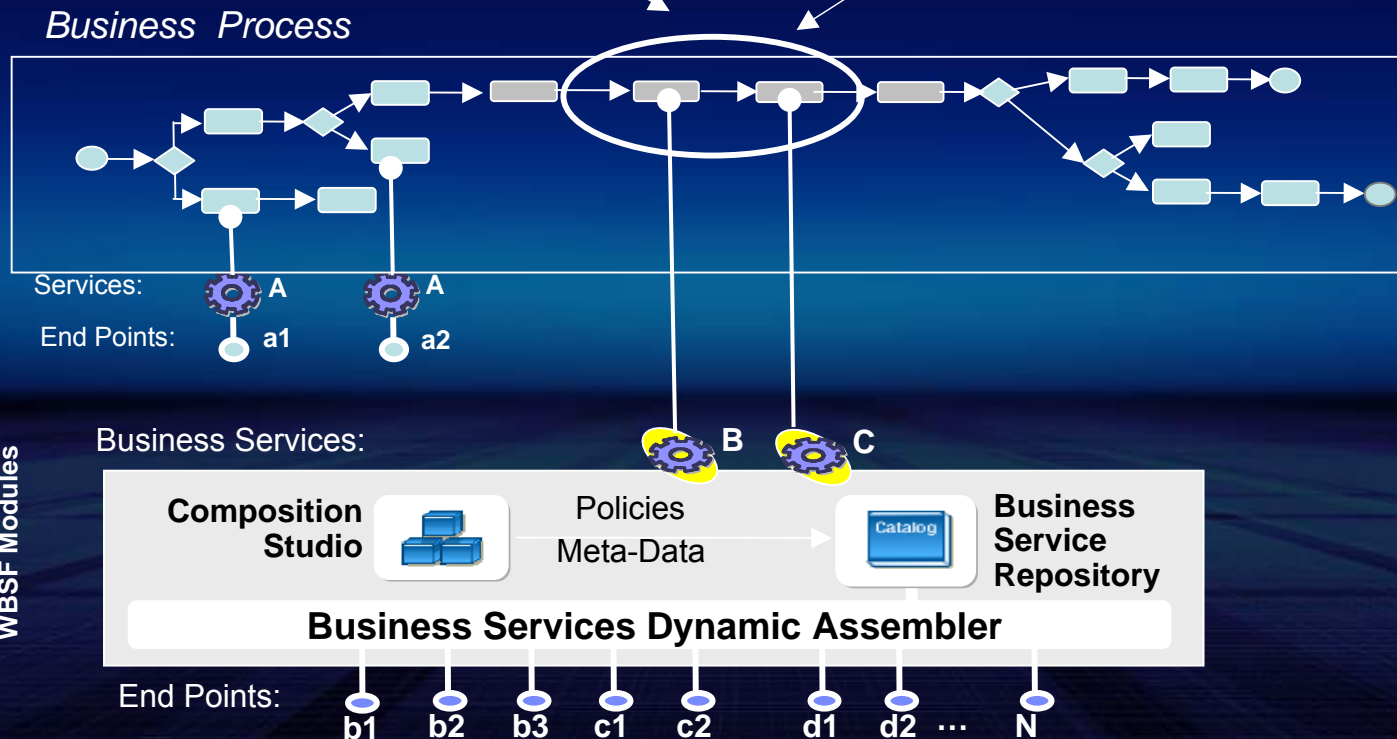
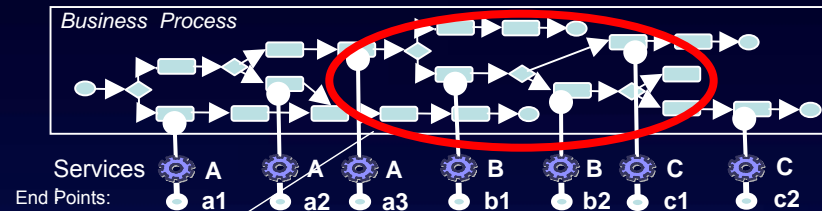
The “Customer Information Inquiry” Business Service represents a discrete business function to access various consumer information



Moving business logic away from Business Process design into metadata and policies

Process segment with many different service permutations and complex service mediation needs

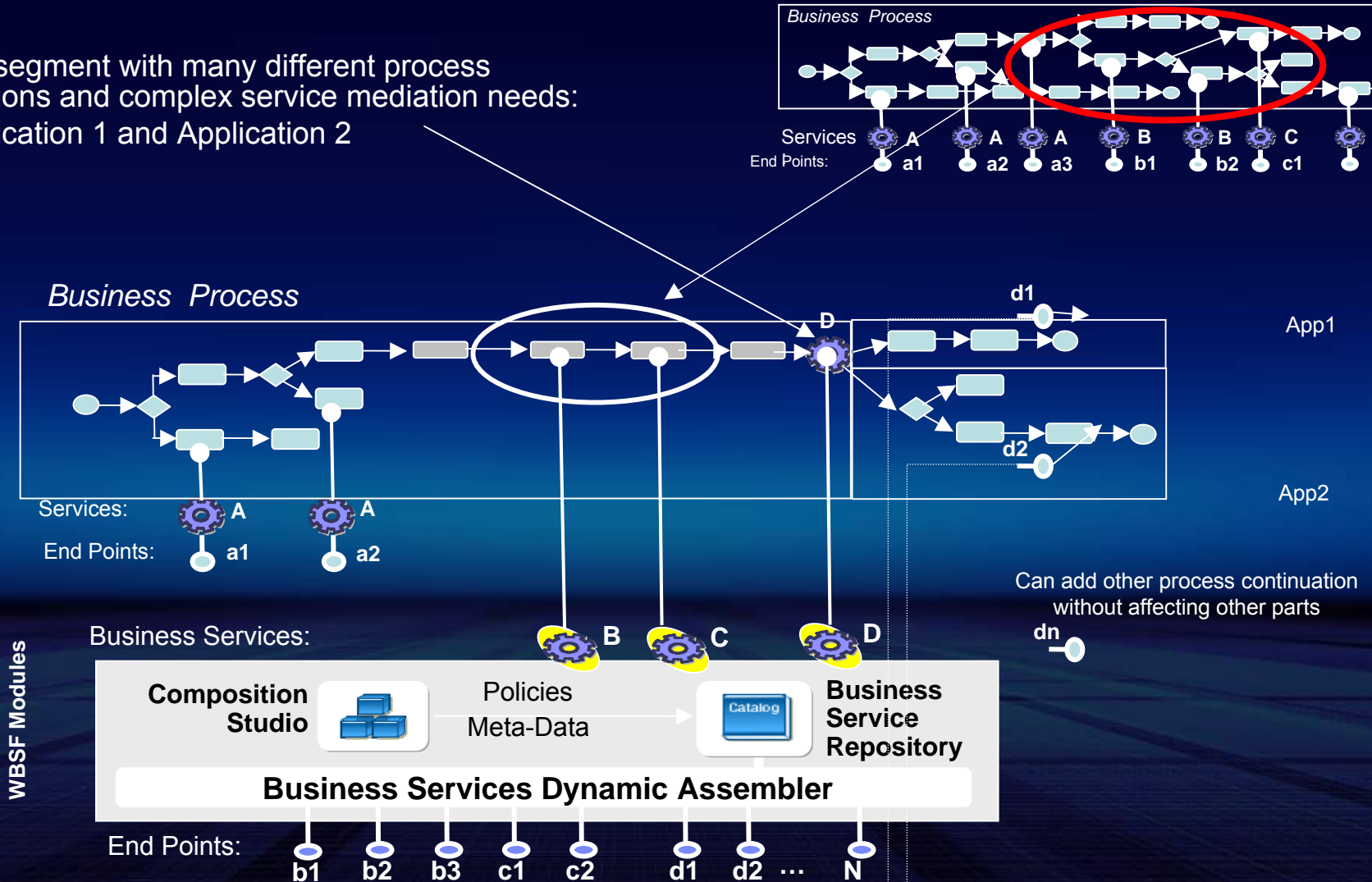
Eg: One service to access multiple systems



WBSF Modules

Decomposing Business Process in modular subsets that can be aggregated dynamically with metadata and policies

Process segment with many different process permutations and complex service mediation needs:
e.g. Application 1 and Application 2



Policies Enable Powerful, Rapid Business Change

Business-Level Policies...

For "Open Account" transactions across all product lines, accessed via Portal by Agents...

where customer is NEW, account is LARGE, and transaction is under \$250,000...

select Straight-Through- Processing service.

Provide Powerful Change...

Add a new "Call Center" channel

Expand to multiple product lines

Change "New" Customers to "All" Customers

...made Easy for Analysts



Analyst

- View
- Change
- Simulate

Actual Policy

The screenshot displays a policy configuration window titled 'PreferredCustomerPolicy'. It is divided into three main sections: 'Context', 'Content', and 'Policy Assertions'. The 'Context' section shows '3 Contexts' with radio buttons for 'Match all of the following' (selected) and 'Match any of the following'. The 'Content' section shows '2 Contents' with radio buttons for 'Match all of the following' (selected) and 'Match any of the following'. The 'Policy Assertions' section contains a table with 2 assertions.

Type	Required	Locked	Fill from Context	Value
AccountSizeAssertion	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	LAR
CustomerTypeAssertion	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	NEW

"Hot Deploy" and done

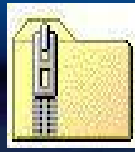
Dynamic Assembly of Business Services

Consumers

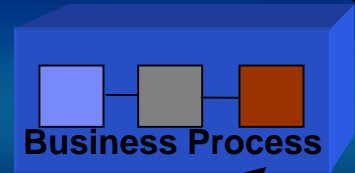
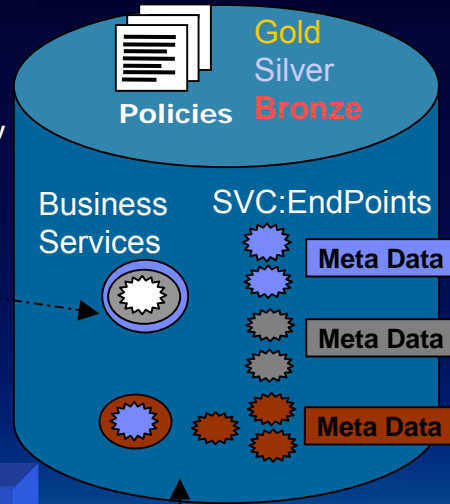
Channels

Services Infrastructure:

Service Endpoints

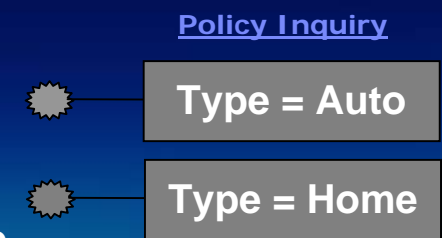
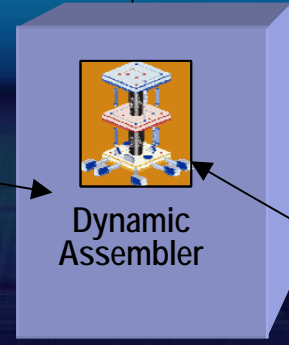


Business Services Repository



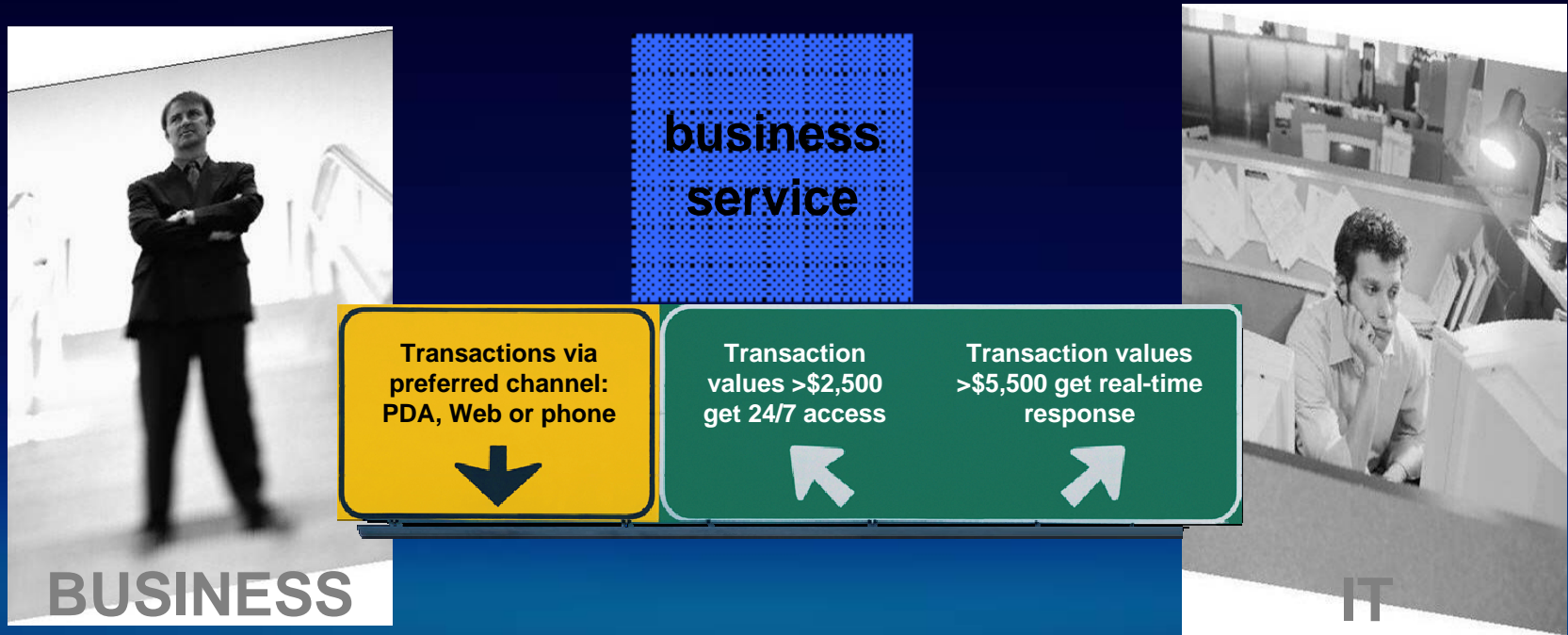
Find Bind & Execute

Context
Content
Contract



Business Services and Business Service Policies

Bridge Gaps Between Business and IT



- **Business Services** represent business level functions that encapsulate
 - “What”, i.e. IT resources or capabilities
 - “Who”, i.e. Subscribers or role-based users
 - “How”, i.e. Business processes, contracts, and delivery methods.
- Delivers adaptive and personalized behavior via Business Service Policies
- Provides consistent, multi-modal access to services
- Enables a lower risk, incremental deployment approach

Ensure Process Integrity with BPM Enabled by SOA

- **Processes in SOA** consist of multiple interactions, transactions and data flows
- **Process Integrity** enables frictionless execution of distributed business activity spanning multiple platforms, applications, data sources, domains and users



- Advanced programming models enable control over what happens in the event of business failures
- Advanced features prevent the business from seeing tactical IT system failures unless absolutely necessary
- Programming model and tools enable 'process level' integrity to occur with ease

Why Run BPM on System z?

- Proximity
 - Run BPM where the applications are to reduce network traffic and latency
- Availability
 - 99.999%
- Quality of Service
 - Transaction Integrity through Resource Recovery Service
- Security
 - SSL and PKI
- Workload Management
 - Workload Manager for optimization and prioritization
- Scalability/Throughput
 - Unparalleled
- Total Cost of Ownership
 - Consolidation, Governance and Administration

WebSphere Industry Content Packs

Jumpstart delivery of SOA solutions

Governing
architecture to
interoperate
methods, tooling
and assets

Pre-built assets
based on industry
standards

Banking
Insurance
Product Lifecycle
Telecom
Health

Configurable and
extensible assets



Content Pack

Jumpstart delivery of Insurance solutions

Composite Business Applications



Available from SIs, Business Partners or customer-specific implementations

Content Pack

- Reusable, pre-built assets
- Standards based
- Governing architecture
- Extensible to client needs

- Applicable across New Business, Policy Admin and Claims business processes

Model → Assemble → Deploy → Manage

Rational Software Architect

Business Modeler

Integration Developer

Process Server

Business Monitor

Business Services Fabric

WebSphere Dynamic Process Edition

Content Pack assets are pre-certified on IBM SOA platforms and methodology

Industry Content Packs Accelerate Delivery - Partner Opportunity!

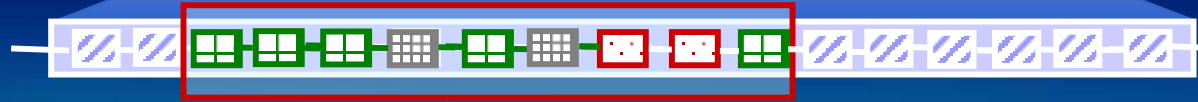
Business Capabilities

	Financial Capacity	Risk Management	Product Management	Sales & Channel Management	Policy	Policyholder	Claims	Cash Flow	Risk Action
Operational	Invest Strategy	Risk Management Strategy	Product Planning & Review	Channel Relationship Strategy	Policy & Service Administration Strategy	Policyholder Relationship Management	Claims Investigation & Payout	Cash Flow Planning & Budgeting	Business Strategy
Customer	Regulatory Compliance Monitoring	Audit & Compliance	Product Performance & Feedback	Channel Partner Support	Policyholder Relationship Management	Policyholder Relationship Management	Claims Investigation Management	Cash Transaction Management & Control	Process/Service Mgmt
Operational	Financial Reporting & Metrics	Underwriting Underwriting	Product Development & Support	Channel Administration	Policy Administration	Compliance	Claims Processing	Billing	IT/Systems
Customer	Investment Portfolio Evaluation	Reinsurance Transfer	Product Development	Channel Relationship Management	Policyholder Relationship Management	Compliance	Claims Investigation	Health & Life Insurance	IT/Systems
Operational	Regulatory Compliance	Product Audit	Product Development	Channel Relationship Management	Policyholder Relationship Management	Compliance	Claims Investigation	Payables	System Development & Maintenance

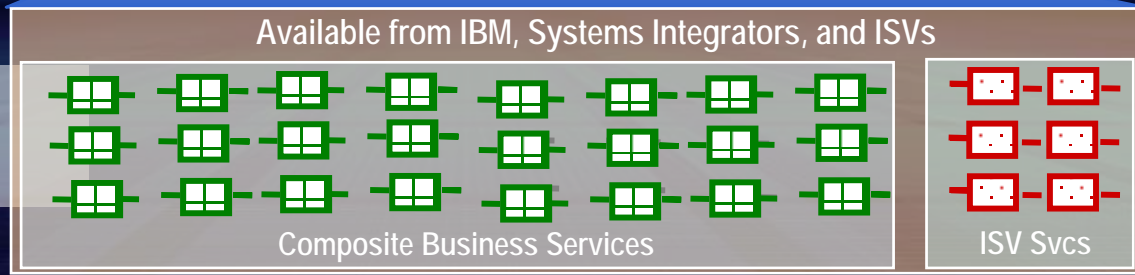
Business Processes



Business Service "Building Blocks"



Pre-Built SOA Assets "Buy versus Build"



- Industry Content Pack
 - Business Services Templates
 - Service Interfaces
 - Common Industry Services
 - Industry Business Glossary
 - Business Object Models

Pre-Built Assets in Insurance P&C Content Pack

Insurance P&C Capability-Process Maps

- Decomposition of business capabilities and processes (only decomposition, no flows)
- *EXAMPLES: Service Configuration & Activation, Create & Deliver Bill*
- *UML Models (RSA 7.0), Fabric Content Archive (WBS Fabric 6.1)*

Insurance P&C Business Services Templates

- Decomposition of business services including assertions, policies, roles and channels
- *EXAMPLES: Quick Quote, Record Claim, Endorse Policy, Claims Status*
- *SCA Modules (WID 6.1), Fabric Content Archive (WBS Fabric 6.1)*

Insurance P&C Service Interfaces

- Insurance P&C specific data types, schemas and web service interfaces based on IAA Interface Design Model (IDM)
- *EXAMPLES: Activate Insurance Policy, Retrieve Claim Details*
- *SCA Libraries (WID 6.1)*

Insurance P&C Common Services

- Insurance P&C specific common transactional functions that include WSDLs/BPELs & implementations
- *EXAMPLES: ACORD Reject Repair, IVANS Channel, ACORD Validation*
- *SCA Libraries (WID 6.1), EARs (WPS 6.1)*

Insurance P&C Business Object Model

- Conceptual view of enterprise data for the Insurance P&C industry. Derived from ACORD P&C Standards and eEG7 Data Model
- *UML Models (RSA 7.0)*

Insurance P&C Business Glossary

- Insurance P&C specific taxonomy of business terms derived from ACORD P&C Standards, eEG7 Data Dictionary and IFW Business Object Model
- *UML Models (RSA 7.0), Fabric Content Archive (WBS Fabric 6.1)*

Knowledge Assets

Reference Architecture, How-To Guide, Reference Implementation, Developer Guide, Install Guide

Bill of Material – Insurance P&C Content Pack 6.1

Assets in Insurance P&C Pack	Nos.
Insurance P&C Capability/Process Maps	2
Insurance P&C Business Service Templates	64
Insurance P&C Service Interfaces (based on IAA Interface Design Model)	270
Insurance P&C Business Glossary (based on ACORD P&C, eEG7 Dictionary and IAA BOM)	3
Insurance P&C Common Services (based on ACORD P&C)	14
Insurance P&C Business Object Model (based on ACORD P&C and eEG7 Data model)	2
Knowledge Assets (Reference Implementation)	1
(Reference Architecture, How-To-Guide, Developer Guide, Install Guide)	4

Sample Assets – IBM Insurance P&C Content Pack 6.1.2

Insurance P&C Business Services Templates

- Activate Agent
- Actuarial Analysis
- Adjudicate Claim
- Agency Performance
- Agent Billing Inquiry
- Agent Consolidated Billing
- Agents Profitability Analysis
- Analyze Adjudication
- Analyze Claims Leakage
- Analyze Commissions
- Analyze Fraud
- Analyze Litigation
- Analyze Subrogation
- Billing Inquiry
- Business Target
- Cancel Policy
- Claim Billing Inquiry
- Claim Consolidated Billing
- Claim Litigation
- Claims Fraud Detection
- Claims Partner Performance
- Claims Ratio Performance
- Claims Status
- Claims Summary
- Claims Trend Analysis
- Commission Inquiry
- Commission Processing
- Commission Setup
- Commission Status
- Consolidated Billing
- Contracts Management
- Cross-Sell

Insurance P&C Business Services Templates

- Customer Information
- Endorse Policy
- FNOL Pending Analysis
- FNOL Rejection Analysis
- FNOL Summary
- Investigate Claim
- Issue Policy
- Lapse Policy
- Lead Management
- Manage Claim Reserves
- Manage Salvage
- Negotiate Claims
- Pay Claims
- Pay Commissions
- Pay Fees
- Pay Premium
- Renew Policy
- Policy Status
- Producer Maintenance
- Producer Setup
- Product Setup
- Quote Performance
- Record FNOL
- Record Quote
- Reinstate Policy
- Reinsurance
- Risk Pre-Qualification
- Route FNOL
- Settle Claim
- Track Quote
- Underwrite
- Up-Sell

Insurance P&C Business Capability/Process Maps

Capability Definitions

- Marketing Strategy
- Marketing Plan
- Marketing Program
- Product Management
- Product Portfolio
- Distribution Management
- Customer Acquisition
- Policy Management
- Claims Management
- Customer Management
- Marketing Objectives
- Market Research
- Market Analysis
- Marketing Promotions
- Product Research
- Product Design
- Product Development
- Product Performance
- Channel Development
- Producer Management
- Sales Initiation
- Quotation Processing
- Policy Administration
- Billing and Payments
- Claims Processing
- Claims Administration
- Customer Information
- Customer Analysis

Create your own Content Pack

Fabric Modeling Tool

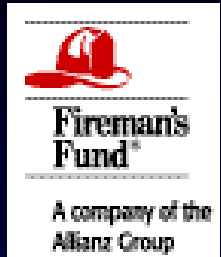
- Fabric Modeling Tool allow users to create and extend industry content packs
- Transform industry standard schemas to business glossary terms in UML notation
- Define Fabric Assertions, Channels, and Roles using UML notation
- Define Business Capabilities and Process Map instances using UML notation
- Transform UML models to OWL (Web Ontology Language) files that can be imported by WBSF.
- Fabric Modeling Tool is provided as a set of RSA 7.0 plugins that provide the following functions:
 - UML profiles that provide stereotypes for Fabric concepts
 - XSD to UML import wizard for industry standard concepts
 - UML to UML transformation to convert glossary terms to ontology classes
 - UML to OWL transformation to generate OWL files defining Fabric Assertions, Channels, and Roles classes, and Business Capabilities and Process Map instances
- **No Charge download at <http://www.ibm.com/developerworks/>**
- Pre-Requisite: Rational Software Architect V7.03

Fireman's Fund Insurance Company Overview



- A Property and Casualty Insurer, Fireman's Fund Insurance Company began in 1863, in San Francisco, and its name reflects its charitable beginnings.
 - *FFIC was named for an arrangement in which they paid 10 percent of their profits to widows and orphans of firefighters - a social mission that today provides millions of dollars in grants for equipment, training and educational programs to fire departments across the country.*
- As of December 31, 2005, Fireman's Fund had assets of \$11.6 billion, with \$2.9 billion in policyholder surplus. Since acquisition in 1991 by the Allianz Group, Fireman's Fund's gross written premiums have grown from just over \$3 billion in 1992 to \$5.5 billion in 2005.
- *Fireman's Fund's parent company, Allianz, AG, of Munich, Germany, is one of the world's leading financial services companies. Allianz has more than 200 subsidiaries with more than 162,000 employees worldwide. Allianz writes more than \$53 billion in worldwide property/casualty and life insurance premiums in 70 countries through subsidiaries, branch offices or agencies.*
- **Interesting FFIC Facts**
 - *FFIC was one of the first car insurance providers, issued the world's first airplane insurance policy and underwrote the surety bond for the Golden Gate Bridge construction.*
 - *Fireman's Fund has been involved with providing coverage after some of the most catastrophic events in American History, including the Great Chicago Fire, the San Francisco earthquake and Hurricane Katrina.*
 - *In 2005, FFIC's Entertainment Unit insured 61 of the possible 113 Academy Award nominated films and persons – including all five nominations for Best Film, Best Lead Actor, Best Supporting Actor & four-out-of-five for Best Director and Best Supporting Actress.*

Case Study – Fireman’s Fund - Billing Inquiry – First Project



- Automation of billing inquiry service for agents and CSRs
- Multiple channels of inquiry - Web, IVANS, TransactNOW
- Multiple mainframe billing systems
- Business outcome: 40% reduction in call center volume
- Delivered in 3 months
- Populated catalog of re usable business services

Agency
Management
System

ID	Name	Address
CENTR-1	Central Construction	2121 West 178th Street
COLEM-1	Coleman Distributors, Inc.	10 South Water Street
CORON-1	Coronet Distributors, Inc	1542 S.W. 183 Street
CRUGE-1	Cruger Autobody & Supply Shop	445 Ridge Road
DANGE-1	D'Angelo Industrial Supply	222 Oak Street
DARCY-1	Darcy Printing, Inc.	1354 Mallard Lane
DAVIH1	Herbert C. Davis	15923 Fairchild Avenue
DESIG-1	Design Right Printing	1892 Industrial Court
DOUGL-1	Douglas & Douglas Incorporated	1521 Vollmer Road
GALAX-1	Galaxy Travel	19830 Governors Highway
GASTME1	Mel Gaston	1158 Vaughndale
HILLW11	William Hillman	4221 Natalie Lane
ILGAT-1	Ilgato	400 Lincoln Highway
JANSDE1	Denny Janssen	2145 Evergreen Drive
KOHLR-1	Roy & David Kohler	R.R. 3, Monsee-Manhattan Rd
MATUPR01	Robert & Kathryn Matusik	125 W. Oak Street
MCNUL-1	McNulty Property Management	15932 Cicero Ave.
NEUMA-1	Neumann's Barber Shop	3350 Joe Orr Road
OKPL-1	Oak Plumbing & Heating, Inc.	14990 Ridgeland Avenue
DMALSE1	Sean M. O'Malley	4352 Kilborn Avenue
PHLCH1	Charles Phelps	2520 Woodward Avenue
REMC0-1	Remco Vending, Inc.	P.O. Box 313
SMITKE1	Keith Smith	18537 Chestnut Street
SMITKE2	Kelly Smith	5442 South Siely, Apt# 205
TEMPL-1	Temple Steel	9381 Temple Dr.
TERRE-1	Terrell, Turner and Jones, Inc	1211 State Street
TERR0-1	Terrorism Test Auto	
TESTFF1	FFIC TEST	777 San Marin Drive
TYSON-1	Tyson and Associates Transport	2700 Bond Street
UNITE-1	United Technologies Corp.	2100 Carrier Ave.
WEBER11	Richard J. & Sheila Weber	3690 Wentworth Avenue

Case Study – Fireman’s Fund

- Prestige Property Quote – Second Project



- Mainframe rating system
- Decision - Rip & Replace Versus Re Use
- Automation of quote process for agents
- Delivered 5 states in 6 months
- Delivered 1 month ahead of schedule
- Trouble tickets lower than other FFIC systems
- Industry award winning
 - (ACORD Industry Leadership for Straight Through Processing Award)
- Business outcomes

Fireman's Fund™ - Microsoft Internet Explorer

For Agents

My Home Personal Life Commercial Marine Contact Us

Last Login: May 29, 2004 4:35:58 PM Logout

Welcome, John Wells
Agent
Hefron Insurance

My Services

- Online Eligibility Verification
- File Eligibility Verification
- Claims Submission
- Claims Correction
- Claims Acknowledgment
- Claims Status and Visibility
- Electronic Remittance Advice
- Claims Reconciliation

Available Services

- Member Eligibility
- Claims Submission
- Claims Visibility
- Claims Exceptions
- Claims Reconciliation
- Shipping Services
- Financial Services

Business Performance Dashboard

Agency QoS & SLA Monitor

Agency	Billing Inquiry	Policy Quotation	Policy Submission	Policy Underwriting
Hefron Agency	Green	Green	Green	Green
T & T Title & Co	Green	Green	Green	Green
Adriatic Insurers	Red	Green	Green	Green
Centex Agency	Green	Green	Green	Green
Avic Property	Green	Green	Green	Green
General Life	Green	Green	Green	Green

My Inbox

Date	Time	From	Message
May 28, 2004	1:24 AM	Adriatic Insurers	Existing Policy Acknowledgment (ACORD 108)
May 28, 2004	11:07 AM	Centex Agency	Commercial Quote & Operations (ACORD 108)
May 28, 2004	2:51 PM	Hefron Agency	Commercial Insurance Approval Exception (ACORD 175)
May 28, 2004	10:21 PM	T & T Title & Co	Homeowner Application Approval Exception (ACORD 108)
May 28, 2004	8:15:08 AM	Avic Property	Homeowner Application Approval Exception (ACORD 108)
May 28, 2004	4:22 PM	General Life	Vehicle's Comp Election Cancel - FL (ACORD 173 FL)

Billing Inquiries Summary

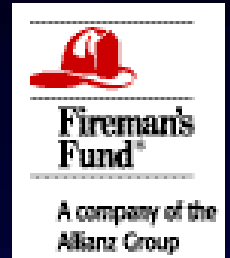
Commissions Earned Summary

Page 1 of 2

To download a file, right click on the download link and select "Save Target As..."

Case Study – Fireman’s Fund

- 52% Re-use of Business Services



Case Study – New Rating Package Implementation vs SOA with Fabric based Re Use

Assumed over the lifecycle of the project (5 Years)

Metrics	Traditional Application	CBS	Result
Business Value Delivered	1.5 to 2 years	Every 6 Months	12-18 Mo Faster Time to Value
Lifecycle Project Costs	\$15,000,000-\$20,000,000	\$10,000,000-\$13,000,000	30+% Lower Costs
Lifecycle Revenue Generated	\$100,000,000-\$400,000,000	\$200,000,000-\$500,000,000	\$50+ Million Top Line Growth – 14+%
Asset Re-use	Minimal due to lack of interoperability standards, semantic level cataloging	Between 40-70% Re-use	40-70% Re Use
Project Risk	Large delivery times make the project inherently risky	Reduced due to incremental delivery of services to small user communities	Reduced
Project Flexibility	Hard coded connections require more time and effort to accommodate change	Modular design and policy based assembly reduces time to market and allows rapid change	Agility

Announcing ILOG MOU!

Taking BPM Leadership to the next level, and entering new markets!



Changing the rules of business

Following Close:

ILOG expands IBM's leadership in BPM enabled by SOA

- Combines leading Business Process Management Enabled by SOA capabilities with award-winning Business Rules Management Software

ILOG opens new opportunities for IBM

- Adds unique optimization and visualization tools

ILOG extends customer value in IBM's SOA and Business Optimization strategy

- Business rules make companies more flexible and dynamic.
- ILOG's strengths build upon IBM's current capabilities and enhance the ability of business users to manage business rules

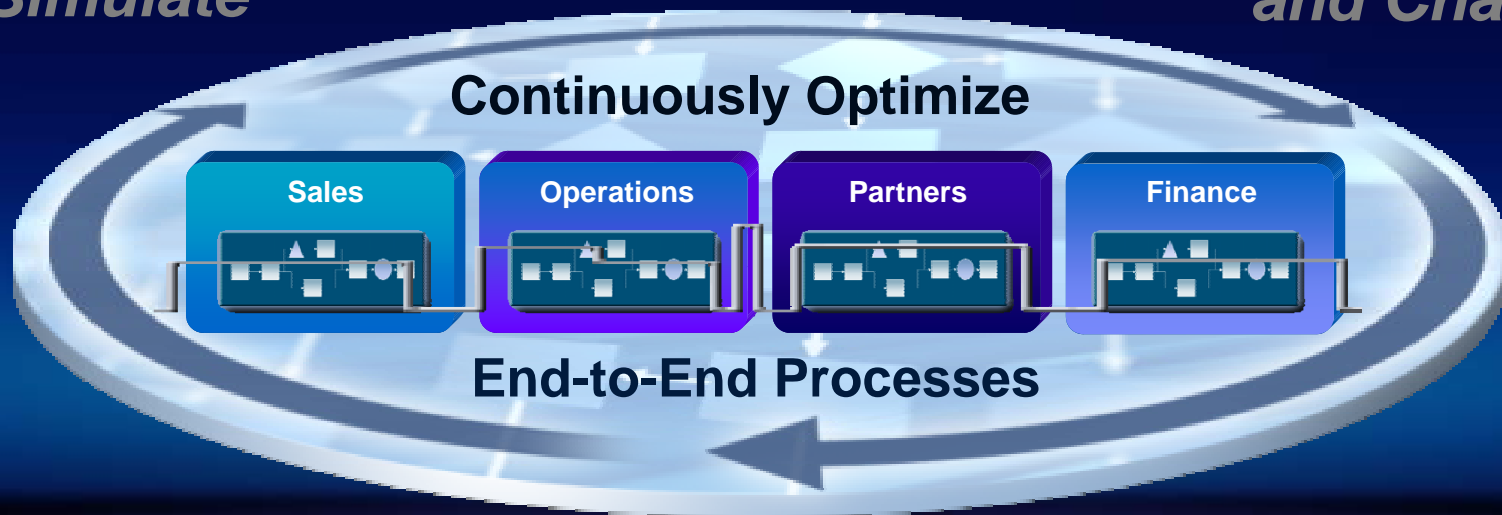
ILOG strengthens IBM's unmatched partner value

- Brings unique skills and expertise in Business Rules, Optimization and Visualization from over 500 partners to customers around the world

Dynamic Process Edition enables continuous business optimization

Model and Simulate

Rapidly Deploy and Change



Monitor, Predict and Act

Greater Process Visibility from SOA

Gartner

Research

Publication Date: 16 November 2007

ID Number: G00153427

Findings: Greater Business Process Insight Is an Unexpected Benefit of SOA

Massimo Pezzini

“... Greater visibility into business processes is an unanticipated and often-overlooked benefit of service-oriented architecture.”

Understand, Improve Business Operations with BAM

Measuring Processes Allows You to Establish “As-Is” Baseline

It's difficult to improve process performance if you don't know how your business is currently performing



Measure transaction volumes and work queues to identify “as-is” state



Set goals and KPI's based on operational or departmental objectives



Continuously monitor KPIs and modify as necessary to achieve desired goals

Feed Process Performance Data Into Process Models

Simulate the processes you monitor with actual, real-time data



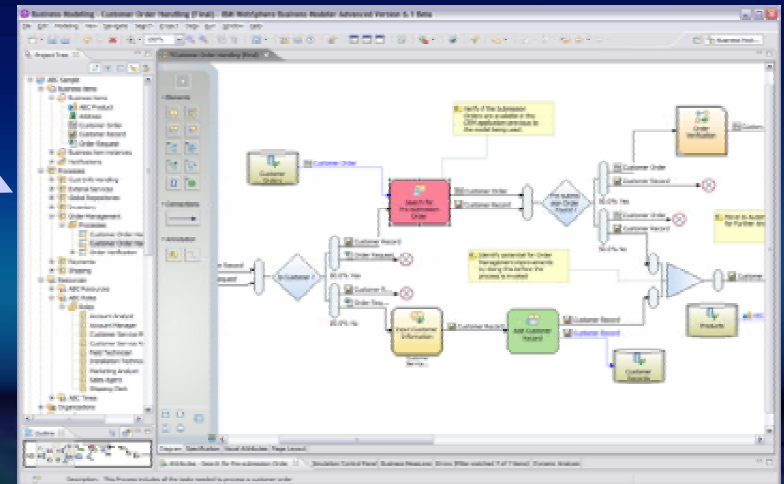
Business Leader



Process Owner



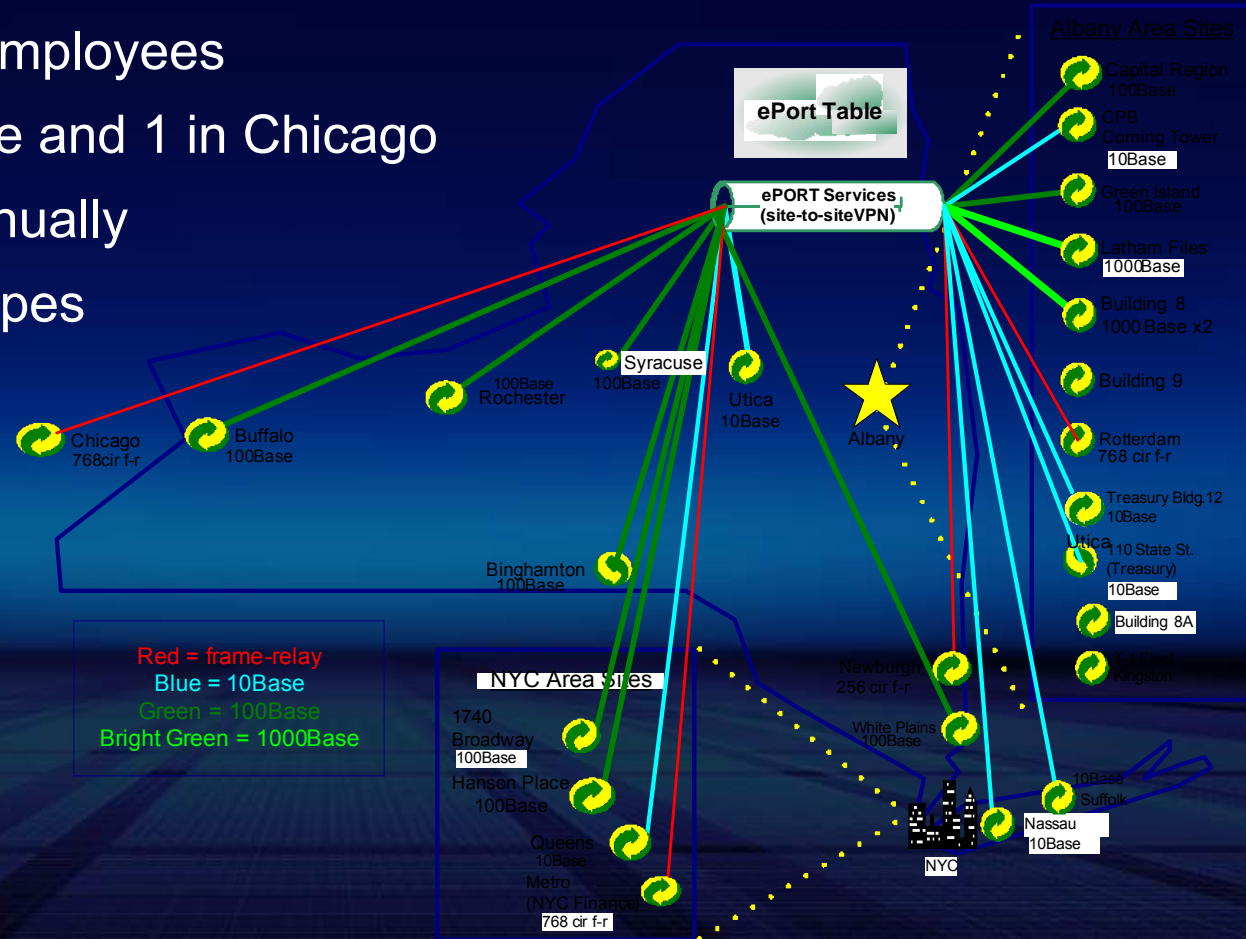
Business Analyst



Key Agility Indicators
IBM Benchmark Wizard

About NYST ...

- Approximately 4,800 employees
- Offices across the state and 1 in Chicago
- Process \$83 billion annually
- A wide variety of tax types



XML Forms Mapping

<USAddress>

- <Address>

<AddressLine1>PO BOX 228</AddressLine1>

<City>SCHENECTADY</City>

<State>NY</State>

<ZIPCode>123080000</ZIPCode>

</USAddress>

- </Address>

</USAddress>

</StateOfIncorporation>

<HdrCode>

- <FederalReturnFiledOther>String</FederalReturnFiledOther>

<FilerClassificationCode>AA3</FilerClassificationCode>

<FormType>CT5</FormType>

<ReturnActionCode>CT5</ReturnActionCode>

<SoftwareDeveloper>

<DeveloperName>

<BusinessNameLine1>Sunrise Investments Inc</BusinessNameLine1>

<BusinessNameLine2>A A</BusinessNameLine2>

2006 CT-5 Request for Six-Month Extension to File
(for franchise/business taxes, MTA surcharge, or both)
Tax Law — Articles 9-A, 13, 32, and 33

Employer identification number: 89-0000593
File number: A.A.-3
Business telephone number: (518) 377-3055

Legal name of corporation: SUNRISE INVESTMENTS INC
Mailing name: SUNRISE COMPANIES
Address: PO BOX 228, SCHENECTADY, NY 12308-0000
State of incorporation: NY
Date of incorporation: 978-11-03

Article 9-A	Article 13	Article 32	Article 33
CT-3 <input checked="" type="checkbox"/> or CT-4 <input checked="" type="checkbox"/>	CT-3M/4M <input checked="" type="checkbox"/>	CT-13 <input checked="" type="checkbox"/>	CT-32 <input checked="" type="checkbox"/> CT-32-M <input checked="" type="checkbox"/> CT-33-C <input checked="" type="checkbox"/> CT-33-NL <input checked="" type="checkbox"/>

Computation of estimated franchise tax	
1 Franchise tax from the worksheet on page 2 of Form CT-5-I	\$5,000.00
2 First installment of estimated tax for the next tax year	\$5,001.00
3 Total franchise tax and first installment	-\$0.00
4 Prepayments of franchise tax	\$5,002.00
5 Balance due - franchise tax	\$5,003.00

Computation of estimated MTA surcharge	
6 MTA surcharge from the worksheet on page 2 of Form CT-5-I	\$5,004.00
7 First installment of estimated MTA surcharge for the next tax year	\$5,005.00
8 Total MTA surcharge and first installment	-\$0.00
9 Prepayments of MTA surcharge	\$5,006.00
10 Balance due - MTA surcharge	\$5,007.00
11 Total balance due	\$5,503.00

Composition of prepayments			
	Date paid	A. Franchise tax	B. MTA surcharge
12 Mandatory first installment	2005-11-03	\$5,504.00	\$5,505.00
13a Second installment from Form CT-400	2005-12-15	\$5,506.00	\$5,507.00
13b Third installment from Form CT-400	2006-01-01	\$5,508.00	\$5,509.00
13c Fourth installment from Form CT-400	2006-02-15	\$5,510.00	\$5,511.00
14 Overpayment credited from prior years		\$5,512.00	\$5,513.00
15 Overpayment credited from Form CT-400	Period	CT38	\$5,515.00
16 Total prepayments		\$5,516.00	5517

Signature of individual preparing this document: 13246
Firm's name: TAX TESTER INC
Address: 1136 PARKWOOD BLVD, SCHENECTADY, NY 12308-0000
Official Title: PREPARER
ID number: String
Date: 2007-02-28

View of process and process state

Monitor Workflow Dashboard - Microsoft Internet Explorer provided by New York State Tax and Finance

File Edit View Favorites Tools Help

Address http://www71.nystax.gov/monitor/workflowdb/workflowdb.cmd

WebSphere Business Integration Monitor

Home Logout Help

User Id: admin

Business Dash Configuration Views [Workflow Dash](#) Notification Business Meas

Workflow Dashboard

50% Show data connectors

User sees all running processes and can determine resource allocation based on needs

Back

Done Trusted sites

The Executive's View

Getting Business done



View

- Reports by process
- Dashboard of business metrics
- Graphical process

Advantages

- Up to date view of important business metrics
- Process visibility
- Business opportunity

Our Results

- More reliable, timely reporting to stakeholders
- Processes simplified based on reports
- Better informed process owners

Additional Monitoring Solutions

Introducing WebSphere Business Events

Predict and React to Real-Time *Events*

Increase your ability to respond to changing business situations

- Something of interest has happened....
- Perhaps it's a combination of non-sequenced events....
- ...representing business action that needs to be taken

**Business Event
Processing**

=

**Elevating actionable
event patterns up to
the business user**

Detect Actionable *Event* Patterns And Respond

Take advantage of new opportunities and mitigate risk

Business users can:

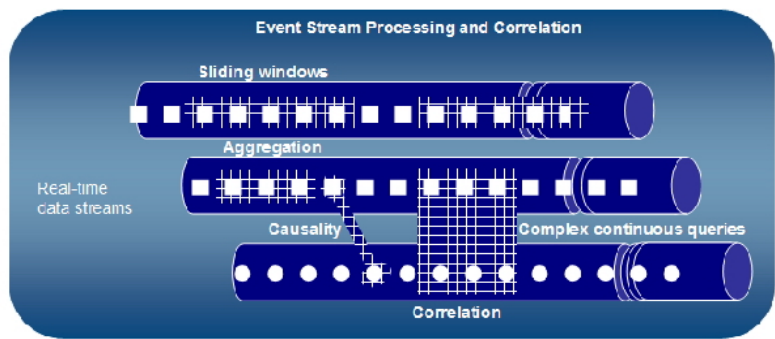
- **Create actionable event patterns**
 - In business language and vernacular
 - Codeless, graphical authoring environment
- **Detect patterns in disparate event flows**
 - Sequenced or un-sequenced event flows
 - Complex, long running correlations
- **Initiate Action through BPM**
 - Trigger automated tasks and notifications
 - Adapt existing business processes

The image displays three screenshots of the IBM Business Events Manager (BEM) interface. The top screenshot shows a configuration window for an event pattern: 'Monitor Product Inquiries' related by 'Prospect.Registration ID'. It is triggered 'In response to' a 'Product Inquiry' from 'Any Channel' 'When' 'Additional product inquiry detected within 15 days'. The action is to 'Monitor for Purchase' on 'Synthetic Events'. The middle screenshot shows a similar configuration for 'Initial Prospect' identification, triggered 'Where' 'At Least 3 Initial Prospect Identifications' and with an 'Always' action. The bottom screenshot shows a BPM flowchart for 'Abandon Close Campaign' with steps like 'Send Abandon Close SMTP Email', 'Call Center Email', and 'Send Bad MVR SMTP Email'.

WebSphere Business Events

WebSphere Business Events

Provides unique convergence of power, flexibility, and ease of use



Complex Event Processing

+

Business User Interface

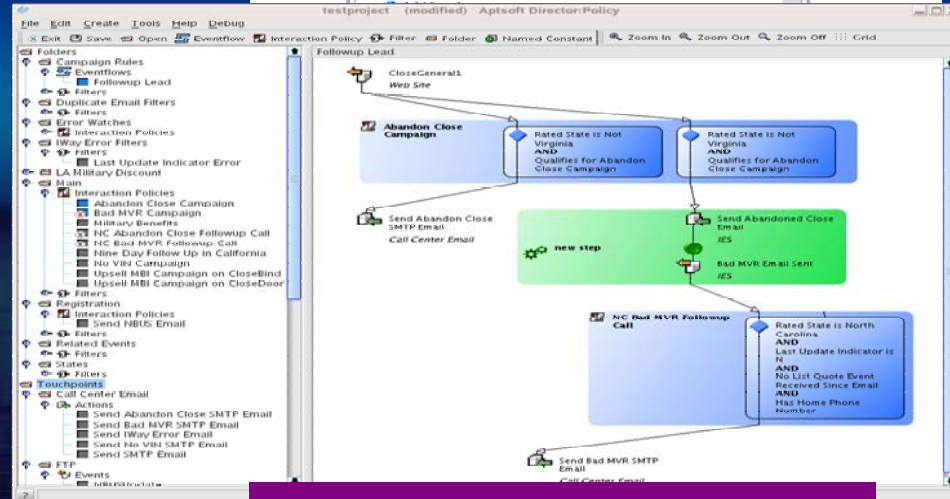
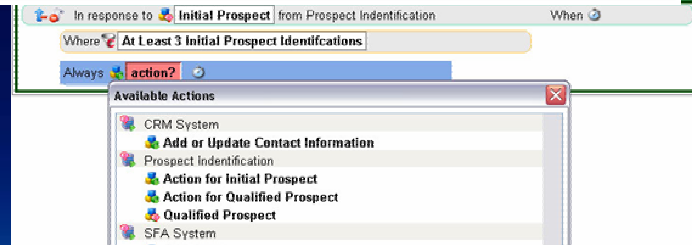
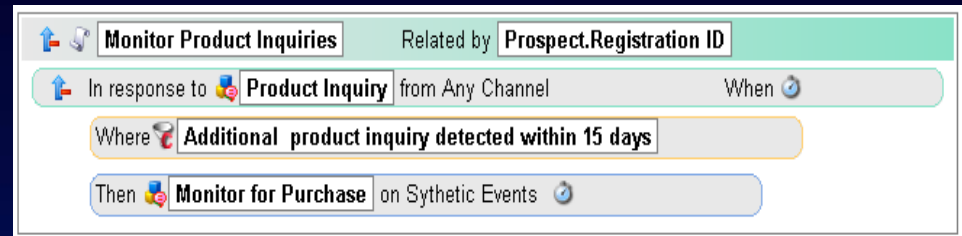
No coding required for defining business event processes, all tasks performed via intuitive graphical interface, built on SOA foundation, encompasses the broadest spectrum of events with the most event sources

Detect Actionable *Event* Patterns And Respond

Take advantage of new opportunities and mitigate risk

Business users can:

- **Create actionable event patterns**
 - In business language and vernacular
 - Codeless, graphical authoring environment
- **Detect patterns in disparate event flows**
 - Sequenced or un-sequenced event flows
 - Complex, long running correlations
- **Initiate Action through BPM**
 - Trigger automated tasks and notifications
 - Adapt existing business processes



New: WBE Integration with CICS Transaction Server Support Pac

CICS Transactions

Account Activity

Event Streams

Identify suspicious activity and take precautionary measures

WebSphere Business Events



WebSphere Business Monitor



Authorities



WebSphere Process Server

Stock Trades

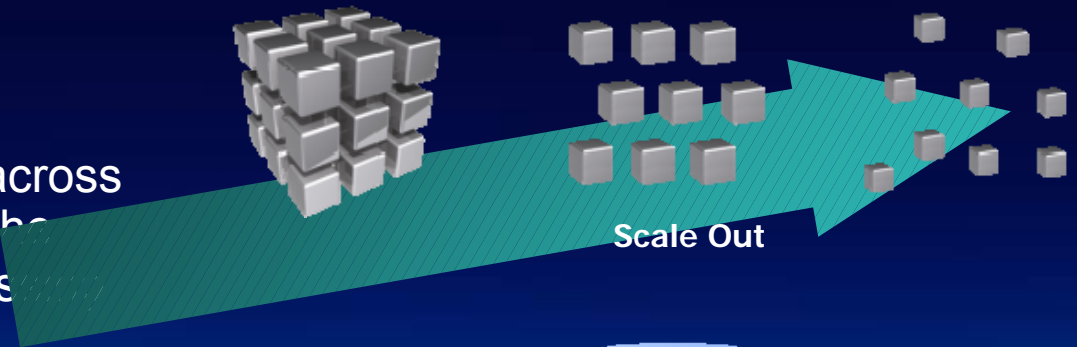
Providing Real-Time Detection and Compliance

Introducing! WebSphere Business Events eXtreme Scale

Supporting customers with an extreme volume of business events flowing through their enterprise

Massive Scalability

- Optimizes event distribution across multiple servers – delivering the data close to the event processor



Event Filtering

- Provides pre-filtering of massive cloud of raw events for Business Event Processing pattern detection



Summary

- Companies are Facing Challenges:
 - Reducing expenses while responding to changing market expectations
- Transformation can concurrently address both needs:
 - Expenses reduced through work task automation and optimal work assignments
 - Customer needs met through self service capabilities
- Traditional solutions have brought work to people more efficiently;
Transformation provides automation once it arrives
- This is enabled by new standards and technology advances
 - SOA, Business Process Management, etc
- IBM's Business Process Management suite is enabling a new class of solutions
 - Model & Simulate; Deploy & Change; Monitor & Adjust
- IBM's Dynamic Process Edition and other BPM Tooling can accelerate time to market
- BPM on System z is a low cost, high performance opportunity for customers

Next Steps to Gain Knowledge

- Discussions and Presentations with Business and IT
- Demonstrations
- POT at IBM office or Montpelier and La Gaude Labs
 - Performance benchmarks
 - Architectural evaluation
- Business Value Assessments
- Impact Conference May 3 through 8, 2009 in Las Vegas, NV
- Process Improvement Workshop
- Integration Architecture Workshop

Customers Turn to IBM

Unmatched Breadth of BPM Capabilities and Expertise

#**1** in **BPMS** market share

Over **4600** **BPM**
customers in
over 30 countries...
and growing

- ✓ Market leading products
- ✓ Unmatched pre-built industry assets and accelerators
- ✓ Best-in-class industry solution partners
- ✓ World's largest ISV and SI partner ecosystem
- ✓ Global reach and scale

Questions ?

Obrigado

धन्यवाद
Hindi

多謝
Duo xie
Traditional Chinese

ขอบพระคุณ
Thai

Dziękuję
Poland

Portugal

Thanks
United States

Takk
Norway

תודה
Israel

Obrigado
Brazilian Portuguese

Dakujem
Slovakia

ありがとうございました
Japanese

Tesekkür ederim
Turkey

Tak
Denmark

Gracias
Spain

Grazie

多謝
Duo xie
Traditional Chinese

Dekuju
Czech Republic

Italy

감사합니다
Korean

Danke
German

Merci

France

Tack

Sweden

Jag tackar

Finland

Dank u

Belgium

Dankschen

Austria

நன்றி
Tamil

شكراً
Arabic

Bedankt

Netherlands

Спасибо

Russia

Engraziel

Switzerland