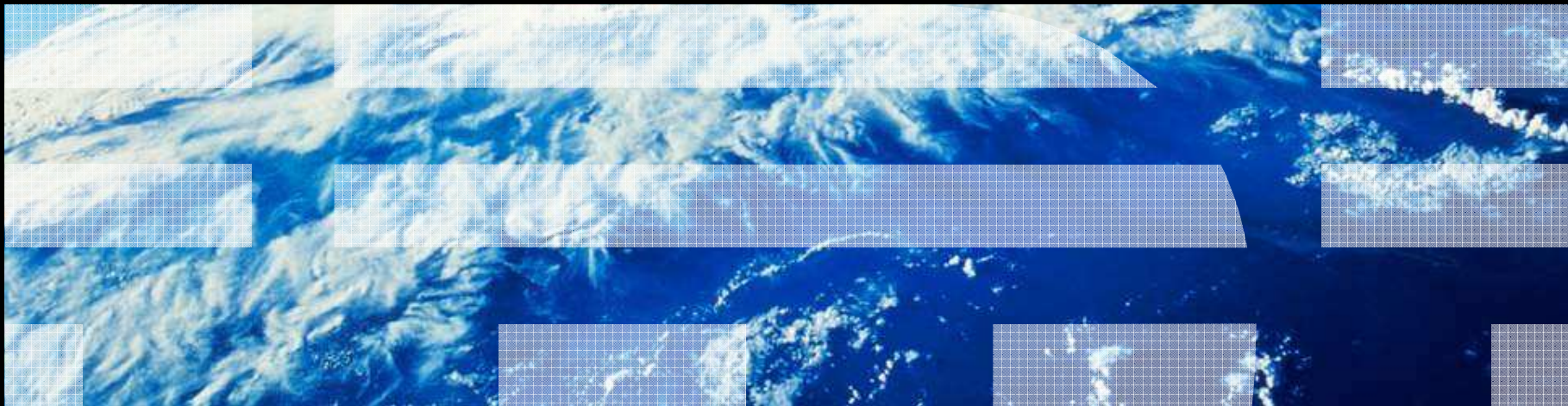# Drive Agility and Cost Optimization
Work Smarter with New BPM and SOA Announcements from IBM

How Can We Change the Way We Work?

We can't just work harder.

We can't just dedicate more resources.

We must **Work Smarter**.

Common Challenges to Working Smarter

2/3 of employees believe there are colleagues who could help them with their work, but don't know how to find them

60% of the world's processes are managed in silos

Companies lose 5.3 hours/employee due to inefficient processes, leading to billions in lost productivity

Billions Lost

The Way We Work is Getting Smarter

Resistant to Change   Embracing Change

Siloed	Connected
Historic and Reactive	Predictive and Proactive
Isolated	People Centric
Rigid	Agile

New! Smart Work Continuum

Companies are Working Smarter. . .

**Dynamically optimized production reduces in
scheduling time from 2 days to 15 minutes**

**Extensive reuse of existing
investments saves £26m**

**Real time visibility into repair
processes reduces outages 25-50%
saves up to 90% of capital**

IBM

How Can We Work Smarter?

Dynamic
Business
Processes
and Models

Information

Smart
Work

Smarter
Collaboration

Smart SOA
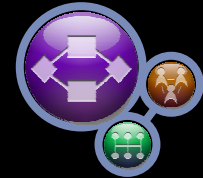
Smart Work Requires Dynamic Business Processes

Dynamic Business Processes and Models

- Empower business users to adapt and respond dynamically

- Capture new insights for effective actions

- Optimize process decisions and drive dynamic change

- Leverage dynamic processes for new business models

Empower Business Users to Adapt and Respond Dynamically

Business Leader

Drive business understanding for process improvement

Business User

Work smarter with powerful task management

IT Admin

High-productivity solution management and monitoring

Role-based business spaces built on Web 2.0 mashup technology

New! Feature packs for role-based business spaces

Capture New Insights for Effective Actions

Business Event Processing

Event:

GPS signal

Business Context:

Calculated arrival
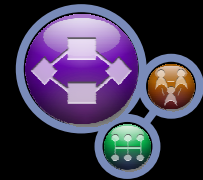> 30 min over SLA

Action:

Phone customer to re-arrange delivery

Enhanced! WebSphere Business Events

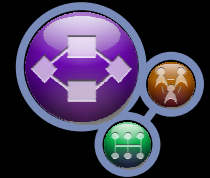# Optimize Process Decisions and Drive Dynamic Change

Empower business users
Partner and collaborate with IT

Automate business decisions
Quickly deploy changes

Enhanced! Business Rules Management, Optimization, Visualization, Supply Chain Management

New Business Models in Action: Cloud-Based BPM Tools

New! *BPM BlueWorks*

Learn

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

Collaborate

leverage community insight and access shared content

Experience

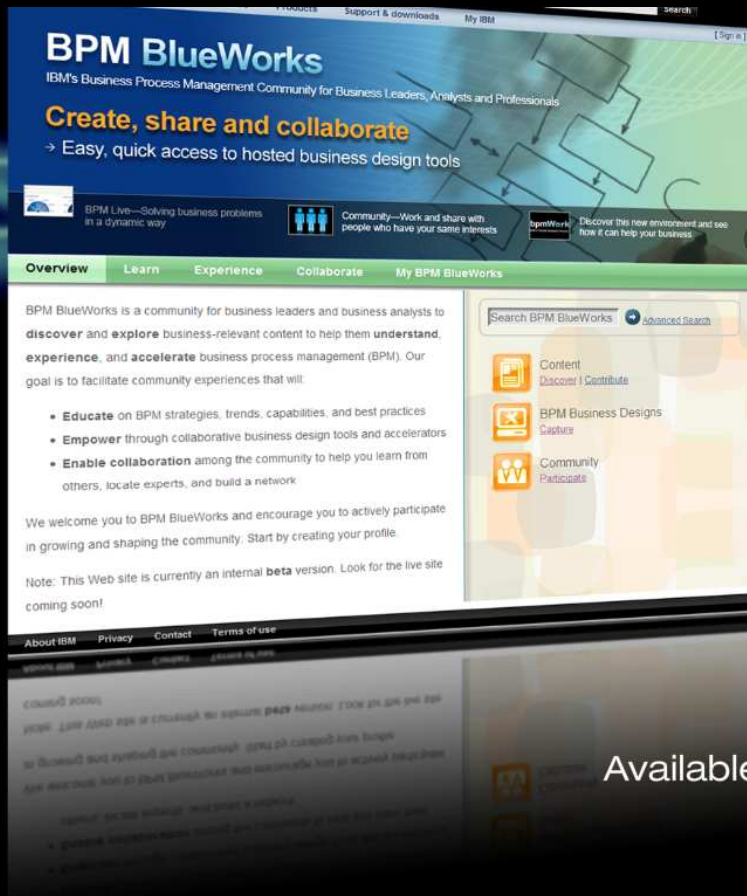capture business intent, understand capabilities, sketch processes

BPM

Optimize

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

It's Never Been Easier to Get Started!

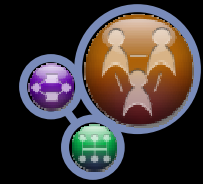11

BPM BlueWorks Flash

Smart Work Requires Smarter Collaboration

Smarter Collaboration

- Leverage relationships

- Increase productivity with situational applications

- Extend expertise

Leverage Customer Relationships with Social Commerce

- Web 2.0 Starter Store

- Cross-channel Interactive Shopping

- Customer reviews and Q&A

New and Enhanced!

WebSphere Commerce
Social Commerce Partners: CrossView, Pluck, MVM, and others

Increase Productivity with Situational Applications
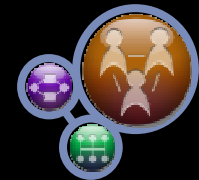
New! WebSphere Portal, IBM Mashup Center and WebSphere sMash on Amazon EC2

Smart Work Requires Smart SOA

Smart SOA

- Maximize reuse rather than recreate

- Any-to-any connection vs point to point

- Sustainable, scalable foundation

- Flexible deployment

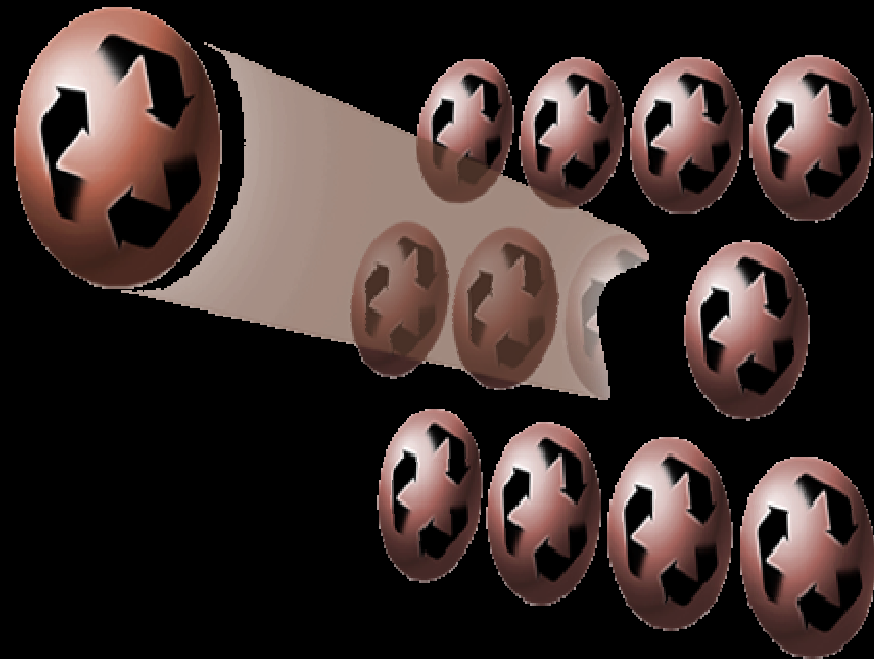# Maximize Reuse with Proven Investments

CICS **Enhanced!**

The Platform for New Workloads

- Event processing without application changes
- Bringing mission critical transaction serving to the Web

New and Enhanced! IBM DB2 v9.7
Rational Toolkit for Reuse and Service Enablement
WebSphere Service Registry & Repository

Build Rapid Any-to-any Connections with SOA Appliances

SOA Appliances

- Rapid Time to Value

- Expanded Community

- Extending Connectivity Leadership

Enhanced! Industry Support

Deliver a Sustainable, Scalable Foundation

Entertainment

90%
reduced response times

5 Billion
requests per day

Finance

10x
lower latency

40 Million
messages/second

10x
orders

Enhanced!

WebSphere eXtreme Scale

WebSphere MQ Low Latency Messaging

IBM SOA Infrastructure Healthcheck

Leverage Cloud Services for More Flexible Deployments

Introducing WebSphere

CloudBurst

Fast deployment and repeatability

Pre-defined patterns

Track usage for chargeback and management reporting

Cost-effective, secure appliance

New! GTS Implementation Services for Cloud Computing
Rational Automating Cloud Development

Why IBM for Smart Work?

Dynamic Business Processes & Models

- #1 BPM Market share *
- 5000+ engagements
- 250+ business model maps across all industries

Smarter Collaboration

- #1 Portal market share *
- Helps millions collaborate for sharing and productivity
- $1B+ investment in Unified Communications and Collaboration

Smart SOA

- #1 SOA Market Share**
- 8,002 clients in 122 countries

*Source: Gartner: Market Share: Application Infrastructure and Middleware Software, Worldwide, June 2008, by Fabrizio Biscotti, Teresa Jones, Asheesh Raina, and Joanne M. Correia

**Source: Wintergreen Research