



Transform for Growth: Advancing Process Maturity

David MacDonald

Director, Business Process Management
IBM, Software Group – Worldwide Team

IBM Software

ExecutiveSummit2011

A Premier Leadership Exchange



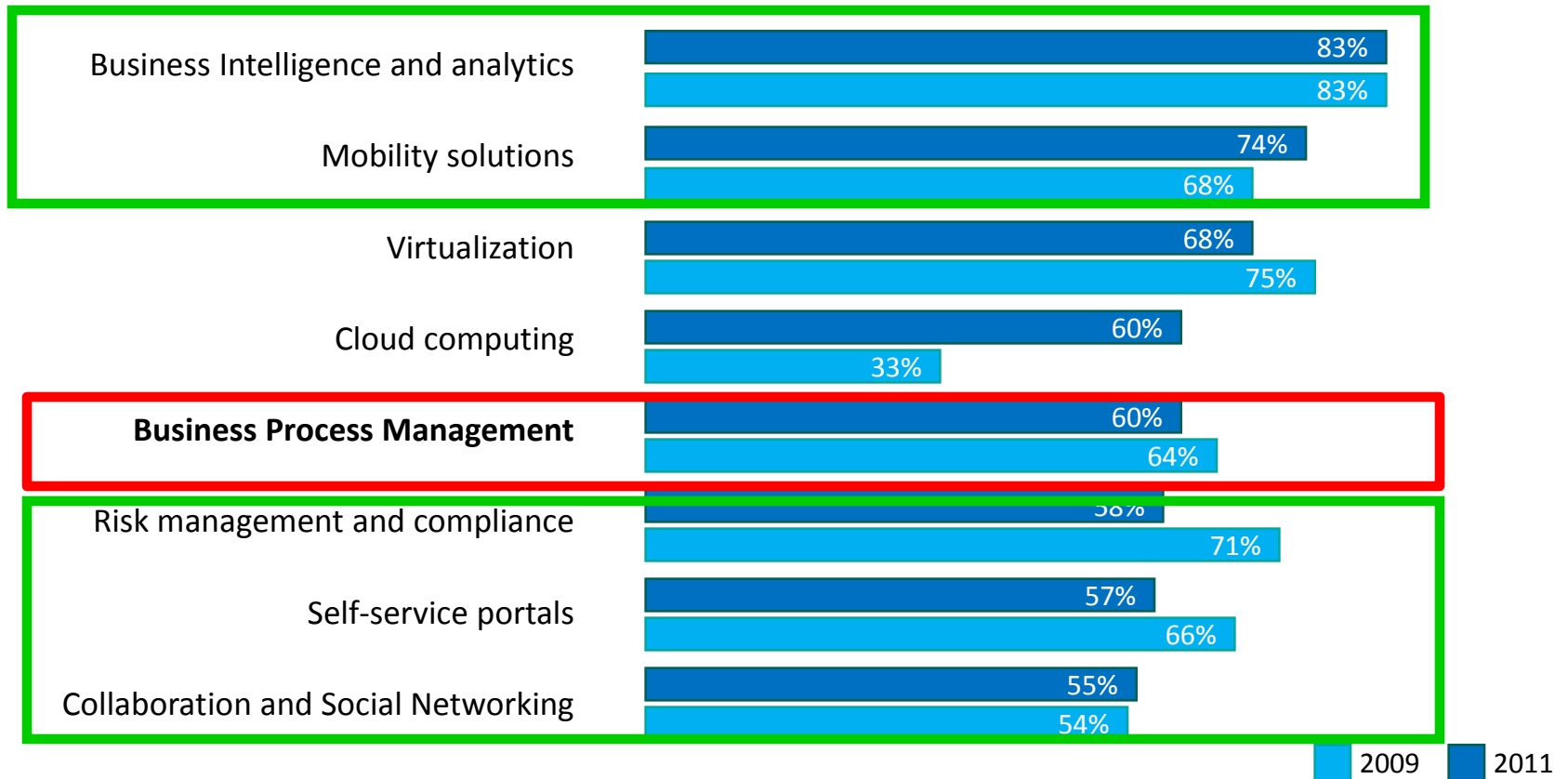
**Harvard
Business
Review**

“Once a company runs up against a major stall in growth, it has less than a 10% chance of ever fully recovering.”

Reinvent Your Business Before It's Too Late,
Jan/Feb 2011

CIO visionary plans are evolving

Most important visionary plan elements

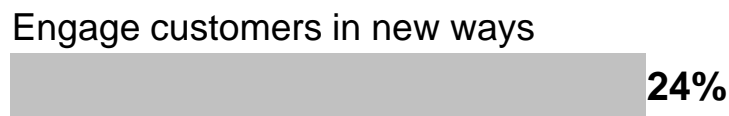
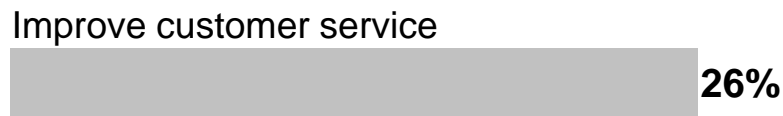
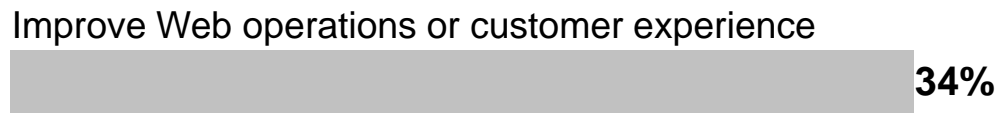
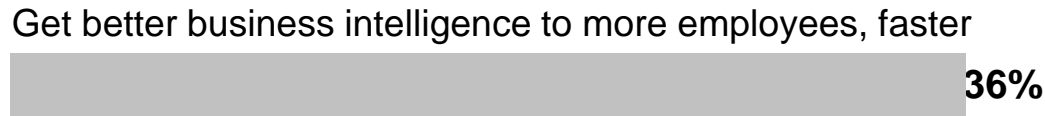
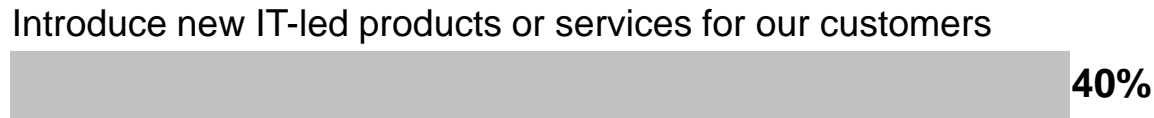


Source: 2011 CIO Study, Q12: "Which visionary plans do you have to increase competitiveness over the next 3 to 5 years?" (n=3,018)



Process is a Priority

Make business process more efficient



Data September 2010 Information Week 500 Survey

Gartner.

Process Improvement is the #1 Priority for CIOs - 5 years in a row

Gartner, Inc, "Leading in Times of Transition: The 2010 CIO Agenda"



Process Optimization Improves Business Results

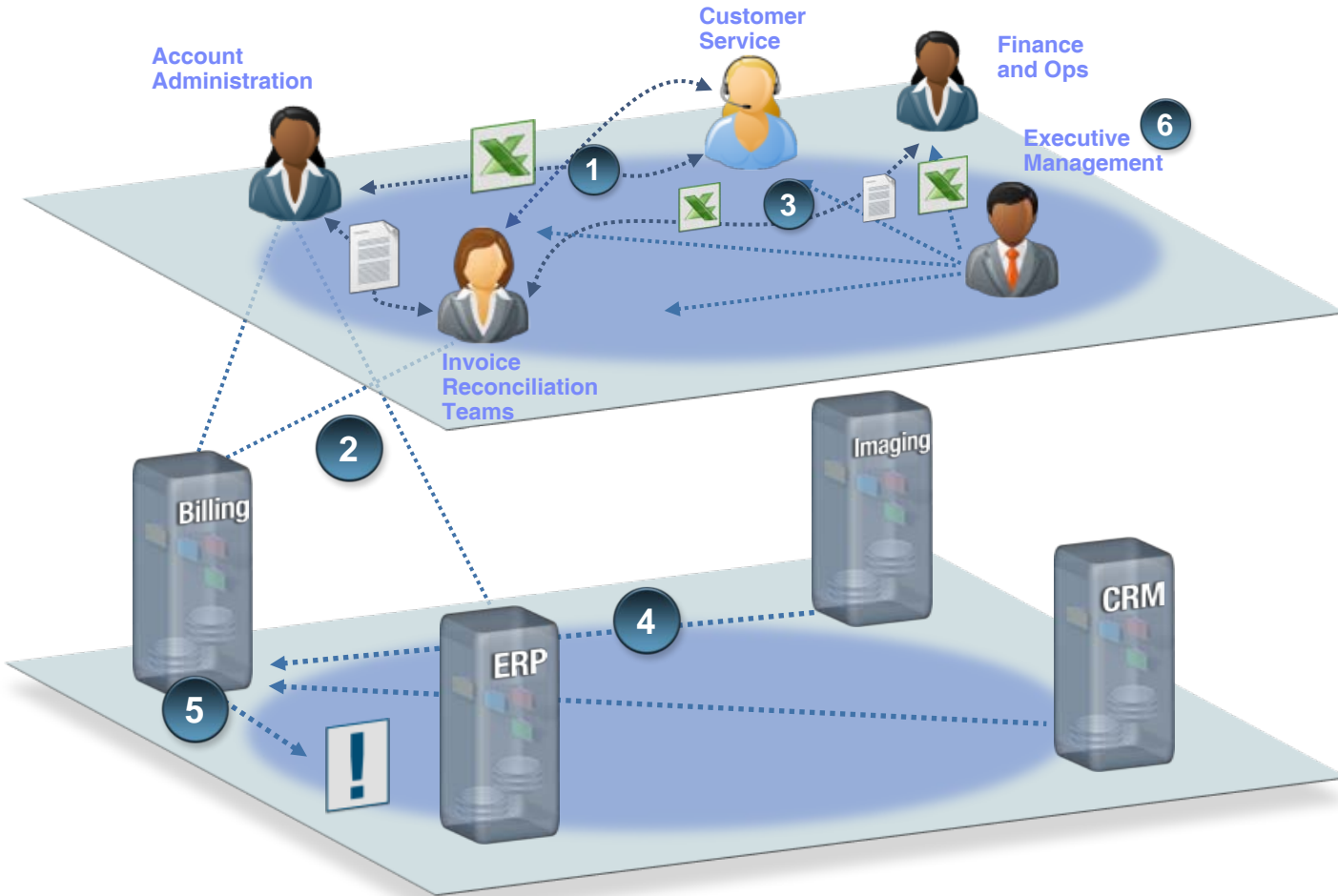


*With **Just One Sigma Shift** in Process Improvement:*

- 20 % margin improvement
- 12 - 18 % increase in capacity
- 12 % reduction in employees
- 10 - 30 % capital reduction

Source: *Six Sigma: The Breakthrough Management Strategy*, Mike Harry, Richard Schroeder, 2000.

Typical process problems

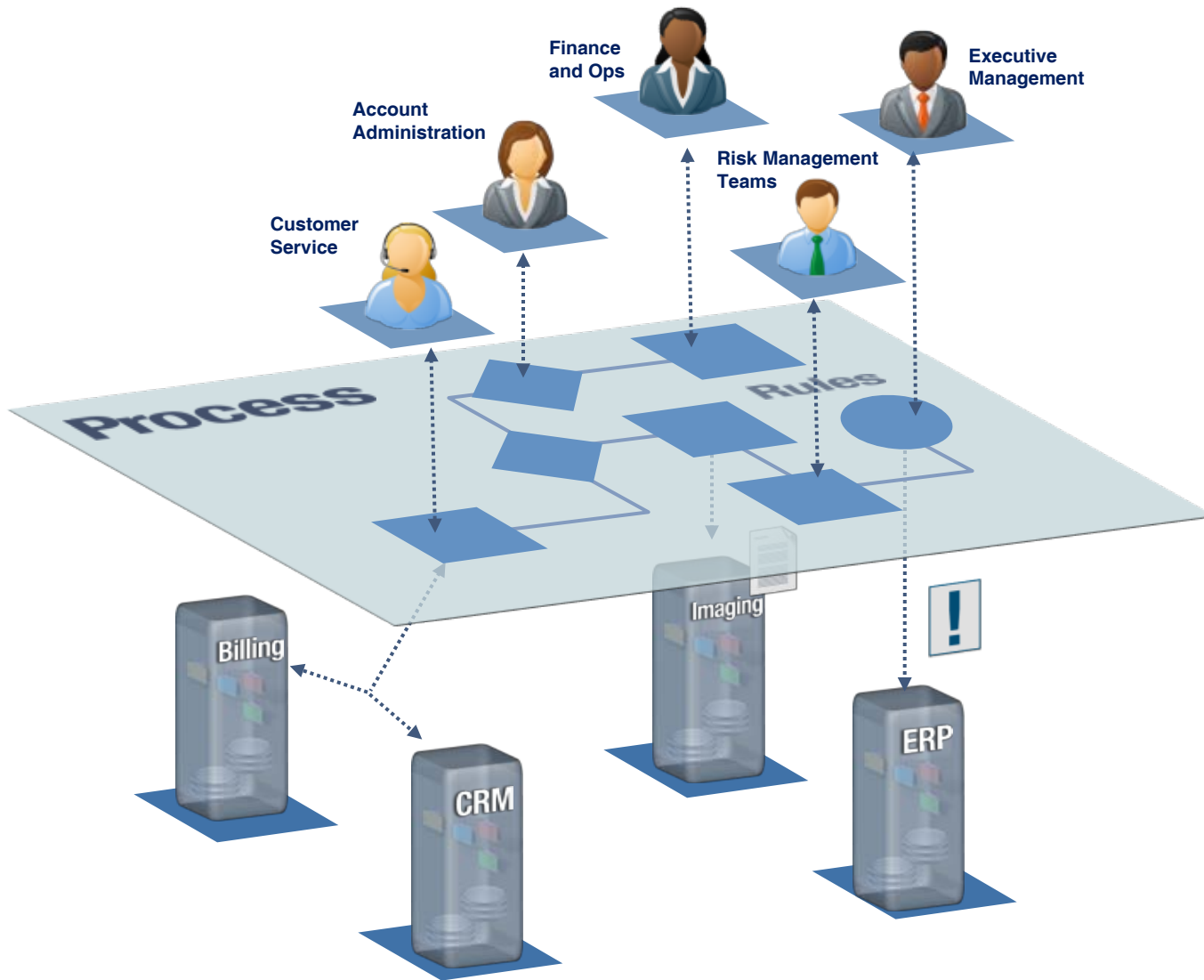


1. Unstructured Tasks and Communication (ex Paper or email)
2. Inefficient Working Environment Spans Systems
3. Inconsistent Prioritization
4. Incomplete or Inaccurate Data Flow Between Systems
5. Lack of Control Over System and Business Events (Exceptions)
6. Poor Visibility Into Process Performance

Business Challenges:

- Cannot Grow Efficiently
- Poor Customer Satisfaction
- Inability to increase EPS at desired level

BPM Delivers a Layer for Control and Visibility

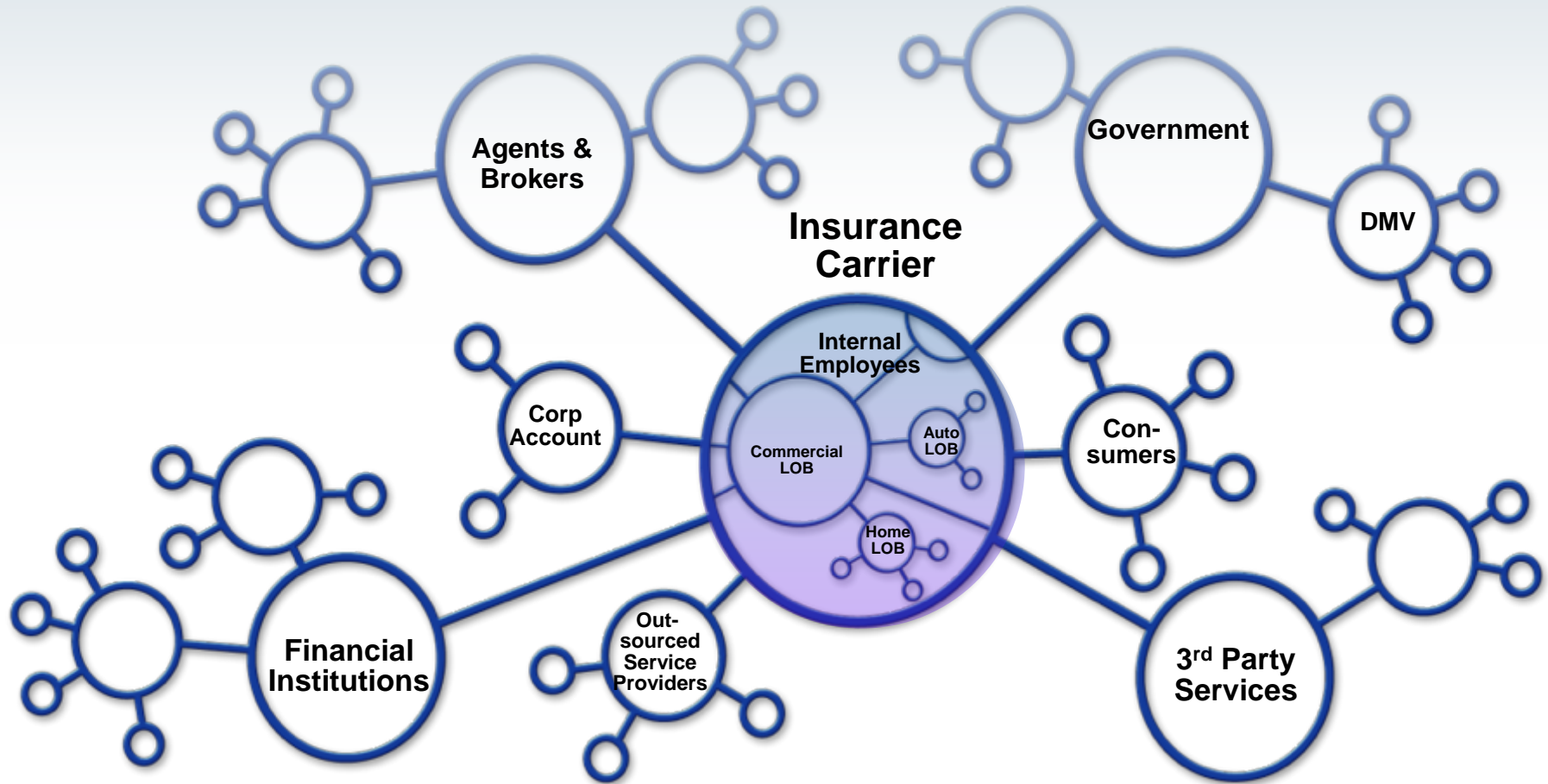


1. Automate workflow & decision making
2. Reduce errors and improve consistency
3. Standardize resolution across geographies
4. Leverage existing systems and data
5. Monitor for business events and initiate actions
6. Real-time visibility and process control

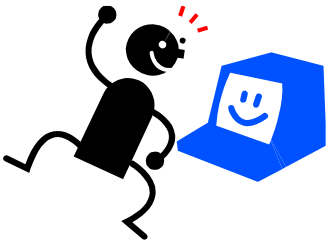
Customer Benefits:

- Significant Reduction in Manual Work, Errors
- Faster, More Consistent Issue Resolution
- Easier to Manage the Business
- Consistent Case Handling

Business Networks are Becoming Broader and More Dynamic



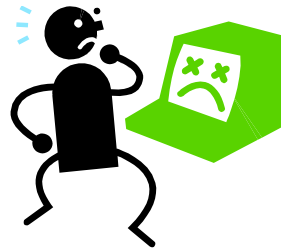
Proliferation of devices is creating pressure on IT



Employee
Desktops
& Laptops



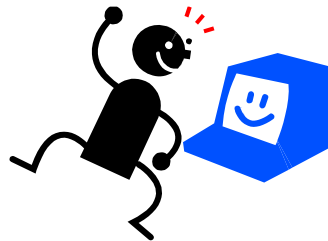
PoS



ATMs and Kiosks



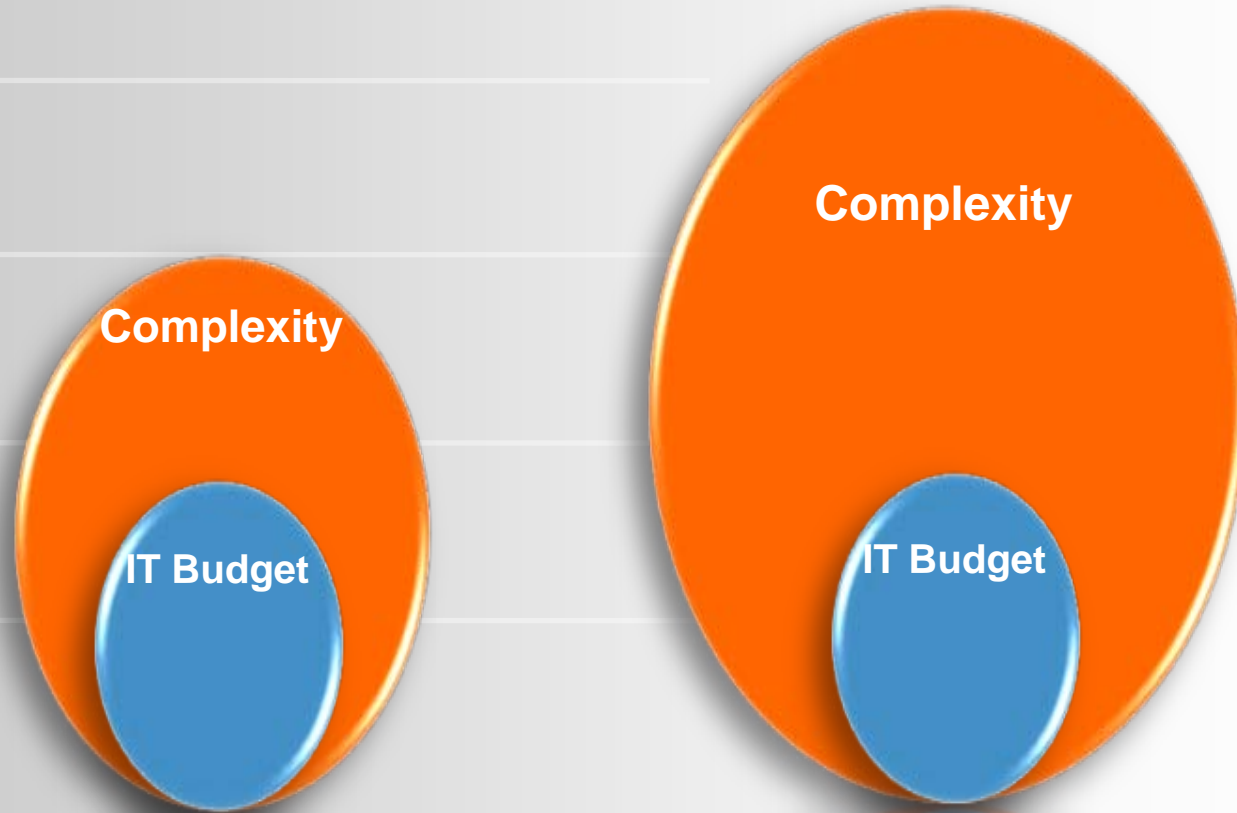
Smart Phones
& Tablets (iPad)

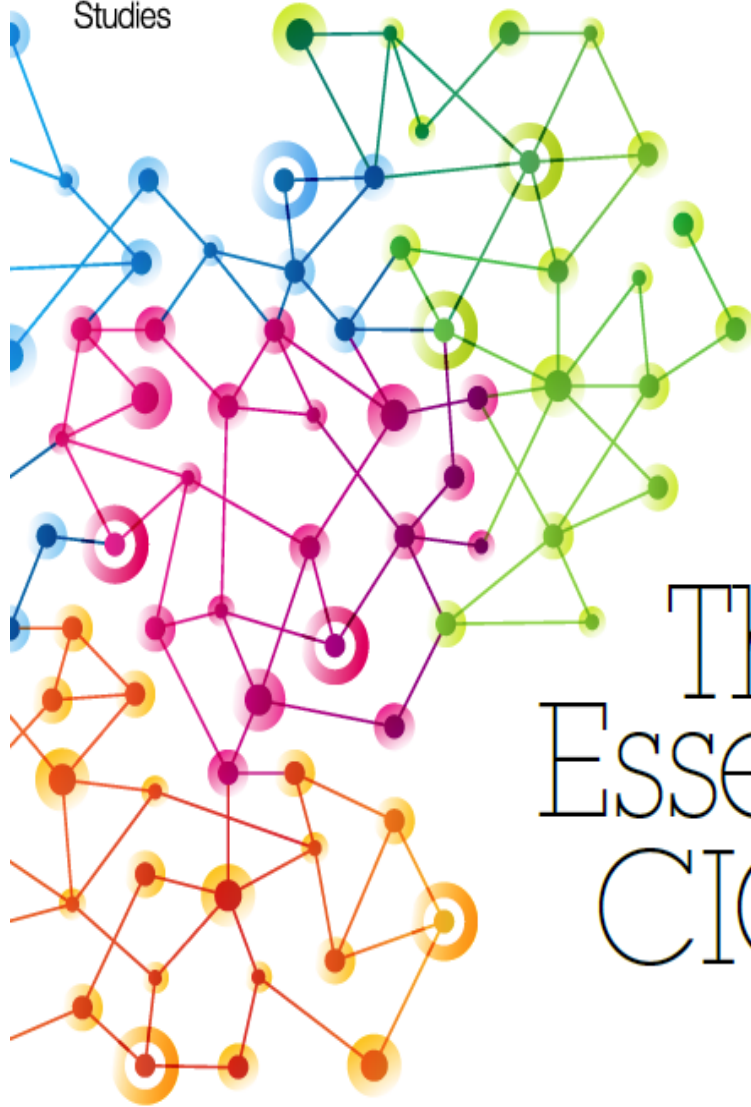


Customers and Partners
require access to your
systems



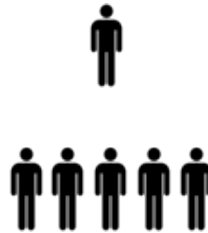
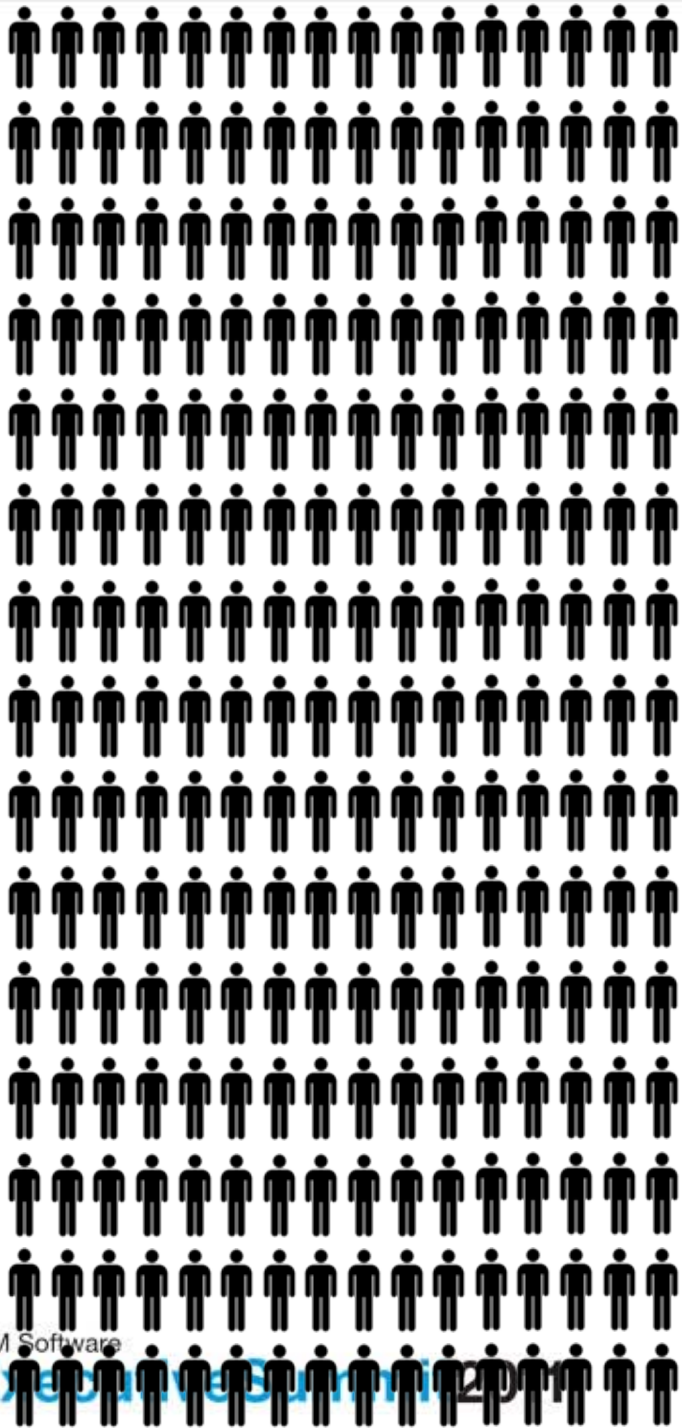
Complexity Grows While Resources Remain Static

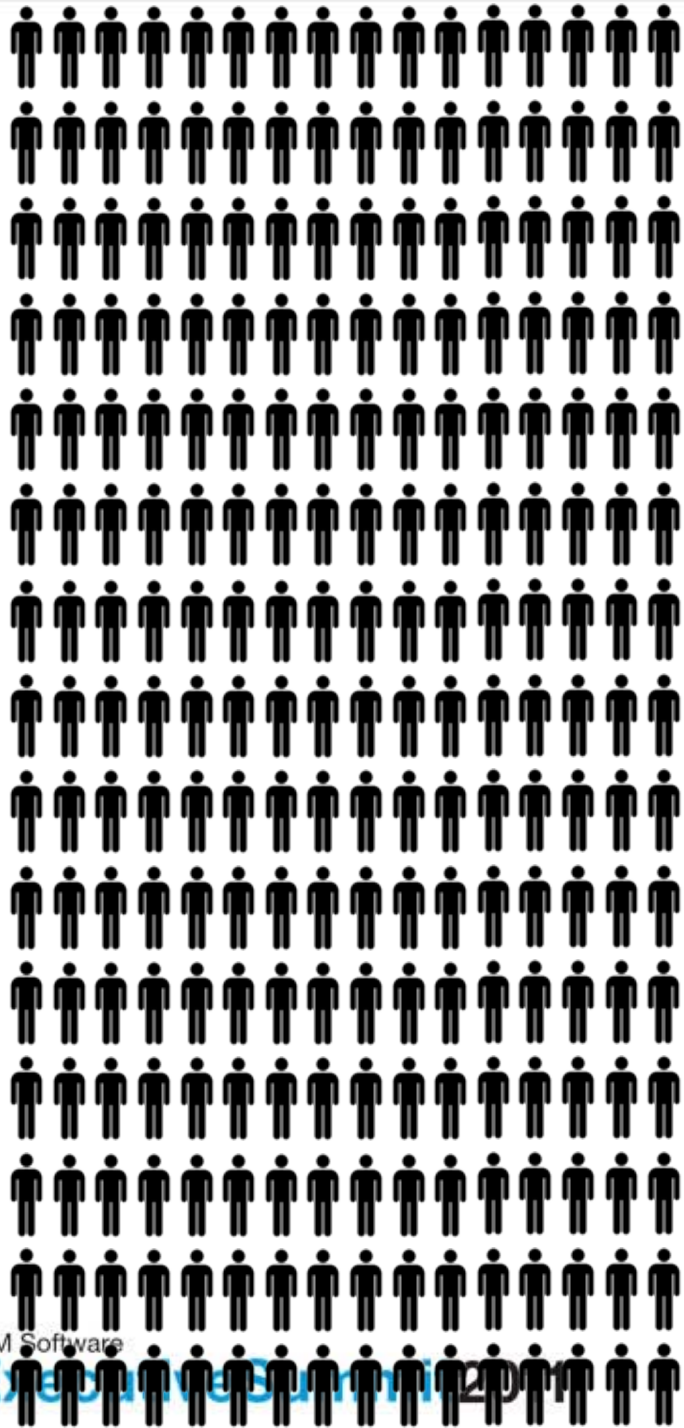




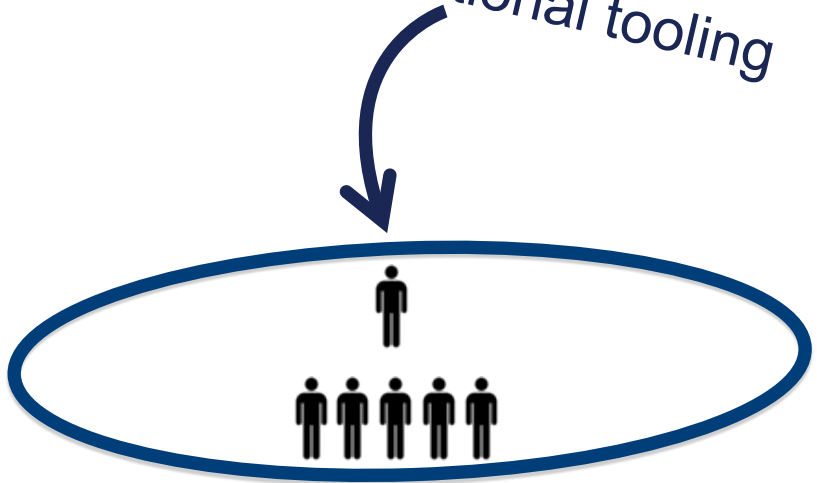
“To align business and IT priorities, it’s difficult to choose which is more important: ‘business presence in IT projects’ or ‘IT presence in business projects.’ The art is to create true hybrid, co-led teams.”
Sabine Everaet, CIO, Europe Group, The Coca-Cola Company

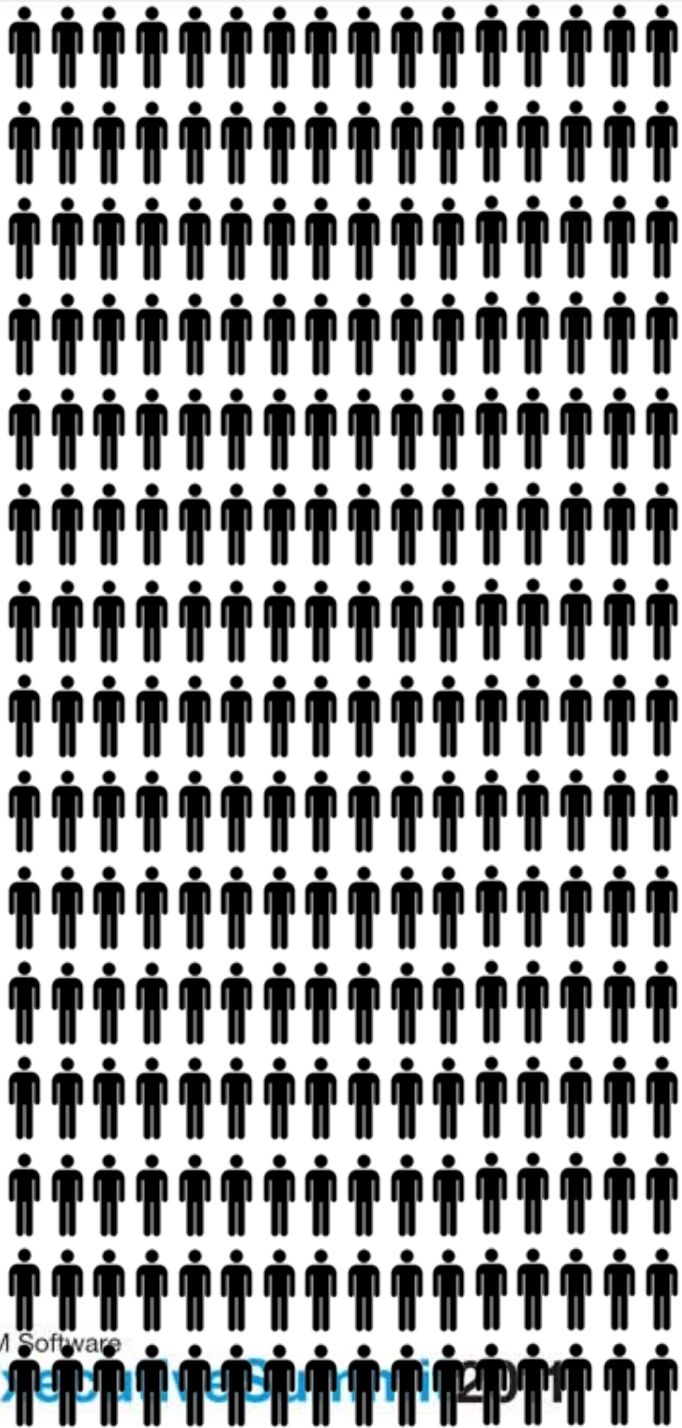
The Essential CIO





Traditional tooling

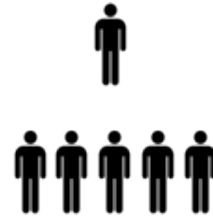




IBM Software

Executive Summit 2011

IBM BPM: Involving Everyone



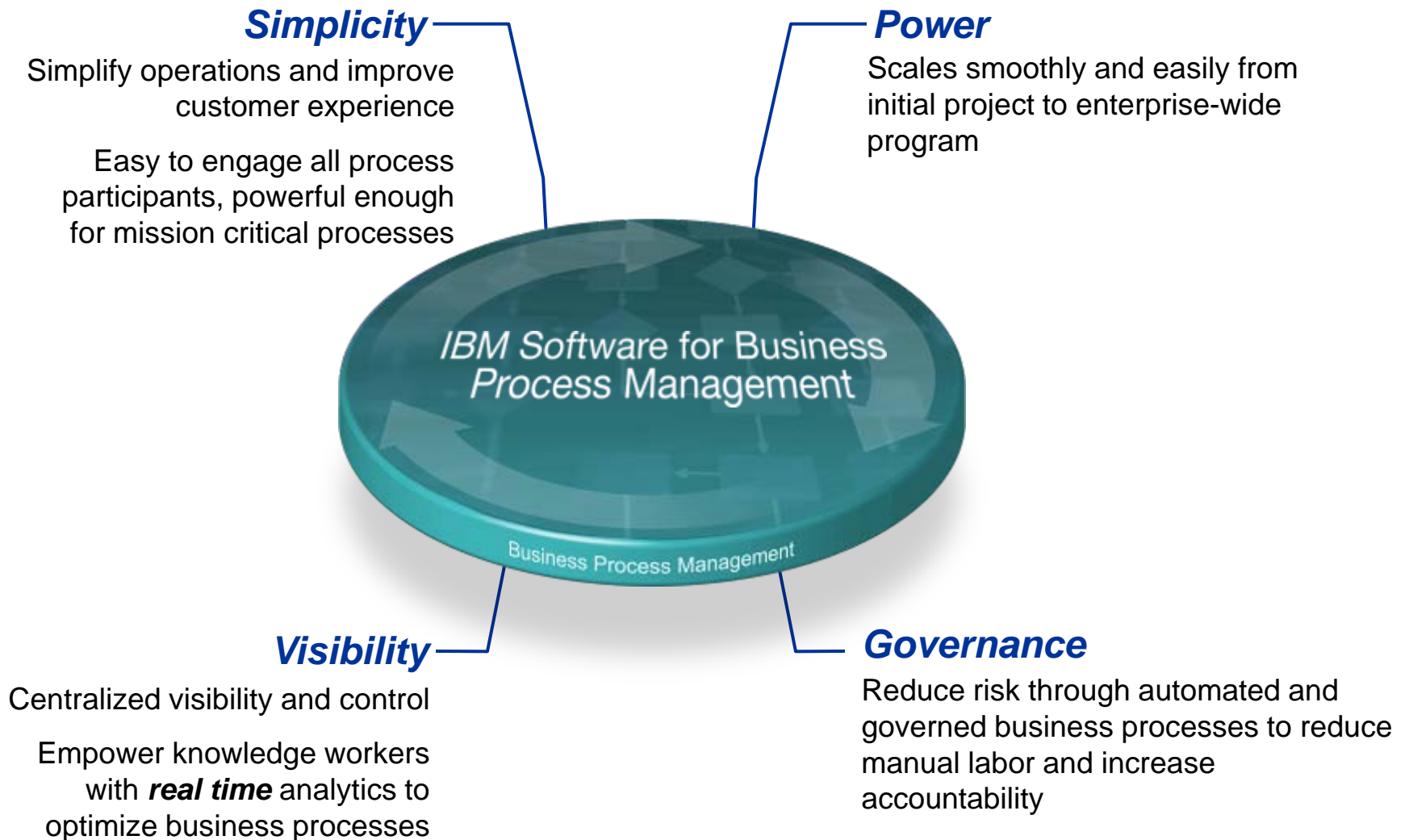
IBM supports client needs based on business objectives

Portfolio Entry Points

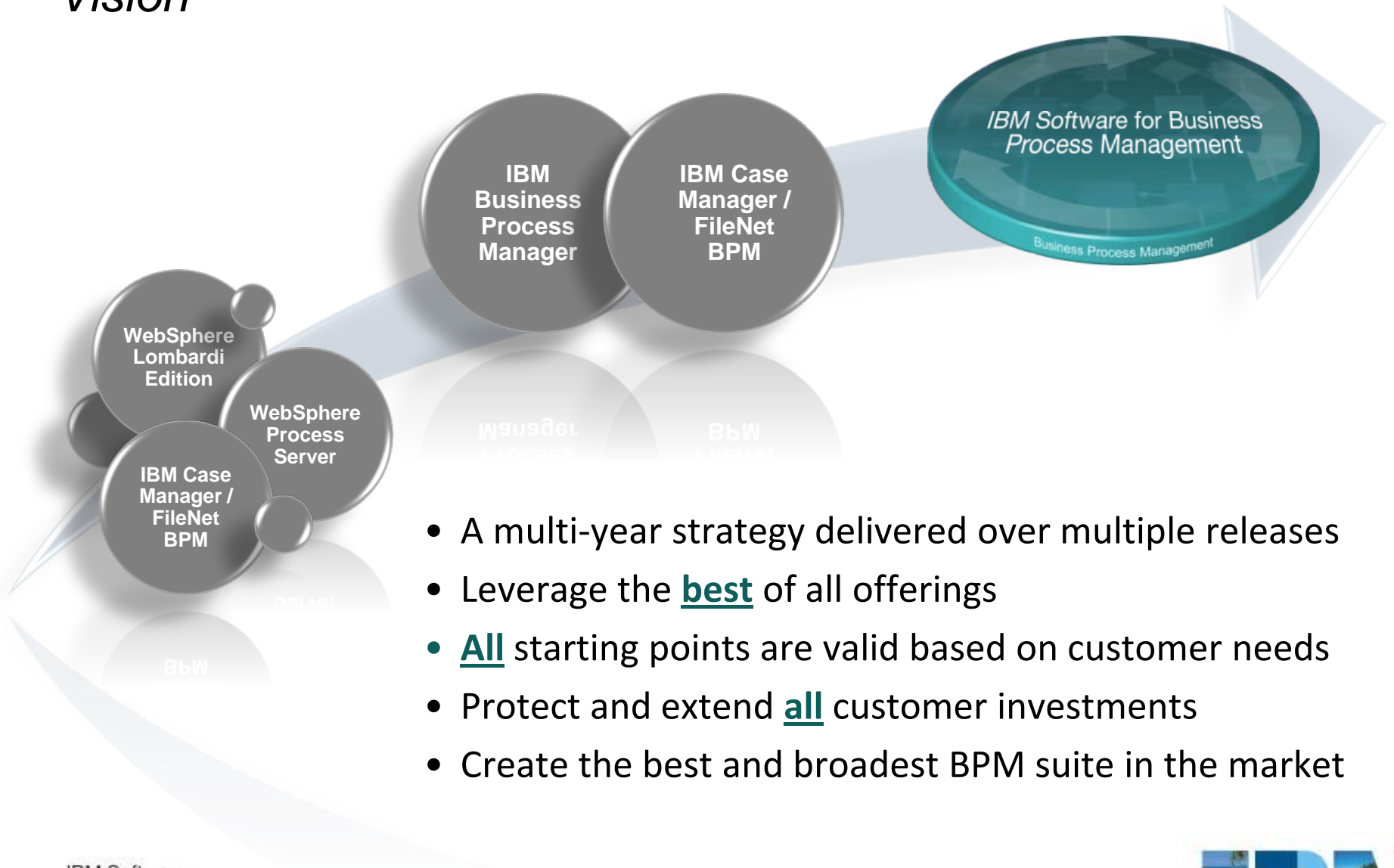
- Process discovery and compliance
- Process automation and integration
- Business monitoring
- Decision management
- Advanced case management



Reduce complexity and boost productivity



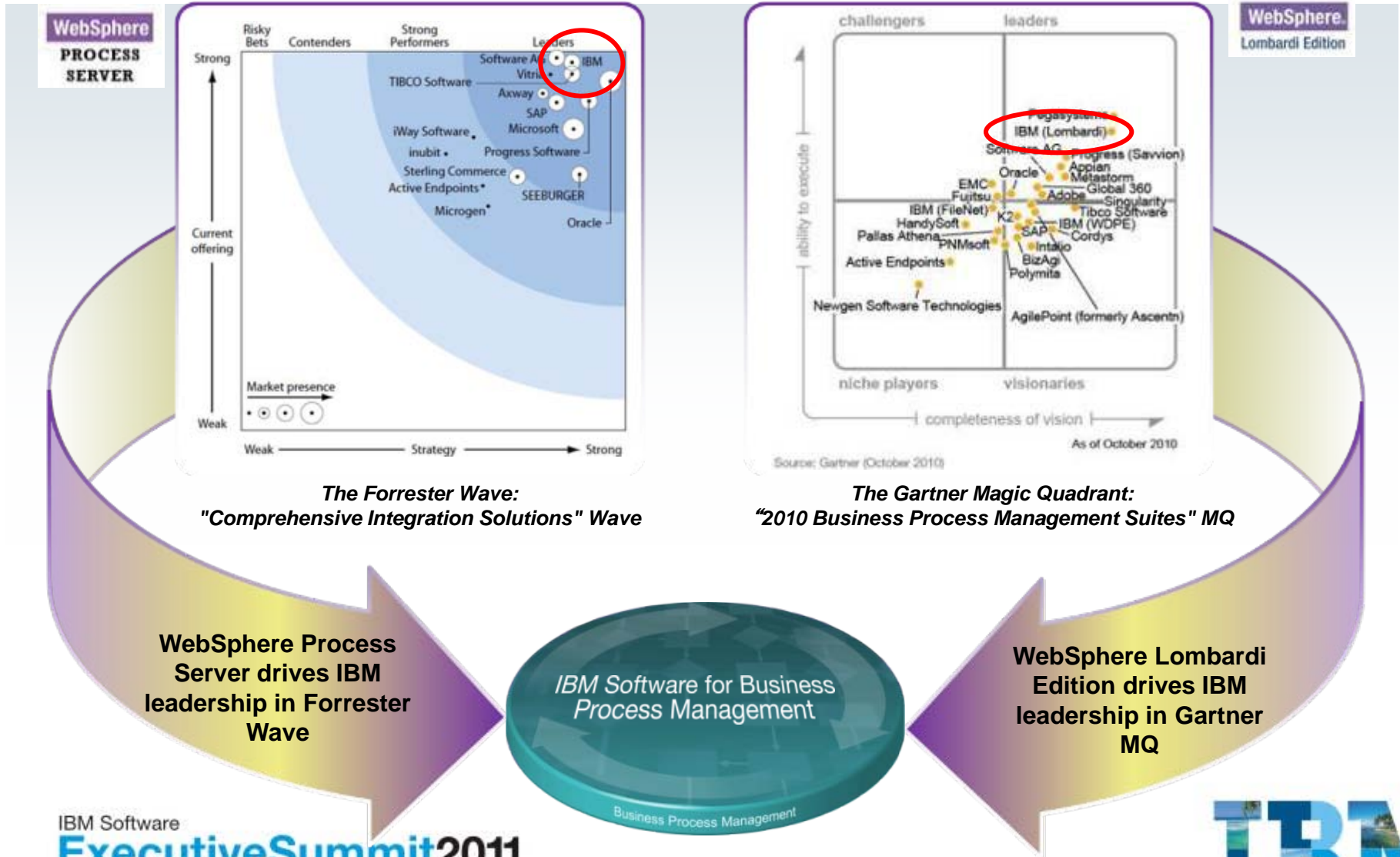
IBM Software for Business Process Management *Vision*



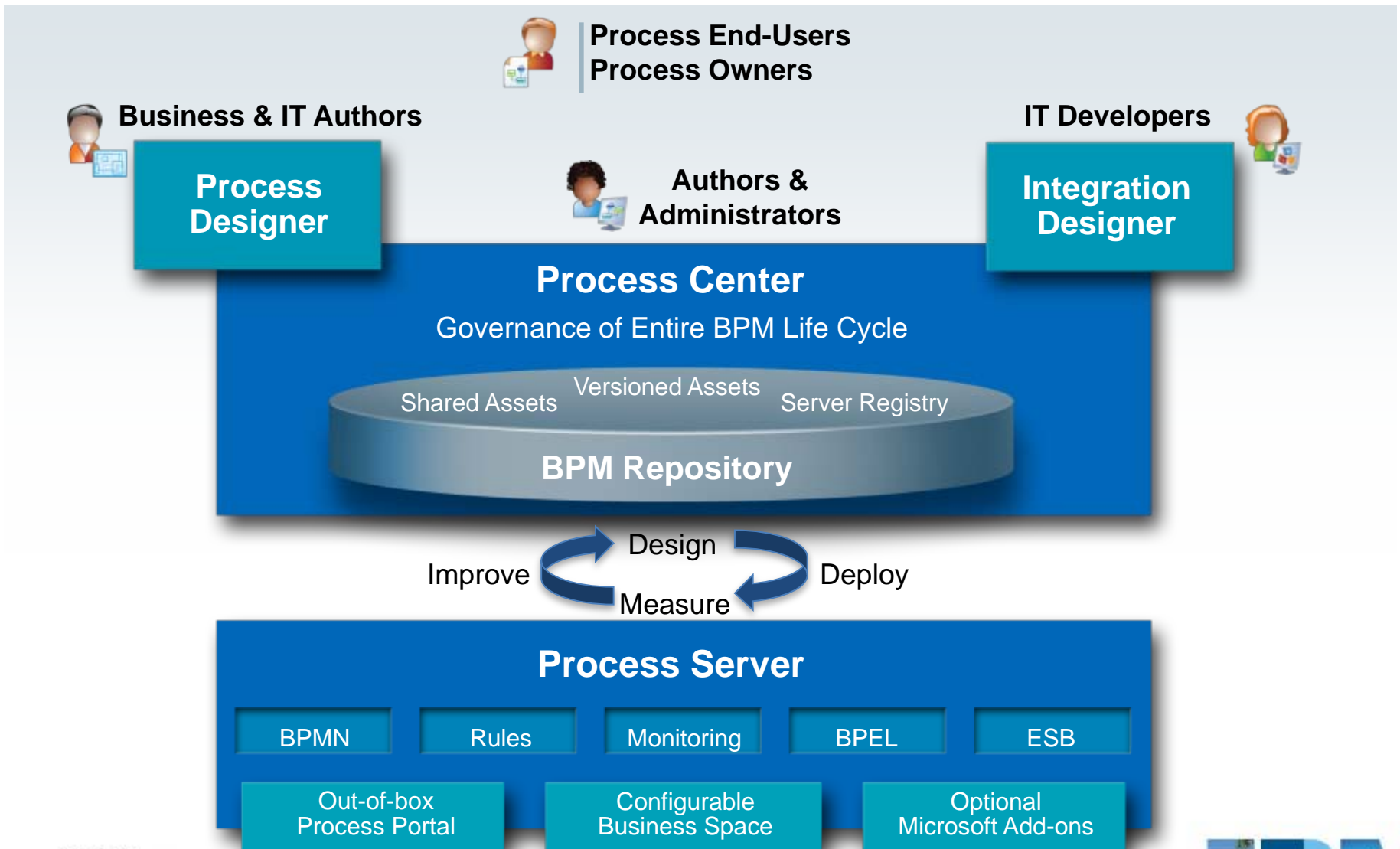
- A multi-year strategy delivered over multiple releases
- Leverage the **best** of all offerings
- **All** starting points are valid based on customer needs
- Protect and extend **all** customer investments
- Create the best and broadest BPM suite in the market

IBM Business Process Manager v7.5

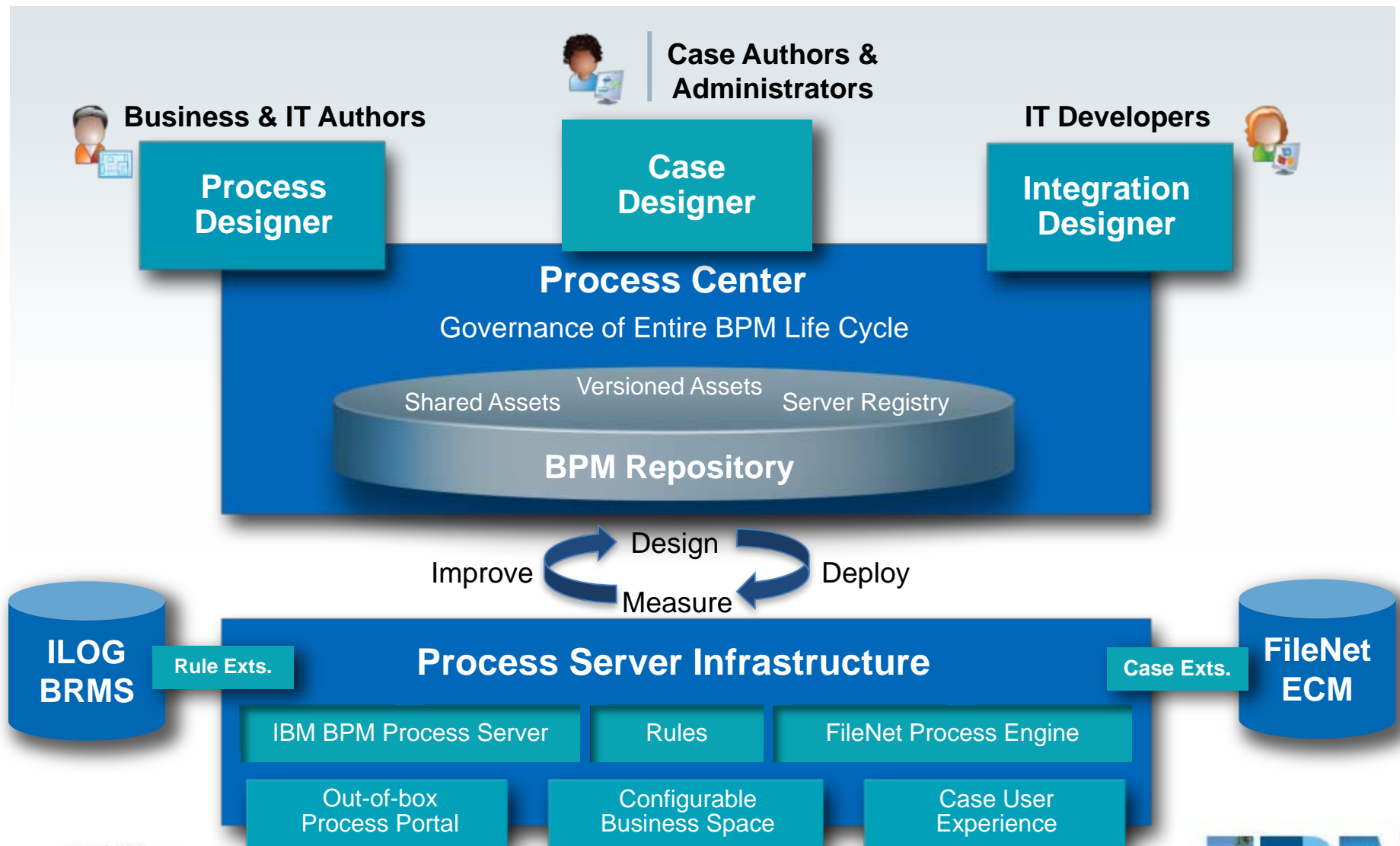
Unifying Two Market-Leading BPM Platforms



IBM Business Process Manager V7.5



IBM Software for Business Process Management



Process Developers

Call Center Managers

VP, Pharmacy
Operations



My Tasks

- Inbox
- History
- Help Requests
- Alerts

My ScoreBoards

- My Performance
- My Team Performance
- Process Performance
- SLA Overview
- Life Policy Performa...
- Ad-Hoc Reports

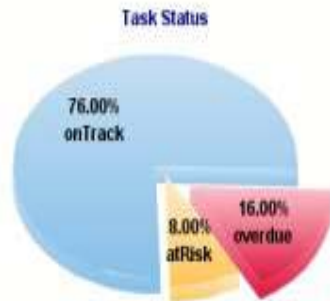
My Projects

- Case Search

My Team Performance

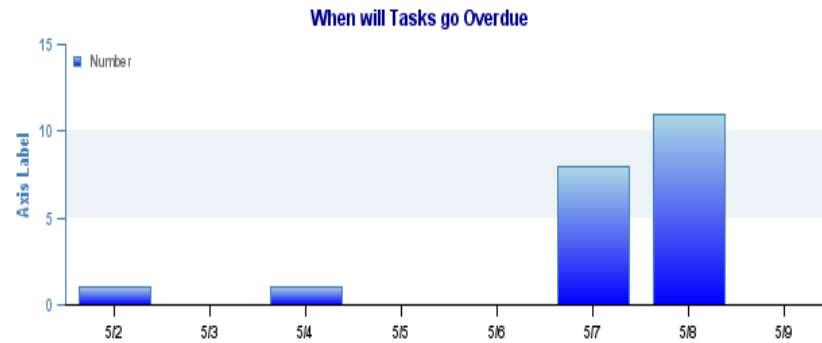
Team Filter All Process Filter All

On Track, At Risk, and Overdue Task Percentages.



Click Pie Slice to see the tasks in that status. Or click All.

This chart shows when tasks will go Overdue in a timeline. Clicking on bar will display the tasks that go overdue on that day.

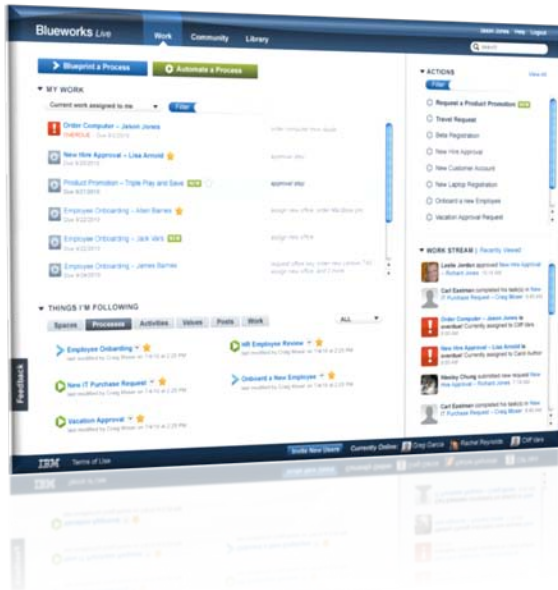


You can scroll left and right with the arrows below the chart

Task List for all and All processes

	Status	Id	Subject	Due Date	Priority	Current User	Team
<input type="checkbox"/>	Overdue	1191	Add/Review Requirements, Russell Lebow	04/28/2010	Normal		ins Underwriters
<input type="checkbox"/>	Overdue	1203	Add/Review Requirements, Bill Feldman	04/29/2010	Normal		ins Underwriters
<input type="checkbox"/>	Overdue	1265	Credit Requirement	04/28/2010	Normal	insCredit1	
<input type="checkbox"/>	Overdue	1640	Final UW Decision, George Drucker	04/28/2010	Normal		ins Underwriters
<input type="checkbox"/>	At Risk	1242	Medical Requirement	05/02/2010	Normal	insMedical1	
<input type="checkbox"/>	At Risk	1292	Medical Requirement	05/04/2010	Normal	insMedical1	
<input type="checkbox"/>	On Track	1171	Add/Review Requirements, Roy Marcus	05/07/2010	Normal		ins Underwriters
<input type="checkbox"/>	On Track	1193	Add/Review Requirements, Leonard Loy	05/07/2010	Normal		ins Underwriters
<input type="checkbox"/>	On Track	1197	Add/Review Requirements, Gilbert Hilton	05/07/2010	Normal		ins Underwriters
<input type="checkbox"/>	On Track	1211	Credit Requirement	05/07/2010	Normal	insCredit1	
<input type="checkbox"/>	On Track	1212	Medical Requirement	05/07/2010	Normal	insMedical1	

IBM Blueworks Live



The simplest way to get started with your BPM initiative



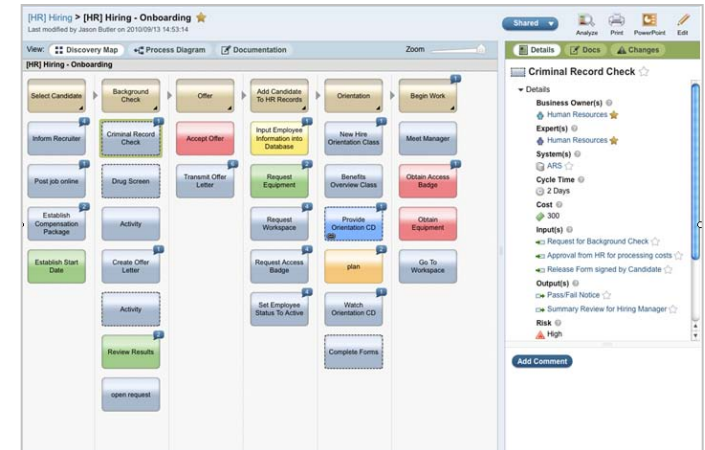
The quickest way to deliver process applications



IBM Blueworks Live

Document and Run Processes in the Cloud

- Increase agility by documenting and refining processes in a tool that keeps everyone informed of important changes
- Make your organization more efficient by automating simple processes that run today over email - in as little as 90 seconds!
- Improve the way you work by seamlessly collaborating across roles, teams and locations. Sign up now for a free 30 day trial.
<https://www.blueworkslive.com/signup/trial>
- Escape your inbox by automating the 75% of processes organizations currently execute as email exchanges



Ensure your documentation keeps up with change while maintaining oversight and governance over process improvement

Human Resources > Onboarding

Last modified by Jason Butler on Apr 4, 2011 at 9:33 AM

Shared

NEW Playback Analyze Print PowerPoint Edit

Details Docs Changes

Set Employee Status To Active

Details

Participant

HR Specialist

PeopleSoft

Business Owner(s)

Human Resources

Expert(s)

Human Resources

System(s)

HR Oracle System

ADP HR Portal

Cycle Time

30 Minutes

Input(s)

Cleared Checklist

Employee Address

Output(s)

New Hire Package

Add Comment



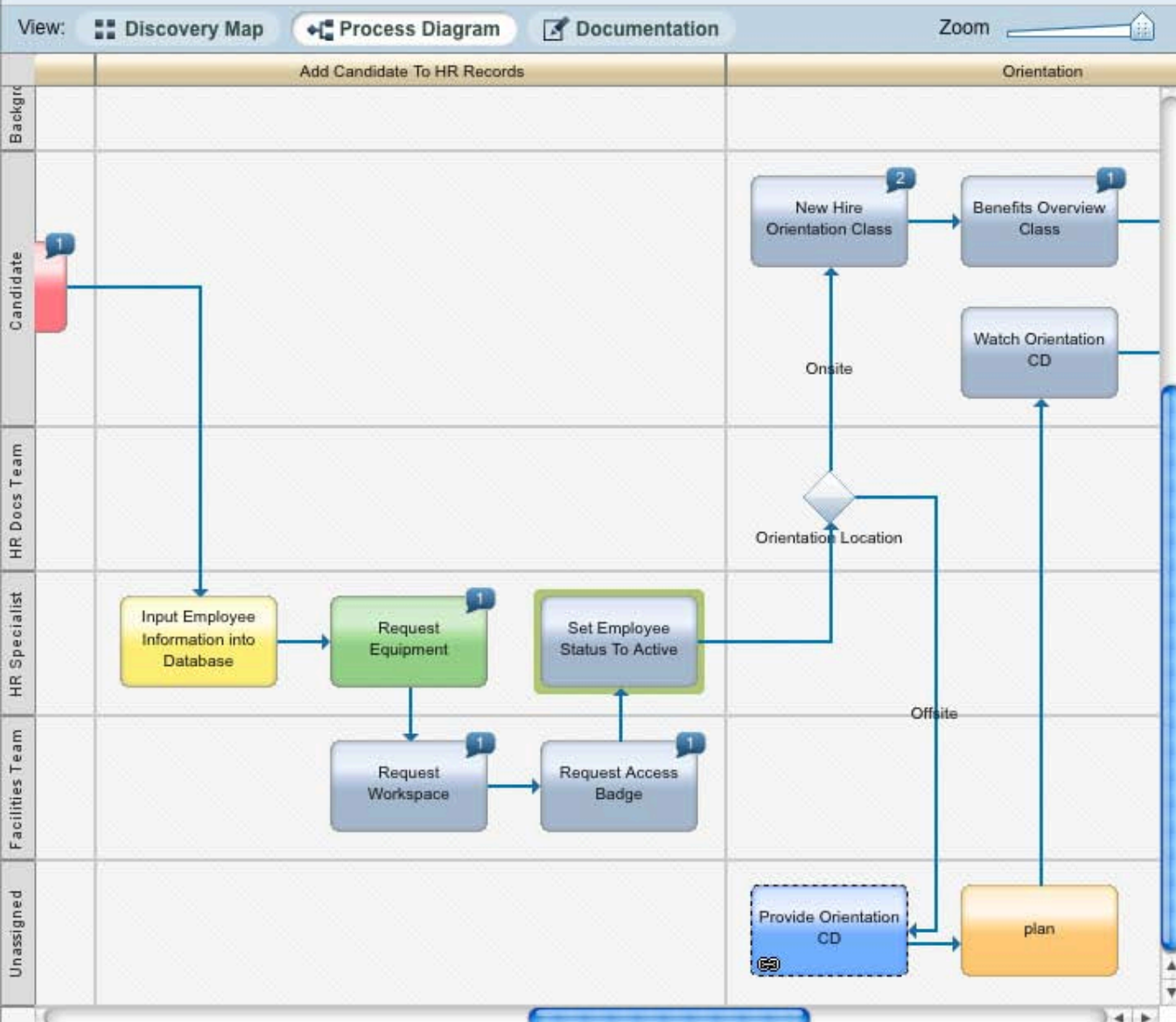
Chaz Ripoll:

Jason, are you good?
Aug 10, 2010 at 1:54 PM - Reply

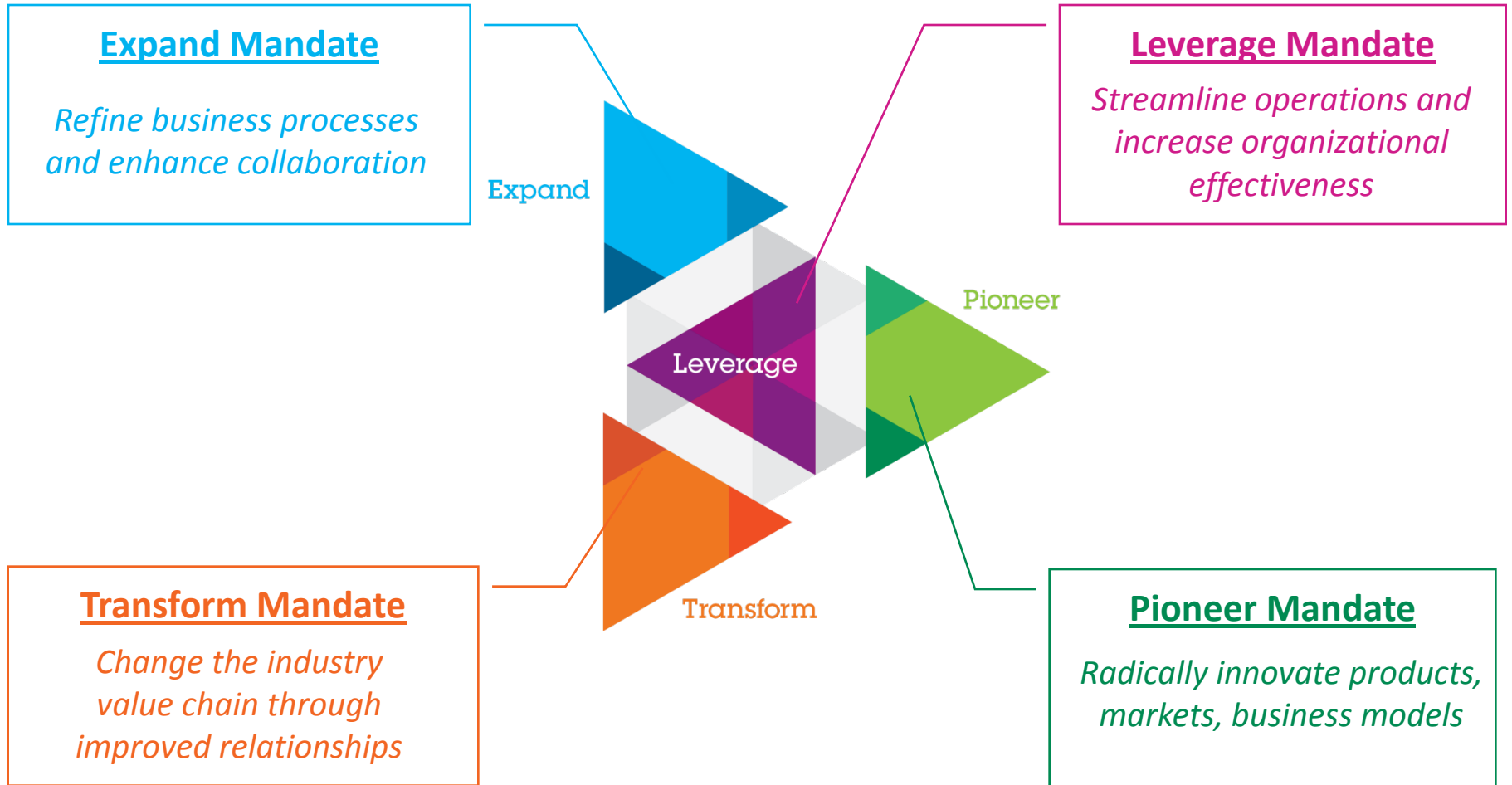


Jason Butler:

Yes, this works. Thanks



Delivering on your organization's IT "Mandate"



IBM is the proven leader in BPM

Largest Client Base

- 5,000 + BPM Clients
- Gartner ranks IBM #1 in BPM with 24.7% share
- IDC ranks IBM #1 with 34.2% market share

Strongest Ecosystem

- 1000+ Business Partners
- Global Users group



Unparalleled expertise & level of investment

- Over 15 years of industry leadership
- 100' s of assets
- Broadest, Deepest solution portfolio & services

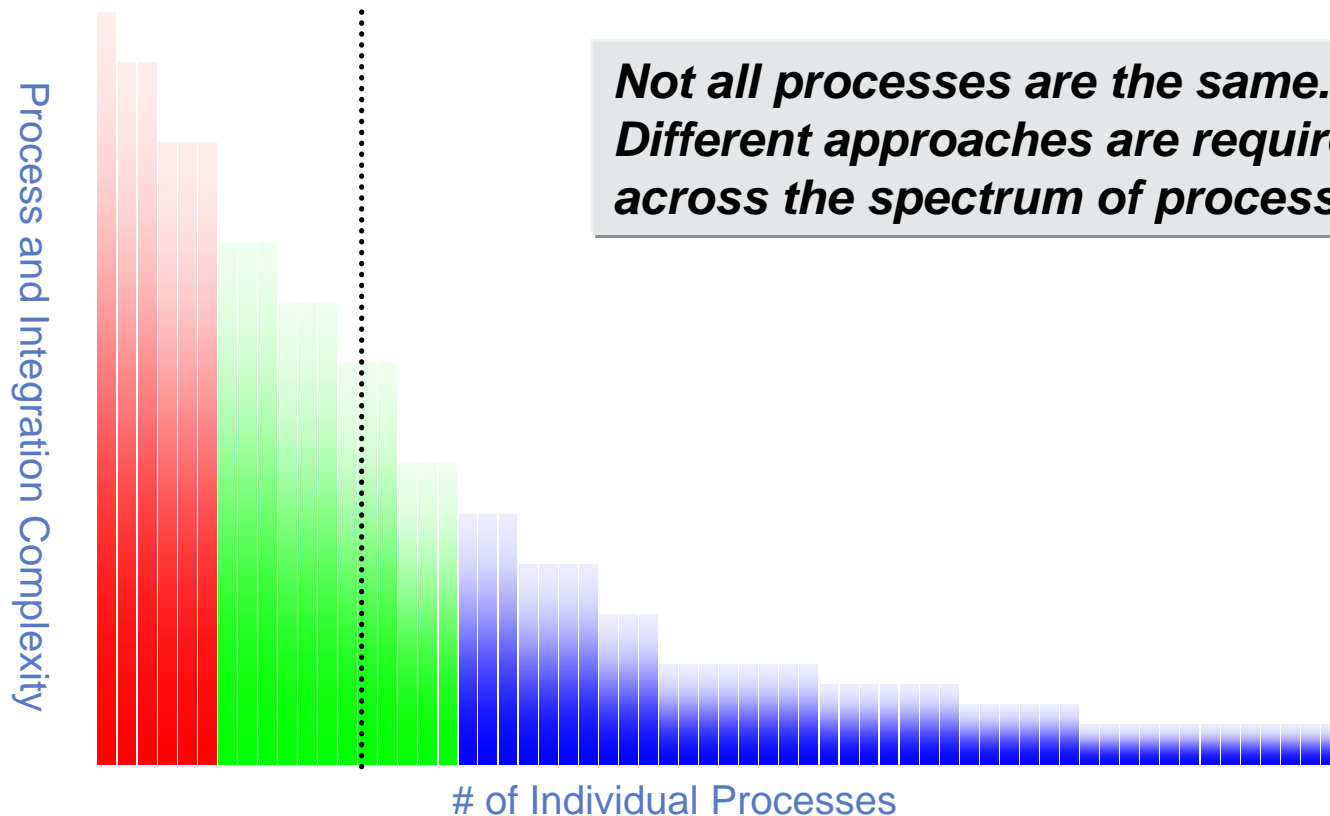
Broadest and Most Differentiated Software Capabilities

- **Simplicity** for fast deployment and full business user participation
- **Centralized** governance for repeatability and consistency
- **Visibility and Control** to continuously improve business operations
- **Power** through High Scalability, Integrity & Quality of Service
- **Best in class** exceptions handling and case management



Thank You

Addressing the Broad Spectrum of Process Needs



***Not all processes are the same.
Different approaches are required
across the spectrum of process types.***

