

Discover, Interact, Optimize

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# Business Agility Now!

## Putting You on a Path to Working Smarter

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We are living in a new landscape

# Smarter Planet

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instrumented  
interconnected  
intelligent

people  
companies, institutions, industries  
man-made systems  
nature's systems



# We face the challenge of accelerating market shifts

- Rising consumer/citizen expectations compel improvements in speed and personalization
- Rapid swings in economic and commodity markets highlight lack of adaptability
- Lower barriers to entry in a digital, flat world, enable fast and easy access by new competitors

How do businesses evolve  
to adapt and respond dynamically?



# Our business networks...

Insurance  
Carrier



# Achieving a dynamic business network presents challenges

3%

of companies report they have achieved “**process excellence**”

68%

of executives report that **integration challenges** impede collaborative relationships with partners

85%

of CEOs require **more visibility** into their businesses

***Businesses are restrained by organizational silos and rigid IT systems***

## ...and tremendous opportunities

A large bank  
reduced redundant  
process activities by

60%

An air freight company  
reduced partner  
integration time by

50%

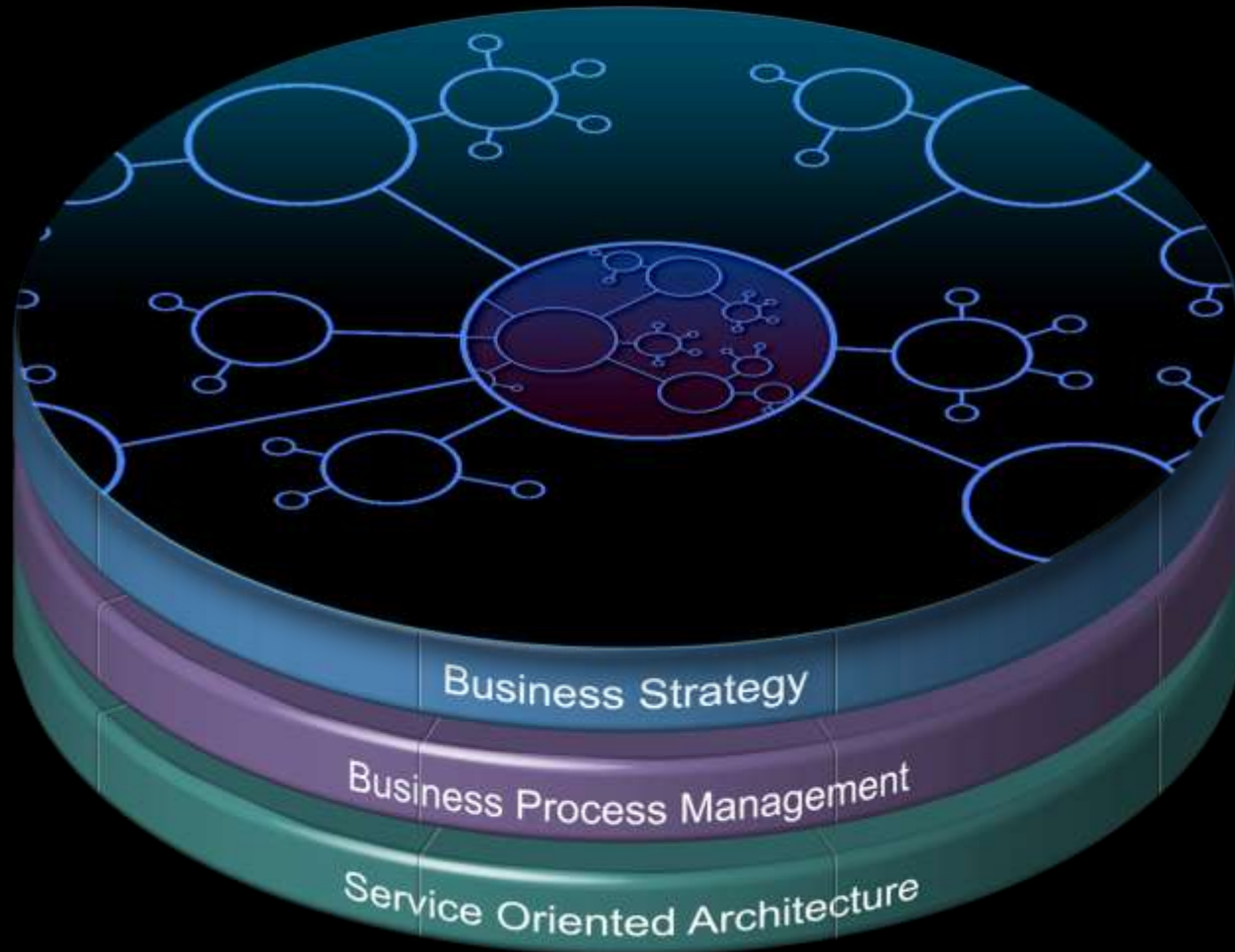
A retailer gained real-time  
inventory visibility across  
500+ outlets and reduced  
data integration costs by

20%

***Break down silos to increase business agility by  
converging business and technology management***

# A dynamic network requires business agility

*Today's engines of business agility - retail example*



# Achieving business agility now...

## **Discover** Insights that enable innovation

Enhance awareness and understanding across processes and ecosystems

## Maximize the value of business **interactions**

Access rich information and applications at the right time and in the right context

## **Optimize** productivity and resources

Broadly flexibly and continuously automate and govern processes



# Agility in order fulfillment

*Discover insights that enable innovation*



**Jennifer**  
*Production Manager*

Suppliers

Outsourced  
assemblers  
Order  
Fulfillment

Delight customers: 3-day lead time, high service levels, 1-day change order cycle time

**Jennifer**  
*Production Manager*

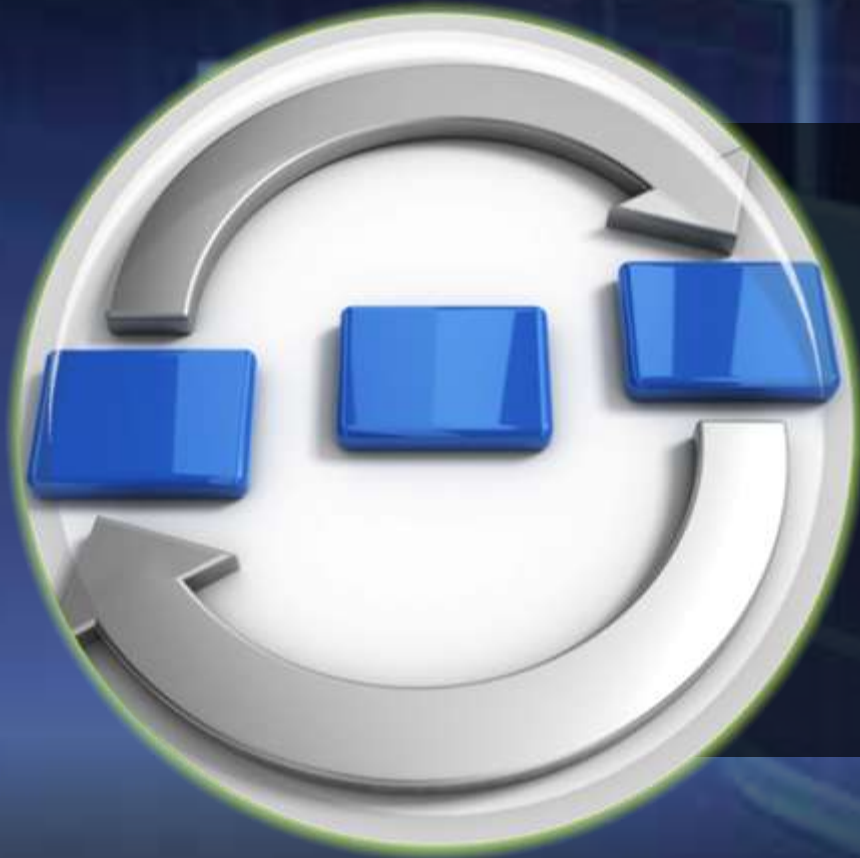
Deliver highly agile process, reduce change order cycle times, and quickly shift production or change suppliers

Unlock information across internal & external systems for real-time visibility into operations





# Process understanding and improvement facilitate business innovation



- Collaborate to discover process improvement opportunities
- Transform business processes into engines of innovation
- Align execution with business strategy to increase effectiveness

***Model & Simulate Key Business Processes***



Continuously improves processes to increase flexibility

# Business innovation requires extended visibility across the business network



Has real-time visibility across applications, employees, partners, & customers



***Easily adhere and adapt to changing industry standards***



# Real-time visibility drives new sales



*transforms product sourcing using real-time inventory to automatically select source location*



## Client Pains

- Limited visibility into inventory across stores & inefficient product sourcing process

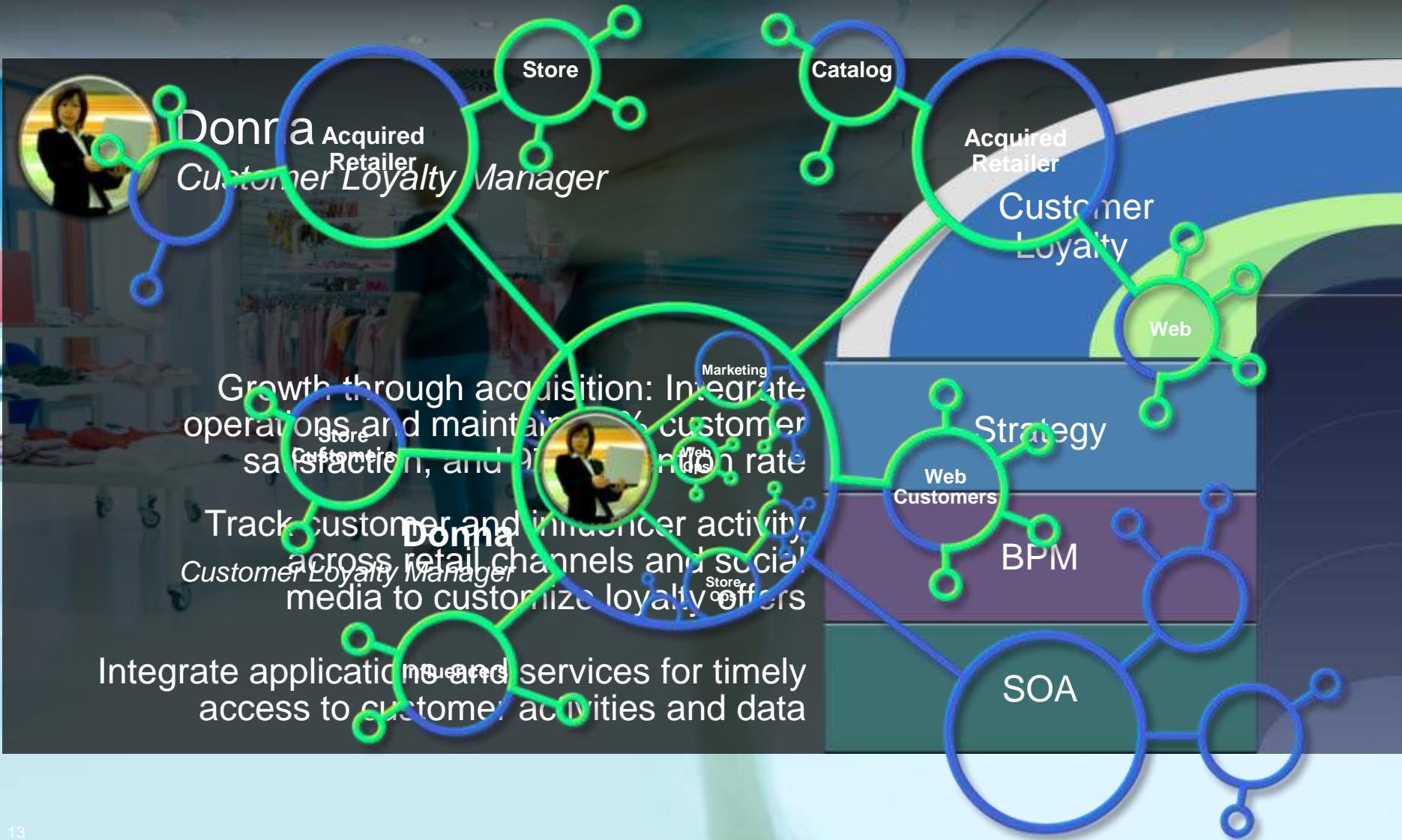
## Real Results

- **\$3.6 million** in additional sales
- **\$225,000** monthly savings
- **Increased** reuse and **reduced** development costs



# Agility in customer loyalty

Maximize the value of business interactions





# Maximize the value of business interactions



- Engage customers across all channels
- Service-enable applications to integrate information and deliver in the right context
- Leverage services and information from events for dynamic process change

**87%** of CIOs expect their organizations to seek active input from customers



# Engaging customers across channels drives loyalty

**E-Commerce**



**Social Media**

**In Store**

**Customer Service**



Dialogs with customers to increase loyalty and create advocates



# Service-orientation seamlessly integrates

Processes

People

Information



***across the business network***



Can quickly integrate applications from new acquisitions





# Business events in the right business context maximizes their value

**“Shipment Delayed”**

**“Initiate Loyalty Reward”**



**RFID Signal**

**Point-of-Sale Purchase**



Can capture, understand, and respond to significant customer activities



# Unlocking applications drives customer satisfaction



*improves customer service by seamlessly integrating customer data*



## Client Pains

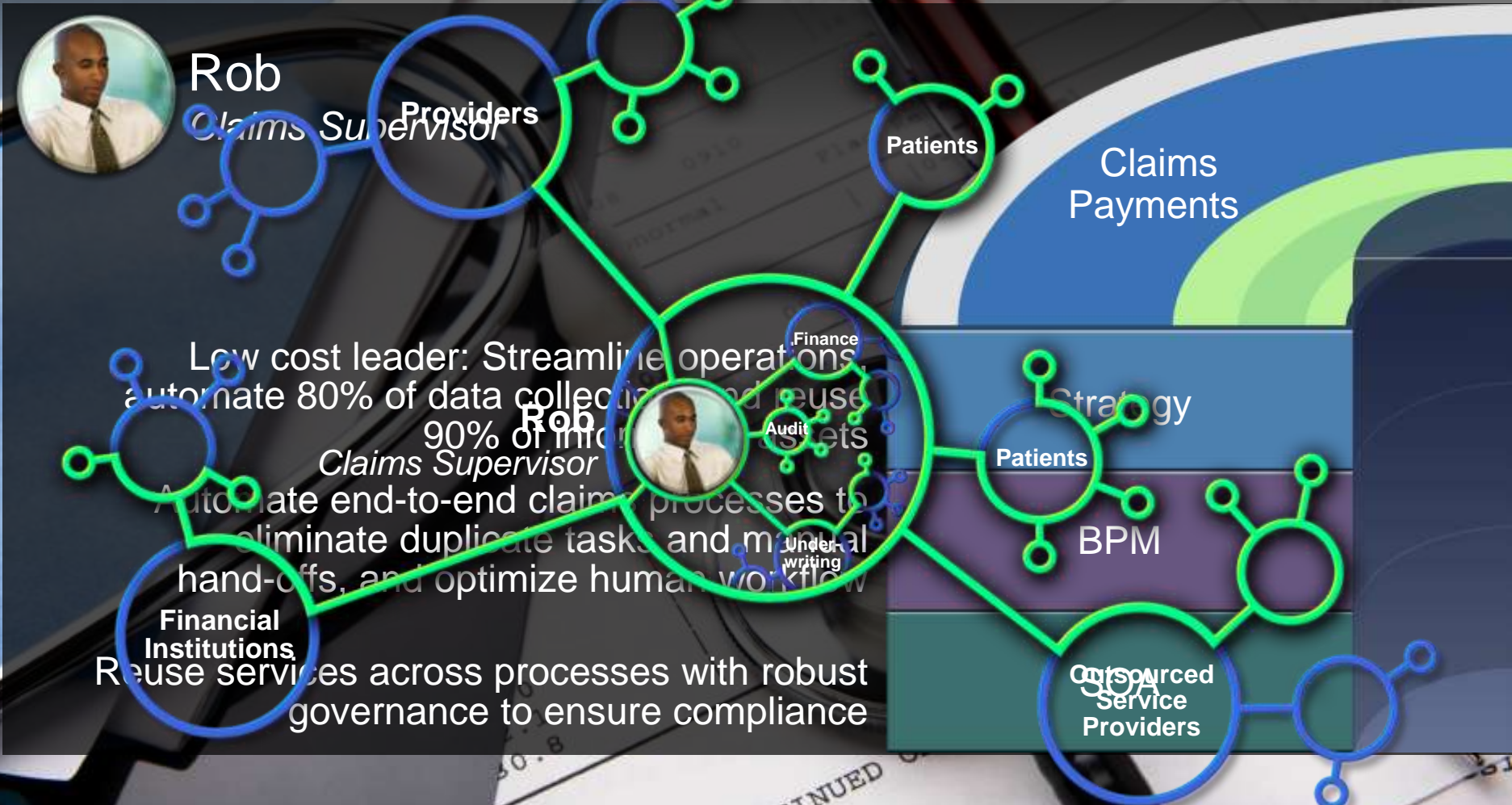
- Customer information fragmented across systems
- Inconsistent data hampers customer support

## Real Results

- **50% reduction** in customer response time
- **60% reduction** in customer complaints
- **Broad reuse** of information assets for future flexibility

# Agility in claims payments

*Optimize productivity and resources*





# Optimize productivity and resources



- Flexibly automate and manage processes with business rules
- Effectively manage workflow to increase productivity
- Reuse and govern services to drive efficiency and compliance

**70%** of CIOs say that business process management is a top priority



# Flexible process automation increases agility and enables rapid change

- Rapidly deploy changes throughout the enterprise
- Manage and automate process decisions
- Extend rule authoring to business users



***Business rules drive flexible process automation***



Can automate and easily manage low-level claims decisions



# Automating workflow increases productivity and optimizes people



- Automatically route tasks to the right person
- Empower users with comprehensive task management tools
- Streamline workflow and automate escalations & exception handling



Can easily identify and route claims to processors with the right expertise



# Reuse optimizes IT assets and maximizes investments

- Automate processes leveraging shared services
- Organize and manage services in a central repository
- Easily find the right services and information



Manages costs by eliminating redundant services, applications, and systems



# Robust governance ensures compliance across your business network



- Associate policies with processes and shared IT services

- Implement policy changes quickly



Payments processes consistently comply with privacy policies and standards





# Optimizing processes increases efficiency



*automates paperless mail distribution to increase productivity and customer service*

## Client Pains

- Complicated, manual process slowing customer correspondence and causing high administrative costs

## Real Results

- **70%** decrease in processing time
- **Improved** back-office productivity
- **Ensured** compliance with customer service level policies

# New tools and pre-built content can accelerate your dynamic business network



IBM BPM BlueWorks



Pre-built industry content and accelerators

# Leverage a partner with deep process and industry expertise

- Transform your business to increase agility using industry content, best practices and measures
- Speed the development and deployment of market leading BPM and SOA solutions



***IBM Knows Your Business***

# IBM is the industry leader in SOA

## Largest Customer Base with Smartest Outcomes

- **8000+ Customers**

## Strongest Ecosystem

- **7420** SOA community business partners
  - Up 48% Year to Year



## Unparalleled expertise and investment

- **Trusted** thought leadership and guidance
- **Trained IBM SOA community** over 100K
- **Broadest, Deepest** portfolio of offerings

# IBM is the industry leader in BPM

## Most Customers

- Over **5000** BPM customers and growing
- Largest Marketshare (Gartner Dataquest)




## Market Leader

- Market Leading Products
- Deep Industry Knowledge and pre-built assets
- Leader in setting industry-wide standards

## Global Reach

- Largest Partner Ecosystem with over **2500** partners
- Customers in over 30 countries

# Get started and embrace your dynamic business network today

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- Download additional information from the [IBM Website](#) including whitepapers and demos
  - Identify and prioritize projects with the [IBM BPM Business Value Analyzer](#)
  - Contact IBM for a [Business Process Improvement Workshop](#) for: