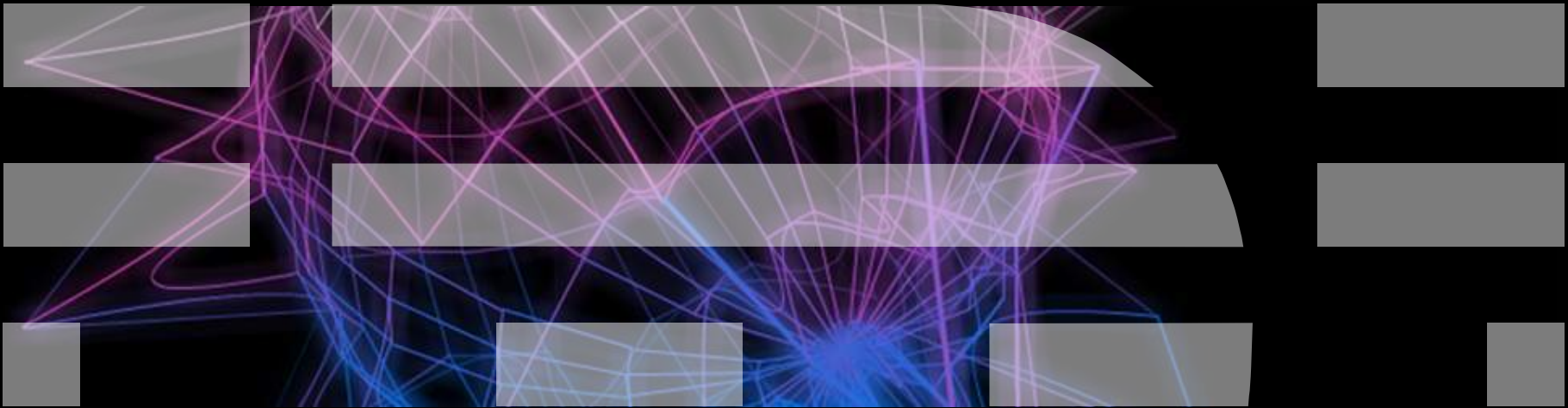


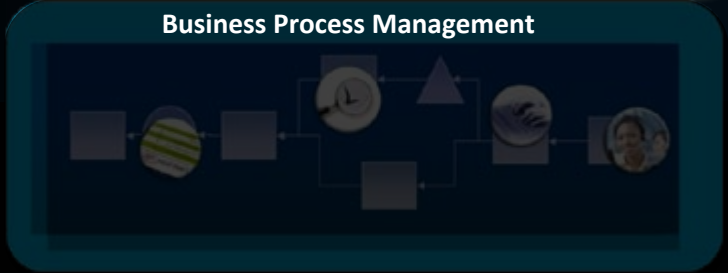
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# Accelerate Value and Business Insight from Your BPM and Business Analytics Investments



Retail example: *Dynamically respond to market opportunities with business analytics and business process management*

**Insight & Action**



- Campaign targets at risk
- Determine optimal offer

- Modify product offerings
- Change in-flight sales promotions

**Execution**



- Deploy updated sales promotions
- Monitor results

Achieve agility and growth today ...



## Discover Insights

Optimize Performance with Business Analytics



## Enhance Business Interactions

Use information to make more informed decisions



## Optimize Resources

Automate and accelerate process execution



## Business Analytics and BPM

Improve decisions

Create more efficient and effective business processes

Respond more quickly and effectively to changing conditions



## Enhance Business Interactions

Use information and analytics to make more informed decisions

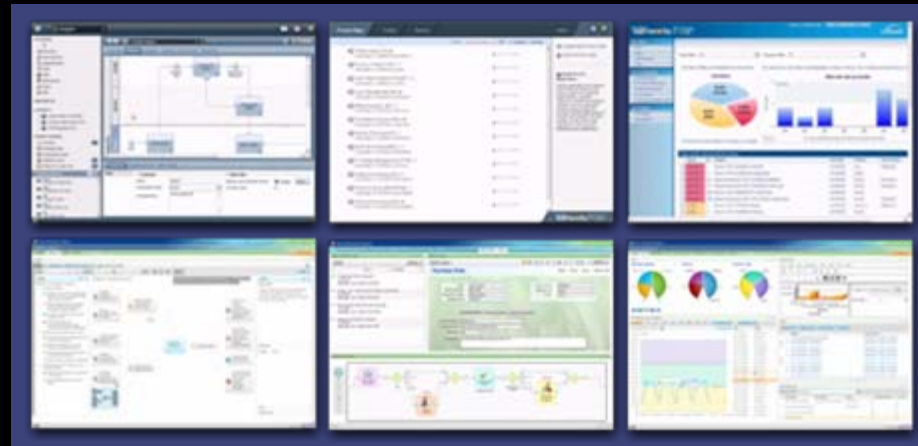
### ***Empower Business Users, Free Yourself!!***

Market Leading Fit-for-Purpose Offerings

1. **Model Driven, code-free Business Process Management platform**
2. **Extend rule authoring to business users**
3. **Define event patterns and correlations**
4. **Unite content, process and people with Advanced Case Management**



# Empower business users throughout the process lifecycle *with role-based tools that increase alignment with IT*



Business Users

**Business** *Empower Users* **IT**



Business Leader



Process Owner



Business Analyst



IT Architect

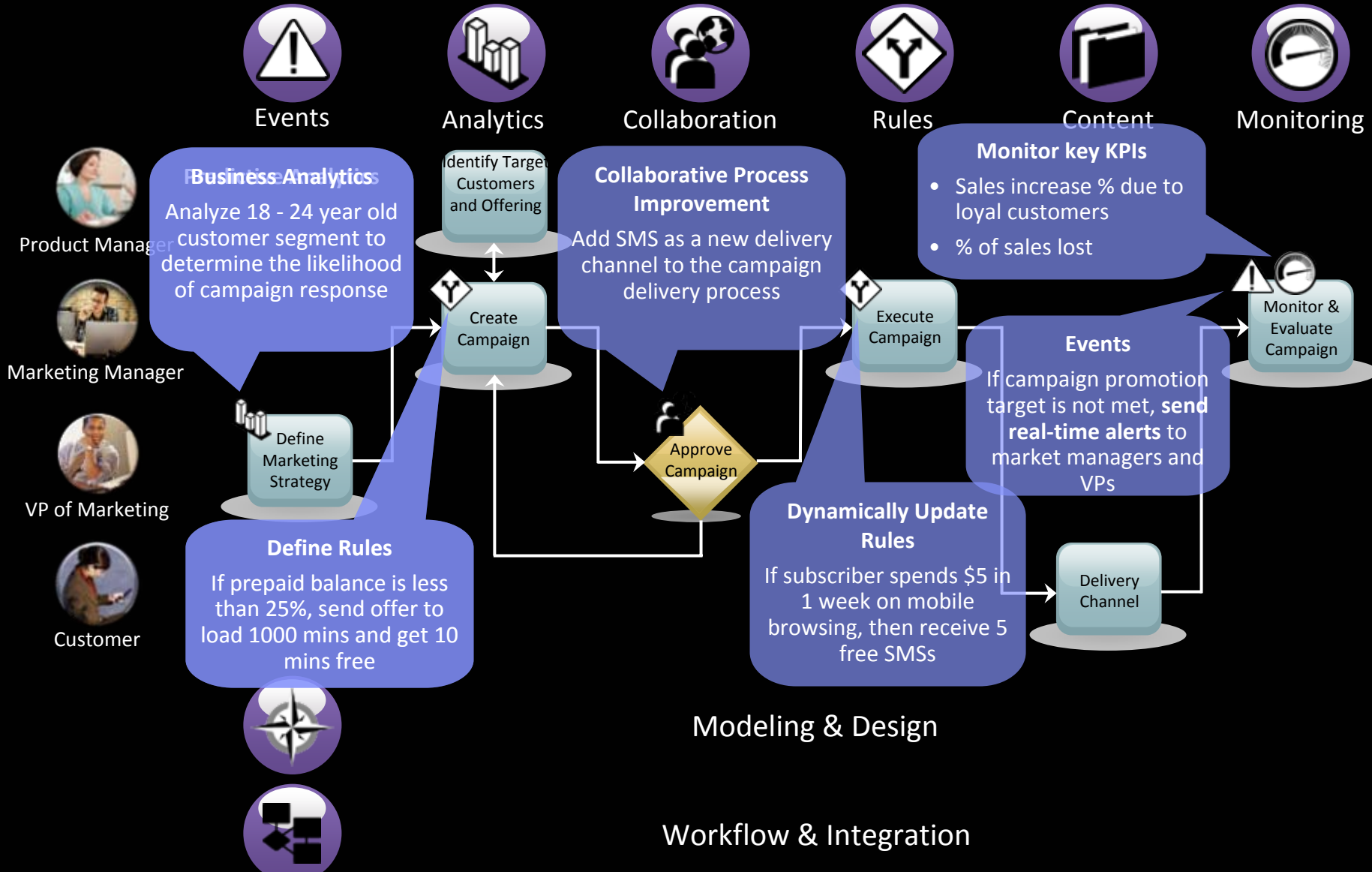


IT Leader



IT Developer

# IBM capabilities infuse your processes with “points of agility”





# Leverage the scalability and reliability of IBM Systems to enable critical process automation workloads

## **Process Integrity**

enables consistent transaction processing

## **Scalability and High Availability**

ensures your business processes are always accessible

## **High Performance**

drives increased throughput for critical business processes to meet fluctuating process activities

## **Ensure Compliance**

reduces the risk of non-compliance and errors due to manual tasks



## Enable consistent transaction processing

**Deploy and Execute with Process Integrity** - the degree to which loosely coupled “open” systems deliver the reliability, consistency, scalability and predictability of tightly coupled “closed” systems.

WebSphere BPM enables integrity through a wide variety of capabilities:

- Compensation transaction boundaries
- Transaction security
- Human handled exceptions
- Recovery management for failed processes
- Fault handlers (for unexpected behavior)
- Greater flexibility in controlling the flow of the business processes
- Short & long running transaction rollback
- Work order preservation & event sequencing

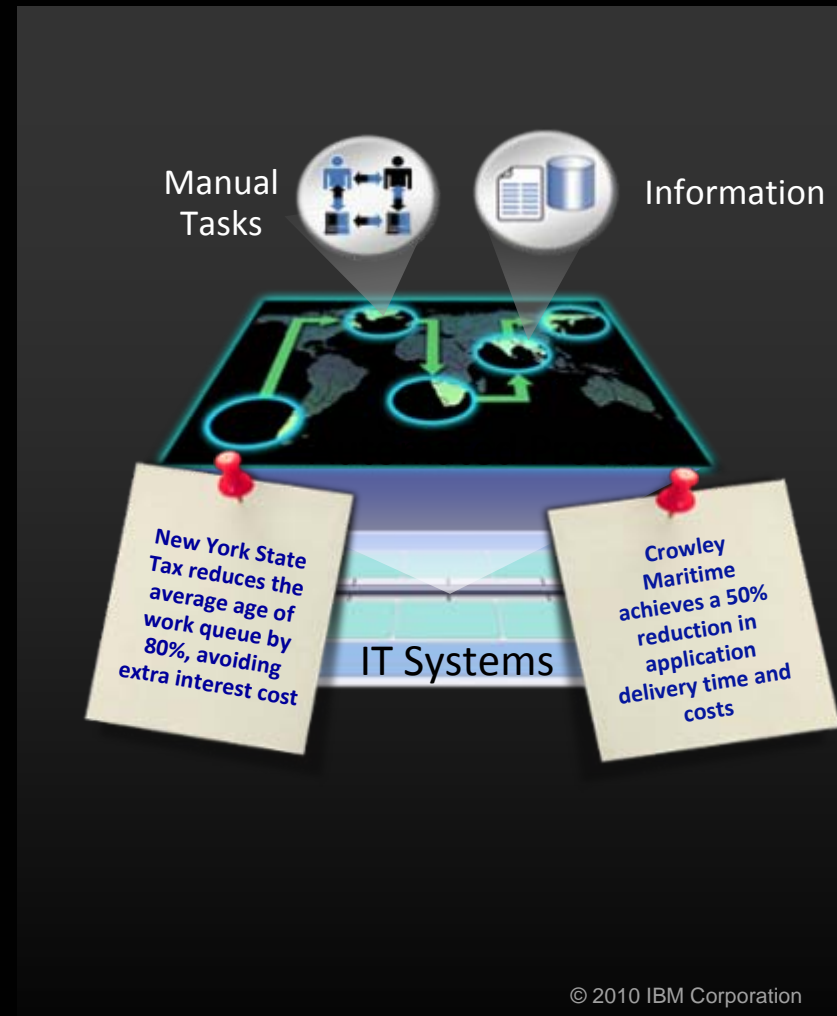


*Mark's Work Wearhouse uses an enterprise-wide view of inventory systems to automate item location and distribution processes **Saves roughly US\$235,000 in monthly costs.***



# Combine scalability, reliability and high availability to achieve process flexibility for rapid business changes

- Maintains transactional integrity across distributed business networks and mission-critical processes and systems
- Advanced systems management recovery features
- Accommodates demanding and variable workloads, users and transaction intensive processes
- Leading-edge workload management services for any customer configuration.
- Leverages standards-based reusable components for process flexibility
- Increased performance for faster deployments



## Service visibility and robust governance ensures compliance across your business network



- Centrally organize and manage IT services
- Associate policies with shared services
- Implement policy changes quickly

*Payments processes consistently comply with standards and regulations*

## IBM BPM Suite

Achieve growth and agility through process discovery, interactions and optimization

Take control of your processes to fuel new growth, optimize costs and drive **Greater Business Agility**

### WebSphere Lombardi Edition

- Build and manage process applications in a single executable platform

### WebSphere ILOG Business Rule Management Systems

- Accelerate business rule automation by leveraging business user expertise

### WebSphere Business Events

- Easily capture and correlate events from a wide range of sources for a more agile response to market demands

### WebSphere Process Server

- Enables businesses to choreograph processes across disparate applications, people, and systems to remove inefficiencies, optimize costs, ensure compliance, and boost productivity

### FileNet Business Process Manager

- Integrates workflow, content management & collaboration capabilities for case management and similar processes



# Accelerating BPM-based solutions

- Free cloud-based tools for business users

Get started quickly with easy on-ramp to BPM Oracle doesn't offer!

- Business Process Center of Excellence

Solution Accelerators – Extensive GBS industry expertise and market leading SWG technologies



# Drive process performance by aligning the engines of agility

*Communication service providers example*







## Optimize Resources with BPM

Automate and accelerate process execution

### *Optimize Costs with IBM BPM on POWER7*

#### Enhanced WPS Performance on POWER7

- **Up to 50%** improved performance on **POWER7**\*
- **Over 5x** increased scaling on **POWER7** \*
- **Accelerated solution delivery** with industry business process solutions to drive early ROI
- **Optimized for virtualized environments** enabling higher hardware utilization



## Globe Telecom



### Business Challenges:

- Decrease new product development costs and product-to-market time
- Spark innovation through better collaboration

### Benefits:

- Decreased time to market ~ **78%**
- Development costs decreased **up to 90%**
- Better targeted products
- Increased information sharing

## Large South American Bank



### Business Challenges:

- Grow its customer base by 150% by 2015
- Focus on improved self-service and “unattended” channels
- Manage customer information in better ways

### Benefits:

- **82% reduction** in elapsed time for loan approval process
- **460% increase** in average throughput
- Management and executives have improved insight into bank operations
- Process simulations during initial process modeling project

# Why IBM Software and Systems excel

## IBM BPM Suite

- **Free cloud-based tools**
  - Business users can get started quickly
- **Fit-for-Purpose modeling capabilities**
- **Capabilities to infuse your processes with “Points of Agility”**
  - Industry leading events, analytics, collaboration, rules, content and monitoring solutions
- **Flexibility to deploy multiple solutions**
  - At a pace that makes sense to your business and reuses existing IT portfolio
- **Speed the development and deployment**
  - **Up to 50%** improved performance on **POWER7\***
  - **Over 5x** increased scaling on **POWER7\***
  - Industry assets, best practices, methodologies, and measures

## Take action now!

- For additional information including whitepapers and demos, please visit:
  - [Business Process Management](#)
  
- Contact your local IBM sales representative to learn more about:
  - [IBM BPM Business Value Analyzer](#)
  - [Business Process Improvement Workshop](#)





# Thank You!

[ibm.com/smarterystems](http://ibm.com/smarterystems)



Simply put, IBM is making systems smarter.