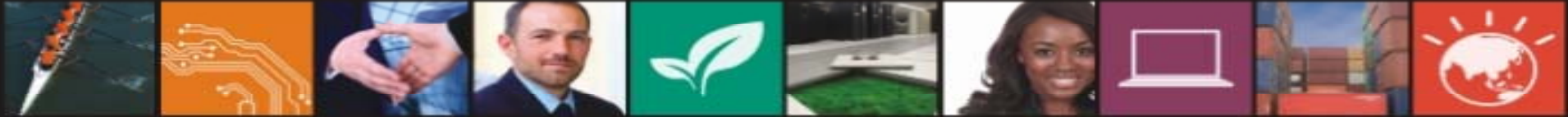


Smart Work for a Smarter Planet



Driving Business Agility With Dynamic Business Process

*Michael Gilfix
WebSphere BPM & Connectivity
Product Management & Development*



The World is Changing – We Must Manage New Imperatives

83%

of CEOs anticipate turbulent change and bold moves



71%

of businesses use Web 2.0 to increase collaboration



76%

of IT budgets spent on maintenance of existing systems



To Survive... To Succeed We Must **Work Smarter**



Smart Work Requires Dynamic Business Processes

Dynamic
Business
Processes
and Models



Information

Smart
Work



Smarter
Collaboration



Smart SOA

Petco is Working *Smarter* Today



Automated invoicing...

- ROI in **2 months**
- **30% reduction** in development time

With Smart Automation



Airbus is Working *Smarter* Today



RFID-enabled supply chain...

- **75% reduction** in handling time
- **Reduced** production & maintenance costs



With New Insights

Mobitel is Working *Smarter* Today



Scalable, flexible systems...

- **Quickly** deliver new products
- **Reduce** costs of short-lived offers

With Dynamic Business Processes powered by



Business Works Smarter with Collaboration and Community

New! *BPM BlueWorks*

Collaborate

*align on strategy,
metrics & process*

Optimize

*manage, monitor,
& improve dynamic processes*

Accelerate

*using pre-built
assets and content*

Partner

*with IT in business
execution*



*It's Never Been Easier to **Get Started!***

Transform Insight into Action with Role-based Workspaces



Business
Leaders

Drive business understanding for process improvement



Business
User

Work smarter with powerful task management

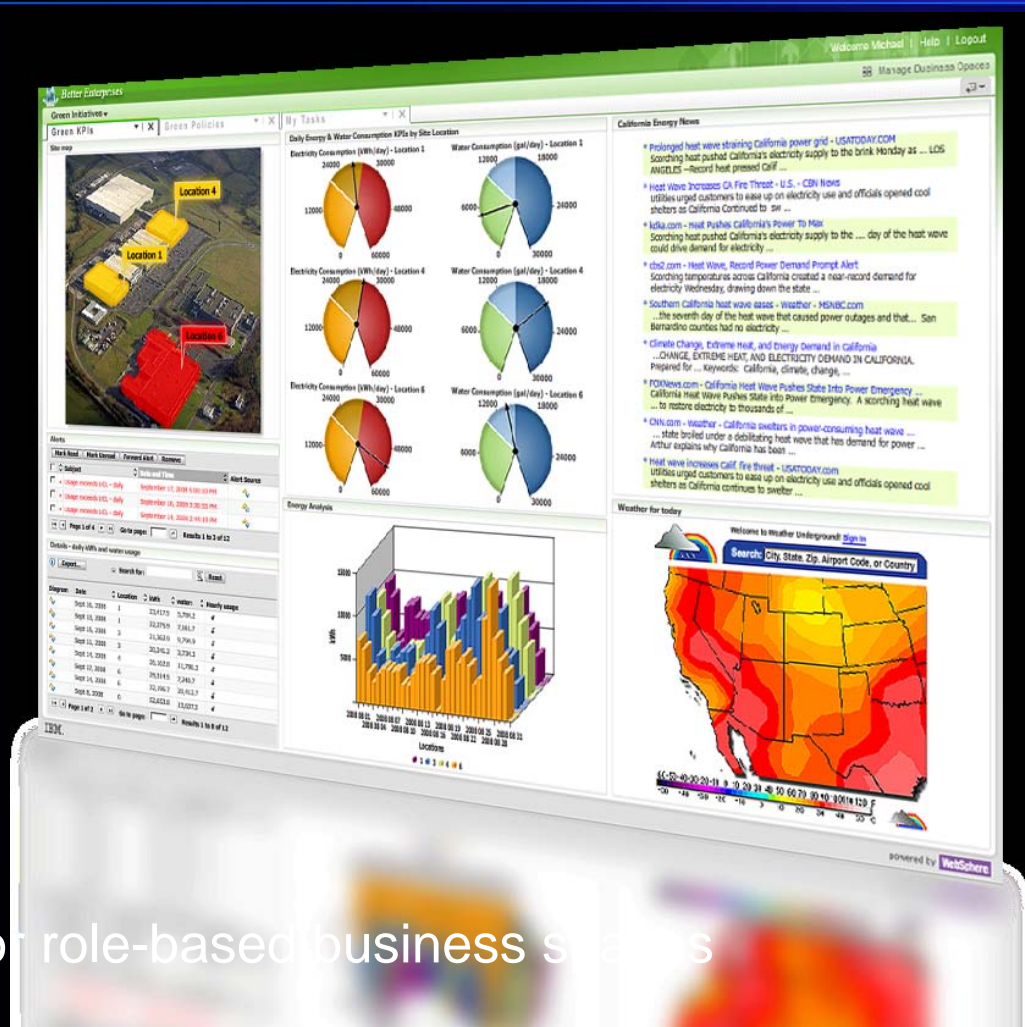


IT
Admins

High-productivity solution management and monitoring



Feature packs for role-based business solutions



Empower Users and Optimize Process Decisions



Empower business users
Partner and collaborate with IT

Automate business decisions
Quickly deploy changes



Business Rule Management, Optimization, Supply Chain Management, Visualization
Business Architecture Services

Capture New Insights for Dynamic Response

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

IBM Allows *You* to Work Smarter with Dynamic Processes

Empowered Users



- Capture insight from processes, events
- Role-based management interface

Dynamic Change



- Architect and audit process changes
- Securely map processes to IT systems

Breakthrough Ideas

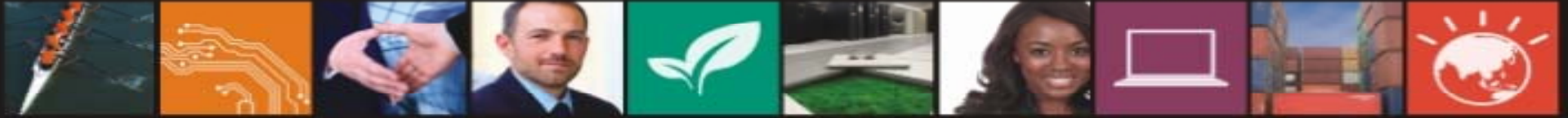


- Leverage community insight and assets
- Industry accelerators and content packs



No Other Vendor Comes Close!

Smart Work for a Smarter Planet



Thank You

