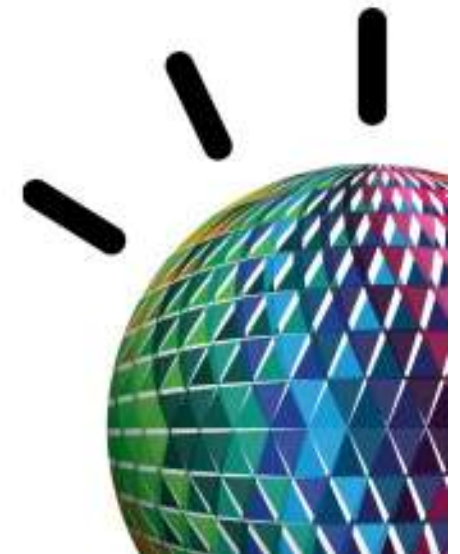




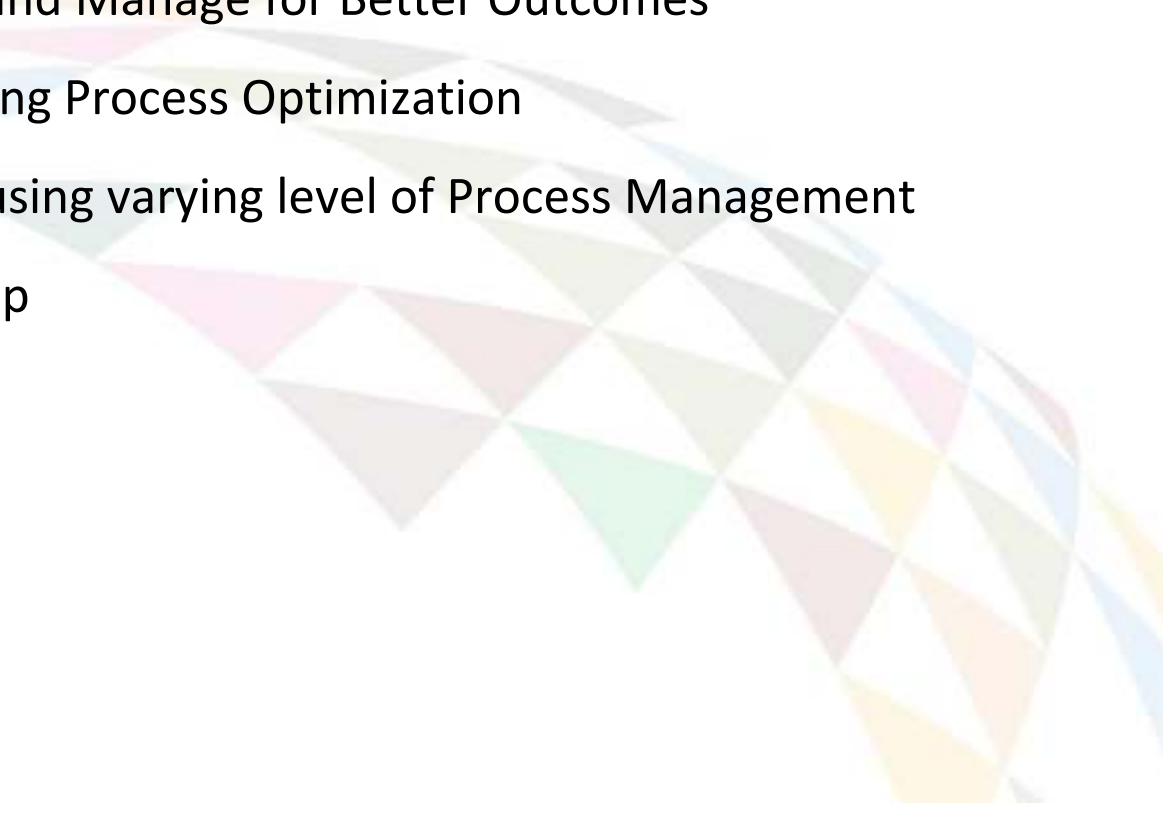
# Business Agility Technical Conference

Delivering Better Business Outcomes  
Using BPM enabled by SOA

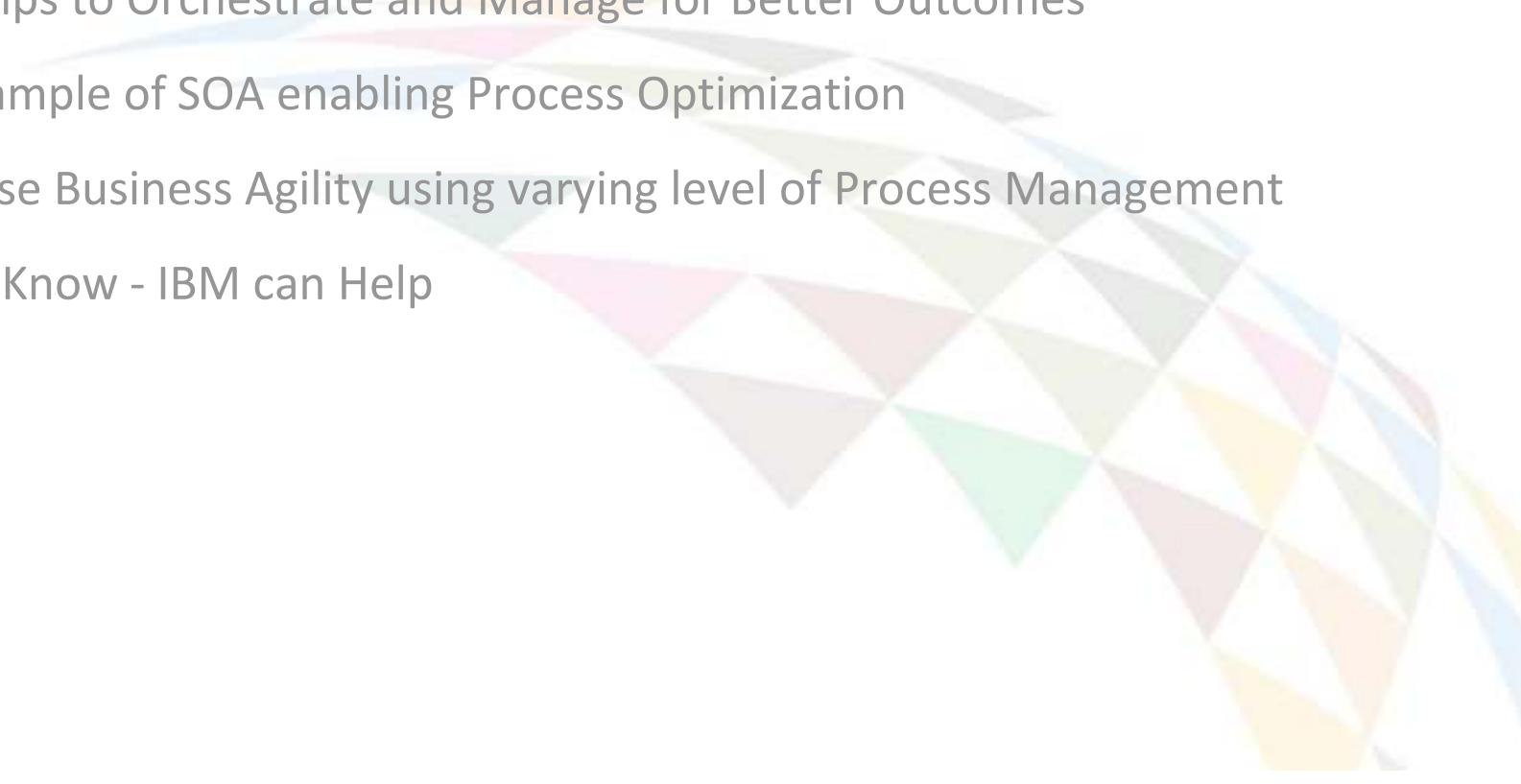
*Logan Vadivelu  
BPM Technical Leader,  
IBM Software, Asia-Pacific*



# Agenda

- Business Process Management and SOA are key to Agility and Visibility
  - SOA lays a strong foundation for enabling BPM across Organization
    - SOA helps connect People, Processes and Information, while BPM helps to Orchestrate and Manage for Better Outcomes
  - An Example of SOA enabling Process Optimization
  - Increase Business Agility using varying level of Process Management
  - Let us Know - IBM can Help
  - Q&A
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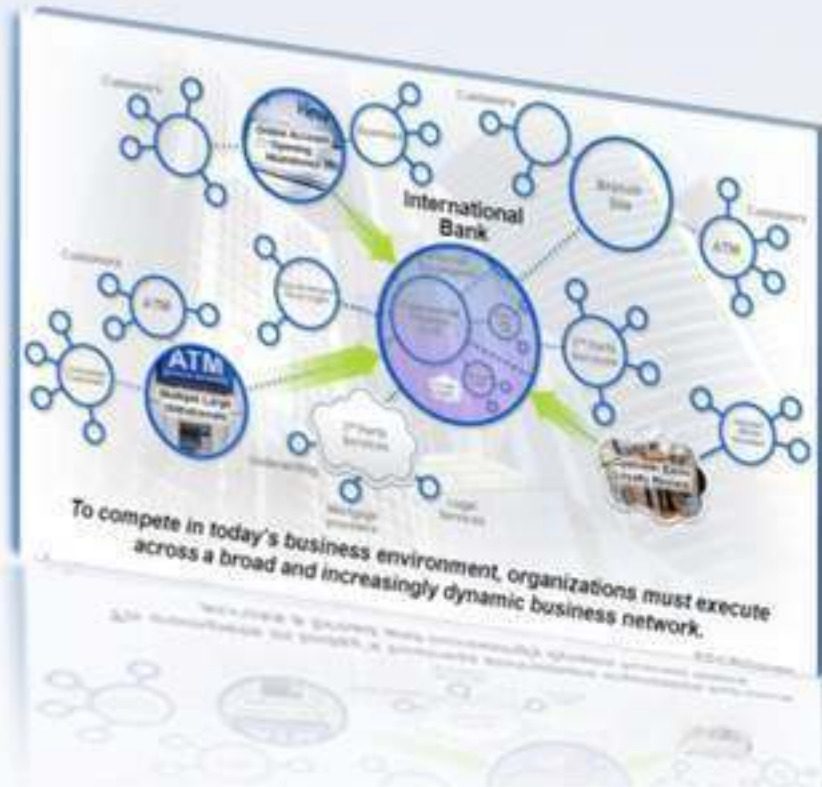
# Agenda

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To regain lost productivity, improve response times, and increase speed to market require Business Agility

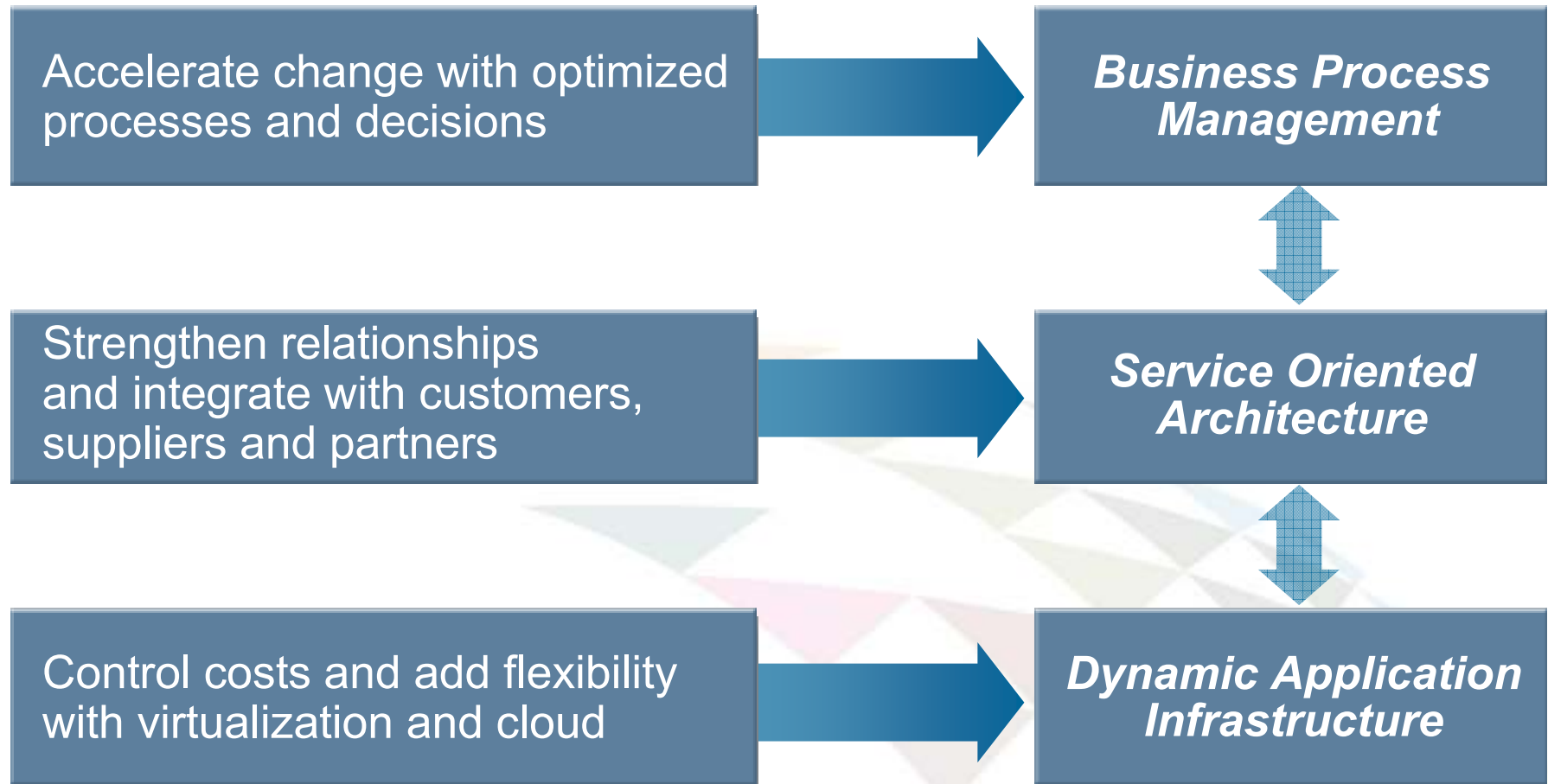


- **Agile processes** to optimize decision making
- **Unbounded applications** that enable business change and maximize investments
- **Rapid, adaptable integration** to thrive in an interconnected world
- **Flexible and intelligent infrastructure** for performance, productivity and scale
- Take advantage of **new delivery models** – mobile, cloud, appliances



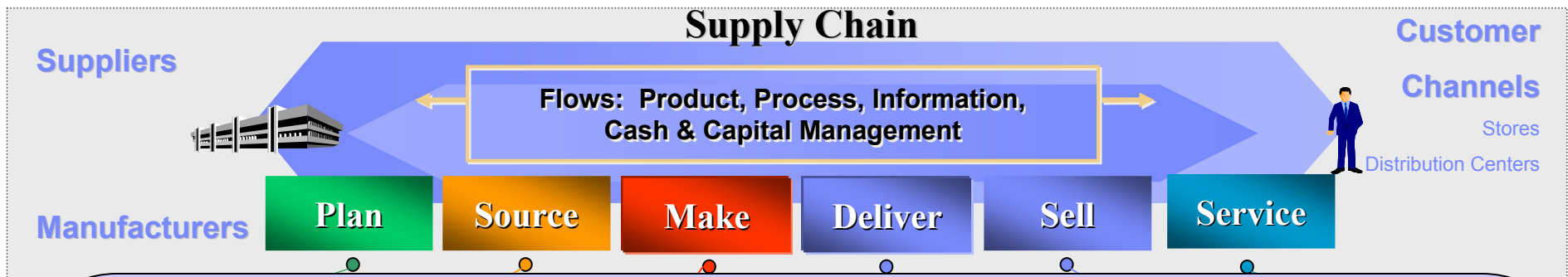
*In order to execute across a broad and increasingly dynamic business network*

# Successful CEOs Are Charting Their Roadmap to Agility



***Across their Dynamic Business Network***

# Visibility within enterprise and across business partners requires SOA enabled BPM and BAM




- The single most important lack of visibility in a supply chain is knowing when a specific item will be ordered.
- Black holes tend to appear “on the edge of enterprises”.
  - Any time that raw materials, production goods change hands, there is the potential for a loss of communication - supporting data and financial flows can also be difficult to monitor.
- Supply chain Black holes - 3 categories: Inventory, People and Shipments.
- Between each of the applications you get a black hole. There is nothing (in the application silos) that really tracks the whole process.

*Source: Global Logistics & Supply Chain Strategies Magazine, April 2009*

Distributed information  
Lack of visibility

Business performance uncertainty & risk  
Lack of information at appl and BP edges

# Agenda

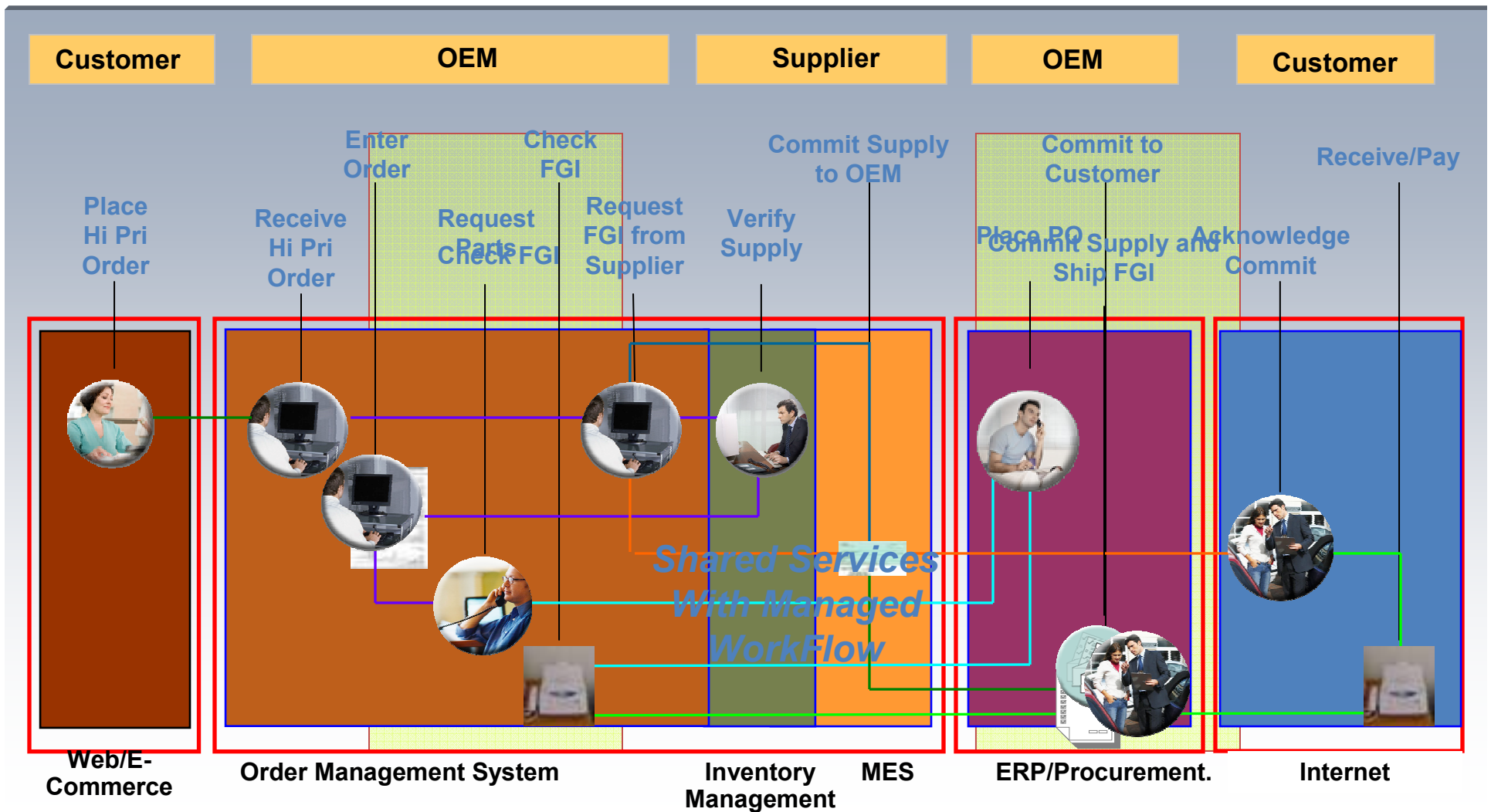
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# Service Orientation in Action

*Integrating people, processes and information*



<Best viewed in slide show mode>





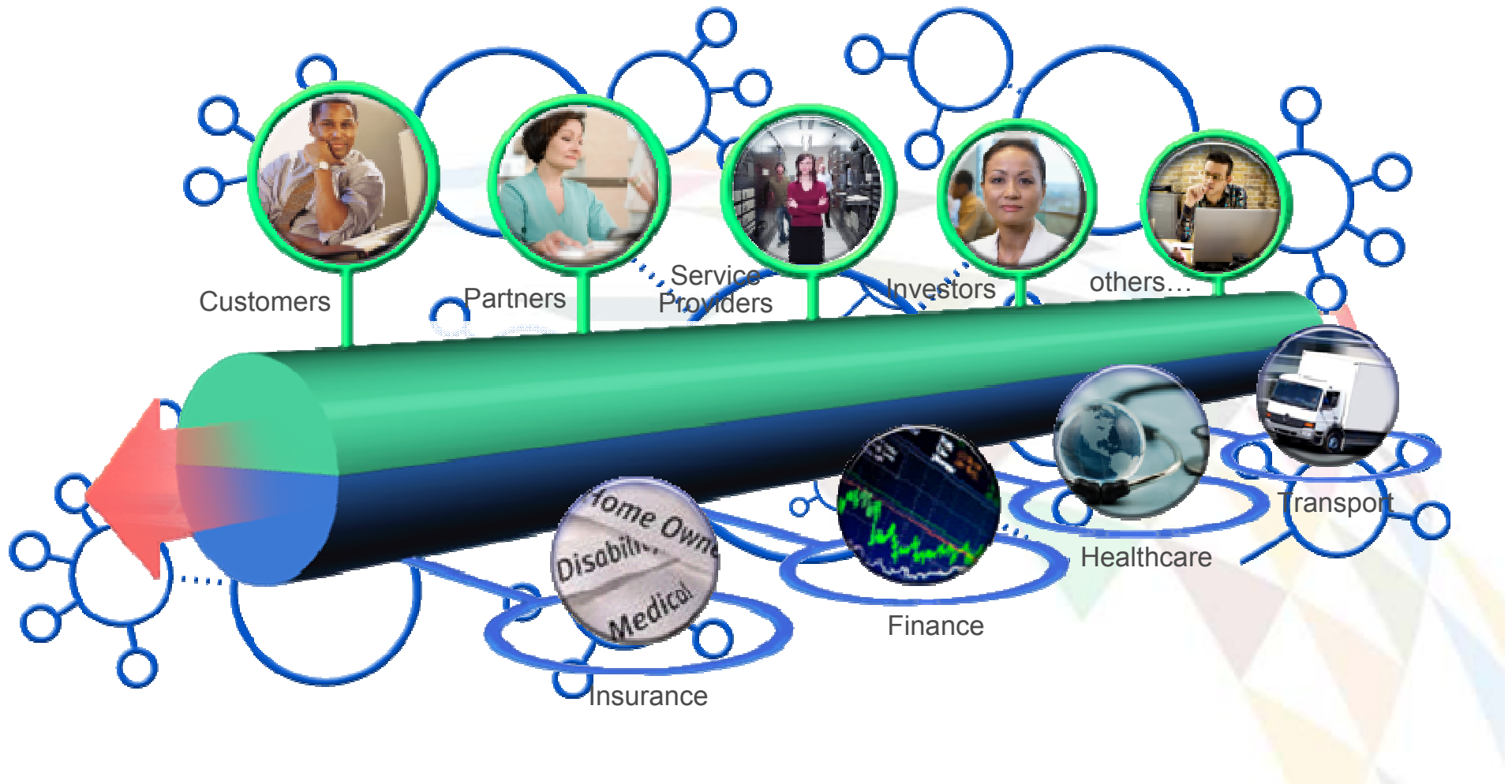
Seamlessly connect people, processes, and information across your business network



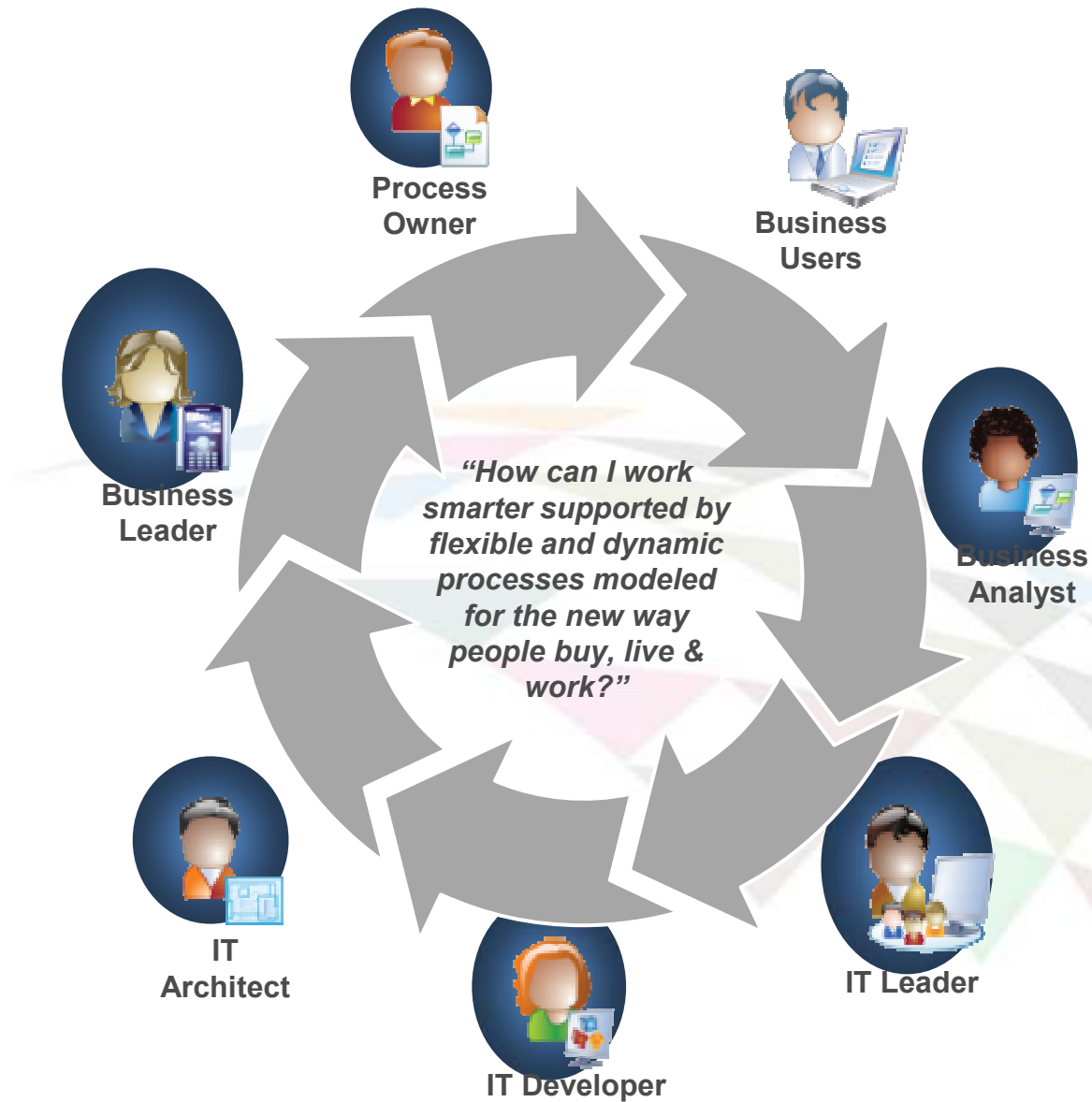
***Easily adhere and adapt to changing industry standards***

# Process participants span organizational boundaries...

...Dynamic, seamless connectivity is key



# Business Process Management is a team sport ...



# Doing SOA and BPM together

*Extending business value*

**SOA adopter** – gaining additional benefits from BPM approach

***Leverage business process analysis and orchestration for agile optimized business solutions.***

- Identify services based on business process understanding.
- Provide metrics and key performance indicators for business value.
- Drive optimization of business solutions.
- Manage business impact and risk via business process risk analysis.

**BPM adopter** – gaining additional benefits from SOA approach

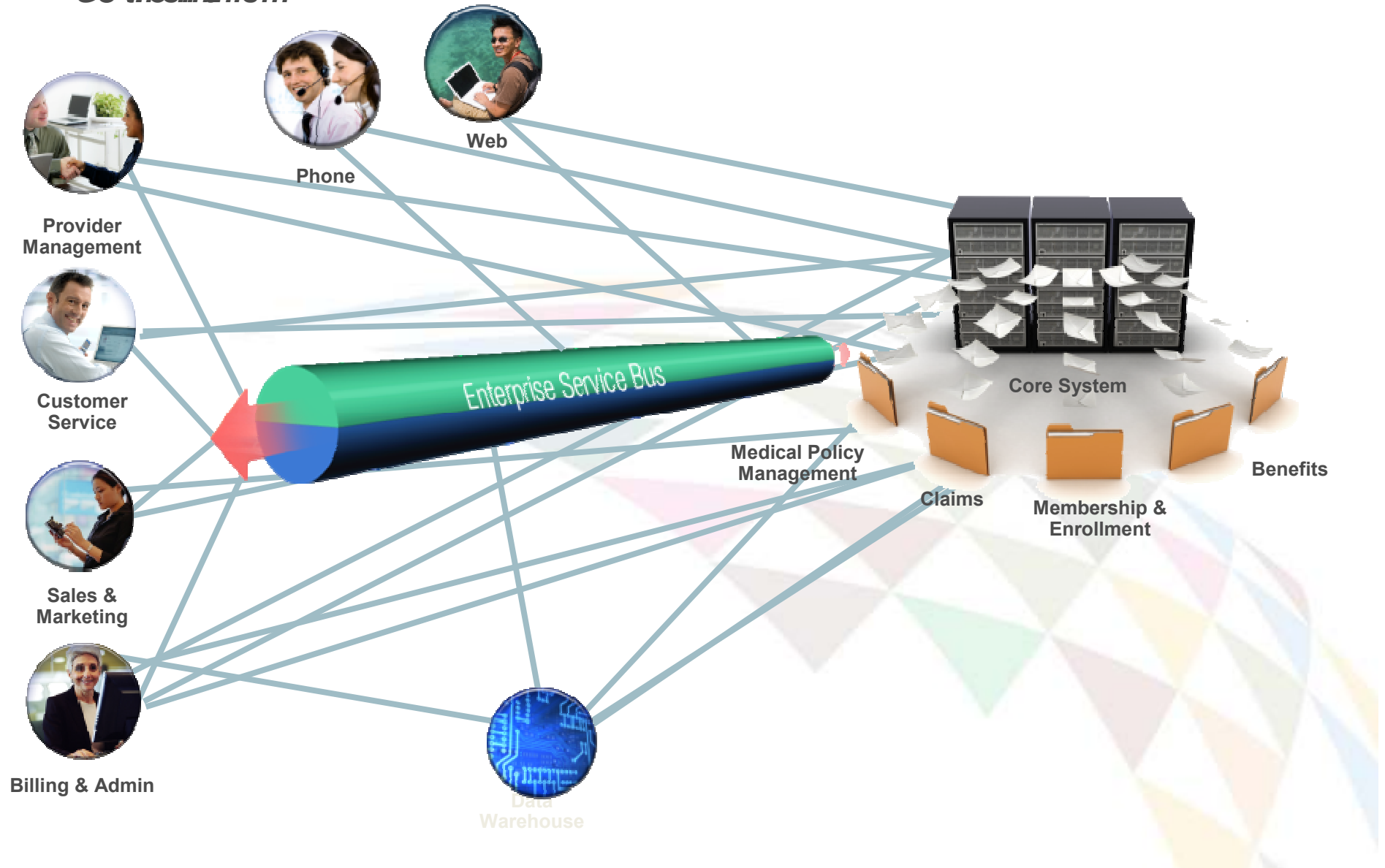
***Consume an optimized portfolio of flexible, well architected and governed building blocks.***

- Orchestrate well architected service and information building blocks.
- Analyze feasibility of proposed business process changes.
- Govern and manage combined business and IT solutions.
- Optimize investments via SOA portfolio management.

# Maximize service reuse with SOA



*Go from this...*



## Common stumbling blocks

- Processes drive creation of services
  - ... but now we have 10 different services doing roughly the same thing
- I want to see if there is an existing service that I can reuse
  - ... but I don't know where to look
- We have created a new version of the process
  - ... but we are not quite which version of a key service to use
- We need a new service (to be used by 3 different processes)
  - ... but we can't figure out who should pay for it, so it is not being built
- We want to invest in a good catalog of reusable services
  - ... but we don't know where to begin
- We don't want to build software services until we need them
  - ... but we can't wait for services to be “negotiated” once we have a process that needs them
- I keep getting change requests to my reusable service
  - ... so I don't want anyone else to use it anymore

# The “A” in SOA



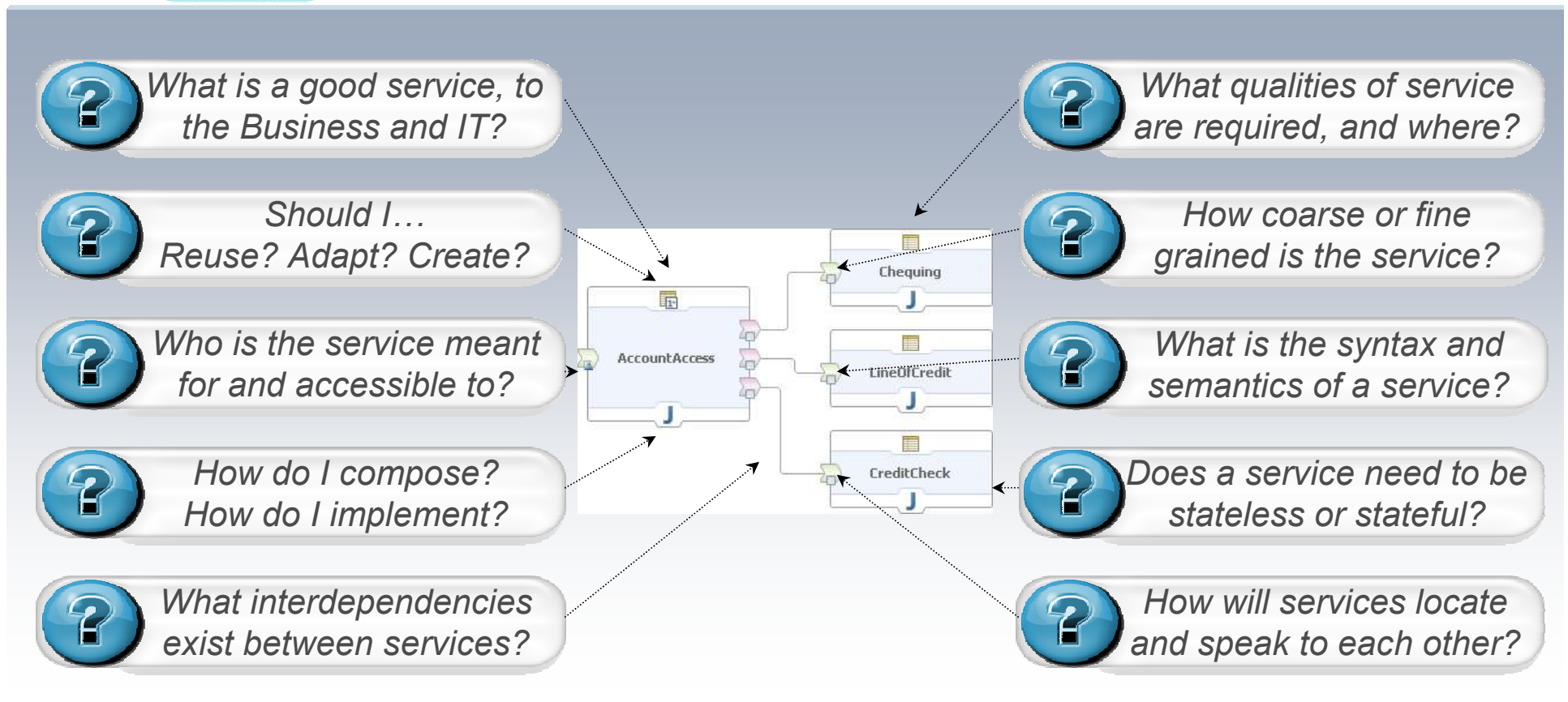
Software Architect

SOA is an architectural style, not decision maker.

What do I need to think about?

What decisions do I need to make?

What principles and patterns should I understand?



# Service Maturity Model

	 <b>Silo</b>	 <b>Integrated</b>	 <b>Componentized</b>	 <b>Services</b>	 <b>Composite Services</b>	 <b>Virtualized Services</b>	 <b>Dynamically Re-Configurable Services</b>
<b>Business</b>	Function Oriented	Function Oriented	Function Oriented	Service Oriented	Service Oriented	Service Oriented	On-demand
<b>Organization</b>	Ad hoc IT Governance	Ad hoc IT Governance	Ad hoc IT Governance	Emerging SOA Governance	SOA and IT Governance Alignment	SOA and IT Governance Alignment	SOA and IT Governance Alignment
<b>Methods</b>	Structured Analysis & Design	Object Oriented Modeling	Component Based Development	Service Oriented Modeling	Service Oriented Modeling	Service Oriented Modeling	Grammar Oriented Modeling
<b>Applications</b>	Modules	Objects	Components	Services	Process Integration via Services	Process Integration via Services	Dynamic Application Assembly
<b>Architecture</b>	Monolithic Architecture	Layered Architecture	Component Architecture	Emerging SOA	SOA	Grid Enabled SOA	Dynamically Re-Configurable Architecture
<b>Information</b>	Application Specific	Subject Areas	Canonical Models	Canonical Models	Enterprise Business Data Dictionary	Virtualized Data Services	Semantic Data Vocabularies
<b>Infrastructure</b>	Platform Specific	Platform Specific	Platform Specific	Platform Specific	Platform Specific	Platform Neutral	Dynamic Sense & Respond
	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>	<b>Level 7</b>





# With comprehensive connectivity & integration

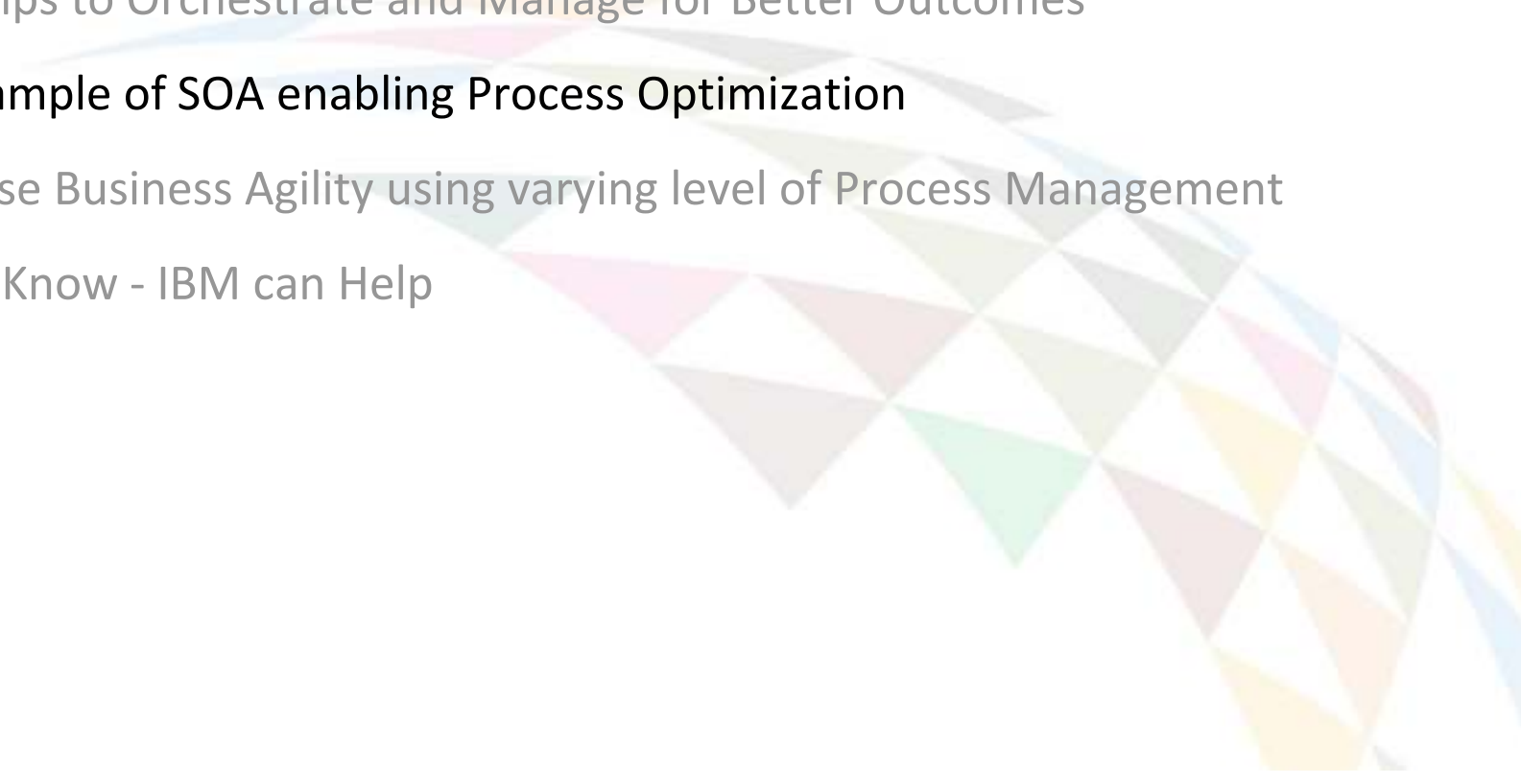
Flexible integration across internal operations, hybrid environments and extended value chains



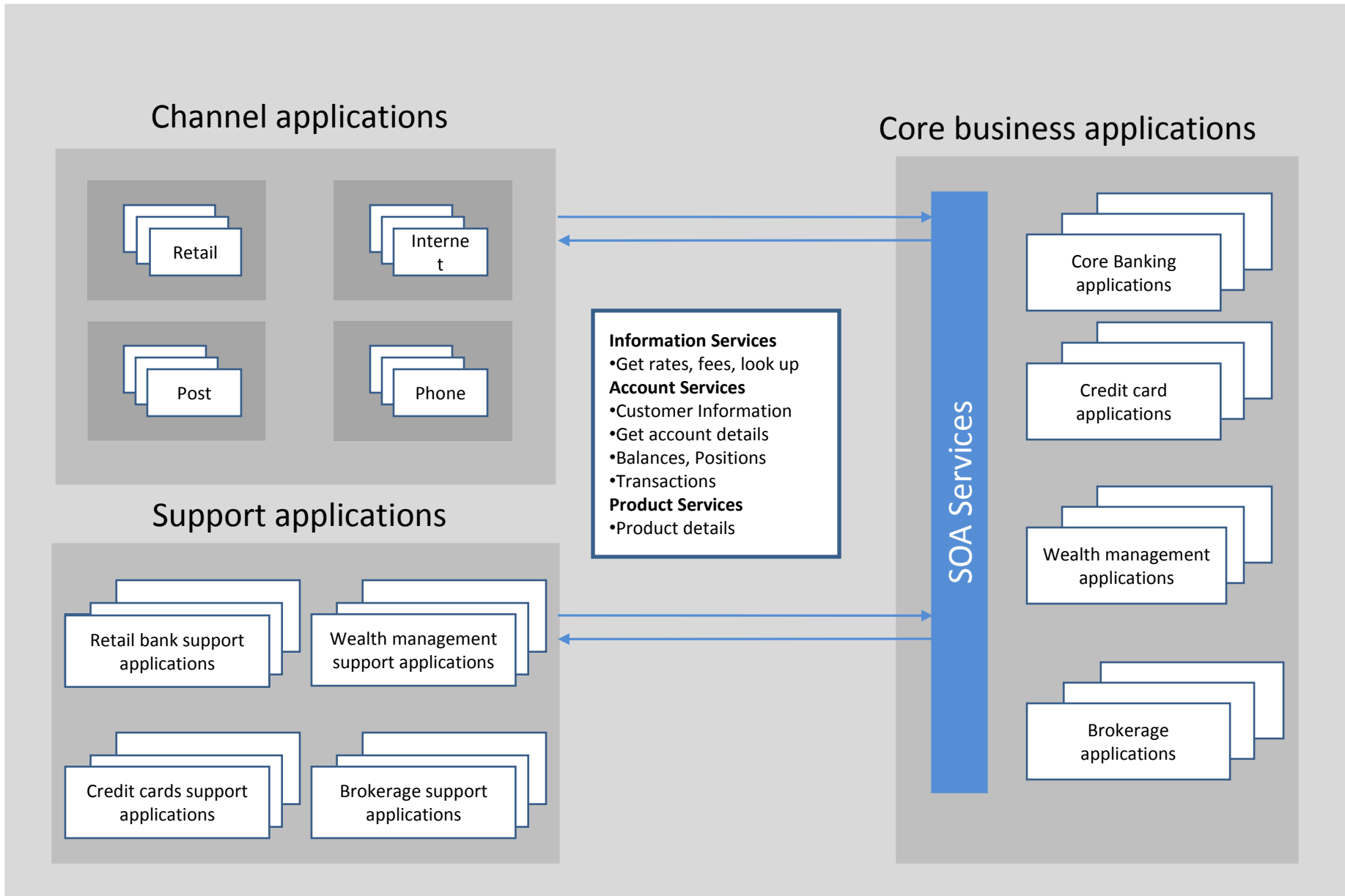
End-to-end visibility into business transactions across the multi-enterprise digital value chain

Rapid change and exception management of business and technical resources within and beyond the enterprise

# Agenda

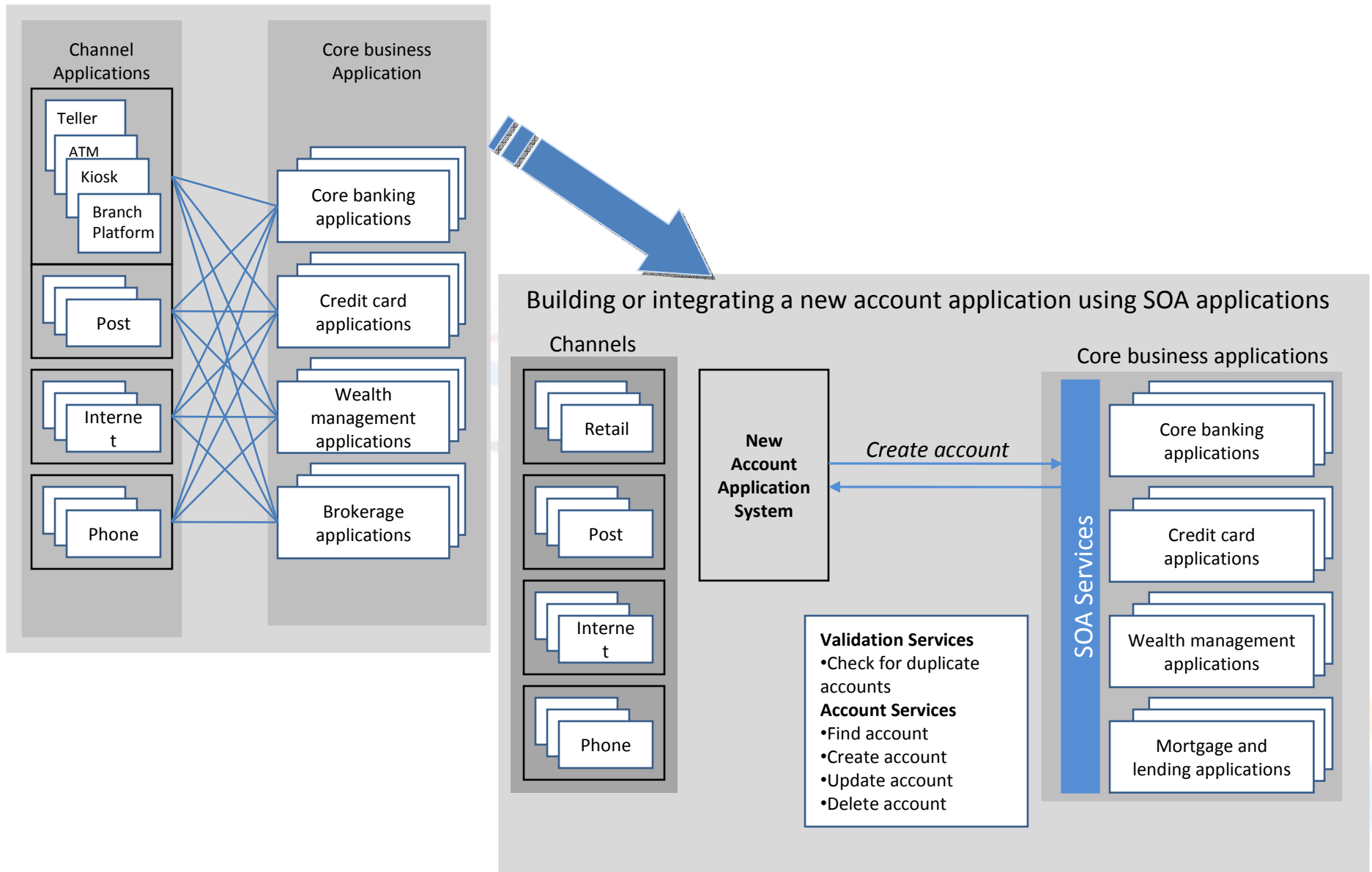
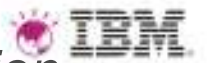
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# SOA Services supporting channel applications and other service area applications.



# Using SOA approach to realize a New Account Application

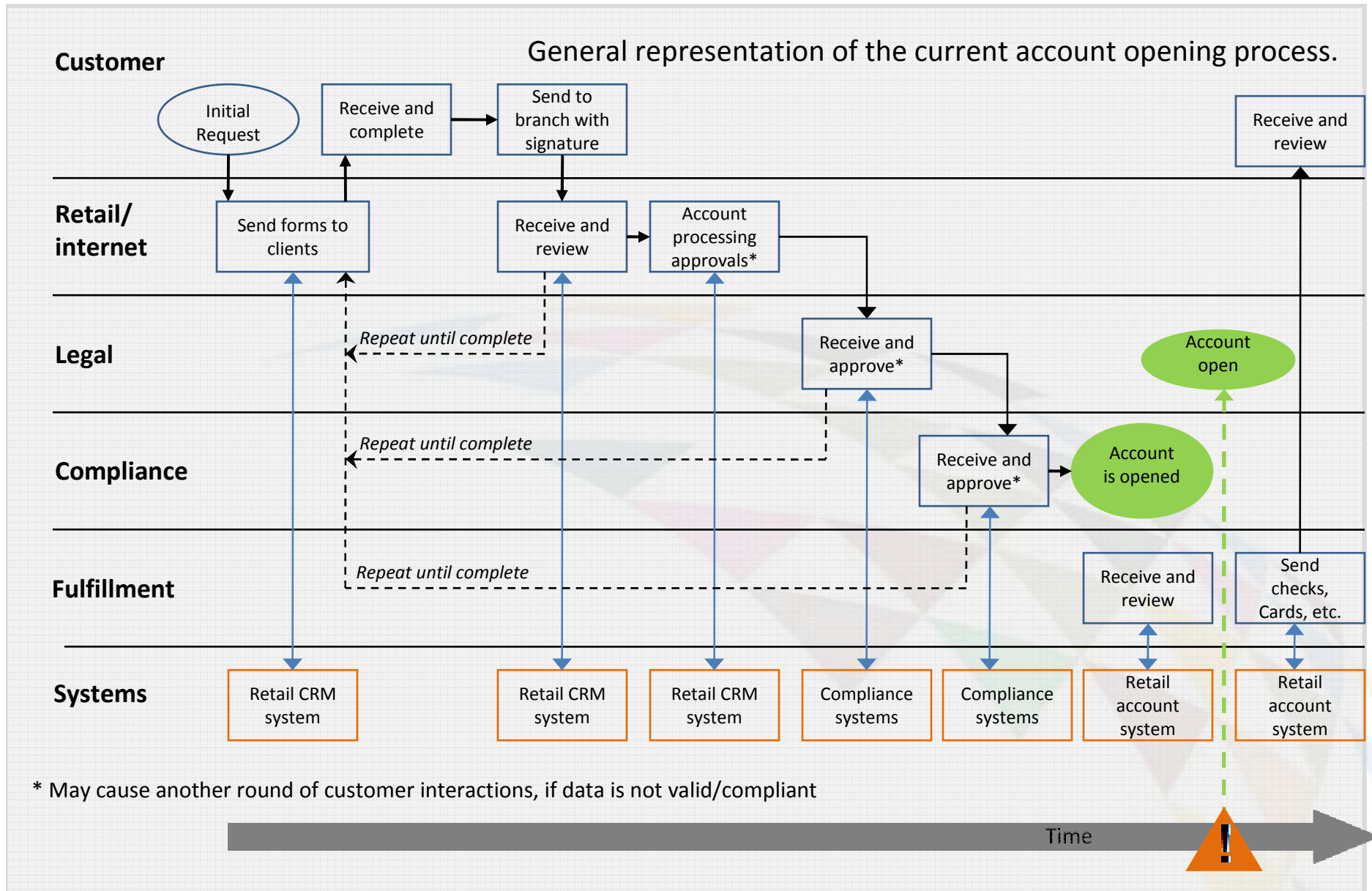
*Reuse of existing IT assets as services that underpin the new application*



# Standardizing and Simplifying Account Opening Process

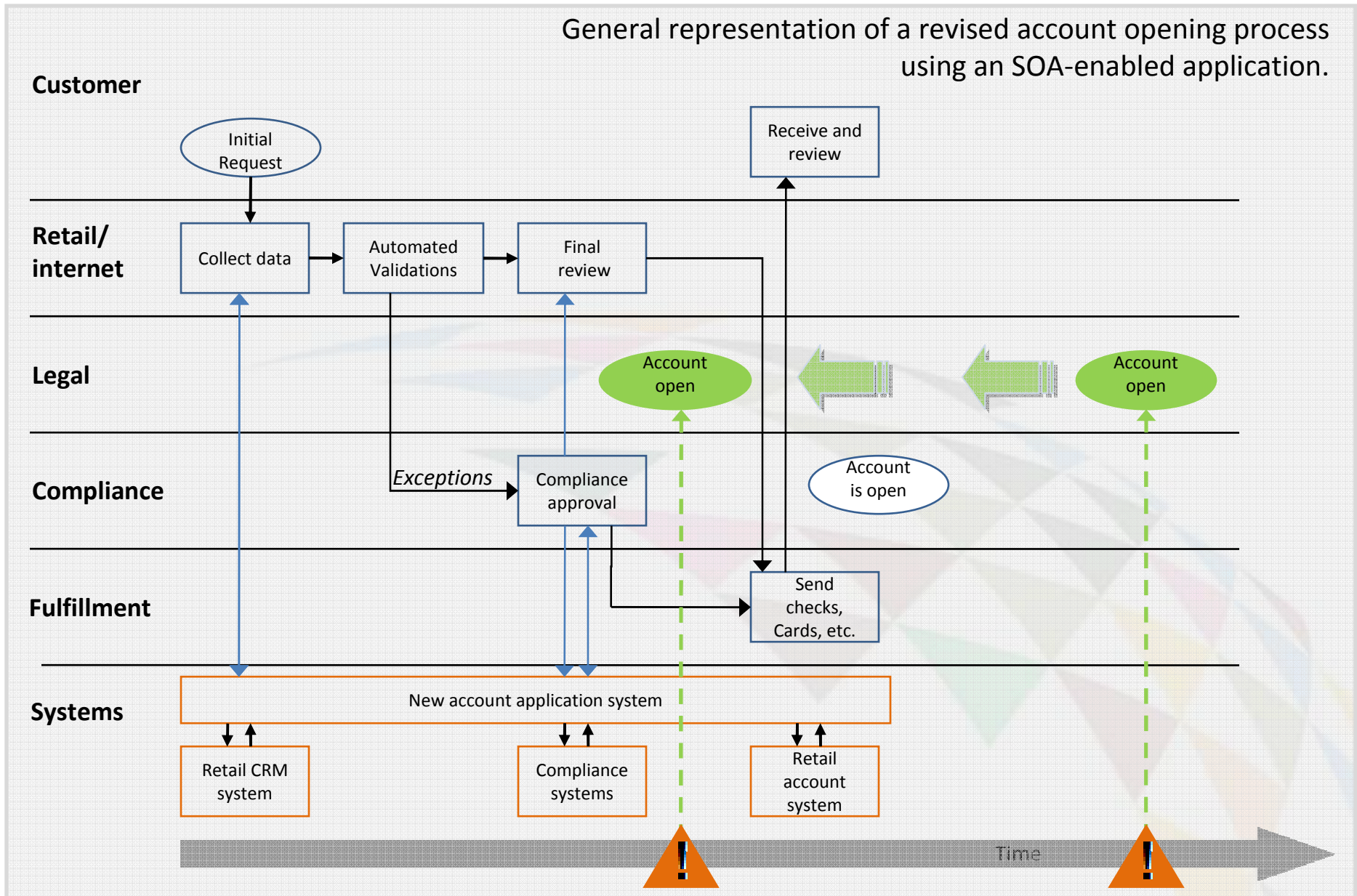


## As-Is Account Opening Process

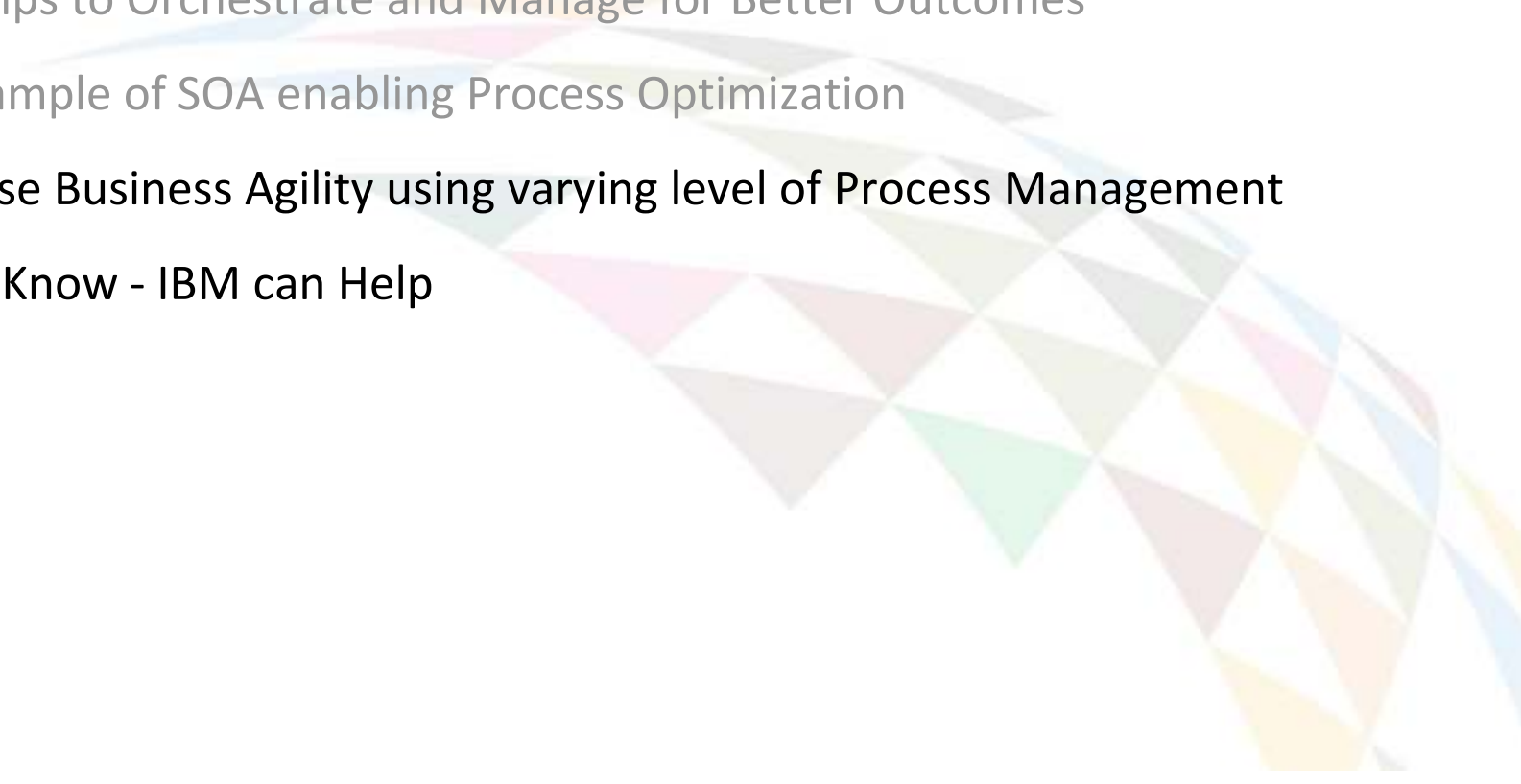


# Standardizing and Simplifying Account Opening Process

## As-Is Account Opening Process

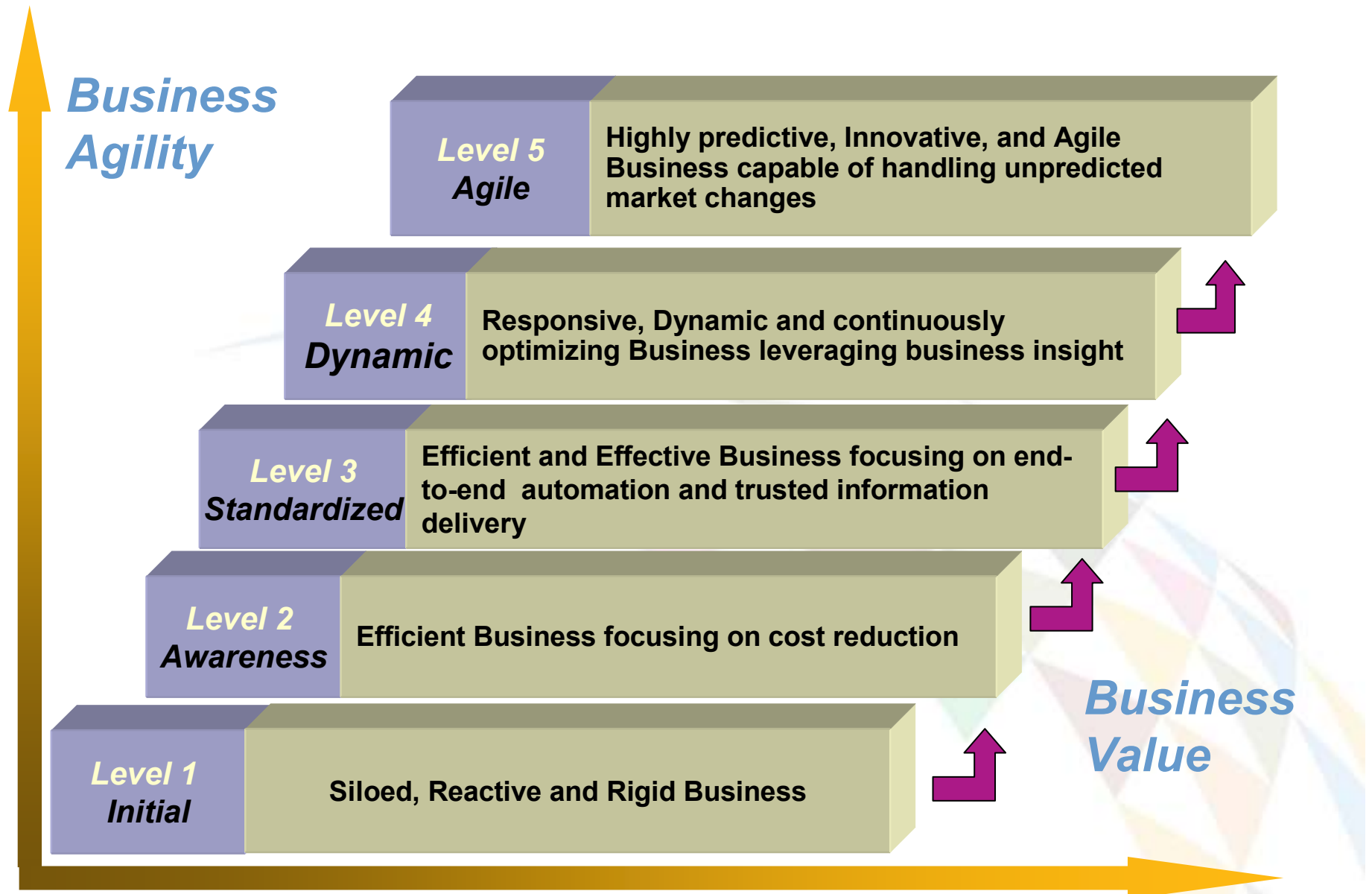


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# Enhance Business Agility with an Increasing level of Process Management





# BPM enables Collaboration through Business Processes *<slide show mode>*

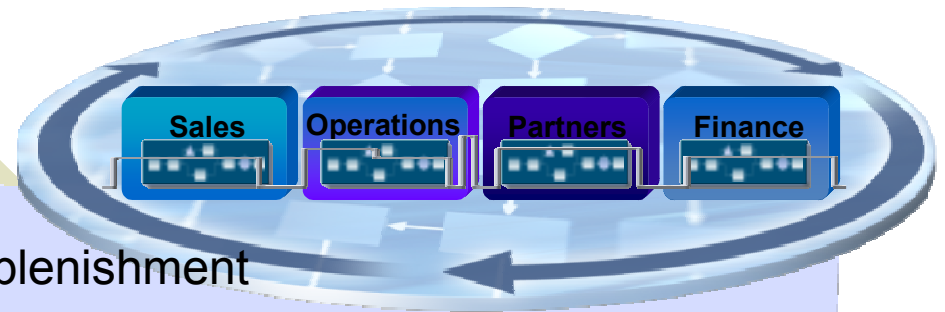
- Business-to-Business

- Order-to-Cash Collaboration

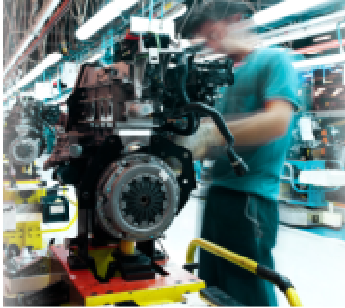
- Forecast collaboration and replenishment
- Order management collaboration
- Trade promotions and marketing collaboration
- Invoice reconciliation and automation collaboration
- Inventory management collaboration
- Transportation management collaboration

- Purchase-to-Pay Collaboration

- Forecast collaboration
- Design collaboration
- Supplier-managed inventory collaboration
- Capacity and material collaboration
- Transportation management collaboration



# Industries benefit from process optimization and decision management solutions



**Manufacturing:** Automate order and supply chain processes to reduce lead time and increase order accuracy



**Retail:** Improve loyalty programs and increase customer satisfaction with point-of-sale cross-sell offers and promotions



**Government:** Increase effectiveness by automating and coordinating emergency services across departments

# *Questions*



Thank  
you

