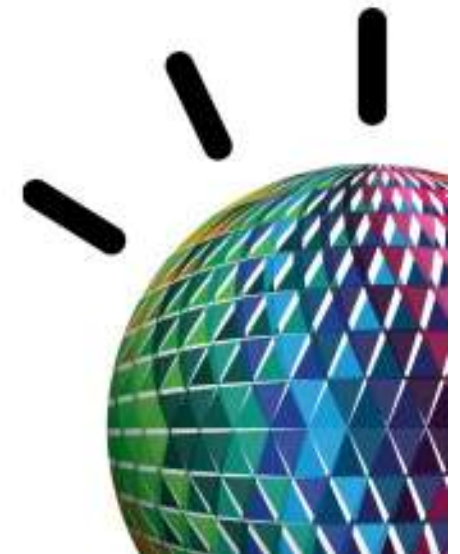




Business Agility Technical Conference

IBM Business and Decision Management
– An Overview and What's New

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



Agenda

- The World is changing. Are the Organizations enabled to respond quickly?
 - Business Processes and their management extends beyond the Enterprise
 - Business Process and Decisions are key to Agility and Flexibility
- Introducing IBM Business Process and Decision Management Offering
 - Enables Rapid, Iterative development to respond quickly to changes
 - What's New in IBM BPM v7.5.1
 - Combines Rules and Events capabilities for automating Operational Decisions
- Prescriptive Methodology for Rapid Deployment, and Adoption
- Let us Know - IBM can Help
- Q&A

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The New Normal: Change, Complexity, Uncertainty

\$488 billion

Lost in process inefficiencies
in Fortune 500 companies

\$534 billion

In mobile
transactions by 2015

85%

Of enterprises use
external cloud services

50%

Of businesses plan to adopt more
collaborative sourcing models

70%

Of businesses outsource one
or more strategic activities

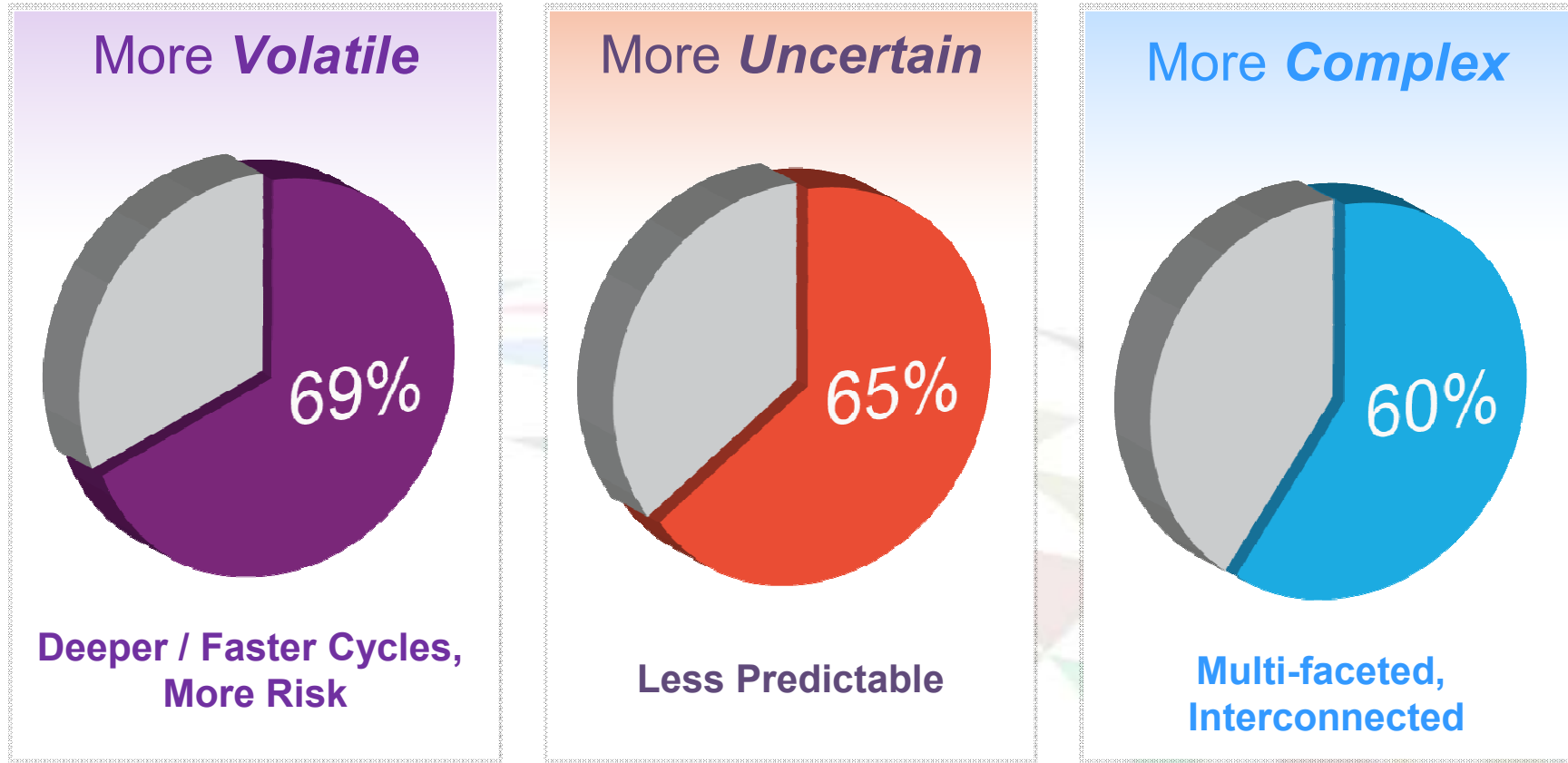
50 billion

Devices connected to
the Internet by 2020

Need: The Business Environment is Increasingly Dynamic

CEOs expect change to be more frequent and less predictable

To what extent is the economic environment different?



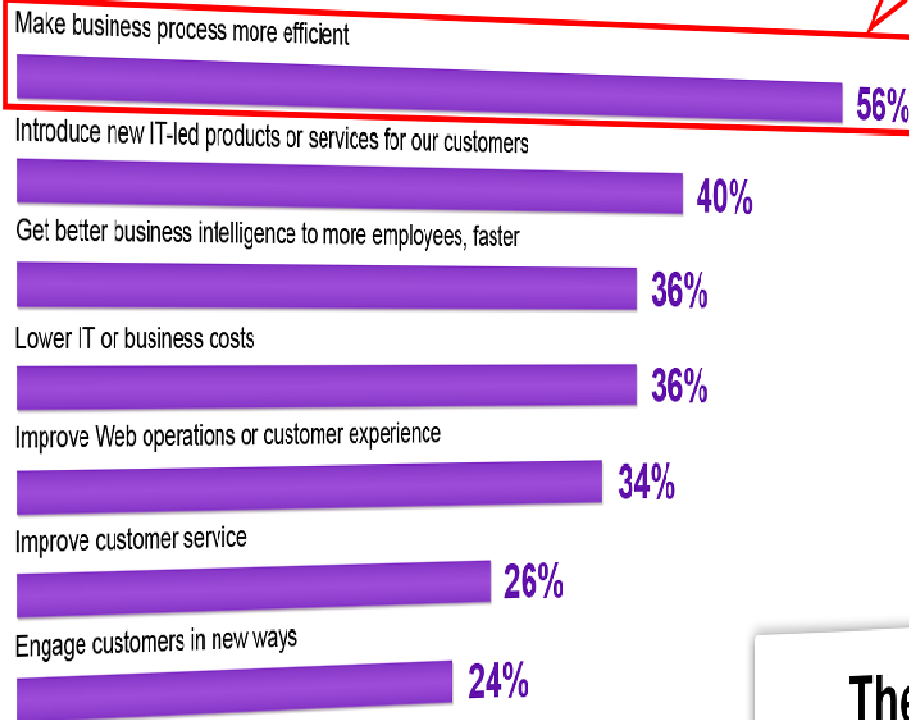
Percent of CEOs who answered "***To a large or very large extent***"

Business Process Is Still High Priority



2010 Innovation Plans

Process is Priority!



Data 2010 Information Week 500 Survey

The Growth Imperative

The Market is Clearly Telling Us

...

- Process improvement is critical
- BPM delivers value to clients
- Companies continue to invest

A survey of company performance and the impact IT had on that performance

McKinsey Survey Underscores the Trend



McKinsey 2012 Technology Survey of 927 IT and non-IT Executives, December 2011

https://www.mckinseyquarterly.com/High_Tech/Strategy_Analysis/A_rising_role_for_IT_McKinsey_Global_Survey_results_2900



Gartner: BPM Will Expand Beyond Traditional Boundaries

Agility and competitive differentiation through managing e2e processes

Gartner's Key Findings – ID# G00172856, Nov '09

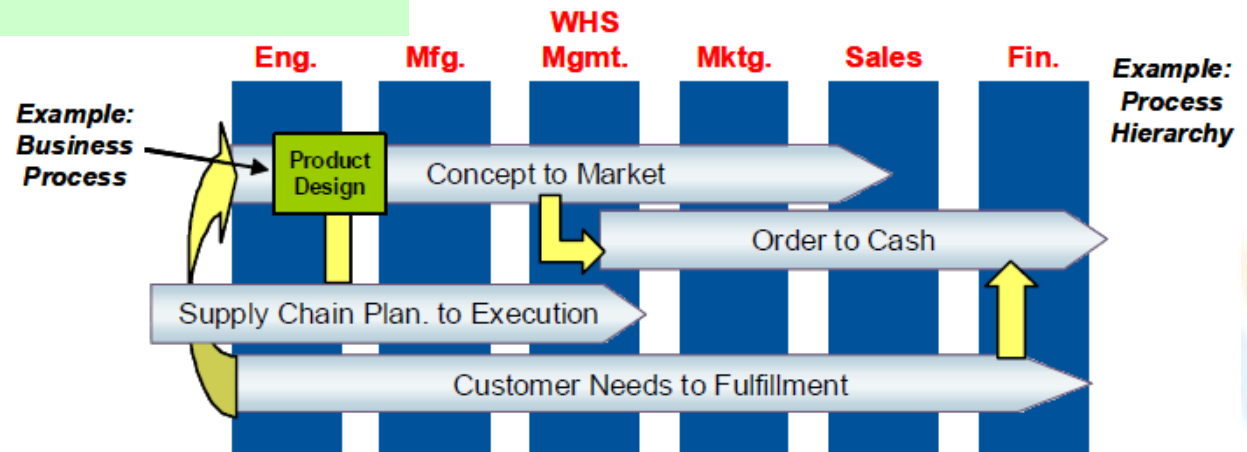
- By 2012, 20% of customer-facing processes will be knowledge-adaptable and assembled just in time to meet the demands and preferences of each customer, assisted by BPM technologies.
- By 2013, dynamic BPM will be an imperative for companies seeking process efficiencies in increasingly chaotic environments.
- By 2014, 40% of business managers and knowledge workers in Global 2000 enterprises will use comprehensive business process models to support their daily work, up from 6% in 2009.
- Through 2014, the act of composition will be a stronger opportunity to deliver value from software than the act of development.

Gartner's Recommendations - ID Number: G00172856, Nov '09

- Look beyond horizontal integration services and seek more comprehensive BPN solutions to automate and manage multi-enterprise B2B processes.
- Establish process modeling as an organizational competency, and reflect this skill in job descriptions and hiring practices for business managers and knowledge workers.

• End-to-end processes span the functions of the enterprise and extend beyond to include suppliers and customers.

• These e2e processes can become important assets, often differentiators.

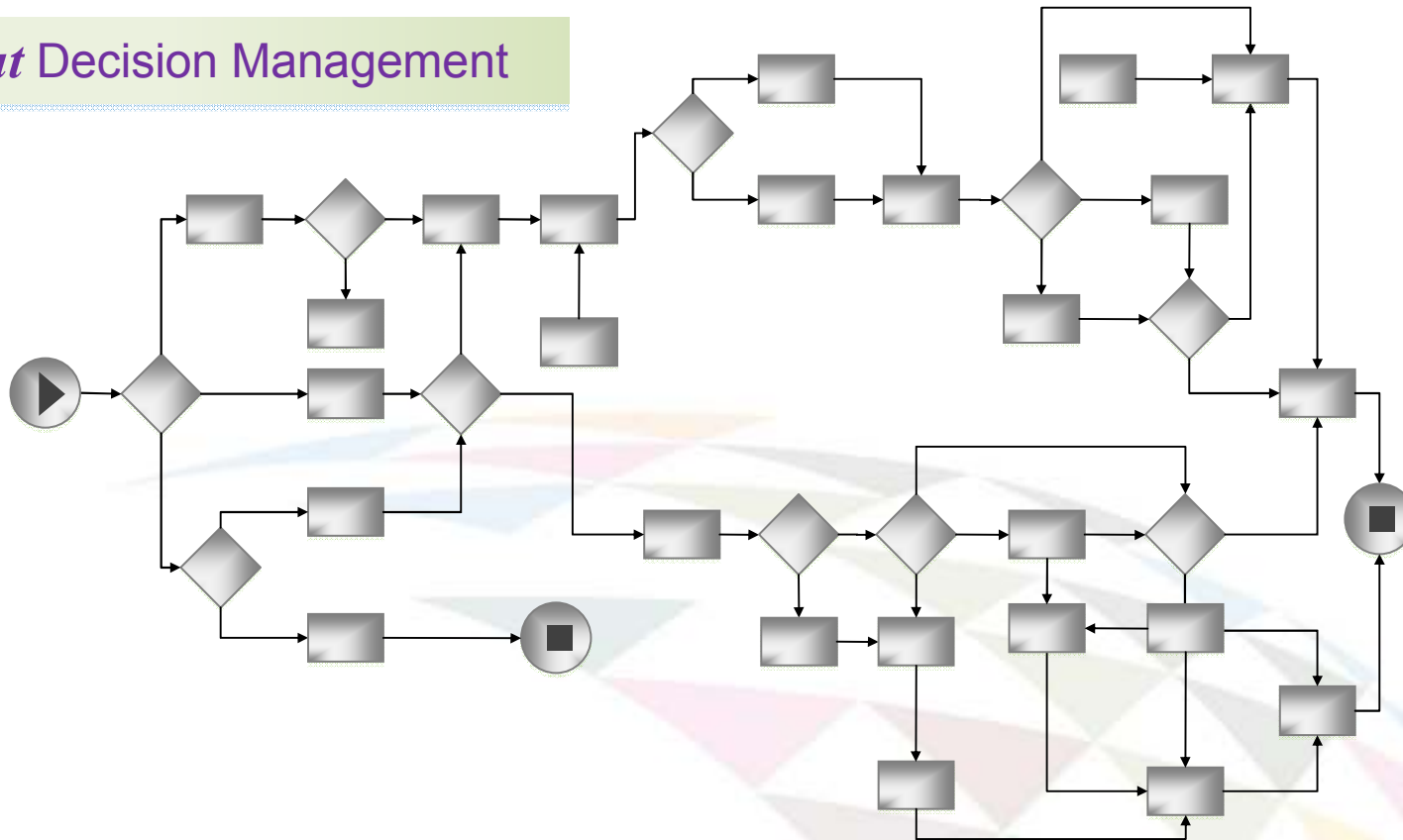


Source: Gartner (September 2009)

Decisions are Often Locked within Processes



Without Decision Management

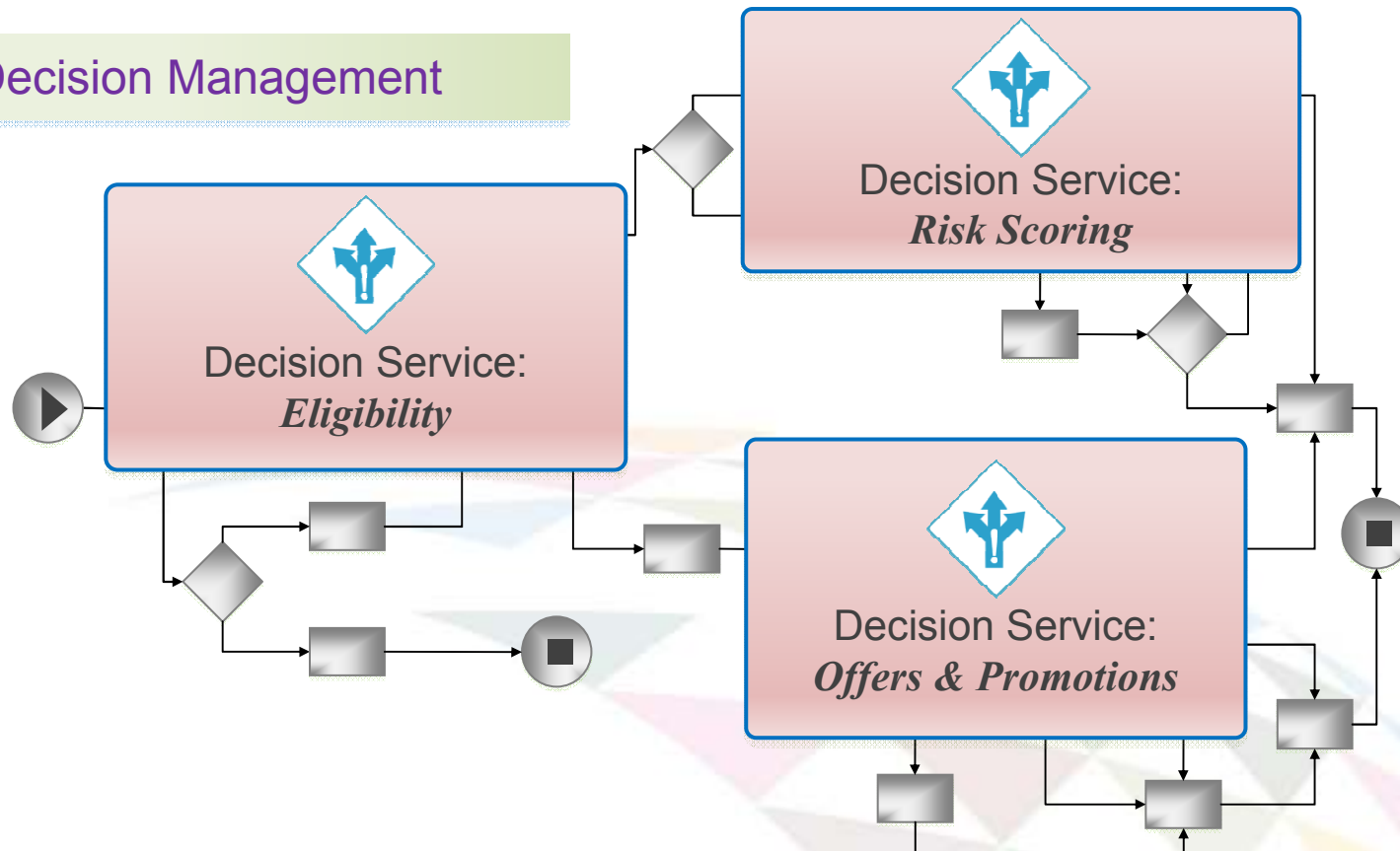


- Decisions are locked in processes and applications
- Programming skills are needed to create & modify decision logic
- Speed of business change is limited by IT bandwidth
- Manual intervention increases costs & reduces customer satisfaction

Decision Management Enables Reuse Across Processes



With Decision Management



- **Reuse decision assets** across processes
- **Empower business people** to own, author and update decision services
- **Respond quickly** to changing market conditions
- **Maximize automation** and straight-through processing

Why Operational Decision Management?



What is required to provide control and precision of frequently changing decisions

Decision Externalization
Separate decisions from processes & applications to enable easy change & reuse



Business User Empowerment
Enable business experts to author, improve & maintain decision logic in partnership with IT



Decision Automation
Precisely execute real-time decisions based on the context of specific interactions

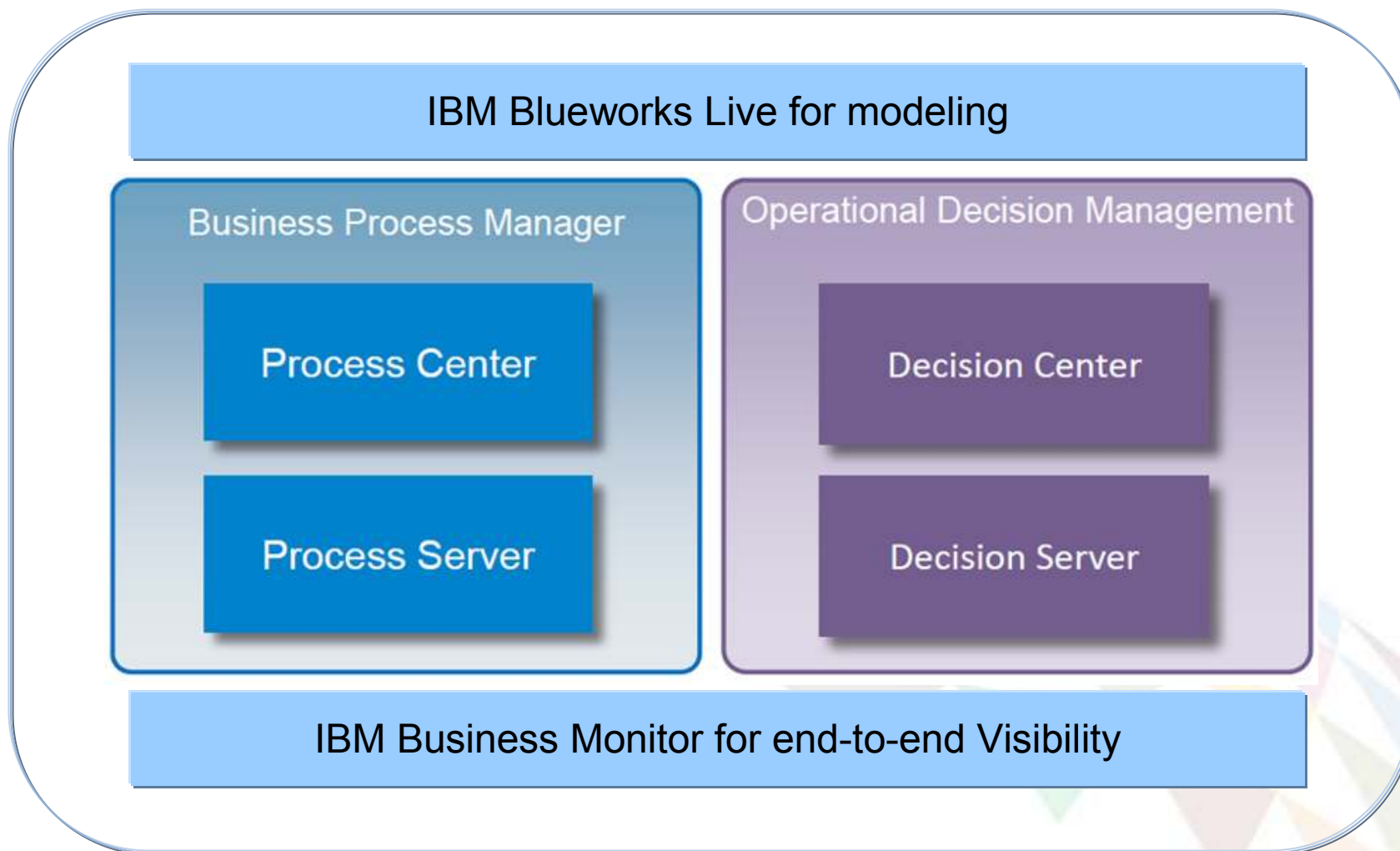


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IBM Products for Business Process and Decision Management



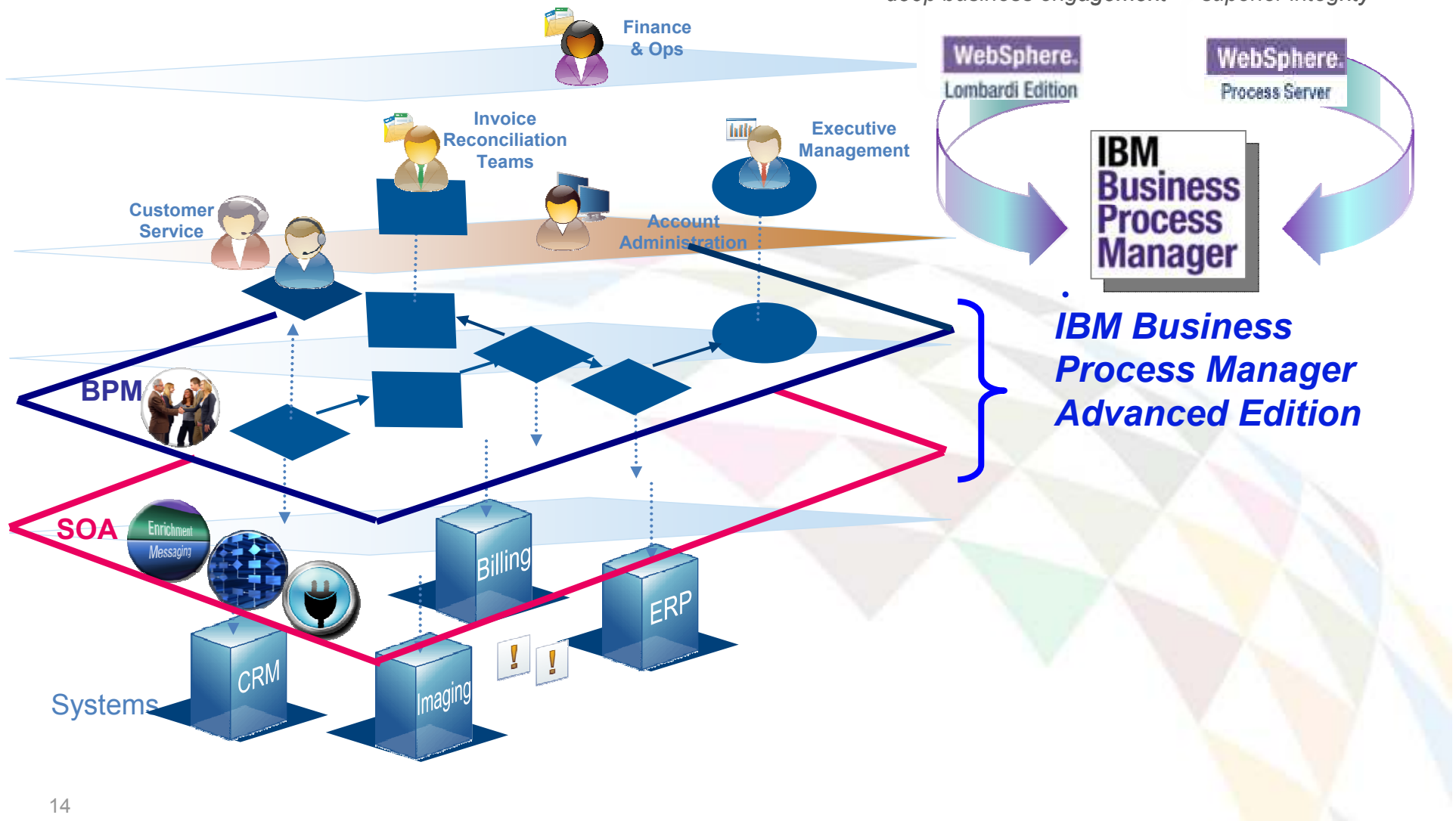
Working together to deliver effective solutions for business operation improvement

Introducing IBM BPM

Leverages Simplicity and Power of Heritage Products



- simple to use
- fast time-to-value
- deep business engagement
- high performance
- excellent integration
- superior integrity

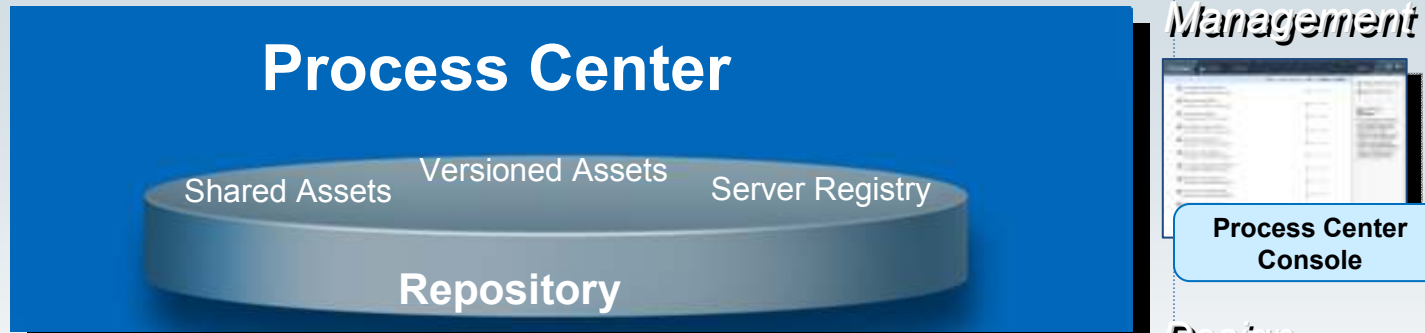


IBM Business Process Manager V7.5

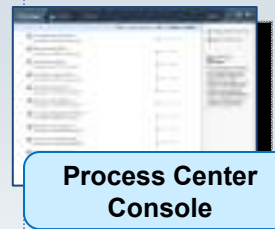
Architecture and Components



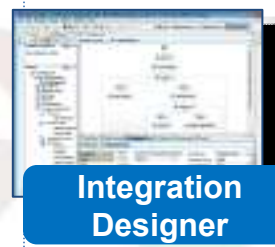
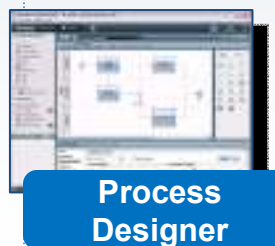
IBM Business Process Manager



Management

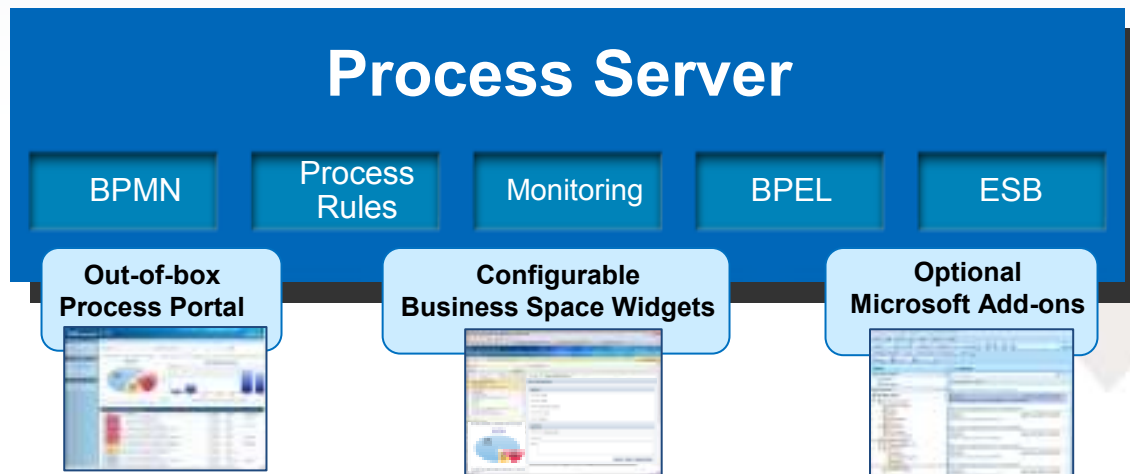


Design



Process Center

- Contains all the **business user capabilities**: repository, versioning, testing, analysis and simulation, web environment, process and services authoring tooling

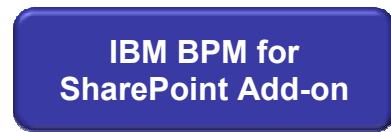
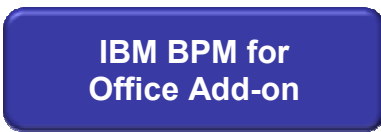


Process Server

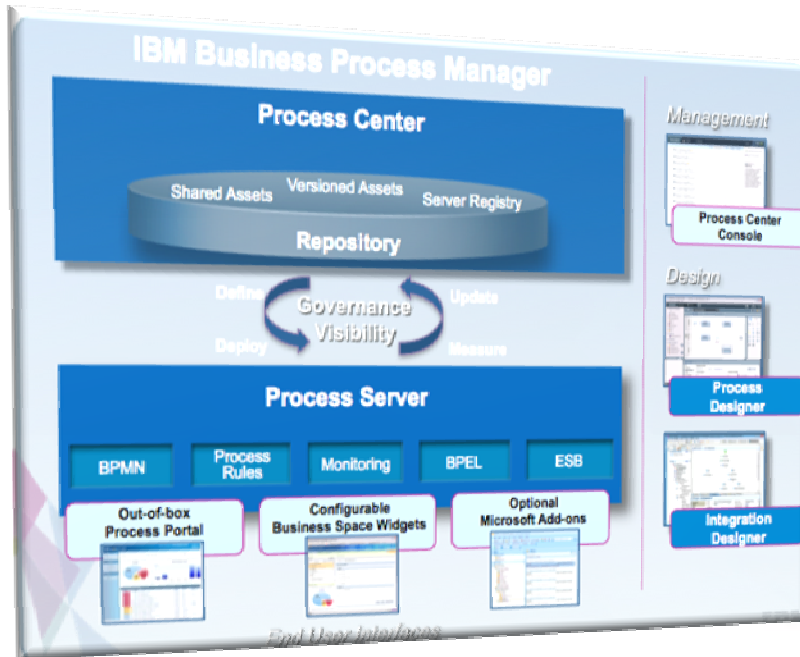
- Contains all the **technical capabilities**: runtimes for process models, integration services, Adapters, execution mgmt, Monitoring, Alerts and Notifications

End User Interfaces

Optional Add-ons:



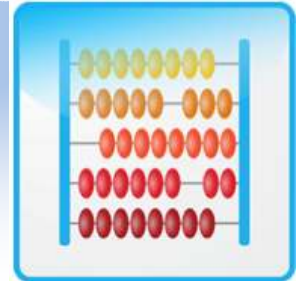
IBM BPM - the most comprehensive BPM platform available



Enables faster, business-led process change ...

Simplicity for deep business user engagement

*Process Designer
Coaches
Playbacks*



Power to scale with transactional integrity

*Process Server
BPEL Orchestration
Integration Adapters*



Governance to manage process change

*Process Center
Snapshots
Toolkits*



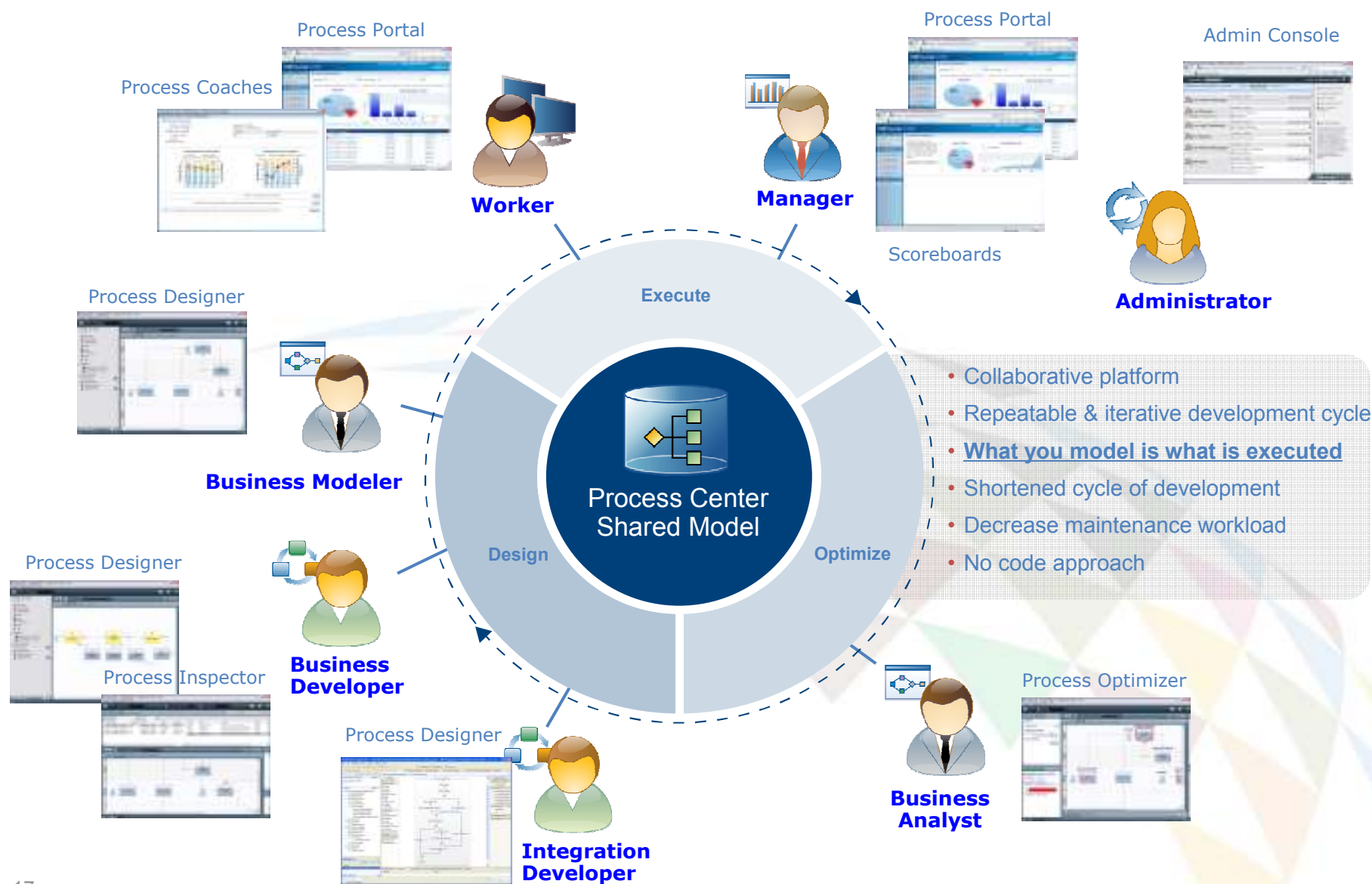
Visibility to empower business users to optimize processes

*Performance Data Warehouse
Real-Time Scoreboards*



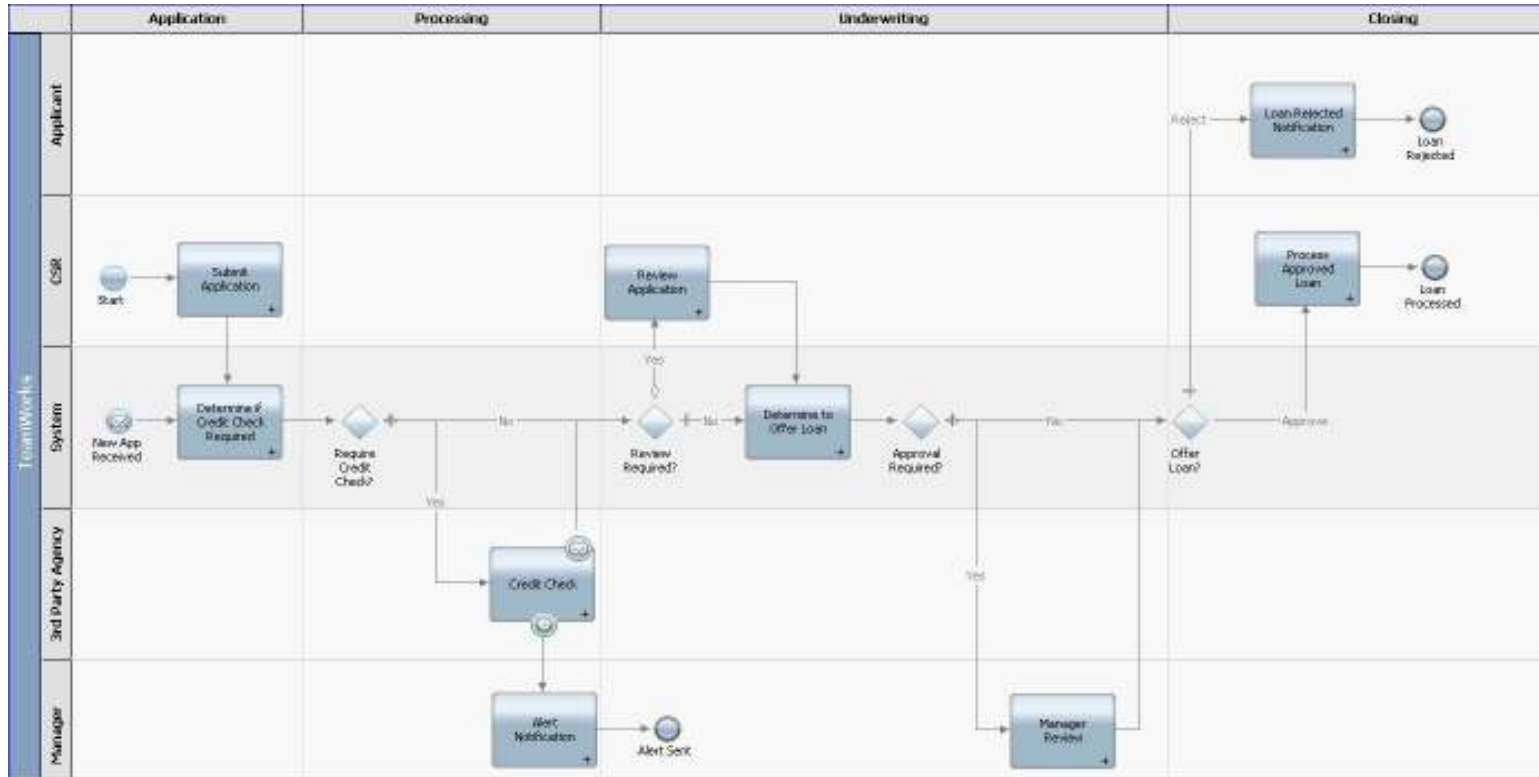
IBM Business Process Manager

Shared Model Architecture





The Picture is the Process



**BPM
Program Mgr**



**BPM
Analyst**



**BPM
Developer**



**Business
Participant**

Build graphically, not by developing code

“everyone is speaking the same language”

IBM BPM 7.5.1 Enhances Overall Usage Experience



More powerful asset sharing & management, easier installation, faster performance

Asset Sharing & Lifecycle Management	<ul style="list-style-type: none">• Guided “refactoring” of shareable application assets into toolkits• Quick generation & publishing of process documentation• Side-by-side version comparison (basic)• Web-based Process Inspector for administration of disconnected Process Server instances• Removal of unwanted process apps and toolkits from archive
Performance & Scalability	<ul style="list-style-type: none">• Continued improvements to throughput and concurrency• Faster task inbox search
Installation	<ul style="list-style-type: none">• Easier, faster installation of Proc Center / Proc Server clusters
Security	<ul style="list-style-type: none">• Fine-grained authorization of process app management (terminate, suspend, delete, etc.)• Secured internal messaging bus
Serviceability	<ul style="list-style-type: none">• Built-in collectors for IBM Support Assistant
Expansion	<ul style="list-style-type: none">• Process Center Advanced manages different editions of Process Servers

Improve processes for better business outcomes



IBM Business Process Manager v7.5.1

Enhanced!

What's New? IBM BPM v7.5.1 includes:

■ Expanded adoption of BPMN 2.0 standard

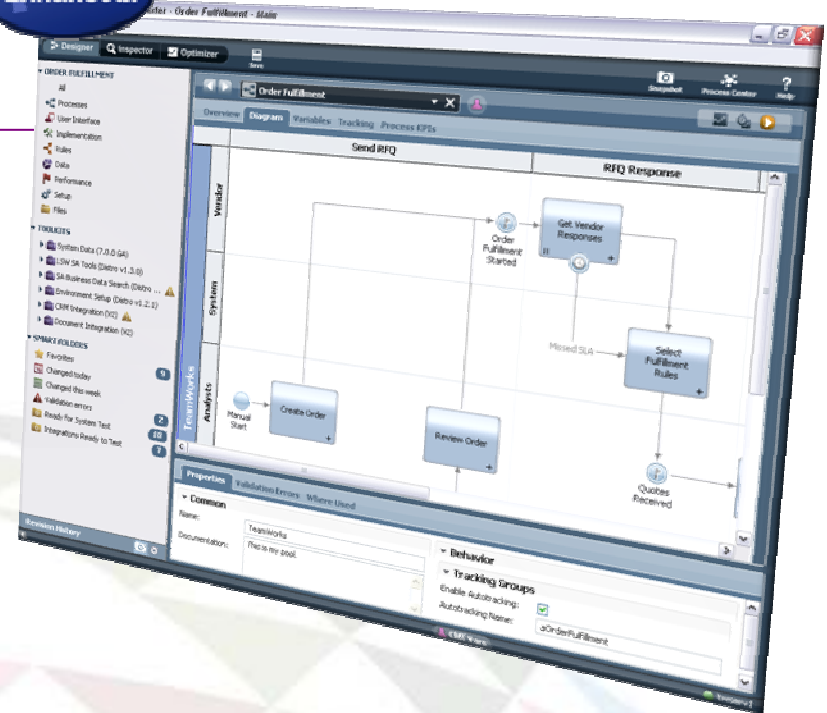
- ✓ Simplify application implementation with powerful new modeling constructs
- ✓ Import / export BPMN models with other tools ... Easily tap into IBM's rich industry models

■ New integration with IBM Case Manager

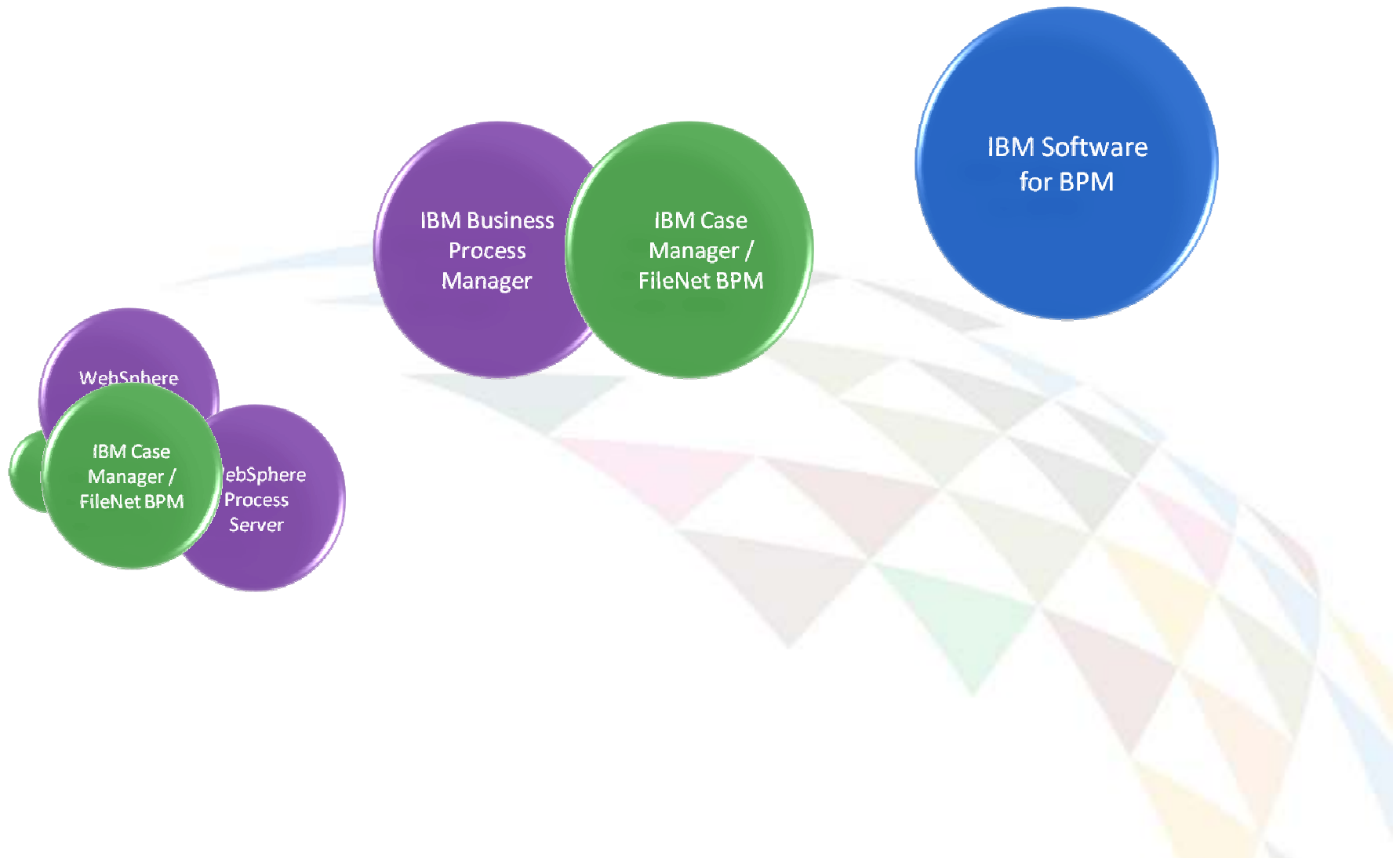
- ✓ Manage IBM BPM & ICM tasks in one place with unified inbox
- ✓ Link IBM BPM processes into ICM case solutions, and interact with ICM cases from IBM BPM processes

■ Improved asset management, performance, and manageability

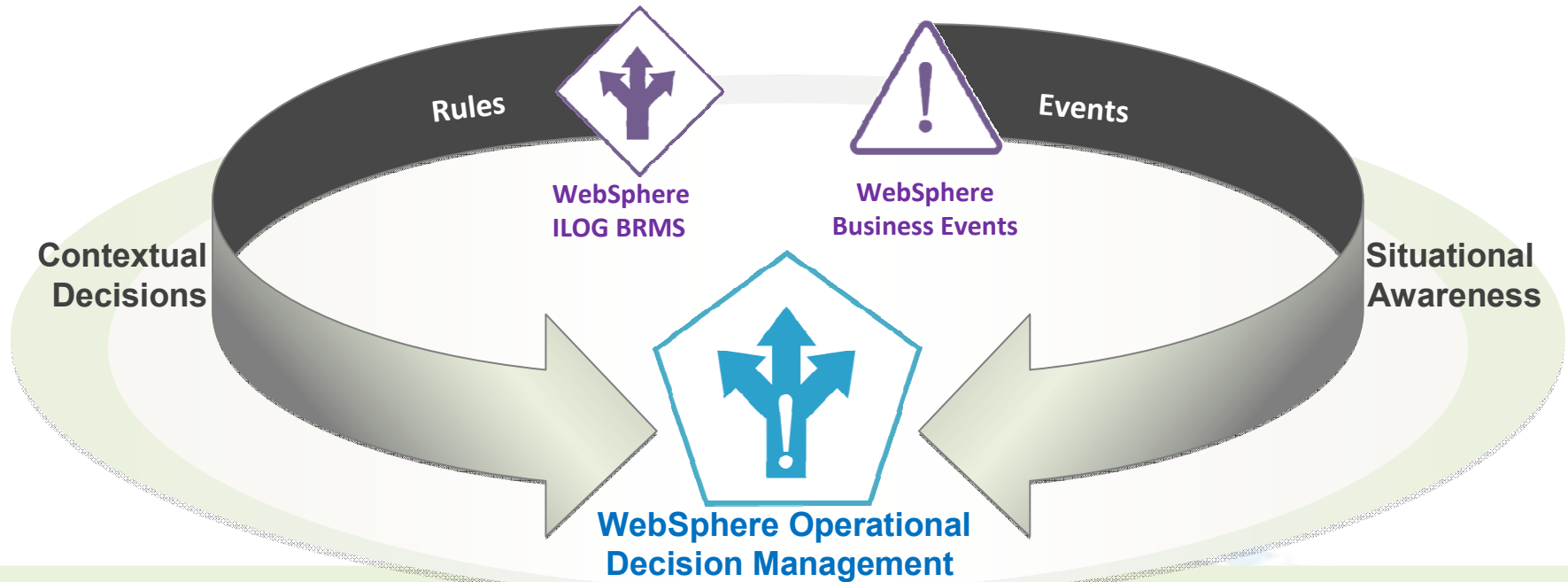
- ✓ "Refactor" assets into toolkits ... Generate process documentation ... Compare versions side-by-side
- ✓ Experience simpler cluster installation, easier management of Process Server & process instances



IBM BPM Vision of “One BPM”



WebSphere Operational Decision Management



Intelligent decision automation to increase profitability, manage risk and ensure compliance

- Automate frequently-changing, repeatable business decisions
- Enable business users to author and update decisions
- Manage rules and events with a single, integrated solution
- Simplify decision governance with a powerful enterprise repository

Typical Business Events Examples

“Shipment Delayed”



RFID Signal

“No Meter Signal”



“Account Withdraw”



ATM

“Initiate Loyalty Reward”



Point-of-Sale Purchase

“Initiate Sales Follow-up”



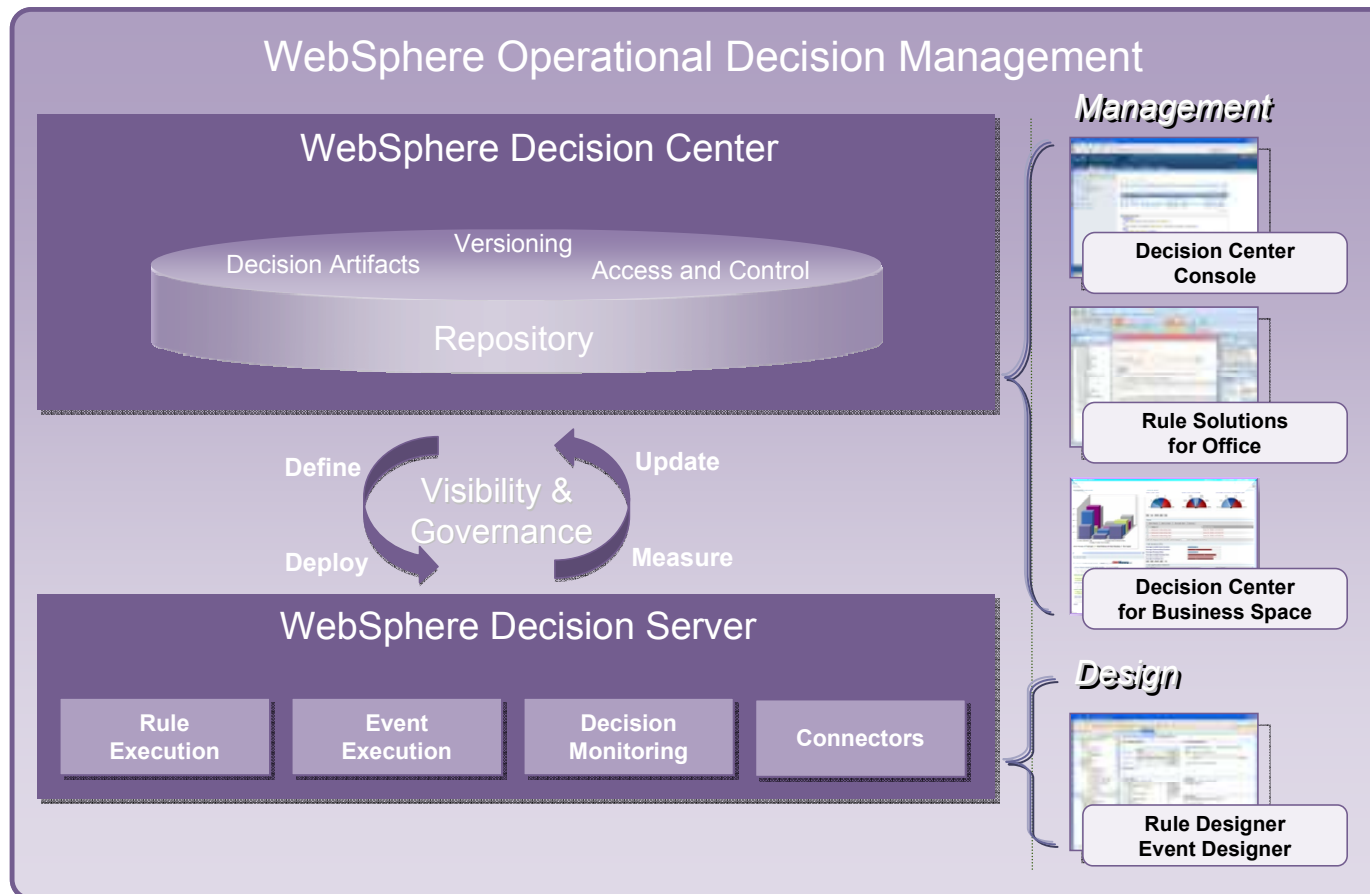
Product Inquiry via same or multiple channels



Can capture, understand, and respond to significant customer activities

WebSphere Operational Decision Manager

Architecture and Components



Decision Center

- Contains all the **business user capabilities:** repository, web environment, test and validation, Business Space components, Rule Solutions for Office

Decision Server

- Contains all the **technical capabilities:** runtimes for business rules and events, execution mgmt, integration connectors, developer tooling

Get Incremental Value from BPM with WODM

★ Improve your processes by implementing the key decisions within them as Business Rules

- Decrease process complexity
- Increase agility and LOB engagement
- Increase STP

- 99% auto adjudication of claims (up from 20%)
- 50% reductions in managerial oversight
- Error-free daily updates to pricing rules
- 95% automation of pension fund update requests
- 98% reduction in time to implement regulations

James Taylor, The decisions at the heart of your process, 2011
http://www.decisionmanagementsolutions.com/attachments/164_DecisionsAtHeartOfProcesses.pdf

★ Get more from your processes by triggering them at the right time with Business Events

- Capture more opportunities

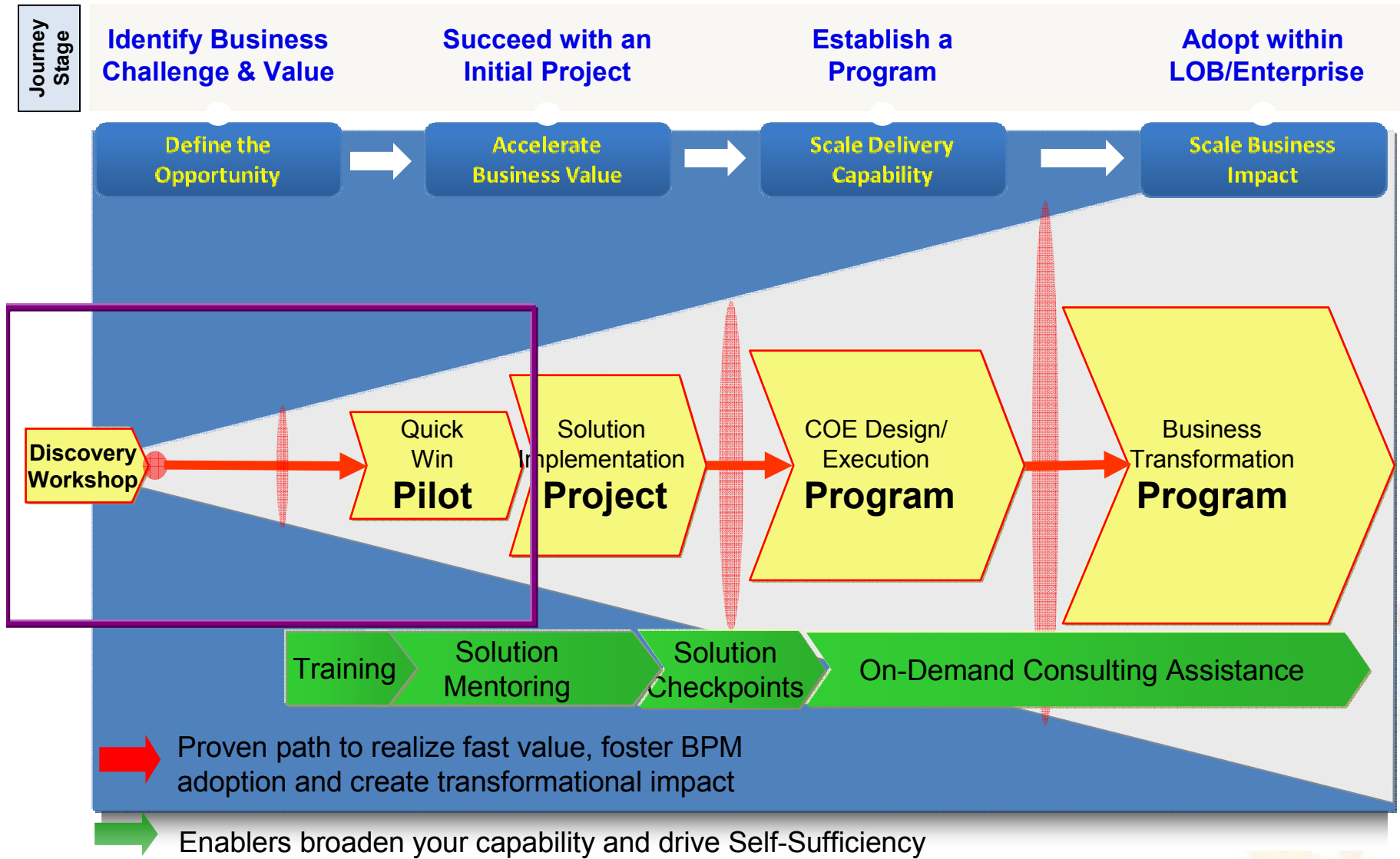


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IBM's Prescriptive BPM Journey and Offerings



IBM is the undisputed leader in BPM



#1 in BPMS market share*

Over **5000** BPM customers worldwide and growing!



“IBM was named the **number one vendor in BPM software** with a 24.7 percent share, well **over twice that of its closest competitor****”

*Source: Gartner, Inc., Market Share: All Software Markets, Worldwide, 2010, March 30, 2011

Gartner. Report: A Decade of Leadership. IBM Named Marketshare Leader in Middleware Software for 10th Consecutive Year

Get started today



- Visit [IBM Blueworks Live](#) to learn more about BPM and capture business designs
- Contact IBM for a [Business Process Improvement Workshop](#)
- Consider a Quick Win Pilot to get a jump start

ibm.com/bpm



Questions



Thank
you

