

IBM BPM Gemini

Announce Video

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We view the lens of business primarily through the concept of process and so as we think about redefining our businesses for the 21st century and as business people take more direct ownership of how their businesses scale globally, process is .../ ...how we define the scalability of a business, it's the way we create a taxonomy and how we understand our business.

Over the last 50 years, Information Technology has been born and instantiated throughout our companies. This allowed our companies and our global businesses to scale in ways never before seen...

...we have also seen the velocity of change happen inside of our lines of business much faster than we can even communicate or comprehend on the IT side.

... we have to get more and more higher-end tooling and capabilities into the hands of our business people so that they can directly manipulate how business is performed.

... regular business people can participate in the creation, the development, the definition of their processes and the use of their digital assets in ways never before possible. Business Process Management is at the forefront of that shift.

...the new IBM Business Process Manager Version 7.5 is the coming together of all of the great work that Lombardi did around consumability and usability of tooling by real business people along with all of the scale and security and safety, high end integration for complex workflows and environments that we had with WebSphere Process Server.

We have integrated all of our tools around a design time registry and repository called the Process Center ...

...The Process Center is the only technology in the BPM market that addresses governance and lifecycle management to the degree that it is required by anybody doing BPM at scale.

...if the governance and lifecycle management of all of your design time assets, if sharing processes is important to you, you have to have something like the process center because it's the only way that you can safely and securely and easily share assets across your process applications.

Moving the point of integration away from the runtime server and on to this repository that is purpose built for business collaboration... and the sharing of assets across multiple

process applications, this/ ...is a revolutionary technology and it enables a revolutionary cultural shift in the consumption and deployment of that technology...

Business Process Management and IBM Business Process Manager specifically enables that cultural shift toward a world of more end-user computing more readily than any other product on the planet.

We have the largest organization dedicated to business process management on the product side, on the sales and marketing side, on the finance side, on the services side.

...by putting the power directly in the hands of the people that are making these decisions and doing the work of the world, I think we are making a smarter planet.