



WebSphere software

IBM WebSphere Dynamic Process Edition Version 6.1.2

Highlights

- *Provides a comprehensive foundation to deploy dynamic business processes in response to changing business needs*
- *Facilitates continuous business process optimization through real-time visibility into your end-to-end business activity*
- *Improves agility through a combination of policy, rules management and service selection capabilities*
- *Offers broad, role-based capabilities to foster improved collaboration between business and IT*
- *Includes simplified tools for business users, making it easier to change business service policies*
- *Enables business users to customize dashboards and process analytics, generating insights that help them to rapidly drive and implement process change*

Market uncertainty demands that businesses rapidly change

Businesses today must adapt faster, and this makes CEOs hungry for change, according to IBM's 2008 CEO study of 1,100 CEOs worldwide. These change requirements are driven by the global economy and marketplace uncertainty. The business impact will increase, not decrease, in the future. Uncertainty about industry consolidation, mergers and acquisitions, global competitors, new regulatory requirements, macroeconomic changes and a power shift to consumers requires companies to adapt and change rapidly.

Business leaders want to remain competitive and would like to change at the speed of business if they can.

They need and expect their business processes to meet these core business objectives while responding to an ever-changing world:

- *Support innovative business models, as well as new, differentiated products and services*
- *Change rapidly and continuously optimize operational capabilities*
- *Provide a real-time operational view with the ability to intervene quickly*

To date, these objectives have been very hard to deliver. Organizations struggle for a variety of reasons:

- *Innovation stalls when a business cannot analyze or optimize its differentiating processes or capabilities.*
- *Rapid change is impossible with complex, rigid and inconsistent manual and automated processes.*
- *Performance management is impossible when late or missing information hinders understanding and insight.*

To overcome these struggles, effective business processes must have the following characteristics:

- Process variability
 - Is the business process responsive and agile enough to allow rapid reaction to marketplace changes and opportunities?
 - Can you change the outcome of the business process without embarking on an IT “rip and replace” project?

- Process automation
 - What degree of human involvement is required?
 - What organizations, roles, relationships and escalations are involved in the process?
 - How easily can applications and services be integrated into the process?
- Process flexibility
 - Can people assigned to tasks be easily exchanged?
 - Is the process structure easily changed?
 - Can the business easily change rules and other variables to address new requirements, without going through a complete, traditional IT change cycle?

Quality processes drive competitive advantage

Every business activity is driven by a business process. Whether selling to a customer, providing service or managing internal systems and resources, all activities can be tied back to a specific business process. This realization is driving the rapidly growing interest in business process management (BPM) technology. IBM, the company whose systems manage more transactions than any other in the world, is a leading provider of BPM tools and technologies. With IBM WebSphere® Dynamic Process Edition, business users gain a

better understanding and more control of their business processes than ever before. This is accomplished without sacrificing the flexibility to change those processes at a moment's notice in response to changing business needs and market conditions.

Using WebSphere Dynamic Process Edition, users can:

- *Explicitly model any business process to identify performance bottlenecks, automate select processes or process activities, and document the details to increase understanding and knowledge sharing about every process.*
- *Deploy processes on a dynamic foundation that supports rapid change through rules and business policies.*
- *Monitor business activities as they occur within and around processes to provide highly tailored visibility into the details that drive business performance.*

Optimizing business processes provides the means to innovate new business models and to offer differentiated products and services while leveraging existing assets. With the right tools, businesses can give new life to existing IT assets that support key processes and support business-led process change.

Embrace change for an agile business

IBM's vision for BPM is to allow customers to create more agile and dynamic processes today that serve as the foundation for greater innovation in the future. That vision is to use BPM as a catalyst for alignment between business architecture and IT infrastructure and keep this alignment flexible and continuous to adapt to changing business needs.

To empower customers to realize this vision, IBM provides the IBM Business Process Management Suite. The IBM BPM Suite is a comprehensive set of role-based product capabilities enabled for service-oriented architecture (SOA) that provide customers with the ability to continuously optimize processes and adapt them rapidly to changing needs. The IBM BPM Suite contains key functions to control and manage business processes across their life cycle, and it emphasizes business user involvement and collaboration across multiple roles within the organization. The IBM BPM Suite combines product capabilities from across IBM Software Group into an integrated offering that matches the way customers purchase, implement and upgrade BPM software while protecting and reusing their existing IT investments.

Role-based capabilities deliver value across the organization

Across the business organization there are many different roles—some with a business perspective, others with an IT perspective. IBM's approach is to bring them together through BPM.

BPM from IBM provides compelling value to business leaders, in addition to IT, with a range of benefits for both. Here are examples of the needs that BPM can help meet for various roles:

- *Business leaders—Want full process visibility, compliance and governance*
- *Process owners—Need to be empowered to make their own process changes*
- *Business analysts—Want to simulate process results without deploying*
- *Business users—Want to become more productive and responsive to customer needs*
- *IT architects—Need to use and extend existing assets*
- *IT leaders—Have to deliver faster time to value and reduce costs*
- *IT developers—Want to collaborate more easily with process stakeholders*

BPM from IBM can deliver solutions that address these needs from across the organization plus align them around business process objectives and the specific needs of a changing business.

In addition to receiving value from BPM, all types of process participants, from business leaders to IT architects, can collaborate together in managing and optimizing their processes. The goal of BPM is not restricted to simply building and running a good process, but also to create processes designed for continuous optimization, supported by a continuous feedback loop, and the tools and capabilities to collaborate across multiple stakeholders within an organization.

WebSphere Dynamic Process Edition helps business and IT do BPM right

With the right software, expertise and assets, BPM can help solve common business challenges such as:

- *Undocumented business processes*
- *Bottlenecks preventing efficiency*
- *Limited visibility into performance*
- *Undefined key performance indicators, or processes where performance is not optimized*
- *Complex integration across multiple processes and applications*
- *Process change that is cumbersome and cannot address exceptions*

IBM WebSphere Dynamic Process Edition is a core offering from the IBM BPM suite and is designed to provide extensive capabilities for BPM enabled by SOA to support the design, assembly and continuous optimization of end-to-end dynamic business processes. It empowers both business and IT roles to embrace change and continuously improve their business. It delivers significant value by aligning a company's business process objectives and their changing business needs. To be done right, BPM requires core capabilities that are included in the WebSphere Dynamic Process Edition, including:

- *Business-level modeling and simulation, which include process modeling tools and the ability to collaborate with stakeholders to design how they want their business processes to work*
- *Capabilities to compare new processes with how the business runs today, and understand the changes needed to optimize further*
- *A capability to run a simulation before implementing changes, to help ensure that they produce the required outcome is; if appropriate, “hot-deploy” the business process changes directly into the operational environment*

- *The ability to monitor existing processes and gain greater insights into how they work; supported by tools to better analyze and understand areas to improve, and to visualize key performance indicators that matter to the company*

These capabilities can be applied end-to-end across a process. But they can also be deployed incrementally to specific pain points or areas of prioritization. Companies can choose an implementation plan that works for them.

WebSphere Dynamic Process Edition includes three products to help you implement BPM:

- *IBM WebSphere Business Modeler Advanced V6.1.2 to model and simulate*
- *IBM WebSphere Business Services Fabric V6.1.2 to rapidly deploy and change*
- *IBM WebSphere Business Monitor V6.1.2 to analyze and optimize*

Use modeling and simulation to design accurate and precise modifications to the business

Modeling is critical in BPM and integration. The first step is understanding processes and then streamlining how models are created, shared and refined.

This approach not only saves time for the business analyst but also provides real value with the ability to run “what-if” scenarios and accurately predict how the process will flow, where the bottlenecks will be, and projected cost savings before beginning any implementation work. As a company works through the process changes, it is the ideal time to define how they expect the process to work and define suitable KPIs. KPIs are standard metrics that help a company understand and measure their success, such as:

- *Current work in progress (WIP) volumes*
- *Raw materials on hand*
- *Cost of goods sold (COGS) as a percentage of revenue*
- *Total annual inventory turn rate*

Simulations can then be run based on those KPI metrics, helping to create a solid business case for making the proposed process changes.

IBM WebSphere Business Modeler Advanced, Version 6.1.2 can provide the modeling and simulation capabilities companies require, including:

- *Document all relevant facts; not just the process diagram*
- *Visualize process properties*
- *Create process documentation and reports*

It has a simple-to-use, drag-and-drop interface and can create existing flows or import them from Microsoft® Visio®. Someone using WebSphere Business Modeler Advanced can share the proposed process with other stakeholders in the company by publishing the work to the company's internal Web site, allowing appropriate reviews, feedback, and agreement on the new process.

WebSphere Business Modeler Advanced validates and documents business processes and provides simulation, analysis and redesign capabilities. With WebSphere Business Modeler Advanced, you can further bridge the gap between your IT assets and your business goals by taking advantage of the product's robust functions for business process analysis.

The WebSphere Business Modeler Advanced simulation engine enables simulation of the dynamic behavior of a business process so you can analyze workloads and bottlenecks. By using the simulation engine, you can determine the most efficient model before implementing the process. After building, simulating, analyzing and correcting the processes, you can deploy them with IBM WebSphere Business Services Fabric® through BPEL, Web Services Description Language (WSDL) and XML Schema Definitions (XSDs). WebSphere Business Modeler Advanced can export models to the integration development tooling in WebSphere Business Services Fabric by generating service component architecture (SCA) components, modules and Task Execution Language (TEL) for human tasks, and business rules.

WebSphere Business Modeler Advanced supports WebSphere Business Monitor, also included in WebSphere Dynamic Process Edition, by generating business measures models. This gives you the ability to take a snapshot of a modeled process and update it with KPI and metric information that define the conditions that enable the use of WebSphere Business Monitor to determine that a situation

has occurred and that an action must be taken. For example, an alert sent to a manager can be triggered:

- *When an order exceeds a threshold*
- *If a customer order needs special handling*
- *If a process is taking too long and is exceeding your service level agreement (SLA)*

This alert notifies the manager to address the area that is causing the situation.

Increase collaboration with adaptable, customizable models

WebSphere Business Modeler Advanced provides a scalable solution for business analysts who need to manage large numbers of BPM assets and the relationships between them. Together with IT architects and developers, business analysts can communicate, share and search for BPM models and other assets, whether they are using WebSphere Business Modeler Advanced, WebSphere Integration Developer or the Monitoring Model Editor within WebSphere Business Monitor.

WebSphere Business Modeler Advanced enhances business and IT collaboration through simplified business process communication, with an option to switch process graphics to Business Process Modeling Notation (BPMN), a standard graphical notation for drawing business process models with customized elements like tasks, processes, human tasks—both manual and automated—and business rules.

Rapidly deploy and change with dynamic business processes

After a company has gained insight, they need highly responsive business processes to carry out the business vision. WebSphere Business Services Fabric, Version 6.1.2 makes assembling dynamic business processes faster and easier by using business service policies to make changes—without IT intervention. What makes working with business service policies so effective? Policies are combinations of declarative statements written in a business context, such as “Repeat customers receive preferred status.” They are not limited by hard code, so change is quick and easy.

Existing IT assets are organized into reusable building blocks called *business services*. By keeping these vital blocks

and policies separate from the process, businesses have reusable pieces that dynamically assemble. The overall business process becomes highly flexible and agile.

Altering business service policies, rather than redeploying the business processes, gives organizations the ability to innovate, respond rapidly to external demands, and speed new products or services to market. The customers also gain through enhanced, customized experiences.

In order for a dynamic environment like this to reach its full potential, business leaders need to share a vision with IT leaders that drives BPM enabled by SOA adoption based on their objectives. Without business leaders that are aligned with IT, BPM enabled by SOA solutions become difficult to implement and stand to never realize their full potential.

IBM WebSphere Business Services Fabric, Version 6.1.2 offers enhanced consumability, easier business service policy changes and provides more functionality for business users. Some key features include:

- *Simplified integration with IBM WebSphere Business Modeler Advanced and IBM WebSphere Business Monitor for faster return on investment metrics*
- *Enhanced business-level policies expressiveness with business variables*
- *Strengthened integration and interoperability with IBM WebSphere Service Registry and Repository*
- *Additional platform support for wider deployment options including operating systems and databases*

Businesses can get their BPM projects started even quicker with optional IBM Industry Content Packs. They contain a variety of prebuilt assets with extensive, industry-specific best practices content designed to further accelerate deployment of business services. The extensive experience of IBM customers, distilled into the valuable content pack, is available to strengthen your implementation. IBM offers a range of optional industry content packs:

- *IBM Insurance Property & Casualty (P&C) Content Pack for WebSphere Business Services Fabric*
- *IBM Healthcare Payor Content Pack for WebSphere Business Services Fabric*
- *IBM Banking Payments Content Pack for WebSphere Business Services Fabric*
- *IBM Telecom Operations Content Pack for WebSphere Business Services Fabric*

Analyze and optimize business processes for maximum efficiency

IBM WebSphere Business Monitor is a comprehensive business activity monitoring (BAM) solution that provides an up-to-date view of your business processes. WebSphere Business Monitor allows you to understand your business processes and compare performance with expected results. You can use the actual results to facilitate improvement of your business processes and help increase business competitiveness by improving process efficiencies.

Business activity monitoring refers to the aggregation, analysis and presentation of real-time information, including tracking performance, processes and operational activity using key performance indicators (KPIs). As a result, business users can address problem areas quickly and reposition organizations to take full advantage of emerging opportunities.

BAM systems are driven by business events, which are fed from a variety of applications. By taking advantage of the capabilities within WebSphere Business Monitor, you are positioned to

use marketplace or competitive changes almost instantaneously, without the lag time that can hinder companies in this global marketplace.

WebSphere Business Monitor provides capabilities to optimize business processes, including:

- *Continuous feedback from real-world KPI data into the business code*
- *Support to analyze real-world data and compare to the expected data*
- *Information to help you make your models more accurate*

WebSphere Business Monitor also provides actionable insight through configurable dashboards that you can use to:

- Manage the business in real time
 - Collect information and draw metrics from multiple sources
 - Manage dashboards you can personalize and reporting capabilities, including trending
 - Set KPIs based upon key performance objectives
- Intervene in deployed processes
 - Identify business situations to initiate real-time responses as performance data is received
- Keep service level agreements and react to disruptions with:
 - Multi-level escalation capabilities
 - Notification for overdue tasks through e-mail, online or service
 - Transfer of stuck work to available resources
 - Monitoring of deployed business processes through KPIs

WebSphere Business Modeler Advanced is optional for use with WebSphere Business Monitor, but when used provides sophisticated and intuitive modeling with simulation capabilities that enable you to precisely model the critical aspects of your business. By using WebSphere Business Monitor with WebSphere Business Modeler Advanced, you can create a business measures model that specifically identifies activities you want monitored, and business metrics and KPIs related to business operations. After a model is completed, it can be imported and made executable using the WebSphere Business Monitor toolkit. After the completed monitor model is deployed, metrics and KPIs are calculated from information in incoming events. These metrics and KPIs can help you make informed and timely decisions. You can take a snapshot of real-time process behavior and use the actual business measures from WebSphere Business Monitor in WebSphere Business Modeler Advanced to create more-realistic simulations. WebSphere Business Monitor can also track the activity of the full range of components.

BPM built on a foundation of Smart SOA

BPM is better when combined with SOA, and more specifically, when combined with the IBM Smart SOA™ approach.



The Smart SOA approach is about maximizing both business and IT value from your SOA initiatives. It demands that the principles of simplicity and robustness be applied, regardless of how basic or advanced your project is. It also recognizes that business needs are evolving along a continuum of maturity and, though basic project requirements need to be met, you also want to make sure you have room to grow when your needs become more advanced.

This approach applies not just to the underlying services in an SOA, but the business processes composed of them as well. Creating a simple yet robust foundation based on Smart SOA is critically important to BPM and helps to deliver on one of its most important business benefits: to become more agile and responsive so you can adapt to changing needs.

Dynamic processes represent the future of business. With IBM WebSphere Dynamic Process Edition, businesses can start building dynamic processes today and discover the flexibility and responsiveness needed to fully use their existing IT infrastructures.

For more information

To learn more about IBM WebSphere Dynamic Process Edition, please contact your IBM marketing representative or IBM Business Partner, or visit the following Web sites:

- ibm.com/software/integration/wdpe/
- ibm.com/software/integration/wbimodeler/
- ibm.com/software/integration/wbsf/
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