

“It is all in the process: you cannot work harder, work smarter”

Jan Van der Sypt
21 September 2010



Work Smarter, what does that mean for a company?

- Improvement = Be aware of weaknesses, focus on strengths
- Process = How a company works, what it does
- Knowledge is within people
- Find new ways to tap into that knowledge

- Collaboration between people in order to improve the processes
- Work smarter = do better with what already exists



Objectives



Showcase **agile development** of process applications



WebSphere Lombardi Edition facilitates **build, deploy, measure, optimize** in a single, unified platform

Explain the **Shared Model architecture**



The Shared Model architecture facilitates rapid development and change, therefore, **reduces technical effort, time, cost and risk**

Optimize processes and resources



Gain visibility into your process using the **built-in performance tracking and analytics** to drive real-time scoreboards and process optimizer



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Leading in Times of Transition: The 2010 CIO Agenda

Do companies care? Do CIOs care what the business needs?



Top 10 Business Expectations for IT

1. Business process improvement
2. Reducing enterprise
3. Increasing
4. Improving ente
5. Attracting
6. Manag
7. Creating new pro
8. Targeting custom and markets more effectively
9. Consolidating business operations
10. Expanding current customer relationships

The business priority "Business process improvement" has been the #1 business expectation of IT since its introduction to the CIO Agenda survey in 2005.



Gartner, Inc., "Leading in Times of Transition: The 2010 CIO Agenda"

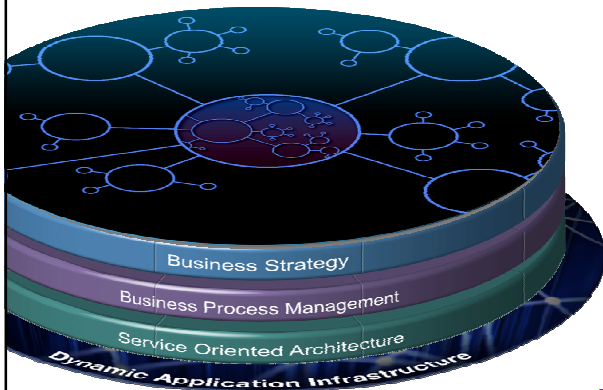


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Driving Better Business Outcomes

By aligning the engines of agility



Agile businesses that actively **converge business and technology** have

7% higher EPS growth

49% higher ROI

than their industry peers

Source: BTM Business Agility Index, May 2010



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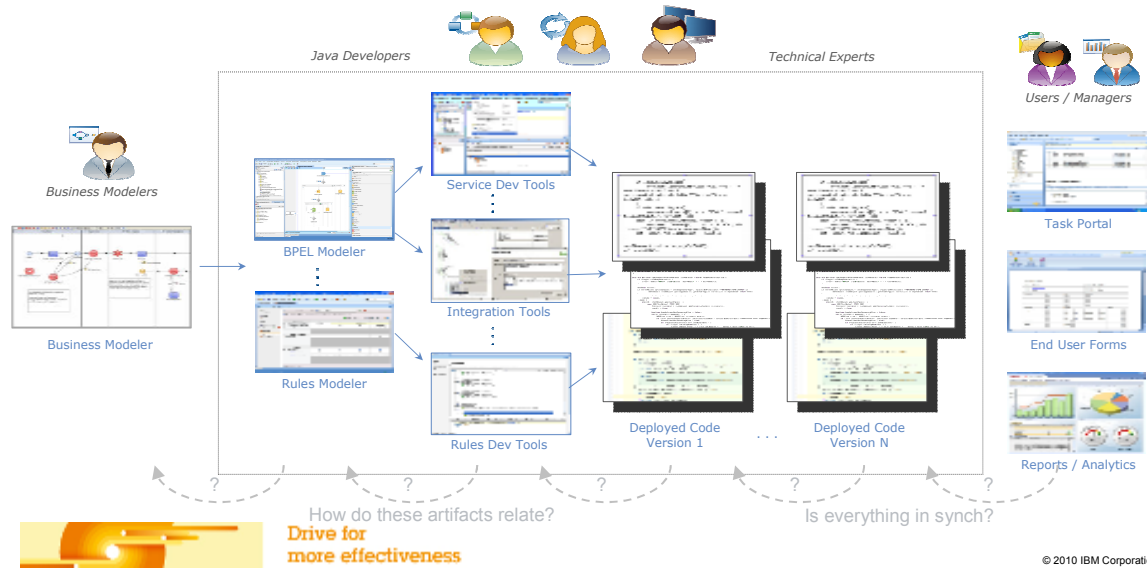
Process is Everywhere!



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Traditional Process Application Lifecycle



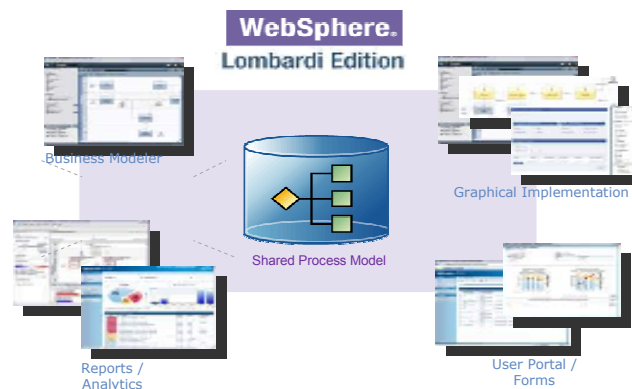
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Rapid Process Implementation, Improvement

WebSphere Lombardi Edition V7.1



- **Rapid delivery of process applications** – build, deploy, measure, optimize in a single, unified platform
- **Model-driven architecture for rapid development and change** – graphical implementation reduces technical effort, time, cost, and risk
- **Built-in performance tracking and analytics** drive real-time scoreboards and process optimizer
- **Centralized deployment control** simplifies governance
- **WebSphere Application Server ND v7** and **DB2 Express** are embedded



"... the picture IS the process ..."



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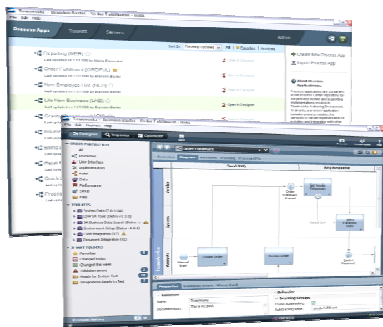
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Simplicity



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Simplicity... with Sophistication



- ▶ **Shared Model Architecture** unifies design and run-time information
- ▶ **Snapshots** introduce an entirely new way to version
- ▶ **Toolkits** enable broad re-use of common assets across projects
- ▶ Unified environment makes collaboration and “**playback**” possible



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Engagement



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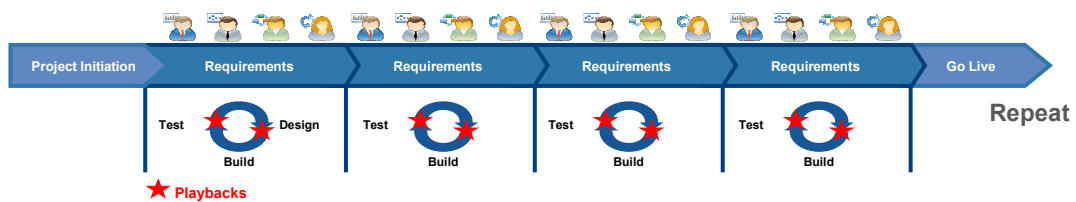


Repeatability



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Iterative Deployment Approach



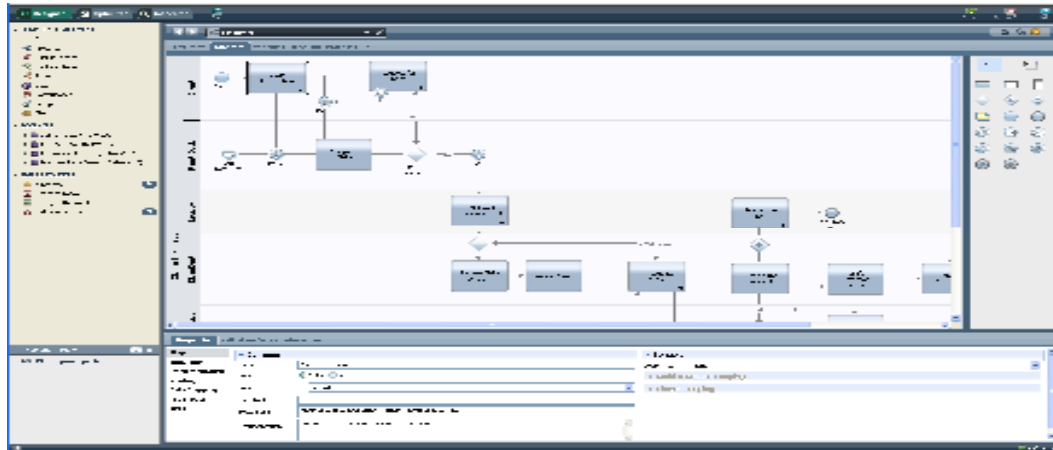
Benefits

- **Short iterations** show regular process
- Frequent, interactive “**Playbacks**” drive continuous validation
- **Joint leads** from business and IT able to prioritize according to value and level of effort in and across iterations
- Focus on **executable process** enables testing throughout deployment



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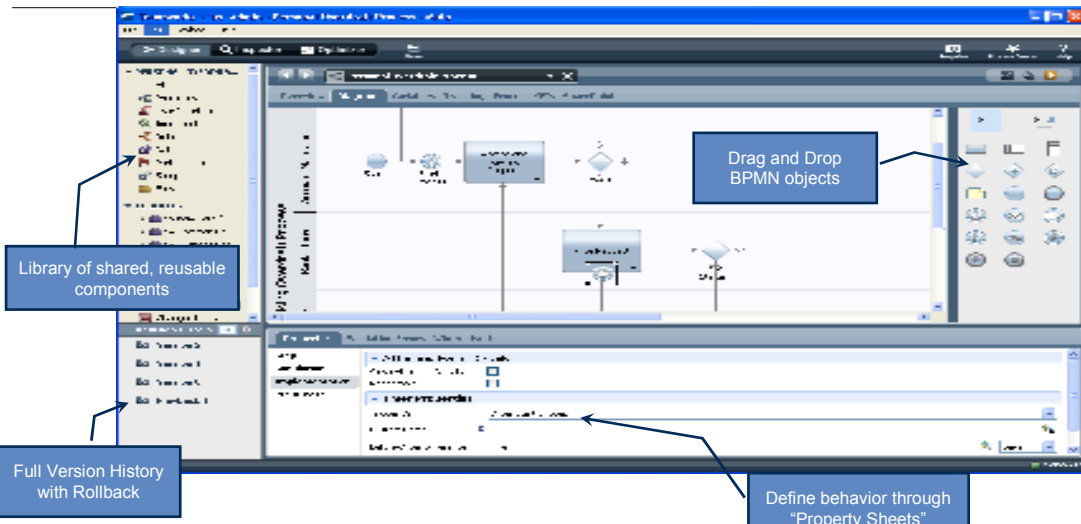
WebSphere Lombardi Edition (WLE) – BPMN Modeling



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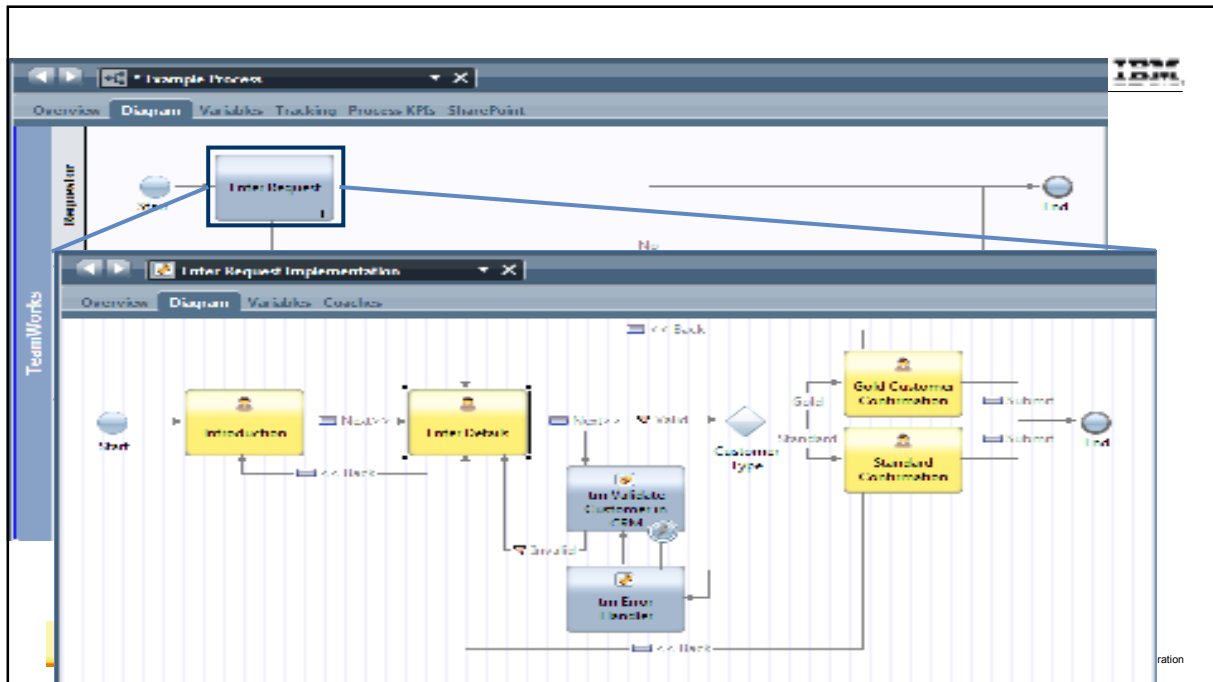
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WLE Authoring Environment



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The screenshot shows the 'Enter Request Implementation' form in the TeamWorks software. The form is titled 'Teamworks Coach' and 'Step 2 : Enter RequestDetails'. It includes a sub-header 'Request' and a prompt: 'Please enter the request details below.' The form contains several input fields: 'Id' (with a dropdown menu), 'Amount', and 'Customer Name'. Below these are two large text areas for 'Description' and 'Justification'. At the bottom right, there are buttons for 'Go Back' and 'Next'.

The screenshot shows the 'Variables' configuration window for 'Example Process'. The 'Variables' tree on the left includes:

- Variables
 - Input
 - Output
 - Event
 - request (Request)
 - id (Integer)
 - customer (Customer)
 - id (String)
 - name (String)
 - type (String)
 - address (Address)
 - level (String)
 - line1 (String)
 - city (String)
 - state (String)
 - postCode (String)
 - country (String)
 - amount (Decimal)
 - description (String)
 - justification (String)
 - credit (String)

The 'Details' panel for the 'request' variable shows:

- Name: request
- Documentation: (empty)
- Event: (empty)
- Variable type: Request
- Default Value:

Property	Value
id	0
customer	{}
id	""
name	""
type	""
address	{}
amount	0.0
- Business Data Search:
 - Available in Search: (checkbox)
 - Search Alias: (text field)



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Simulation for process optimization

IBM
J. ARS

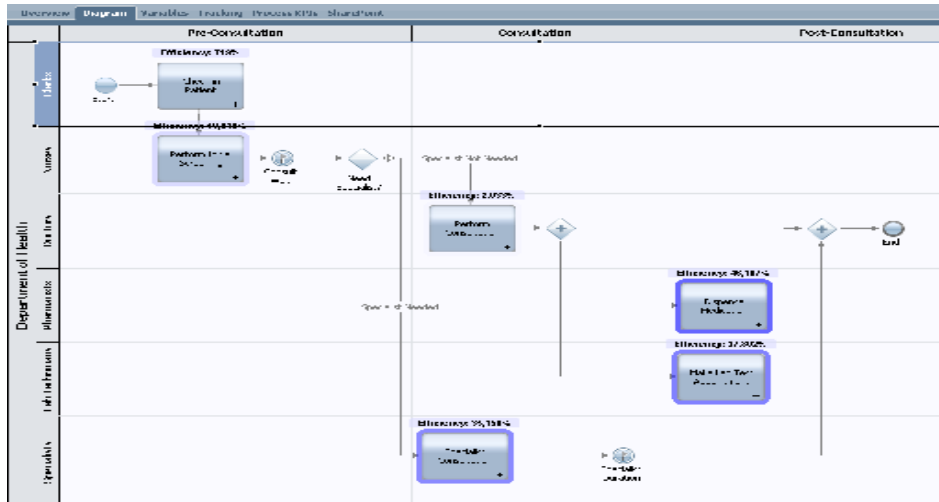
The screenshot displays a simulation environment for process optimization. The central area shows a process flow diagram with nodes such as 'REQUEST', 'PROCESSING', and 'DELIVERY'. The interface includes a search bar at the top, a left sidebar with navigation options, and a bottom section with data visualizations, including a line graph and a bar chart.



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Process Optimizer showing efficiency



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“

Lombardi customer references are among the most advanced in BPM maturity. They demonstrate **broad adoption of BPM across an organization** and yielding transformative business results.

”

Gartner
2009 BPM Suites Magic
Quadrant



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Establishing A Repeatable BPM Program

IBM
IDM

Efficiency

- Automated Agent 'Quick Quotes'
- Increased agent and customer service satisfaction, decreased manual handoffs and eliminated need to buy a new system
- Eliminated 87% of "human touches" required to apply Premium Monies
- Implemented automated New Business 'Sort and Search'
- Enabled team to complete new annuity setup in less than 48 hours, increasing broker satisfaction and avoiding penalty cost for missed SLAs

Effectiveness

- Automated Relationship Management to effectively manage customer complaints
- Totally automated market research and survey management, providing management visibility and reporting for top 3 customer service issues

Agility

- Reduced lead time required for new product code setup from 57 down to 4 days
- Automated new securities application process, enabling the business to support growth without additional head count



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Business Processes Implemented in First Year

Allianz

IBM
IDM

Securities Application Processing	Workflow and BAM
"Money In" – Premium Processing	Exception handling
Life Informal Underwriting	Workflow
Customer Satisfaction Survey Tracking	Bulk automation
New Product Setup	Single point of entry
New Policy Application Documents - Sort / Route / Search	Workflow and Exception handling
Complaint Management / Service Recovery	Workflow and BAM



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Simplicity

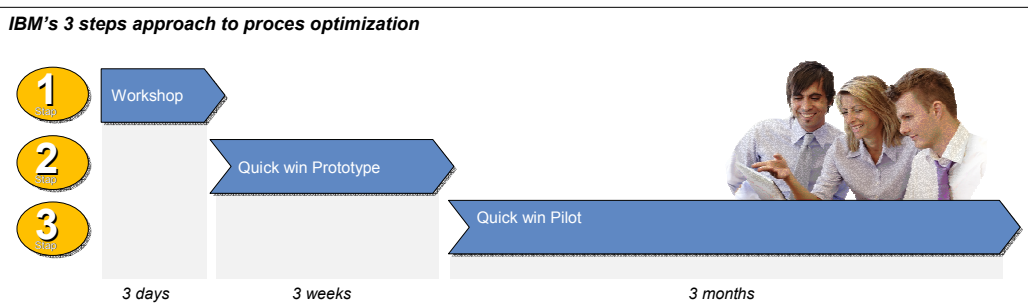
Engagement

Repeatability



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IBM can help : Getting started in 3 steps to process optimization



- Helps you to prioritize the right business issues
- Delivers a clear step-by-step roadmap – sponsored by business AND IT
- Gives you the possibility to financially justify a “GO” decision



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“

With Lombardi, it's not **what** you do that is so different. It's **how** you do it. That is the big difference.

”

Jose Francisco Vergara
Director, Knowledge Management and BPM, Iron Mountain



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“It is all in the process: you cannot work harder, work smarter”

WebSphere®
Lombardi Edition

Thank
YOU

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