

IBM SolutionsConnect 2013

Turning Opportunity into Outcomes.



Advanced Case Management

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Content in Motion

Smarter Content. New Insights. Better Outcomes.



“The most important contribution management needs to make in the 21st Century is similarly to increase the productivity of KNOWLEDGE WORK and the KNOWLEDGE WORKER.”

- Peter Drucker, 1999



New market demands for achieving outcomes require new approaches...*like advanced case management*

Increased costs and risks from unpredictable processes

Higher customer service level expectations

Greater demands for productivity amid complex decisions

Limited ability to respond to market dynamics

Departing and diminished workforces

“Increased interest in **improving information worker productivity** through automation has surfaced case management as a prime example of an **unstructured process style**. More work today is being seen as caselike in industries, beyond government, law and healthcare, which have long-handled work as cases. Newer areas include **mortgage origination, university admissions, grants management** and **customer complaints**.”

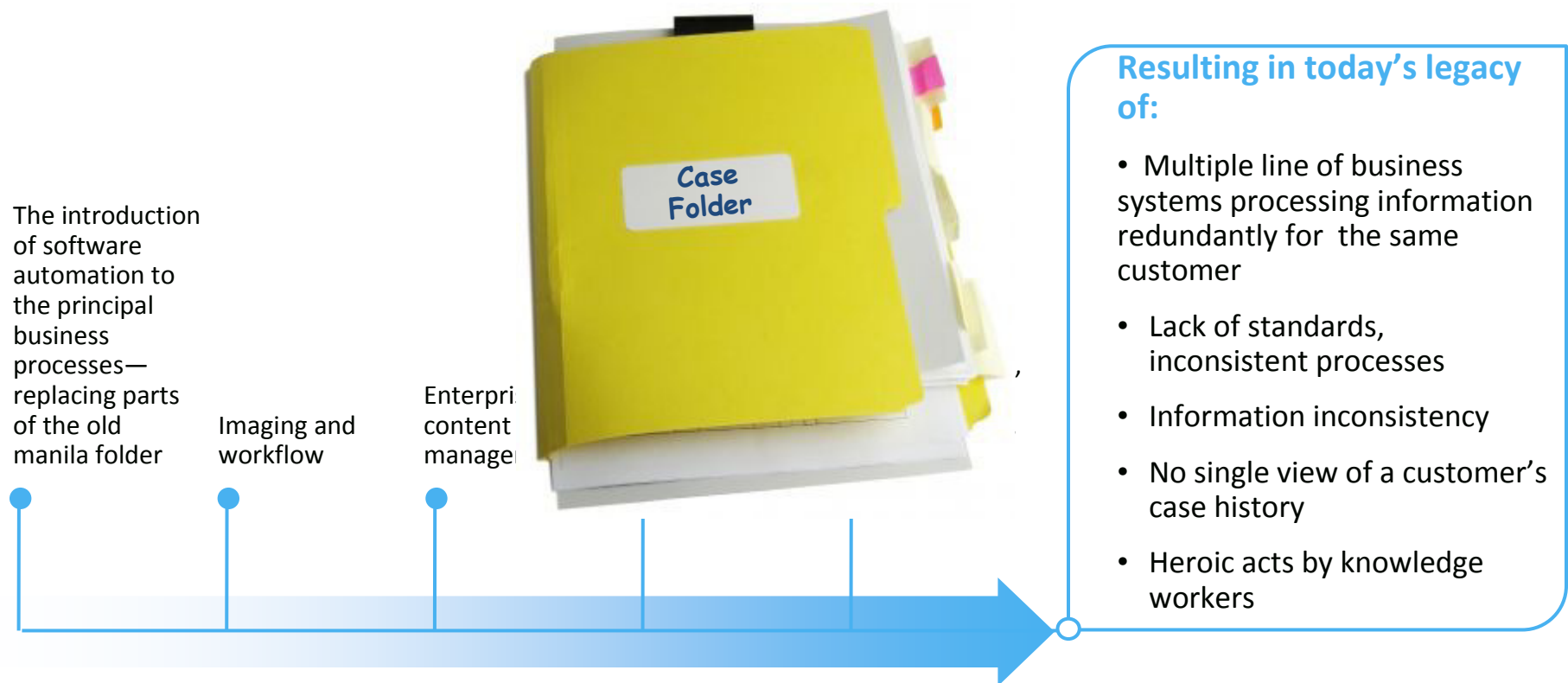
- *Gartner*



Gartner “The Case for Case Management Solutions”, June 2012

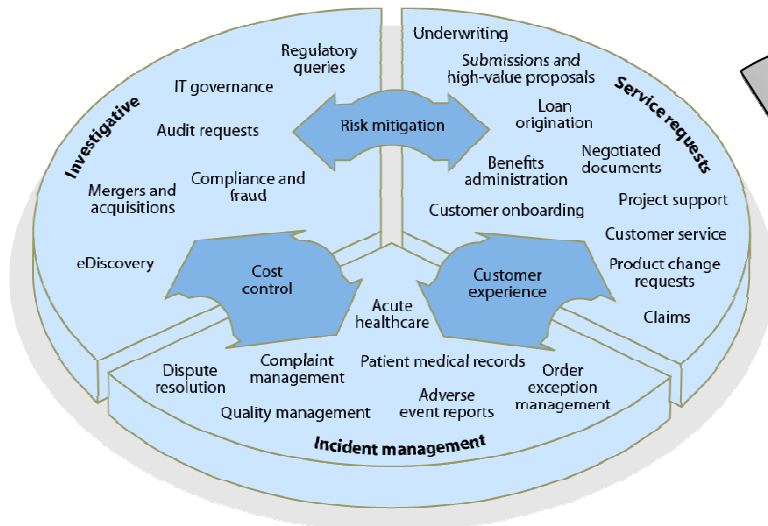


Efforts to achieve the best outcomes efficiently have evolved in the industry over time...



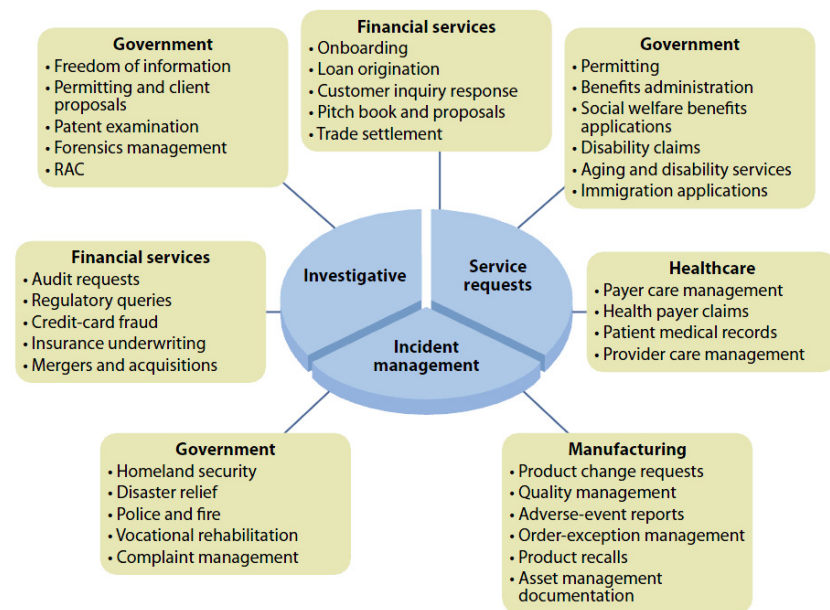
Does your organization have challenges with...

Transactions or interactions that result in disputes, investigations, incidents, inquiries, complaints, contracts, exceptions, adverse actions, claims, fraud, negotiations, resolutions, escalations, research, audits, intervention, customer satisfaction, or case management?



Solutions are expressed through an industry lens

Figure 1 Untamed Processes By DCM Categories



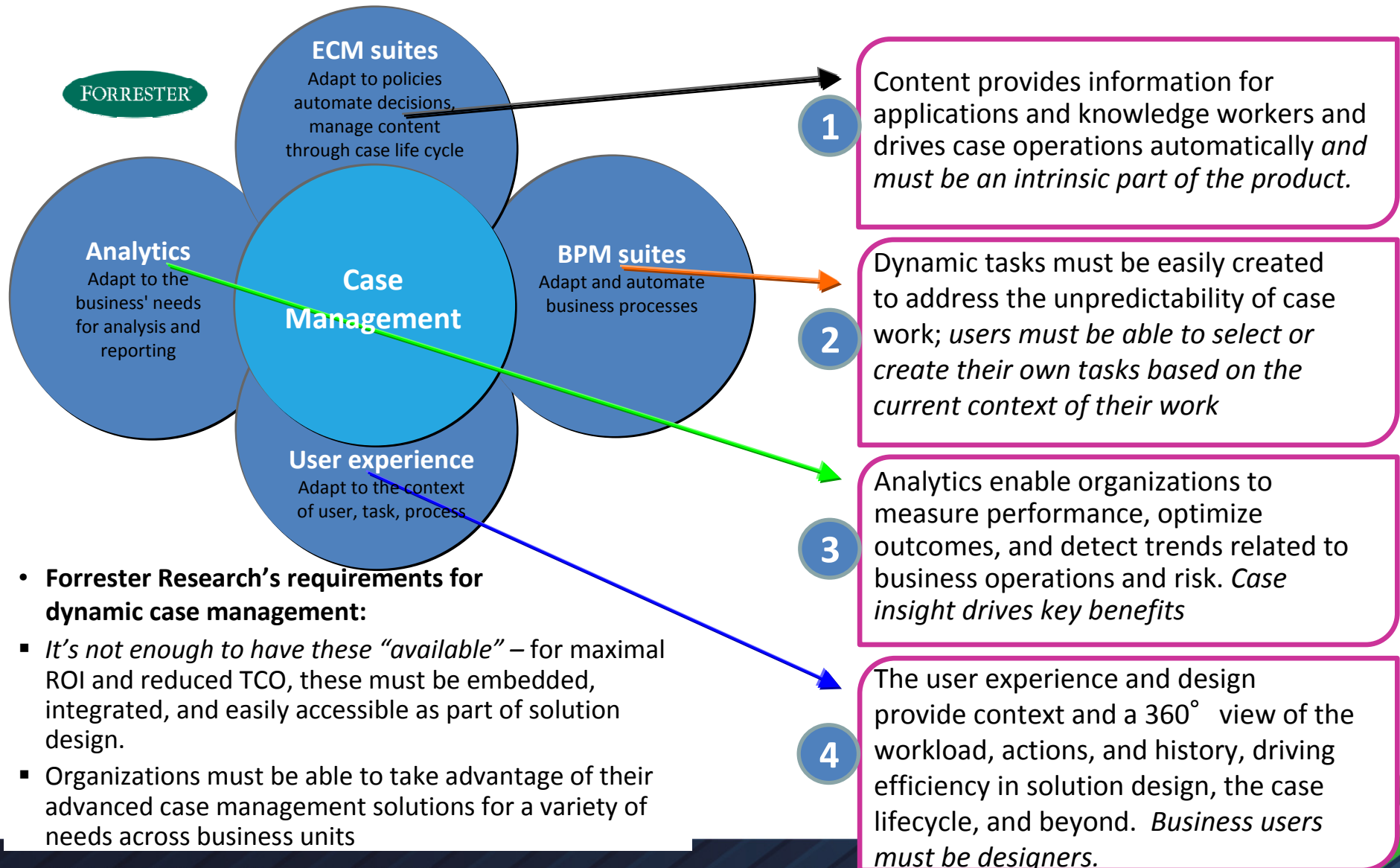
A case management platform should be able to address ALL of the different types of use cases that exist across an organization.

Source: December 28, 2009, "Dynamic Case Management — An Old Idea Catches New Fire" Forrester report

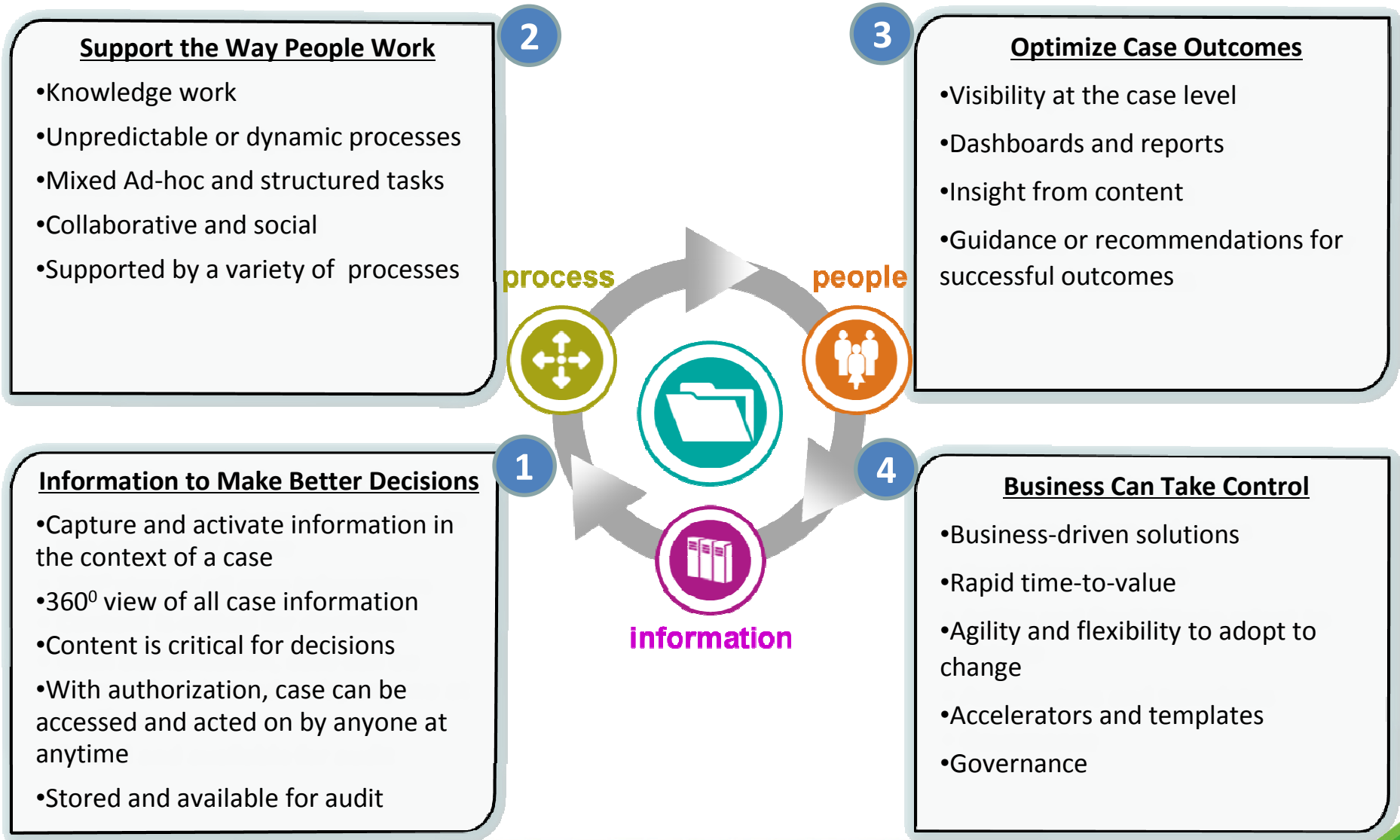
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Source: Forrester Research, Inc.

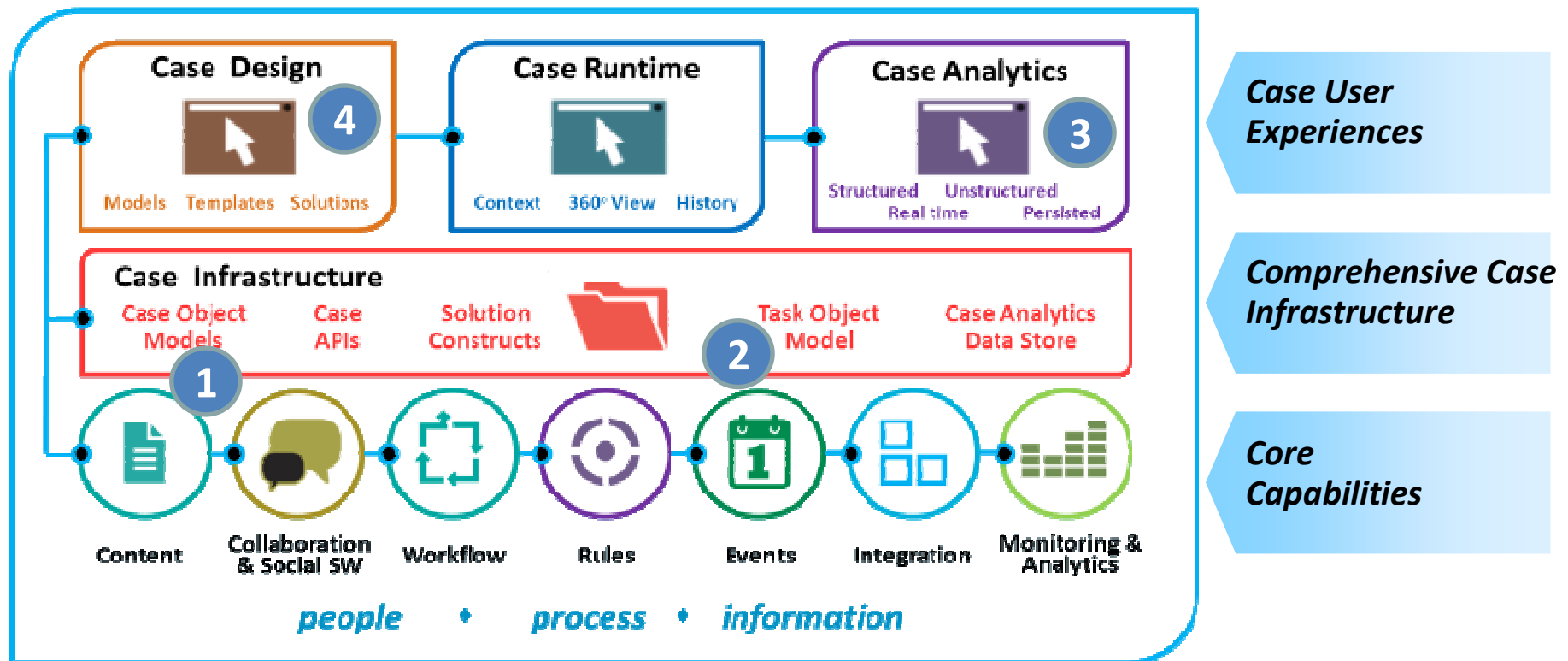
The capability baseline for advanced case management



Capabilities required to address case workloads



IBM Case Manager: Simplifying the delivery of case-based solutions



IBM Case Manager Time and Cost Savings for Case Solutions

Operations and Design

Effort savings vs. traditional methods



- Design for the key unit of work – the “case” or “container” – first
- Solutions are designed and delivered by *business analysts*; IT adds value as necessary
- Prototype solutions quickly with no penalty for design change
- Design in Case Builder offers “one stop shopping” for case solutions
- Tasks enable organizations to discover the best paths to outcomes without re-engineering

Source: data derived from client engagements as well as development lab tests and experience.

Knowledge Worker Benefits – *Run Time*

- **“Case container” provided in the worker’s context**
 - Receive all related information (structured and unstructured), history, and activities
 - Eliminate searching across different content stores or technologies
 - View goals/KPIs relative to desired outcome and adjust as needed
 - Take ANY appropriate action based on conditions while maintaining integrity

- **All content and process actions are tracked and analytics maintain KPIs**
 - Determine effectiveness of outcomes
 - Track efficiency of work and actions toward outcomes
 - Manage goals to achieve the best business outcome

- **Create efficiencies on a “per work item” basis**
 - Increase processing productivity via tasks and active content
 - Reduce errors and redundancies by optimizing actions to achieve outcomes
 - Provide integrated information lifecycle management

**Save time and money!
Service more customers!**

**Manage complex activities!
Maintain total visibility!**

**Create efficiencies among
workers and drive effective
outcomes!**



Strategy Matters

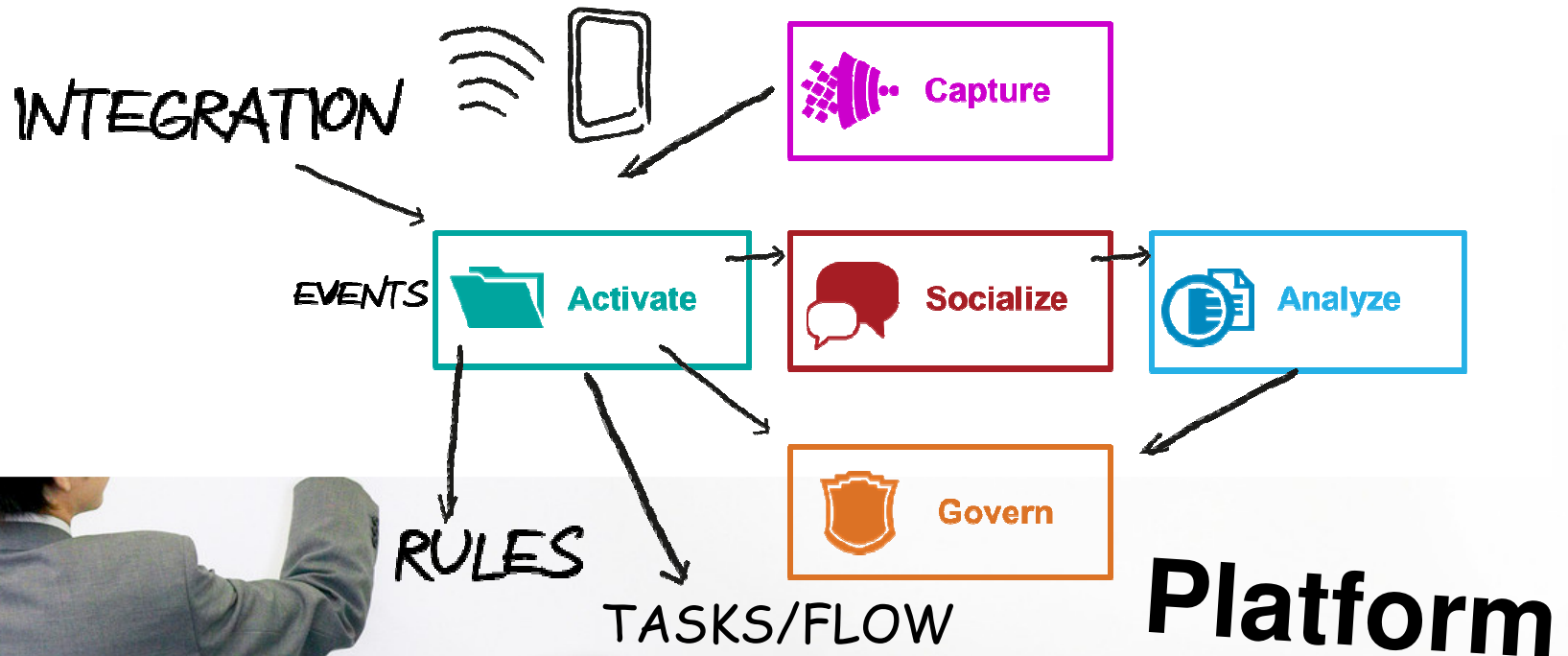


Figure 4 Forrester Wave™: Dynamic Case Management, Q1 '11



*“IBM can claim the **strongest scores** across the three DCM use case categories — investigative, service request, and incident management — reflecting the strength and comprehensiveness of its **overall portfolio**, which combines BPM, ECM, and analytics.”*

IBM Case Manager Solution Set



ICM leverages the entire ECM portfolio and extends across IBM Software Group



IBM Case Manager Projects - Delivering Solutions

Investigative

AML/KYC/Consolidated Fraud Management - Banking

Healthcare fraud identification and case investigation

Compliance – e.g.: NERC compliance & audits for Energy and Utilities

Benefits/Claims Fraud Investigation - Government

Investigate Case Management – Judicial Government

Asset protection and case management - Retail

Case system consolidation - Banking

Coordinated care management - Healthcare

Suspense Tracking/Action Tracking - Military

Incident Management

Long term care claims processing – Insurance

Complex bids/sales proposals

Contracts management

Claims and request management – Ins, Govt

Benefits mgmt – Social Services

Employee lifecycle management & employee on-boarding/ off-boarding

Permitting and Licensing

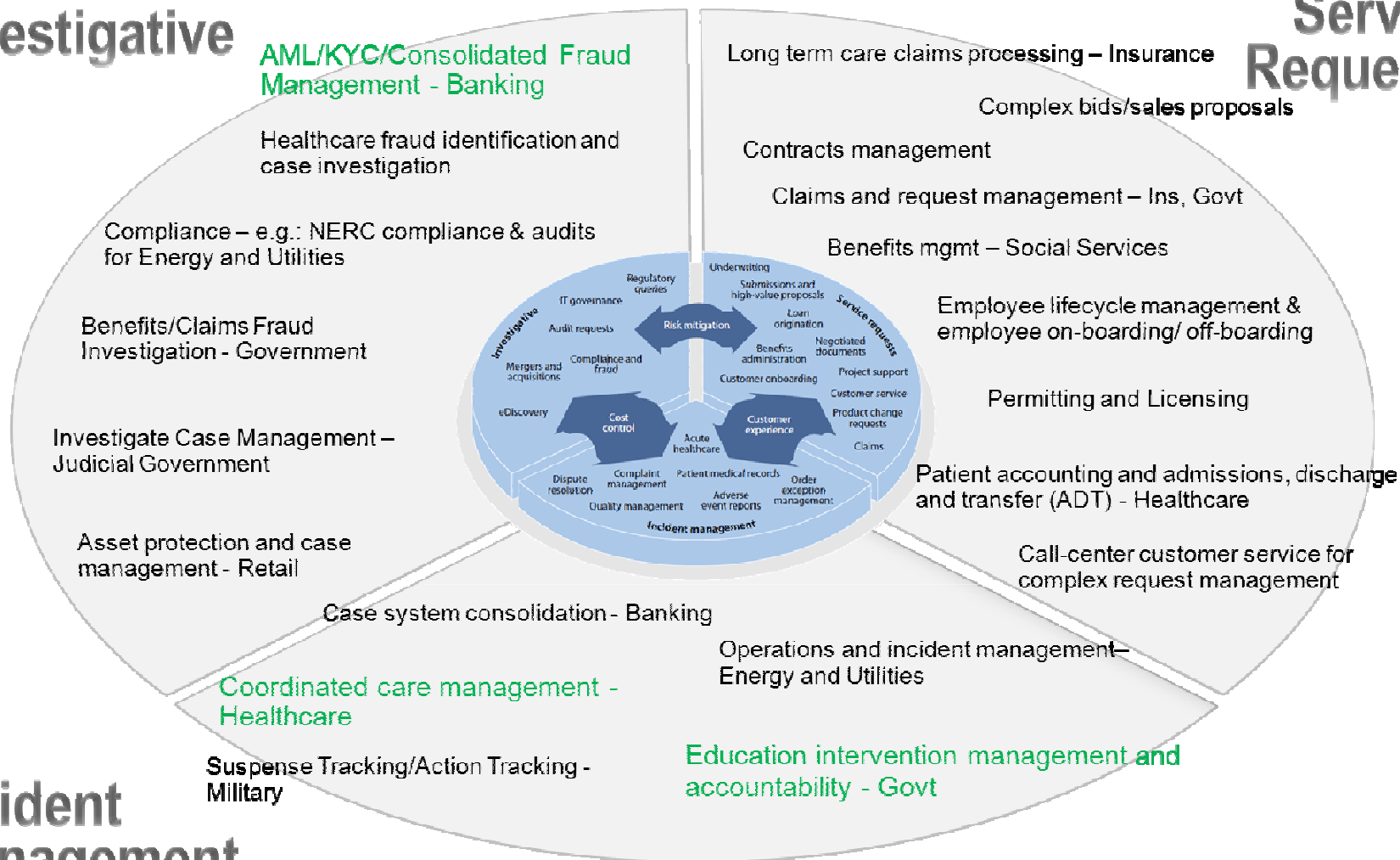
Patient accounting and admissions, discharge and transfer (ADT) - Healthcare

Call-center customer service for complex request management

Operations and incident management – Energy and Utilities

Education intervention management and accountability - Govt

Service Requests





ECM Technology at Work ...

Accelerators


- IBM Patient Care and Insights
- IBM Intelligent Investigation Manager
- Incident Insight
- Account Payable, HR Files, and Contracts

- 10 partner solutions in the market
 - Insurance, banking, energy, finance
Customer service
 - 37 more in process



Enterprise Fraud Solutions with ICM and i2

i2 Fraud Intelligence Analysis



- Any data source
- Risk scorecard
- Cross channel analysis
- Multi-stakeholder investigation
- Role based briefing

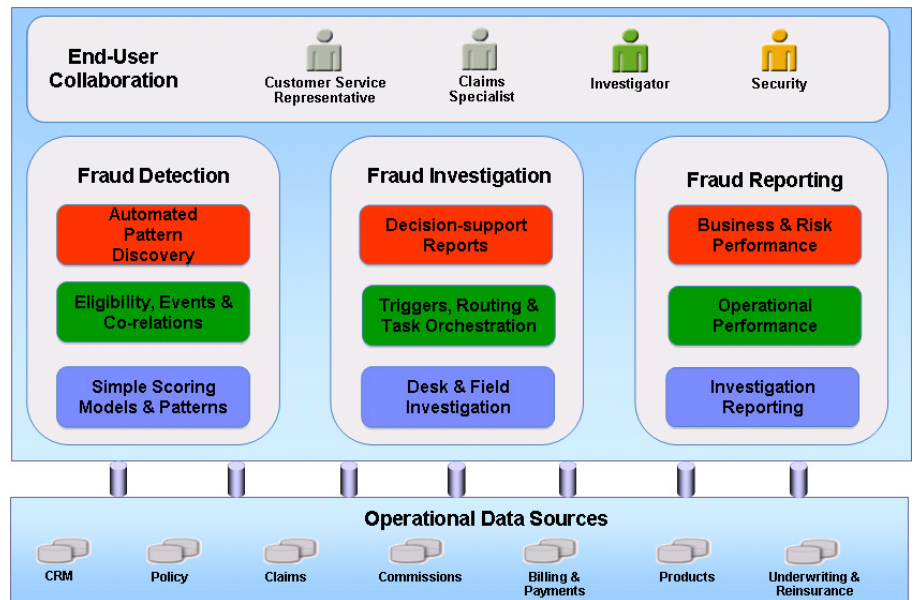
- Visualize suspected fraud characteristics
- Detection and forensic analysis
- Risk scoring, alerting
- Search/ Mine structured & unstructured sources
- Intelligence enrichment/dissemination, reporting

IBM Case Manager

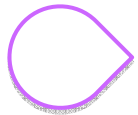


- Comprehensive case management
- Integrated collaboration and rules
- Real time and content analytics
- Dynamic task management

- Manage investigation lifecycles and related information
- Create structured and dynamic workflows and tasks
- Maintain case context and role based interface
- Leverage platform for multiple applications



Why IBM Case Manager is different ...



“With this new case management offering, IBM moves the vision forward by making it a reality that you'll be able to buy and implement.”
Rob Koplowitz, Forrester



“Next-generation case management requires a different mindset... *this new case management will be a huge departure from the workflow/imaging solutions of old and will be based on predictive analytics, business rules, and social collaboration, in addition to core BPM and ECM functionality...*”
Forrester



“IBM, a strategic Information Workplace vendor for many organizations, has pushed the envelope with its case management solution, IBM Case Manager. Combining document management with robust social, collaboration, and communication capabilities, IBM has integrated a broad array of functionality from its software portfolio to provide a unique business solution. In the end, the whole suite offers far more value than the component parts.”
Rob Koplowitz, Forrester



Back-up





Delivering efficient and precise criminal background checks

State government child and family services office



The solution will streamline criminal background checks that are part of application review processes and will set the agency up with a platform that can support future growth

The need

- Efficiently, securely and effectively expedite applications for criminal background checks
- Deploy a flexible platform to support future needs and potential solutions for other business areas

The solution

- Translated the agency's requirements into an Advanced Case Management approach
- Deployed IBM Case Manager as the agency's platform for the new infrastructure

The benefits

- Dramatic reduction in the time needed to process criminal background check applications, helping the agency protect the children within the State
- The new architecture can support deployment of efficient solutions for other business areas while integrating with other agencies





Expanding globally and responding to market pressures

A global leader in insurance and reinsurance



The solution is targeted to save the company close to \$22M USD over five years compared to other available technology alternatives.

The need

The client needed to respond quickly to marketplace opportunities and threats and the insurer's business users could not deploy changes in a timely manner. These users were leveraging antiquated, legacy systems which required custom coding for any change request. ACE also wanted to expand regional deployments of both their underwriting and high frequency claims processes globally.

The solution

- The client sought a dynamic platform that would enable them to address the demands from the business and reduce development cycles.
- The solution includes migrating from their existing systems to a set of ECM capabilities and IBM Case Manager. The phased deployment will support the underwriting portal and cellular phone insurance claims operations and also empowers non-technical business analysts to create, manage and adapt applications for their specific areas.

The benefits

- Operational Efficiencies** - Average booking time per policy has decreased 50% with minimal user training
- Data Quality** - Significantly reduce data rekey error and discrepancies with corresponding reduction in rework. Improved quality of price monitoring.
- Latency** - Significantly reduce time delay between binding and booking a Risk
- Quality of Policy Documentation** - Eliminate discrepancies between system data and issued documentation.
- Shift to **paperless processing** reducing printing costs
- Compliance Reporting** - Able to meet required transparency requirements.

Compliance and Efficiency needs in a North American Industrial Construction Company



The need

- In order to simplify their materials records and delivery process the customer required a case based application to automate their manifest documentation process
 - The automation of the manifest process by merging process management with document management
 - Meeting compliance requirements in highly regulated industries

The solution

- IBM Case Manager provided a case file framework that enabled the process management, document creation and validation, with the final document collation, rules driven review and record creation.
- Case based manifest created of all documents created during the assembly, inspection and distribution processes
- Provided an audit log of decisions and document sign offs throughout the process
- Merged final manufacturing documentation with shipping documentation and enabled disposition.

Projected benefits

- More efficient process management and milestone control
- Increased accuracy of data collection
- Automated audit control
- Regulatory compliance

Automated Audit Control offers peace of mind and - with rapid compliance response - a significant and increasing ROI



Creating more efficient, transparent back-office operations in record time

A large retail bank in Sweden

The need

- Address over 250 different case types related to retail banking operations, update case handling capabilities from an integration of outdated and custom applications to a more flexible, future-proofed solution
- Provide easy-to-use case handling and management capabilities for 200 back office employees as well as 5,000 more casual users in branches and various bank business units

The solution

- IBM Case Manager offers the ability to manage cases through their entire lifecycles and enables any missed tasks to be run as necessary, providing flexibility that prior solutions could not meet. It also provides business dashboards to monitor SLAs (service level agreements) as well as historical and real time analytics to help manage case processing loads effectively.
- IBM Case Manager's integrated technology set will enable the organization to take advantage of additional functionality as desired without having to continually invest in new platforms.

Projected benefits

- Reduce FTEs required to support application needs
- Increase customer satisfaction by lowering numbers of customer call-backs and increasing case/document transparency
- Over time, expand case processing capabilities to end customers.



The solution is targeted to allow addition of functionality without continually invest in new platfo



Driving a regional bank's transformation through a shared case management and imaging platform

A Large Bank in Singapore



The solution is targeted to stream operational costs, support strate of increasing the customer base, profit from overseas operations, and improve profitability along with penetration in high net worth seg

The need

To support its growth, the bank is consolidating its core operations – Channel, Retail Loans, Trade Remittance, and Wholesale Loans Operations – into a Centre of Excellence, requiring a revamp of the client’s workflow systems. The IBM case management and imaging solution will provide the enterprise workflow shared service platform.

The solution

- Datacap will be used for capturing content across different channels within the bank such as branches and subsidiaries.
- The solution will allow the client to capture various formats, notably fax, electronic documents and paper. Datacap ensures that the content is made active, and goes through parallel processing via IBM Case Manager.
- IBM Case Manager will provide the oversight needed to ensure that service level agreements are met.

Projected Benefits

- The client expects to see benefits primarily through cost avoidance; the IBM Case Manager implementation will streamline the operational costs required for such a large transformation.
- Support the strategic goals of increasing the customer base, boosting profit from overseas operations, improving penetration in high net worth segments, and increasing the overall profitability of the company.

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