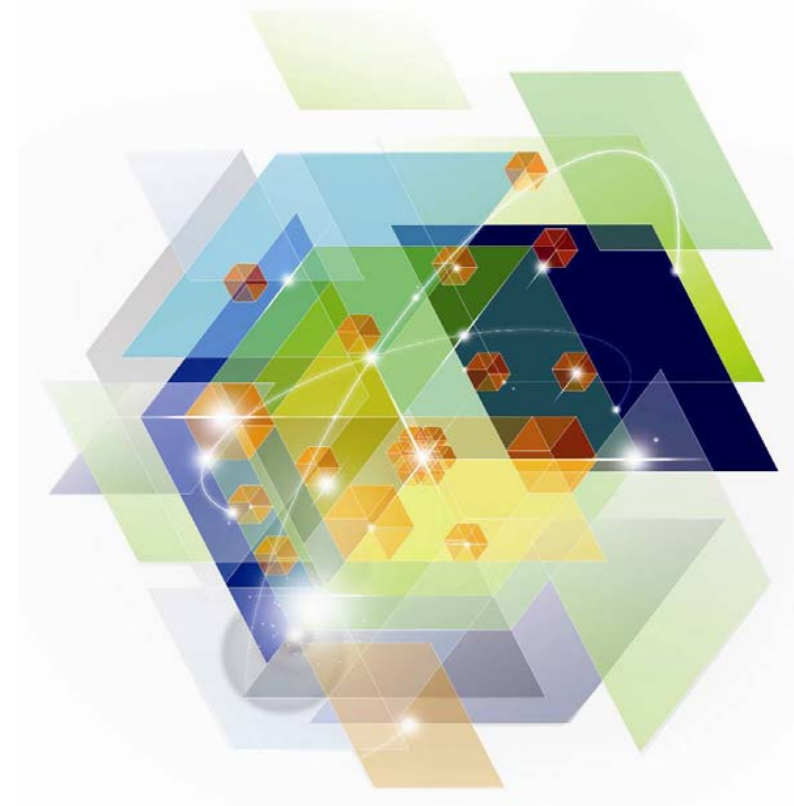# Business Process Management
High-Performance Process Agility for Business Growth

Presenter – Title

Date

Agenda

► The Need for BPM: Where are we now?

► Introducing Business Process Manager for z/OS

► Business Process Manager at work: Success stories

► Next steps

Agenda

► **The Need for BPM: Where are we now?**

► Introducing Business Process Manager for z/OS

► Business Process Manager at work: Success stories

► Next steps

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%
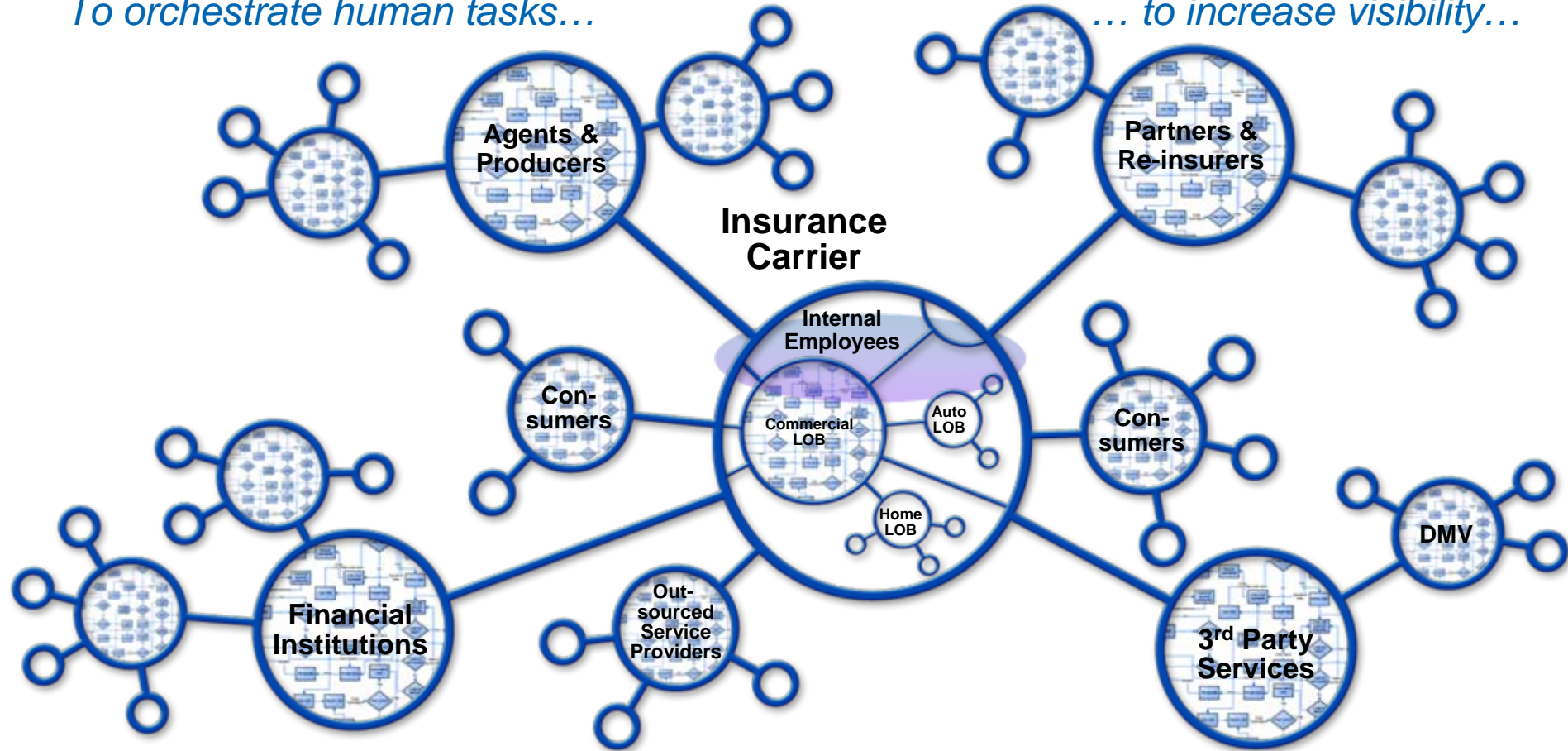Of businesses outsource one or more strategic activities

50 billion
Devices connected to the Internet by 2020

Complexity exists internally within organizations and externally within the broader business network
Companies need end-to-end process management

To orchestrate human tasks…

… to increase visibility…

Agents & Producers

Partners & Re-insurers

Insurance Carrier

Internal Employees

Con-sumers

Commercial LOB

Auto LOB

Con-sumers

Home LOB

DMV

Financial Institutions

Out-sourced Service Providers
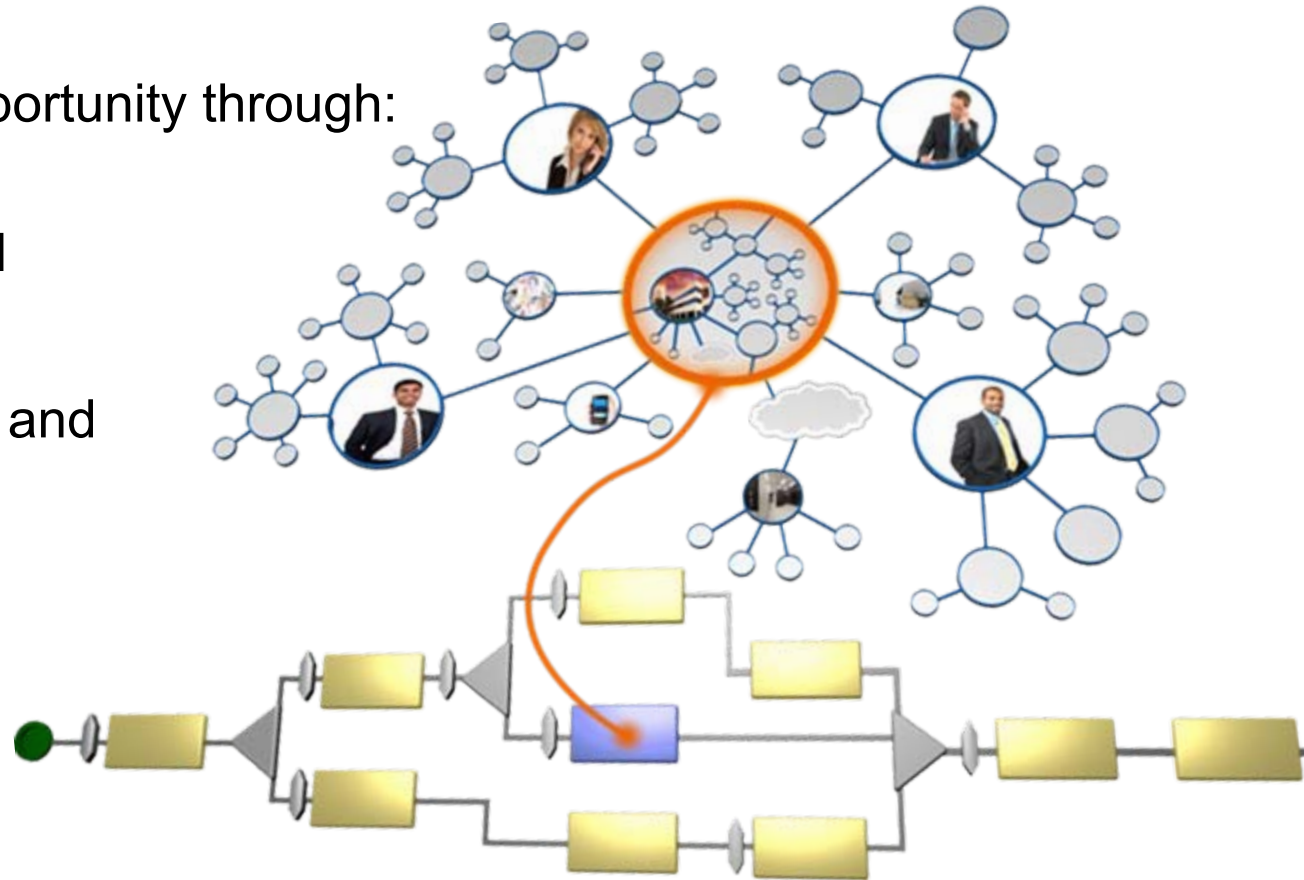
3rd Party Services

… to manage exceptions and cases…

… and for scalable transactions…

… everything you need to manage end-to-end business networks

Can Your Processes Handle Change, Uncertainty and Complexity?

Turn complexity into opportunity through:

- Simpler Business Led Change

- Full Process Visibility and Governance

- Optimized Processes and Decisions

Agile Processes and Decisions with
Business Process Management

What is *Business Process Management* ?

Through robust and flexible software capabilities and industry expertise, BPM enables customers to discover, model, execute, rapidly change, govern, and gain end-to-end visibility on their business processes

Model and Simulate

- Align business strategy and IT execution
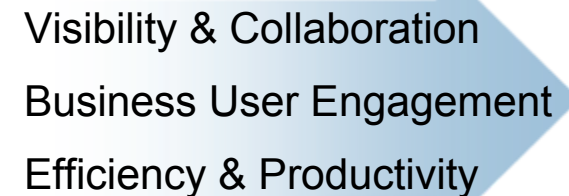- Assess, capture, and analyze core value processes

Software

Expertise

Deploy, Execute, and Change

- Automate business processes to improve efficiency and profitability
- Adapt and collaboratively respond to change

Visibility & Collaboration

Business User Engagement
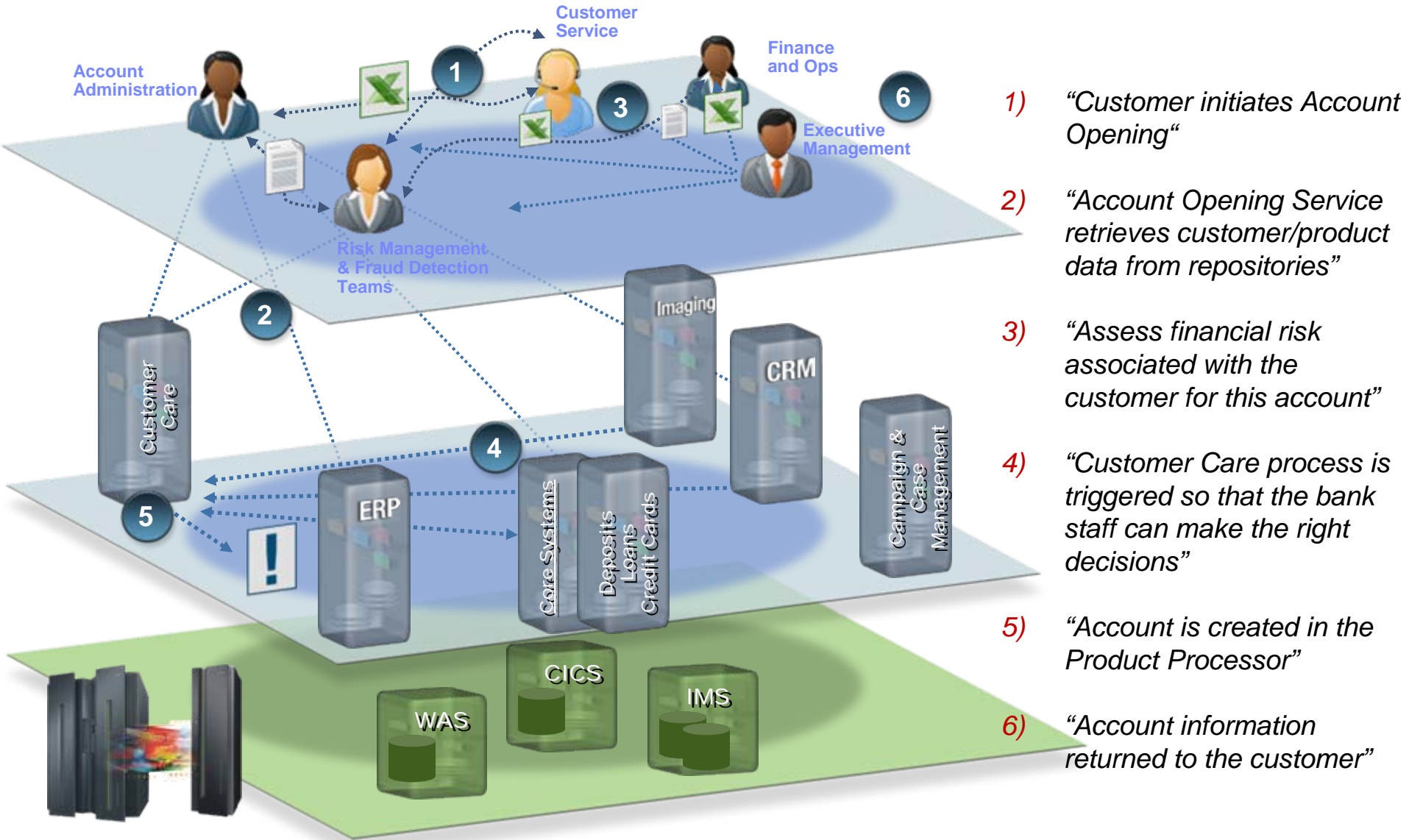
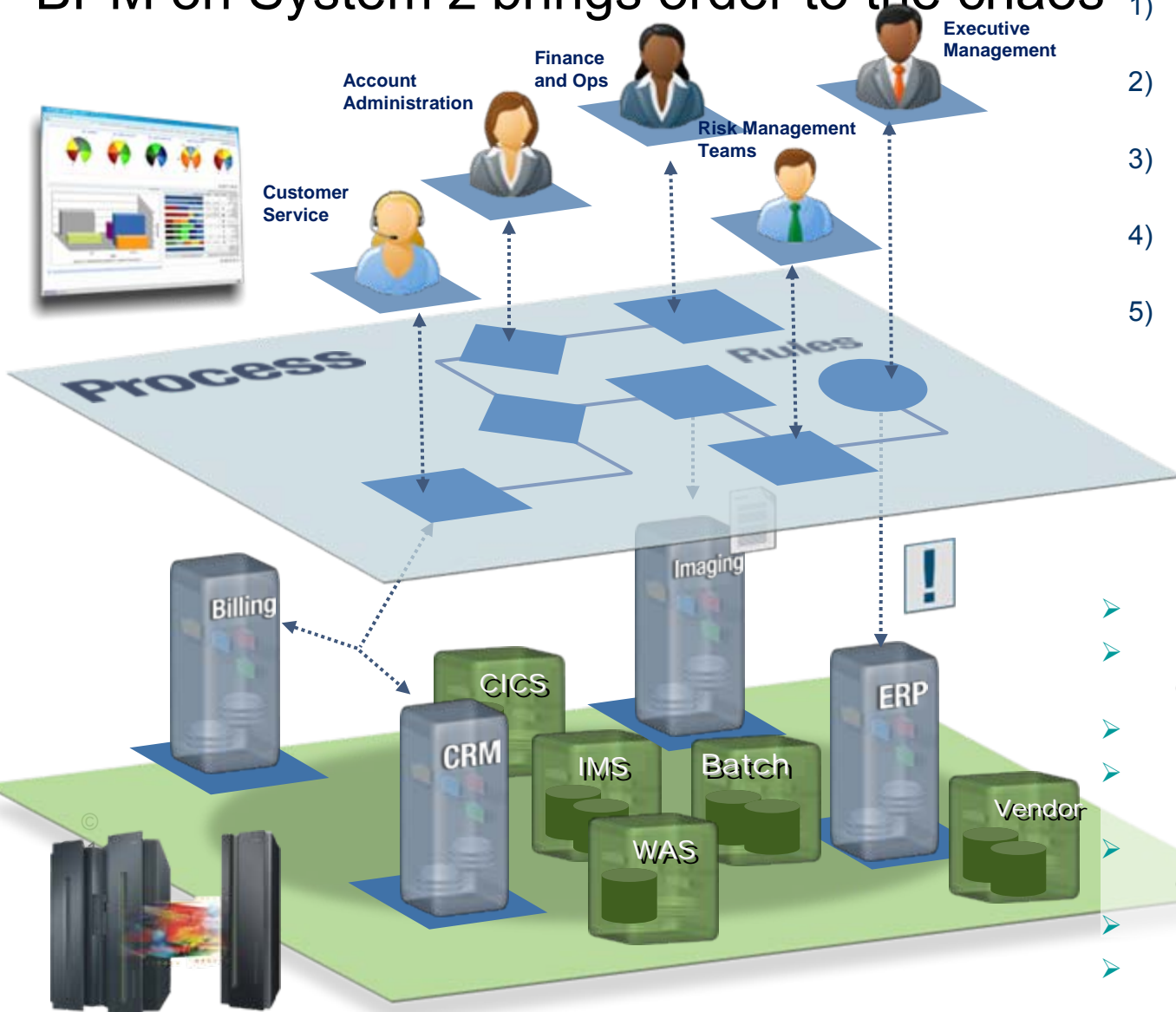Efficiency & Productivity

Monitor, Analyze, Predict and Act

- Business users monitor business performance and define new alerts based on KPIs

Optimize processes for better business outcomes

Typical Process Problems in a System Z Environment

1) *"Customer initiates Account Opening"*

2) *"Account Opening Service retrieves customer/product data from repositories"*

3) *"Assess financial risk associated with the customer for this account"*

4) *"Customer Care process is triggered so that the bank staff can make the right decisions"*

5) *"Account is created in the Product Processor"*

6) *"Account information returned to the customer"*

BPM on System z brings order to the chaos


1) Automated workflow and decision making
2) Reduce errors and improve consistency
3) Leverage existing systems and data
4) Monitor for business events and initiate actions
5) Real-time visibility and process control

Account Administration

Finance and Ops

Executive Management

Risk Management Teams

Customer Service

Process

Rules

Billing

Imaging

CICS

CRM

IMS

Batch

ERP

WAS

Vendor

Customer Benefits:

➢ Ease of z/OS assets reuse
➢ Huge reduction in manual work & errors
➢ Optimization of z/OS resources
➢ Faster, more consistent issue resolution
➢ Enhanced usage of process execution
➢ Easier to manage the business
➢ Process integrity & stability

The Essential BPM Capabilities
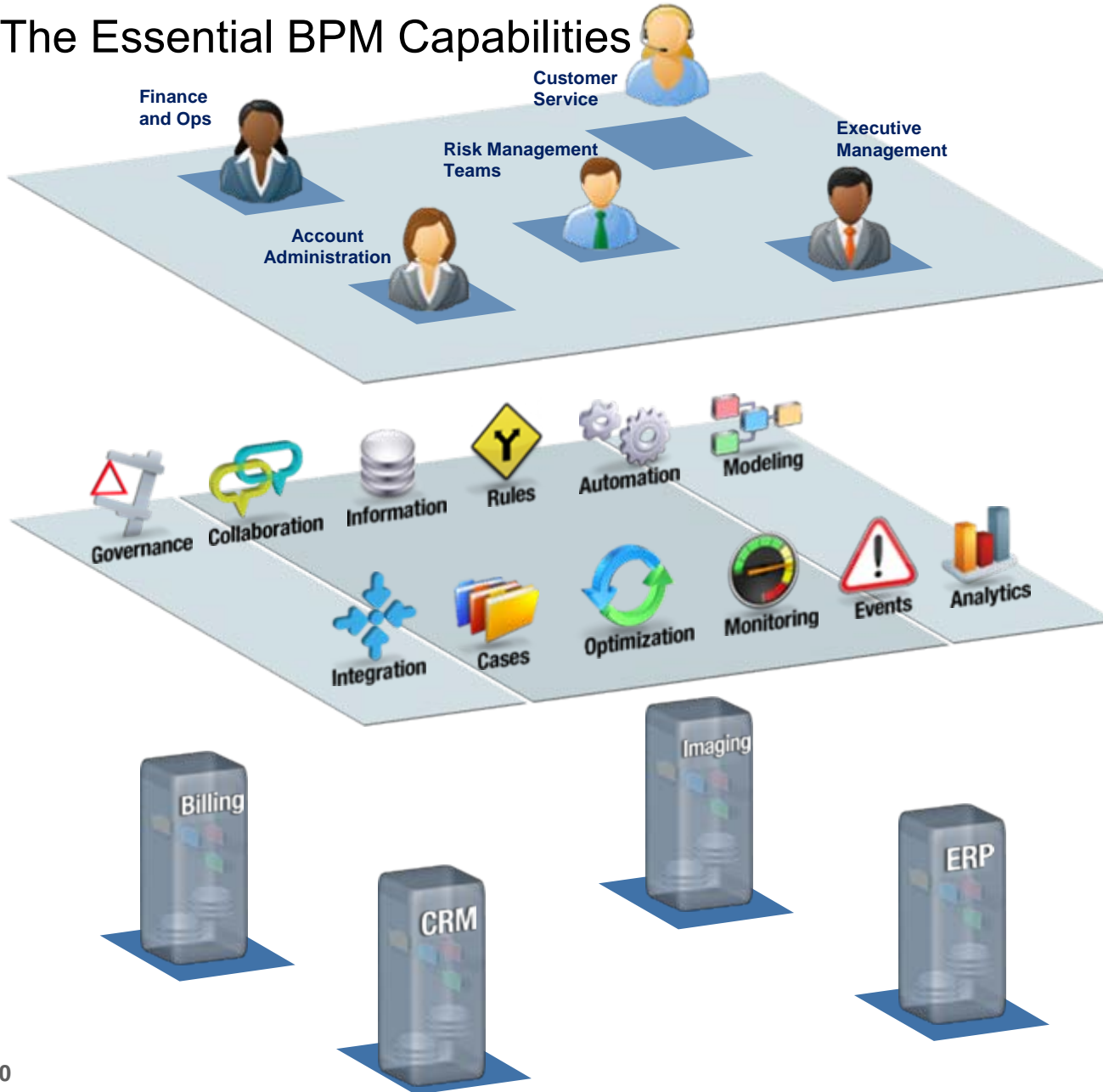
- Modeling
- Monitoring
- Automation
- Governance
- Optimization
- Rules
- Information
- Cases
- Events
- Integration
- Collaboration
- Analytics

Key Elements of IBM's Vision for BPM

1 *Dramatically improve operations*
China Mobile centralizes process management and ***brings down errors by 50%***

2 *Give direct control of an organization's processes to business users*
Bank achieves speed to market gains with ***200 processes built by business users***

3 *Enable repeatable success for clients*
World's leading grocer accelerates the completion of requests by ***over 400%***

4 *Increase our customers' ability to change and innovate*
JB Hunt added ***$870K in revenues*** annually by automating its billing processes.

5 *Improve organizational decision making*
Travelers reduces ***risk assessment and rate changes by 95%***

Deliver on your business promises with IBM Software for BPM

Simplicity

Simplifies operations and **improves** entire experience

Easy enough to engage all process participants

Power

Powerful, dependable for mission critical processes

Scales smoothly and easily from initial project to enterprise-wide program

IBM Software for Business Process Management

Business Process Management

Visibility

Centralizes **visibility and control**

Empowers knowledge workers with built-in *real time* analytics to optimize business processes

Governance

Achieve **consistency and repeatability** to ensure processes execute as designed

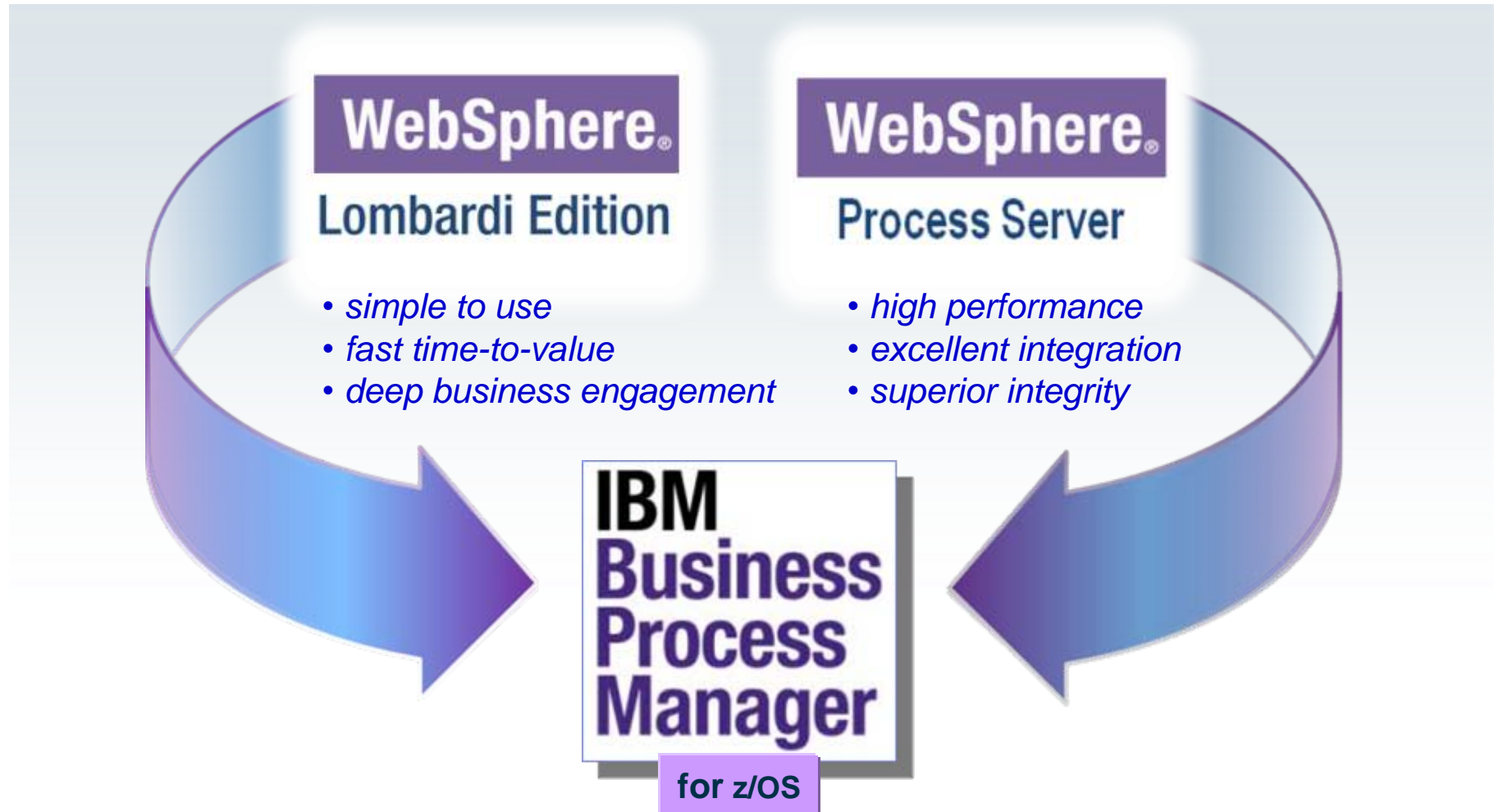Simplify life-cycle management of process applications **across 1000s of projects**

Agenda

► The Need for BPM: Where are we now?

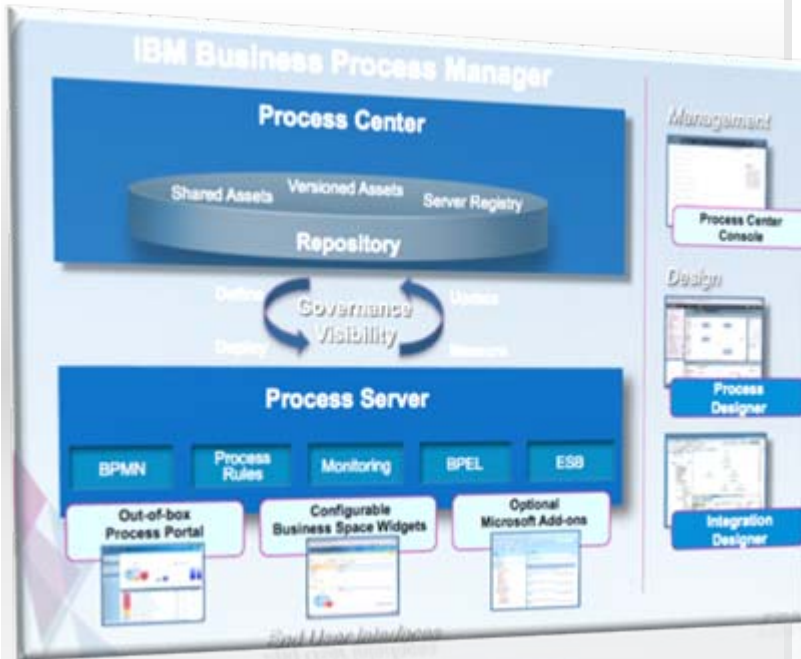► **Introducing Business Process Manager for z/OS**

► Business Process Manager at work: Success stories

► Next steps

# IBM Business Process Management in 2012: *Now On z/OS*

WebSphere.
Lombardi Edition

- *simple to use*
- *fast time-to-value*
- *deep business engagement*

WebSphere.
Process Server

- *high performance*
- *excellent integration*
- *superior integrity*

IBM
Business
Process
Manager

for z/OS

IBM BPM - the most comprehensive BPM platform available

Enables faster, business-led process change …

Simplicity for deep business user engagement
Process Designer
Coaches
Playbacks
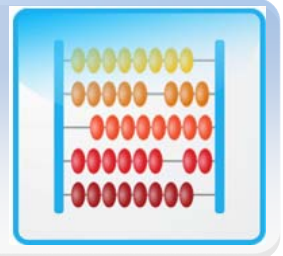
Power to scale with transactional integrity
Process Server
BPEL Orchestration
Integration Adapters

Governance to manage process change
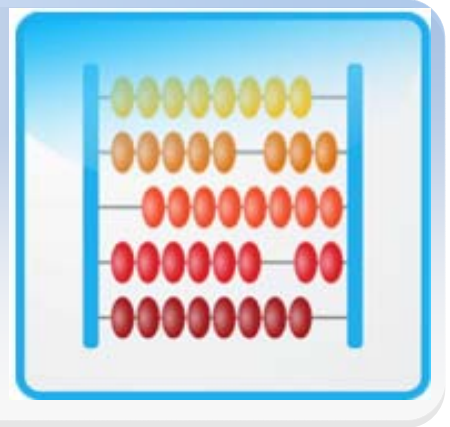*Process Center*
Snapshots
Toolkits

Visibility to empower business users to optimize processes
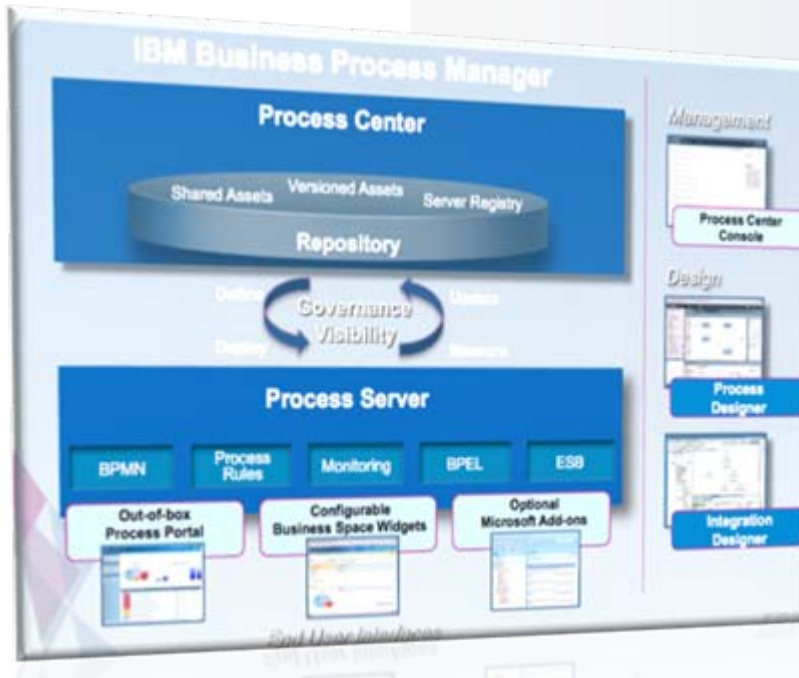*Performance Data Warehouse*
Real-Time Scoreboards

IBM BPM - the most comprehensive BPM platform available

Simplicity for deep business user engagement

Process Designer
Coaches
Playbacks

# Simplicity for deep business user engagement
Process Designer

Process Designer provides a single model-driven design environment that simplifies collaboration on process design and analysis

- Simple *standards-based* tool allows every team member - including nontechnical users - to *collaborate* on process design and analysis

  - *Graphical* end-user view of process status to understand the current position in the process

    - Explicit event modeling defines *workflow* and *exception handling*

# Validate process requirements and changes faster
Built-in Playback

- *Instantly* step through and review the current process design by actually executing it

  - Playback executes with a *single click*

  - *Nothing* to compile or install.

  - Allows playback of *incomplete* and *completed* processes
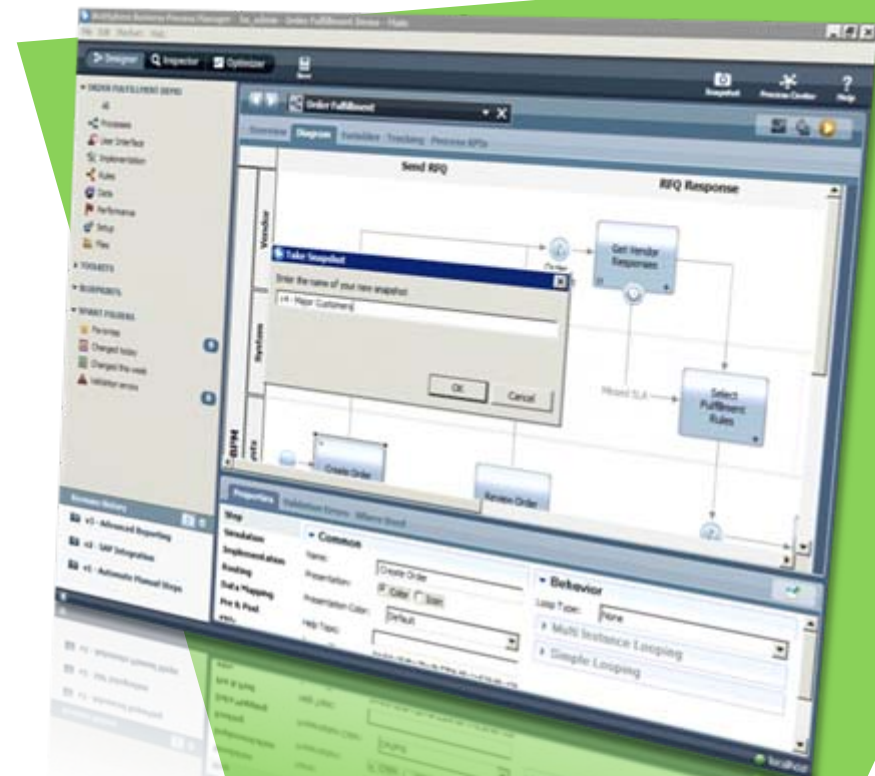
Playback feature simplifies process review

# Simplicity for business decisions
Integrated rules authoring
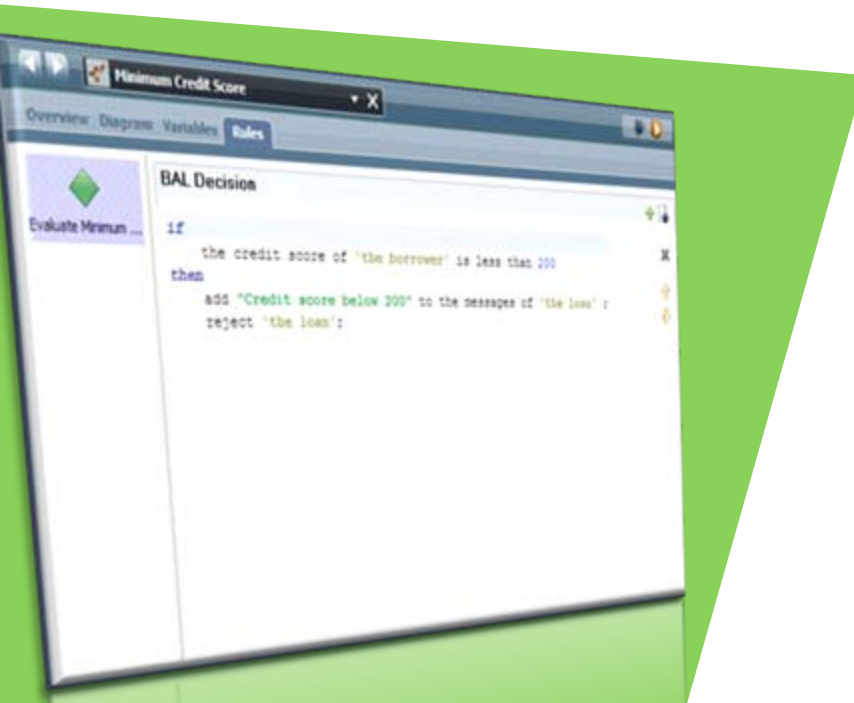
Built-in rules authoring based on ILOG BAL language

- Expresses business logic in an accessible manner using syntax that is *easily understood*

  - Easily *export rules* content to WebSphere ILOG JRules

Get up and running quickly
Simple installation experience

- Simplified installation experience – get up and running in *just 6 clicks*

  - Choice of *standard* or *custom* installer

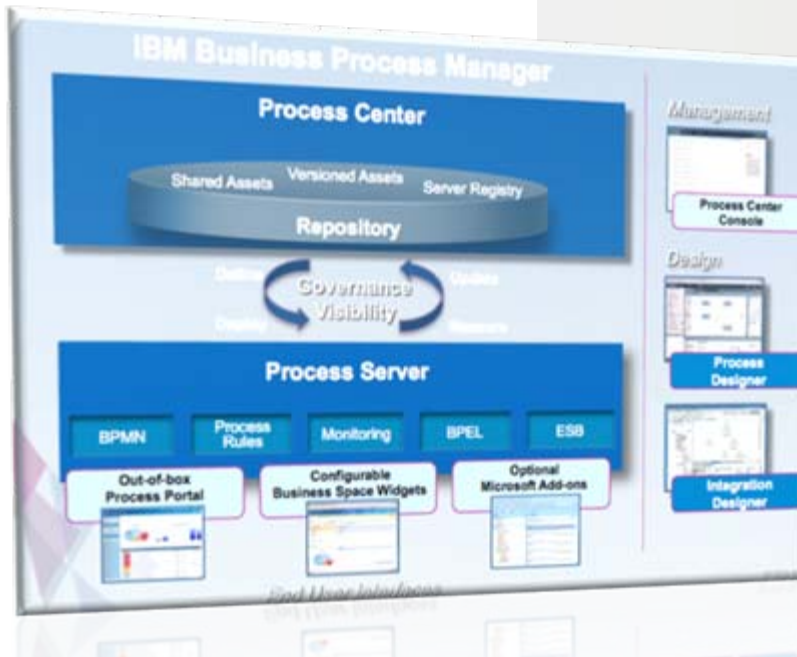   - Options for installing on *single* or *multiple* machines
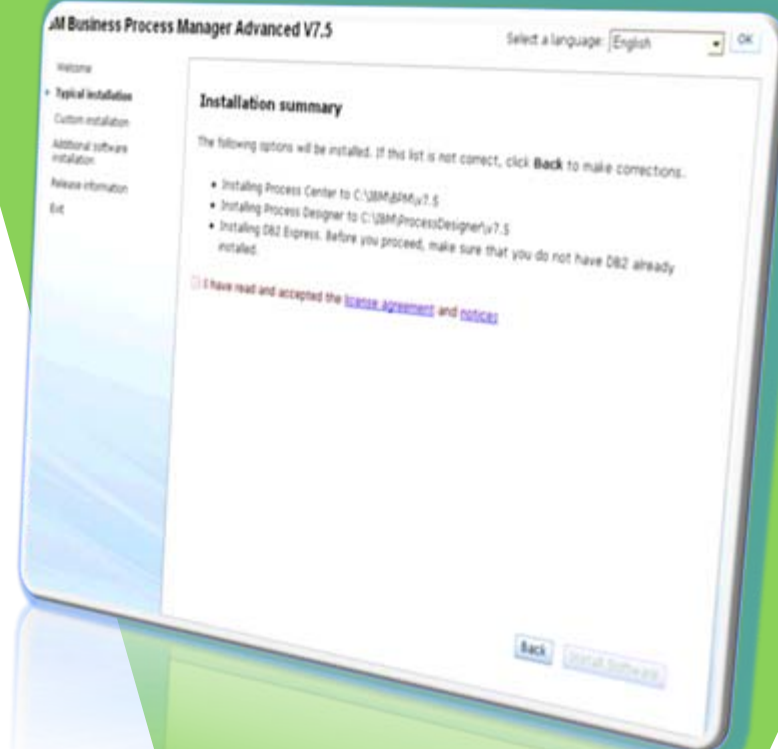
Streamlined installation experience

poration

IBM BPM - the most comprehensive BPM platform available

Power to scale with transactional integrity

Process Server
BPEL Orchestration
Integration Adapters

IBM Business Process Manager

Process Center

Shared Assets Versioned Assets Server Registry

Repository

Governance
Visibility

Process Server

BPMN | Process Rules | Monitoring | BPEL | ESB

Out-of-box Process Portal | Configurable Business Space Widgets | Optional Microsoft Add-ons

Management

Process Center Console

Design

Process Designer

Integration Designer

Powerful integration capabilities
Integration Designer
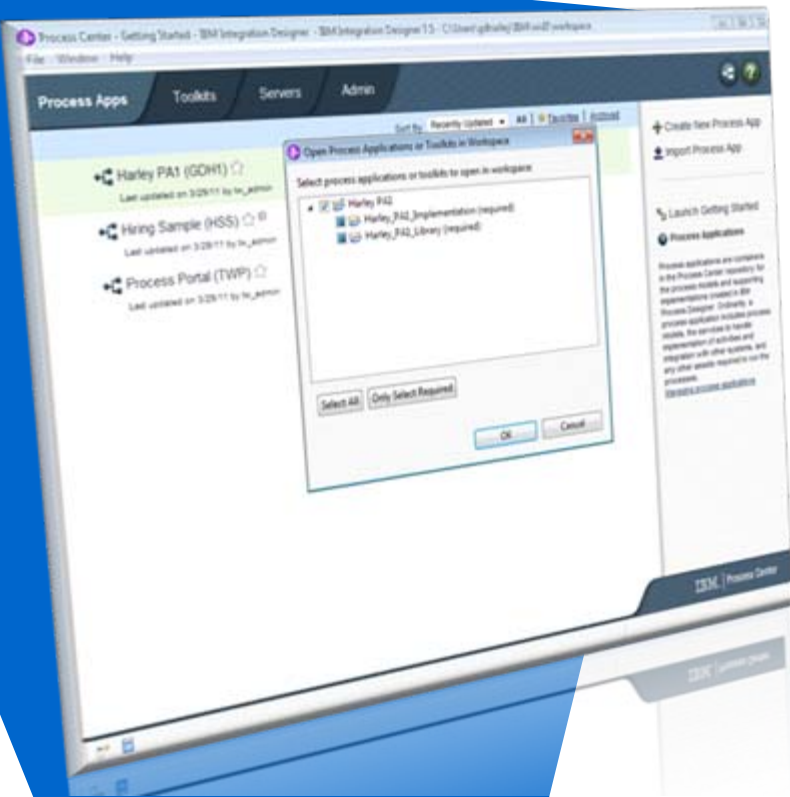
- Eclipse-based tool that *simplifies integration* with visual editors and built-in test support

  - Simplifies integration development through *pattern-based authoring*

    - *Visually construct reusable SOA services*, data transformations, BPEL orchestrations, and integration to applications and backend systems
      - Intuitive drag-and-drop editors enable *rapid building* of business integration solutions

Easily build *reusable* SOA services, orchestrate services, and access backend systems

Confidently execute mission-critical solutions
Process Server

- Execute processes *consistently, reliably, securely*, and with *transactional integrity*

- High *scalability and availability* with extended support for *high-volume* process automation and *high quality-of-service*

- Rich *repair and recoverability capabilities*, such as automatic retries, manual repair, compensation, store & forward

Single BPM runtime to support the full range of business processes, service orchestration, and integration

Connect application and information assets
Integration Adapters and ESB

- Accelerate business integration projects with *rapidly deployable*, enterprise-ready connections based on *best practices*

- A comprehensive set of capabilities to *service-enable your assets*, including packaged, custom, and legacy applications, technology protocols, and databases

  - *Built in SOA components* - flexible enterprise service bus (ESB) connectivity infrastructure for integrating applications and services
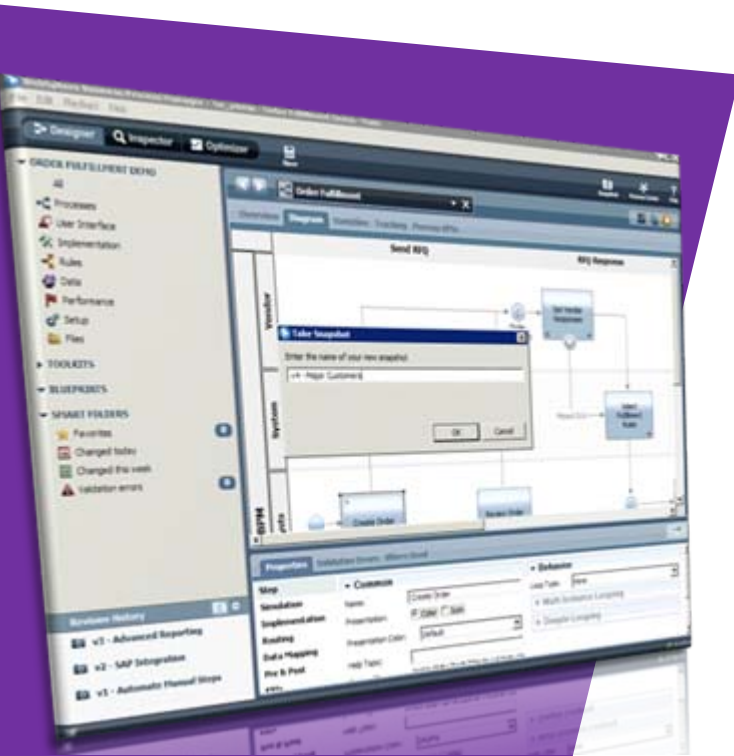
IBM BPM - the most comprehensive BPM platform available

Governance to manage process change

Process Center
Snapshots
Toolkits
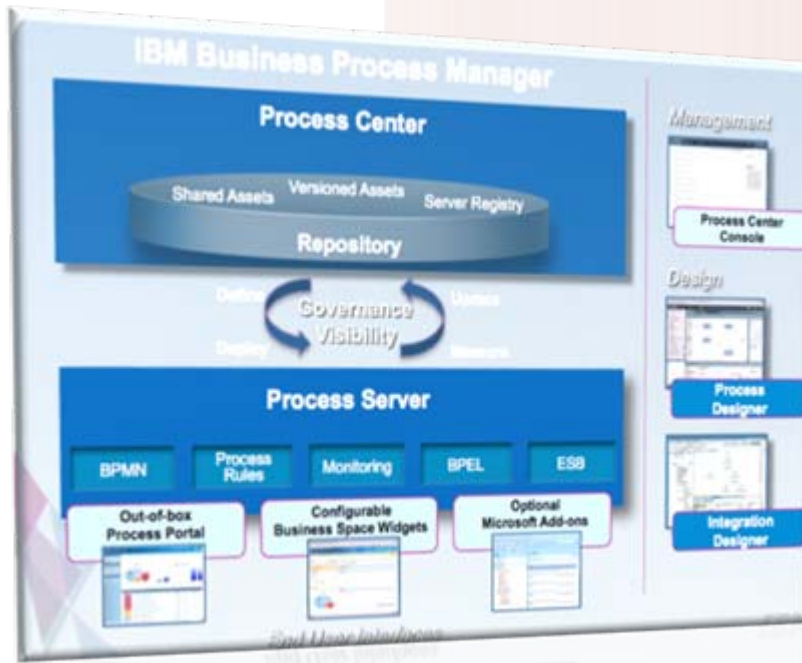
# Manage change confidently with built-in governance
Process Center

- A *scalable* repository and control center for organizing and managing *all* process artifacts, applications, and services created as part of a BPM program

- Centralized process deployment visibility and control *across all environments*

- Shared library of all process assets facilitates drag-and-drop *reuse* and *collaborative* implementation

- Install and track deployed versions of *multiple processes* across *various* runtime server environments

Centralized control *for governing deployment of process and services to production runtime*

Easily manage multiple process versions
Toolkits, Snapshots, Back-in-time versioning

- Toolkits manage independent versions of process artifact libraries, **reused across multiple process applications**

- Snapshots capture the state of all process artifacts at a specific point to *reduce version management complexity* with a single click

- Back-in-time versioning *restores any historical snapshot* of a process with just one click
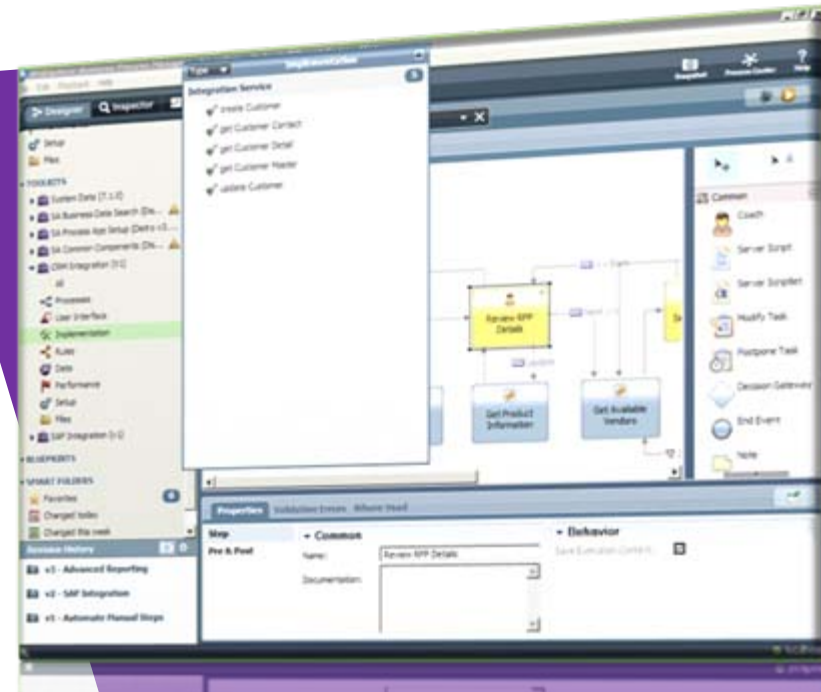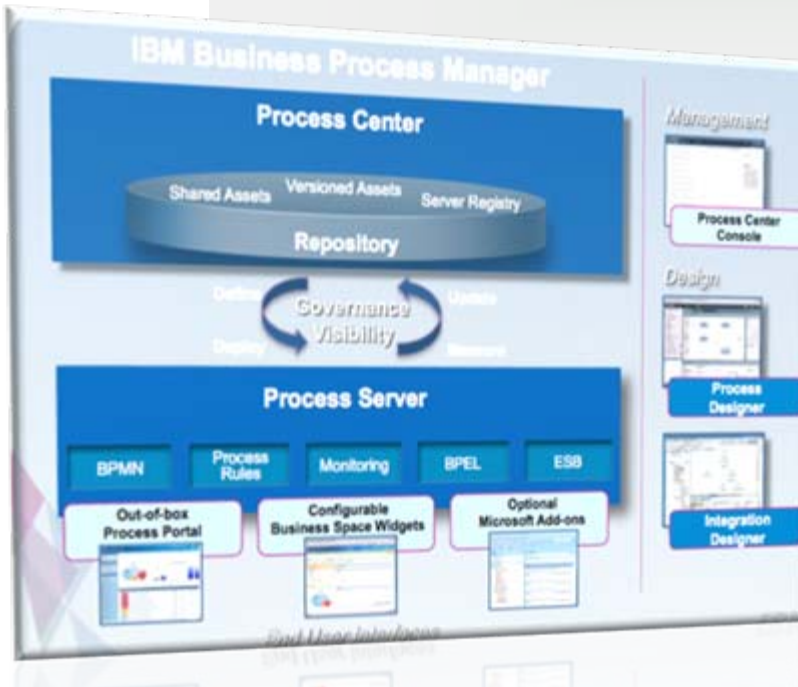

Centralized tools to install and track deployed versions of multiple processes across various runtime

poration

IBM BPM - the most comprehensive BPM platform available

Visibility to empower business users to optimize processes

Performance Data Warehouse
Real-Time Scoreboards

Get real-time visibility with built-in performance data
Performance Data Warehouse

- Empowers business users to optimize business processes with *process monitoring and analytics*

  - *Automatically gathers* and *correlates* performance events and business data

  - *Real-time scoreboards* provide visibility into work-in-progress and the ability to take corrective action when necessary
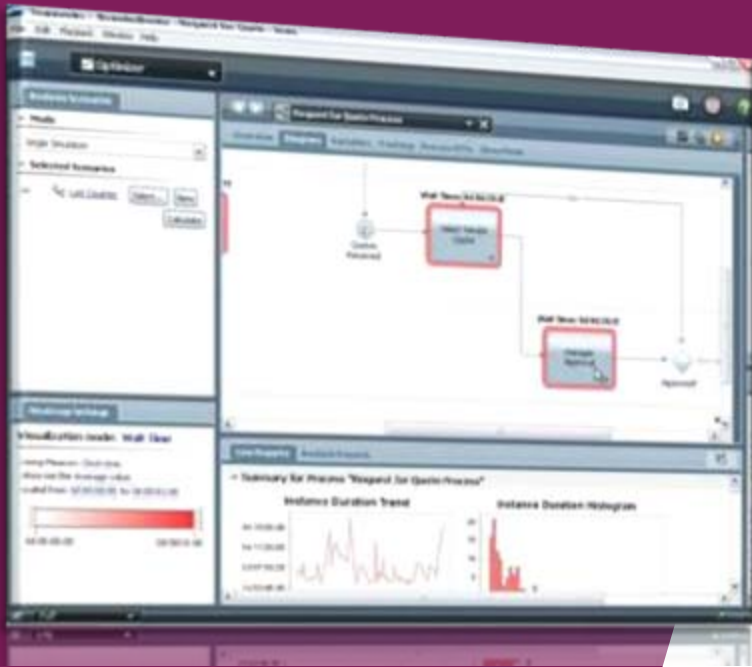
Optimize processes for greater business value
Process Optimizer

- ***Real-time scoreboards*** provide visibility into work-in-progress and the ability to take corrective action when necessary

- ***Detects bottlenecks*** and ***performance thresholds*** and displays them using visual heat map overlays
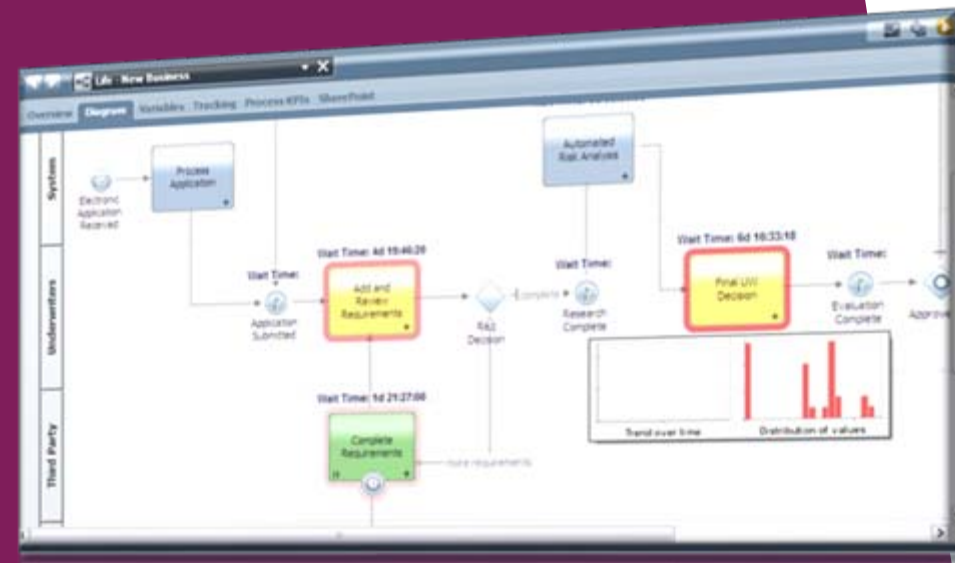
Quickly execute tasks consistently for increased productivity
Process Coaches and Federated Task List

- Guides end users through tasks *consistently* and *accurately*

- *Accelerates* task completion

- Federated task list provides *visibility across all process participants*
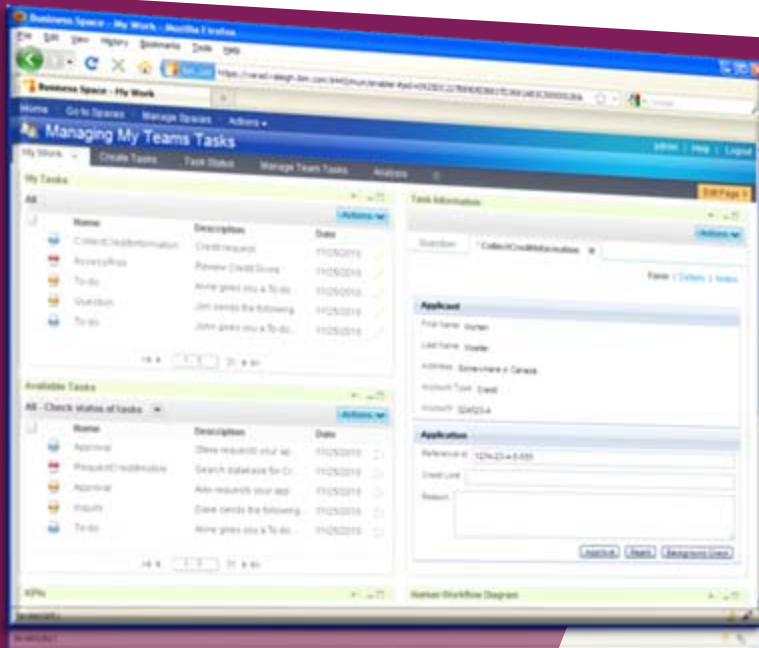
Process Coach
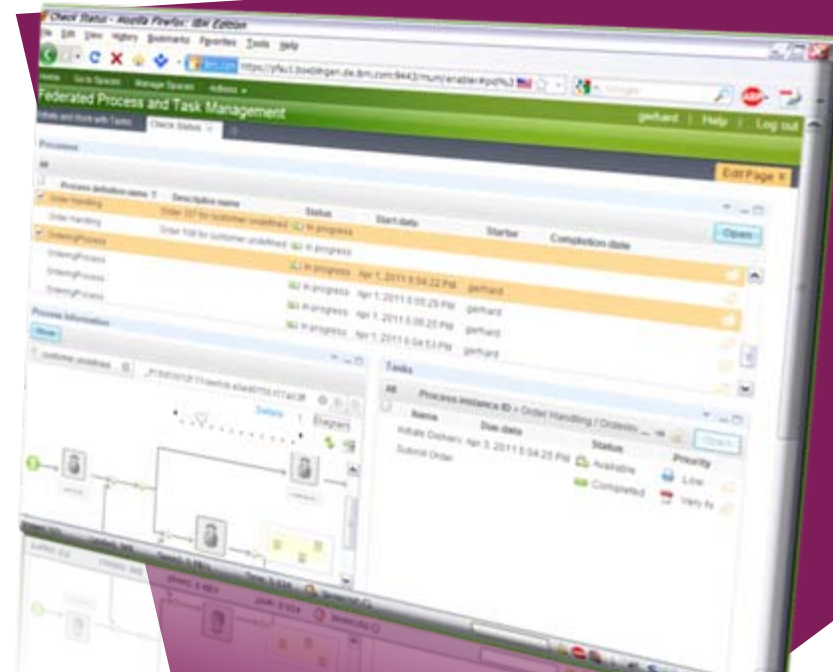
Federated Task List

Corporation

Create an integrated and customized user experience
Unified Business Space for Tasks, Forms, Reports

User Tasks

Alerts

Performance Data

- ***Flexible*** and ***customizable*** interface for performing tasks, managing work items, tracking performance, and responding to events

- Create ***custom themes*** to define the overall structure, appearance, and behavior

- Widgets are ***compatible*** with IBM WebSphere Portal Server
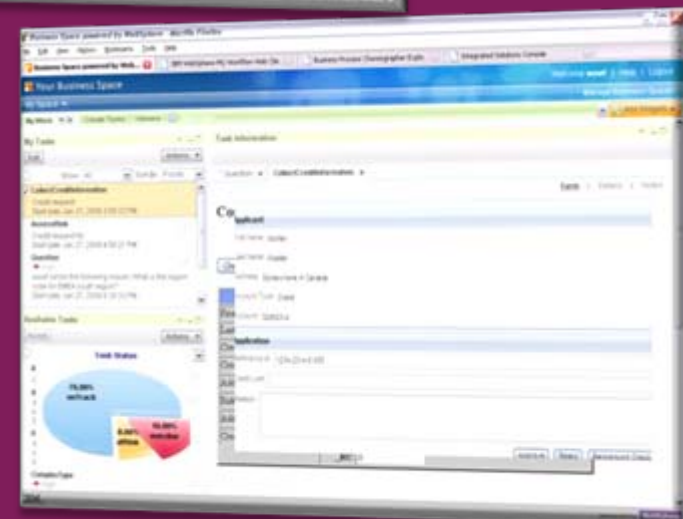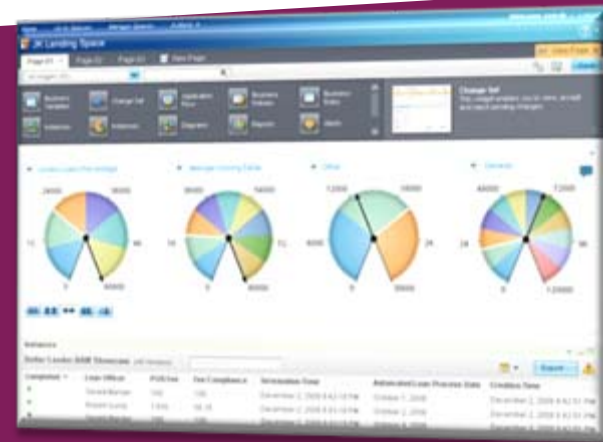
Enable Agile Business Processes on System Z

Apply

Simplify

Unify

- ***Apply*** *co-location of processes that frequently interact with CICS, IMS, or DB2*

- ***Simplify*** *operations by centralizing process assets*

- ***Unify*** *process deployment and shared process services*

- *Check out the new offer on the Web!*

Connect to CICS and IMS z/OS services

❶ **Select Adapter**

New External Service

Select an Adapter

Select the version of the adapter that you want to use.

- ECIResourceAdapter (IBM : 7.2.0.1)
  - cicseci7201
- ECIXAResourceAdapter (IBM : 7.2.0.1)

Designers interact with applications on zOS using familiar COBOL data structures

❷ **Specify interaction Info**

Add, Edit, or Remove Operations

The adapter will use these operations to access native functions.

Operations:

- getCustomer (Taderc99 arg) : Taderc99   Add...

InteractionSpec class: com.ibm.connector2.cics.ECIInteractionSpec

InteractionSpec properties for 'getCustomer'

Function name: * TADERC99

Commarea length: -1

Advanced >>

❸ **Specify Service name**

New External Service

Specify the Name and Location

Specify the name and location of the new service and its interface.

Module: CICS   ▼ New...

Namespace: http://CICS/CICSImport1

☑ Use the default namespace

Name: * CICSImport1

☐ Deploy connector with module

The quality of service that is used to join the transaction provides a higher degree of data integrity, especially when a failure occurs. Because the adapter supports only local transactions, it must be the only one-phase commit resource in the transaction. More ...

☑ Join the transaction

Leverage native z/OS data structures

- Reference data from COBOL copybook

- Support for Language such as C, COBOL, PL/1, Channel Records, Multiple output
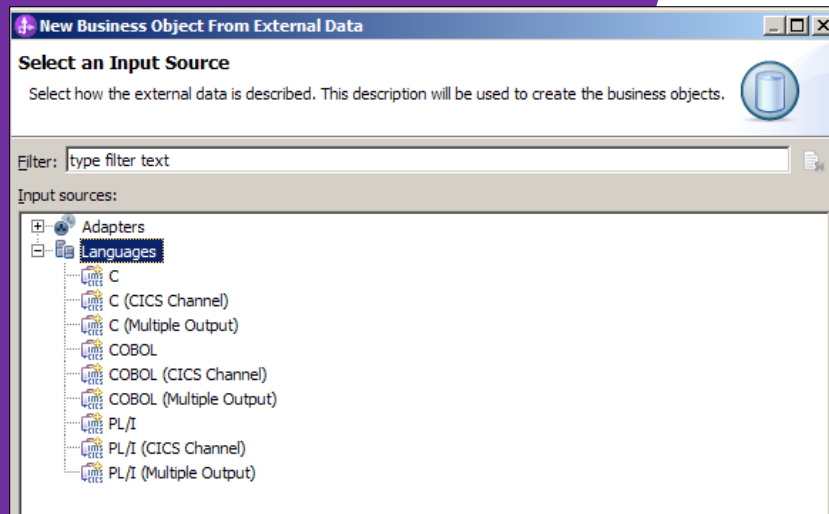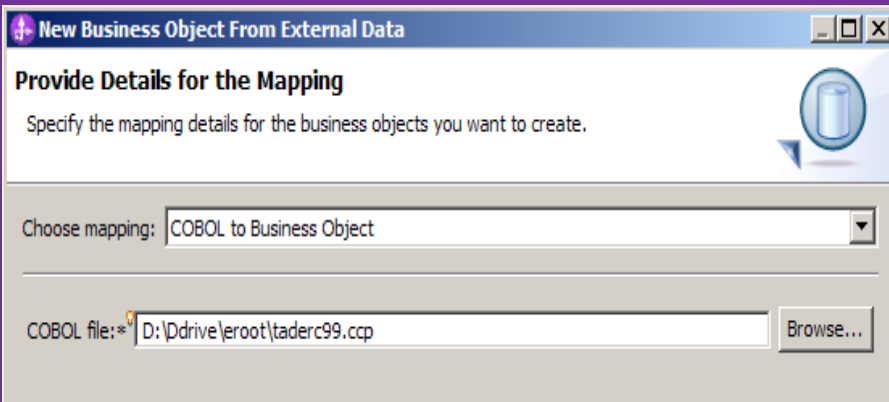
Fast communication with z applications

New Tutorial for WOLA

- **The WebSphere z/OS "Optimized Local Adapters" is a function provided with WebSphere Application Server for z/OS**

- **Cross-memory local communications between BPM processes and external address spaces**

    – CICS

    – IMS

    – batch programs

    – Unix Systems Services (USS) programs

    – Airlines Line Control (ALCS) programs
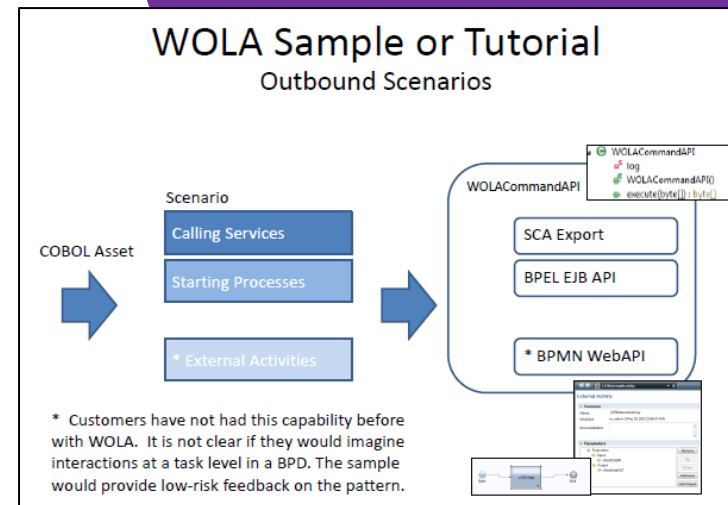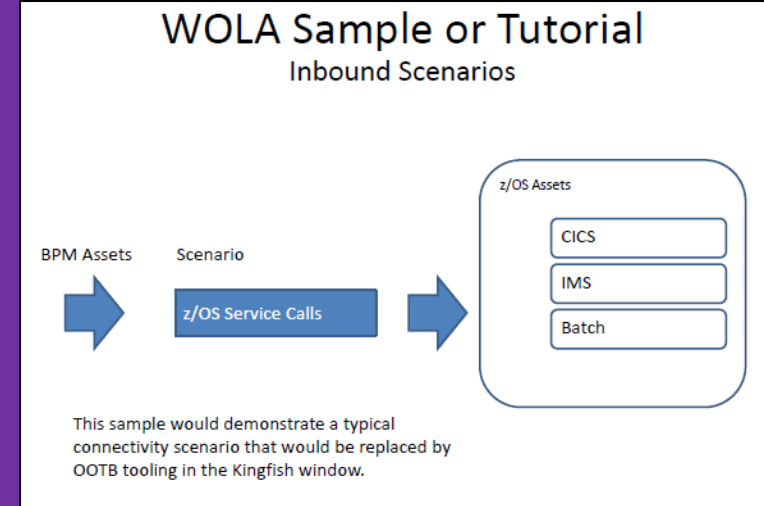
WOLA Sample or Tutorial
Inbound Scenarios

This sample would demonstrate a typical connectivity scenario that would be replaced by OOTB tooling in the Kingfish window.

WOLA Sample or Tutorial
Outbound Scenarios

* Customers have not had this capability before with WOLA. It is not clear if they would imagine interactions at a task level in a BPD. The sample would provide low-risk feedback on the pattern.

orporation

Agenda

► The Need for BPM: Where are we now?

► Introducing Business Process Manager for z/OS

► **Business Process Manager at work: Success stories**

► Next steps

Lincoln Trust: teaming between business and IT
By leveraging IBM BPM

Challenge

Paper overload

- 100,000+ client requests per month each generating a paper-based process instance

Poor IT-business relationship

- Knew paper problem was a process problem but limited IT/Business collaboration prevented improvement

Results

- *$2.2 million* in savings to date
- *120% ROI* in one year
- *25% increase* in employee productivity
- *50% - 75%* reduction in cycle times

LINCOLN Trust

Lincoln Trust developed an aligned process focus across the company, removing physical paper from 145 company processes

IT teams implemented automated workflows for 15 processes including service requests, plan establishment, and distributions

City of Madrid realizes faster emergency response
By leveraging BPM Powered by SOA

Challenge

- Built an advanced emergency command center that integrates information, systems and people

- Needed to improve emergency response times and ability to assess needs, prioritize actions and deploy assets to potentially complex incidents

Results

- Reduced emergency response times by 25%

- Integrated information, systems, data and people internally and externally

- Unified view of incident data enabled better decision making

- Increased ability to respond to unpredictable situations with greater agility

CESM
Confederación Estatal de Sindicatos Médicos

Delivered integrated system for faster emergency response

Service Oriented Architecture enabled management and governance of essential business processes

WorkSafe Victoria Improves Operational Efficiency
BPM and BRMS result in significant savings

Client Pains

- Australian state social service agency dedicated to employee worker safety and compensation

- Ensure timely workplace claims processing for citizens

- Identified a specific project that would benefit from automated workflows and decision points

Business Outcomes

- Improved efficiencies, higher levels of customer service and worker safety
- Significant improvement in fraud detection
- Estimated payback of 6 months
- Save more than $100 million dollars

WorkSafe VICTORIA

Delivering outstanding workplace safety together with quality insurance protection to workers and employers

Process automation and business rules software to increase efficiencies and cut costs while helping Victorian workers return home safe every day

Verizon Wireless increased customer service
And achieved business agility with BPM and BRMS

Client Pains

- The nation's most reliable and largest wireless voice and 3G data network, serving more than 93 million customers

- Needed to increase self service, improve customer experience and be quickly adapt to meet pressures of the market

Business Outcomes

- Keep invalid orders off the system

- Shorten fulfillment cycle

- Human resource savings

- Reduced operational costs to comply with regulatory changes

Verizon Wireless used the WebSphere ILOG JRules business rule management system (BRMS) to automate its order validation process. The JRules BRMS automates the verification of incoming orders and diagnoses errors. Verizon has been able to reduce invalid orders out of its systems, reduce operational costs and shorten fulfillment cycle time

J.B. Hunt streamlines billing and payments
By Leveraging BPM

Challenge

- Bill the correct amount the first time for all services provided

- Receive full payment in accordance with the customer's terms

Results

- Added $1.03 million in annual return to the bottom line

- Internal rate of return of 124%

- Payback period of less than 12 months

- Streamline highly manual, labor-intensive processes
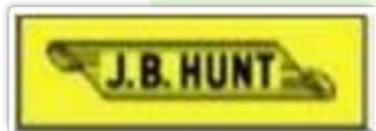
J.B. HUNT

- J.B. Hunt implemented a proprietary IT system designed to streamline the electronic capture of charges associated with driver delays.
- The system enables the company to capture missed revenue, eliminate non-value added work and encourage faster throughput at shipping facilities.

Agenda

▶ The Need for BPM: Where are we now?

▶ Introducing Business Process Manager for z/OS

▶ Business Process Manager at work: Success stories

▶ **Next steps**

Ensure success with a proven approach for adopting BPM

Project		Program	Transformation

Technology

| Visibility | Rapid time to value | Simplicity to engage business users | Governance | Power to scale as business requires |

Expertise

| Training | Turnkey Services | Solution Mentoring | On-Demand Consulting Assistance |

Maturity Challenges

Identify Business Challenge & Value
- Understand and document existing processes
- Identify key improvement opportunities

Succeed with an Initial Project
- Target high return projects
- Leverage proven methodologies to ensure success

Establish a Program
- Increase skills
- Establish CoE
- Optimize established projects
- Extend to new projects

Transform across the enterprise
- Infuse a culture of process across the organization

Realize fast value, foster BPM adoption and create transformational impact

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***

BPM
Business Process Management

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

Get on the path to repeatable success

IBM delivers the fastest path to process improvement (10 weeks or less)
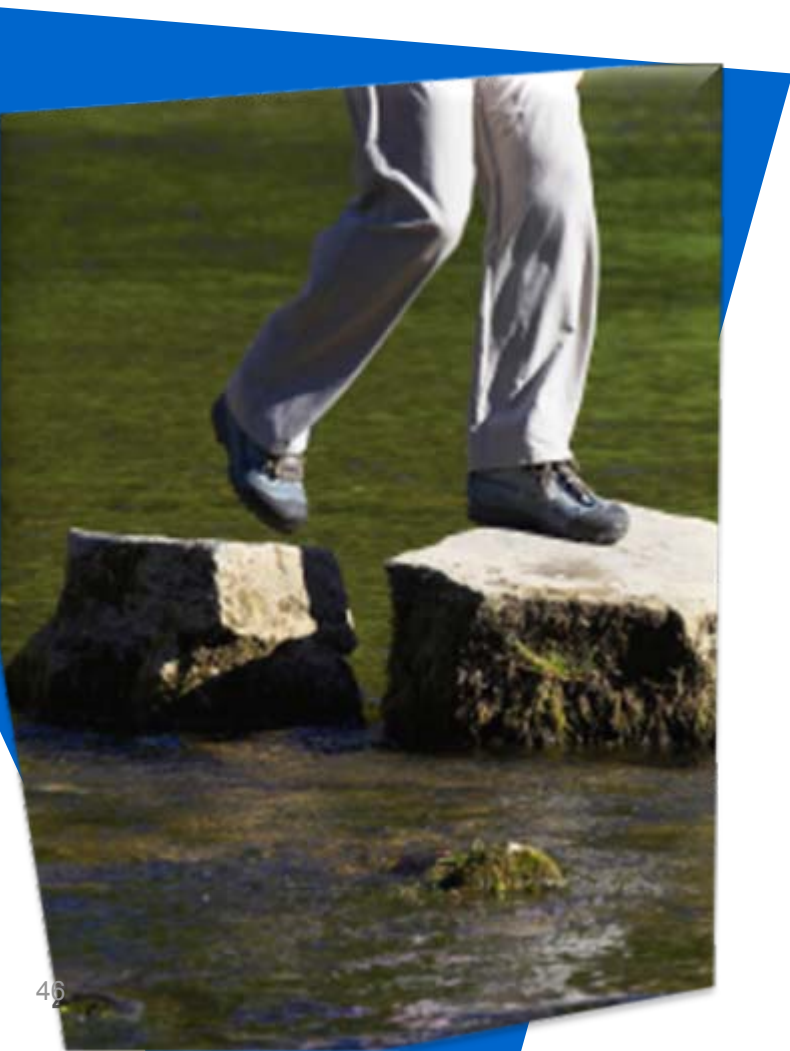
- Engage experts that focus on **BPM adoption and client success**

- Partner with a global solution-focused practice with **unparalleled expertise**

- **Flexible engagement models** to optimize access to expertise with **low total cost of ownership**

IBM is the proven leader in all aspects of BPM

Largest Customer Base
- **#1** in Market Share
- **5,000 + customers**

Strongest Ecosystem
- **1000+** business partners
- Global Users group

Unparalleled expertise, and level of investment
- **Over 15 years** of industry leadership
  - **100's** of assets
- **Broadest, Deepest** solution portfolio & services

Broadest and Most Differentiated Software Capabilities
- **Simplicity** for fast deployment and full business user participation
- **Centralized** governance for repeatability and consistency
- **Visibility and Control** to continuously improve business operations
- **Power** through High Scalability, Integrity & Quality of Service
- **Market Leading** decision and rules capabilities
- **Best in class** exceptions handling and case management

Early registration discounts available!
http://www-01.ibm.com/software/websphere/events/impact/registration.html

Where can I find out more?

- Business Process Management

- White papers & tech docs
  - **Optimizing process management with IBM System z**
  - **WebSphere z/OS – The Value of Co-Location**
  - **Brief introduction to WebSphere Optimized Local Adapters**
  - **WebSphere for System z Prescriptive Use Cases (Oct. 28, 2011 Addendum)**

- Redbooks
  - **Batch Modernization on z/OS**

- Demos
  - **IBM BPM In Action demos**

- System z pricing

Thank You