



High Productivity Solutions to Help Business Teams Manage Processes and Rules

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The Value of BPM and BRMS For System z

Leverage

- Mission-critical applications & processes
- Performance, robustness, & scalability
- Colocation
- Cost/ performance advantage

Modernize

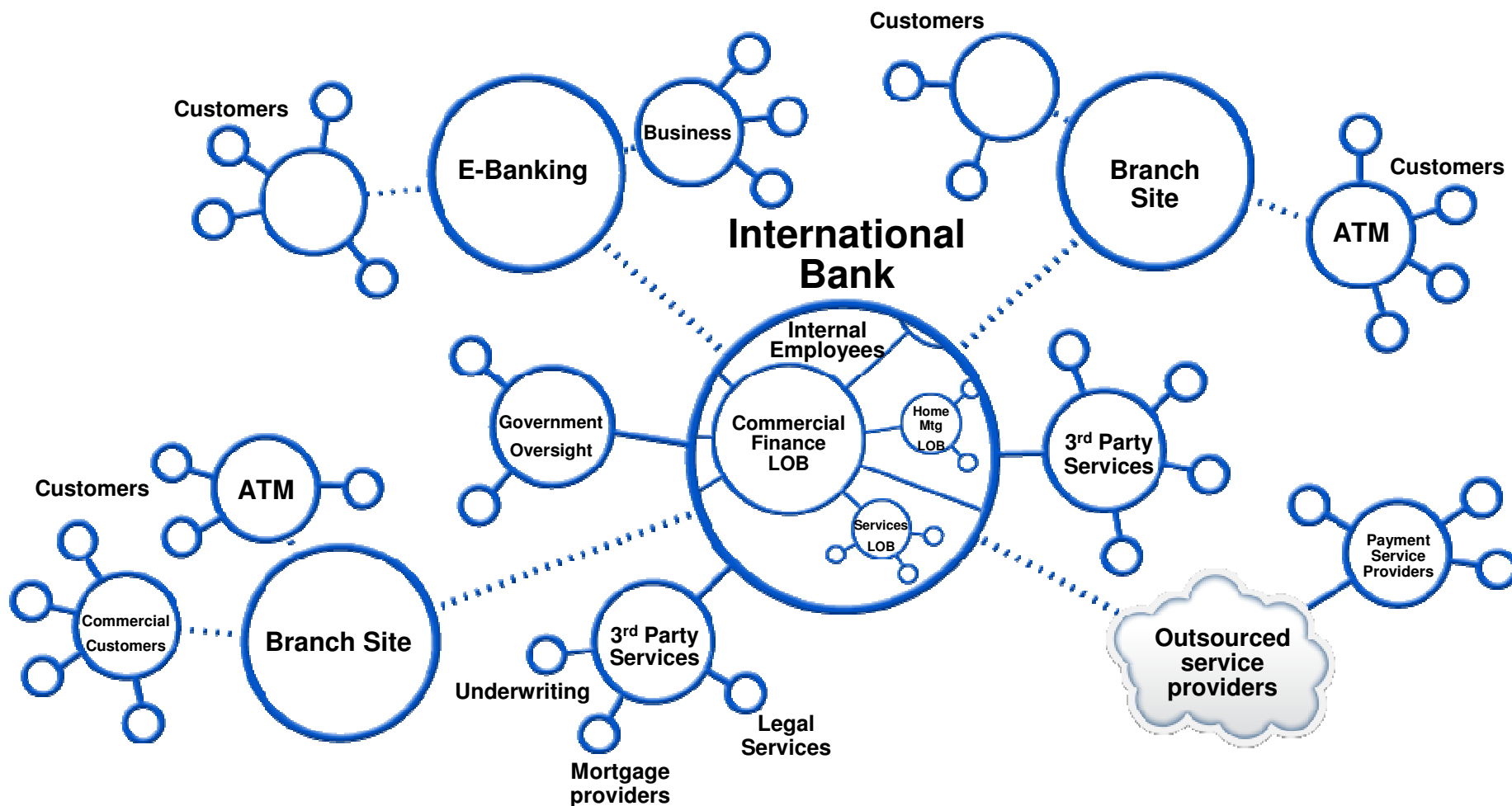
- Business agility
- Streamlining business applications for efficiency
- Extending business applications for new opportunities
- Leveraging investment in System z and zEnterprise

Unify

- Improved IT/LOB alignment, collaboration, governance and lifecycle management
- Seamless deployment across distributed and zEnterprise platforms
- Process, rule & event assets sharing and reuse



The Modern Enterprise is a Network of Complex Interactions...

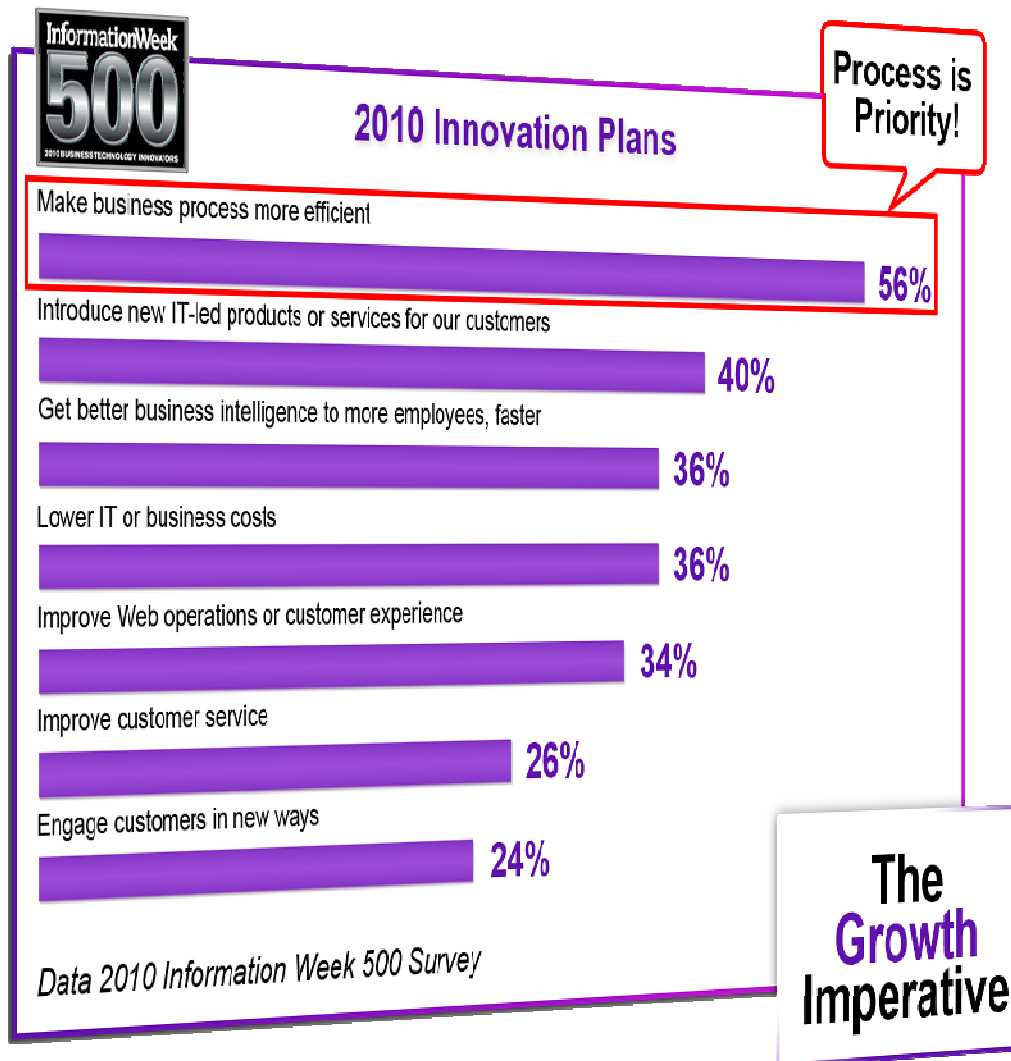


Organizations Strive to Optimize Processes Across Broad Business Networks

... Powered By Mainframe Assets

- **70% of corporate data**
 - **75% of the business logic that corporations run on today**
 - **30 billion transactions/day⁽³⁾ valued at over \$1 trillion/week⁽³⁾**
 - **213M messages per day on z/OS in the banking industry alone**
 - **\$5 Trillion of core System z applications with estimated replacement costs of \$20 Trillion⁽³⁾**

Business Process Improvement is #1 Priority



The Market is Clearly Telling Us ...

- Accelerating process improvement and efficiency is crucial
- Business Process and Business Rules Management deliver high value to clients
- Companies continue to invest
- Agile businesses have 45% higher ROI and 10% faster revenue growth¹

How Can You Modernize & Extend Core Business Applications for New Business Opportunities ?

A leading bank modernizes account opening to grow share of customer wallet

- *Incrementally modernized 5 disparate COBOL applications by externalizing customer cross-sell/up-sell business rules.*
- *Improved management of business decisions, increasing revenue by \$15M in approved bookings in 10 weeks*
- *10 x improvement in cross-sell generation and client offer acceptance*

- Effective cross-sell/up-sell with instant updates of rules fully managed by business users
- Improved client relationship – acquisition, retention, and wallet-share
- Changes are implemented with greater accuracy and speed



How Can You Modernize & Streamline Core Processes?

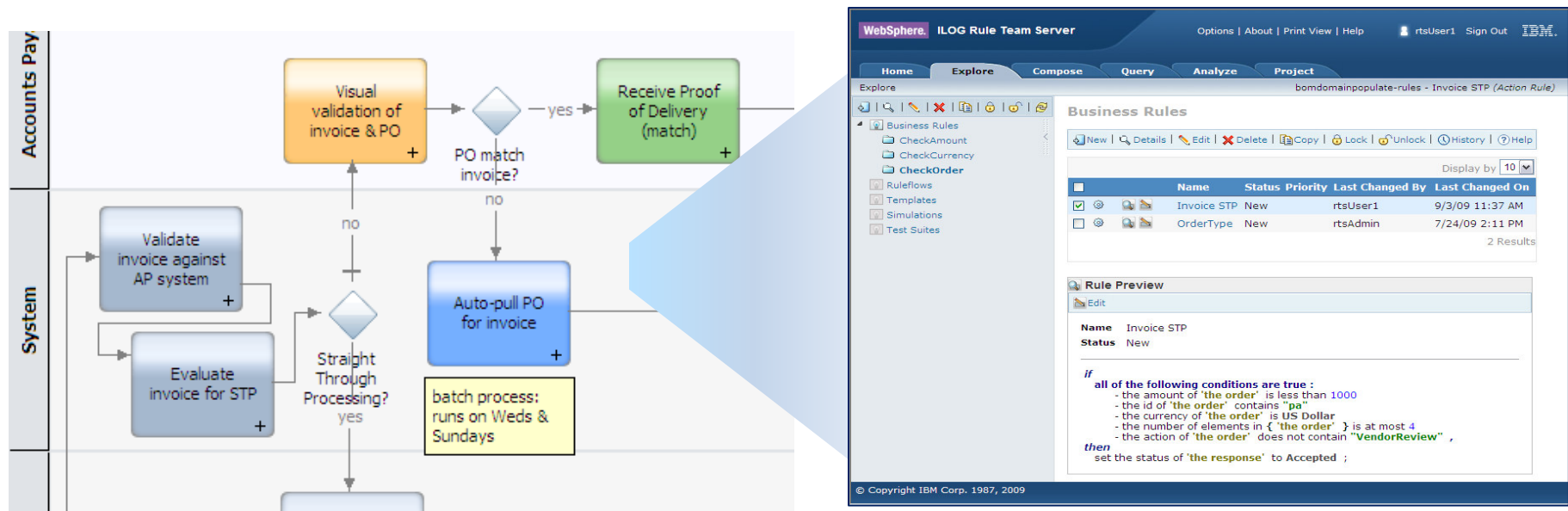
A leading Korean insurance carrier modernizes insurance underwriting processes for greater efficiency

- *Improved compensation and underwriting processes with BPM, Business Activity Monitoring (BAM), and Business Rule Management (BRMS) dramatically growing their business*
- *A single view of the customer and of the business increases business insight and helps customer-facing employees offer more personalized services and solutions*
- *System z provided co-location of data and processes and consolidating customer information and increasing product cross-selling*

- Capture new markets with better understanding of potential customers
- Improves risk management and lowers cost through inductive analysis of insurance risk in underwriting and fraud analysis
- Improves productivity since customer service employees do not have to switch between applications



Two-Pronged Approach to Business Process Improvement



Business Process Management

- Define and orchestrate the end-to-end process
- Combine automation with user interaction

Business Rules Management

- Define and execute specific decision points in processes and applications
- Automate and improve decisions

IBM BPM & BRMS - Uniquely Qualified & Committed to System z

- **Unparalleled expertise** and investment
- **Trusted** thought leadership and guidance
- **Broadest, deepest** portfolio of fit-for-purpose offerings
- Leader in **Forrester Waves** for BPMS, BRMS, and CIS
- Leader in **Gartner Magic Quadrant** for BPMS & BRMS
- **Uniquely committed to zEnterprise**



Leverage zEnterprise, Modernize System z Business Applications, and Unify Enterprise with IBM BPM & BRMS

Leverage

Leverage zEnterprise for BPM and BRMS deployments

Modernize

Incrementally modernize your enterprise to maximize agility in system z Business Applications

Unify

Unify business process and rule management across systems for increased business agility, visibility and consistency

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Leveraging System z for BPM & BRMS

Process Integrity

Reliable execution of distributed business activity

Reliability

For meeting SLA's

Co-Location & High Availability

Proximity of data, processes, rules & events on zOS

Dynamic Process & Rule Management

On-the-fly process & rule changes

Scalability & Performance

To billions of transactions/ day

Dependability & Interconnectedness

Through a robust enterprise infrastructure



Process Integrity

Enabling Consistent Transaction Processing in an SOA Environment

- **Process Integrity** to deliver the reliability, consistency, scalability and predictability
- Linking, extending and improving process flow through existing COBOL applications
- Providing integrated steps from one process to the next, as well as removing inefficiencies
- Tight integration with CICS / IMS / SAP, leveraging z/OS resource recovery services and two phase commit for transaction coordination on z/OS,

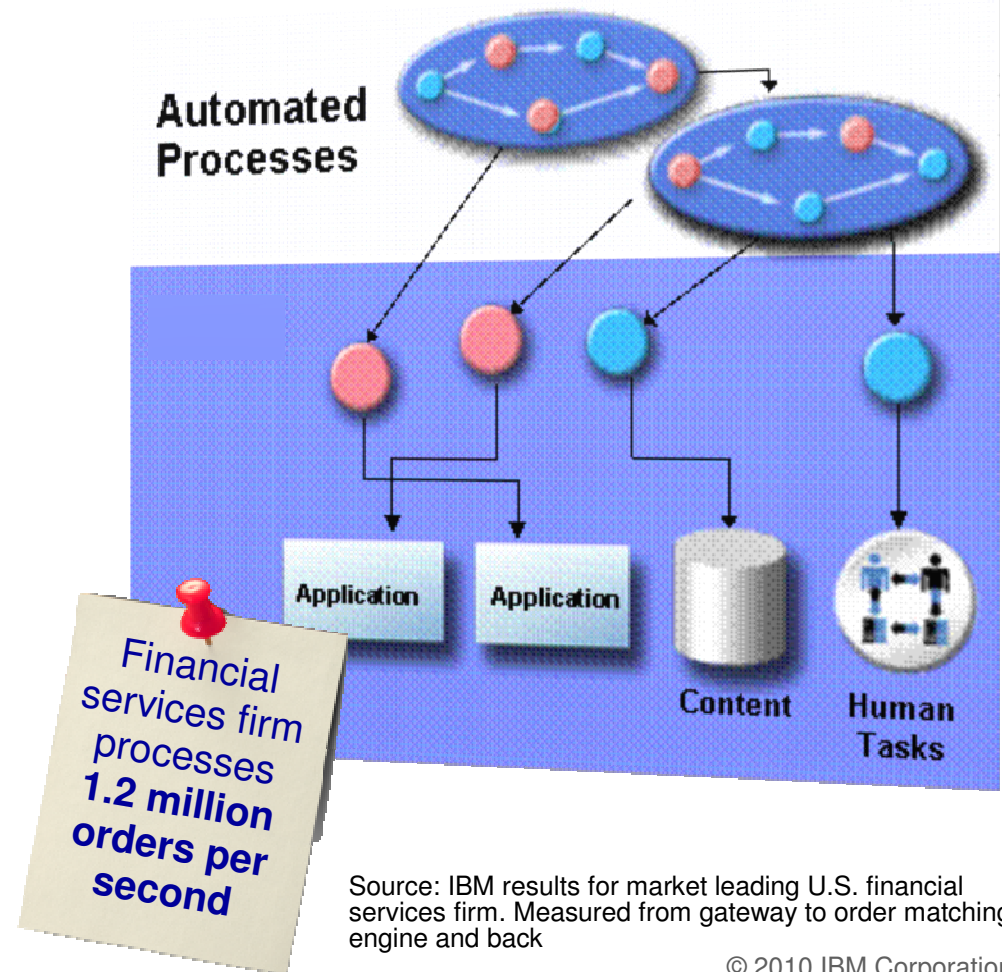


Reliability

Enables reliable execution of business activity and business rules

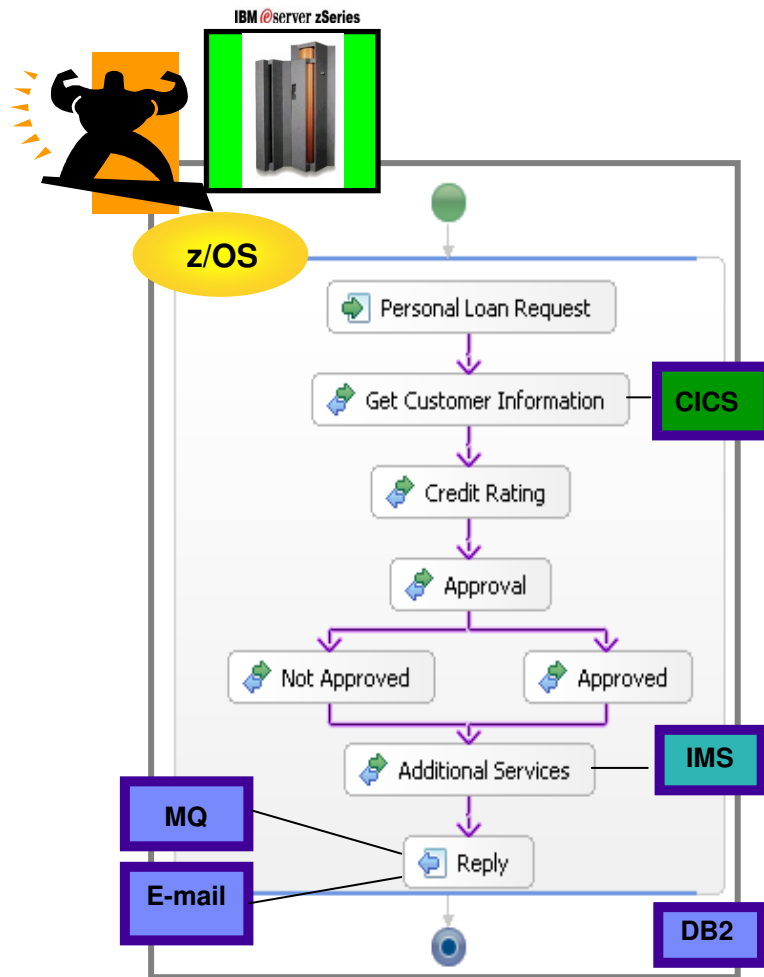
Automated & efficient service oriented implementations running on System z.

- Enterprise-class operation
- Performance improvements
- Virtual network between assets on z
- Enhanced security
- Consistent backup and recovery, process integrity
- Continuous Availability



Co-Location and High Availability

Isolate Impact of Failure with Workload Management



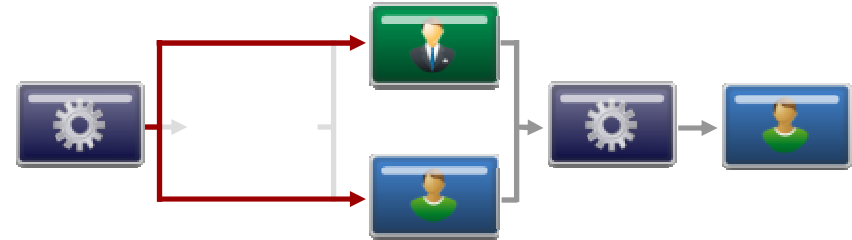
Benefits include:

- Co-Location of data
 - ✓ Co-location business process logic with enterprise data on System z
- Easier Management
 - ✓ Fewer components to administer
 - ✓ Vertical dynamic scalability
- Stringent Security
 - ✓ Reduced interception opportunity
 - ✓ Integration of RACF via SAF
- Highly Available Infrastructure
 - ✓ Parallel Sysplex enabled
- Higher Performance
 - ✓ No network time

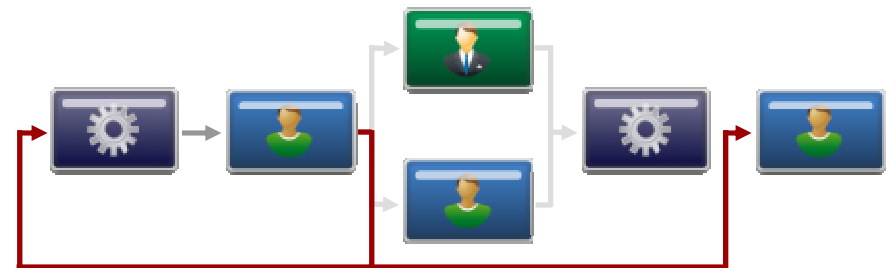
Dynamic Process Management

Robust support for process owners to easily manage task assignments

- Respond to changing business needs with greater flexibility
- Dynamically assign roles based on runtime context
- Support for ad-hoc human collaboration based on personnel assignments
- Multi-level escalation mechanisms



Skip steps within a process instance



Jump forward and backwards within a process instance

***Websphere Business
Process Server on zOS
And Linux on z***

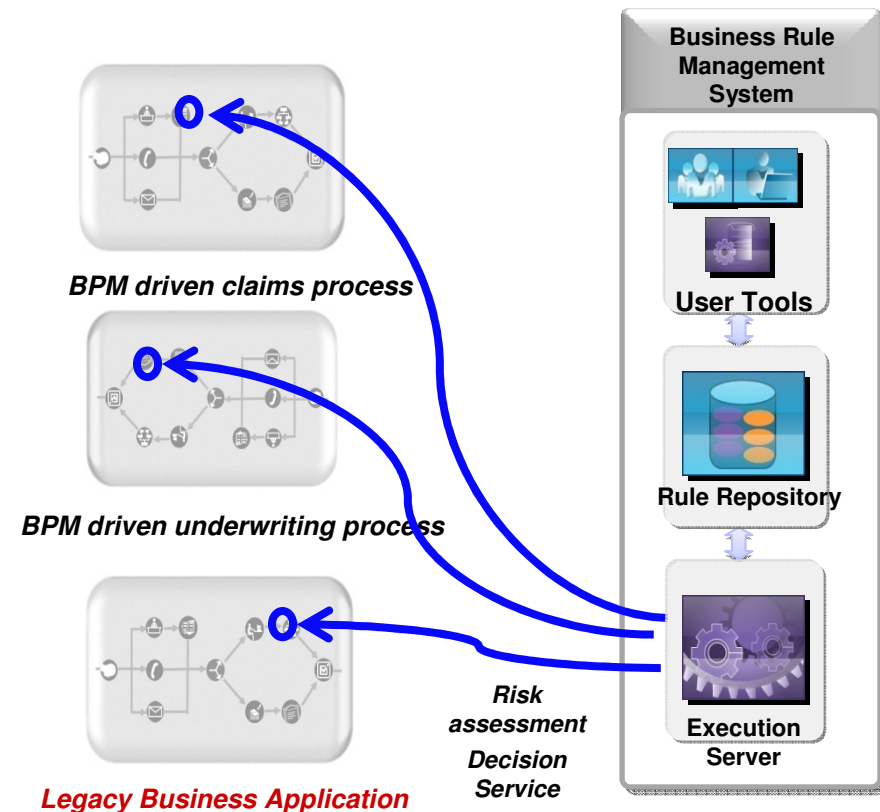
***Websphere Lombardi
on Linux on z***

***Websphere Business
Monitor on zOS and
Linux on z***

Dynamic Business Rules Management

Managed Execution Environment with BRMS

- **High performance and scalable** rule execution
- **Add new behaviors** - key COBOL business applications and minimize risk and disruption
- **Improve Agility** – author and reuse business decisions and rules across applications
- **Automate business decisions** – quick response to market and regulatory changes
- **Rule services management & monitoring**



Websphere Business Rules and WebSphere Business Events on zOS

Websphere Decision Server On Linux on z

Websphere Rule Team Server and Decision Validation Services on zOS and Linux on z

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Leverage zEnterprise for BPM and BRMS deployments

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Flexible, Incremental and Scalable Modernization Approach

Support for range of modernization needs, from point upgrades and incremental extensions to full application rewrite

Native System z deployment leverages existing investment in zEnterprise

Processes and decision services can be deployed independently

Different roles can drive process and rules management

Process and decision changes can have separate lifecycles and governance requirements

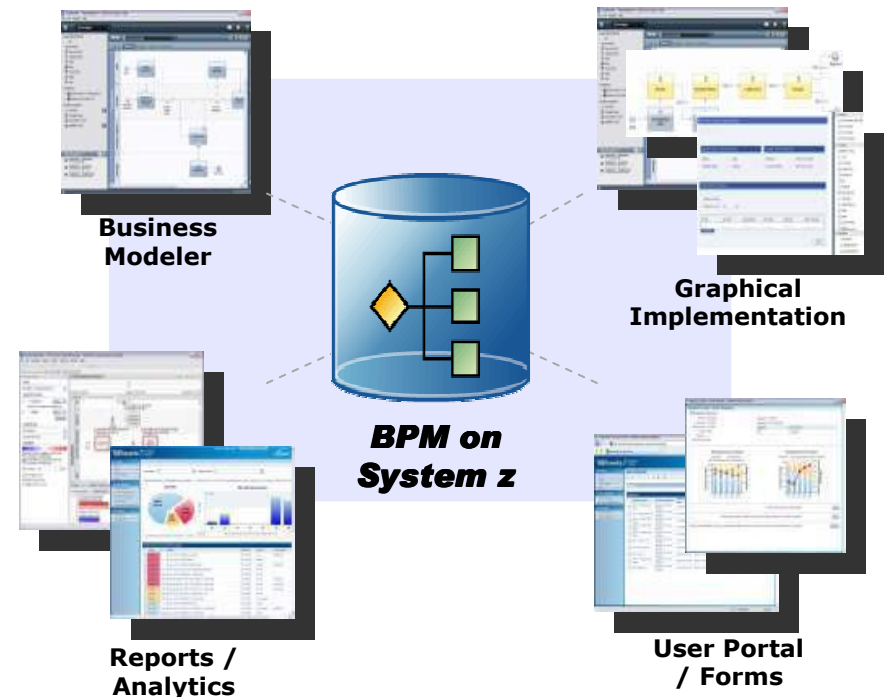


- Faster time to market
- Lower cost of maintenance
- Better visibility and control

Improving Business Processes through Modernization

Processes that frequently interact with CICS, IMS and DB2 z/OS:

- Long-running workflow processes with DB2 z/OS
- Straight-thru (integration-centric) processes with CICS, IMS, DB2
- New Web-based UI for business users front-ending zWPS and CICS
- High Availability, Global Operations, Disaster Recovery and Backup
- Significant workloads - 100 – 10,000 users



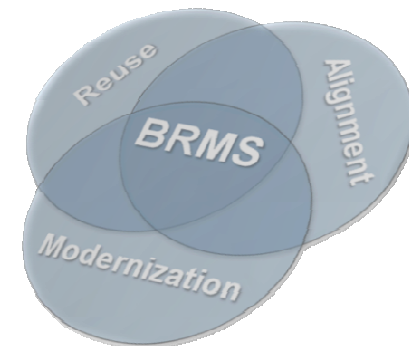
Improving Operational Decisions through Modernization

Modernization Issues to resolve

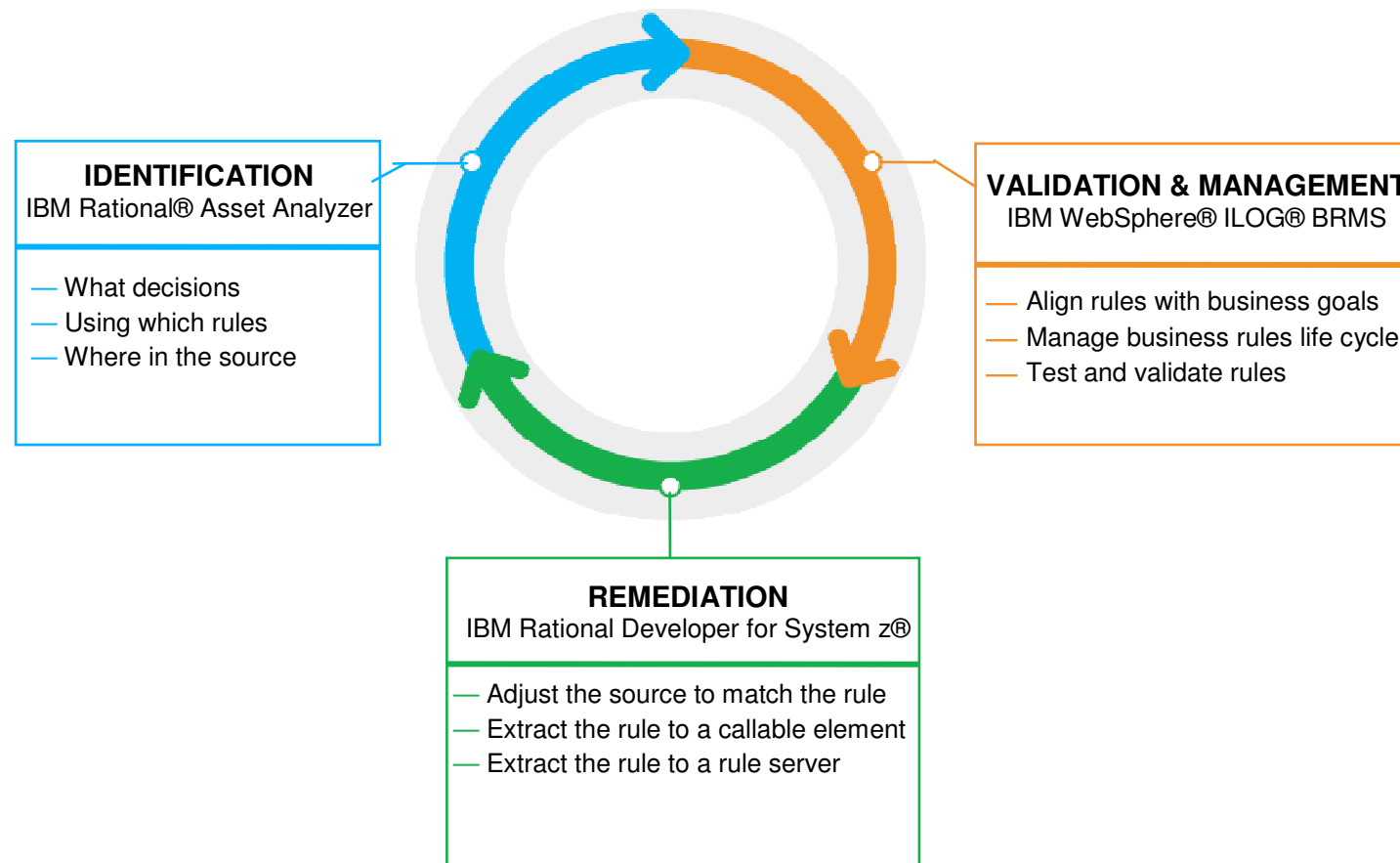
1. Consolidation of COBOL application portfolio (cost savings)
2. Be able to react to changes requested by business in days, not months.
3. Sharing Rules across Platform/
Running Parallel

Benefits of a BRMS

- Rule management
 - Version Control
 - Impact of rule change
 - Central repository for multiple rule deployments
- Rule testing and simulation to ensure accuracy of changes prior to deployment.
- Reuse of rules across applications and platforms
- Incremental rule modernization: applying technology and process to gain increased “decision making” agility



Business Rule Modernization with RAA and BRMS



Delivering...

The essentials for business rule mining of existing software assets enhancing the ability to capture, maintain and take advantage of application knowledge that can provide insight into an application's structure and its interactions with business data.

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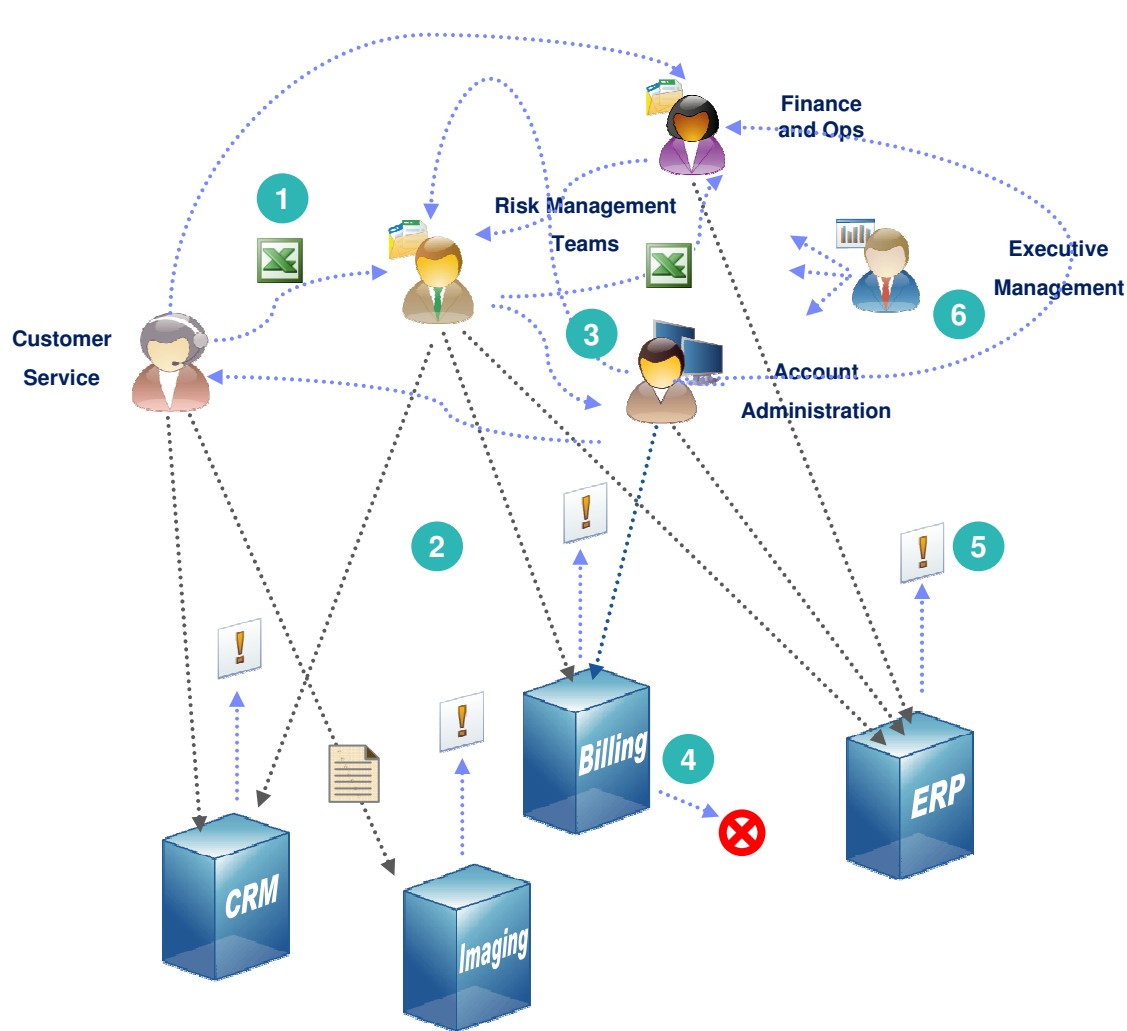
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Business Chaos Begs for Process Improvement

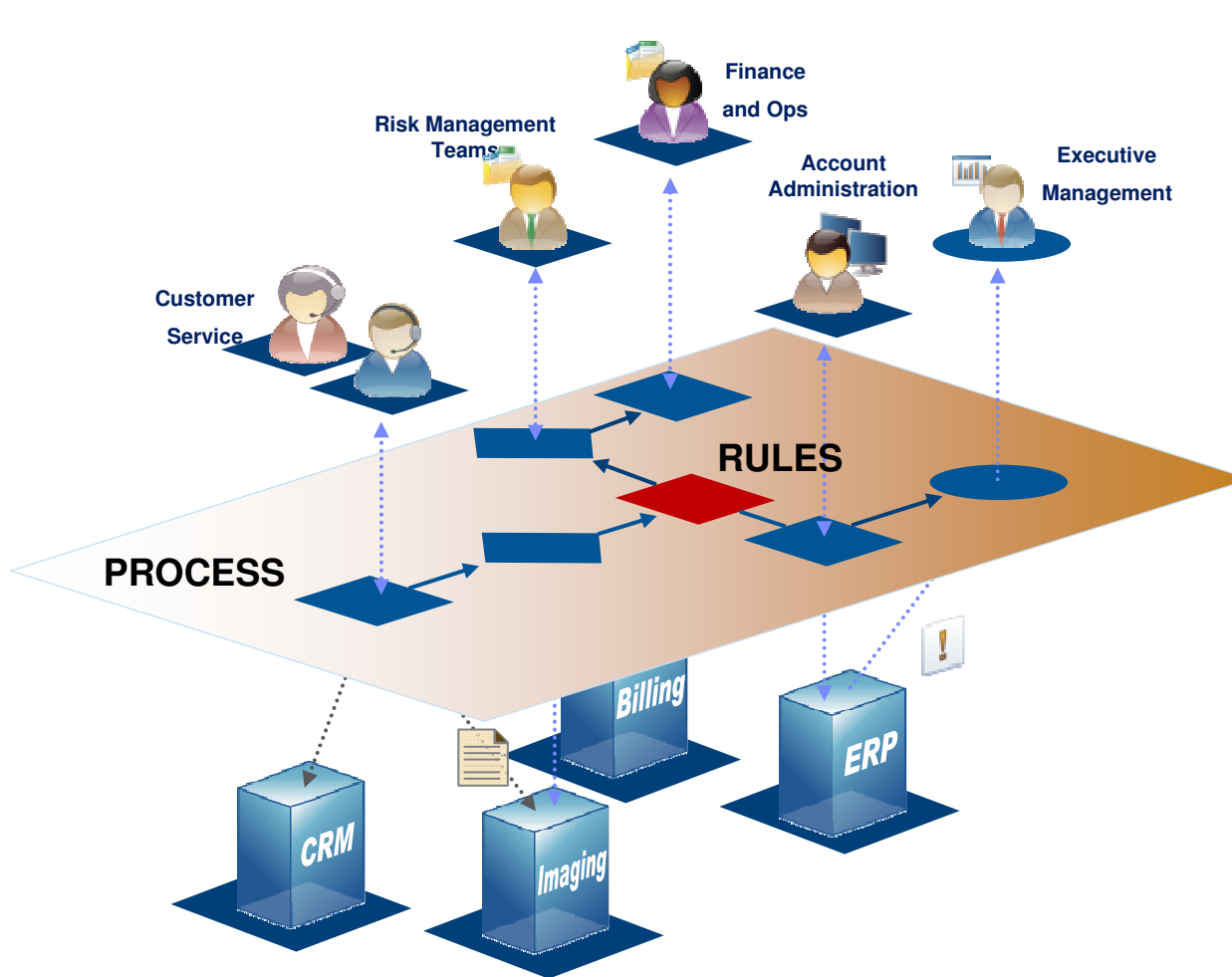


- 1 Informal Tasks and Communication (ex Paper or email)
- 2 Inefficient Working Environment Spans Systems
- 3 Inconsistent Prioritization and Decision Making
- 4 Incomplete or Inaccurate Data Flow Between Systems
- 5 Lack of Control Over System and Business Events (Exceptions)
- 6 Poor Visibility Into Process Performance

Customer Problems:

- **Cannot Grow Efficiently**
- **Poor Customer Satisfaction**
- **Limited Visibility**

Business Process & Rule Management Bring Order to the Chaos



- 1 Automate workflow & decision making
- 2 Reduce errors and improve consistency
- 3 Standardize resolution across geographies
- 4 Leverage existing systems and data
- 5 Monitor for business events and initiate actions
- 6 Real-time visibility and process control

Customer Benefits:

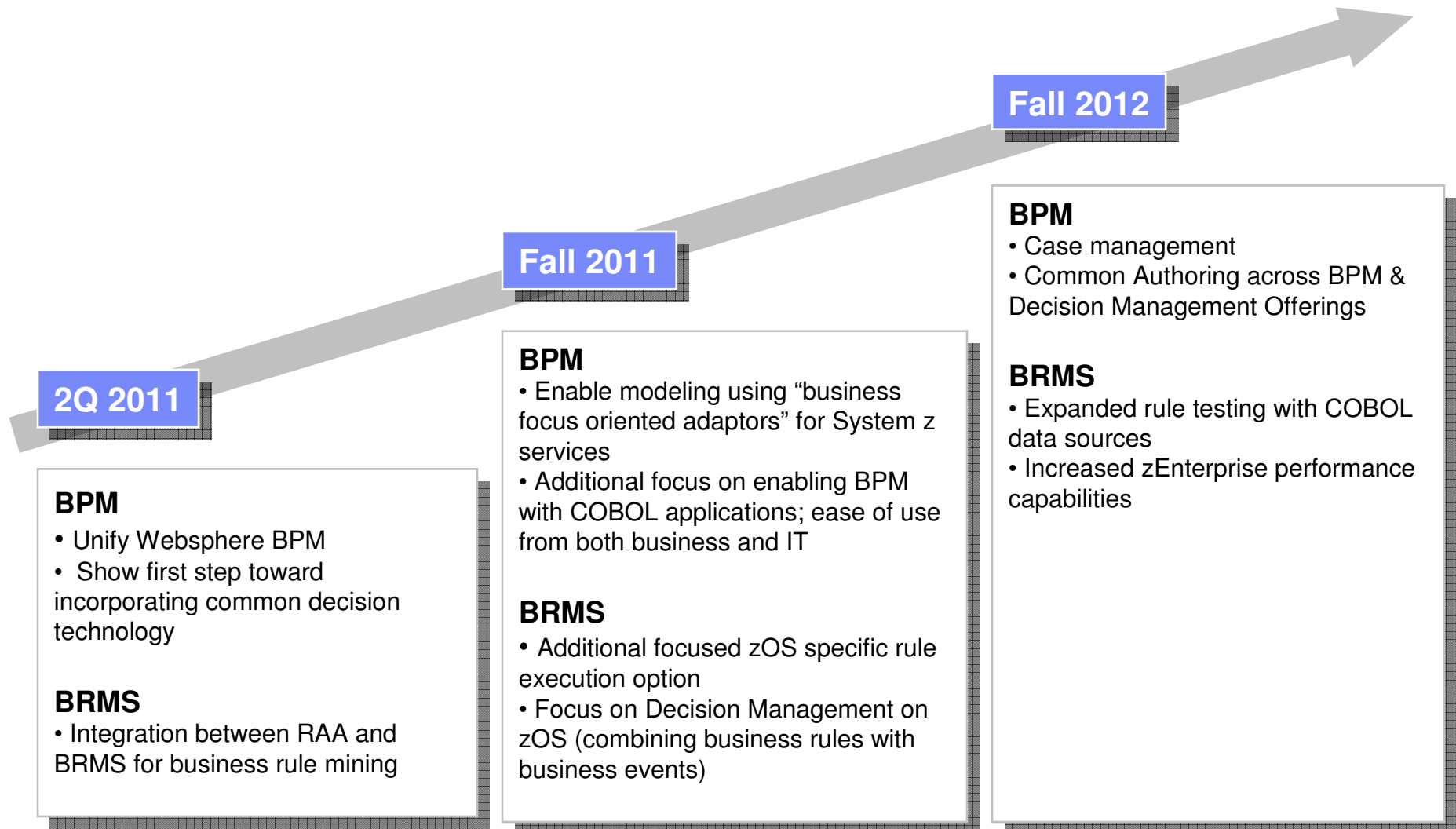
- ***Huge Reduction in Manual Work, Errors***
- ***Faster, More Consistent Issue Resolution***
- ***Easier to Manage the Business***

Improve Business/IT Alignment & Collaboration Across Platforms



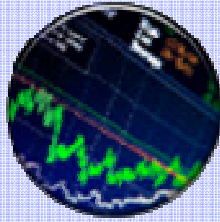
- ***Business-friendly tools*** simplify complex process and rule definition
- ***Graphical implementation for business processes*** enables engagement by all stakeholders
- ***Visibility of business rules*** to Business Users via a Web interface
- ***Reuse of process components and business rules*** across applications and platforms – ***System z and distributed***
- ***Governance capabilities control rapid evolution*** of business process and rules

BPM and BRMS System z Roadmap



Customers Across Industries Successfully Improve Business Processes with IBM BPM and BRMS

Fortune 500
Bank



Modernized account opening, improving cross-sell and up-sell at account opening generating **\$15 millions** incremental revenue in 10 weeks

Top 5 US
Insurance



Modernized insurance underwriting process, improving straight-through processing (STP) rate from **17% to 75%**

US Federal
Agency



Modernized enrollment process and entitlement determination cutting enrollment approval from **10 days to 7 minutes**

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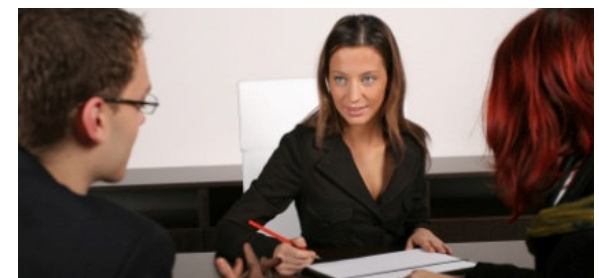
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Getting Started

Harnessing BPM and BRMS Value on System z

- *Visit our web pages for our Redbooks and White Papers on Business Process Management and Business Rule Management*
- *Conduct a one-day modernization workshop*
- *Conduct a trial*

Check out these Web sites for more information, white papers, and trials:

<http://www-01.ibm.com/software/info/bpm/>

<http://www-01.ibm.com/software/websphere/products/business-rule-management/>

धन्यवाद

Hindi Hindi

多謝

Traditional Chinese

ขอบพระคุณ

Thai

Спасибо

Russian

Gracias

Spanish

Merci

French

Thank You

English

شكراً

Arabic

Obrigado

Brazilian Portuguese

多谢

Simplified Chinese

Danke

German

Grazie

Italian

நன்றி ありがとうございます

Tamil Tamil

Japanese

Teşekkürler

turkish

감사합니다

Korean



Back Up