



# Working Smarter with dynamic business networks running on System z





# Agenda

- 1 *Discover, Interact, and Optimize*
- 2 *Discover Insights*
- 3 *Interact to Maximize Value*
- 4 *Optimize Resources*





We are living in a new landscape

# Smarter Planet

---

instrumented  
interconnected  
intelligent

people  
companies, institutions, industries  
man-made systems  
nature's systems





# We face the challenge of accelerating market shifts

- Rising consumer expectations compel *improvements in speed and personalization*
- Rapid swings in economic and commodity markets highlight *lack of adaptability*
- Lower barriers to entry in a digital, flat world, enable *fast and easy access by new competitors*

How do businesses evolve to **Work Smarter?**





# Achieving a dynamic business network presents challenges

3%

of companies report they have achieved “**process excellence**”

68%

of executives report that **integration challenges** impede collaborative relationships with partners

85%

of CEOs require **more visibility** into their businesses

*Businesses are restrained by organizational silos*



# ...and tremendous opportunities

A large bank reduced redundant process activities by

60%

An air freight company reduced partner integration time by

50%

A retailer gained real-time inventory visibility across 500+ outlets and reduced data integration costs by

20%

*Break down silos to increase business agility and embrace the dynamic network*



# Business leaders know that the agility to succeed today is driven by dynamic business processes

**#1**

business priority is improving business processes



**70%**

of CIOs say business process management is a top priority



# Achieving business agility now...

## **Discover** Insights that enable innovation

Enhance awareness and understanding across processes and ecosystems

## Maximize the value of business **interactions**

Access rich information and applications at the right time and in the right context

## **Optimize** productivity and resources

Broadly flexibly and continuously automate and govern processes





# Agenda

- 1 *Discover, Interact, and Optimize*
- 2 *Discover Insights*
- 3 *Interact to Maximize Value*
- 4 *Optimize Resources*





# Discover insights that enable innovation

- Unlock siloed information inside and outside the organization
- Gather actionable insights from processes and events
- Leverage insight and discovery to drive innovation





# Unlocking siloed information extends visibility

- Access data directly across the business network
- Easily manage and adopt to changing industry standards



Has real-time visibility across applications, employees, partners, & customers

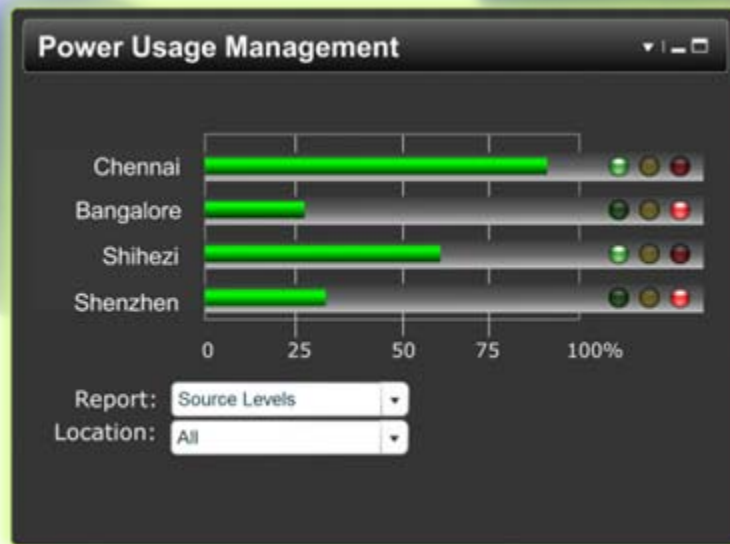


# Actionable insights enable proactive management enables rapid response to emerging business situations

Visibility across processes, information and ecosystems

...into process performance

...into business events



Can anticipate production problems and react before they impact customers



# Insights drive process discovery and transformation



- **Derive insights from organization information**
- **Leverage visibility and collaborate to discover process improvement opportunities**
- **Transform business processes into engines of innovation**
- **Closely align execution with business strategy to drive new growth**



Collaborates with internal and external teams to increase process flexibility



# Start Quickly with Cloud-based BPM Tools & Community

IBM BPM BlueWorks

**New!**

*Seamlessly link business strategy and mapping in the cloud to process execution in your environment*



## Learn

Learn strategies, trends, and best practices for making smart process decisions

## Experience

Capture business intent, understand capabilities, sketch processes

## Collaborate

Leverage community insight and access shared content

## Optimize

Extend strategy to drive processes improvement, and deploy with IBM BPM Suite

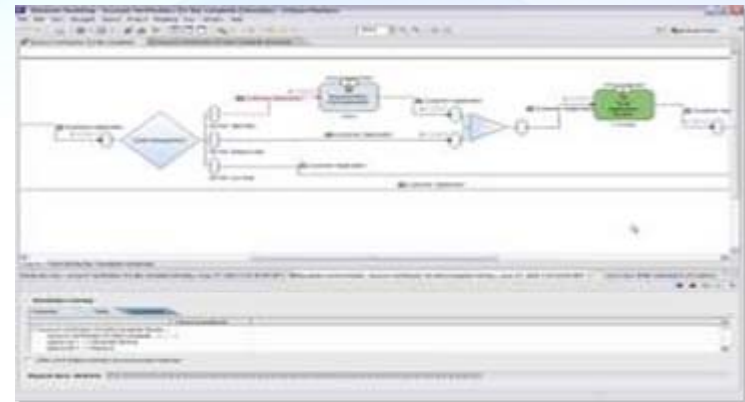
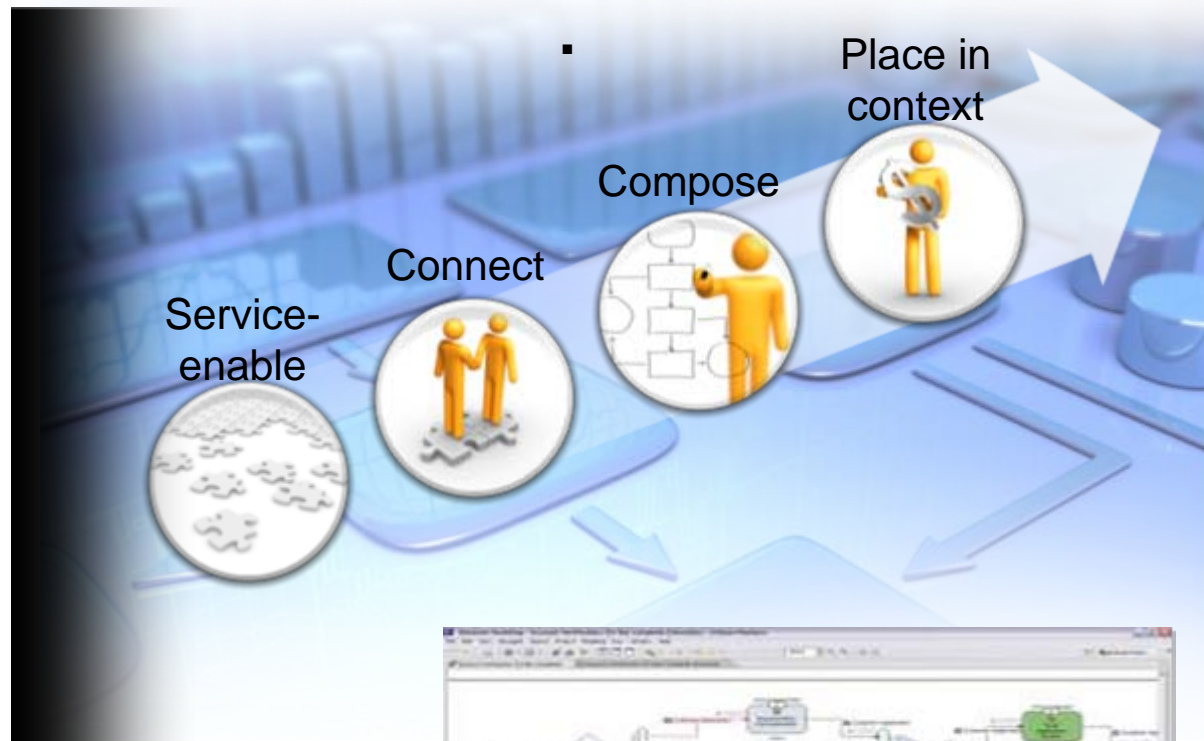


# Empowering Business Leaders & Improving Productivity

*WebSphere Business Modeler V7*

- Enhances business user empowerment
- Provides improved iterative development and traceability
- Improves Interactive Process Design
- Enhanced capabilities that enable the capture of the business intent
- Provides clear linkage and audit trail

Provides an easy-to-use BPM tool for business users for graphically modeling, analyzing, simulating human workflows and automated business processes





# Empowering Business Leaders & Improving Productivity

*WebSphere Business Compass V7*

- Enables improved productivity and empowerment across all roles
- Delivers rapid time to business value by improved integration with the IBM BPM portfolio
- New capabilities for business users and business analysts



Provides an easy-to-use BPM tool for business users for graphically modeling, analyzing, simulating human workflows and automated business processes





# Get started, deploy faster, reduce costs and risk!

*WebSphere Industry Content Packs V7.0*

- Reduce costs and deploy faster
- Start proofs of concepts and solution implementations quicker
- Reduce risk, increase consistency and reuse
- Address enterprise's unique needs with extensible assets
- Available on z/OS



**New and Enhanced!**

Now Supports Entire  
WebSphere BPM Lifecycle!

*Models, Service Assets, Dashboards, KPIs & more!*





## Discovering & Designing agile product sourcing



*uses modeling & simulation to transform demand-driven inventory sourcing*

### Client Pains

- Inefficient and costly product sourcing process
- Limited visibility into inventory across stores

### Real Results

- **\$3.6 million** in additional sales
- **\$225,000** monthly savings
- ROI in **6 months**



# Agenda

- 1 *Discover, Interact, and Optimize*
- 2 *Discover Insights*
- 3 *Interact to Maximize Value*
- 4 *Optimize Resources*





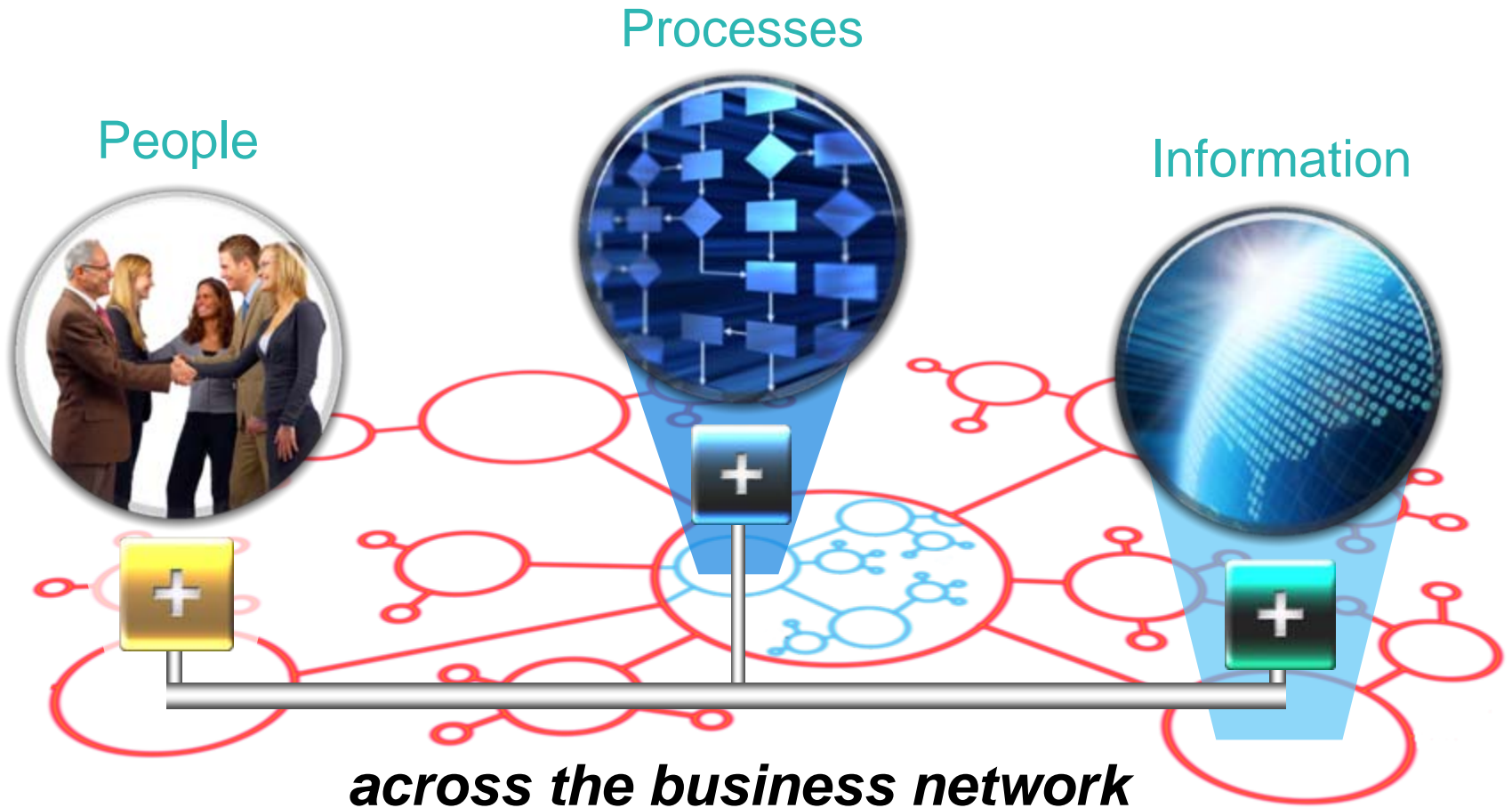
# Maximize the value of business interactions

- Service-enable applications to integrate information
- Deliver information in the right business context
- Leverage services and information for dynamic process change





# Service-orientation seamlessly integrates



***across the business network***



Can quickly integrate applications from new acquisitions



# Information in the right business context maximizes its value

“Shipment Delayed”

“Suspicious Transaction”



**RFID Signal**



Can capture, understand, and respond to significant customer activities

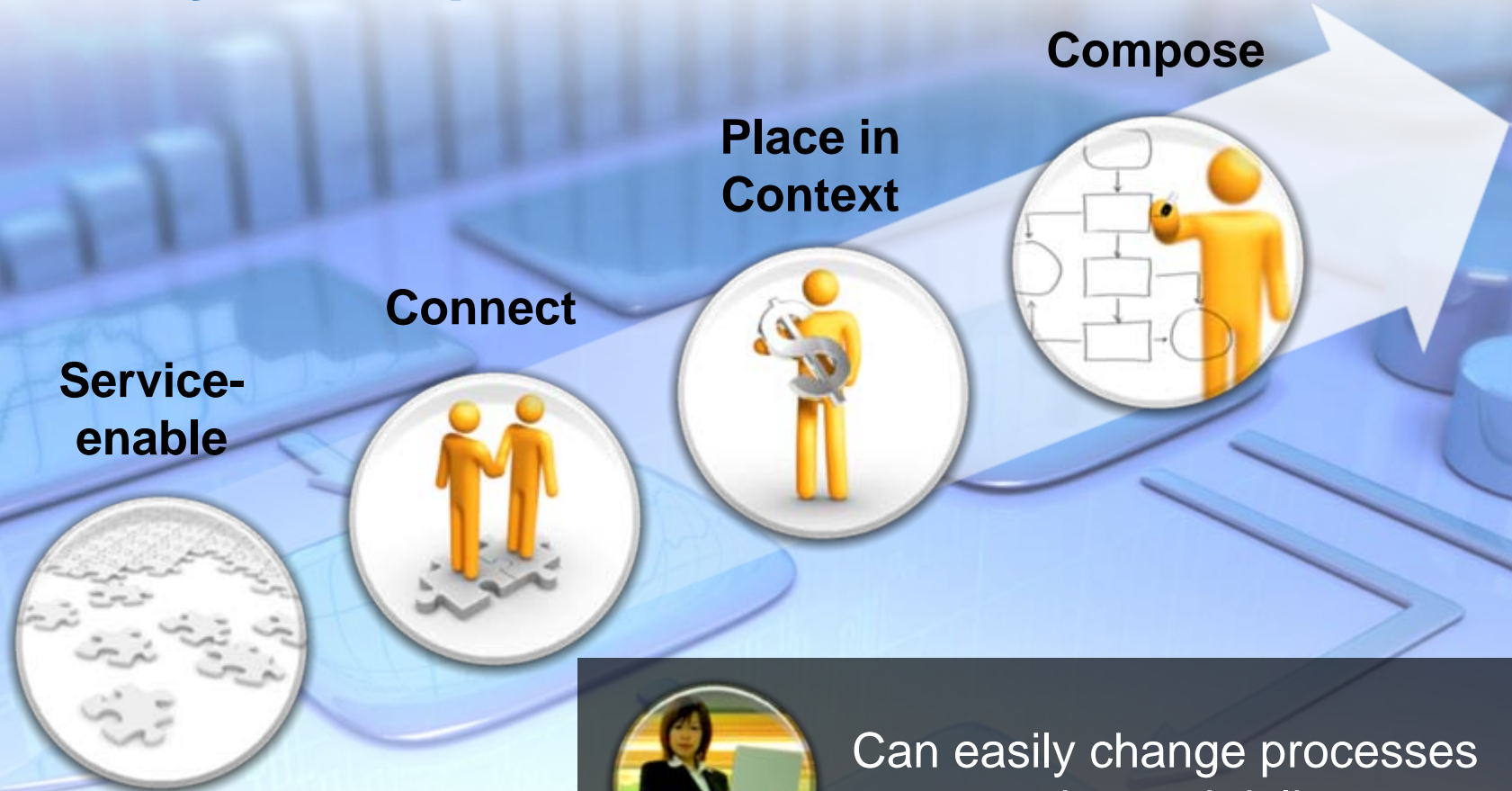


**Large Credit Purchase**





# Business information and service orientation enable dynamic processes



Can easily change processes to customize and deliver new loyalty offers



# Increasing Visibility with Advanced Monitoring

*WebSphere Business Monitor V7.0*

New and Enhanced!

- Accelerates development of monitoring solutions
- Provides a quick start monitoring solution
- Expands the reach of Business Activity Monitoring
- Improves ROI by accelerating deployment
- Improves monitoring capabilities
- Improves support for System z
  - Ability to federate zLinux Monitor into a z/OS cell for improved management
  - Improves performance of Monitor with database on System z



Links business strategy to operational metrics, providing real time and consistent visibility into changing processes





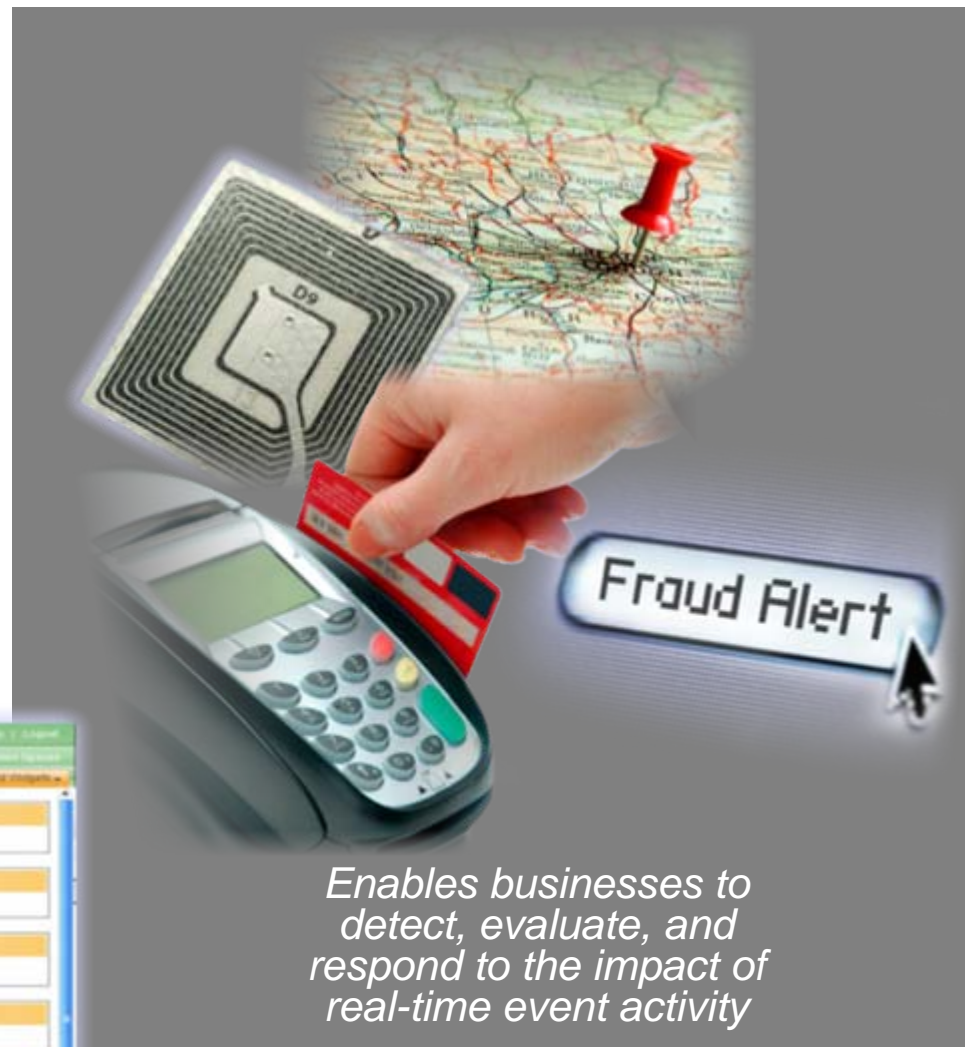
# Reducing Costs by Uncovering Actionable Situations

WebSphere Business Events V7 for z/OS

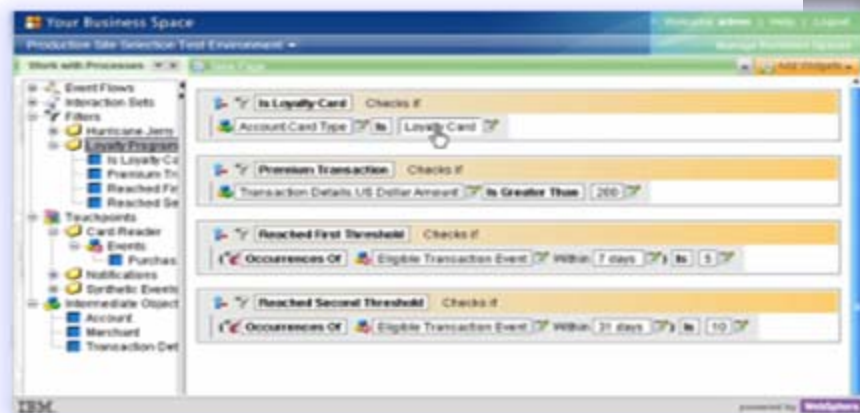
WebSphere Business Events eXtreme Scale V7



- Extends the Business User Design
- Expands test capabilities for the business user to validate business logic
- Extends the power of WBE
- Provides additional platform and standards coverage
- Enhanced performance, predictability, and management with eXtreme Scale



*Enables businesses to detect, evaluate, and respond to the impact of real-time event activity*





# Agile patient care transforms Insights into Action



*Tracks patients in real-time with RFID and event processing*

## Client Pains

- Inability to track patients prevents treatment according to medical priority and increases waiting time

## Real Results

- **Reduced** waiting time and **increased** patient satisfaction
- **Improved** patient care and security



# Agenda

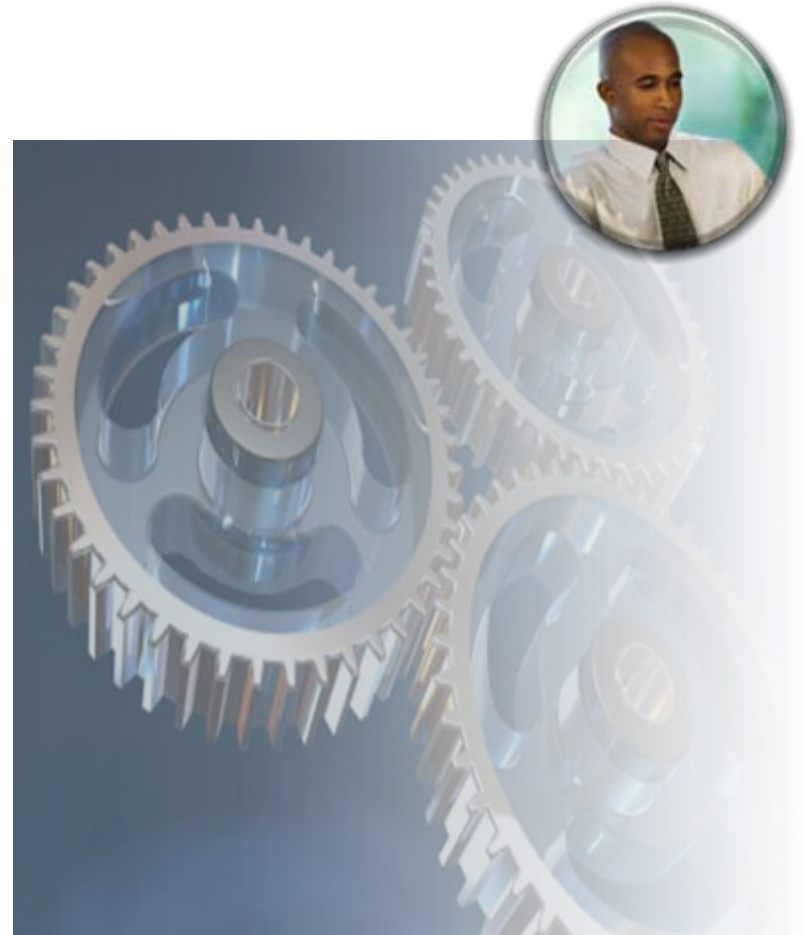
- 1 *Discover, Interact, and Optimize*
- 2 *Discover Insights*
- 3 *Interact to Maximize Value*
- 4 *Optimize Resources*





# Optimize productivity and resources

- Flexibly automate and manage processes with business rules
- Reuse and govern services to drive efficiency and compliance
- Effectively manage workflow to increase productivity



## Flexible process automation increases agility and enables rapid change

- Rapidly deploy changes throughout the enterprise
- Manage and automate process decisions
- Extend rule authoring to business users



*Business rules to drive flexible process automation*



Can automate and easily manage low-level claims decisions



# Reuse optimizes IT assets and maximizes investments

- Automate processes leveraging shared services
- Organize and manage services in a central repository
- Easily find the right services and information



Manages costs by eliminating redundant services, applications, and systems



# Manage and Enforce Policies Across Processes and Services



- Associate policies with processes and shared IT services

- Implement policy changes quickly



Payments processes consistently comply with privacy policies and standards



# Automating workflow increases productivity and optimizes people



- Automatically route tasks to the right person
- Empower users with comprehensive task management tools
- Streamline workflow and automate escalations & exception handling



Can easily identify and route claims to processors with the right expertise





# Improve User Experience & Accelerate Time to Value

*WebSphere Process Server V7.0 for z/OS*

- Enhanced capabilities for creating, working with and administering human workflow process scenarios
- Empowers users and accelerates productivity across all process roles.
- Accelerate Time to Value



Enables simple and flexible execution of standards-based business process solutions

Orchestrates a business' assets – people, processes and information – to help form highly optimized and effective processes

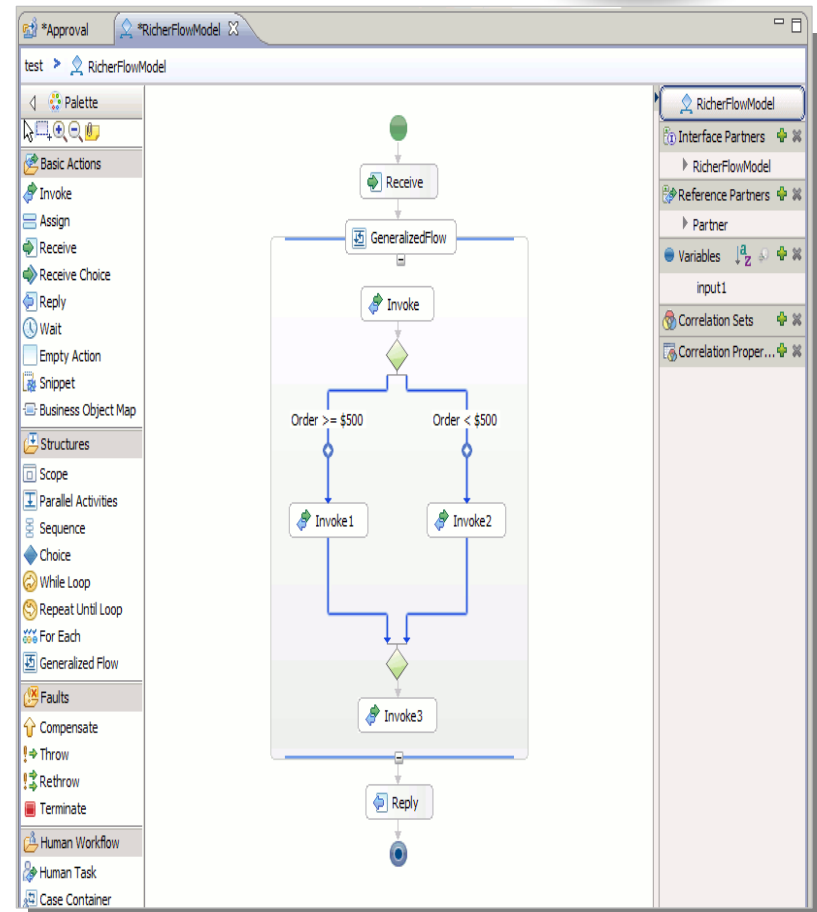
# Increase Productivity Through Accelerated Solution Development

*WebSphere Integration Developer V7.0*



- Improve tooling experience for accelerated solution development
- Accelerate iterative development between business analysts and IT developers
- Supports the latest technologies and standards

Provides an easy-to-use design time tool for creating and assembling SOA business applications





# Align Decision Automation Across the Enterprise

WebSphere ILOG Business Rule Management Systems V7

- Rapidly deploy changes throughout the enterprise
- Extend rule authoring to business users
- Accelerate time to value with a unified, flexible rule-based application development environment
- Improved integration with System z applications supporting CICS 4.1 in WebSphere ILOG Rules for COBOL version 7
- Rule management and governance with Decision Validation Services



*Automate fine-grained, highly variable decisions with business rule management*



# Agile mail delivery with Process Automation



*automates paperless mail distribution to increase productivity and customer service*

## Client Pains

- Complicated, manual process slowing customer correspondence and causing high administrative costs

## Real Results

- **70%** decrease in processing time
- **Improved** productivity and customer service



# IBM WebSphere BPM V7 System z customers

## *Solution development and deployments*

### Tools

#### BPM BlueWorks

Cloud-based process and strategy tools  
For Business Leaders

#### WebSphere ...

#### ...Business Compass

For Business Analysts  
Publishing for review and documentation

#### Business Modeler

For Business Analysts  
Design, KPIs, Simulation, BPMN  
Direct Deployment for simple scenarios  
Interactive Process Design with WID

#### Integration Developer

For Integration Developers  
Authoring for all WPS and WESB  
capabilities, and adapters  
Design, Assembly, Test, Deployment

### Servers on z/OS

#### WebSphere ...

#### Process Server

- ... Business Services Fabric
- ... Service Registry and Repository
- ... Business Events
- ... Adapter for SAP
- ... Industry Content Packs

#### *related offerings:*

#### WebSphere ...

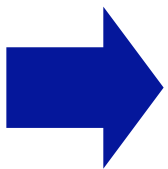
- ... iLog jRules
- ... Transformation Extender
- ... Message Broker
- ... ESB
- ... MQ



# What Can BPM Do for Me?

*Companies are Using BPM to Provide a Variety of Benefits*

- ✓ Empower business users
- ✓ Provide actionable insights
- ✓ Improve business agility
- ✓ Reduce costs
- ✓ Enhance collaboration
- ✓ End-to-end process visibility
- ✓ Boost worker productivity
- ✓ Improve customer service



**BPM Aligns Business and IT to  
your *Business Processes* and  
your *Changing Business Needs***





## Get started and embrace your dynamic business network today



- Download additional information from the [IBM Website](#) including whitepapers and demos
- Identify and prioritize projects with the [IBM BPM Business Value Analyzer](#)
- Contact IBM for a [Business Process Improvement Workshop](#) for:

# Impact2010

The Premier Conference for Business and IT Leaders

**Discover. Interact. Optimize.**

Sign up now, get \$300 off registration! Plus..

(2) Free Certifications & Hotel & Travel Savings

## ***5 Reasons you can't afford to miss...***

- 1** Make an Impact Now – learn how to work smarter and optimize your business performance – get the latest in WebSphere, BPM and Smart SOA technologies
- 2** Save Money – up to \$15,000 value in training, education and development savings and pay less than \$3,000!! (including registration and hotel)
- 3** Get a year's worth of World Class education & a lifetime of contacts in 1 week!
- 4** Network with the Best in the Industry: Peers, IBM execs, SME's & Thought leaders.
- 5** Take advantage of this **exclusive Offer TODAY** at **ibm.com/impact**

Offer expires February 28<sup>th</sup>, 2010





# Impact 2010 Highlights

## Impact 2010 - The Premier Conference for Business and IT Leaders

Discover new innovative ways to work smarter and achieve business agility now. Impact 2010 provides a unique setting to bring company executives and technologists together at a single event providing a unique opportunity for them to discover how to align business objectives with IT, interact with technology and business leaders and experts from around the world and ultimately optimize their business performance and results.

A new Business Program that will focus on:

- **optimizing business processes**
- **improving decision management**
- **empowering the changing workforce, and globalization**

An enhanced Smart SOA and BPM Technology Program:

- **Dedicated with tailored workshops and hands on labs**

A bigger focus on your industry!

- **300+ industry leading experts on site**

A new Interactive Symposium

- **Bringing LOB and IT together in consultative sessions**

A new Product Technology Center offering:

- **Open labs, tech zones, and product demos**

A new and improved Track structure with:

- **200+ client speakers, 50 Birds of a Feather sessions, & free certification testing**

A state-of-the art Solution Showcase Center!



Join us in Las Vegas  
The Venetian Hotel  
May 2 to 7, 2010

[www.ibm.com/impact](http://www.ibm.com/impact)



# Let's Build a Smarter Planet on System z

