

Smarter Process in the Age of Customer

New forces are disrupting how companies do business

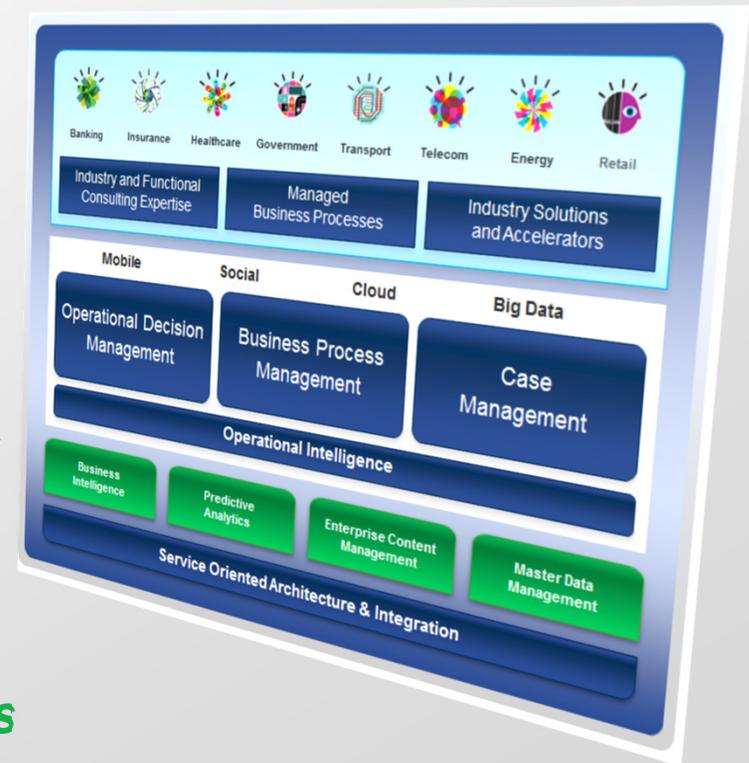
Mobile	\$3.6B spend by 2014	Mobile requires process reinvention Forrester forecasts that companies will spend about \$2.7 billion	
Social	25% productivity improvement	Socially-enabled processes drive increased productivity According to McKinsey, social technologies, when used within and across enterprises, can raise productivity of high-skill knowledge workers by 20 to 25%	
Cloud	47% growth in cloud processes	Cloud deployments force companies to rethink their processes Gartner ranks Business Process as a Service (BPaaS) as the fastest growing cloud segment with 47% annual growth	
Big Data	€100B government savings	Big data drives insight into processes McKinsey found government administration could save more than €100 billion in operational efficiency improvements alone by using big data	

Reinvent Business Operations with IBM Smarter Process

Smarter Process is...

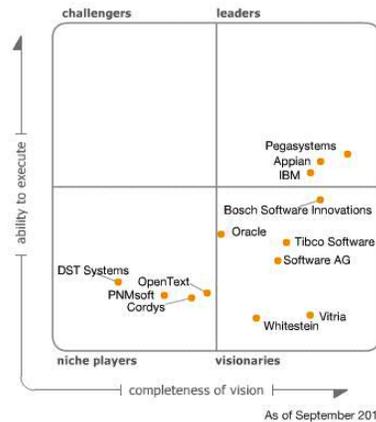
*IBM's approach for **reinventing business operations***

- *to enable greater **customer-centricity***
- *in the age **of mobile, social, cloud and big data***
 - *while **driving efficiency and optimization** into **end-to-end processes***



IBM's market leadership in Smarter Process

Figure 1. Magic Quadrant for Intelligent Business Process Management Suites

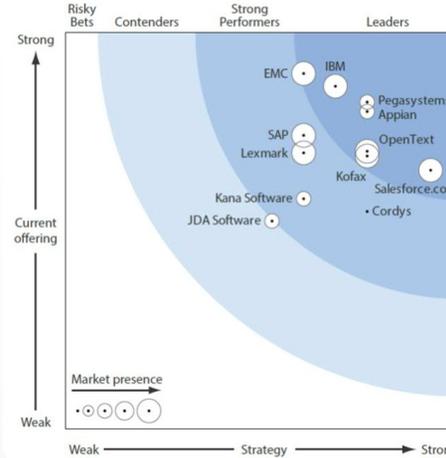


1 of 3 leaders in Gartner's iBPMS Magic Quadrant
 Source: Gartner Magic Quadrant for Intelligent Business Process Management Suites, September 2012

Do not compare this with the 2010 BPMS Magic Quadrant. They serve different audiences.

Source: Gartner (September 2012)

Figure 7 Forrester Wave™: Smart Process Applications, Q2 '13



A leader in Forrester's Smart Process Apps Wave
 Source: Forrester Wave: Smart Process Applications, Q2 2013

IBM was named the number one vendor in Business Process Management Suite (BPMS) software with 28.6 percent share; almost triple that of its closest competitor.

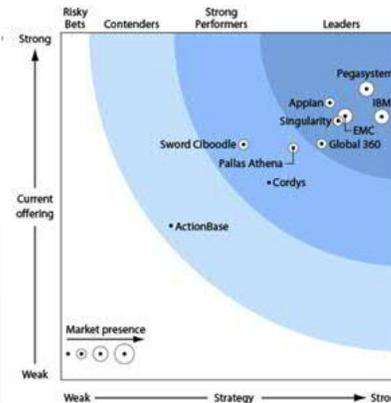
~ Gartner, 2013

Business Rules	2011 Share (%)
IBM	30.6
FICO	16.5
Pega	11.1
Oracle	6.3
CA	6.2
Progress	2.8
Red Hat	1.8

#1 market share in Business Rules

Source: IDC WW Business Rules Management Systems for 2011, released June 2012

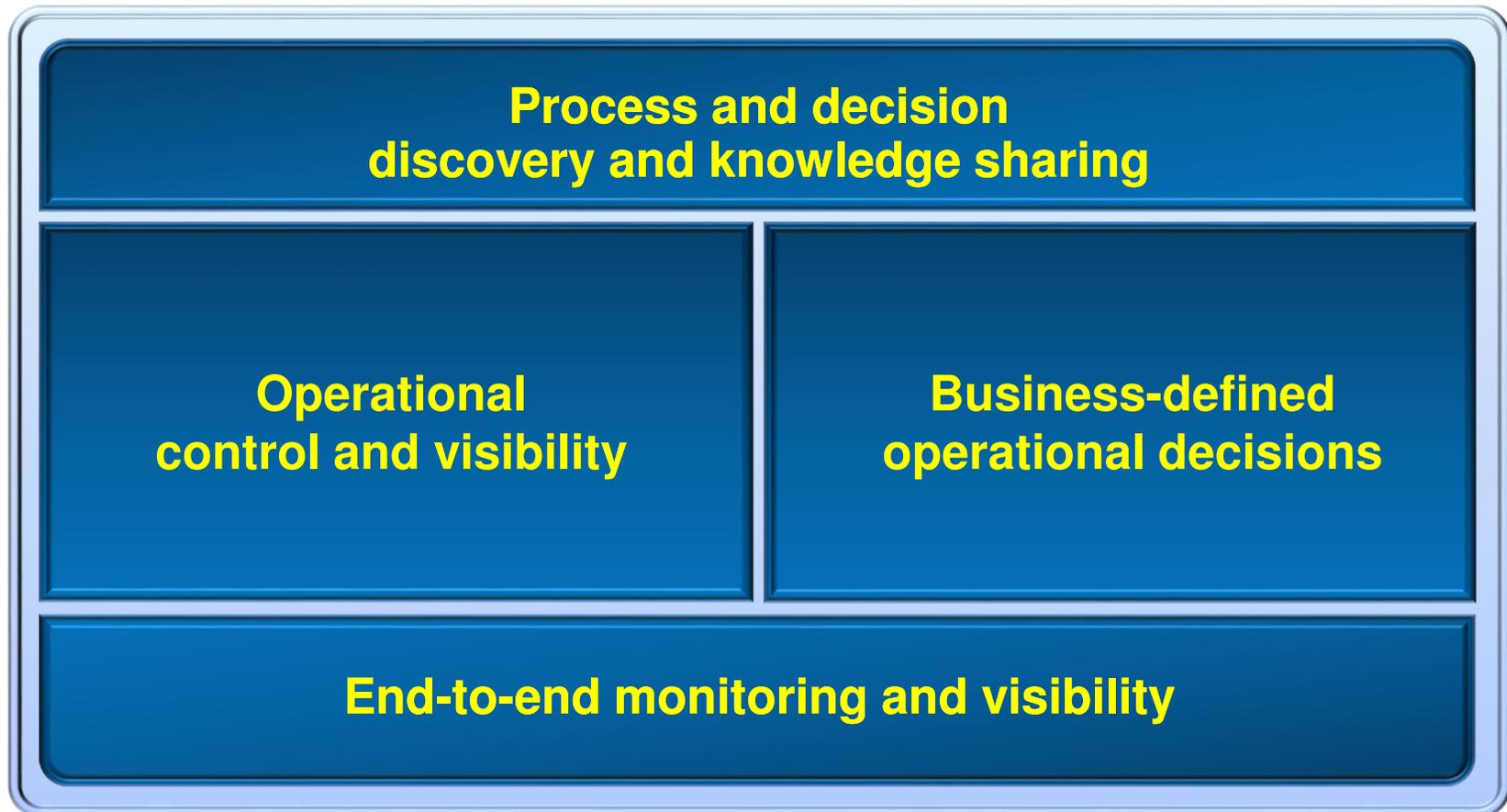
Figure 4 Forrester Wave™: Dynamic Case Management, Q1 '11



A leader in Forrester's Dynamic Case Management Wave

Source: Forrester Wave: Dynamic Case Management, Q1 2011

Key Capabilities for Smarter Processes: Business Process and Decision Management



Process Remains THE Top Priority Among Business & IT Leaders

Plans to innovate this year

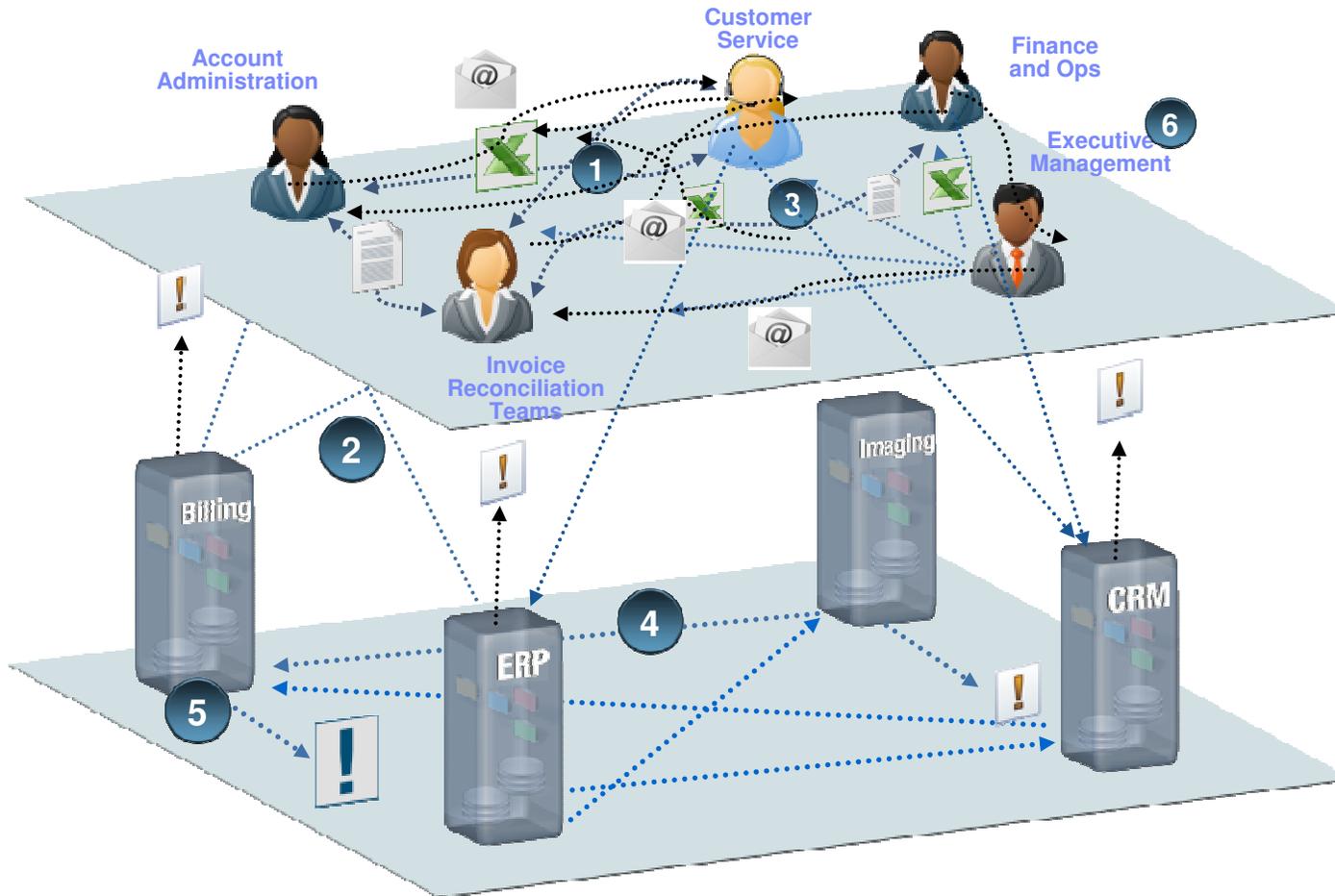


Making business processes more efficient is the **#1 priority**

2012 InformationWeek 500 Survey

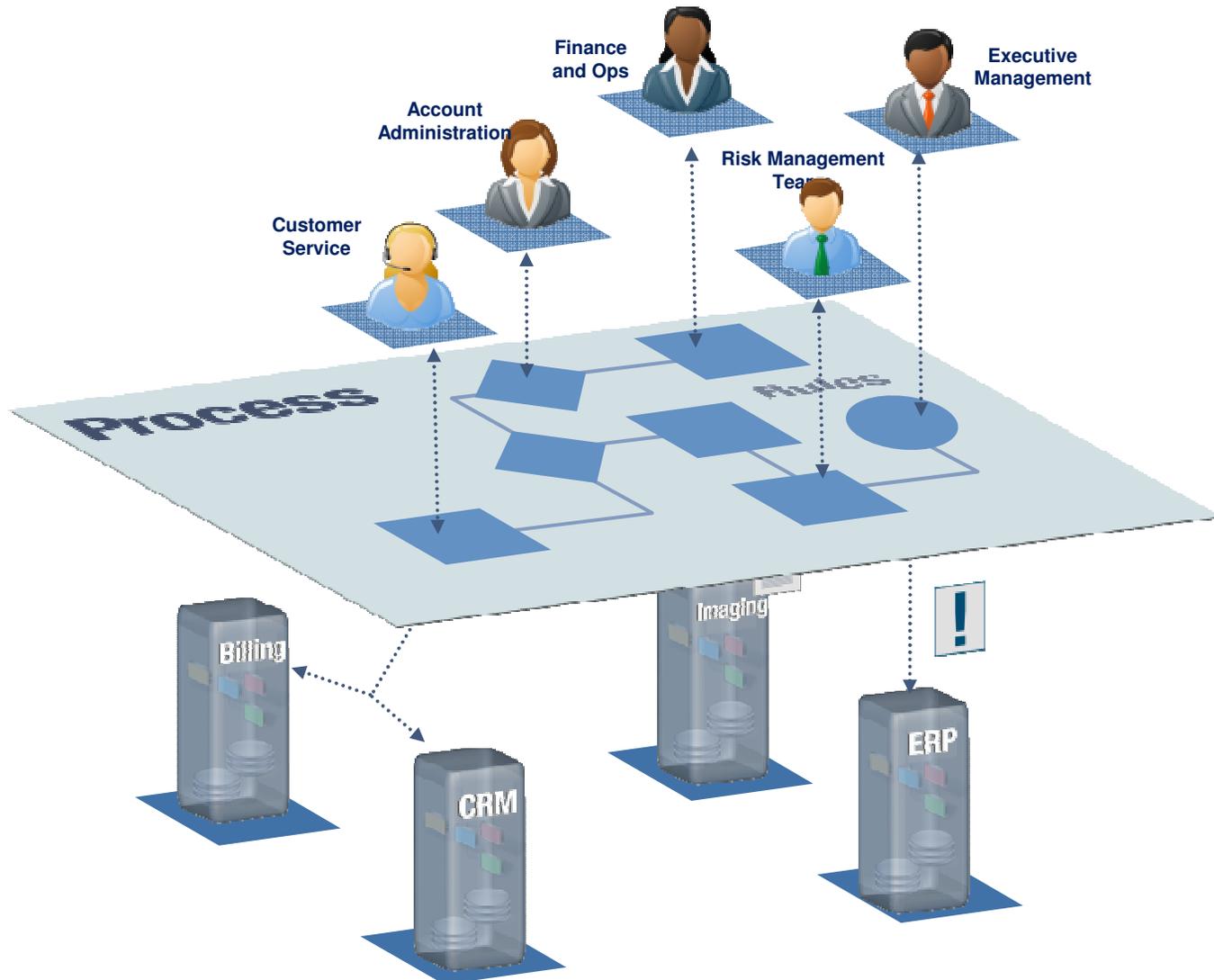
Everyday business activities can get messy

Typical Process Challenges



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

Business Process Management brings 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
- Consistent Case Handling

Manage your processes, make them **Visible...**

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

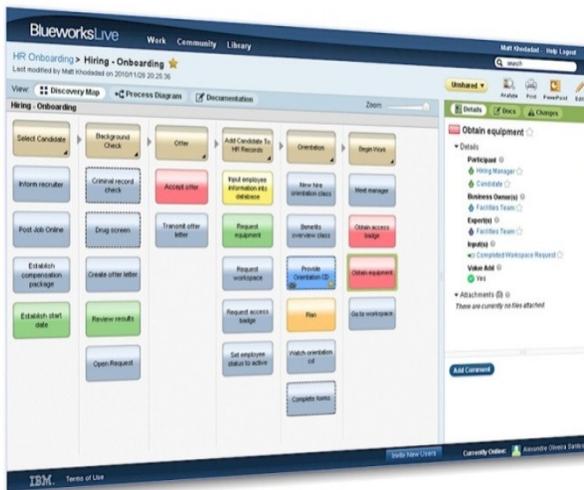
Broadest and Most Differentiated Software Capabilities

- **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

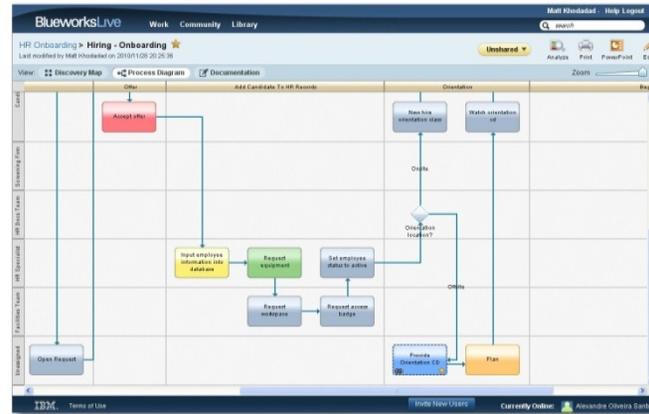
BlueworksLive



... the best way to engage end users in process discovery and documentation



Easy for novices, rich enough for experts



Single repository, built for knowledge sharing



Focused on broad collaboration

Get Started Fast!

Near Zero Learning Curve

IBM Operational Decision Manager v8.6

Next Generation Business Rules

- Manage business policies at scale
- Capture, automate and operationalize your business expertise
- Enable comprehensive decision governance with social collaboration to manage business changes

Apply Operational Decision Management...

- To flexibly and reliably manage repeatable, automated decisions
- When decisions change frequently
- To increase straight-through processing
- When decision services can be shared across systems
- To manage and govern large numbers of rules
- When real-time events require immediate actions

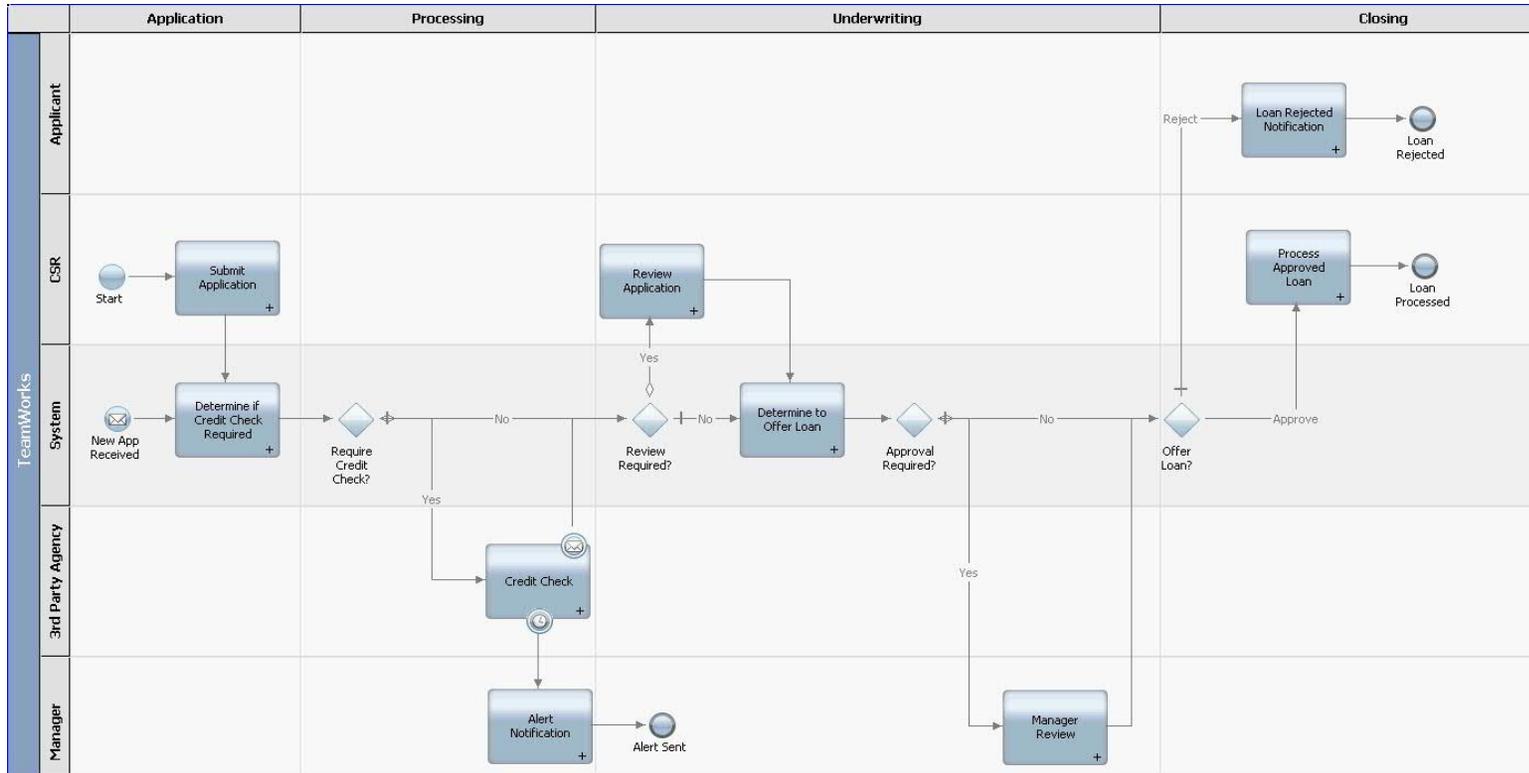


It's not **what** you do that is so different. It's **how** you do it. That is the big difference.



— Director, BPM Program at a large global company

The Picture is the Process

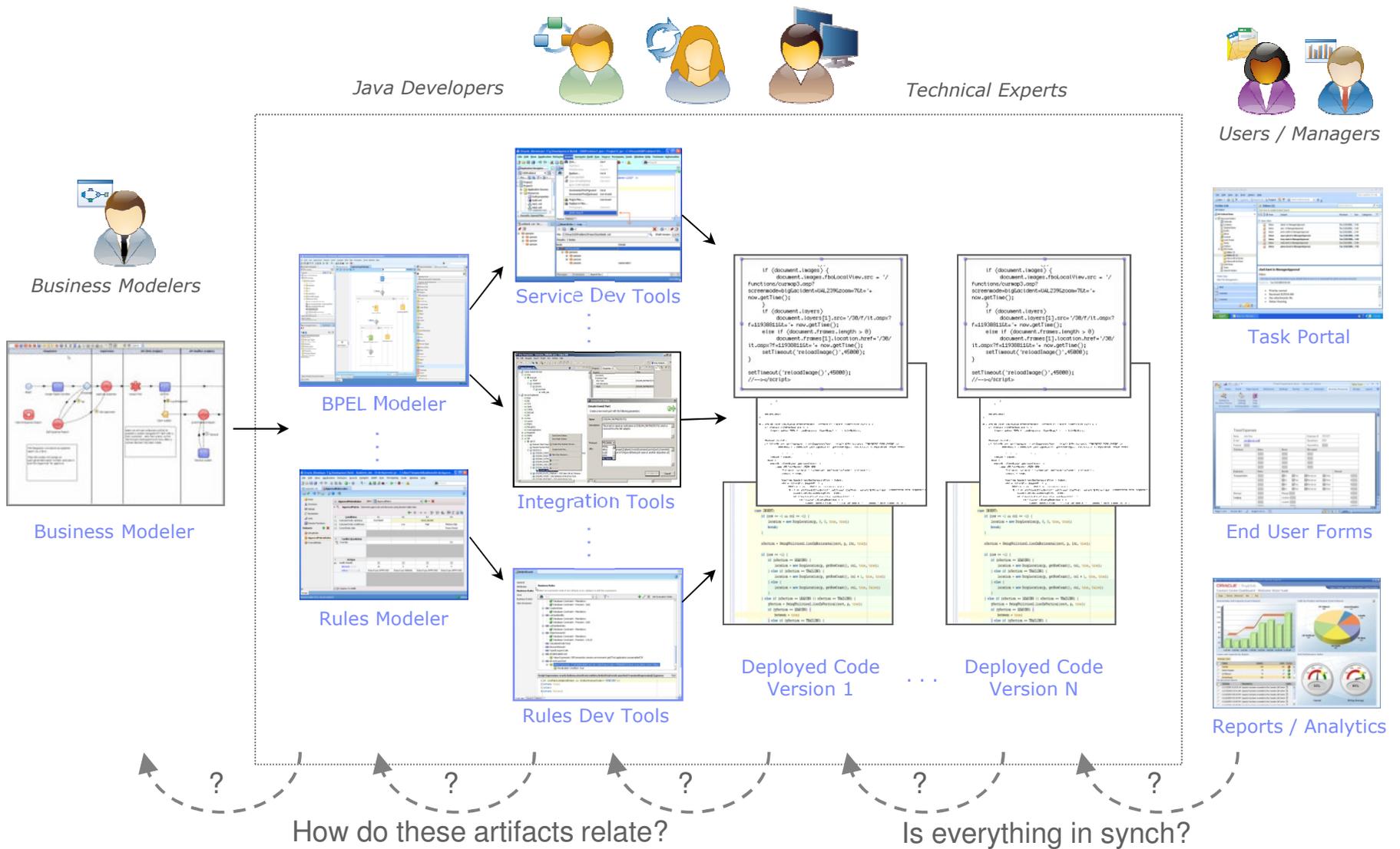


- BPM Program Mgr**
- BPM Analyst**
- BPM Developer**
- Business Participant**

Build graphically...

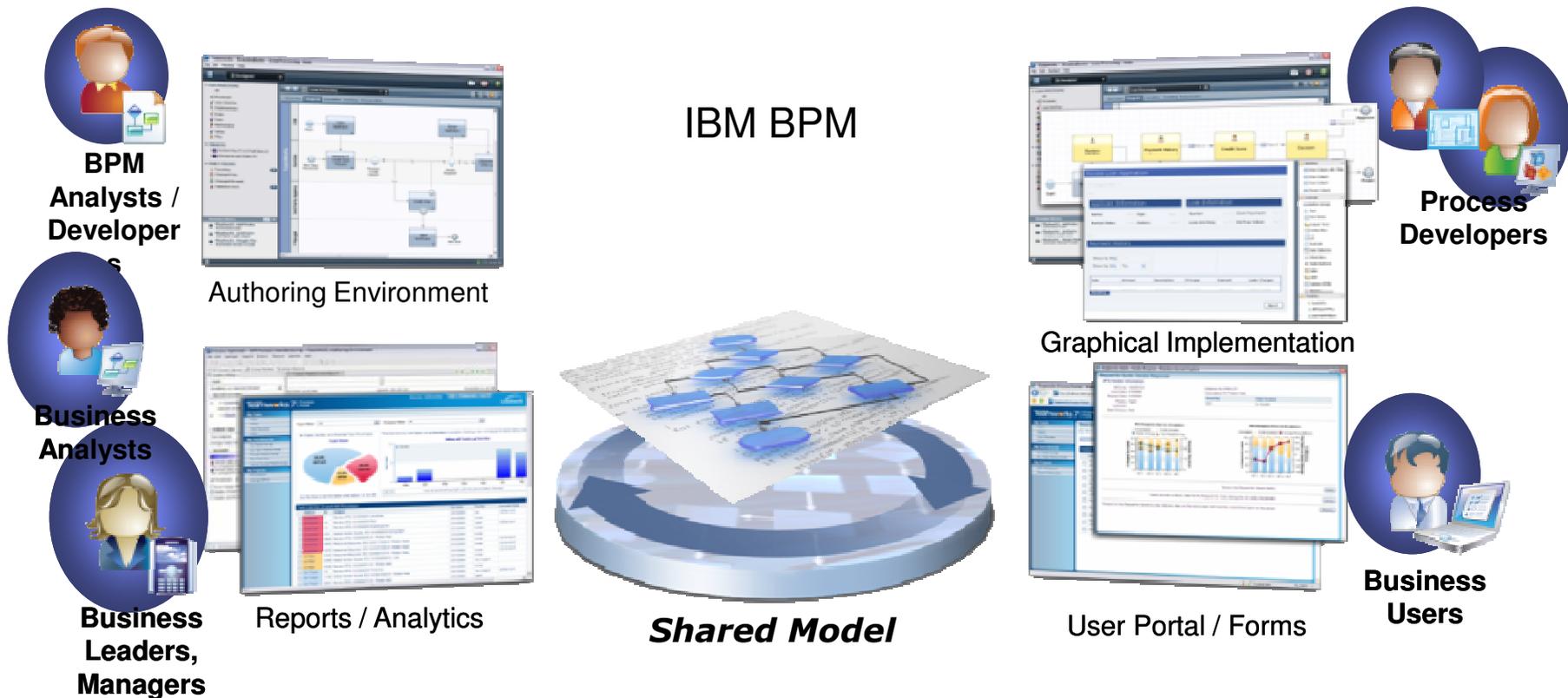
“everyone is speaking the same language”

Traditional Process Application Lifecycle



The Difference: “Shared Model” Architecture

Manage more process, less code...



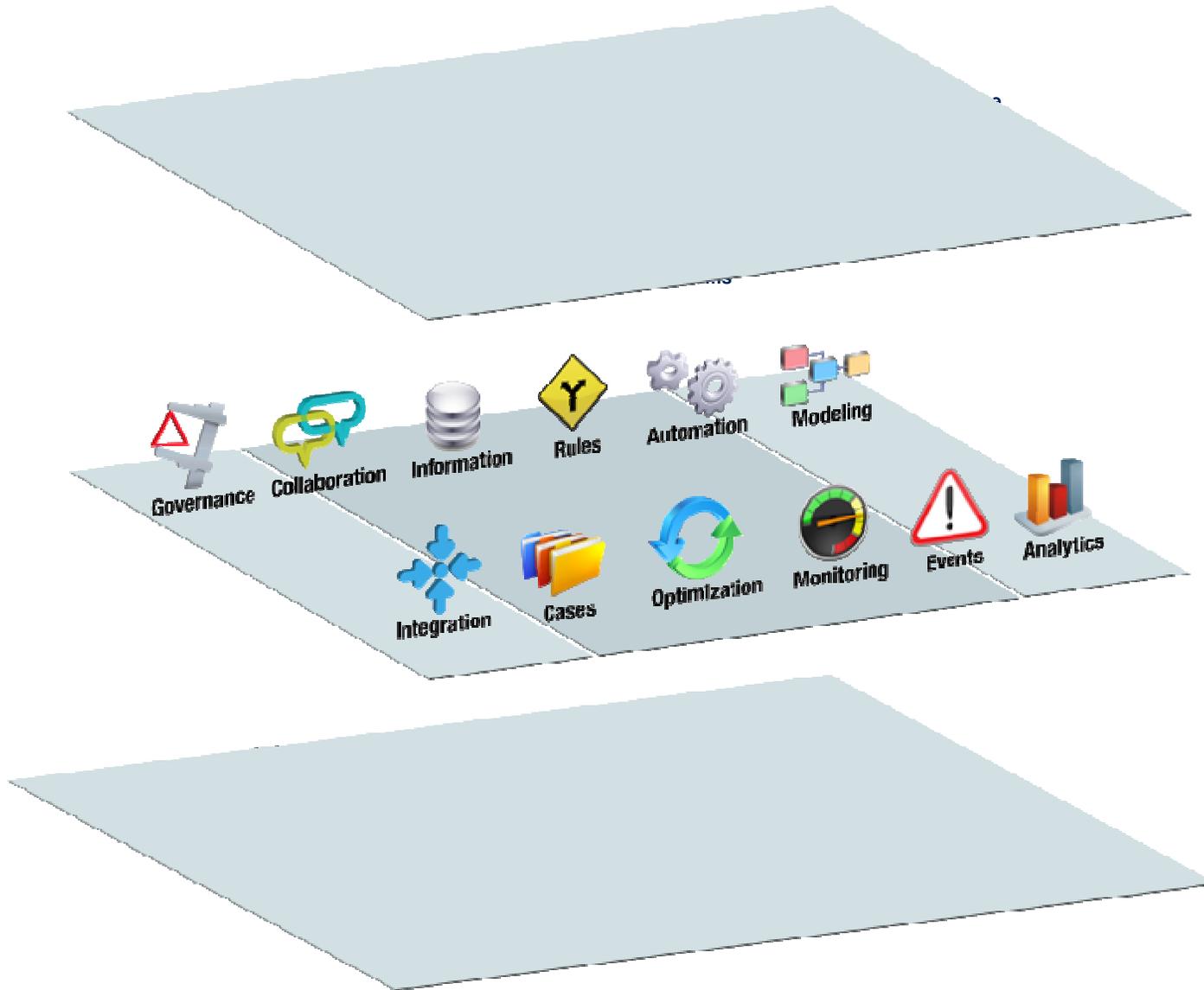
- Shared process model keeps assets in synch
- Collaboration between IT and Business assures Solution Intent
 - Integrated platform - single click versioning and playback.
 - Lower technical effort – less development time, cost, risk

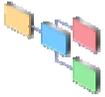
Simplicity...with Sophistication



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

More tools in one box...



-  • **Modeling**
-  • **Monitoring**
-  • **Automation**
-  • **Governance**
-  • **Optimization**
-  • **Rules**
-  • **Business Data**
-  • **Documents**
-  • **Events**
-  • **Integration**
-  • **Collaboration**
-  • **Analytics**

Visibility Through IBM BPM

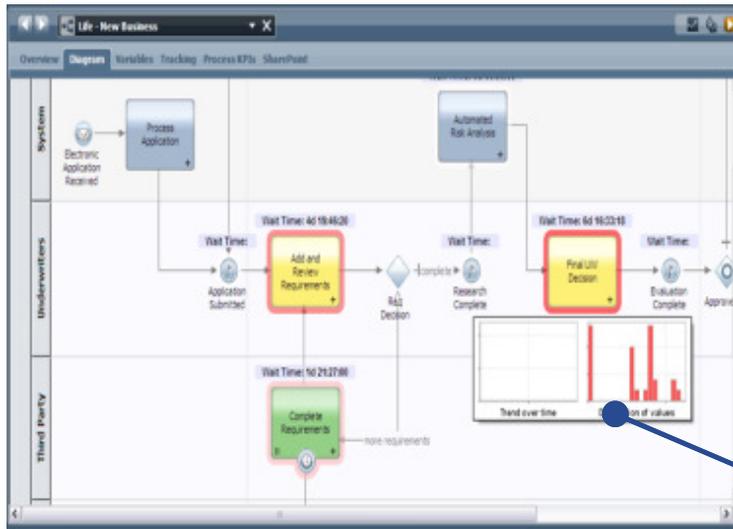
Achieve clearer line-of-sight to business operations

The screenshot shows the 'My Tasks' dashboard with a search bar at the top. Below the search bar, tasks are grouped into categories: 'Overdue (3)', 'At Risk (2)', 'Due Today (9)', and 'Due This Week (4)'. Each task entry includes a title, a brief description, and a due date. A notification bubble is visible on the right side of the dashboard.

Process Portal notifies business users of actions required

Full Google-like search finds what you need quickly

Intelligent Dashboards report on the overall health of the process as well as specific work that is in-flight



The screenshot shows the 'Process Performance' dashboard for 'Process Mortgage Request'. It features a 'Quick Stats' section with a pie chart showing 69 Overdue, 40 At Risk, and 10 On Track instances. A large display shows '119 Instances in Progress' and '3d 22h Average Instance Duration'. Below this is a bar chart showing 'Trend over time' with 30 new instances, 13 closed instances, and a 17% change in the number of instances in progress. A list of 'Instances in Progress' is shown on the right.

Process Optimizer "Heat Maps" for insight into hot spots, bottlenecks and key optimization patterns

Social & Collaboration Through IBM BPM

Foster cross-functional and cross-divisional outcomes

“Learns” the expert groups for instant collaboration

Shows you the specific people that have worked on this process

See remote expert edit your screen, with inline highlights, while they are clicking between fields (even in multiple languages)

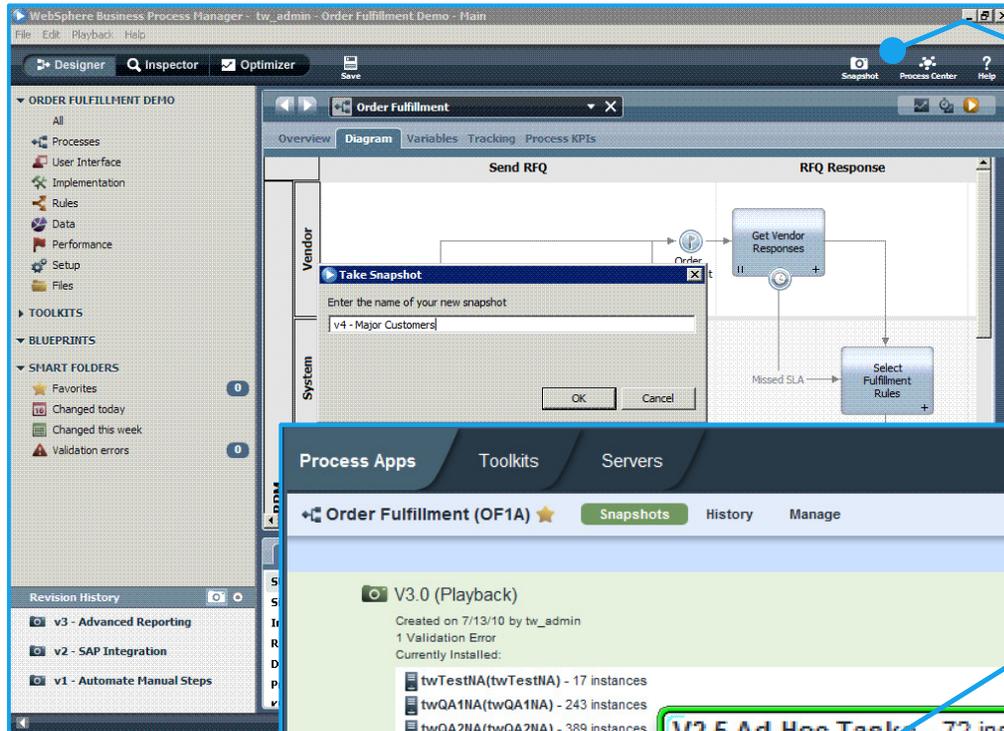
Activity Detail
 (4) Get Vendor Responses
 Activity Name: Get Vendor Responses
 Start Date: May 22, 2012 12:09 PM
 End Date: May 22, 2012 12:15 PM
 Owner: ofVendor1

Activity Experts
 ofVendor1, ofVendor2, ofVendor3, ofVendor4

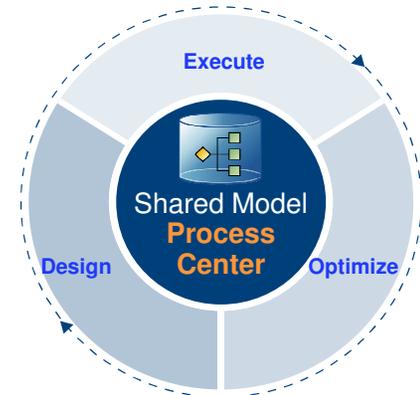
Task Detail View: New Account Review for John Smith
 Due: April 26, 2012 3:04 PM
 Recommended Experts (1): brandon, britney

Governance Through IBM BPM

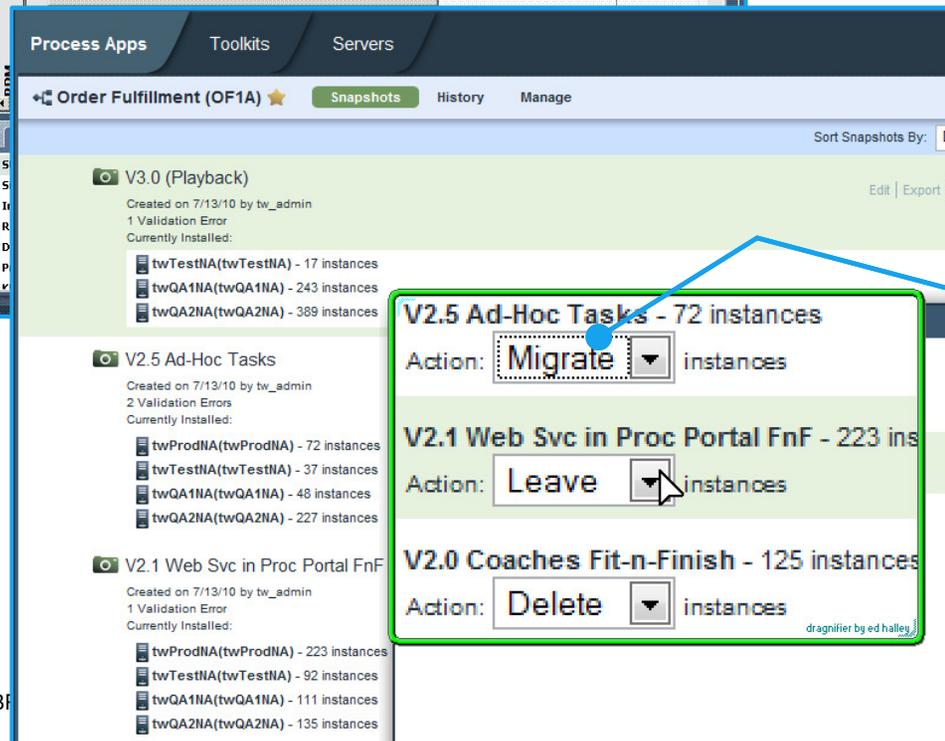
Align business operations with strategic intent in the face of change



Snapshot versions provide easy change management



Hot-deploy new versions for version-to-version changes to "In-flight" processes



Mobile-Ready User Interface: Multiple form factors New V8.5.5

- ✓ **Reduced cost of development**
- ✓ **Design for Mobile**

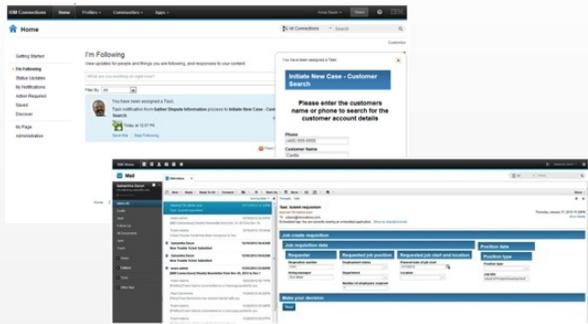
Use via custom apps



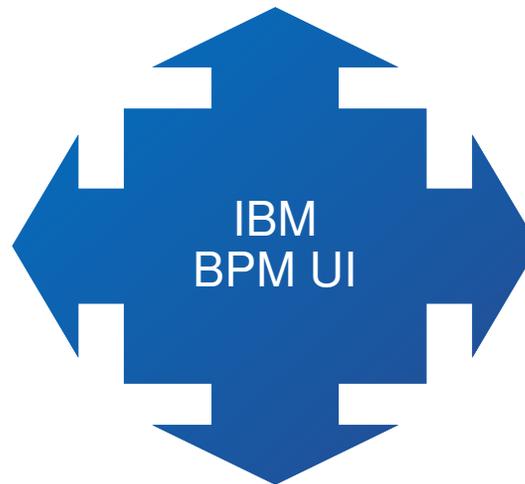
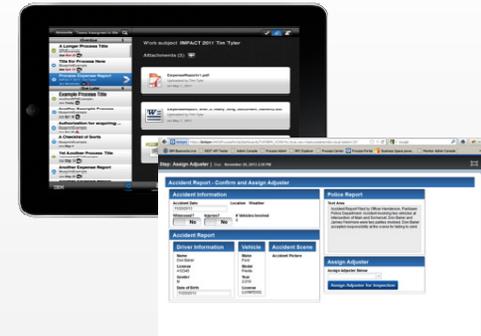
(Worklight)

Playback and Test Responsive Coaches on multiple form factors

Embedded in other applications



Available in default BPM UIs



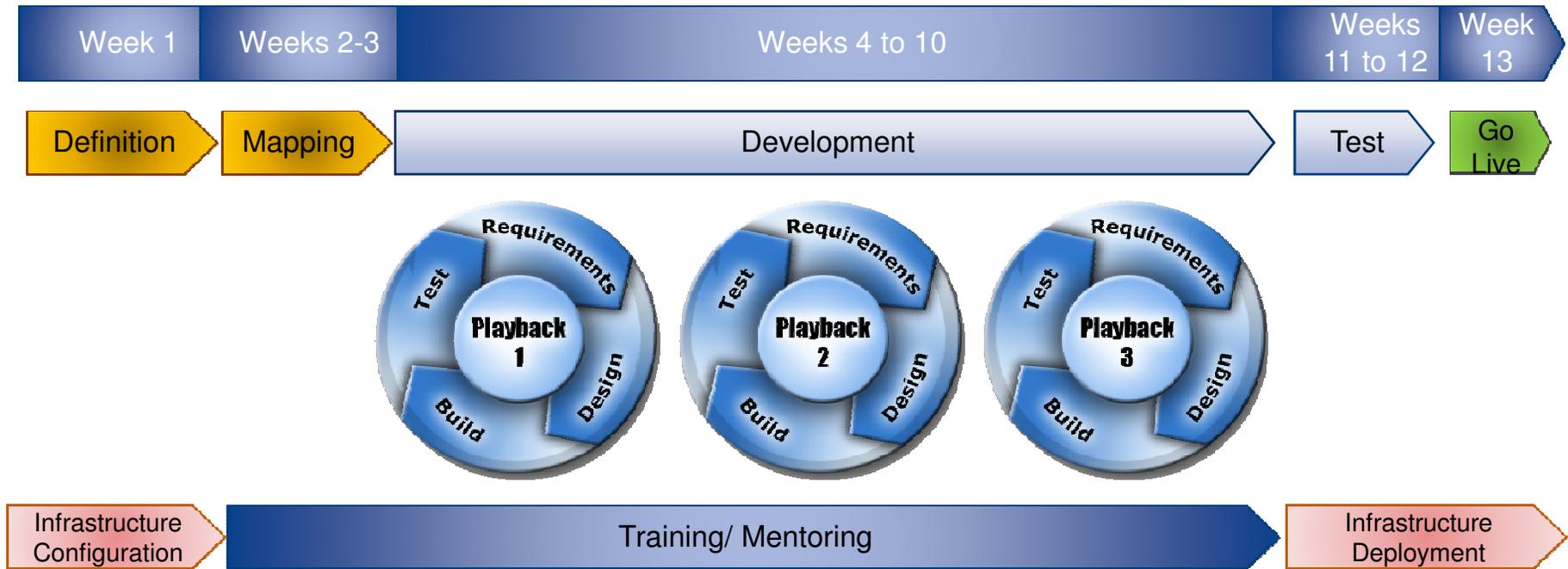
Use via your mobile browser



Build using WYSIWYG tooling and multi-form factor design

Leverage a **Tech Preview** of Mobile Ready Light Weight Coach Views

Designed for iterative and agile deployments



Quickly define, test, and deploy complete BPM solutions

- ✓ Playback and test exactly how the process will run
- ✓ Iterate quickly on different process designs
- ✓ Promote Business Collaboration

IBM Business Process Manager supports the Full Spectrum of Work Patterns

Automated straight-thru processing

Procedural, structured tasks & decisions

Dynamic, goal-driven work

Business Analysts



- Create process models and workflow diagrams
- Define business rules and events to drive behavior
- Utilizes analytics to gain insights in how to improve operations

Subject Matter Experts



- Define case types, policies, decisions and process activities
- Define business objects
- Author simple responsive UIs
- Consume pre-built process components

Knowledge Workers



- Responsible for “job”
- Trigger ad-hoc activities to respond to business conditions
- Monitor process performance
- Collaborates with other knowledge workers
- Leverage content in context
- Routine work is automated as much as possible

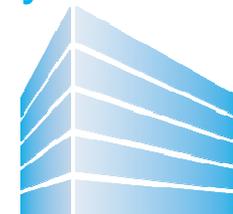
Available anytime, anyplace, anywhere



Cloud



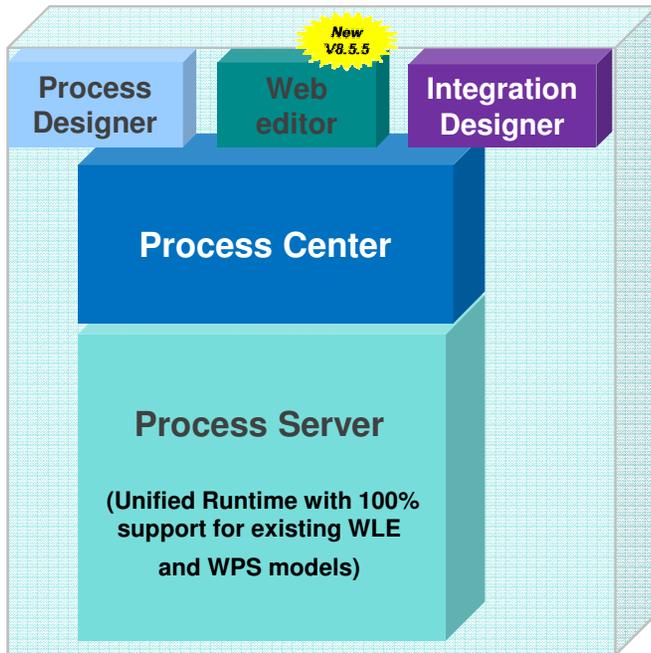
Mobile



On-Premise
On-Premise

IBM Business Process Manager: One Unified BPM Platform

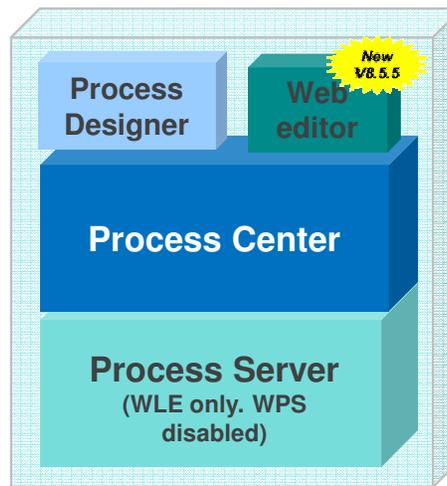
Advanced configuration



Complete set of advanced BPM capabilities

- **Case support and ad hoc work**
- Includes standard BPM capabilities,
- Extended support for high-volume process automation, with high quality-of-service
- Built-in SOA components for extensive enterprise-wide service integration, orchestration

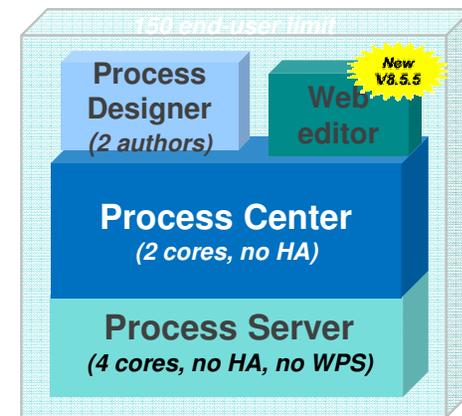
Standard configuration



Configured for typical BPM projects, programs

- For multi-project improvement programs, with high business involvement
- Focus on improved workflow, productivity
- Includes basic system integration support
- Rapid time-to-value

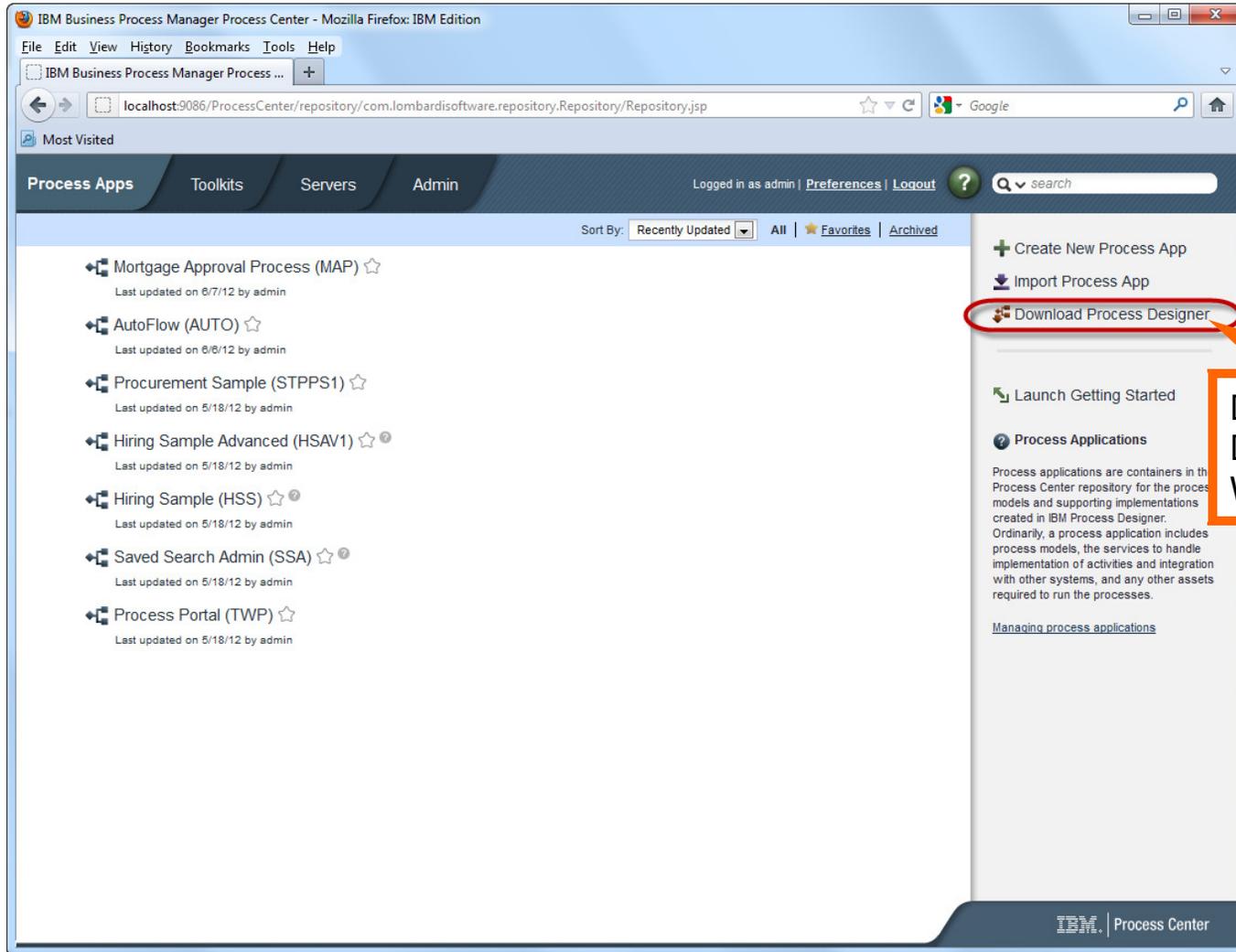
Express configuration



Configured for first BPM projects

- For small numbers of users – single server, no clustering
- Low entry price
- Easy to install, easy to use

Process Center

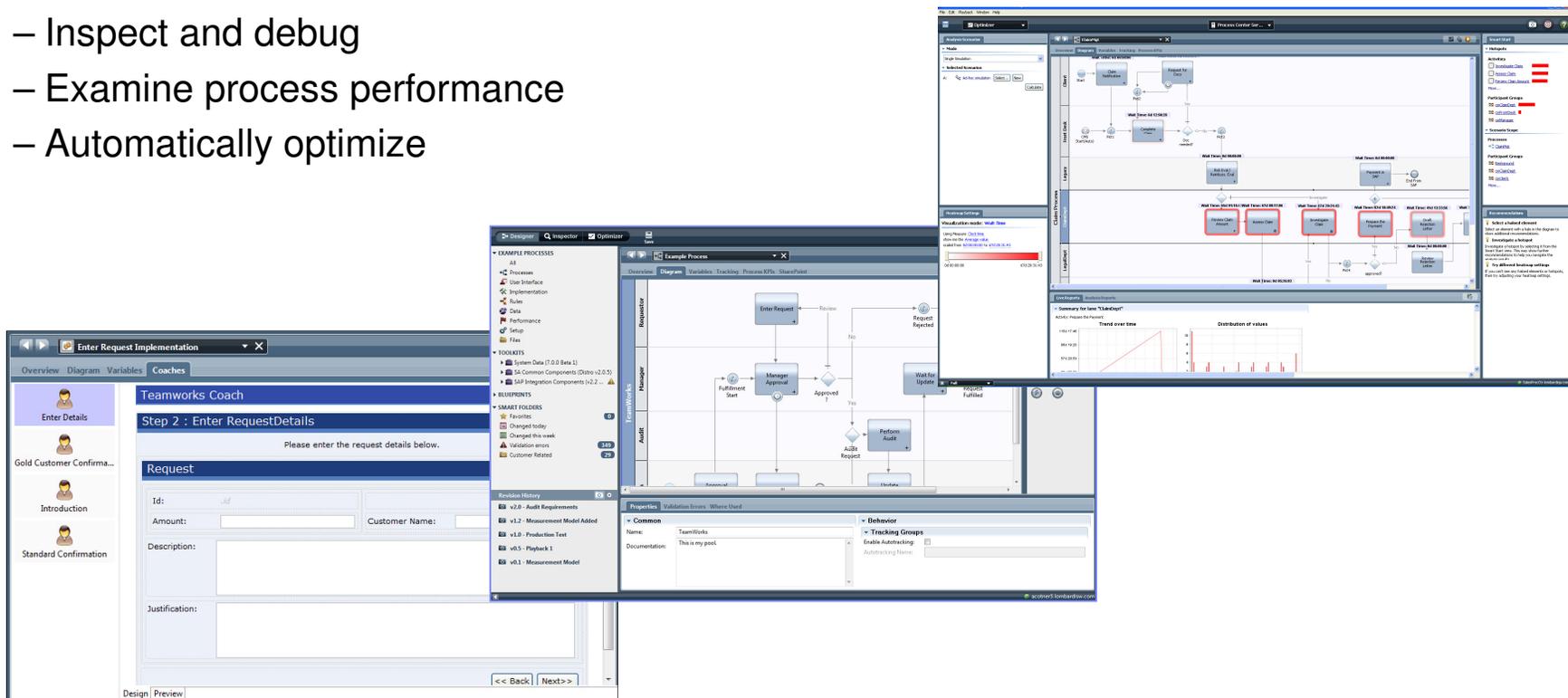


Download Process Designer to Your Workstation

Process Designer (desktop)



- Based on the BPMN 2.0 Standard
 - Ease of adoption
- Single Interface that enable business process authors and analysts to:
 - Model and implement
 - Simulate
 - Inspect and debug
 - Examine process performance
 - Automatically optimize



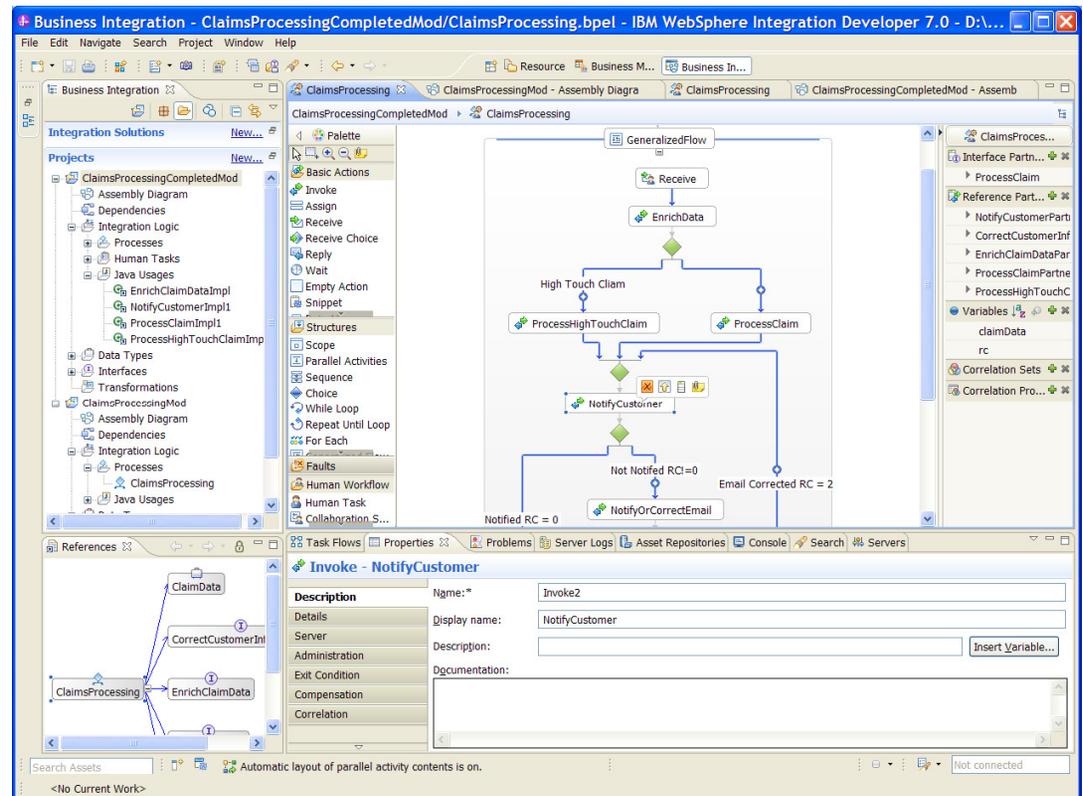
The screenshot displays the IBM Process Designer desktop interface, which is divided into several key sections:

- Top Panel:** Contains navigation tabs for Overview, Diagram, Variables, Tracking, Process KPIs, and Shared.
- Left Panel:** A sidebar with a search bar and a list of example processes such as 'System Data (7.0.0 Beta 1)', 'SAP Common Components (Distro v2.0.0)', and 'SAP Integration Components (v2.2...)'.
- Main Canvas:** The central workspace for modeling BPMN 2.0 processes. It shows a flowchart with tasks like 'Enter Request', 'Approval', 'Request Approved', and 'Request Rejected', connected by flow lines.
- Right Panel:** A monitoring and analysis area. It includes a 'Summary for Item "Task-001"' with a 'Trend over time' line graph and a 'Distribution of values' bar chart. Below the charts are sections for 'Properties' (Common, Behavior) and 'Tracking Groups'.
- Bottom Panel:** A 'Teamworks Coach' window titled 'Step 2 : Enter RequestDetails'. It provides a user interface for data entry, with fields for 'Id', 'Amount', 'Customer Name', 'Description', and 'Justification'. It also features a 'Request' status indicator and navigation buttons like '<< Back' and 'Next >>'.

Integration Designer – Simplify

Integration
Designer

- Authoring of complex integrations and fully automated straight-through processes
 - To support integration needs of process apps authored in Process Designer
- Eclipse-based Integration Designer makes it easier to:
 - Build reusable SOA services
 - Orchestrate existing services
 - Access back-end systems
- Oriented to the more technical integration specialist

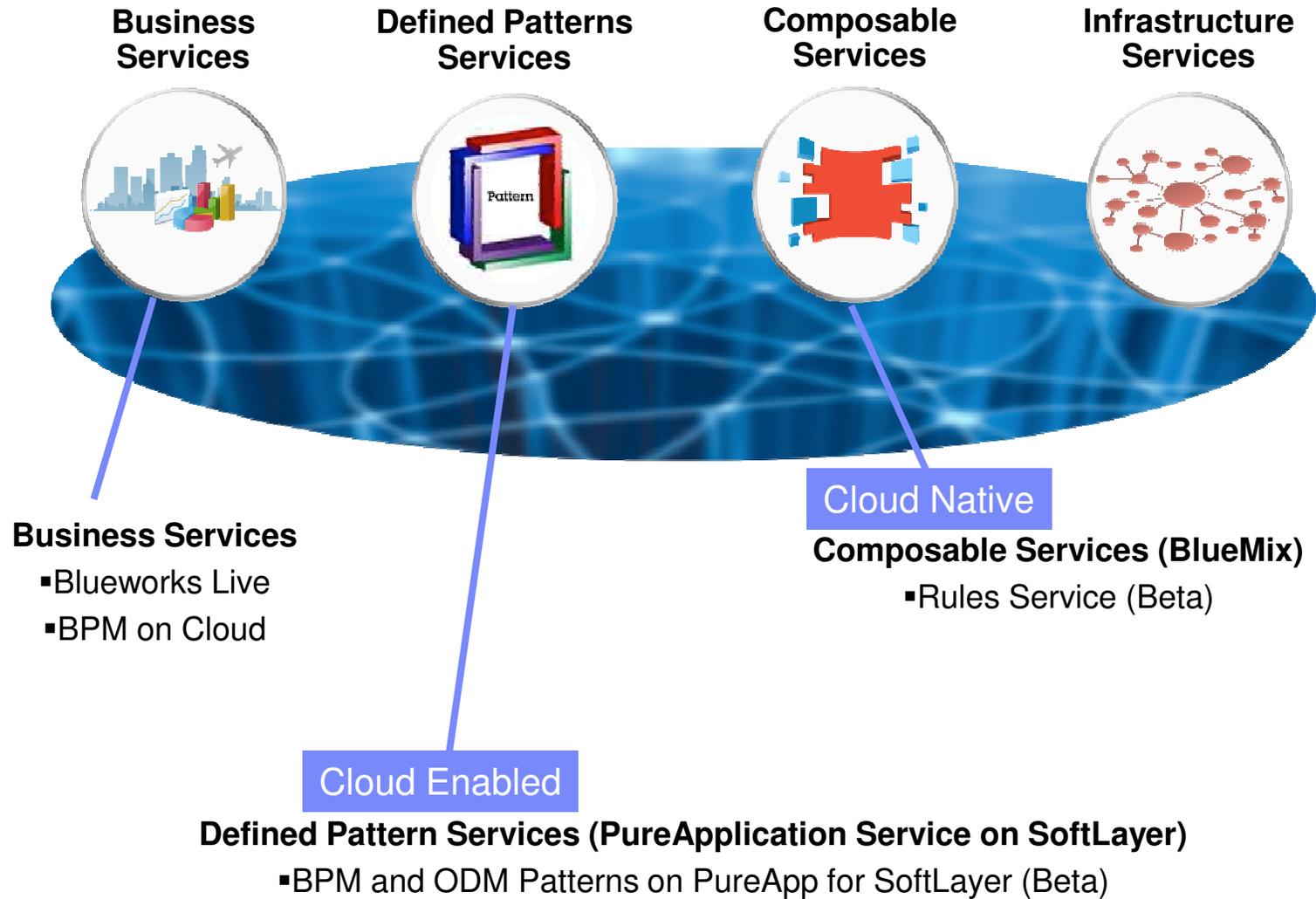


Process Server



- Process Server
 - Single BPM runtime to support
 - Business processes,
 - Process Rules
 - Built-in visibility across process types,
 - Cases and Dynamic, ad/hoc work
 - Service orchestration, and integration
 - Adapter suite to allow integrations to many systems, protocols, etc.
 - Provides runtime quality of service
 - Transaction integrity
 - Scalability
 - Security
 - Failover

IBM Smarter Process is also available on the Cloud

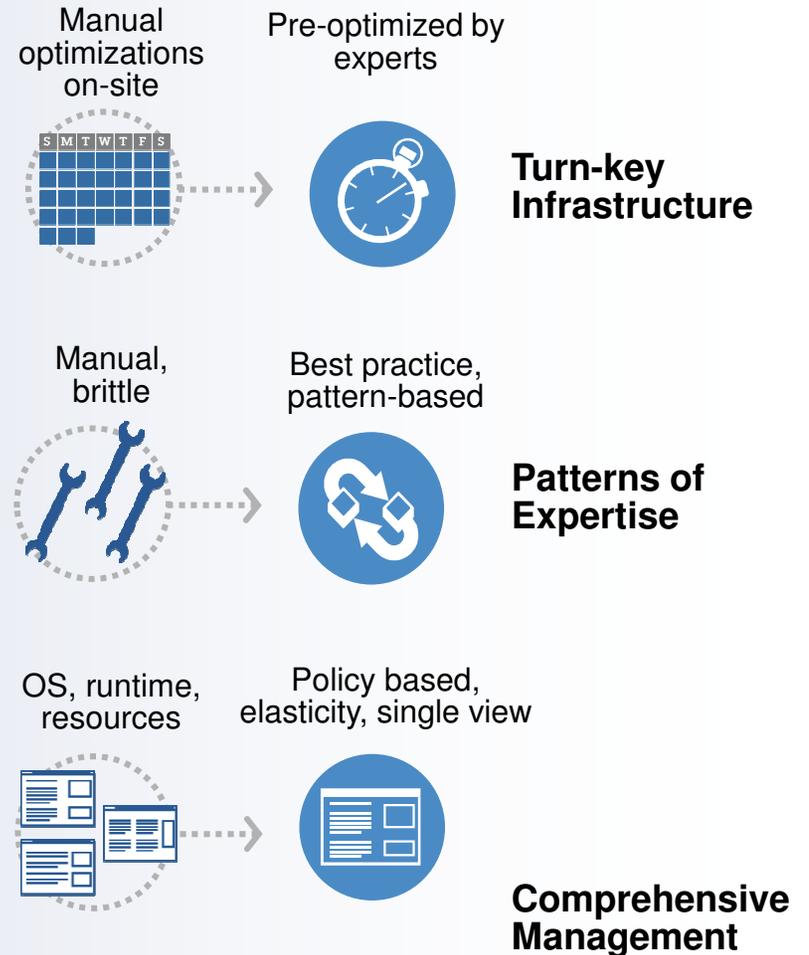


PureApplication System: Private Cloud, in a box

▪ PureApplication System



- Six pre-defined configurations, pre-integrated and loaded with middleware, database, management and monitoring SW
- Pattern-based deployment, automating common provisioning and management tasks
- Complete virtualized platform-in-a-box system, application deployment is the focus

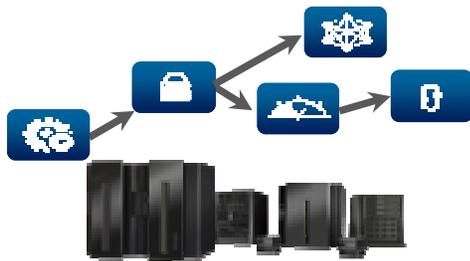


PureApplication's patterns enable and support deployment across clouds, leveraging existing investments

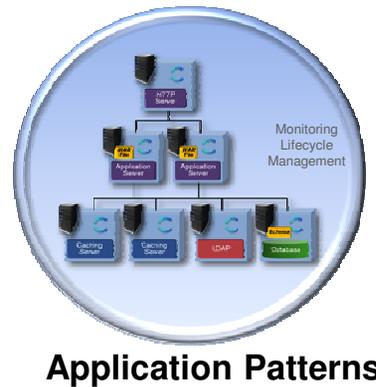
Deploy PureApplication patterns across clouds



Deploy patterns to your existing infrastructure



Deploy patterns to SmartCloud Application Services



ONE PLATFORM

IBM
Business
Process
Manager

Based on industry-leading
technology from IBM BPM &
ECM

Unified
Repository

Unified
Execution
Platform

Unified
Monitoring

MANY STYLES OF WORK

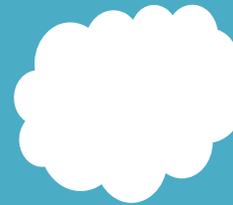
Supports the spectrum of work
types, including:

**Automated
straight-
thru
processing**

**Procedural,
task-based
work**

**Dynamic,
ad/hoc
work**

Available anytime, anyplace,
anywhere

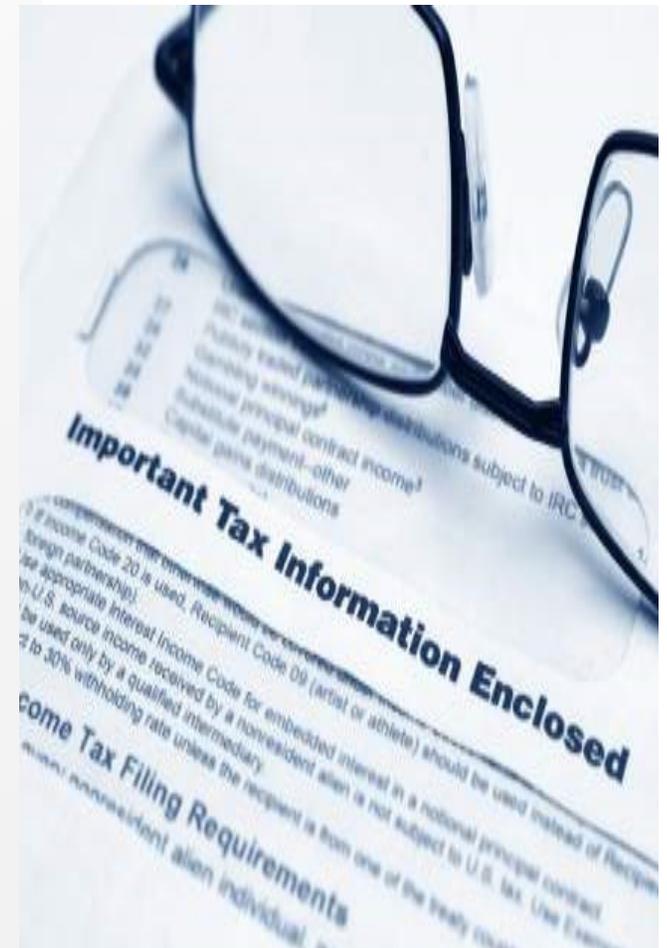


DRIVING INNOVATION AT SCALE

IBM Business Process Manager

Visibility and control to optimize business processes

- Powerfully simple tooling allows business users to quickly and easily streamline and optimize business processes
 - **Real-time collaboration** for facilitating task management and communications with subject matter experts, helping to ensure project accuracy and timely completion.
 - **Program-wide governance** using the Process Center, a scalable and centralized, common design environment and asset repository.
 - **Full visibility** for streamlining tasks, enabling continuous process improvement through analytics
- Seamlessly integrates with core enterprise systems (SAP, ODM, ECM, MDM)



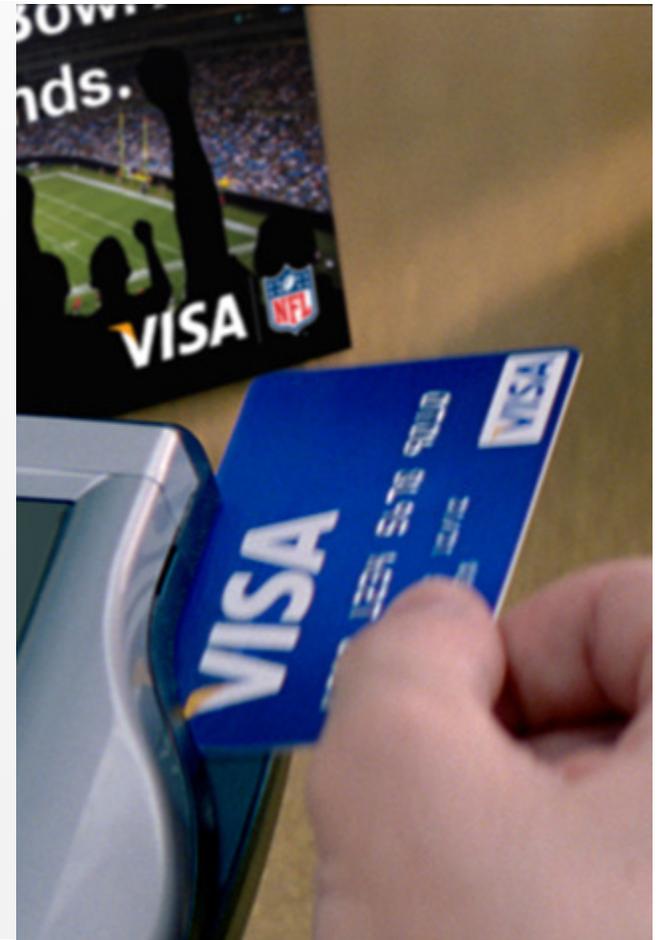
New York State Tax uses IBM Business Process Manager to increase the state's tax revenue annually by \$117M by identifying which tax returns should be audited and investigated, which refunds should not be paid and how best to collect unpaid back taxes



IBM Operational Decision Manager

Automated decision-making based on business rules

- **Intuitive user interface** for business users to design, author and manage business rules
 - **Centralized rule repository** that enables collaboration during business rule design
 - **Built-in rule governance** and rule lifecycle management
 - **Decision simulations** simulations to determine ideal rule conditions for the specific business need
- **Robust rule engine** with enterprise class scalability and performance



Visa Europe uses IBM Operational Decision Manager for payment clearance and settlement for 500 transaction types, connecting 4,000 institutions in 36 different currency markets



Grazie धन्यवाद *Merci* ありがとうございます *Obrigado* 多谢
ITALIAN HINDI FRENCH JAPANESE BRAZILIAN PORTUGUESE SIMPLIFIED CHINESE

Thank You

多謝 Gracias Спасибо நன்றி ชอบคุณ *Danke* شكراً
TRADITIONAL CHINESE SPANISH RUSSIAN TAMIL THAI GERMAN ARABIC

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