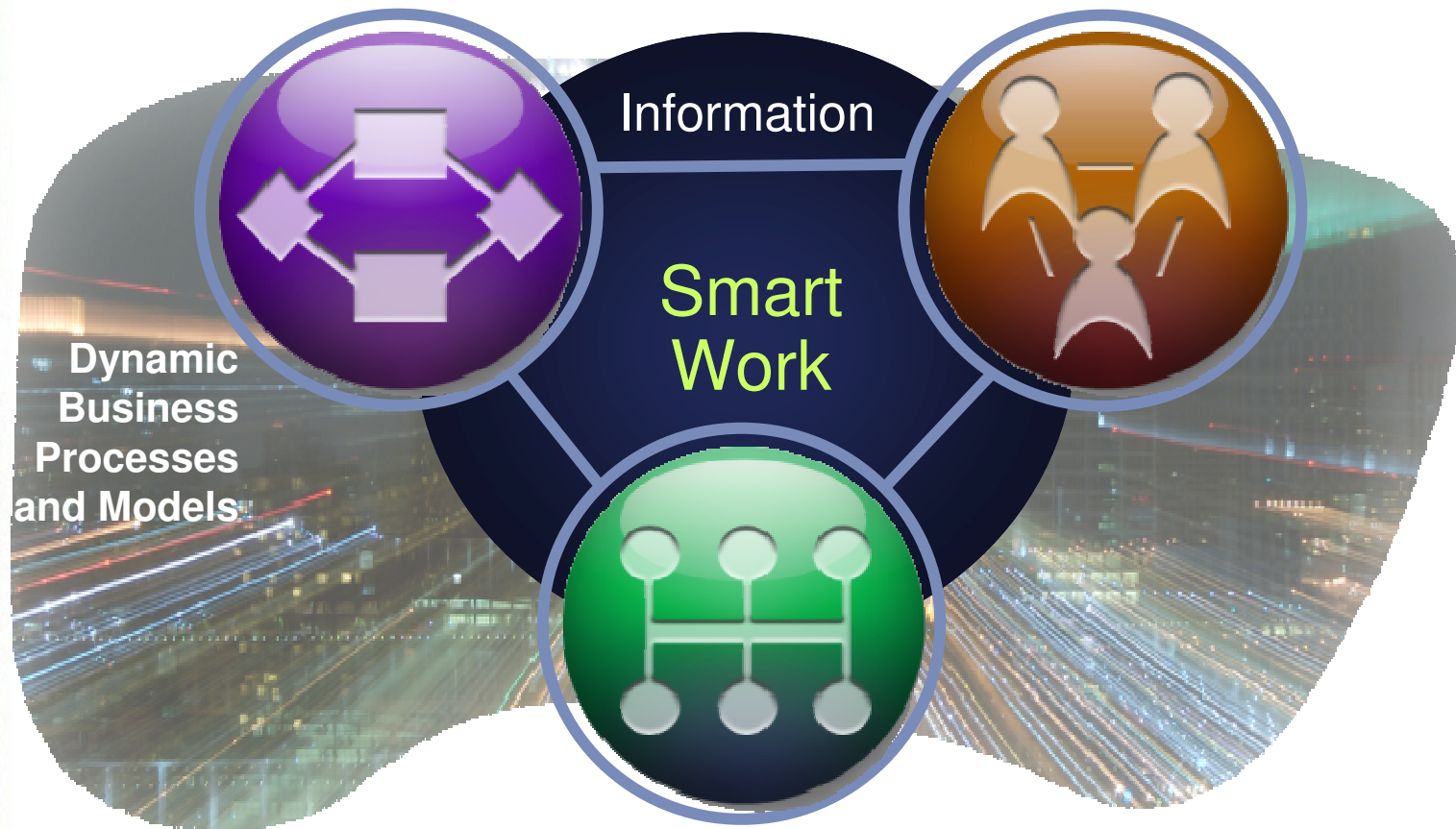# DRIVING BUSINESS AGILITY WITH DYNAMIC BUSINESS PROCESSES

David Keyes
IBM WebSphere Sales Executive, Asia Pacific

Smart Work Needs Dynamic Business Processes

Information

Smart Work

Dynamic Business Processes and Models

IBM

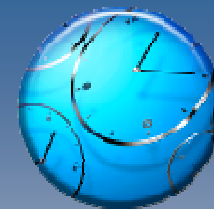# Dynamic Processes Increase Agility and Optimize Costs

Business users collaborate and manage processes in real-time

Automate processes to optimize costs
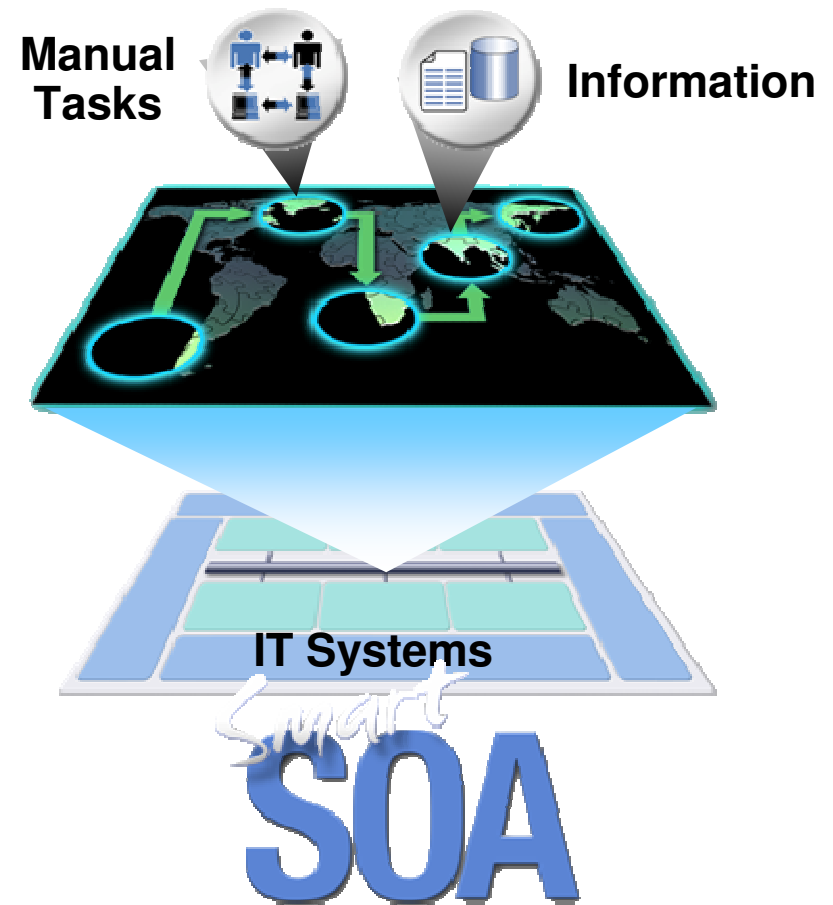
Capture insights for effective actions

Adapt and respond dynamically to change

Dynamic Processes Drive Real Results

Automate Manual Processes to *Optimize Costs*

- Reduce process costs
  - TradeMerit reduced handling costs **63%**

- Streamline processes
  - Airbus reduced handling time **75%**

- Ensure consistency and compliance

Manual Tasks

Information

IT Systems

Smart **SOA**

IBM

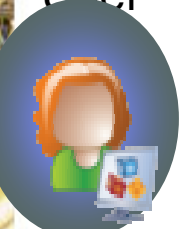# A Unified Environment for Dynamic Process Interaction

Business Leader

Drive business understanding for process improvement

Business User

Work smarter with powerful task management

IT Admin

High-productivity solution management and monitoring

Role-based business spaces built on Web 2.0 mashup technology

New! **Feature packs for role-based business spaces**

IBM

Accelerate Process Documentation and Deployment

Business Analyst

- Import content from Visio & PowerPoint into formal process models

- Define, test, and deploy complete BPM solutions with minimal IT involvement

IBM

Petco is Working *Smarter* Today

- ROI in *2 months*

- *30% reduction* in development time

With Smart Automation

IBM.

Transform *Insights* into *Effective Actions*

- **Leverage insights for smarter decisions**
  - UBench reduced administrative costs **40%**

- **Quickly react to threats and opportunities**

- **Reduce costly exceptions**
  - NY State Tax reduced exception backlog **80%**

IBM

Adapt and Respond Dynamically to Change

- Reduce the time and cost of change
  - Large insurer increased revenue **15%** and reduced cost by **30%**

Analytics
Sales goals are at risk

Rules | **Policies**
Modify product offerings | Change in-flight sales promotions

Direct Deploy Now

"Close the gap" between changes and the time and cost it takes to implement them

Business Processes

IBM®

Empower Users and Optimize Process Decisions

Empower business users
Partner and collaborate with IT

Automate business decisions
Quickly deploy changes

Enhanced! Business Rules Management, Optimization, Visualization, Supply Chain Management

IBM

Accelerate Time to Value and Ease Implementation

IBM BPM Suite

Comprehensive pre-built industry accelerators and solutions:

- Industry Best Practices

- Industry Domain Models

- BPM Methodologies

- BPM and Industry Expertise

- Industry Content Packs

- Industry Benchmarks

Speed, Flexibility, and Choice

- Industry Frameworks and solutions across 17 industries

Policy Lifecycle Mgmt.

Bills of Lading / Manifests

Rate Case

Lead Management

Retail

Manufacturing

Transport

Customer Self-Service

Government

Account Opening

Finance

Derivatives /

Loan Processing

Claims Management

Rating and Quoting

New and Enhanced!

BPM industry accelerators

New interactive industry scenarios

IBM.

Get Started Quickly with Cloud-Based BPM Tools
BPM BlueWorks

New!

Collaborate
on strategy, metrics & process

Optimize
manage, monitor, & improve dynamic processes

Accelerate
using pre-built assets and content

Partner
with IT in business execution

BPM

It's Never Been Easier to Get Started!
http://www.ibm.com/software/solutions/smartwork/bpmblueworks

Smart Work

IBM

IBM Allows *You* to Work Smarter with Dynamic Processes

Empowered Users

- Capture Insight from processes, events

- Role-based management interface

Dynamic Change

- Architect and audit process changes

- Securely Map processes to IT systems

Breakthrough Ideas

- Leverage community insight and assets

- Industry accelerators and content packs

No Other Vendor Comes Close!

Smart Work

IBM

Thank You!

IBM