

IBM Software

Impact2010

Comes to You



Agility in an Era of Change

Are you keeping pace?

If you have any question, please contact Vietnamese team:

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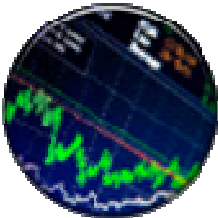


- Blue Cross Blue Shield: Needed to implement and coordinate wellness programs across patients and multiple practitioners
- Texas Education Agency: Needed to integrate Teacher Certification (from another agency) and deliver a simple self-service platform for applications
- Visa Europe: Needed a customised payment process for the European market



Process is Everywhere

Account Opening



Campaign Management



Vendor On-boarding



Claims Processing



Order Fulfillment



Customer Problem Handling



We are Reaching a Process Inflection Point

Dynamic change

Extensive and
inclusive business
networks

Ad-hoc, dynamic
tasks

Social and contextual
capabilities

Business and IT
convergence



Take Control of Your Business Processes...

Discover and
continuously
improve dynamic
business activities

Connect and
manage
interactions
across the
business network

Optimise
decision-making
and speed
business change

...to fuel new growth while optimising costs



Dynamic Processes Deliver Consistent Outcomes

Define, measure, and improve
ad-hoc, unstructured activities



Drive Better Outcomes

With collaboration across the process lifecycle



New and Enhanced!

*IBM BPM Blueprint
BPM BlueWorks
WebSphere Lombardi
Edition*

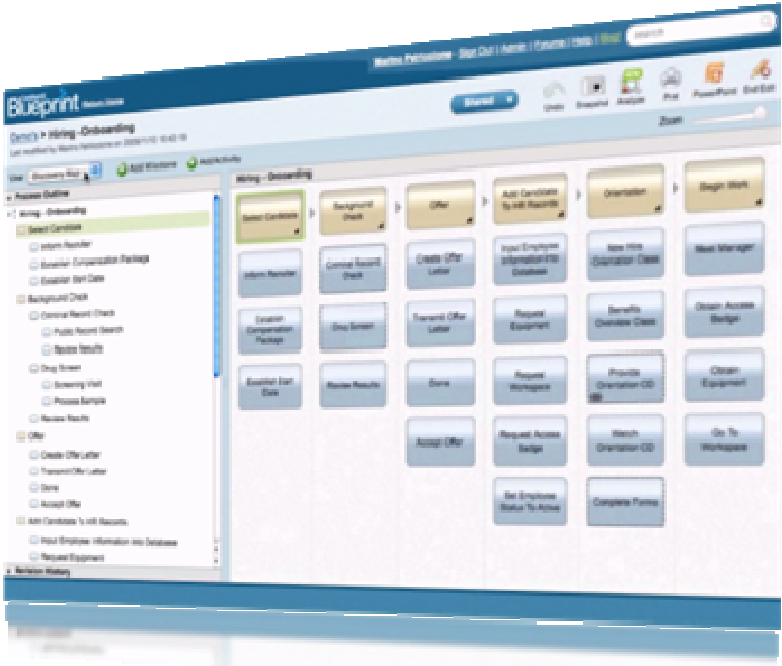


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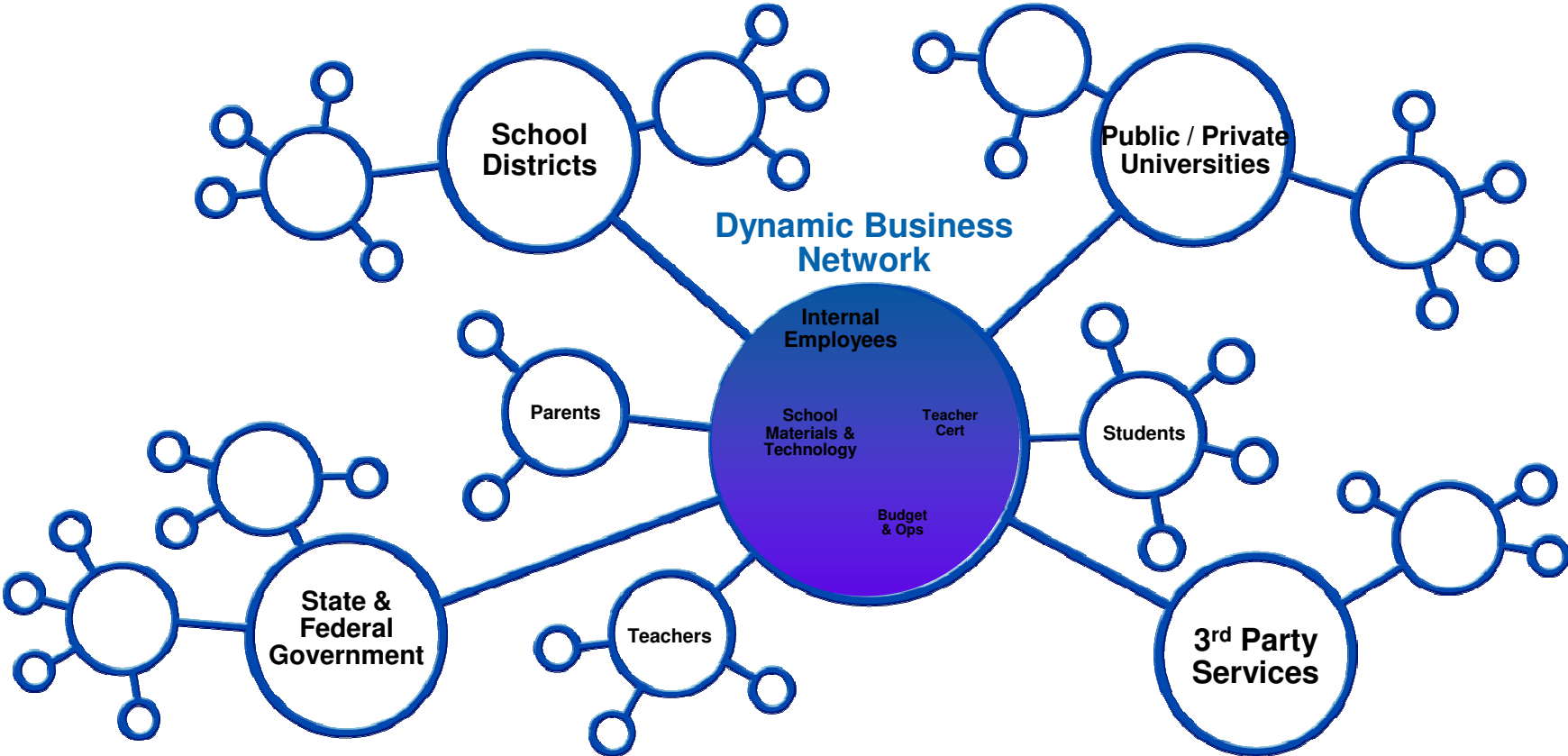


Collaborative Business Design in Action

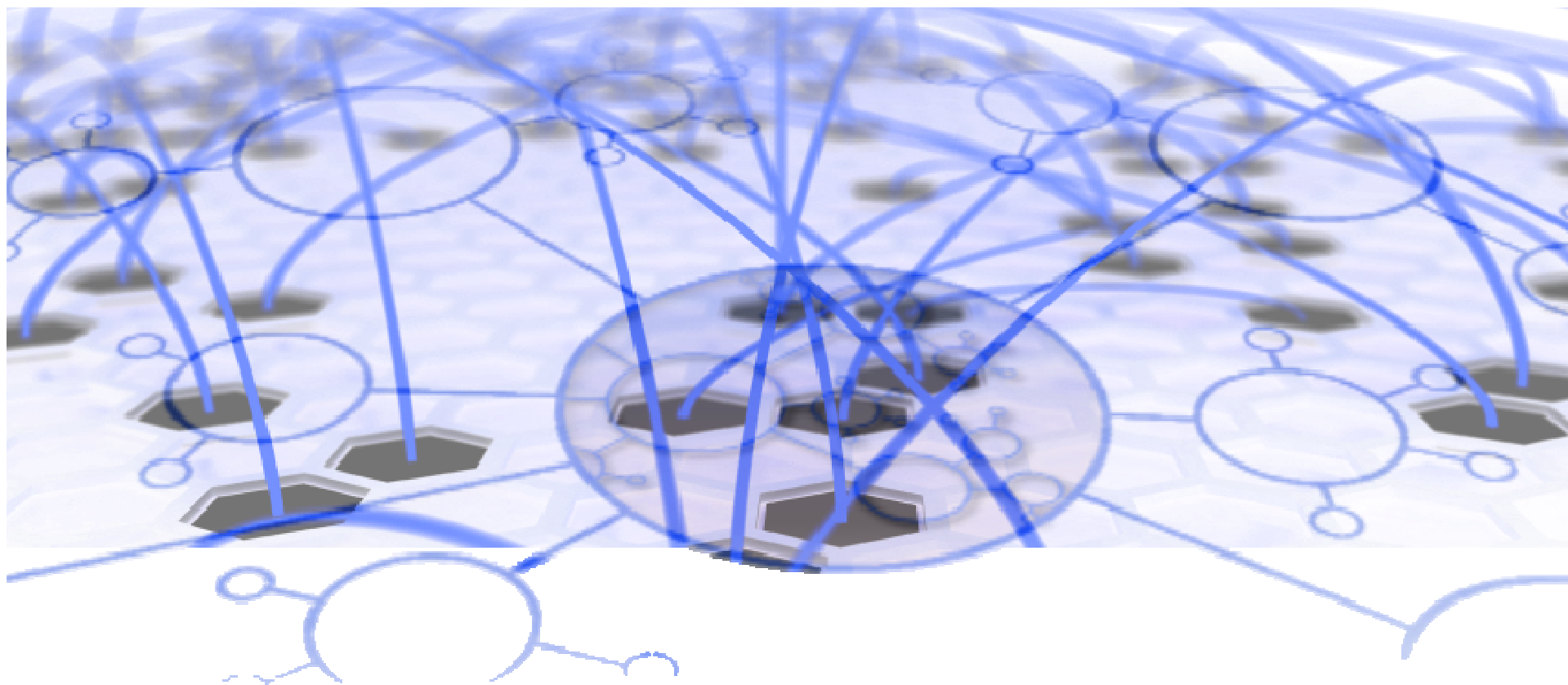
Demo: Business design and modeling with IBM Blueprint



Processes Span Your Broad Business Network



Seamlessly Connect People, Process, and Information



Enhanced! *WebSphere Adapters*

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Execute with Integrity and Transactional Strength

- Accommodate demanding, transaction-intensive processes
- Safeguard against system failures
- Meet SLA, audit, and regulatory objectives with confidence



**New and
Enhanced!**

WebSphere Process Server

WebSphere Process Server Hypervisor Edition

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Transform Demand-Driven Inventory Sourcing

To save a quarter of a million dollars a month

A large retailer optimises product sourcing to generate:

- **\$4 million** in additional sales in 10 weeks
- **\$250,000** in savings per month



Optimise Decisions for Greater Agility and Change

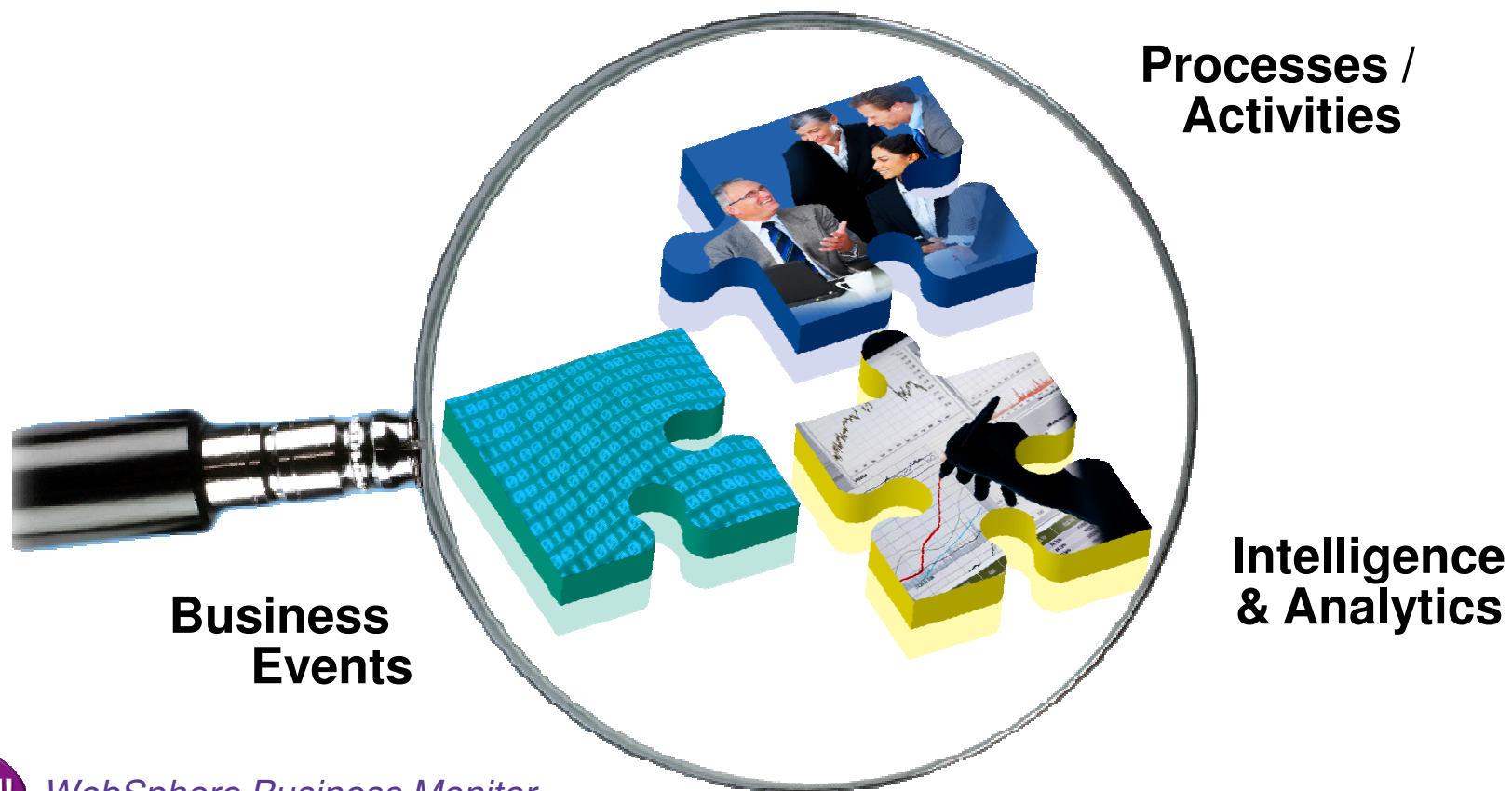
Increasing demand for personalisation drives new business needs:

- Greater visibility
- Rapid change
- Better decision processes



Support Decisions in Context

Predictive analysis and real-time information



**Processes /
Activities**

**Business
Events**

**Intelligence
& Analytics**

Enhanced!

*WebSphere Business Monitor
WebSphere Dynamic Process Edition*

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Transform Visibility into Rapid Execution

- Quickly and easily make changes across the business network
- Infuse process decisions with agility and intelligence

Enhanced! *WebSphere ILOG BRMS*



Infuse Your Processes with “Points of Agility”



Events



Analytics



Collaboration



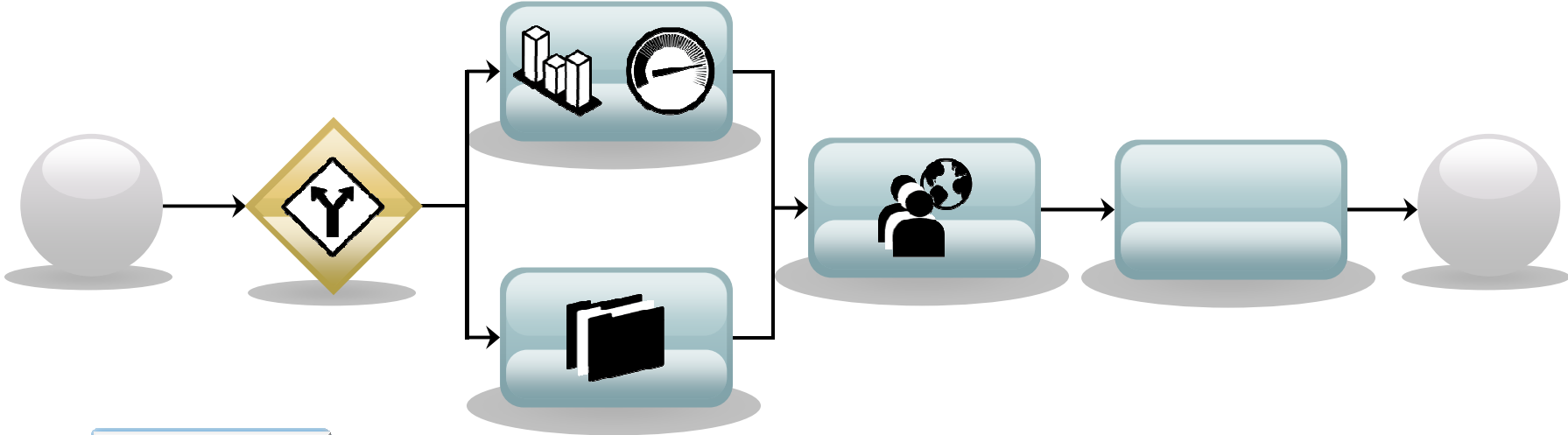
Rules



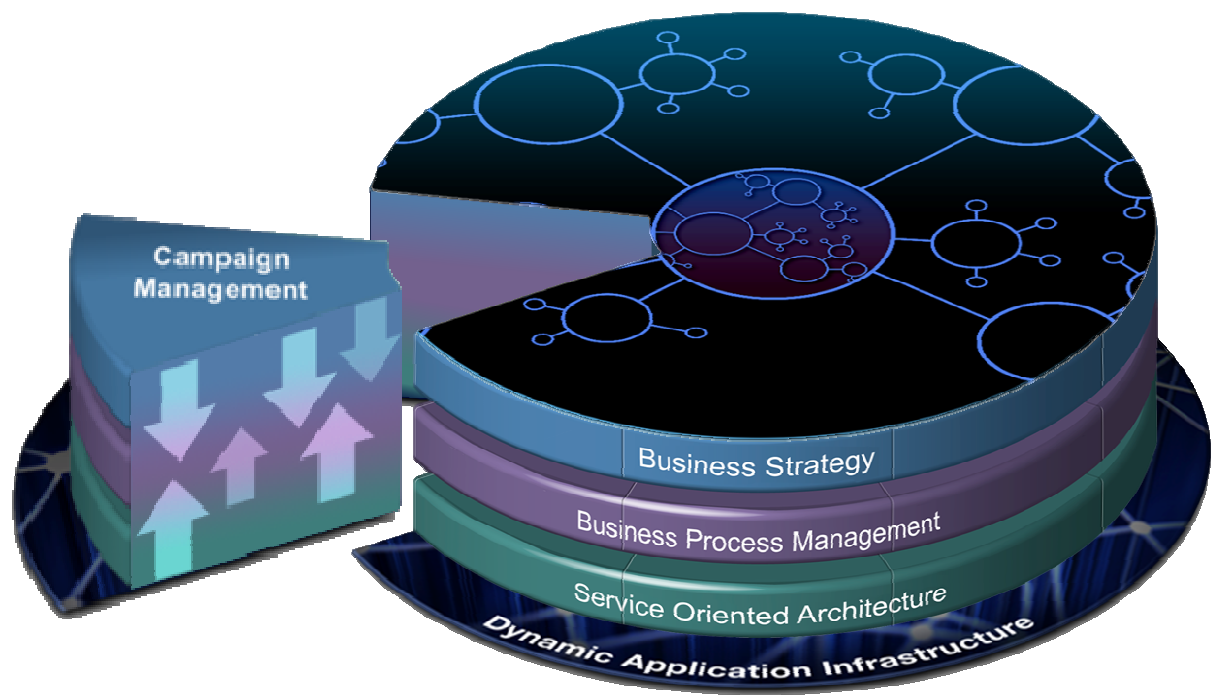
Content



Monitoring



Increase Your Business Agility with IBM



- Discover and continuously improve dynamic business activities
- Connect and manage interactions across the business network
- Optimise decision-making and speed business change

Only IBM has the **Business Expertise** and **Technology Platform** to get you there



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