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Impact2010 Comes to You

Hanoi, Vietnam
July 13, 2010



Successful Strategies for BPM Adoption & Rapid Deployment

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Agenda

1

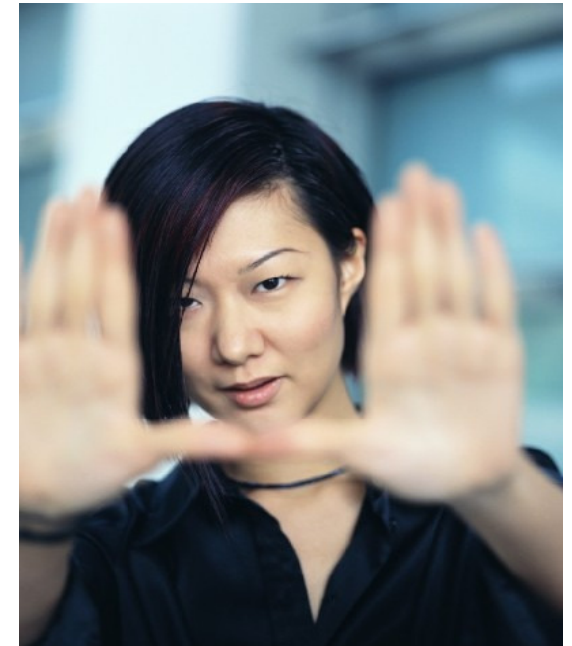
Adoption Strategy to Maximize Benefits for Your Organization

2

Rapid Process Design to Development by leveraging Prescriptive Methodologies

3

Getting Started Quickly - More Resources to Help You, No Matter What You Choose



Drive Financial Performance with Business Agility & BPM



BPM and Enterprise Architecture for Better Business Outcomes



Dynamic Business Processes
Explore them in your industry

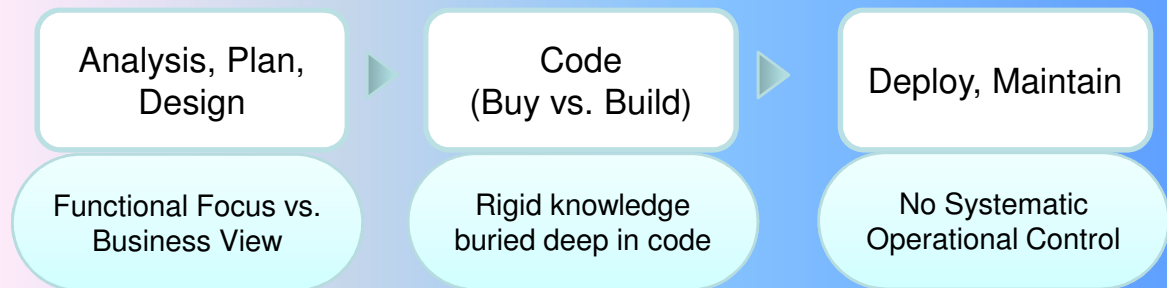


Organizations Turn to BPM to Transform the Traditional Development Process

Process Improvement Disciplines (i.e. Six Sigma)



Solution Development Lifecycle

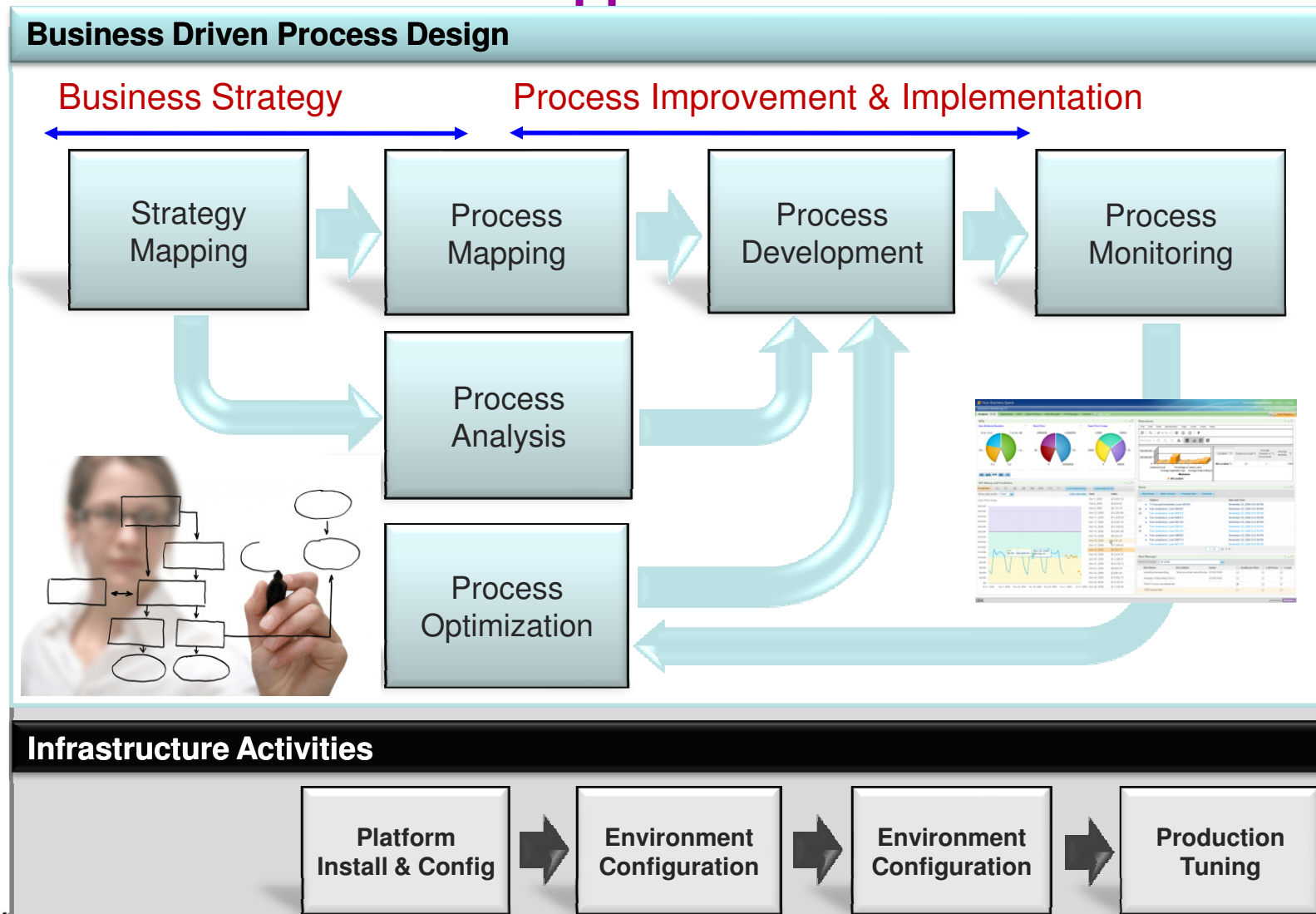


Inhibitors to Increased Effectiveness:

- No direct traceability to business objectives
- No integrated measures of success
- Separation “gap” of business knowledge from implementation
- Difficult to communicate and visualize business impact of change
- Not oriented towards the needs of making people more effective - as collaborators and participants



BPM Shifts Development Towards a Business Driven Approach



Business Process Management is a team sport...



Case Study: China's largest regional Retailer Increases Competitive edge through Process Efficiency



Client Pains

- Streamline and automate its supply chain business processes
- Improve efficiency among its 1,800-plus local and international suppliers
- Maintain market leadership position

Efficiency

Real Results

- **Reduced** order lead time from 2.5 days to 4.5 hours
- **Improved** order acknowledgement rate from 80 to 99 percent
- **Reduced** order error rate from 9 to 1 percent
- **Achieved** ROI in 9 months



Case Study: Globe Telecom Gains Marketing agility through smart Promotions



Client Pains

- Reach a new level of agility in the creation and management of promotional service offerings
- Extensive paper based administration

Real Results

- **60 % increase** in sales with new promotions
- Expected **1 year payback** from BPM program
- **95 % reduction** in time and cost of developing new promotions
- **600 % increase** in promotion effectiveness (reward dealers and customers in real-time, down from six months.)

Effectiveness

Agility



Case Study: Australian Retailer Improves Inventory Visibility and Response to Business Changes



Client Pains

- No visibility to sales and inventory info across 121 store locations in 4 countries
- Different versions of same information inhibits timely decisions
- IT on fire-fighting mode instead of innovation to support business

Real Results

- Provide business managers with timely, single view of product, price, sales and inventory info for better decision
- Legacy systems is service-enabled for rapid assembly to support business processes (turn-on and off selective business functions)
- Developed road-map for BPM implementation

Effectiveness



Case Study: Large Insurance Provider Automates Invoice Disputes

Fortune 500 Company. Leading writer of voluntary insurance coverage



Client Pains

- Resolve 150,000 invoice disputes per month
- Maintain excellent customer service as business grows

Efficiency

Real Results

- Automated work assignment and tracking
- Real-time visibility into at risk invoices and tasks
- Reduced manual work by 80%
- Deployed first version in just 90 days.



Establish the Owners



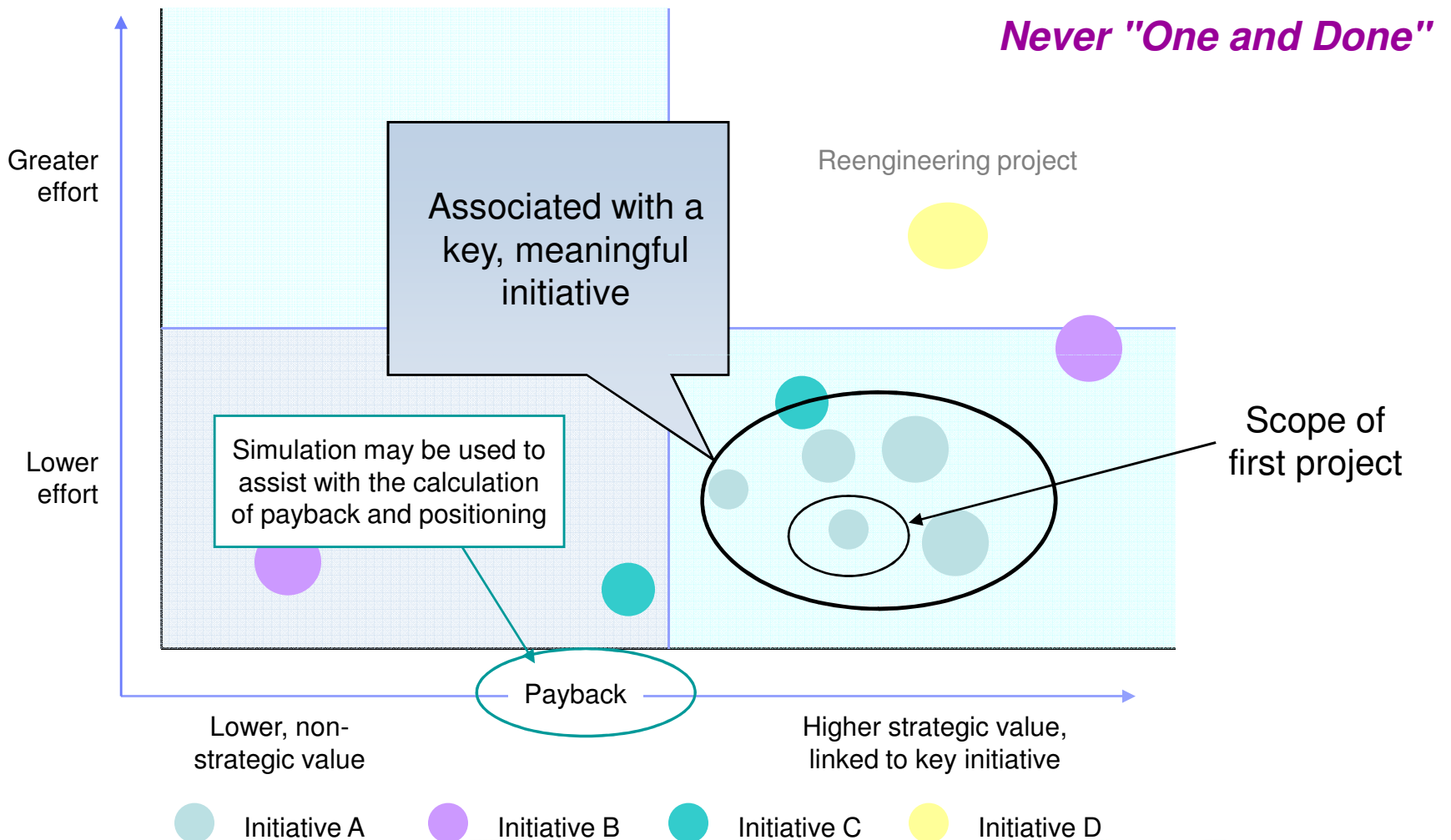
*Who should own the BPM project - **Business** or **IT**?*

*The business should own the **process improvement** and IT should own the **BPM program**.*



As Planning Shifts Towards Process Improvement, Identify the Low Hanging Fruit and Start Small

Use a prioritization matrix early on in your process analysis



A Simple Sample Prioritization Matrix

	Impact to employee satisfaction	Relevance to organizational strategy	Financial Impact (ROI)	Total
Employee On-boarding	4	3	1	8
Customer return process	2	2	3	7
New sales process	2	4	4	10

Need Help Identifying Opportunities? Look for the Signs

- Process errors causing revenue loss
- Inefficiency is causing additional cost or headcount
- Rework required
- Unsure of steps for process improvement
- Low customer or employee satisfaction
- Losing opportunities to more responsive competitor
- Lack of visibility into systems execution
- Difficult to evolve IT systems to changing business need
- IT not responsive to business needs

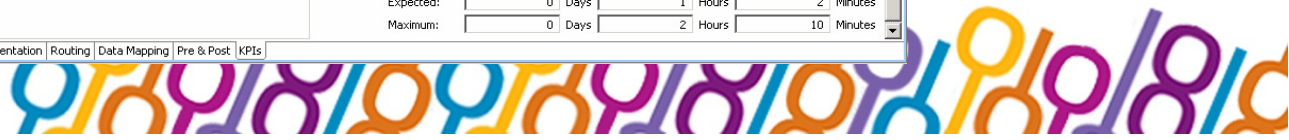


Visibility Is Critical To Improvement

The screenshot displays the Teamworks Process Portal interface. At the top, it shows the browser address bar with the URL `http://msmith2:8081/portal/jsp/viewScoreboard.do?id=1078`. The main dashboard area is titled "PM My Team Performance" and includes a "Task Status" pie chart showing 60.00% onTrack and 35.00% atRisk. To the right is a bar chart titled "When will Tasks go Overdue". Below these charts is a "Task List for all and All" table with columns for Status, Id, and Sub. A process flow diagram for "f07 Customer Dispute (Checked Out)" is overlaid on the dashboard, showing steps like "Enter Dispute", "Resolved?", "Get More Data", "Notify Customer", and "Issue Credit". A "Properties" window is open at the bottom, showing "Key Performance Indicator" and "Assignment" settings.

Metrics, KPIs and SLAs should be part of the Definition Phase

Out-of-the-box scoreboards provide real-time visibility and control over in-flight processes – managers can reroute or escalate “at risk” an overdue processes



Successful Companies Sense and Respond to Opportunities / Risks – Business Event Processing (BEP)

Cross-Sell/Up-Sell: Abandoned shopping carts present a sizeable opportunity to online retailers.



Increase Sales

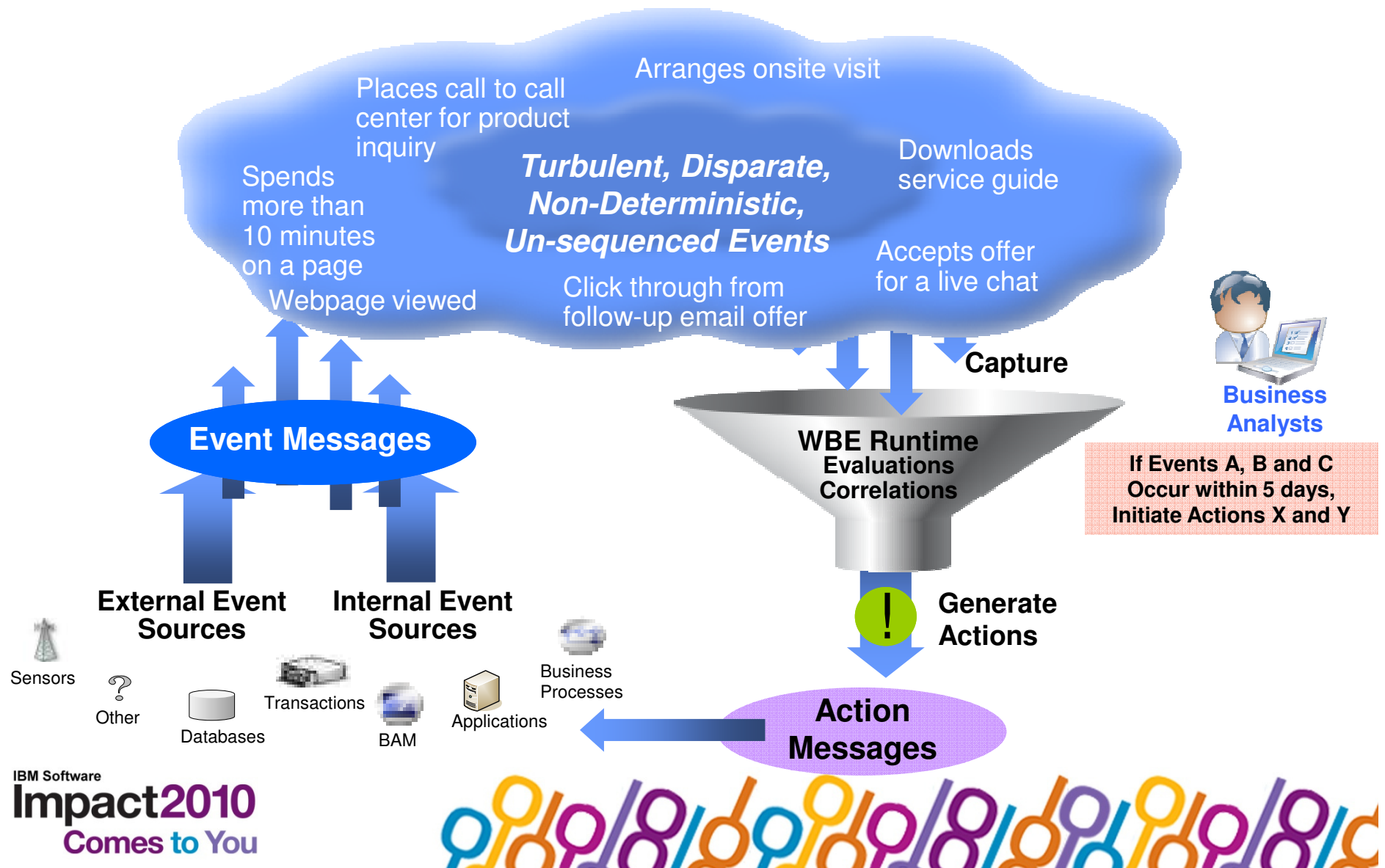


Mitigate Risk

Fraud Detection: Financial institutions require constant monitoring for suspicious patterns of diverse activities and the ability to continually and quickly adjust for interesting patterns.



Business Events – Detect, Correlate and Act on for timely action and to realize business benefits



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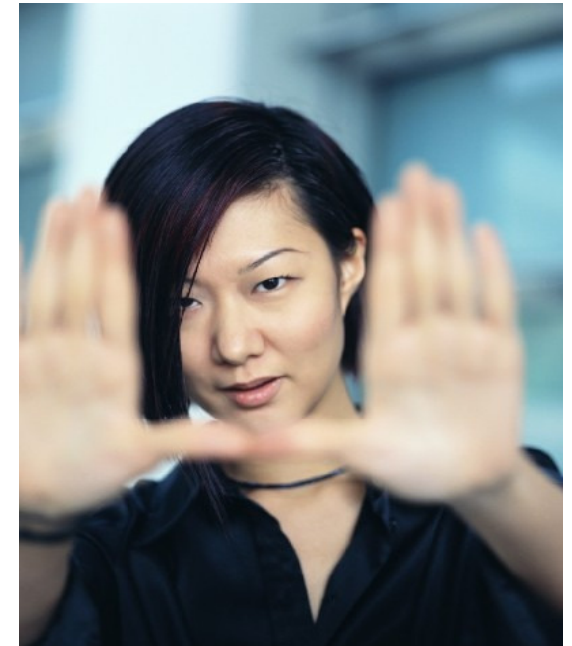
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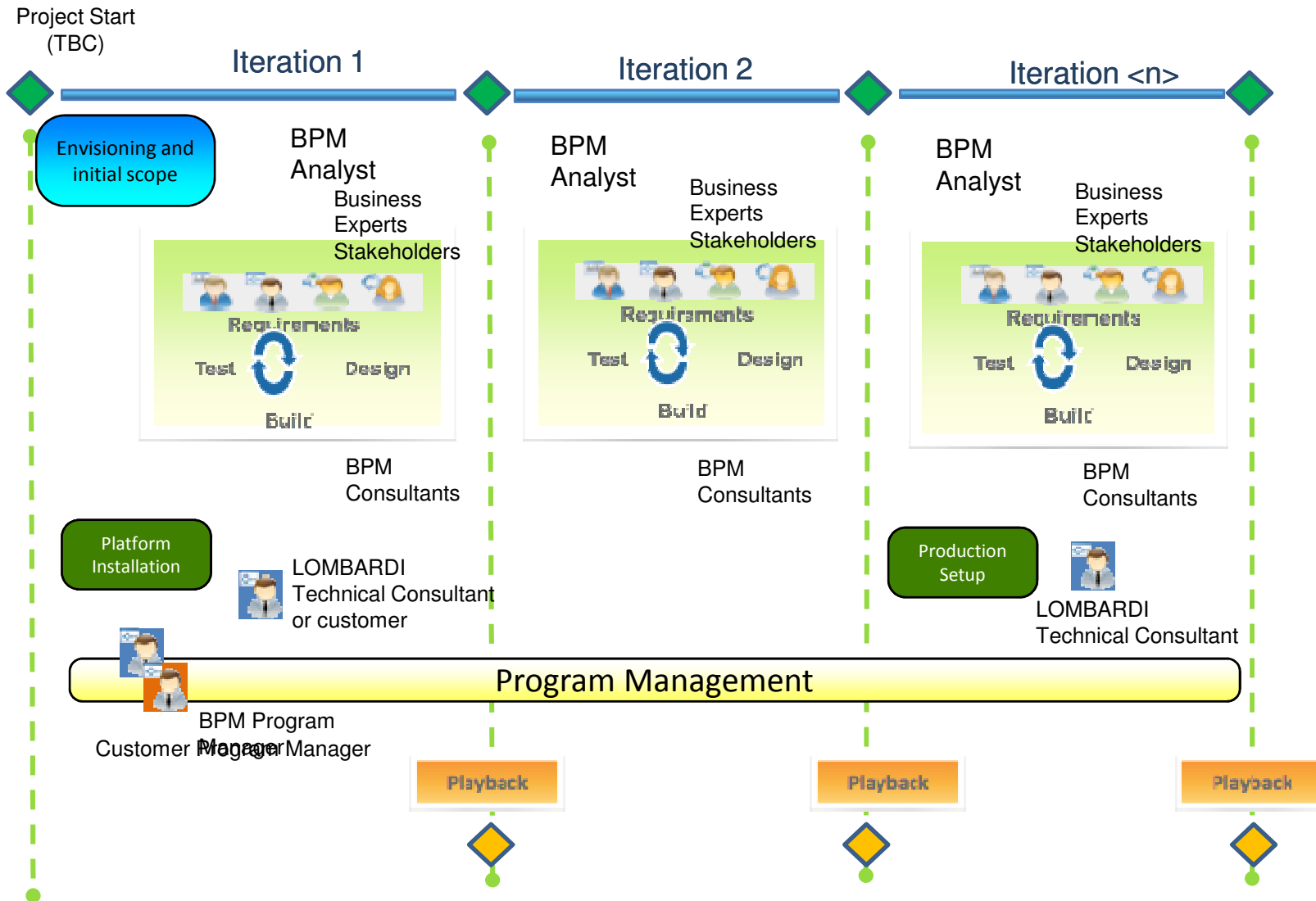
BPM and Enterprise Architecture for Better Business Outcomes



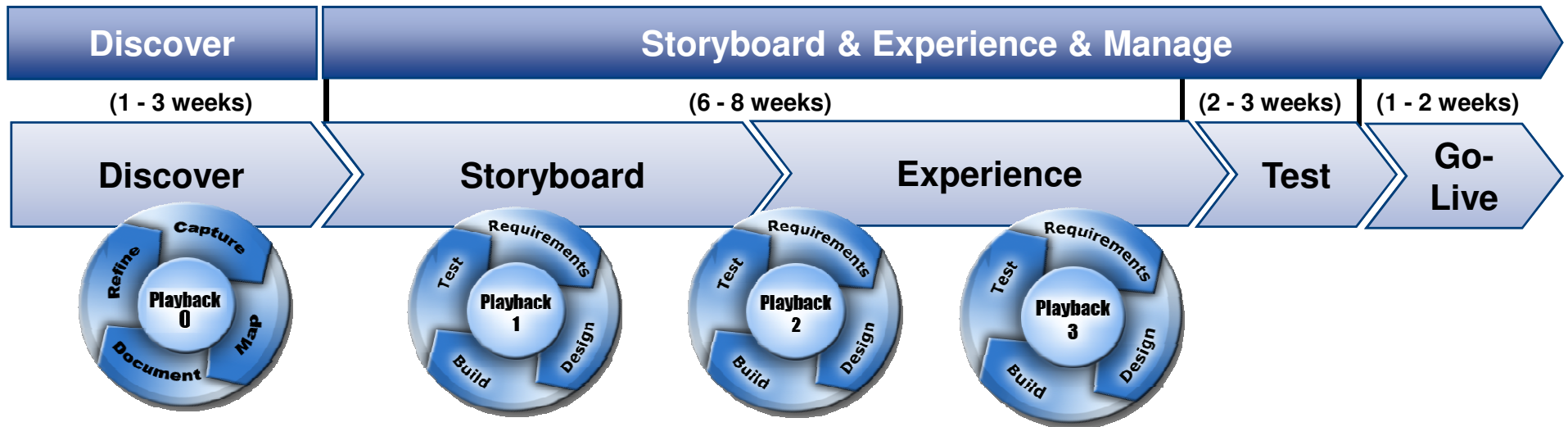
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BPM Project Implementation



Prove Business Value First - *Success Breeds Success* Using Playbacks With WebSphere Lombardi Edition to Achieve Iteration

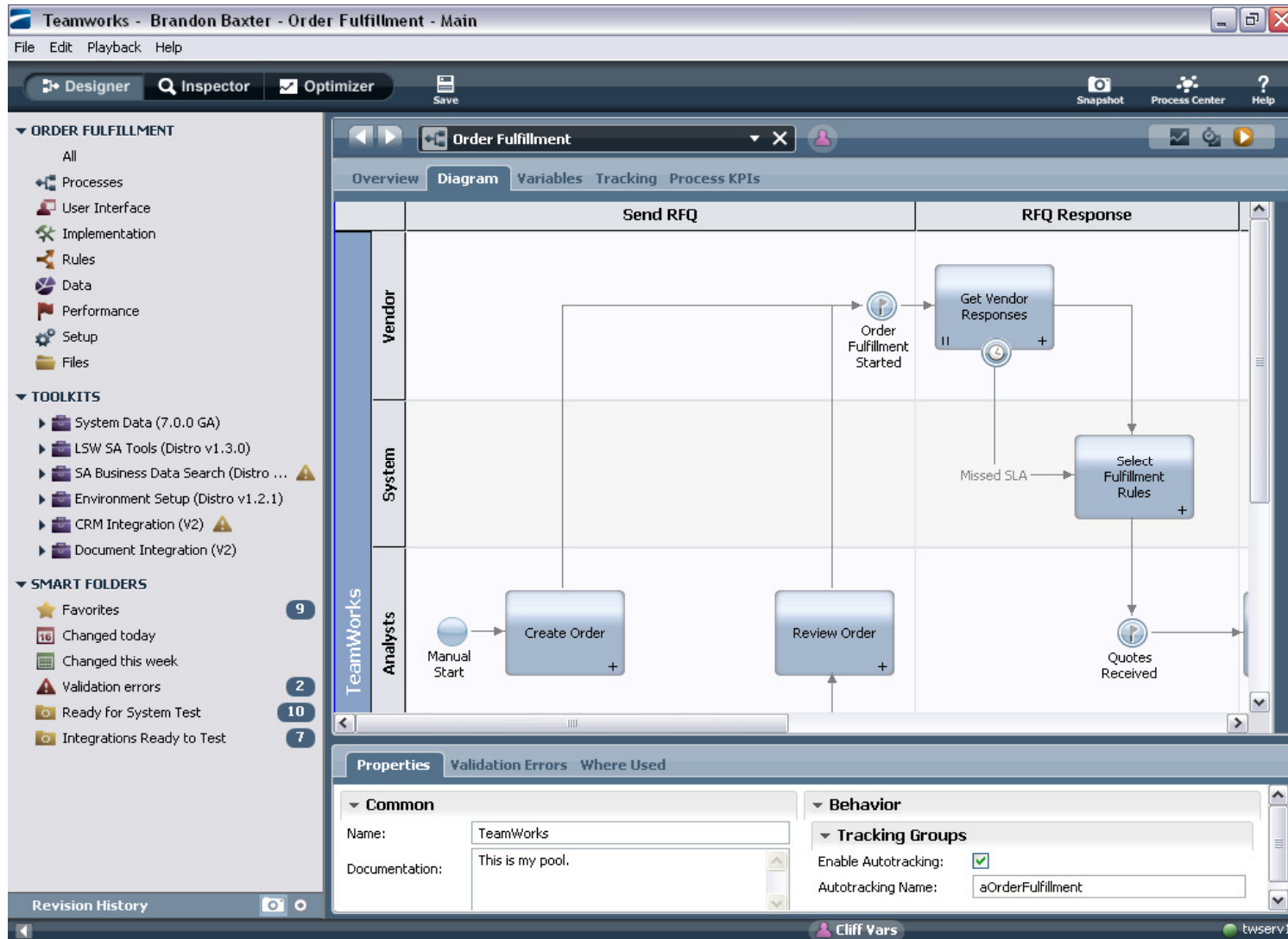


BPM is agile. You need to take advantage of that – and don't attempt to solve all problems with a single "big bang" deployment of an end-to-end process. You need to continuously improve and iterate.

"If there is no business owner for the process, there's no process application. I won't do it." - Erik Keller, CIO, SIRVA ... and Lombardi customer.

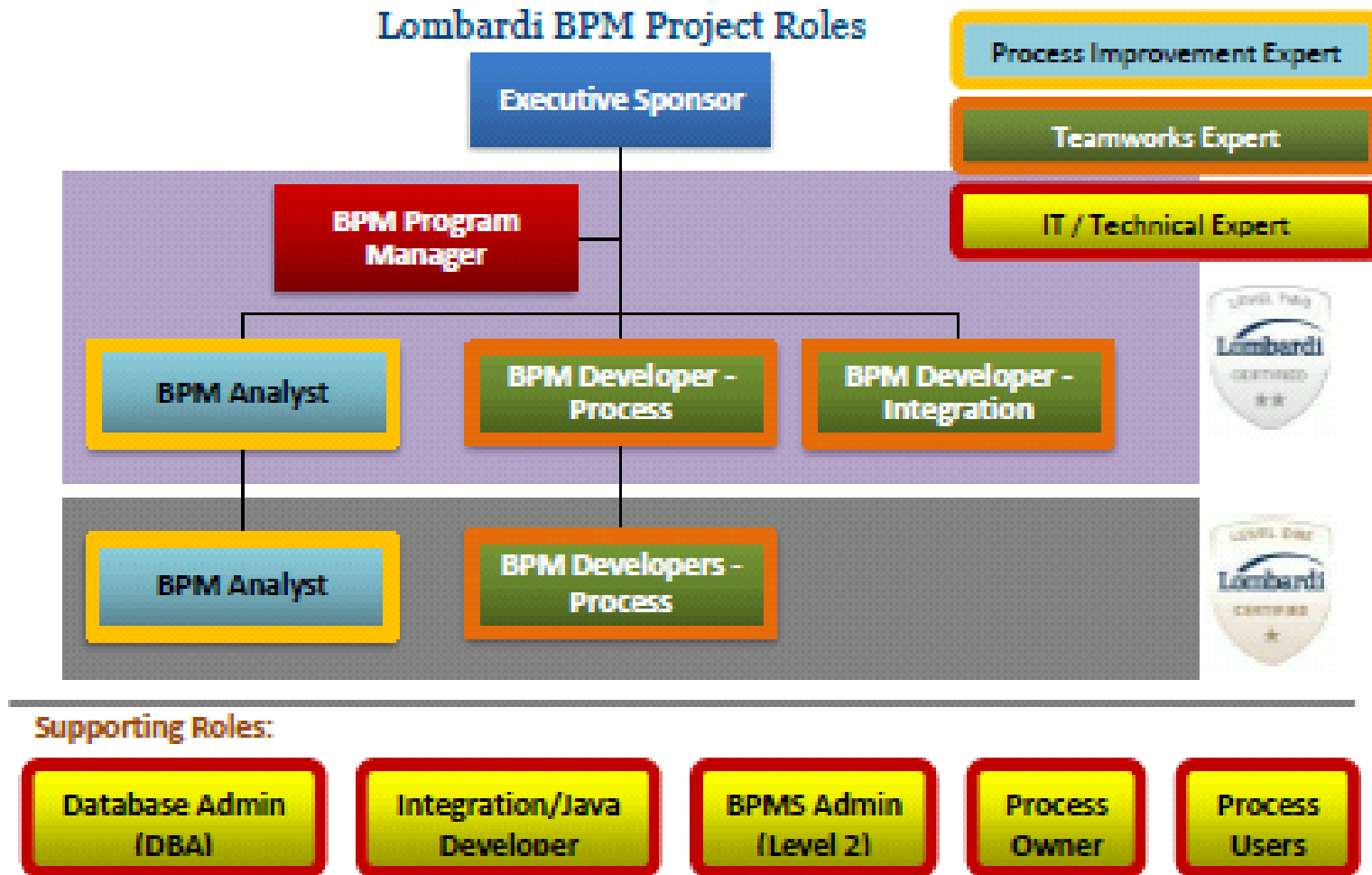


The Picture is the Process



Structure Your Project for Success

Build a Complete Team



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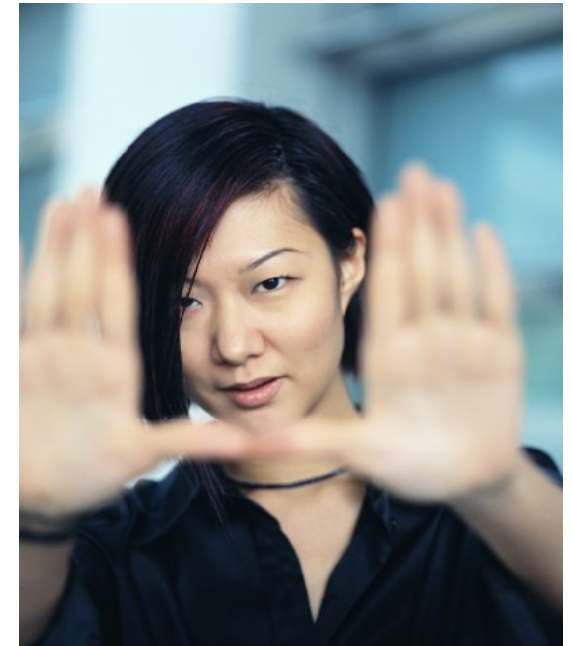
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Experimenting With Your BPM Journey? Need to Demonstrate Quick Value? Consider IBM BPM FastPath

Go from Zero to BPM within 90 days* for Smarter Business and Faster Results

- **A prescriptive approach for achieving BPM within 90 days**
 - Accelerate your business' time to value with a human-centric BPM solution in production
 - Optimize your resources through a tried-and-tested, prescriptive approach to BPM
 - Improve business results through tighter collaboration between your business and technical teams
 - Achieve competitive advantage through improved process performance and customer satisfaction
 - Empower your department on key technological skills and methodologies
- **IBM Software Services for WebSphere Delivers!**
 - A 90 day implementation lifecycle that spans discovery, story-boarding, experience, managing and deployment of your BPM solution
 - Configuration and Installation – deployment of the prescribed IBM Software products
 - Project Governance – closely manage the project's goals and activities with the client
 - Deployment – a BPM solution in a production environment
- *** Your success within 90 days**
 - Includes software and services
 - 90 day delivery assumes strict conformance with scope and delivery boundaries as jointly defined by IBM and the client
 - Cost and implementation times may vary based on actual scope



Leverage the BlueWorks Community to Augment Your Know How @ bpmblueworks.com

Best Practices

Participate in Community

Industry Insight

-  Articles and Papers
-  Webcasts
-  Podcasts



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- 
- 
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Benchmarks



- KPI categories
-  1.0 Develop and Manage Products/Services (10003)
 -  2.0 Market and Sell Products and Services (10004)
 -  3.0 Deliver Products and Services (10005)
 -  4.0 Manage Customer Service (10006)
 -  5.0 Develop and Manage Human Capital (10007)
 -  6.0 Manage Information Technology (10008)
 -  7.0 Manage Financial Resources (10009)



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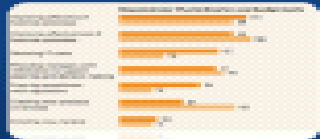
What's Next?

Blueprint Account



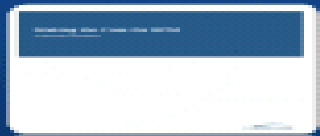
- Go to www.lombardi.com/blueprint
- Sign up for a free 30 day account!
- Single best way to get people in your business thinking about BPM and starting to document process problems that can feed into your process project pipeline.

Webinar: Justifying a BPM Project



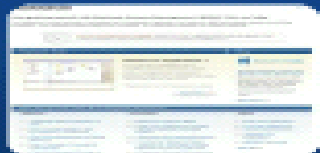
- Check this out if you are trying to get your organization on board with BPM
- This really emphasizes why process improvement is a number one priority that IT teams and CIOs should be investing in.

Whitepaper: How to Structure your First BPM Project to Avoid Disaster



- Must read during the BPM planning phase!
- Contains specific tips and tricks which will be critical for setting you up in your first BPM project.

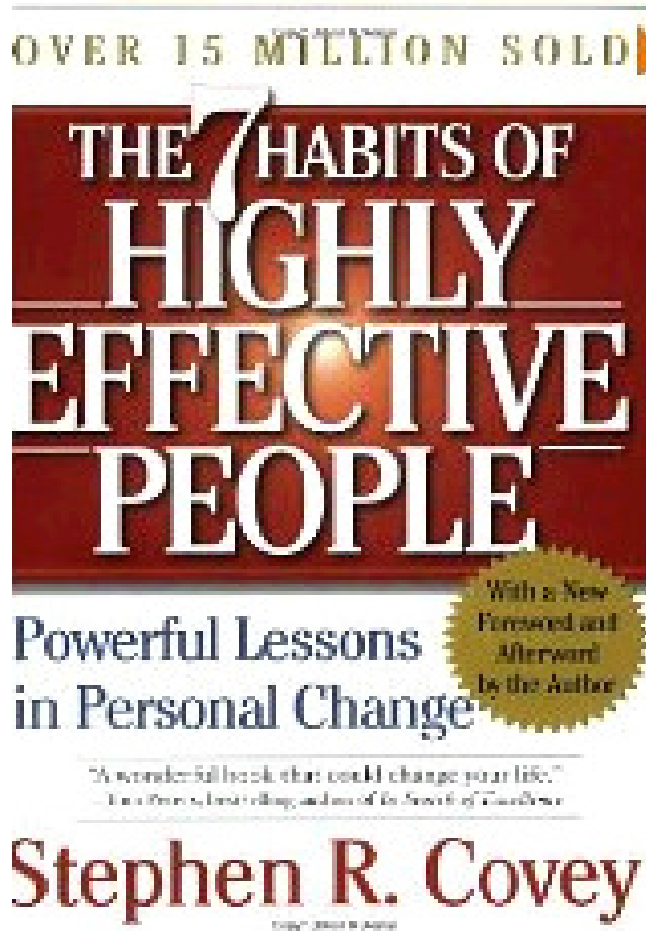
Resource Center



- Go to www.lombardi.com/bpm-resource-center
- Provides different kinds of assets and ideas for getting BPM projects started and sustaining them across your enterprise



Learn from Our Highly Successful Customers



Thank

YOU



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