Solutions for a dynamic business network
To support your business strategies

WebSphere® software

Business agility now: working smarter through dynamic business networks and highly agile processes.

Dynamic business networks mean better business

Today's organizations face a fast-paced business landscape with global competition, greater regulation and a struggling economy. Business networks are changing. Relationships are becoming more dynamic between employees, customers, partners and suppliers—all of whom are constantly shifting or being reevaluated. For example, according to the 2008 global CEO study by IBM, 85 percent of CEOs plan to partner to capitalize on global integration opportunities. And three out of four CEOs plan to enter new markets.[1] Businesses must respond by becoming more agile and adaptable—while also reducing costs.

Unfortunately, rigid and siloed business processes have not kept up with the demands of the marketplace. A telling statistic is that CEOs rate their ability to manage change 22 percent lower than their expected need for it.[2] As a result, companies can't keep up and suffer at the bottom line. And individuals have difficulty connecting with the right information and the right people at the right time and miss out on opportunities.

How agile is your business?

Sharpen your business sense and optimize your organizational performance with the help of business process management (BPM) and connectivity and integration solutions from IBM.

Working smarter and establishing a dynamic business network starts with aligning business processes and IT infrastructure with business intent and strategy to ensure that business objectives are met. IBM provides solutions that can help your organization link business processes, applications, people and information together, reducing IT complexity and allowing business processes to be reused and reordered to fit the needs of the organization. When combined, business strategy, BPM and service-oriented architecture can drive agility in your business and allow you to achieve a dynamic business network.

"The fact that we were able to take our [US]$350 million legacy investment in IT and convert it to support the new business model went a long way toward our achieving acceptance."

—State of Texas Health and Human Services Commission

Agility inside and out

Organizations around the world are now recognizing the need to establish highly agile business processes that can be rapidly modified and work across organizational boundaries. Highly agile processes create an environment of discovery that fosters innovation and awareness. They promote more effective business interactions that are based on the right information for the right people at the right time. And they help organizations optimize time and resources to increase productivity, reduce cost and risk and promote compliance.

However, these benefits can only be fully realized if all aspects of an organization are interconnected, from its business networks to its IT infrastructure to its internal processes and external relationships. Through these interconnections, information can be unlocked and flow freely within and across processes.

***Discover** insights that enable innovation*

Today's business landscape seems to change in the blink of an eye. Financial and commodity markets swing constantly and empowered customers change their preferences and expectations faster than companies can respond. Understanding how your business is performing and transforming your business processes into engines of innovation is essential to addressing today's marketplace realities. And an enhanced awareness and understanding that spans your business ecosystems can help drive innovation and enable you to redesign processes, systems and strategies that span the breadth of your dynamic business network.

***Interact** in ways that enhance business value*

With the explosive growth of the Internet, individuals have unprecedented amounts of information available at their fingertips. Yet 42 percent of people say they are forced to make decisions using the wrong information at least once a week.[3] Agile processes allow organizations to quickly respond to events and optimize the value of their business interactions by helping enable access to rich information at the right time and in the right context. However, a fully connected dynamic business network is a prerequisite for making information more actionable and available.

***Optimize** productivity and resources*

Given the economic climate, business performance is more critical than ever for meeting customer expectations while managing costs. Business performance is defined by the processes and resources that drive a company. Strikingly, only 3 percent of companies today believe they have achieved process excellence.[4] The shortcoming is typically driven by the staggering costs of manually orchestrating every activity throughout the life cycle of a process. To make matters worse, underperforming processes can have a recurring direct, negative impact on customer experience. By automating and governing processes, you can transform manual, disjointed activities into streamlined, repeatable processes that support regulatory compliance and policies with consistent and enforceable results. Agile and interconnected processes help optimize productivity and manage access to resources through broad, flexible and continuous automation, reuse and governance—letting you focus on the business needs of your dynamic network.

"The more we move from paper-based to paperless processes using IBM software, the more our loan officers can concentrate on our customers and strengthening those relationships."

—Michael Begovich, senior vice president, Risk Management, Bank of the West

IBM Industry Framework solutions

IBM Industry Framework solutions help you quickly implement BPM, connectivity and integrations solutions that improve your agility and access to people, information and processes. These solutions provide configurable, preintegrated, industry-specific blueprints, software and related assets to help you develop solutions that meet the individual challenges of your industry and your dynamic business network. Each is based on best practices and experience gained through thousands of successful IBM client engagements. And each can be developed and deployed over time to rapidly meet your immediate goals and grow as your business grows.

For more information

To learn more about how business process management, connectivity and integration solutions from IBM can help you become a more agile, innovative organization, contact your IBM representative or IBM Business Partner, or visit:

ibm.com/smartwork/businessagility

"Our BPM solution enables us to constantly target opportunities for process improvements and gives us the flexibility to realize them. We're now better aligned for growth and profitability—and IBM helped us get there."

—Jim Barrecchia, senior director, Business Solutions Architecture, Atlas Air Worldwide Holdings

© Copyright IBM Corporation 2009

IBM Corporation
Software Group
Route 100
Somers, NY 10589
U.S.A.

Produced in the United States of America
September 2009
All Rights Reserved

IBM, the IBM logo, ibm.com, and WebSphere are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at **ibm.com**/legal/copytrade.shtml

Other company, product, or service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

The information contained in this documentation is provided for informational purposes only. While efforts were made to verify the completeness and accuracy of the information contained in this documentation, it is provided "as is" without warranty of any kind, express or implied. In addition, this information is based on IBM's current product plans and strategy, which are subject to change by IBM without notice. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, this documentation or any other documentation. Nothing contained in this documentation is intended to, nor shall have the effect of, creating any warranties or representations from IBM (or its suppliers or licensors), or altering the terms and conditions of the applicable license agreement governing the use of IBM software.

1 IBM Global Business Services, "The Enterprise of the Future," IBM Global CEO Study, May 2008.

2 Ibid.

3 AIIM, "Forget Process Excellence, Companies Are Process Ignorant," press release, September 2008.

4 BusinessWire, "Managers Say the Majority of Information Obtained for Their Work Is Useless, Accenture Survey Finds," January 2007.

WSB14037-USEN-00