

Biz·implification*

* the act of simplifying business processes to reduce complexity and gain competitive advantage as outlined in the **business leader** sessions at IBM Impact 2007



* business leader track sessions

Creating a climate for innovation is quickly becoming a top priority for today's business leaders. Forward-thinking executives recognize the importance of innovative business models in achieving market leadership and dramatically accelerating growth, but understand that they first must increase business flexibility and the ability to embrace change.

During the business leader's track, designed specifically for the non-IT executive, we will explore real-world examples of how other businesses are addressing these challenges, enabling them to continuously reinvent themselves to swiftly respond to new business opportunities and threats.

Through non-technical, business-focused sessions, we will provide you key insights into how IBM clients are successfully leveraging the power of service oriented architecture (SOA) with a business-centric view to embrace change and unlock their business's growth potential. You will hear firsthand why SOA is growing in strategic importance to these business leaders, and why it is fast becoming "The New Language for Business."



* business leader track sessions

Reinforcing the theme of business innovation through flexibility, we have designed the business leader's track to be very flexible. You choose from a wide selection of business sessions which are most relevant to you and address your specific needs. In addition, there is ample opportunity left over to network with other business leaders and IBM executives.

The business leader's sessions, many being presented by IBM clients, are grouped into two broad categories:

- Creating flexibility for innovation
- Making it real

So if you are among the growing breed of business leaders looking to embrace a dynamic marketplace and harness the forces of change as drivers of growth, then Impact 2007 is the one event in 2007 you won't want to miss.

Note: Content in this brochure is provided "as is" with no express or implied warranties of any kind. The brochure content is subject to change without any notice or obligation on the part of IBM. This is a partial view of the sessions that are planned for the Impact 2007 conference. More detailed information will be available on the Web site in the coming weeks. Be sure to visit ibm.com/software/WebSphere/events/impact2007/overview.html for the latest information.



* business leader track sessions

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Expanding the innovation horizon

According to the 2006 IBM Global CEO Study, growth through innovation continues to top the agenda of most CEOs, but they realize this growth will require fundamental changes to their organizations. They see incredible opportunity to be seized. Through innovation their companies will set themselves apart from the pack and create sustainable revenue growth. But what enables companies to innovate? During this session, you will hear a prominent industry influencer discuss the innovation imperative and what's required to become leaders through innovation.

Become “process-aware”: Business transformation starts with agile processes

Fundamentally, your business is made up of processes, including customer service, financial management, accounts receivable, shipping, staffing, payroll, product lifecycle management and so on. The more effective and efficient those processes are, the better your business runs. However, as regulatory and compliance issues, supplier and customer pressures, and increased competition all force you to monitor, automate and optimize these processes more frequently, the demand for change escalates exponentially. Putting control of business policies, rules and metrics in the hands of the business owners is the only way to stay ahead. Come hear the latest direction of how business users are gaining greater control of their destiny with a lively discussion on “process-aware” transformation.

* creating flexibility for innovation

This focus area emphasizes the business owners' need for flexibility in systems and processes to enable the business to innovate and change, in order to maintain a competitive position in their industry.

* banking, insurance and financial markets industries

Creating financial services solutions that can turn on a dime

Financial services firms must adapt and succeed in a rapidly changing environment. Non-traditional competitors are encroaching, mergers and acquisitions are taking place at an increasingly fast pace, regulations and scrutiny are continuing to intensify, and clients are demanding higher levels of personalization at one end of the spectrum and lower-cost transactions with one-stop shopping at the other end. The ability to adapt and change in such a fast-paced environment can make the difference between success and failure. In this session you will learn how to build the flexibility you need to embrace these changes and stand out from your competitors.

Drive quality into the DNA of your business processes in financial services

Competition and entry of non-traditional players in financial services drives the need to reflect best practices in business processes plus ensure there is a mechanism to get actionable feedback for process improvement. This can easily be seen in processes where end-to-end quality of service is critical such as credit card authorization, loan origination, claims processing or trade processing. To accomplish this requires strong business process management. In this session you will see a successful approach and related tools for driving high performance into your key business services. You will see how you can model and refine processes before committing resources for development and deployment. See how you can monitor and manage your business services through dashboards and automatic triggers driven by metrics or events important to your business performance.

Creating collaborative client relationships

Clients are changing the playing field in financial services. They are empowered by ready access to information, alternative products and different ways to do business. As a result, building and sustaining relationships is an important dimension of a successful business model in financial services. Customers expect to be able to reach out to their financial institutions from anywhere and at any time. Learn, through example, how your interactions with your clients can become more collaborative and supportive of ongoing, vital relationships.

From customer support to customer advocacy: Unlocking information to deliver personalized financial services

Financial institutions constantly face two challenging and often conflicting goals: containing costs and growing revenues. Yet while profits are being squeezed, choice for the Internet-savvy customer grows. That's why financial institutions must offer personalized and seamless customer support at every touchpoint. Leverage the experience from leading insurance carriers, banks and other financial institutions and see how you can unlock the power of information—moving beyond support to customer advocacy.

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* electronics, automotive, aerospace, and chemical and petroleum industries

Driving profitable prosperity for manufacturers

Today's reality is a polarization of profitability among manufacturers and suppliers. Whether your company is on the highly profitable end determined to stay in front, or struggling to return to profitable prosperity, your flexibility to drive change is critical. Learn how you, as a manufacturer in today's highly competitive marketplace, can transform with unprecedented levels of flexibility and innovation.

Flexible supply-chain management: Delivering both speed and business efficiency

It's not often you can have your cake and eat it too. Up to now, rigid supply-chain management processes have forced manufactures to choose between optimizing time to market or improving business efficiency. In today's competitive marketplace, you clearly need to do both. In this session you will see how visibility into real-time supply-chain processes can improve your production capabilities and flexibility across worldwide plants—enabling you to achieve faster time to market while realizing significant cost savings.

Achieving global collaboration across a manufacturer's value chain

Today, manufacturing is a team sport. Winners must be able to effectively leverage geographically dispersed development, manufacturing, marketing, sales and support teams. In addition, today's manufacturer must also collaborate with a constantly changing value chain. Learn how you can empower your teams to innovate with effective collaboration—across your enterprise, across your value chain and across the globe. In this session you we will also share the results of the Original Equipment Suppliers Association (OESA) and IBM's supplier jam, an industry first-of-a-kind online collaborative brainstorming session.

Removing customer and product information as barriers to launching new products

Unsynchronized information causes a domino effect of problems for a manufacturer. This risk is compounded by the increase in electronics and embedded software in a manufacturer's products. See how synchronizing information with a single source of product and customer information can eliminate errors, improve customer and channel support, and speed product launches.

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* healthcare and life sciences industries

Responding to through-the-roof costs: Delivering consumer-driven healthcare

Escalating healthcare costs are driving major change in the healthcare industry. Consumer-driven health insurance is shifting accountability to the consumer—who now has raised services expectations. Investing in strategies that improve the health and wellness of members can yield substantial dividends and promote greater economic competitiveness for health plans. Through innovative examples, we will share how key healthcare ecosystem members are collaborating and partnering with IBM to achieve improved business flexibility through more-effective people interaction, streamlined business processes and seamless access to quality, actionable information.

Health-plan transformation: A catalyst for innovation

Increasing consumer and employer demands, healthcare provider needs and competitive threats are causing health plans to transform themselves into catalysts for change and to be better positioned to deliver innovative products and services. Health plans must explore new business models to counter price and margin pressures and maintain competitiveness by improving business processes. During this session we will share strategies to streamline and increase the flexibility of your health plan, enhancing your ability to create, implement and monitor new services to continue operational excellence.

Empowering healthcare stakeholders: Optimizing self-service capabilities

Increasing competition for today's consumer-driven healthcare dollar means it is crucial for health plans to establish a competitive edge and build loyalty. Creating seamless collaboration across multiple groups including the client can provide that edge. Rapidly bringing to market new and innovative products introduces complexity in extending collaborative relationships inside and outside of the organization. Learn how forward-looking health plans are providing new, self-service capabilities to empower consumers and constituents such as providers, employers and brokers.

Becoming a member-centric healthcare plan: Strategies that leverage your customer information

To respond to consumer expectations of superior service levels, health plans need one consolidated and accurate view of customers and products. This requires health plans to enable seamless integration of data from myriad sources and formats—and then make it accessible and useful to various healthcare constituents. Further, applying analytic capabilities to this information can help healthcare decision-makers create better strategies that reflect an understanding of market and consumer dynamics. This session will explore real-world examples of health plans leveraging information throughout the healthcare ecosystem for better decision making.

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* retail and consumer products industries

Winning in a world of extremes: Rapidly responding in a polarized marketplace of increasingly diverse consumers

Unprecedented consumer diversity, market polarization and competitive pressures are creating a “world of extremes” that will create a clear divide with winners and losers. The companies that can respond will thrive and those that cannot, will struggle to survive. The winners will be the companies that are flexible enough to embrace these changes and turn them to their competitive advantage. Discover how you can innovate in the face of a changing consumer market and win with today's consumer.

Embrace changing customer preferences: Drive a consumer-centric focus for everything you do

Rapidly changing consumer preferences are challenging for companies with an internal focus on their core operations that are product-, channel- or service-centric, all of which result in “pushing” products to consumers instead of letting them “pull” the products they want. These inside-out approaches lead to ineffective customer experiences in a marketplace where consumers will quickly switch to a competitor. In the face of these challenges, consumer-centric companies are modifying processes across all departments to deliver a more-satisfying experience for their customers. Learn how you can manage your business processes to respond to the marketplace faster and more effectively.

Empowered consumers—high-performance teams: Increasing collaboration to address shifting consumer demands

Increasingly empowered consumers are forcing companies to focus on improving their market responsiveness and agility. Time is of the essence and yet their employees are unable to communicate quickly and easily across artificial boundaries. Accessing suppliers and partners is difficult or slow. Communication across departmental silos is a challenge. Your employees give life to your business model—learn how you can provide them the tools they need respond swiftly and confidently to deliver for your customers.

Turn consumers into advocates: Leverage your customer information

Consumer fragmentation and complexity are increasing while traditional segments continue to blur. Navigating this ever-changing marketplace requires a deep understanding of the needs, preferences and expectations of your customers across all channels, touchpoints, products and services. In this complex and ever-changing environment, leading companies are able to leverage customer information to identify their best customers and better serve their needs. Explore real-world examples of companies collecting and leveraging customer data throughout their organization.

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* telecommunications and media and entertainment industries

Delivering hip, relevant services in an era of rapidly changing digital lifestyles: Accelerating creation and deployment of next-generation services

In order to drive differentiation and find new sources of revenue and profit, today's telecommunications and digital media companies need to deliver an enriched set of products and services that includes data, wireless and video on top of the traditional voice services. To win, providers need to rapidly deliver these new services while harnessing the advanced capabilities of IP Multimedia Subsystem (IMS). Their ultimate success requires unprecedented flexibility by service providers and their partners to develop and adopt new forms of communication in a new partner ecosystem. This session will show how leading telecommunications and digital media companies are implementing new service-delivery platforms that enhance the flexibility of their people, processes and information—enabling them to meet these challenges and win in the marketplace.

Only the agile survive: Cost-effectively delivering, monitoring and billing next-generation services

If service providers are to expand their service portfolios and strengthen their positions in the emerging IP-services value chain, they need to streamline business processes like billing and operational support systems. Unfortunately, many telecommunications and digital media companies lack the ability to integrate their processes across business units and applications to make this transformation a reality. This session will focus on how to streamline and increase the flexibility of your order-to-cash cycle, enhancing your ability to create, provision, monitor and bill for new services.

Mastering presence capabilities: Enterprise efficiency, services differentiation

In a market overwhelmed by new applications and services, communications companies and content providers need to find a way for theirs to stand out in the crowd. Many are enhancing their new and existing offerings with presence features that enhance user productivity by providing new capabilities for communicating and working more efficiently. For example, "Find-me, Follow-me" services leverage presence awareness in order to connect users according to their preferences and availability across devices regardless of where they are located. Presence capabilities can add important functionality to enterprise and consumer applications. This session will show how a telecom or media company can make customer communications more productive by utilizing presence information from multiple sources, such as mobile, landline, broadband and enterprise environments.

Tap customer information to grow revenue and reduce operating expenses

Customer demand for new offerings and capabilities is creating opportunities for up-sells and cross-sells. But sorting out your best customers from the rest is increasingly difficult, with information spread across departments—and that impacts the bottom line. Companies are responding to this opportunity by bringing all of their customer information together to provide timely access to relevant information, enhance customer loyalty and retention, grow sales revenue, and streamline operations.

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* driving flexibility into solutions

Driving to a leaner, more-effective finance organization able to partner on growth and performance strategies

Enabling a company's growth and performance agenda continues to be a challenge when weighed against the day-to-day responsibilities of financial controls. This session will illuminate how information and technology can be leveraged to change the traditional way finance has balanced its growth, control and cost priorities.

Achieving full value from componentization and business process management

By adopting a new business design, the Specialized Enterprise, firms can simultaneously achieve three key business imperatives—differentiation, responsiveness and efficiency—by internally embracing business components and externally leveraging industry networks. This session focuses on the best practices we are seeing from IBM's most recent study of CEOs.

Enabling high-performance workforces

To grow, enterprises need to innovate. To innovate, they must have a workforce that can support innovation. An organization must ensure that they have the right people with the right skills in the right jobs at the right time. Enterprise Workforce Transformation can help organizations address how they develop and retain required skills and match talent supply to demand in order to support growth, innovation, differentiation and customer satisfaction.

Driving innovations in customer self-service

Navigating the needs and expectations of your customers across all channels, touchpoints, products and services is a major challenge for each industry. Creating a single view of the customer to enable real-time, informed decision making and a strategy to deploy innovative customer self-service options is the broader goal. Come hear about the latest developments in this rapidly changing space.

Proactively responding to supply chain events through improved visibility

This session takes a fresh perspective on the age-old supply-chain problem of monitoring inventory, orders and shipments throughout the pipeline which is now further "complexed" with globalization. Supply-chain visibility addresses the end-to-end integration of the four flows: product, information, people/process and financial. Through actual client experiences, this presentation will illustrate that real-time visibility into the supply-chain network enables global trade and collaborative decision making.

This focus area emphasizes the financial and operational characteristics of SOA projects and offers creative methods for implementing, financing and realizing value while maintaining current operations.

Mapping out a path to business flexibility and responsiveness

The business imperative for increased flexibility and business responsiveness is obvious, but determining where to start can be difficult. Which business processes generate the greatest value for your company, or represent your highest costs? Are there processes where greater flexibility would help you respond faster to market changes? Picking and prioritizing projects is critical, and during this session we share effective approaches used by IBM clients that will help you in mapping your path to greater flexibility.

Starting out on the right foot: Successful pilot projects

In order to validate the benefits, as well as to optimize their evolution towards increased business flexibility and business efficiency, IBM clients often begin with a pilot. A pilot approach helps you better manage risk, increase skills, and ensure you are ready to expand and take on additional business projects. To help ensure the success of your pilot, we will share our experience with several real-world projects and discuss critical successes that led to a successful pilot.

Modeling your way to assured success: Designing, simulating, and collaborating on new business processes

After selecting and prioritizing the dynamic processes most critical to your business, you need an effective approach to transformation—one that create best-of-breed business processes that truly deliver greater flexibility and efficiency. You need an approach that promotes cross-team creativity and collaboration. In this session we will demonstrate effective business tools and techniques that have been used effectively by IBM clients to model, simulate and deploy revised business processes that optimize business value and return on investment (ROI).

Driving performance with metrics that matter

To effectively manage your business you must identify key performance indicators, set objectives and provide a means to get timely feedback on business performance against those objectives. Picking the metrics that matter is a critical task in

every business transformation project. Too often, reporting on performance requires manual recording of data, rekeying data into spreadsheets or presentations and manually calculating results—all of which is too time consuming. This session will provide valuable insight into developing an effective business metrics and monitoring strategy. Learn how to interconnect the right key performance metrics with the right people, at the right time and in real-time, to help you improve your results.

Dollars and cents: Justifying and financing your business flexibility project

Much like the Internet before it, a new approach to business solutions is sweeping through companies. Thanks to SOA, business leaders are fast commissioning new products and services, at lower cost and with less labor. With SOA, good things don't come to those who wait. Companies building a business case for SOA should, in the interest of speed, take a simpler, more-intuitive approach. During this session you will learn about a framework for understanding the value of this new technology and a simplified approach to measuring return on investments in SOA. This session will also highlight innovative financing options to help clients increase their buying power, match costs to benefits and preserve cash for other strategic investments.

Effective governance for sharing best-of-breed processes across your enterprise

Market forces are driving companies to respond with flexible business processes, yet they must balance this flexibility with the need to meet corporate and investor reporting requirements. Business executives are looking to create robust governance capabilities throughout their company to respond to business changes quickly and confidently, lowering the overall risk associated with new business projects. And professional investors are rewarding these efforts, paying premiums of 18-26 percent for stocks of firms with strong governance. Discover how companies are using effective governance to share best-of-breed processes while maintaining the necessary control to ensure both consistency across the company and reporting compliance.



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