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July 18 | Sandton Convention Centre, Johannesburg

Smarter Processes – Reinventing Business Operations

Andreas Dax



<https://www.facebook.com/IBMSouthAfrica/events>



#IBMBC2013



IBM Working Smarter For The Future

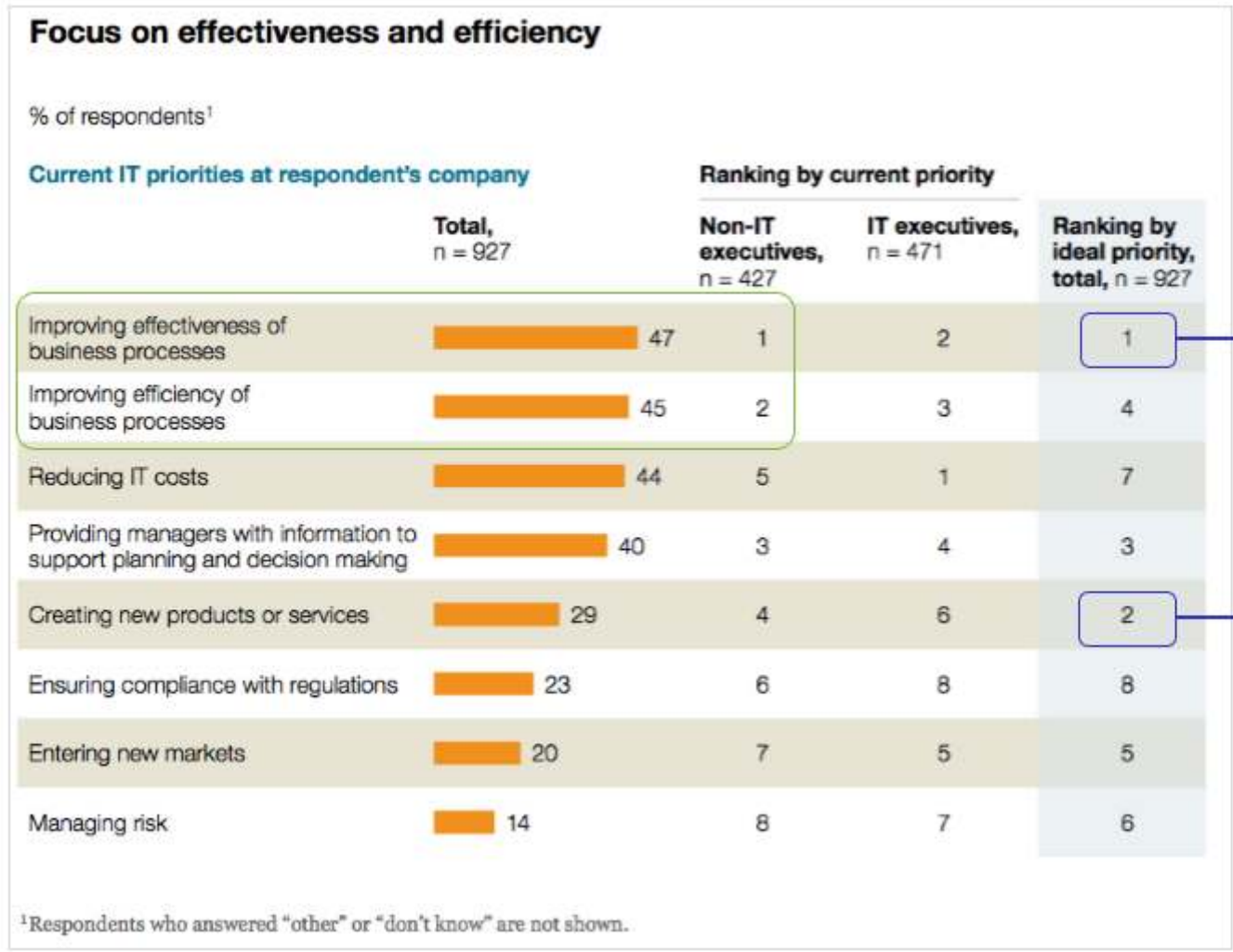


AGENDA

- IBM Directs The Future – What Analysts & Customers say
- Where To From Here – IBM's integrated end-to-end offering
- Smarter Processes – Reinventing Business operations
- Software that Sets The Trends - Demo



Business Process Effectiveness top priority of CEOs



Even in strategic intent, respondents ranked process above creating new products and services

McKinsey 2011 Technology Survey of 927 IT and non-IT Executives, December 2011



Transformation requires better processes & decisions



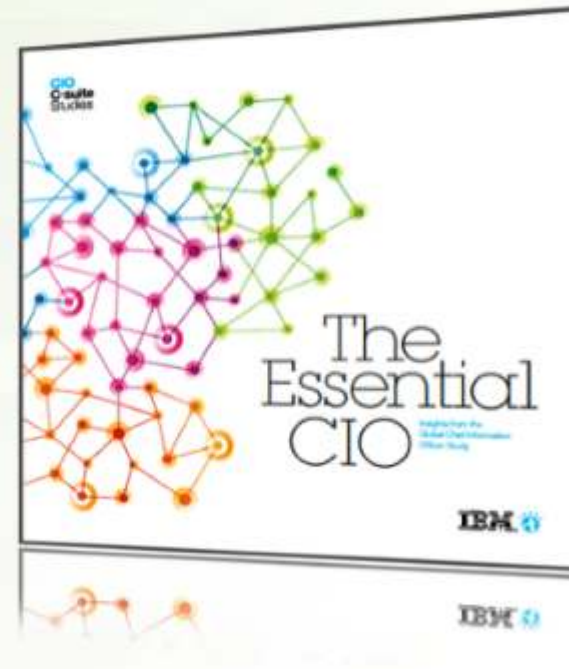
Based on interviews with over 3,000 CIOs...

75%

of CIOs with mandates to **transform the business** are looking to “drive **better real time decisions.**”

99%

of CIOs with mandates to **transform the business** are looking to drive “**better internal collaboration processes.**”



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Effective and efficient process delivery results



Horizon Healthcare *speeds up payments to members and providers* while achieving **over 300%** return on investment



City of Madrid *reduces emergency response time* by **25%** through end-to-end co-ordination of emergency and municipal services

Globe Telecom *increases promotion related sales* by **112%** through an improved customer experience and more effective campaigns



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Then customer's voice



“

When we improve or create new processes with IBM BPM, we get closer to the customer and generate new revenue sources.

”

**Angelo Figaro, CIO
Renault do Brasil**



Analyst's comments



Jim Sinur
VP Gartner
Research

“Consistently produces highly intuitive software that addresses each role's perspective, while providing an integrated round-trip user experience.”

“IBM's *best-in-class product strategy and road map* emphasize strong support for both business and technical teams for business process improvement ”

Forrester Wave Business Process Management Suites, Q3 2010



Clay Richardson
Senior Analyst
Forrester



“Has set the tone for BPM suites in the new social era.”

<http://adamdeane.wordpress.com/2010/11/19/ibm-blueworks-live>

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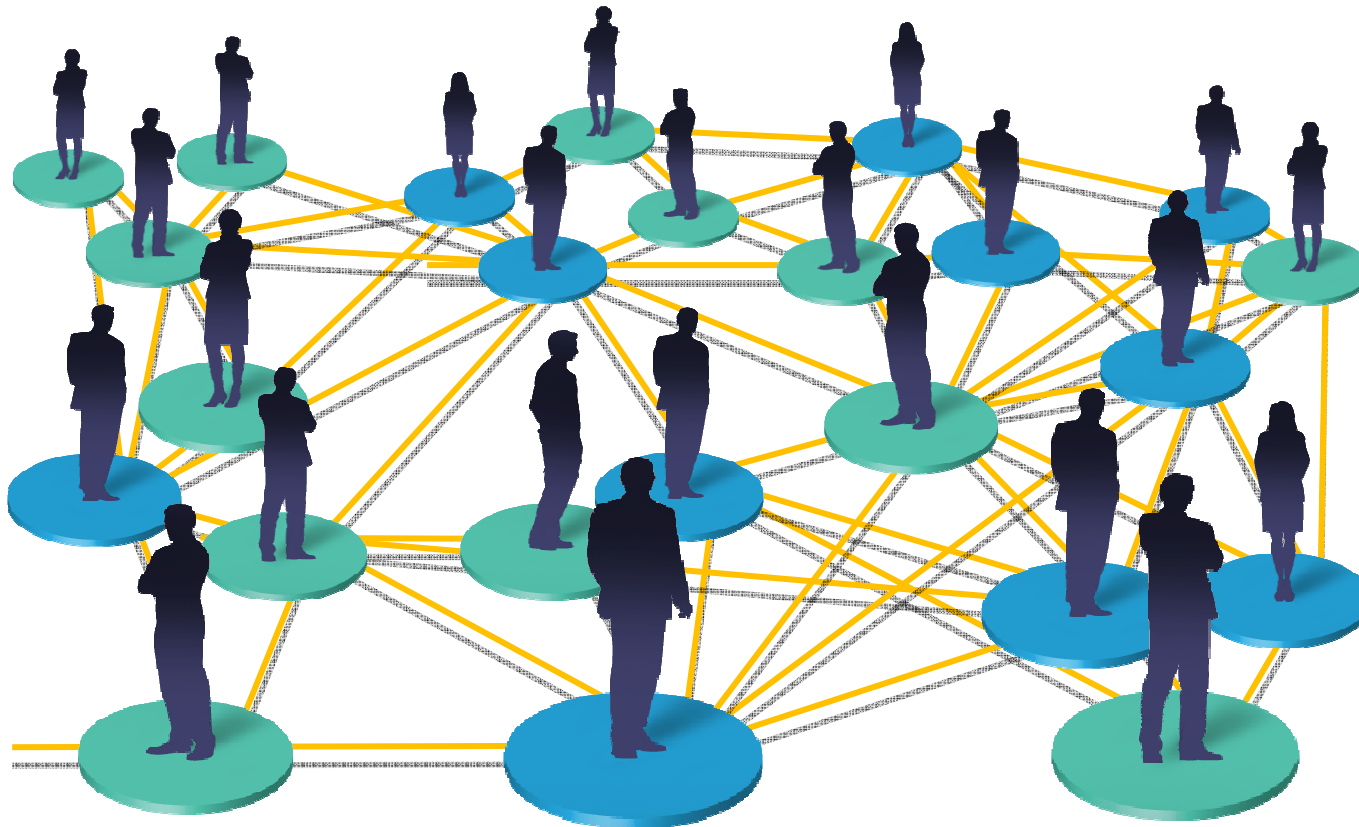
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Why is IBM market leader in BPM?



Creating or improving business processes requires an understanding of how people work

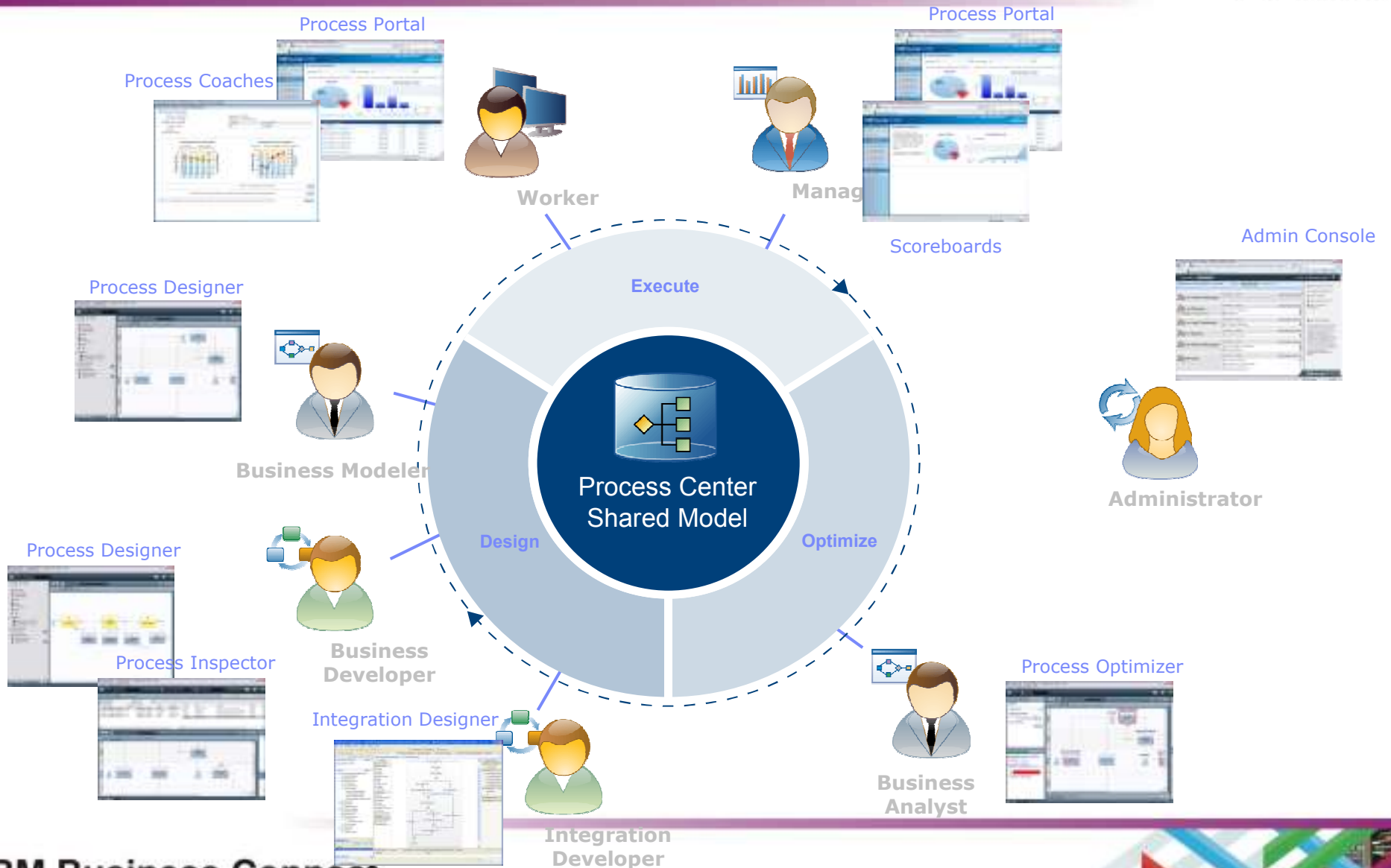


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IBM BPM full lifecycle capability



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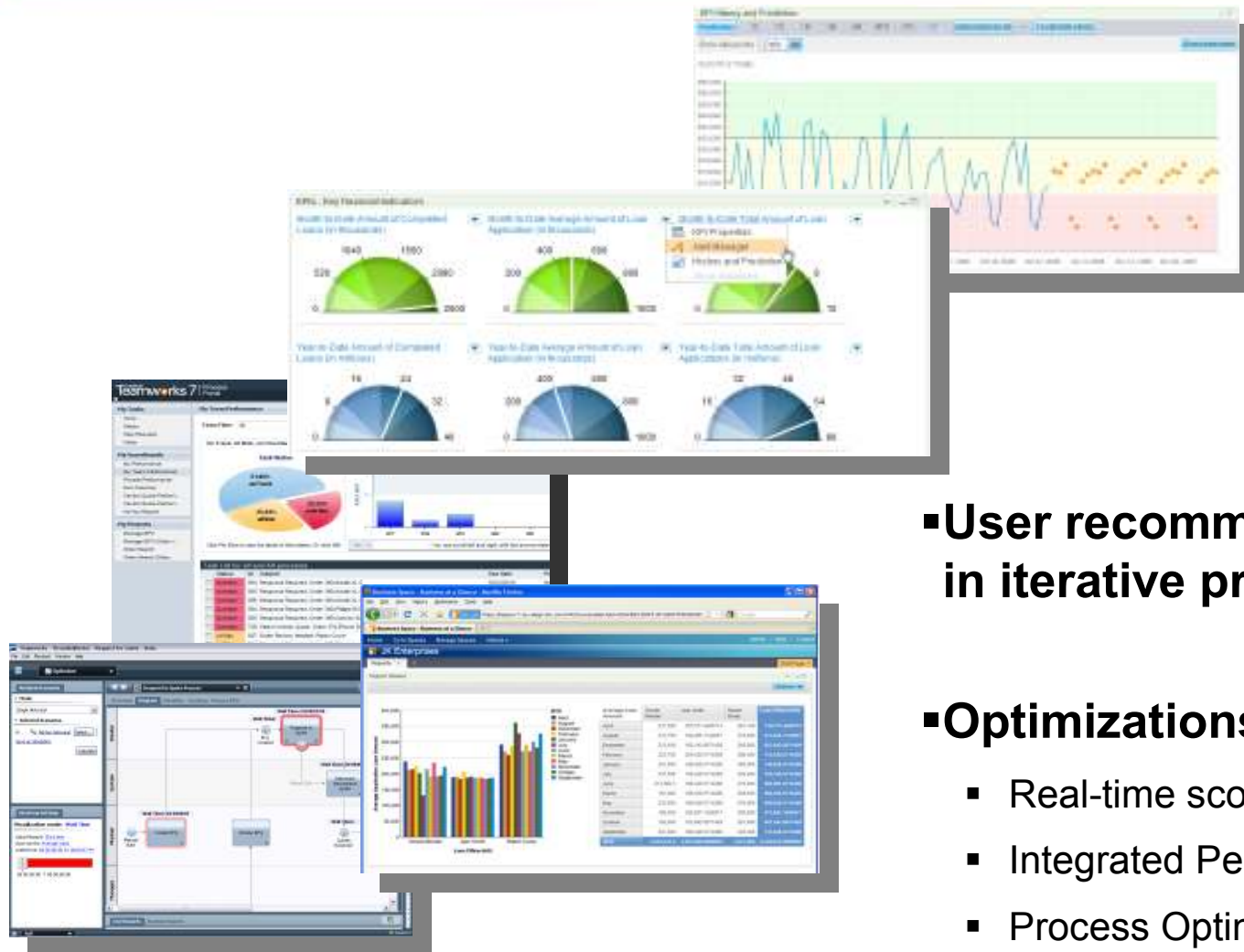
At a glance



- Collaborative Platform
- Repeatable & iterative development cycle
- What you model is what is executed
- Shortened cycle of development
- Decrease maintenance workload
- No code approach



IBM BPM Offers Visibility and Optimization



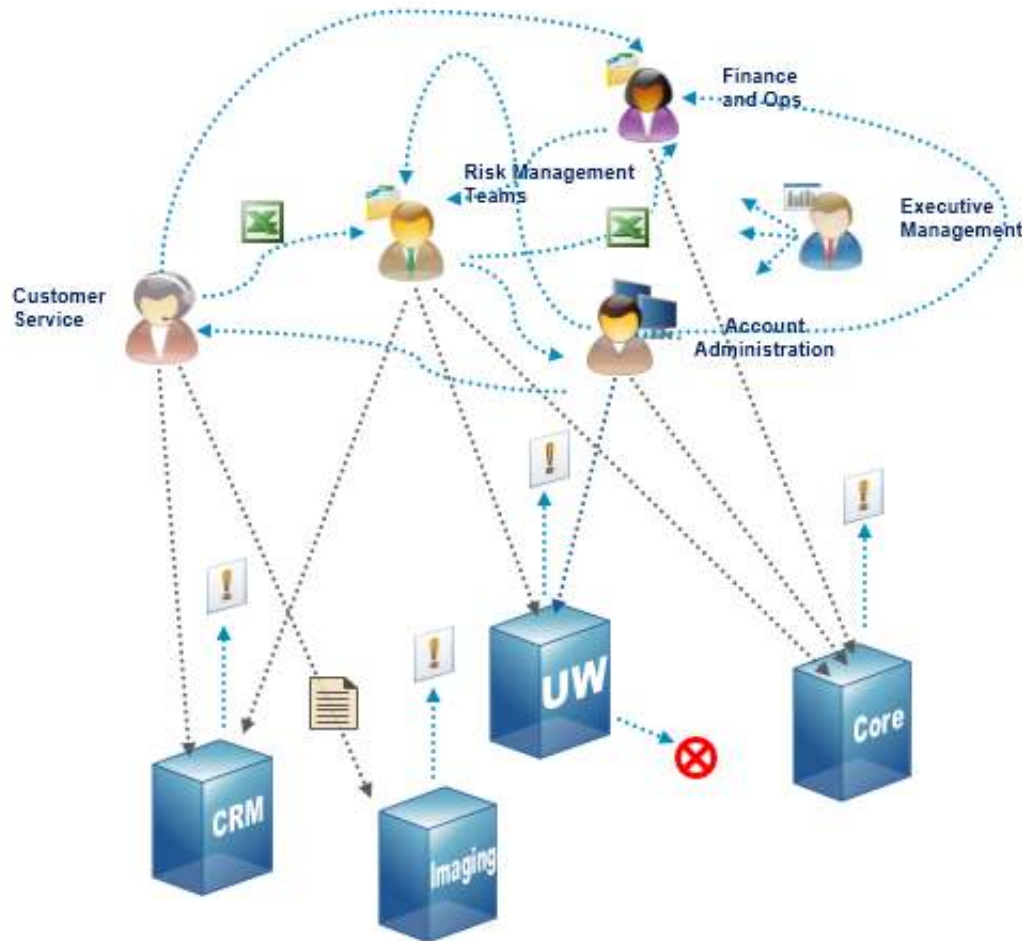
- User recommendations result in iterative process enhancements
- Optimizations through
 - Real-time scoreboards
 - Integrated Performance Data Warehouse
 - Process Optimizer

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IBM BPM Offers full end-to-end integration



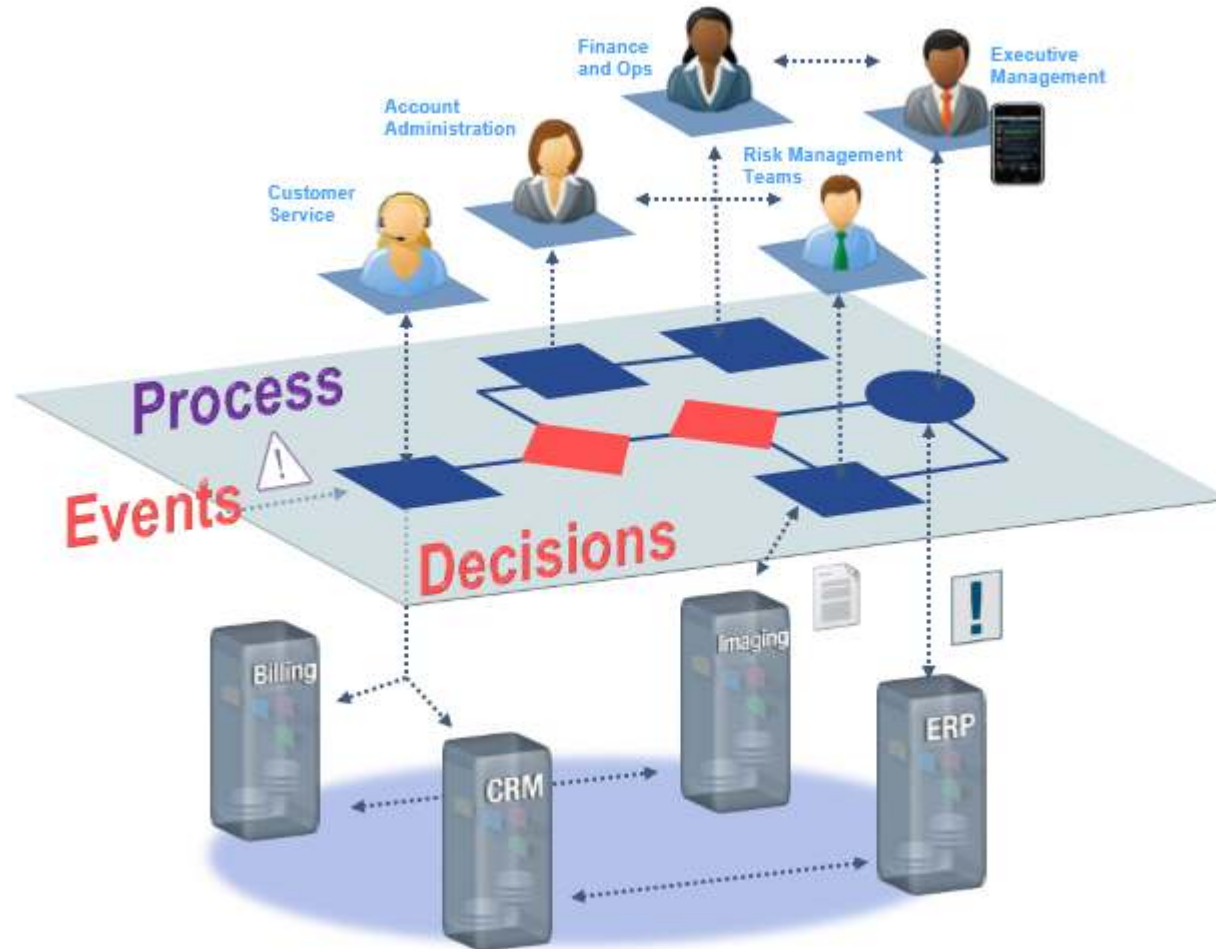
What to do?
How to do it?
When to do it?

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IBM BPM Offers full end-to-end integration



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Another customer success story



BNP Paribas improves customer loyalty and brand recognition with better customer information.

from weeks to days

BNP Paribas creates an agile infrastructure that allows the bank to rapidly build new product offerings and deliver targeted promotions



Business problem: BNP Paribas realized that customers were increasingly demanding products and services tailored to their personal needs—key to winning customer loyalty and increasing profits.

Solution: Use IBM software to develop, manage and access master data, quickly define product offers and identify complex relationships between offers and sales. Allows customers to receive product offers filtered according to individual profiles and eligibility.

“We will be able to reduce time-to-market for businesses from weeks to days.”
—Vladimir Milojkovic, Prime Contracting Project Manager, BNP Paribas





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New forces disrupt how companies do business



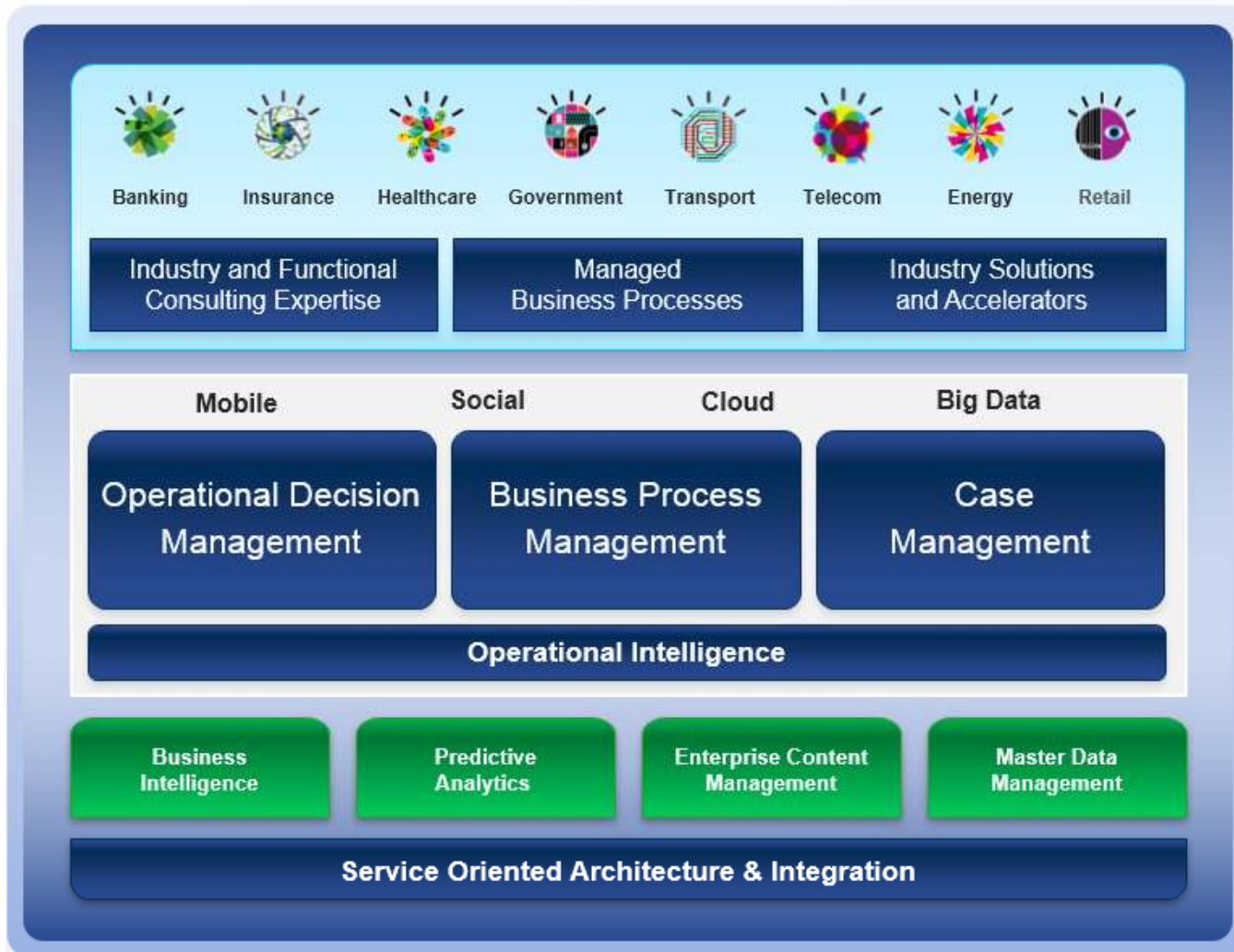
Mobile	\$3.6B spend by 2014	Mobile requires process reinvention Forrester forecasts that companies will spend about \$900 million on mobile process reinvention services in 2013 and up to \$2.7 billion in 2014	
Social	25% productivity improvement	Socially-enabled processes drive increased productivity According to McKinsey, social technologies, when used within and across enterprises, can raise productivity of high-skill knowledge workers by 20 to 25%	
Cloud	47% growth in cloud processes	Cloud deployments force companies to rethink their processes Gartner ranks Business Process as a Service (BPaaS) as the fastest growing cloud segment with 47% annual growth	
Big Data	€100B government savings	Big data drives insight into processes McKinsey found government administration could save more than €100 billion in operational efficiency improvements alone by using big data	

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Key IBM capabilities for Smarter Processes



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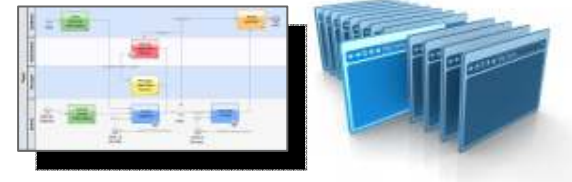
Guiding Principles of Our BPM Offering



*Model-driven Automation +
Collaboration & Sharing*



*Simplified Experience to
Maximize Business
Participation*



Powerfully Simple



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*Enterprise-Wide
Visibility, Scalability,
and Governance*

*Accessible Anytime,
Anywhere*



IBM BPM for Smarter Process – Key Differentiators



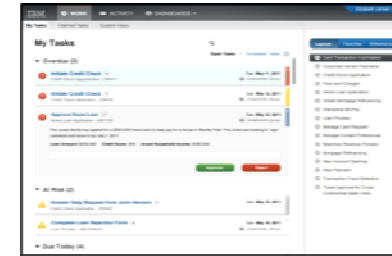
10. Flexible Smarter Process



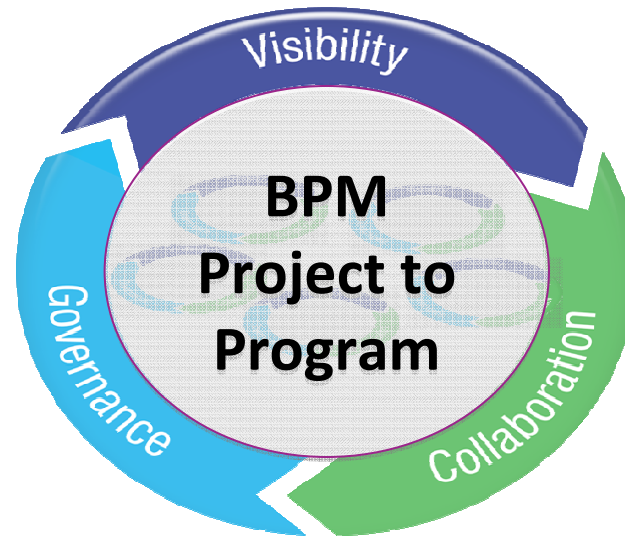
1. Process Discovery



2. Social Coach-Based Dashboards



9. Proven Methodology: Rapid, Agile, Iterative



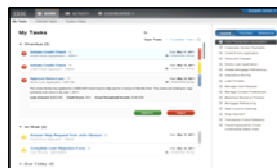
3. Social Intelligent Dashboards



8. BPM for Private/Public Clouds



7. Embedded Decision Authoring



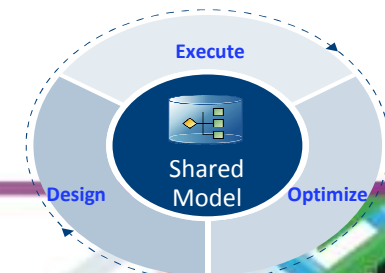
6. Mobility



5. Process Optimizer



4. Process Center



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Key Differentiator #1 – Process Discovery

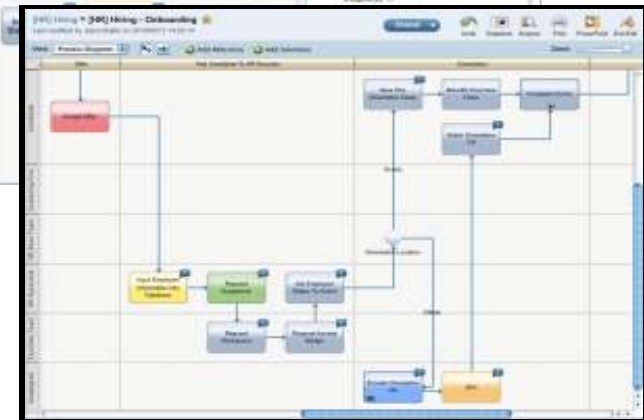


What It Offers

- Insight into processes
- Evergreen documentation
- Rich template library
- Graphically model decisions
- Capture key characteristics
- Collaborate with others
- Track and review changes
- Share documentation
- Find interesting decisions and see where they're used
- Identify candidates for automation

Benefits

- Easy for novices, rich for experts
- Keeps everyone current and engaged
- Participation of Business and IT



Items I'm Following

This is the list of all the items you are following. You can add and remove items from the list, as well as view the recent activity for each item.

Processes 3 Projects 3 Activities 3 Values

All Changed

- Account Payable**
 Last modified by Chris Ripoll on 2009/10/18 14:22:50
- Develop business strategy**
 Last modified by Justine Barrow on 2013/04/01 02:29:00
- Expense Reimbursement**
 Last modified by Jason Butler on 2010/05/28 10:26:48
- Manage change**
 Last modified by KC Williams on 2010/06/11 16:19:42

Recent Changes

Add Comment

Jason Butler: Make sure to consult with the candidate and Manager the date will work. 25/10/09/13 14:53:14 - Reply

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Key Differentiator #2: Social, Actionable Coach Dashboards

Gantt-style aggregated measures of duration across time



The screenshot displays the IBM Business Process Manager interface. On the left, there is a navigation pane with 'Libraries', 'Lists', and 'Discussions'. The main area features a Gantt-style chart with tasks like 'Credit R...', 'Create C...', 'Attach Backup...', 'SAP Ent...', and 'Release L...'. To the left of the chart is a social feed with comments from Chris Walk and Chris Berg. On the right, a list of team members is shown with their names, roles, and task counts.

Create tailored operational dashboards to offer **Annotated Diagrams, Gain visibility into work cases that are Overdue / At Risk / On Track**

Manage work across a team – identify open tasks at risk

Create tailored operational dashboards to offer **enhanced visibility for process owners, team leaders and process participants**



Key Differentiator #3 – Social Intelligent Dashboards

The screenshot displays a 'Deployment Operations Dashboard' with several key components:

- Map:** A satellite-style map showing a city area with several red circular markers indicating incident locations. A large black circle highlights a central area, and blue arrows point from a text box to these markers.
- Alerts Table:** A table titled 'Enter/Exit Alerts' with columns: Identifier, EntType, Area, Type, EnterArea, HalyId, LocEvent, and Action. It lists three incidents with identifiers ABC-0003, ABC-0076, and ABC-1234.
- Team Performance Dashboard:** A section for 'Order Entry Team 2' showing 'Quick Stats' (45 Overdue, 108 At Risk, 156 On Track), 'Task Volume' (309 Total Open Tasks, 580 Tasks Completed Today), and a 'Roster' of team members.
- Notification Window:** A pop-up window showing an email notification from 'CEP Notifications' with subject 'Notification from CEP' and details about a SAR event.

✓ Incidents Reported, Gather and correlate process metrics and business data for continuous improvement

1. Single BPMN model drives monitoring as well as execution
2. Data analysis performed continuously on-the-fly
3. Real-time visibility to tasks, SLAs that may be at risk

▪ **Social, Actionable Coach-Based Dashboards** provide visibility into work-in-progress and the ability to take corrective action when necessary



Key Differentiator #4 - Process Center



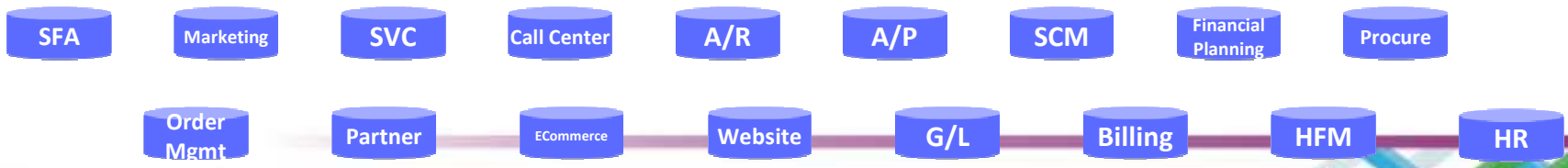
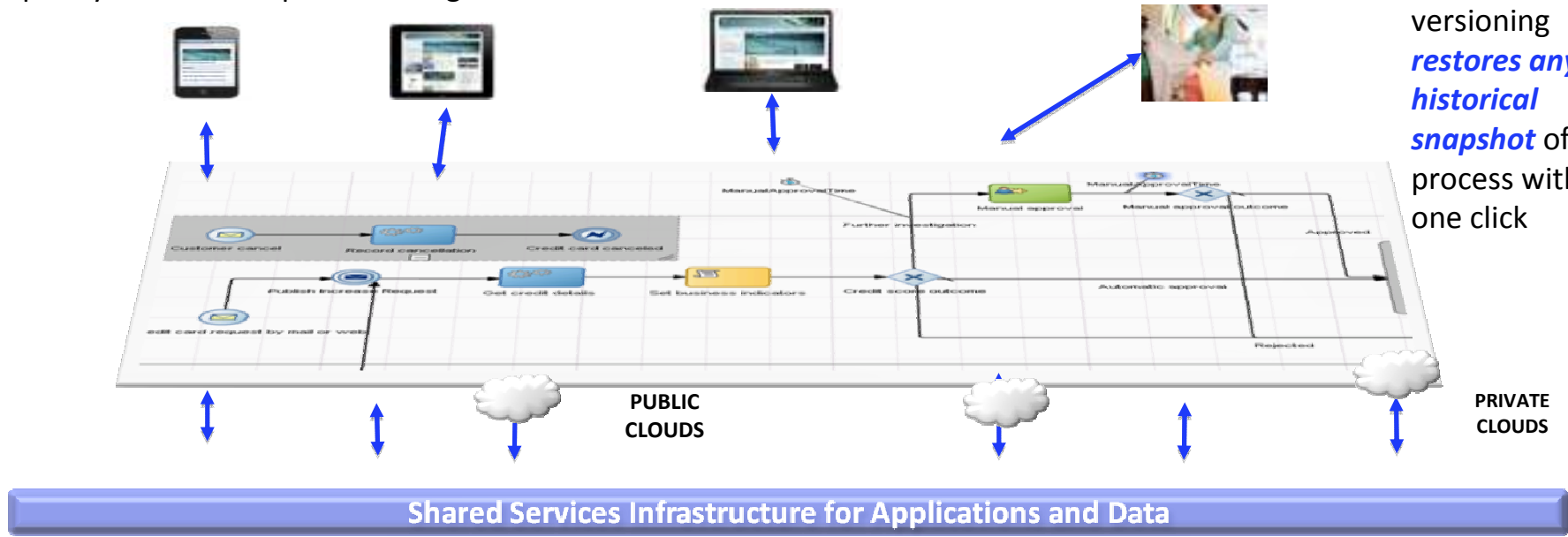
Process **Playback** to quickly define, test, and deploy complete BPM solutions

- ✓ Playback and test exactly how the process will run
- ✓ Iterate quickly on different process designs

✓ Snapshots capture the state of all process artifacts at a specific point to **reduce version management complexity** with a single click

Process Center eases Collaborative Development, simplifies Operations and supports Project to Program!

✓ Back-in-time versioning **restores any historical snapshot** of a process with just one click



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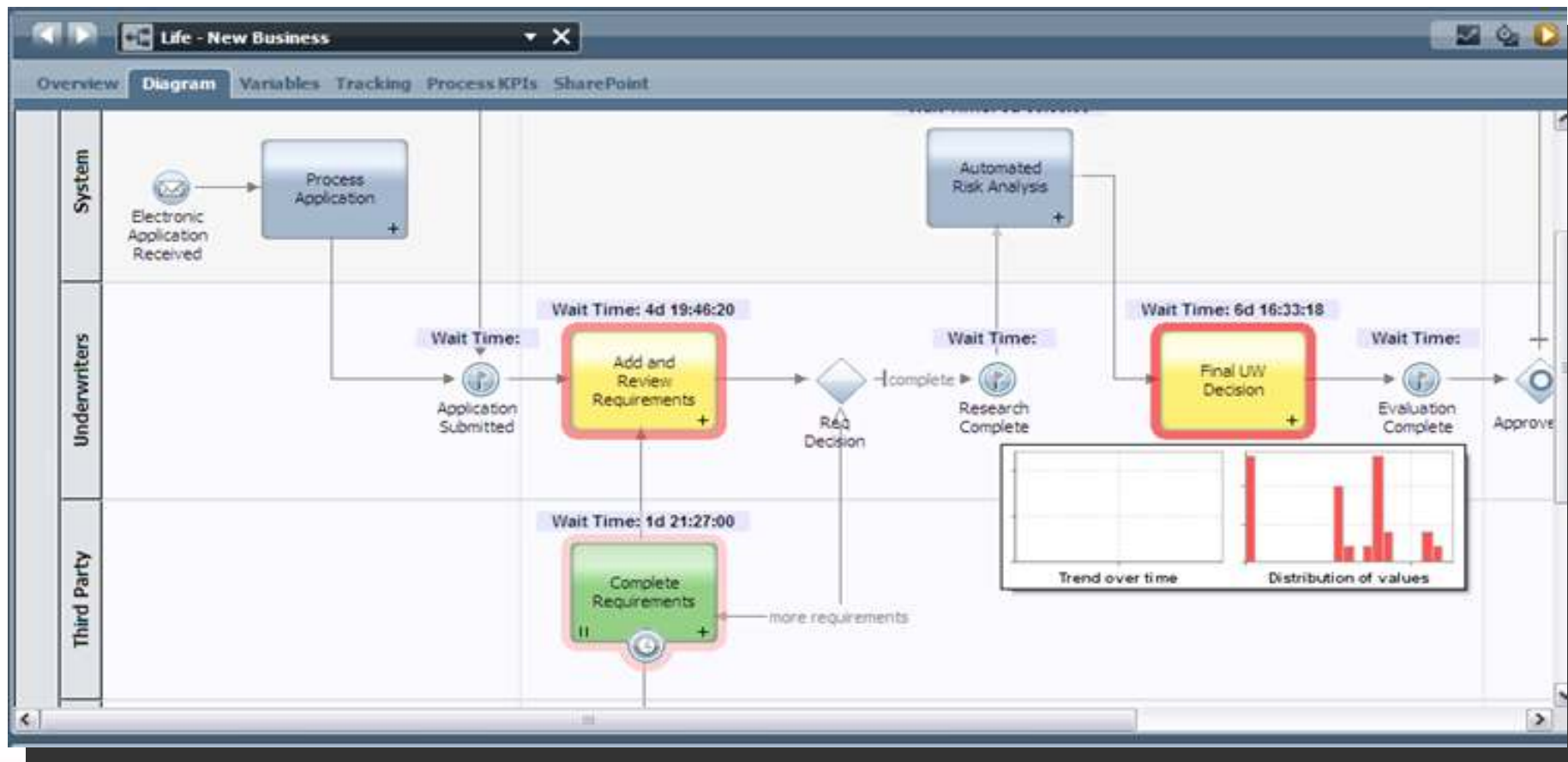
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Key Differentiator #5 – Process Optimizer



- **Detects bottlenecks** and **performance thresholds** and displays them using visual heat map overlays



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Key Differentiator #6 - Mobility



IBM Mobility Enables:

- Social dashboards,
- Decisions and process down to mobile workforce
- Decisioning on pure mobile data like geo-location



Mobile application behavior managed by business rules

- Jumpstart your custom IBM BPM mobile application
- IBM BPM mobile support so they can do claims / policies on mobile devices.

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Key Differentiator #7 – Native Embedded Decision Authoring Capabilities



The screenshot displays the IBM Business Connect decision authoring interface. It is divided into two main sections: Rule configuration and Decision Table configuration.

Rule Configuration:

- Current Project: miniloan-rules
- Tab: Rule
- Dropdown: minimum credit score
- Buttons: Create Rule, Save Rule, Remove Rule
- Logic: **if** the credit score of 'the borrower' is less than 200 **then** add "Credit score below 200" to the messages of reject 'the loan'
- Severity table:

Severity	Line	Message
	5	The word ',' is missing.

Decision Table Configuration:

- Current Project: miniloan-rules
- Tab: Decision Table
- Dropdown: repayment and score
- Buttons: Create DT, Save DT, Remove DT, Edit preconditions, Enable custom style
- Table:

	debt to income	credit score	message	rejected
1	[0 %; 30 %]	[0; 200[debt-to-income too high compared to credit score	-
2	[0 %; 30 %]	[200; 800[
3	[30 %; 45 %]	[0; 400[debt-to-income too high compared to credit score	-
4	[30 %; 45 %]	[400; 800[
5	[45 %; 50 %]	[0; 600[debt-to-income too high compared to credit score	-
6	[45 %; 50 %]	[600; 800[
7	≥ 50 %	[0; 800[debt-to-income too high compared to credit score	-

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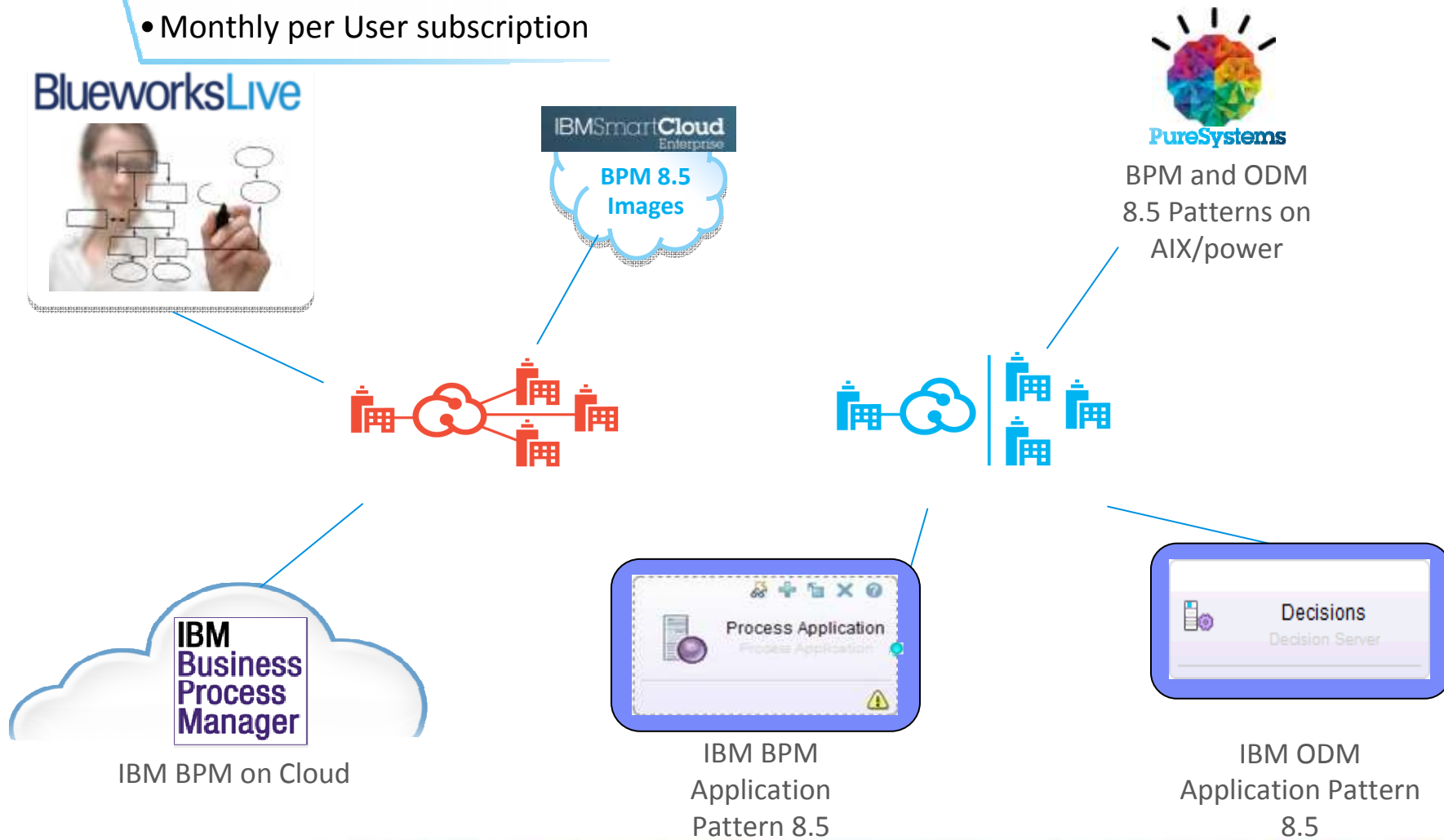
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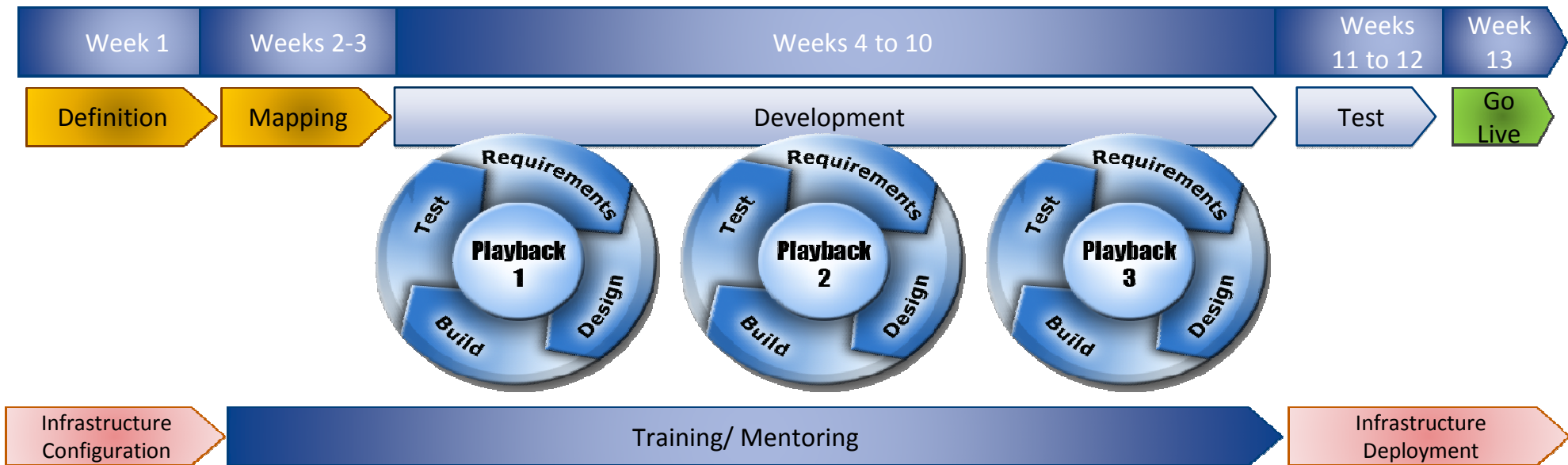
Key Differentiator #8 - IBM BPM on Cloud



- BPM Platform as a Service (PaaS) environment on SmartCloud
- Monthly per User subscription



Key Differentiator #9 - Agile Methodology



Quickly define, test, and deploy complete BPM solutions

- ✓ Minimal IT skill requirement
- ✓ Playback and test exactly how the process will run
- ✓ Iterate quickly on different process designs

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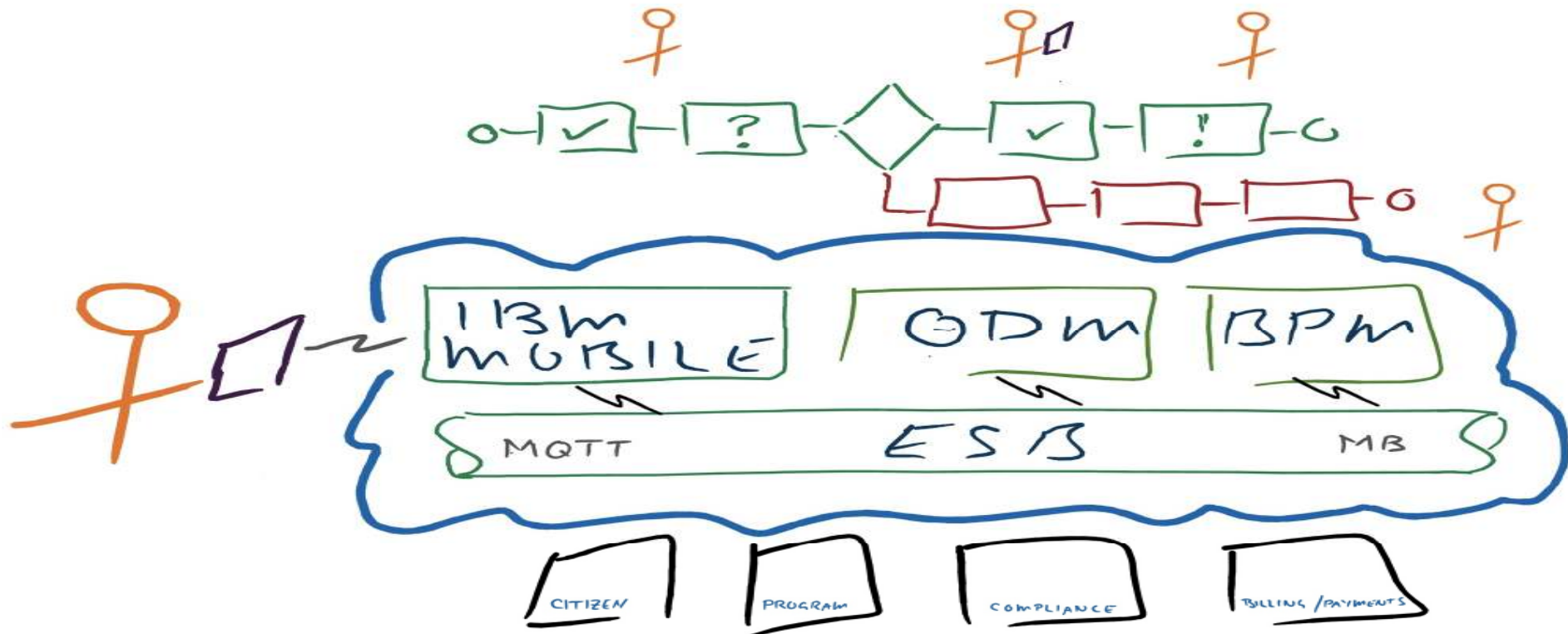
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Key Differentiator #10 - Flexible Smarter Process



- Start small, scale across functionality, buy what you need, implement only what you need.
- Seamless onboarding of new business channels, IBM provides a layered approach



The Impact of Improving Productivity with IBM BPM



Efficiency

- Eliminate Manual Data Entry Reduction in time from hours to minutes.
- Reduce Process Cycle Time Cut processing timing for compensation approval by working in native applications
- Reduce Manual Work Elimination of the manual routing of disputed invoices
- Support Business Growth Increase productivity by existing staff; leverage what you have

Effectiveness

- Handle Workload Rescuing at risk tasks all within Sharepoint.
- Make Better Decisions Better process controls by collaborating with team members
- Consistent Execution Consistent, proactive communication can increase customer satisfaction

Agility

- Faster Regulatory Compliance Compliance and governance framework across all platforms
- Support New Business Models Ability to change partners in core process to eliminate vendor lock-in

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Thank You!

