



IBM WebSphere Business Process Management

# Dynamic Business Process Management

Value Overview

**David Gallardo**

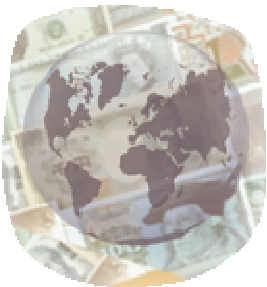
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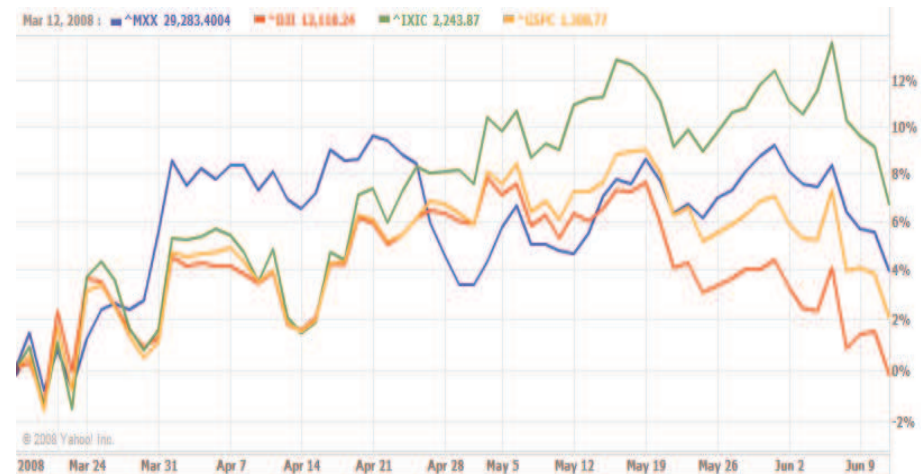
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Today's dynamic times require new levels of business performance and dynamics

Oil at \$135 a barrel



More volatile, interconnected, global business



CEOs, aren't waiting for the statistics to match a dictionary definition of recession”

Jan 25, 2008

## Exercise #1 – Good or Bad Strategies?



**1** “I’m not interested in whether we are better than the competition.”

Hasso Plattner, Vice Chairman of SAP, June 1992

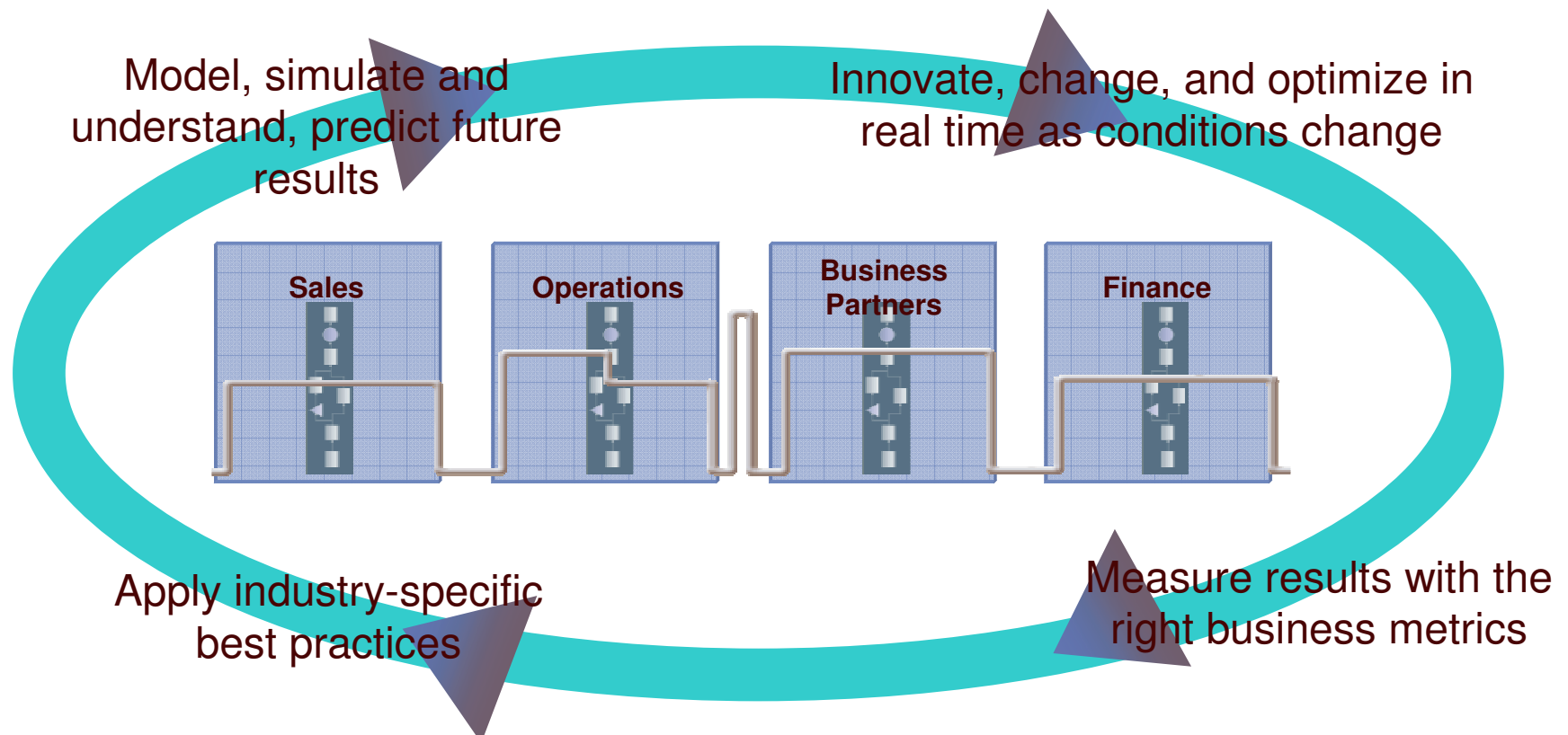
**2** “We are creating a new kind of industry leader -- one founded on customer success, world-class engineering, and best of breed products and services. In sharp contrast to our competitors, we are committed to leading the industry to open, market-unifying architectures and interoperability, which reduce complexity and cost for our customers. With this move, we will change the basis of competition in the industry.”

Carly Fiorina, Chairman and CEO of HP, March 4, 2002

**3** “There’s been a lot of speculation as to when I’m going to deliver a vision, and what I’d like to say to all of you is that the last thing our company needs right now is a vision.... (we need to) win the battle in the customers’ premises...people making things happen to serve customers.”

Lou Gerstner, Chairman and CEO of IBM, July 27, 1993

## Done right - Business Process Management allows your business to respond and adapt to change



**Your BPM Should mean Business Optimization**



## Business Leaders know what's needed from their Business Processes to achieve their Objectives

- Support **innovative business models** and new **differentiated products and services**
- **Change rapidly** and continuously **optimize operational capabilities**
- Provide a **real-time operational view** with the ability to **intervene fast**



Sources: IBM Global CEO Survey, 2008. CMP Technologies, April 2007. IBM GBS Global CFO Study 2008.

# Characteristics Of Effective Business Processes

## ■ **Process Variability**

- Agile process execution governed by Policies, Active Content, Service Selection, Rules, Analytics, Events

## ■ **Process Automation**

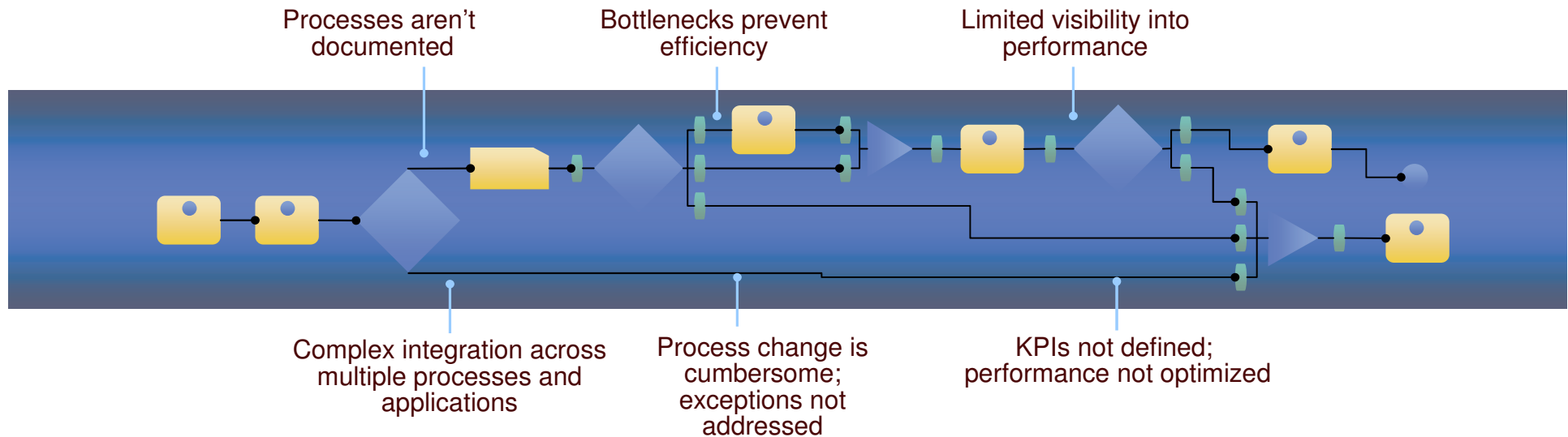
- What degree of human involvement is required?
- Organizations, roles, relationships, escalations?
- How easily can applications and services be integrated into the process?

## ■ **Process Flexibility**

- Are task “performers” easily exchanged?
- Is the process structure easily changed?

# BPM is a Discipline and One Size Does not Fit All

BPM solves common business challenges . . .



## BPM includes

Integration    Modeling    Monitoring

**Software**

Forms    Rules Engine    Workflow

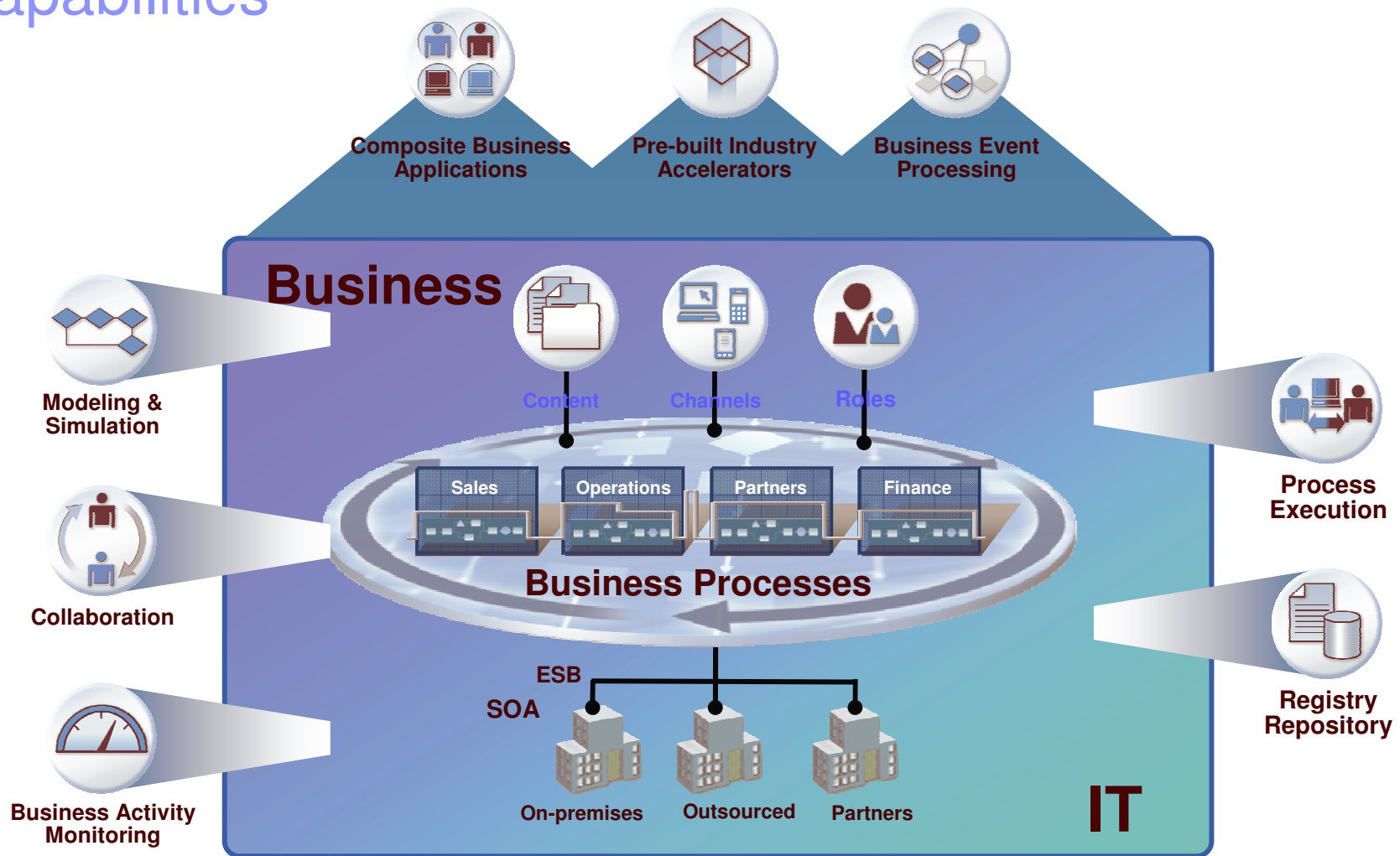
Models    Process Knowledge    Metrics

**Expertise and Assets**

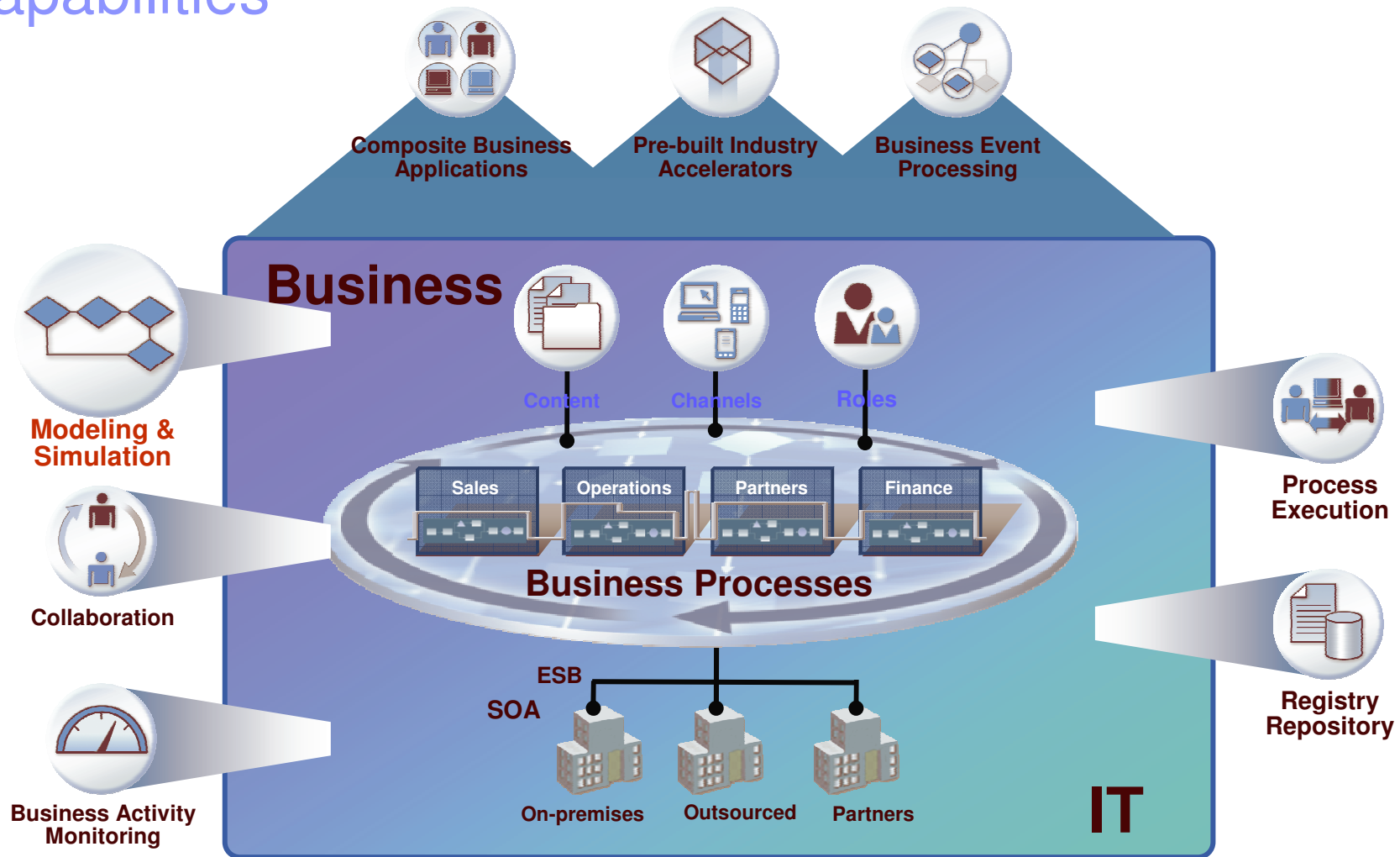
Policies    Business Logic    Methodology

*BPM governs organizational and operational activities*

# Respond Quickly to Business Demands with powerful Capabilities

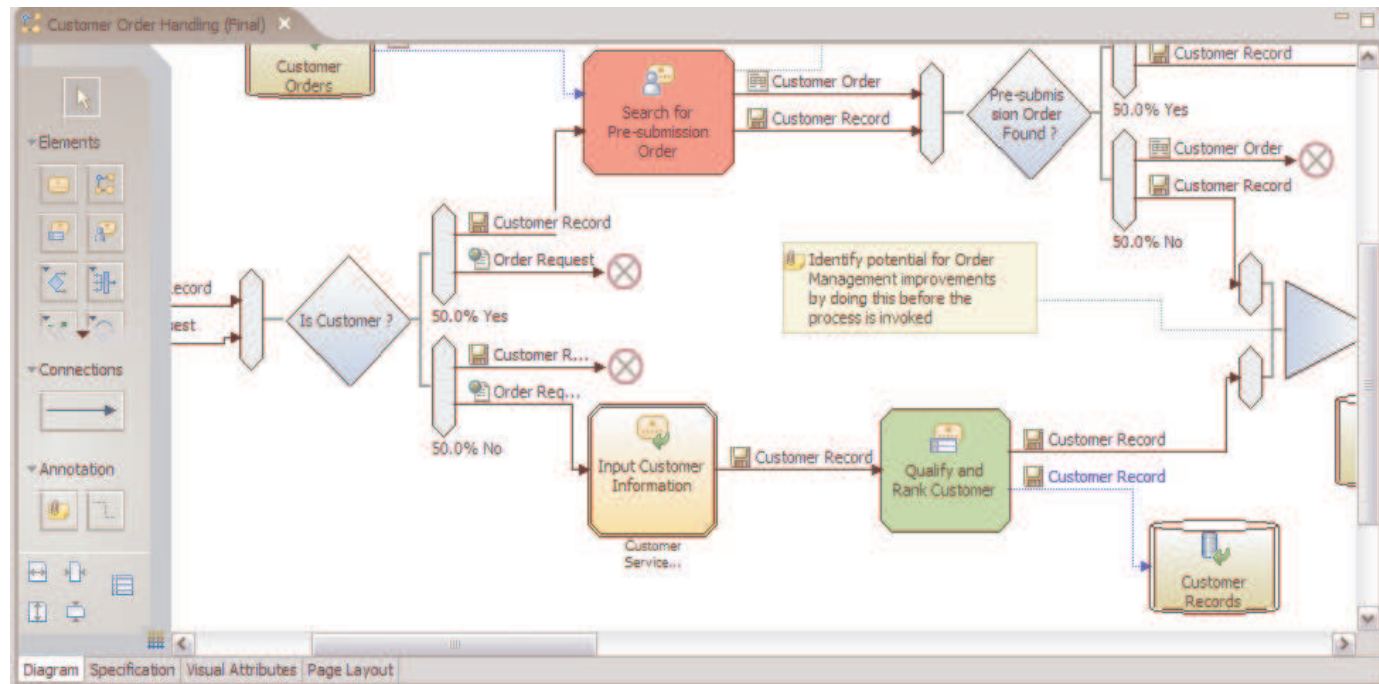


# Respond Quickly to Business Demands with powerful Capabilities



# Business-Level Modeling and Simulation

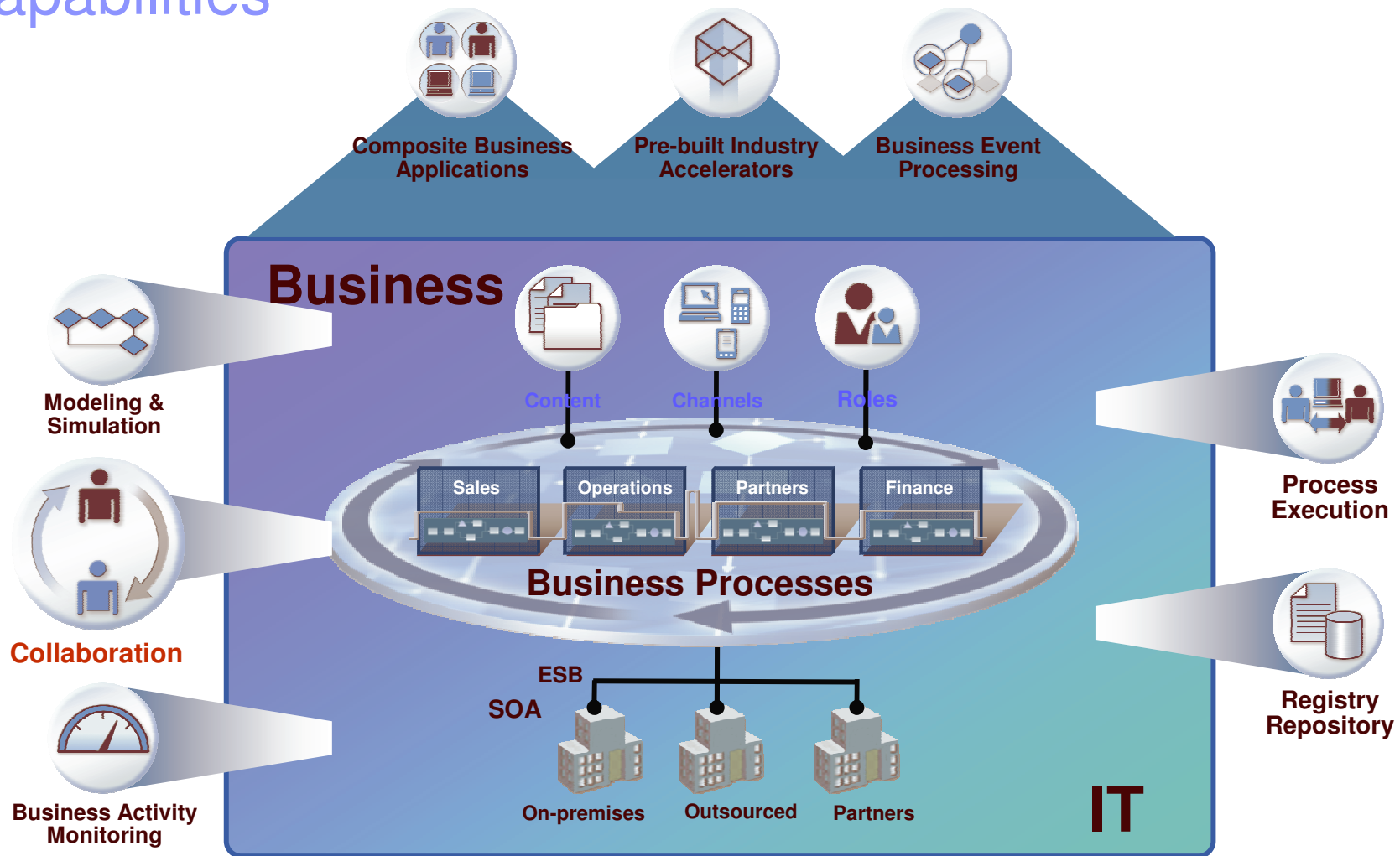
*Design accurate and precise modifications to the Business*



- Import models from Visio
- Document ALL relevant facts – not just the process diagram
- Visualize Process Properties
- Create process documentation and reports
- Drive Automation – Integration with Development Tools

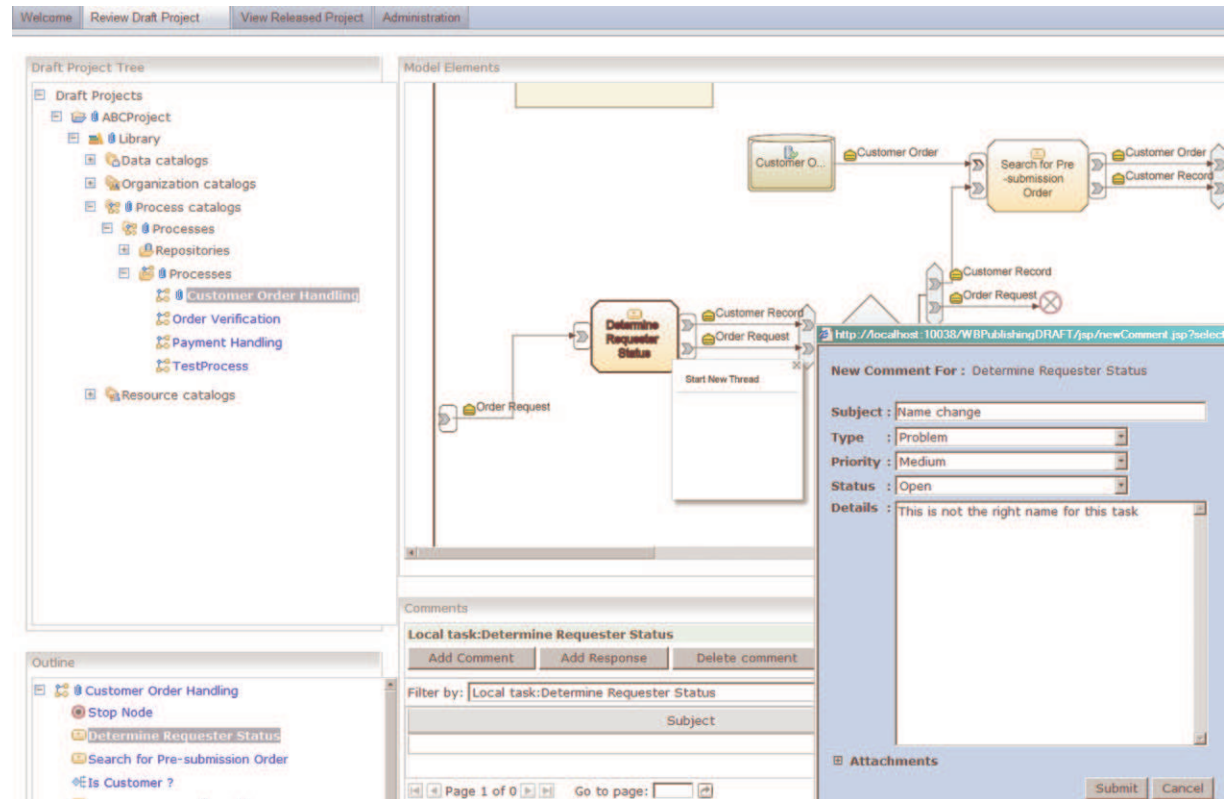


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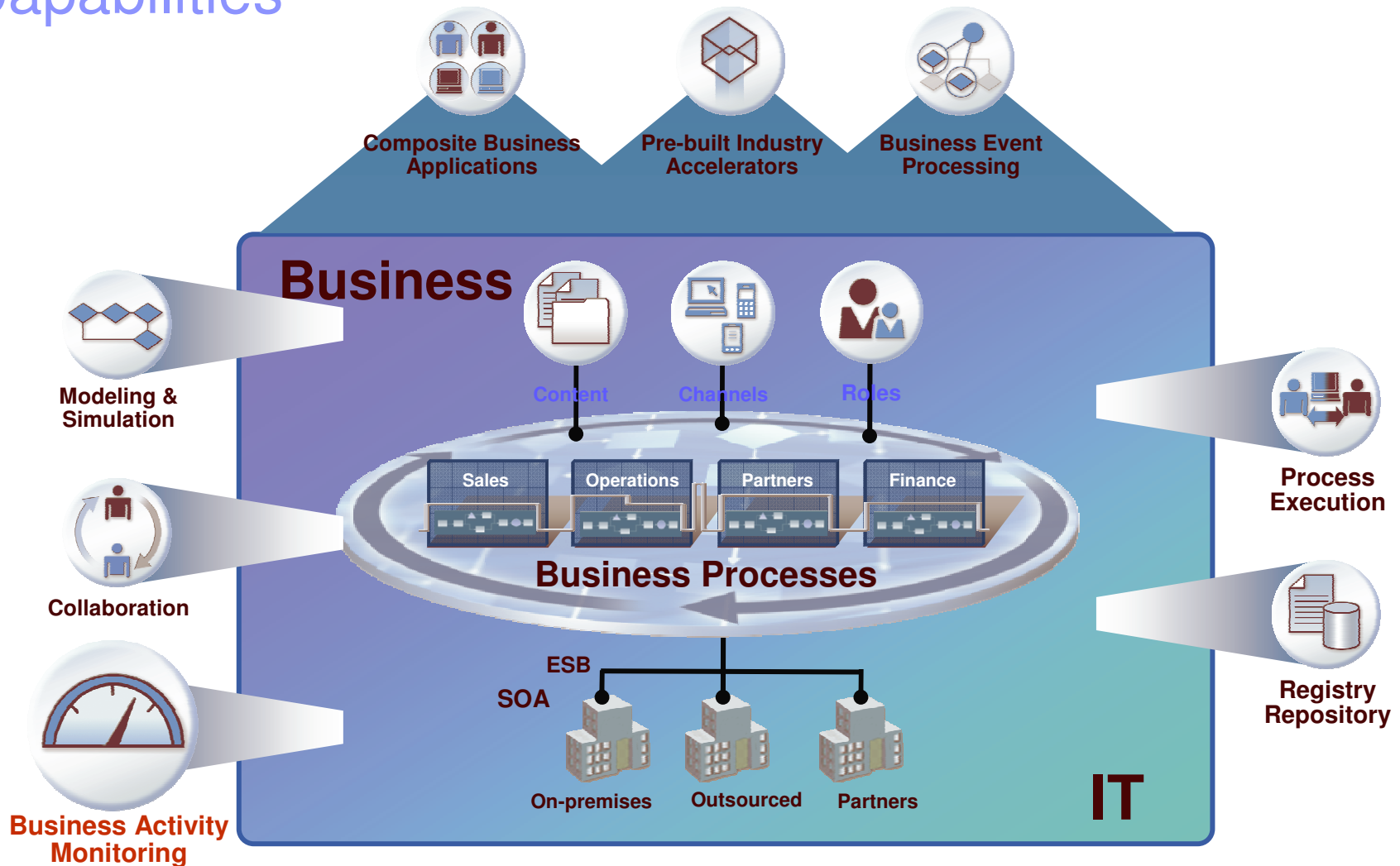
# Collaborative Business Process Design

- Use a teaming repository to provide multi-user access to models
  - Work can be performed in parallel, speeding time to value
  - Experts in each process area can define the process areas that pertain to them
  - Models are versioned, allowing for rollback and failover



- Reviews by experts who are not actively editing the models

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# Business Activity Monitoring

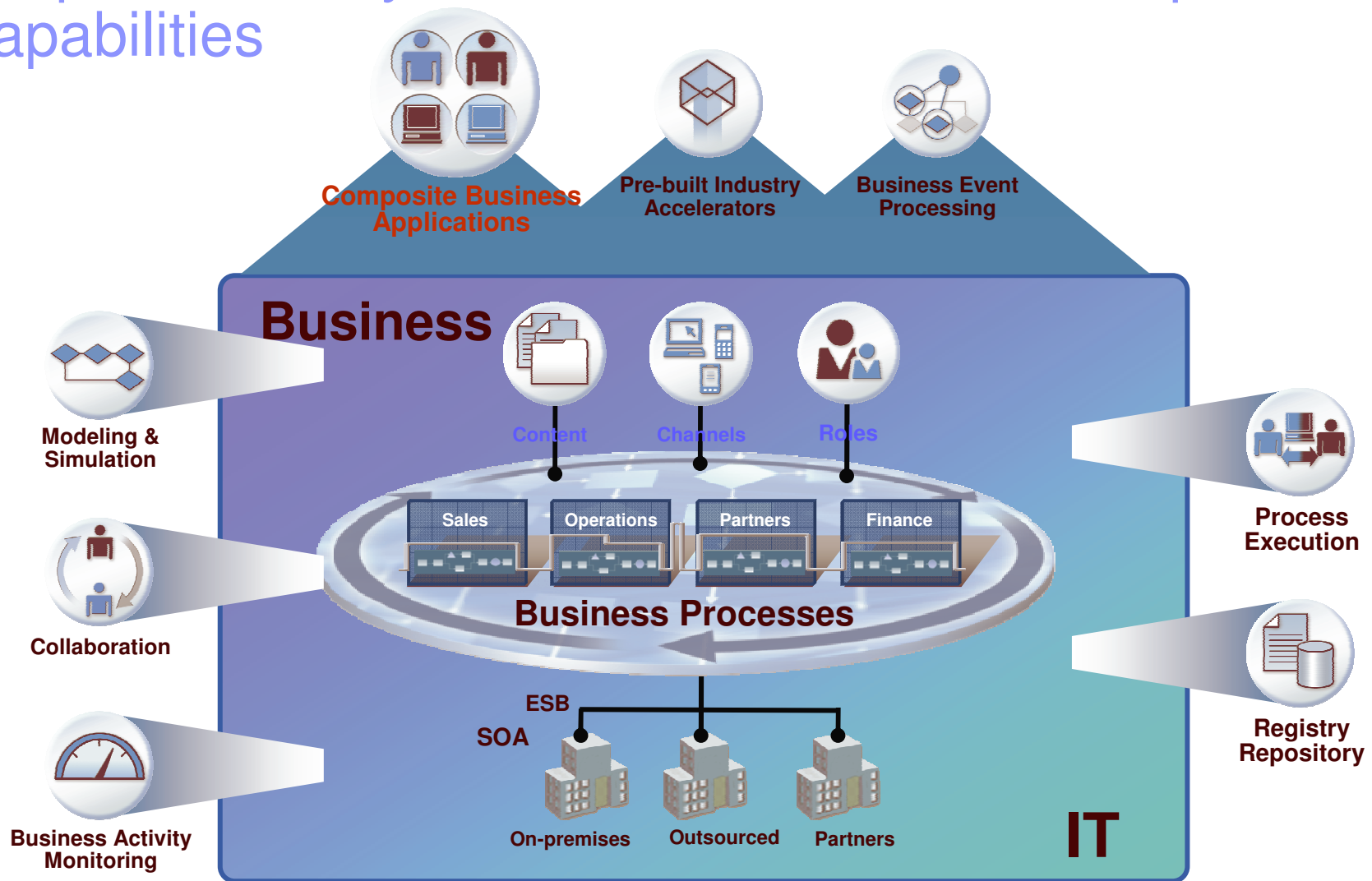
## *Actionable Insight through configurable Dashboards*

- Manage your business in real time
  - Collect information from multiple sources
  - Management dashboards and reporting capabilities, including trending
  - Utilize tools to define or customize dashboards
  - Set KPI's based upon Key Performance Objectives
  
- Intervene in deployed processes
  - Identify business situations to initiate real-time response as performance data is received
  
- Assemble metrics from multiple sources
  - Monitor both activities and applications
  - Monitor a broad set of environments
  - Use adapters and access source applications for business monitoring





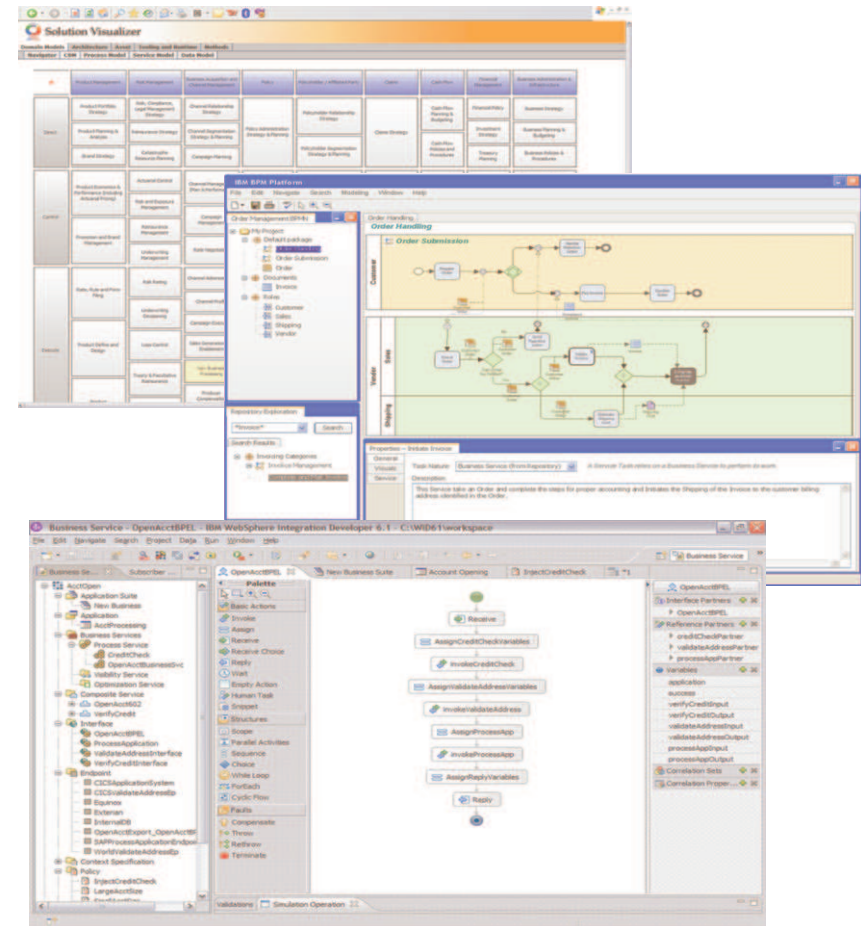
# Respond Quickly to Business Demands with powerful Capabilities



# Composite Business Applications

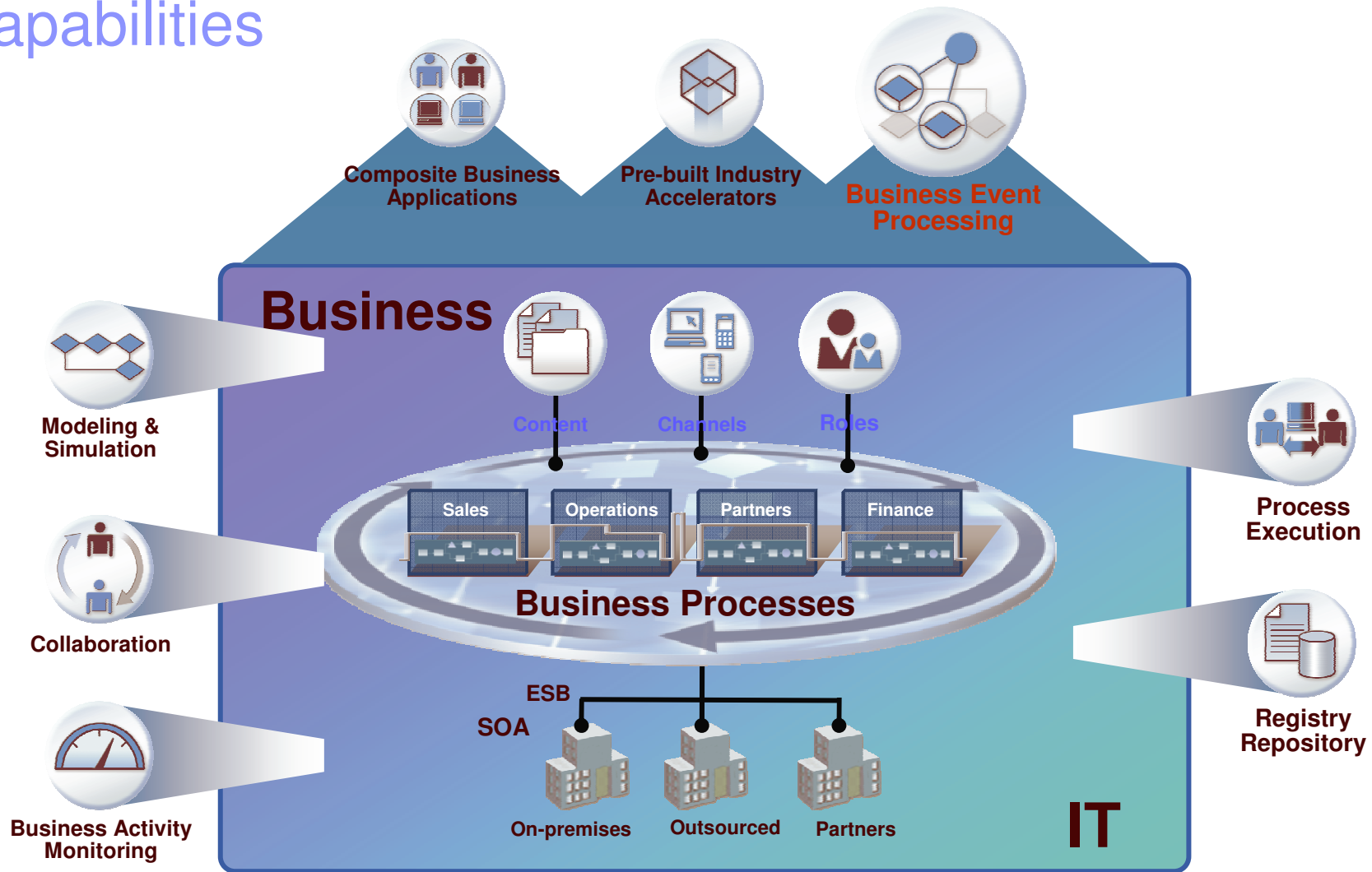
## *Enabling Dynamic Business Processes based on Policy*

- Processes, based on business service policy, respond appropriately, promptly to specific situations
- Process execution is customized based on preferences and entitlements of recipients
- Existing IT assets become more valuable by becoming elements of dynamic applications
- Further accelerate deployment with industry-specific prebuilt assets



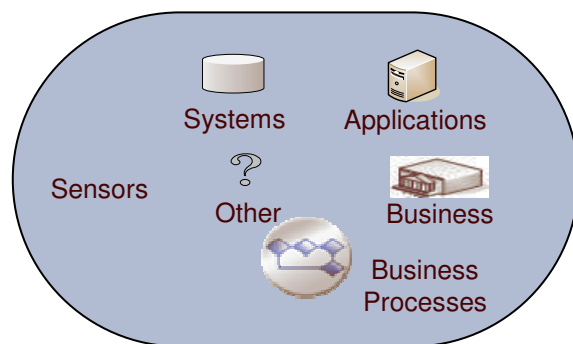


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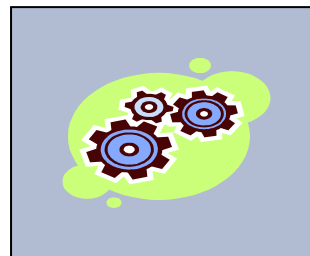
# Extending BPM with Business Event Processing

- Business Event Processing is the ability to...
  - Receive or extract events from multiple sources
  - Detect “business situations” based on event patterns and data
  - Derive new events (i.e. through aggregation, information enrichment, etc.)
- Business Event Processing provides two key benefits:
  - Earlier and more intelligent insight leading to timely and effective business decisions
  - Loose coupling of applications to improve time-to-deployment, flexibility and maintenance



***Generate and publish events***

## Event Processing



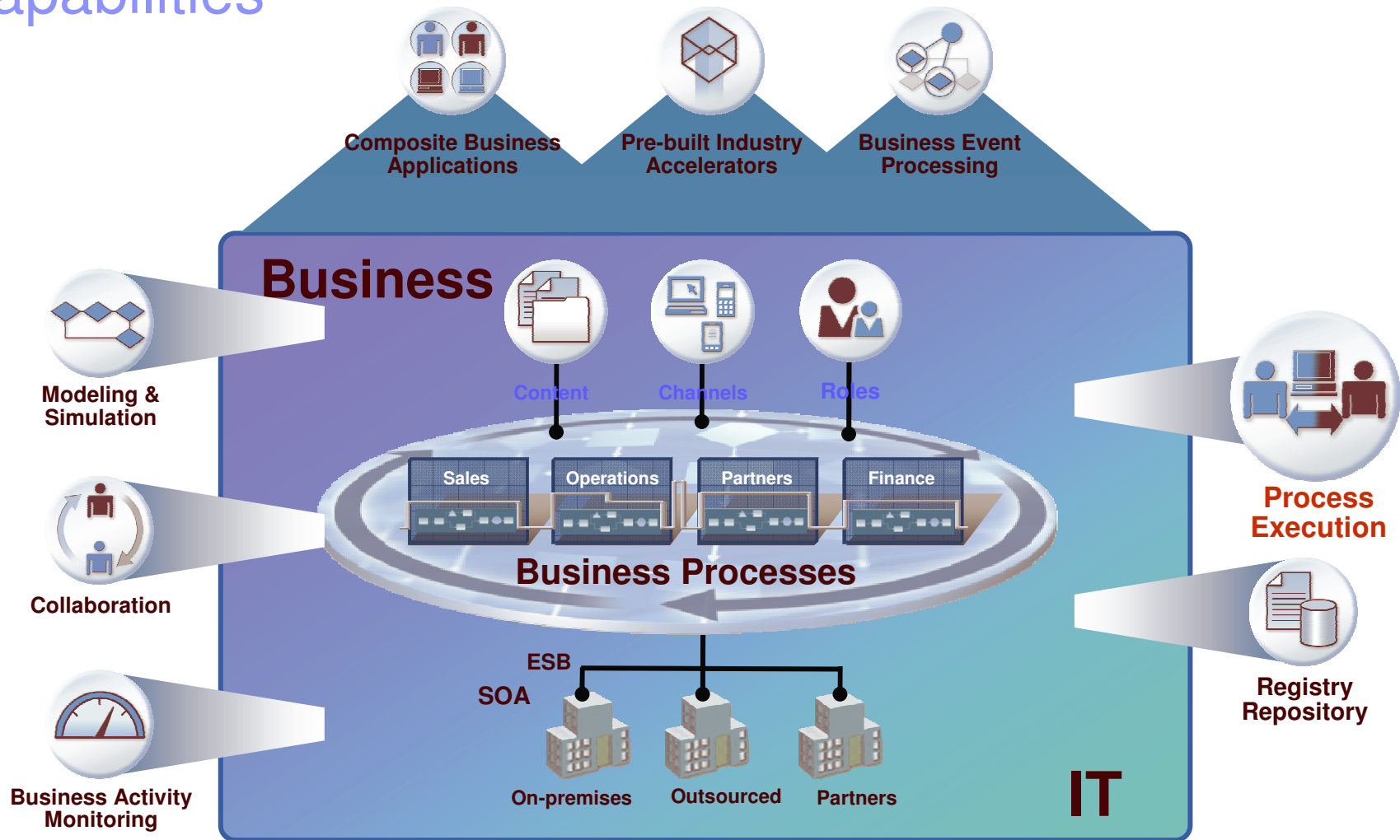
***Perform operations  
on events***



***Consume and react to events***

- Alerts
- Trigger Workflow
- Automated actions

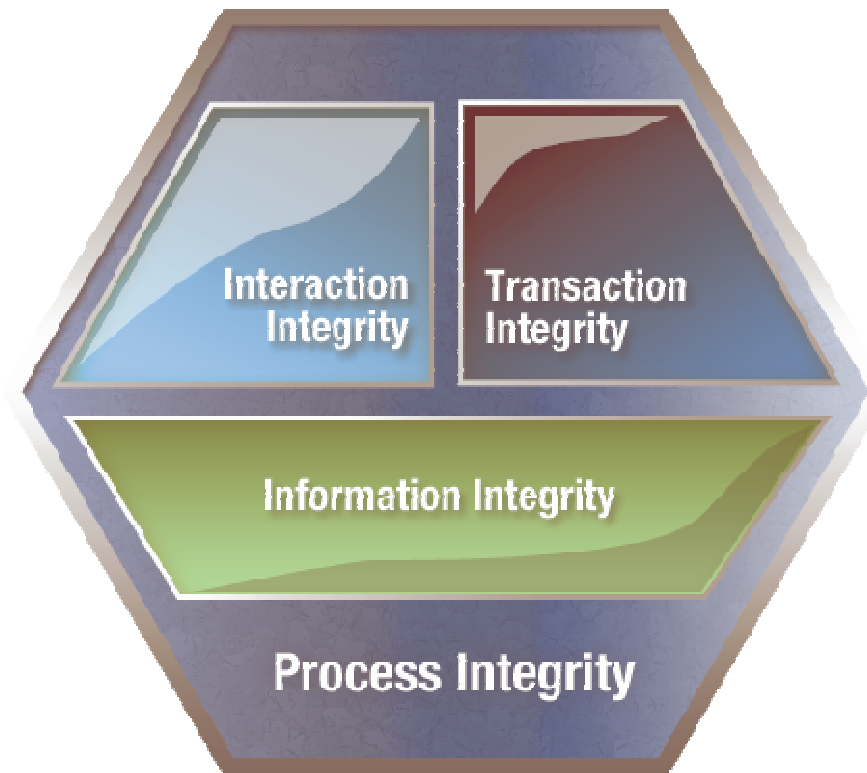
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# Deploy and Execute with Process Integrity

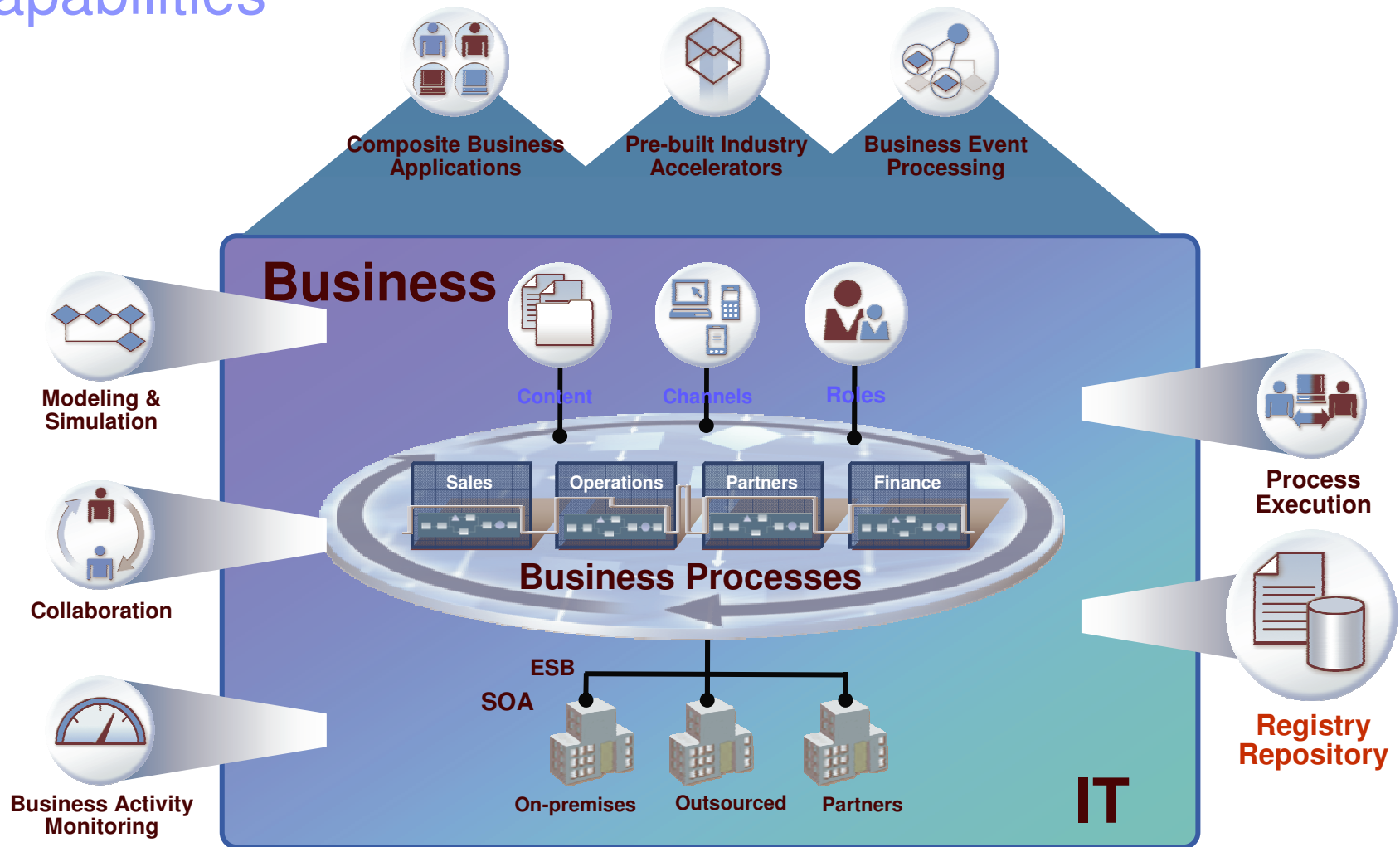
## *Enabling Consistent Transaction Processing in an SOA Environment*

Process Integrity is the degree to which loosely coupled “open” systems deliver the reliability, consistency, scalability and predictability of tightly coupled “closed” systems



- Enabled by
  - Compensation spheres
  - Transaction boundaries
  - Transaction security
  - Human handled exceptions
  - Recovery management for failed processes
  - Fault handlers (for unexpected behavior)
  - Greater flexibility in controlling the flow of the business processes
  - Short & long running transaction rollback
  - Work order preservation & event sequencing
  - Service invocation retry
  - Restricting auto deletion to tasks that completed successfully

# Respond Quickly to Business Demands with powerful Capabilities





# SOA and BPM bring new Emphasis to the Governance Challenges within Organizations

**How do I eliminate “rogue services” and ensure control of my SOA?**

**How do I govern services as part of my SOA?**

**How do I manage the services lifecycle?**



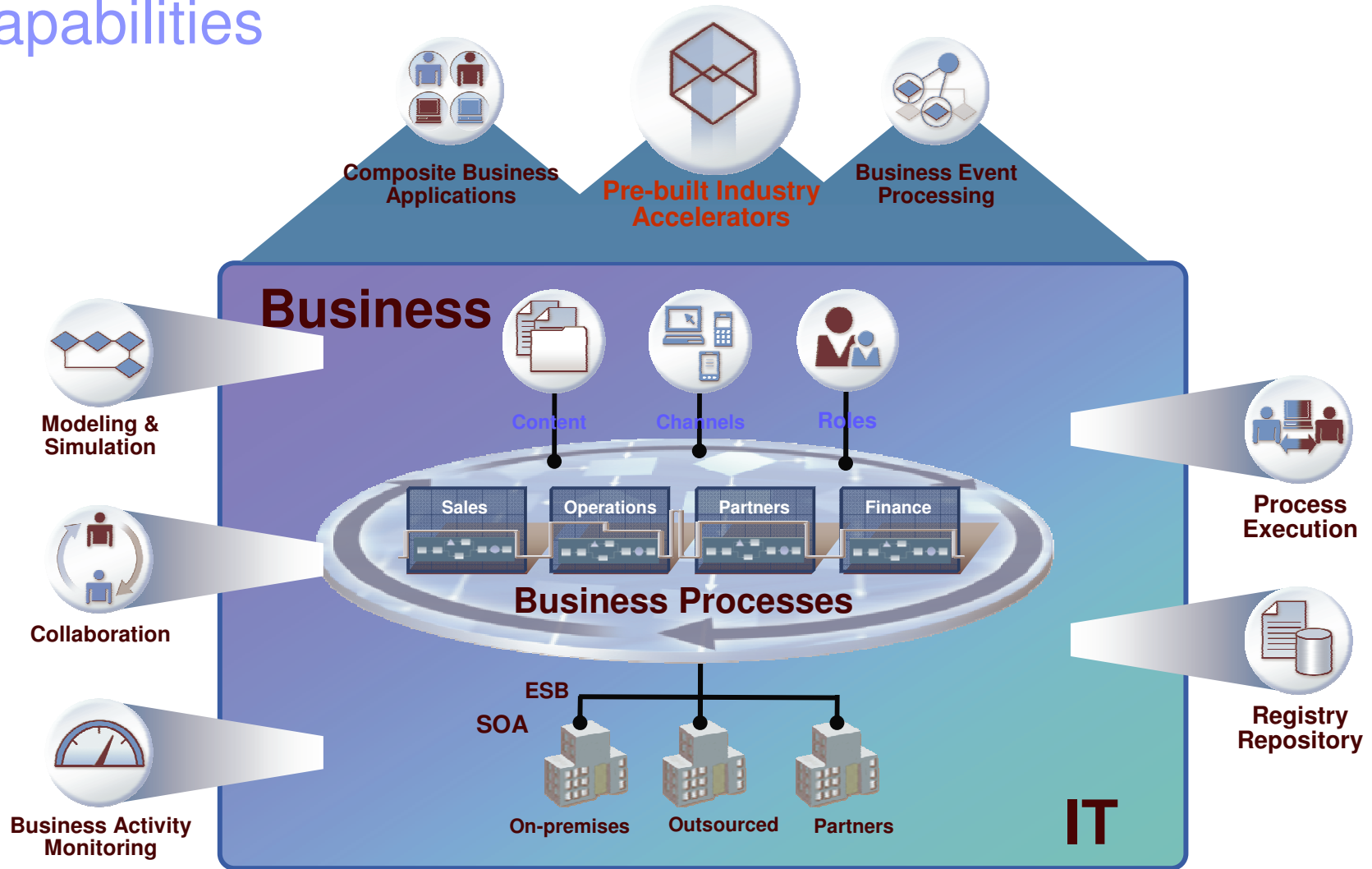
**How do I increase service reuse for both Business and IT?**

**How do I enable enforcement of business and IT policies across all internal and external services?**

**How do I optimize service interactions to be better aligned with business process?**



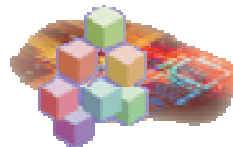
# Respond Quickly to Business Demands with powerful Capabilities



# IBM Provides Rich Business Expertise to Customers

## Industry Frameworks

*Greater reuse, faster time to value and lower TCO than traditional industry applications*



## SOA Business Catalog

*1000's of industry specific IBM and partner assets to accelerate BPM and SOA projects*



## BPM Methodology

*Prescriptive process for developing an organization's cross-functional, customer-focused end-to-end core business processes*



## BPM Center of Excellence

*Driving Methods and Models for BPM Best Practices and project accelerators*



# Cashferium

## Transforming cash handling with breakthrough process improvements

### Business challenge

Though more consumers are opting for plastic, traditional cash payment is the lifeblood of the world's retail activity. For retailers and banks, however, the handling of cash is an issue that has a major impact on both their costs and profitability, and is the focus of continual efforts to improve efficiency. With banks and retailers spending some 50 billion euros each year on cash handling, the incentive for reducing the amount of cash in transit—one of the main sources of this cost—is powerful. However, with banks and retailers separated by disparate processes and systems, the goal of a shorter cash cycle has yet to be realized.

### Solution

Cashferium created a whole new process framework for the exchange of cash between retailers, banks and their ATMs. The core of its business model is the “recycling” of surplus banknotes of retailers into a local ATM, thereby, minimizing cash transport from local bank branches and restocking of ATMs. Cashferium engaged IBM SWG Services to design an SOA solution that optimizes their processes and creates a secure platform for delivering its service. By drastically reducing the amount of cash in transit, the solution provides lower costs and greater security for banks and retailers.

### Benefits

- Up to 50% reduction in cost of cash processing for retailers and banks
- Estimated total savings of 250,000 euros per site deployed
- Improved security for mall-based retailers

*“The process as a whole is now far more efficient because banks and retailers can focus on the parts of the business that drive profitability.”*

*— Ton van Schie, CEO,  
Cashferium*



### Solution Components

- IBM WebSphere software
- IBM Rational software
- IBM DB2
- IBM System p

# Where do we start?

धन्यवाद

Hindi

多謝

Traditional Chinese

ขอบคุณ

Thai

Спасибо

Russian

Gracias

Spanish

Thank You

English

شكراً

Arabic

Merci

French

Obrigado

Brazilian Portuguese

Grazie

Italian

多谢

Simplified Chinese

Danke

German

நன்றி

Tamil

ありがとうございました

Japanese

감사합니다

Korean