



Business Performance Management

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ON DEMAND BUSINESS™

Agenda

- ◆ **Business performance management market**
- ◆ **Business performance management from IBM**
- ◆ **Why IBM for business performance management**



Business performance management

Taking an holistic approach, companies align strategic and operational objectives with business activities to fully manage performance through smarter decisions and actions for greater success. Leveraging business intelligence, process management, business service management, activity monitoring and corporate performance management enables businesses to fully manage company-wide performance through insightful decisions that can help drive success



Business performance management

“ IBM has put forward a bold and comprehensive vision for what business performance management could be, and offers an architecture and products to help companies achieve business performance management. Predictably, many players in this space will modify their products to ensure they are compatible with IBM’s approach.”

– Paul Harmon, *BPTrends* Newsletter, December 2004



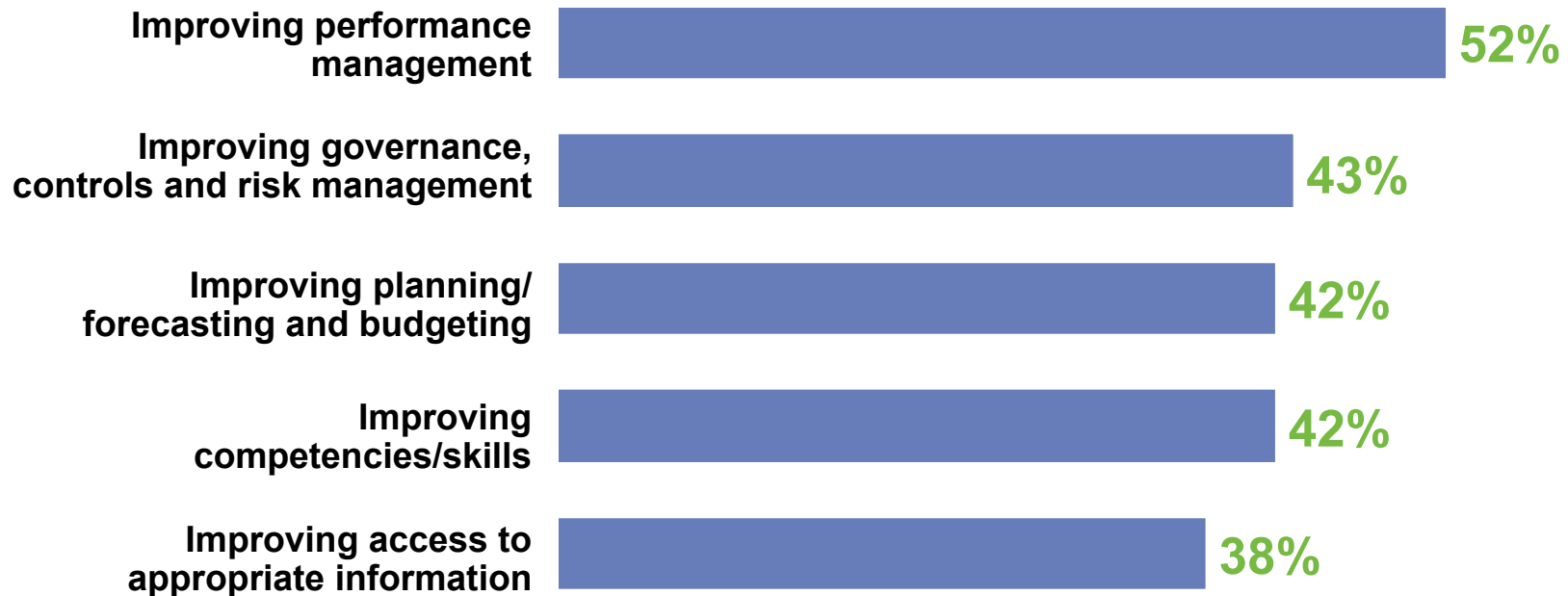
Worldwide market conditions

- Today, 80% of CEOs surveyed state growth is back on their corporate agendas
- More than 60% of CEOs agree that new products and services offer their companies the greatest opportunity for growth in the next three years
- Yet only 13% of CEOs surveyed rated their organizations' abilities to react to changing conditions and external forces as *very good*.
- Rapid, optimized response in a dynamic environment is key to becoming an On Demand Business
 - More responsive business processes
 - And a more responsive business model



CFOs rank performance management as the #1 challenge they face in meeting today's business needs

Top 5 challenges



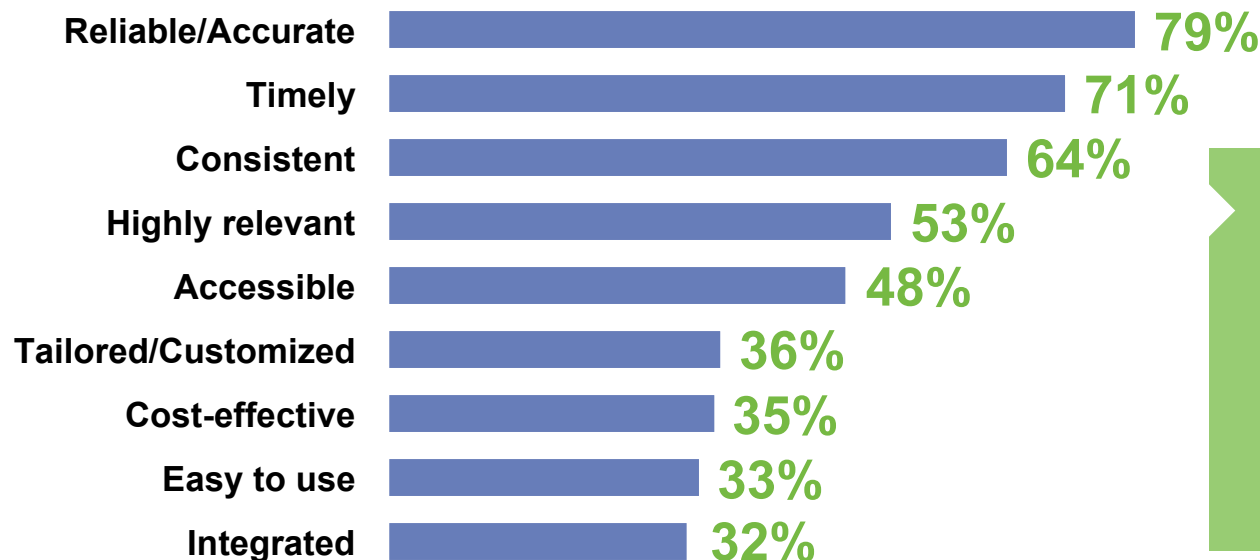
CFO Survey: Current state & future direction, IBM Business Consulting Services, September 2003



CFOs need integrated and tailored information

CFOs recognize that managing information is critical to success, with 70% indicating that information is a major asset that requires significant investment

Percent of organizations' views of information adequacy



While CFOs believe that the information they receive is timely, reliable and consistent, **only one-third believe that the information is easy to use, tailored, cost-effective or integrated.**

CFO Survey: Current state & future direction, IBM Business Consulting Services, September 2003



Today's performance management: the reality

Complex, siloed organizations, processes, applications and infrastructure make it difficult for business decision makers to understand when — and how — to respond to market opportunities, competitors' moves and regulatory changes



Make more effective decisions:

Optimize decision making with real-time contextual insight

Manage business operational disruptions effectively:

Better anticipate disruptions in day-to-day business operations and quickly take a direct, proactive approach to improve results

Align objectives and priorities:

Drive consistent objectives and priorities across the business and take action based on aligned, measurable criteria

Deliver continuous innovation and improvements:

Establish a flexible, readily adaptable business environment that provides ongoing performance enhancements and optimizations



Business performance management from IBM

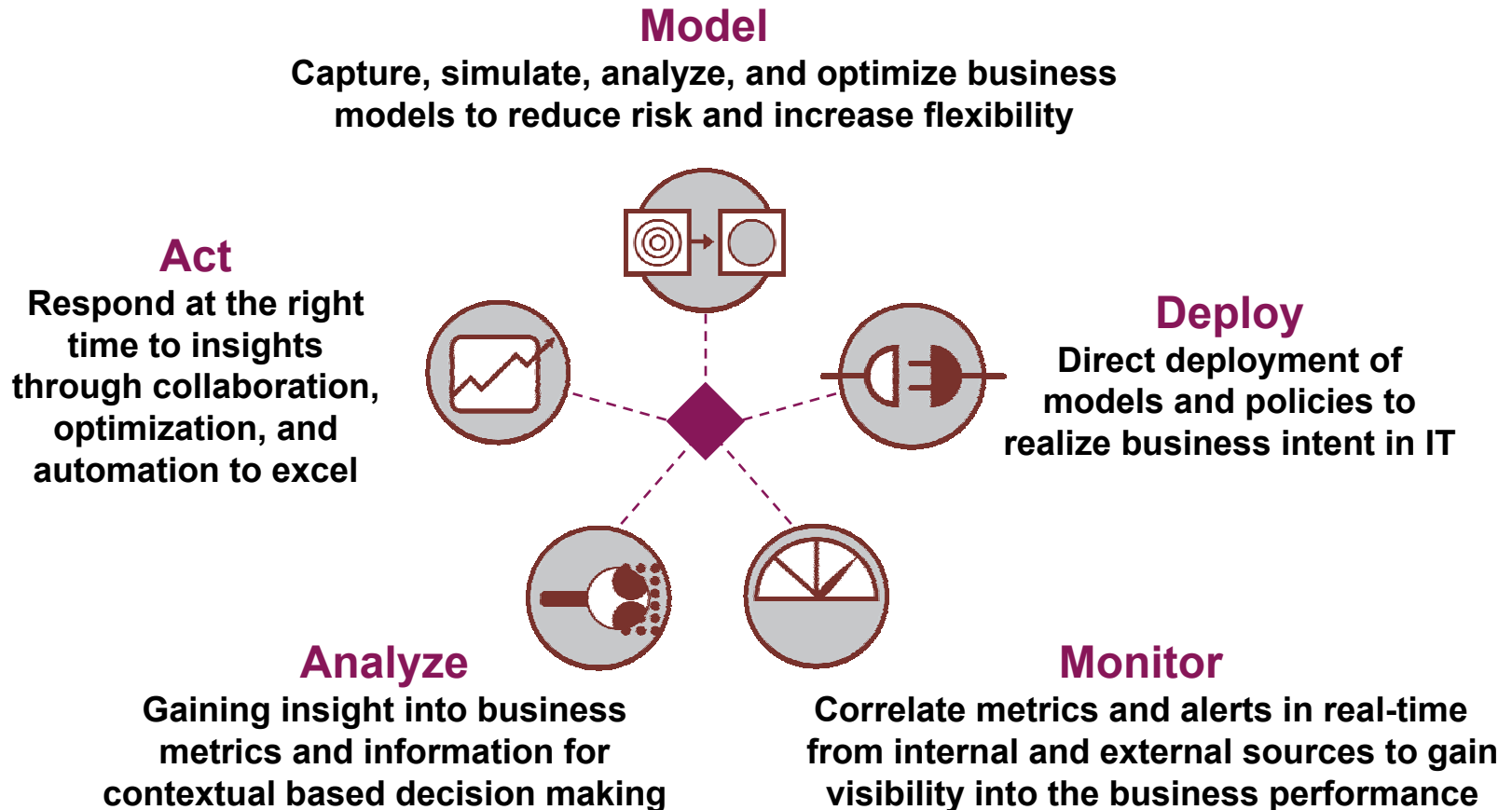
Business performance management solutions from IBM combine market-leading software, industry expertise and best practices to enable you to **better monitor, manage, analyze and take action** — so you can make smarter decisions, gain competitive advantage and achieve greater performance results.

Business performance management solutions deliver continuous improvement and innovation by:

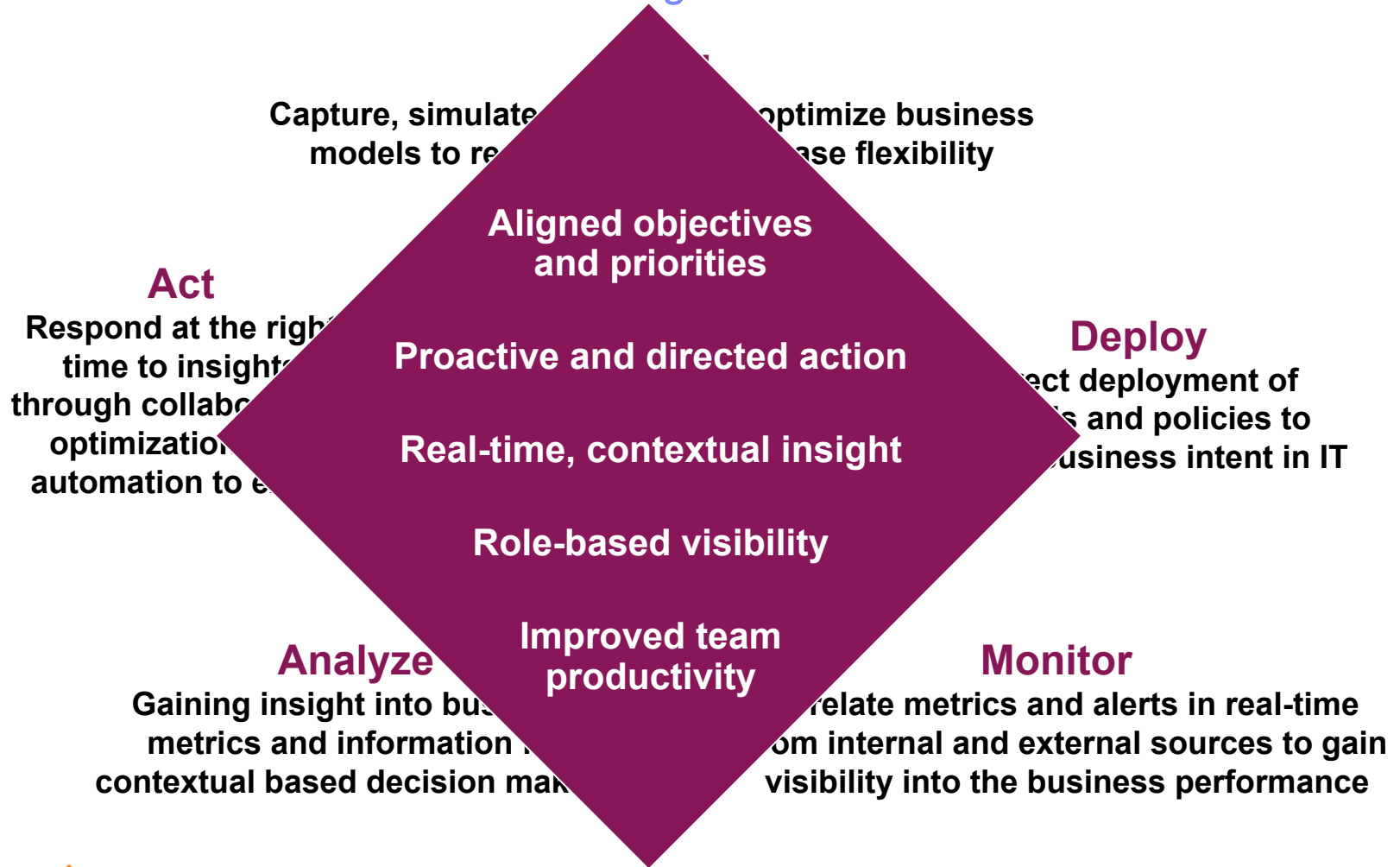
- Aligning strategy horizontally and vertically throughout your company
- Enabling proactive and directed action
- Providing real-time, contextual insight
- Delivering role-based visibility into business operations and metrics
- Improving team productivity and effectiveness



Delivering continuous innovation and improvement: The IBM Business Performance Management Platform



Delivering continuous innovation and improvement: *The IBM Business Performance Management Platform*



Meeting critical business needs with business performance management



Responsiveness

Improve business flexibility and reaction to change; improve predictive activities; improve agility to gain competitive advantage

Risk management

Compliance monitoring and reporting; increased business oversight; increased security and consistency

Asset utilization

Improve ROI; reduce costs; eliminate excess assets

Regulatory compliance

Address regulatory guidelines

Growth

Mergers/acquisitions; new product introduction; entry into new markets

Cost reduction

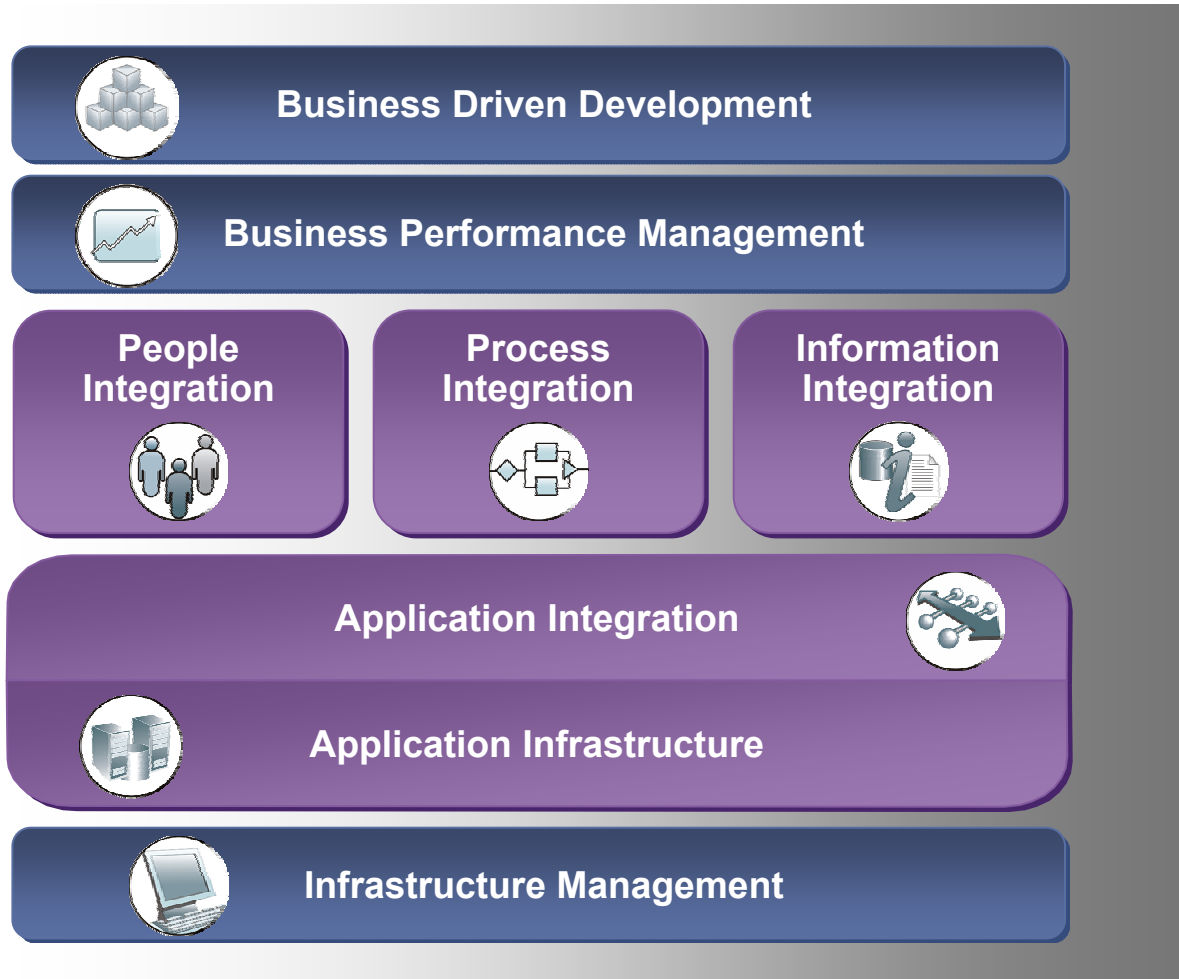
Remove costs from business activities; automate processes

Customer intimacy

Better understand customer actions and needs; manage customer satisfaction, loyalty and profitability



Business performance management is an integral part of Software Group's integrated platform



Modular product portfolio built on open standards

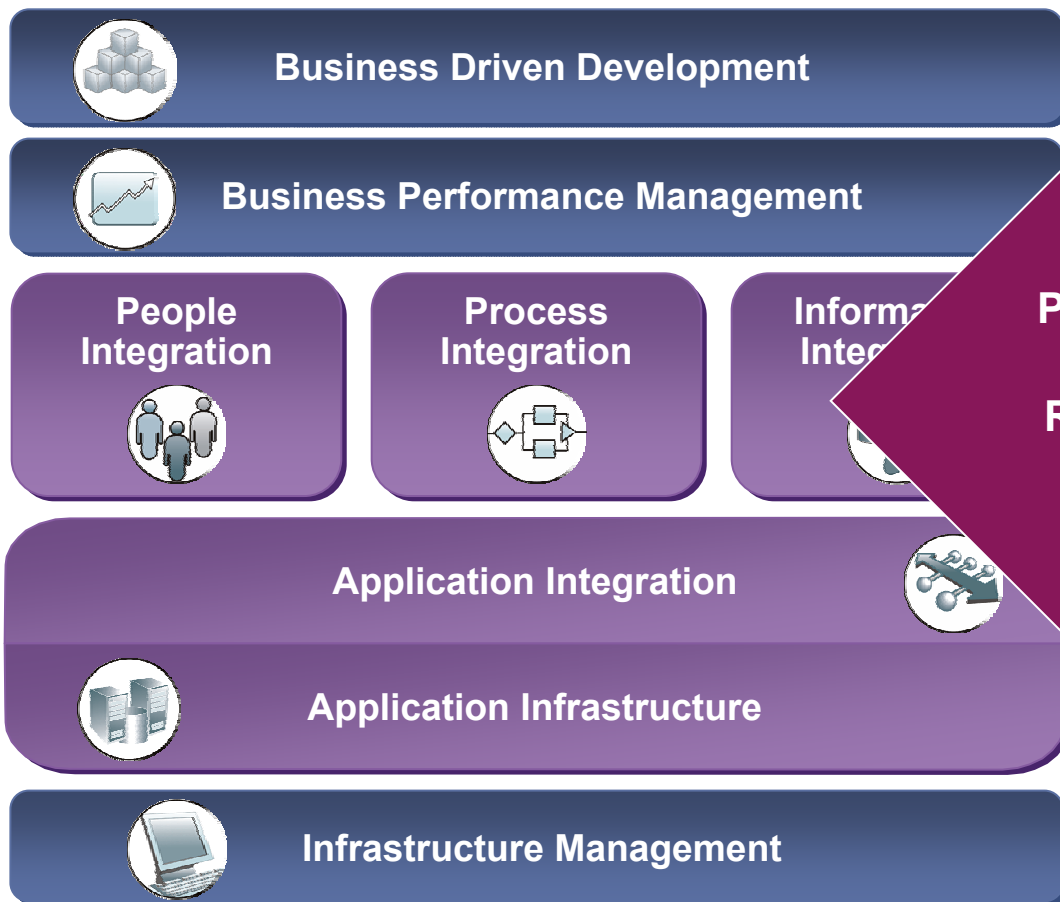
Functionally rich, adopted incrementally

Simple to develop, deploy and manage

Integrated role-based tools for development & administration



Business performance management is an integral part of Software Group's integrated platform



Achieve results with IBM software solutions

**Aligned objectives
and priorities**

- ▶ Workplace, WBI Monitor, TBSM, TSLA, WBI Modeler
-

**Proactive and
directed action**

- ▶ WBI Modeler, WBI Monitor, TBSM, TSLA, DB2 Alphablox, Workplace
-

**Real-time,
contextual insight**

- ▶ WBI Modeler, WBI Monitor, DB2 DWE, DB2 Alphablox, WebSphere Information Integrator
-

Role-based visibility

- ▶ Workplace, WBI Monitor, TBSM, TSLA, DB2 Alphablox, WebSphere Portal
-

**Improved team
productivity**

- ▶ Workplace, WBI Modeler



Why IBM for business performance management?

Proven expertise and innovative technologies

- IBM Business Consulting Services: #1 provider of business performance management solutions
- Strategic investments that focus on new, leading-edge technologies

Market leader in process management, analytics, systems management, role-based visibility

Integrated platform that lets you extend the value of existing investments and address performance issues at your own pace

Extensive Business Partner network

Vision that's shaping today's business performance management market





Business Performance Management

Thank You



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