

The logo for the IBM SOA Architect Summit, featuring a blue circle with a white arrow pointing to the right.

**IBM SOA ARCHITECT SUMMIT**  
**LE 22 MAI 2008**

# WebSphere Business Process Management

## Présentation générale

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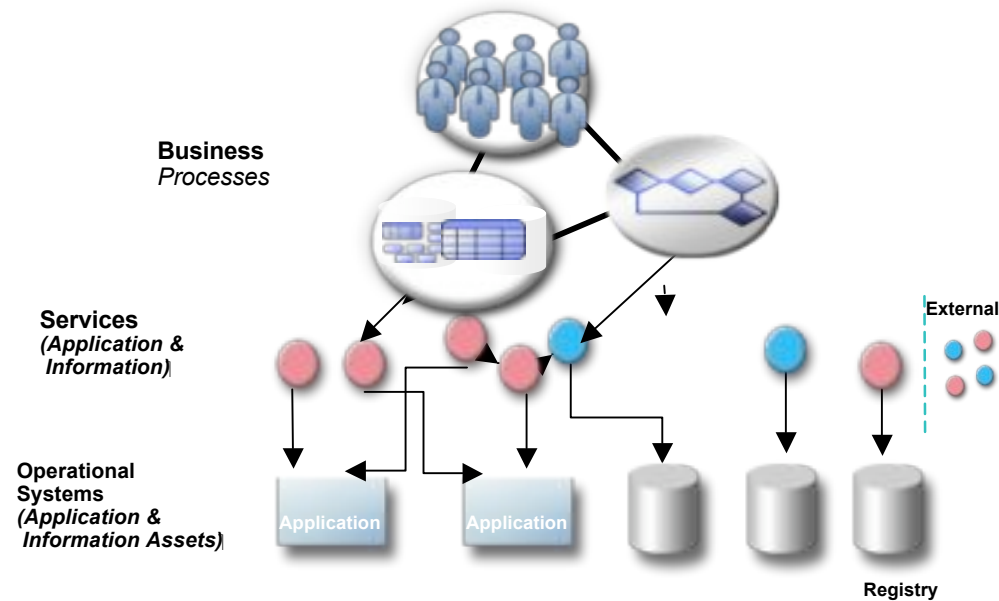
# IBM's approach is BPM enabled by SOA

## BPM enabled by SOA is based on...

*...creating agile and dynamic processes today that serve as the foundation for greater innovation in the future.*

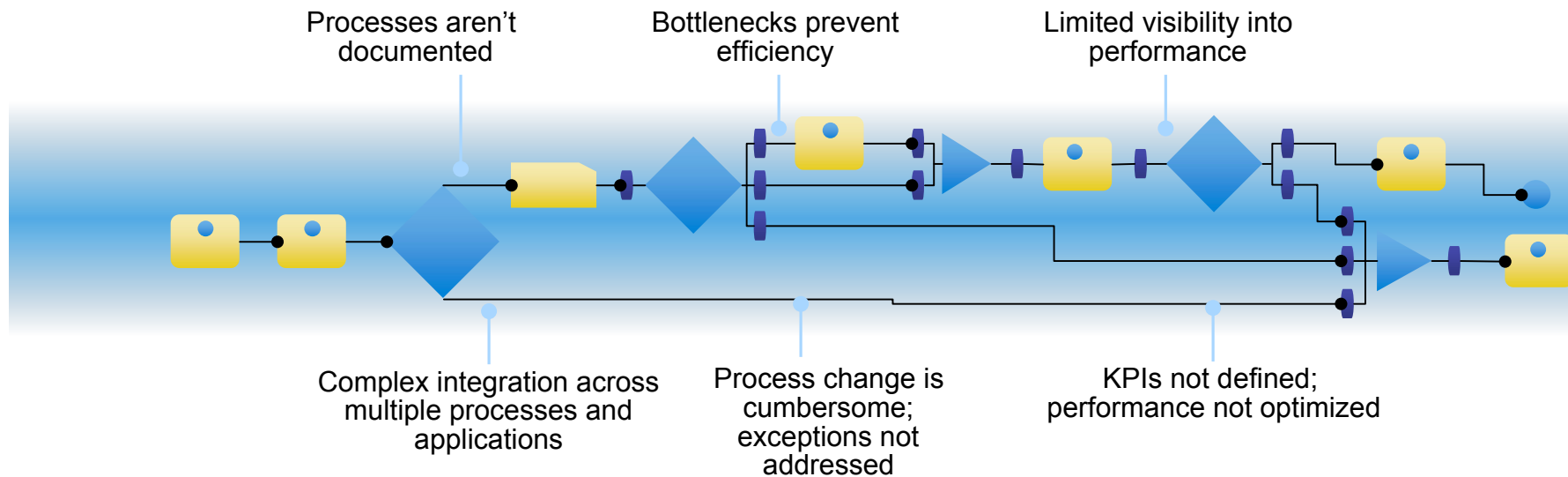
*...providing the key alignment between business architecture and IT infrastructure and keeping this alignment flexible and continuous.*

*BPM with SOA* provides process flexibility by improving how you design, manage, and optimize your business processes and reuse existing assets.



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

BPM solves common business challenges . . .



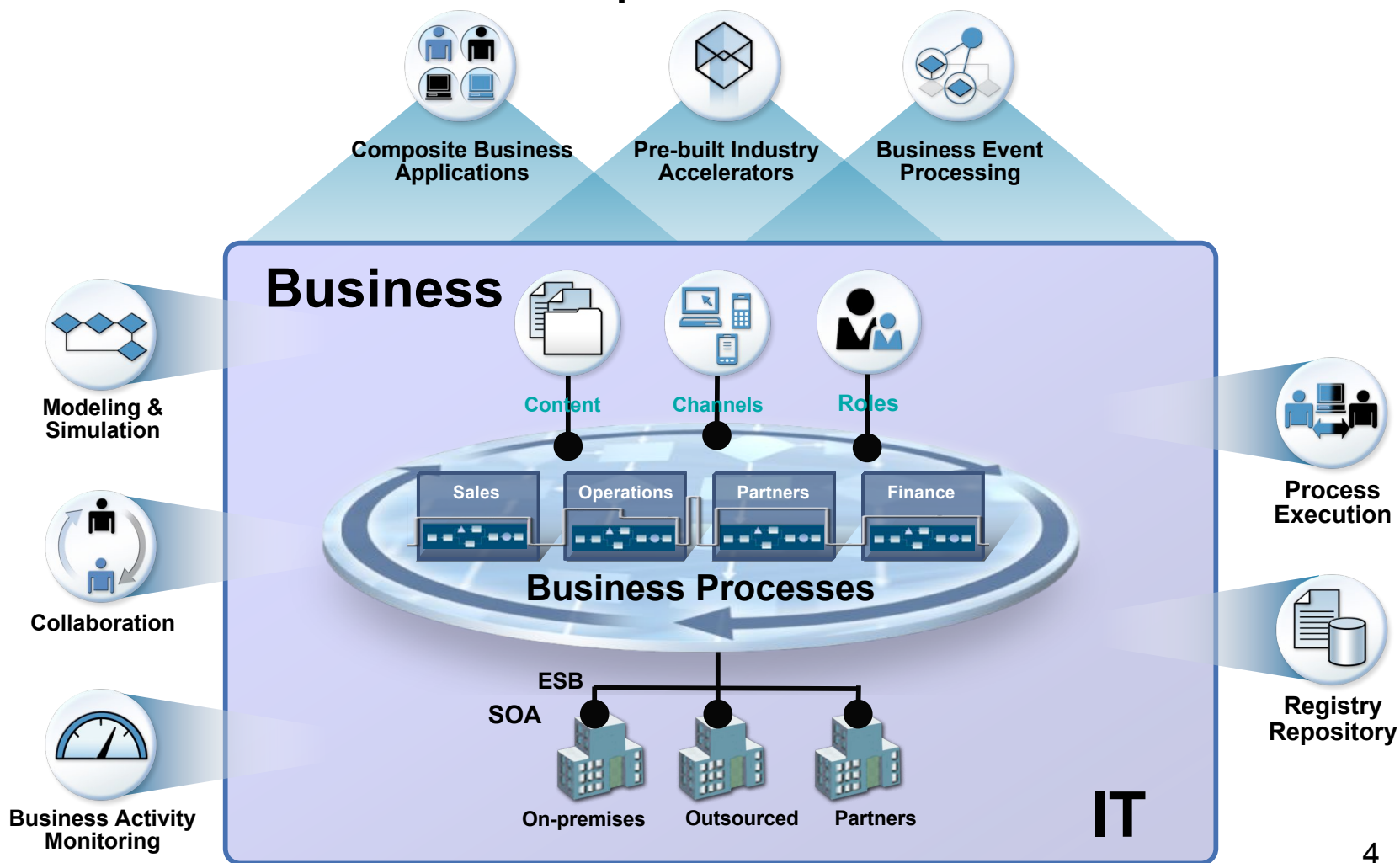
## BPM includes

Integration	Modeling	Monitoring
<b>Software</b>		
Forms	Rules Engine	Workflow

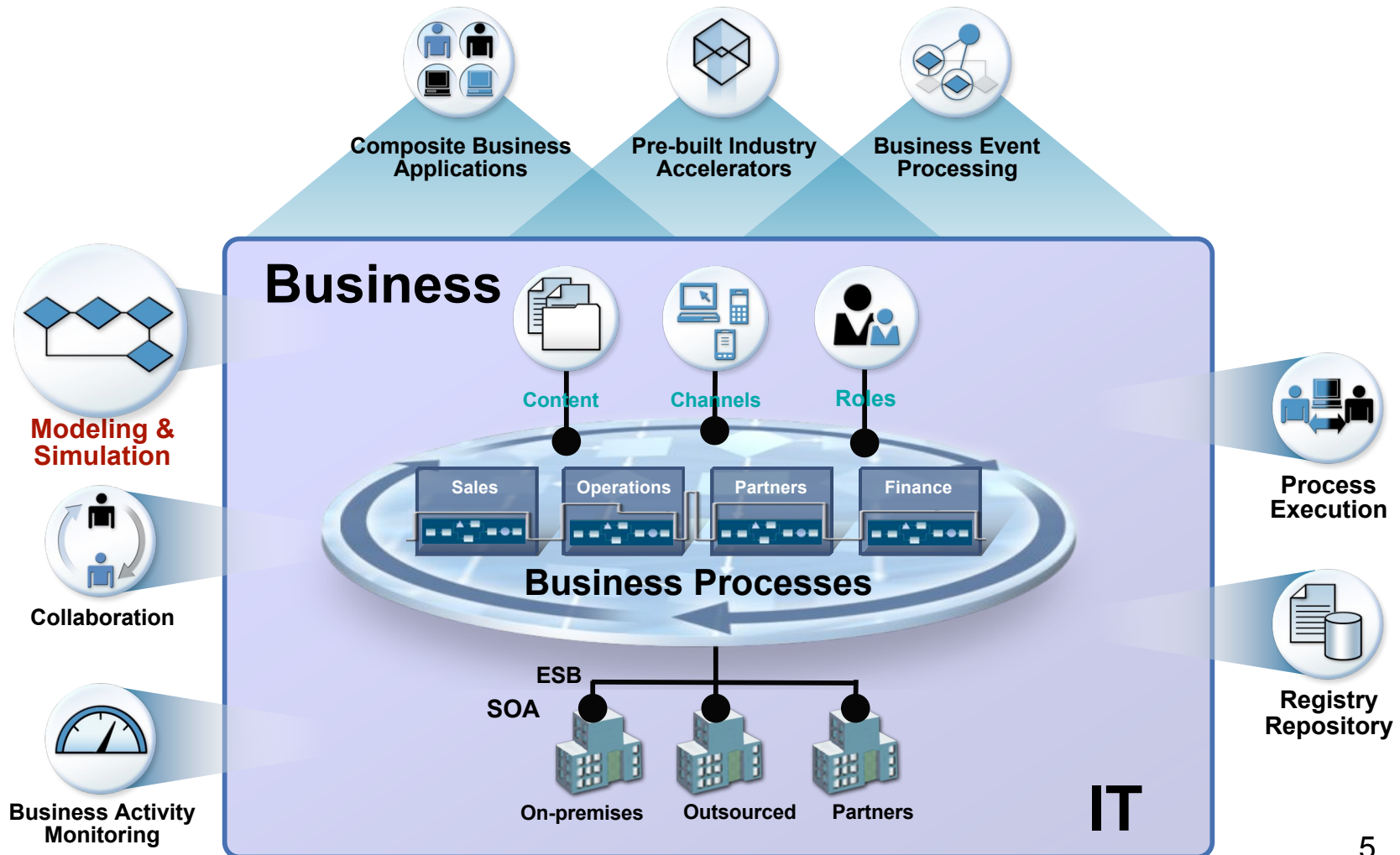
Models	Process Knowledge	Metrics
<b>Expertise and Assets</b>		
Policies	Business Logic	Methodology

*BPM governs organizational and operational activities*

# Respond Quickly to Business Demands with powerful Capabilities



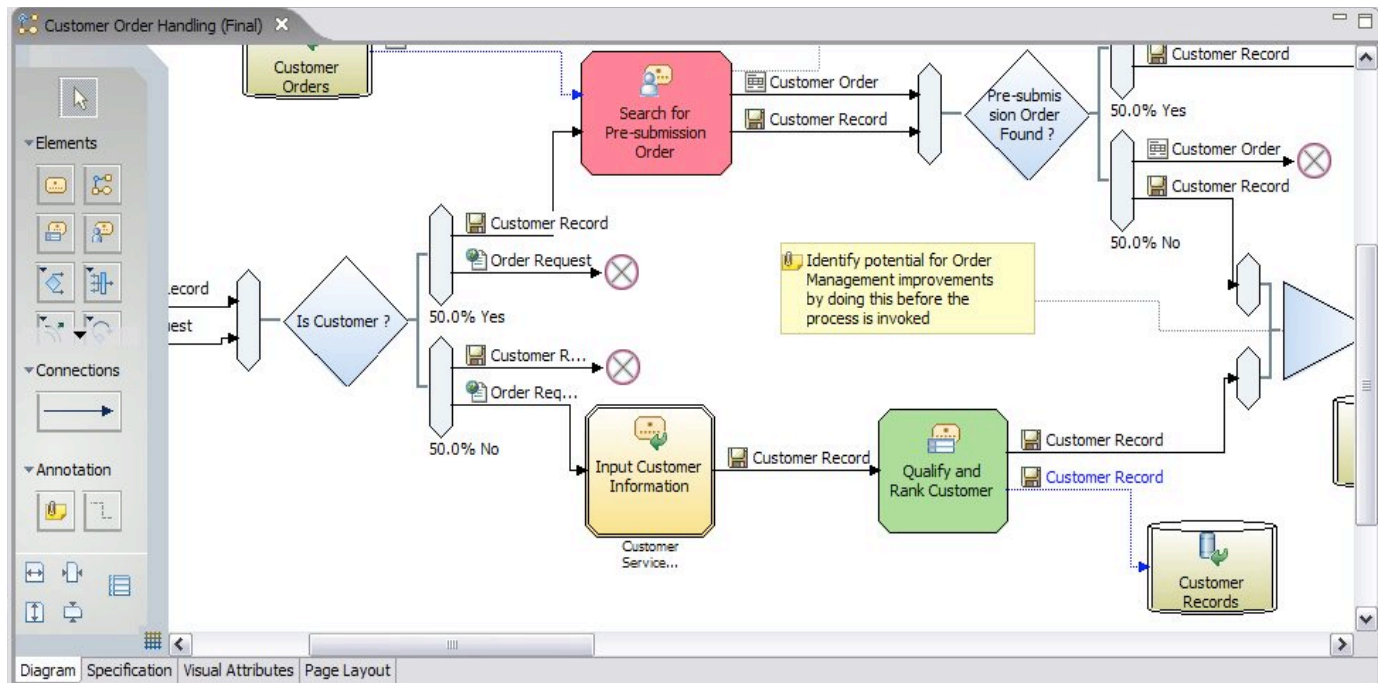
# Respond Quickly to Business Demands with powerful Capabilities





# Business-Level Modeling and Simulation

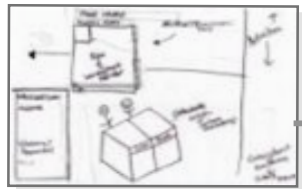
*Design accurate and precise modifications to the Business*



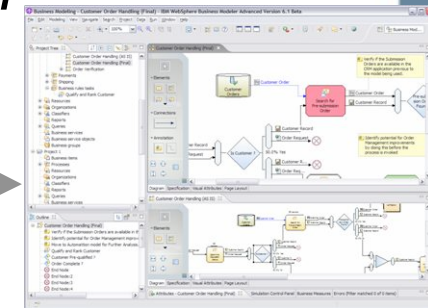
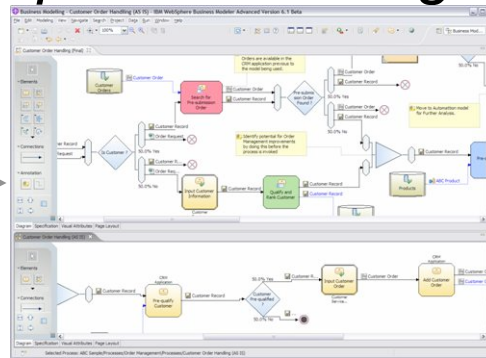
- Import models from Visio
- Document ALL relevant facts – not just the process diagram
- Visualize Process Properties
- Create process documentation and reports
- Drive Automation – Integration with Development Tools

# Simulating “what if” Scenarios brings the Model alive

## Identify high impact process changes prior to implementation



Existing Processes



Run simulation across multiple process models

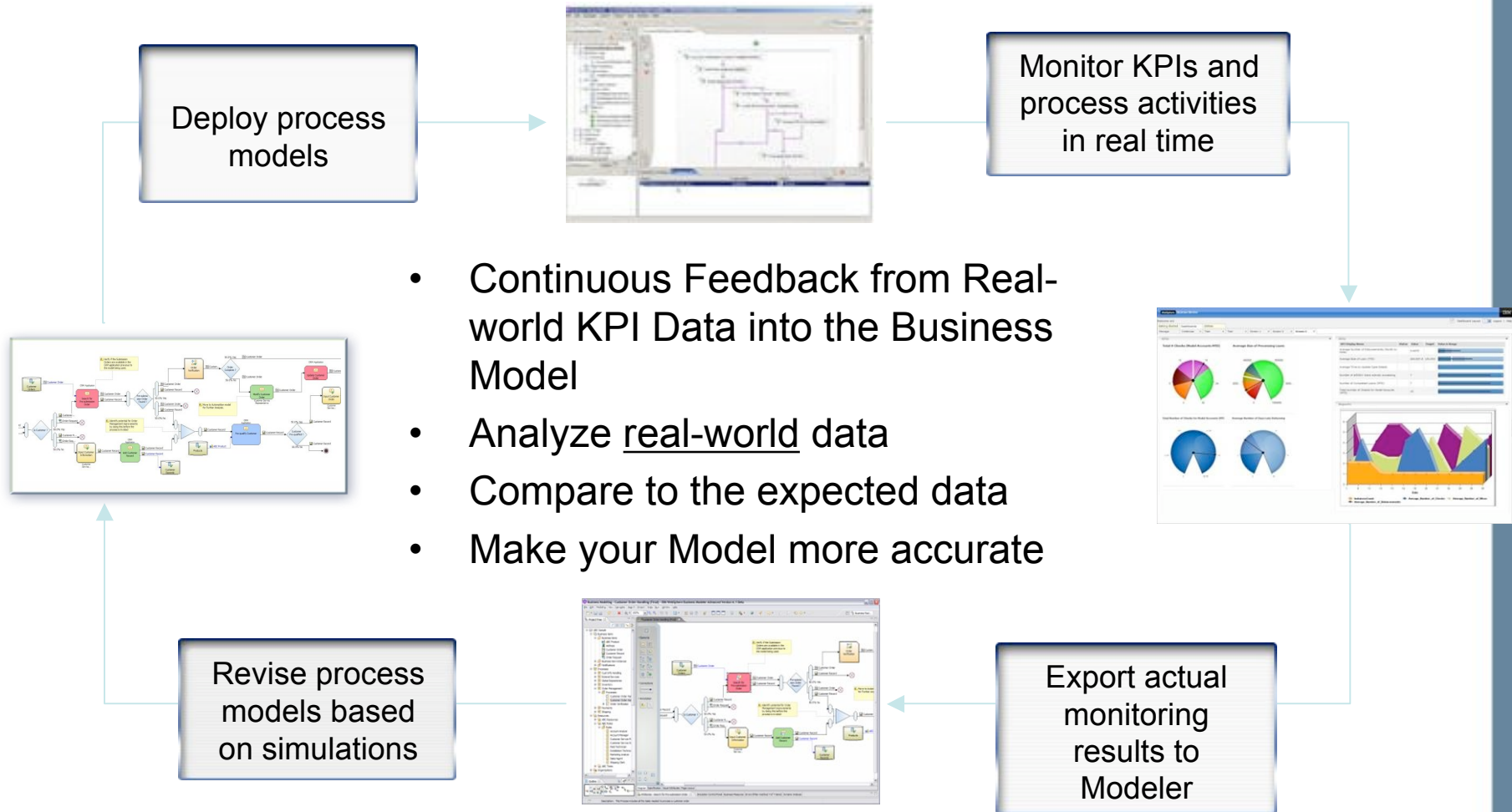
**Current State** Times & Costs  
Case Analysis with Unlimited Resources

**Future State** Times & Costs  
Case Analysis with Unlimited Resources

Probability	Average Process Time (min:sec)	Average Cost	Case	Case Description	Probability	Average Process Time (min:sec)	Average Cost
32.91%	10:11	\$5.40	1	Direct mail, Complex	35.57%	8:16	\$4.38
32.10%	3:11	\$1.67	2	Direct Mail, Simple	33.03%	1:51	\$0.96
15.01%	14:11	\$7.56	3	Telemarketing	13.51%	7:51	\$4.16
15.20%	3:21	\$1.77	4	Email, Complex	14.50%	1:54	\$0.96
4.78%	11:11	\$5.93	5	Email, Simple	2.39%	8:16	\$4.38

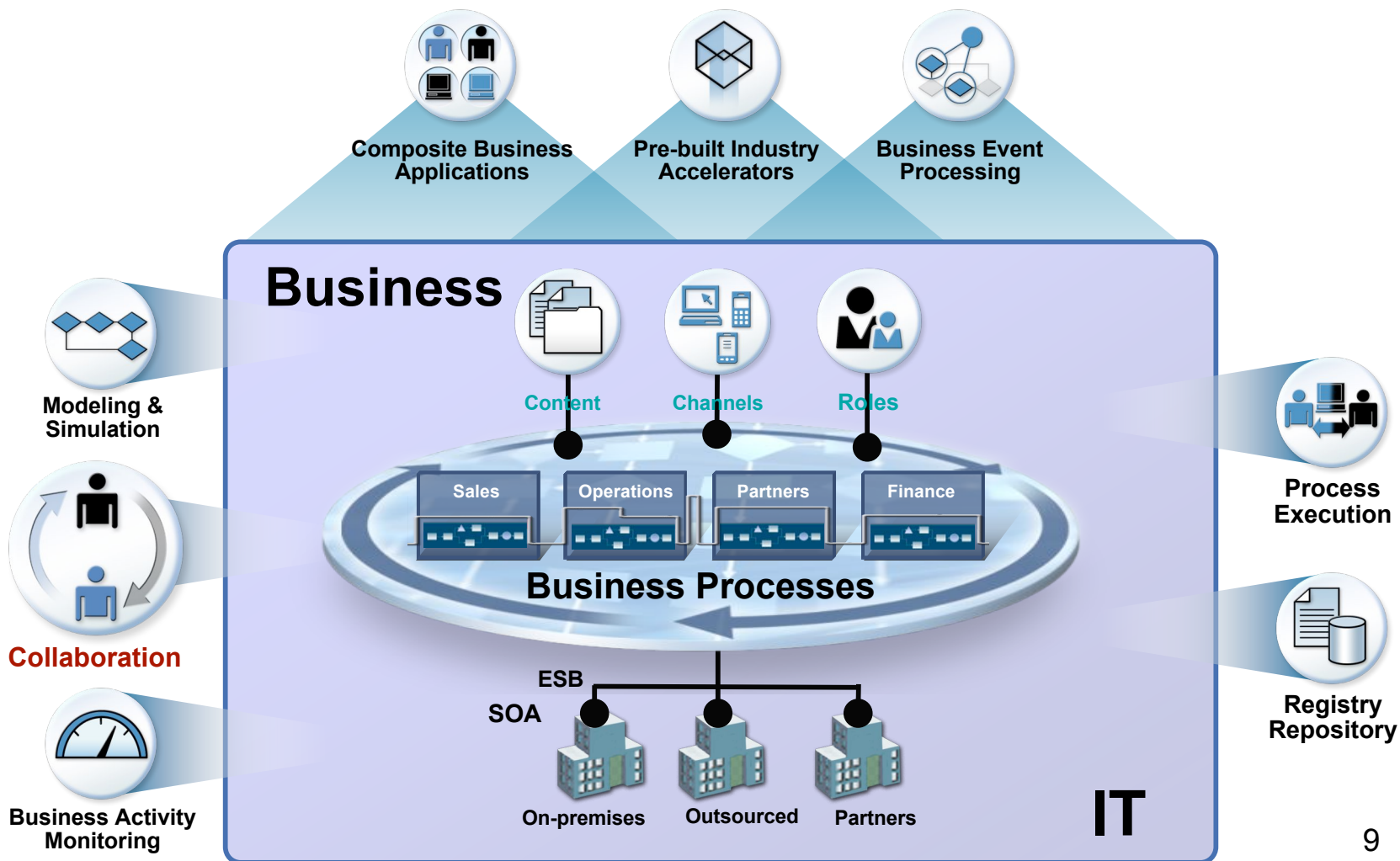
Example: Simulation results showing areas of greatest opportunity

# Analyze and optimize your Business Processes for maximum Efficiency



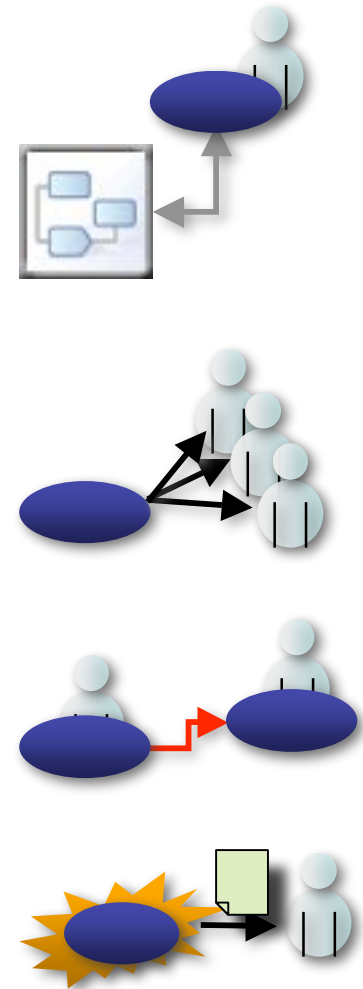


# Respond Quickly to Business Demands with powerful Capabilities



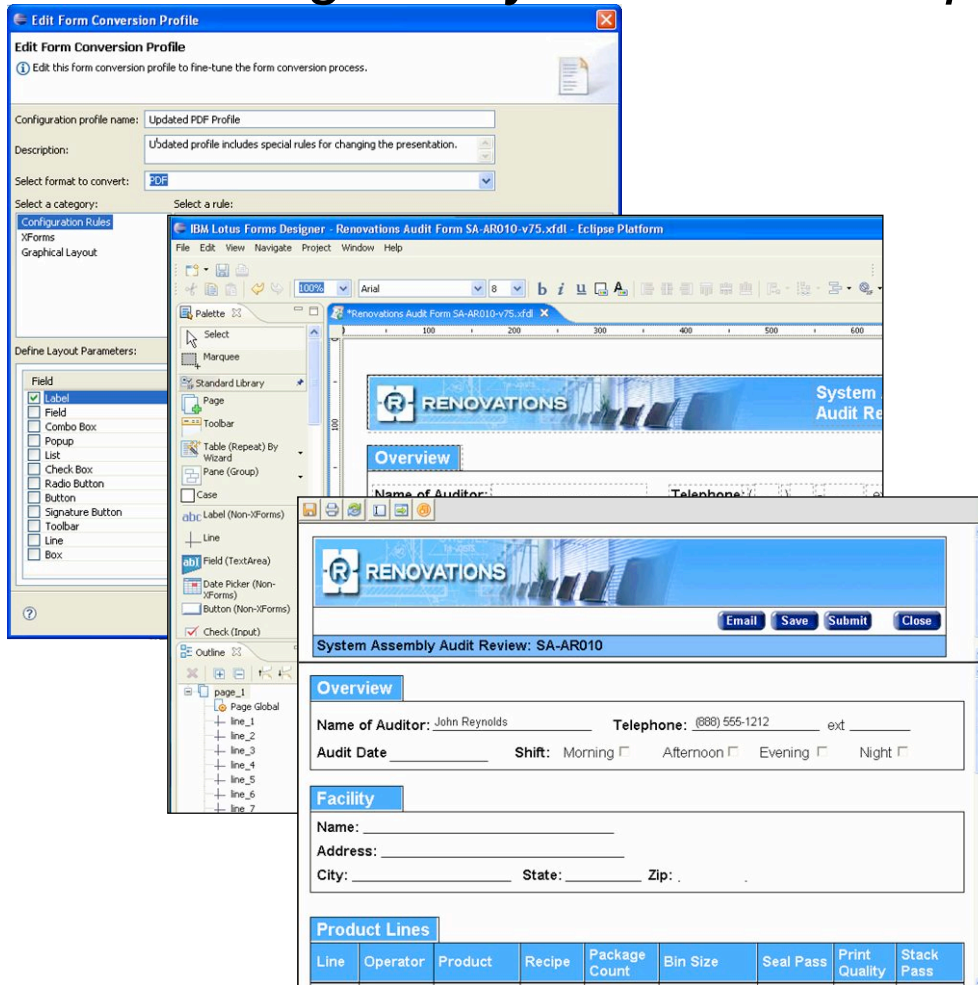
# Optimize Human Involvement during Execution of your Business Processes

- Include people into automated business processes to implement a human-centric BPM solution
- Manage both system and human tasks in the same environment
- Fine-grained escalation and priority mechanism for advanced service level handling
- Assigning work with greater flexibility
  - Rich static and dynamic staff assignment capabilities
  - Handle user substitution for temporarily delegating work to others



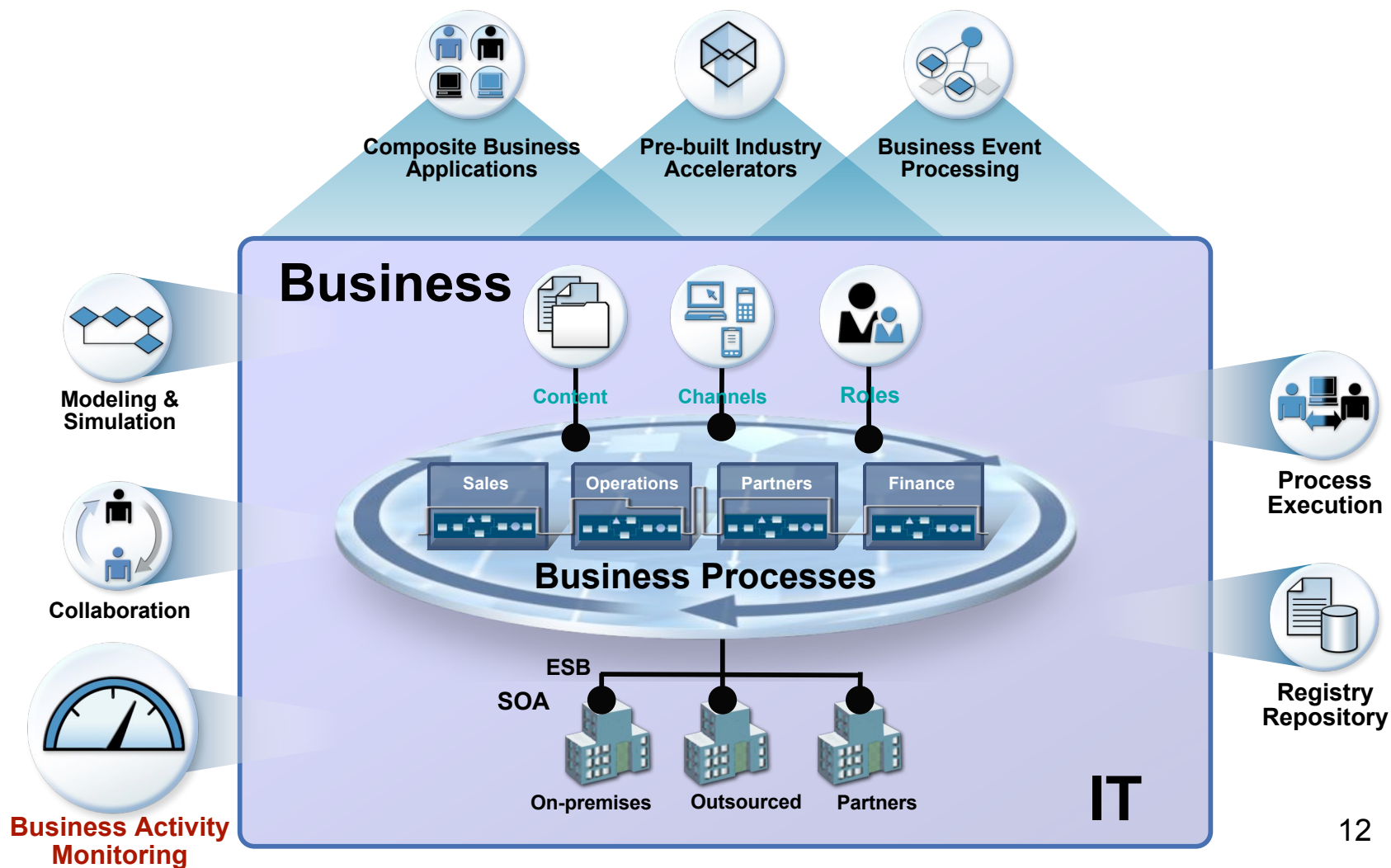
# Business Forms and Human Tasks

## *Designed by Business People for Business People*



- Design Forms in the Modeling Tool
- Associate Forms with Human Tasks in the Business Model
- Digital Signatures
- Online/Offline Capabilities
- Support for Mashup and Portal Deployments
- Forms Library (over 50 sample forms)

# Respond Quickly to Business Demands with powerful Capabilities



# 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

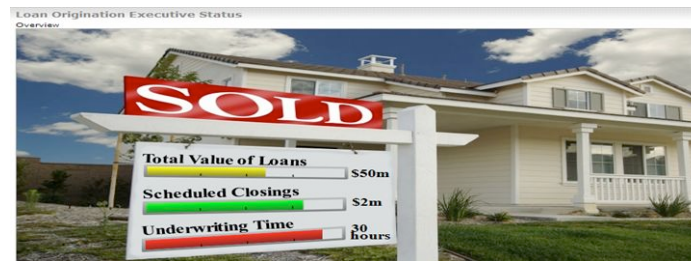




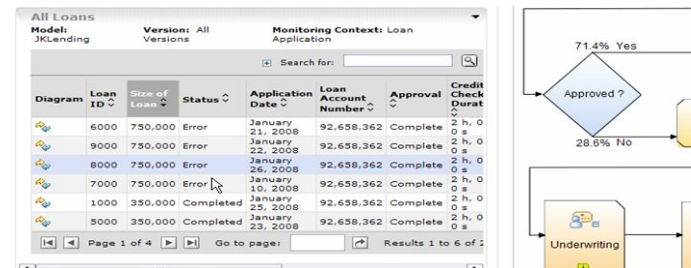
# Role-driven Dashboards

*Monitor the Information that's important to you*

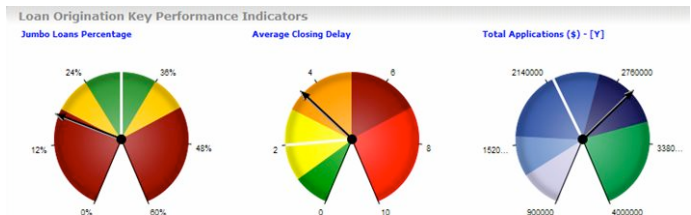
- Personalized to show desired mix of:
  - KPIs
  - Alerts
  - Human Tasks
  - Reports
  - Dimensions
  - Instances
  - Diagrams
  - Organizations



Business Leader



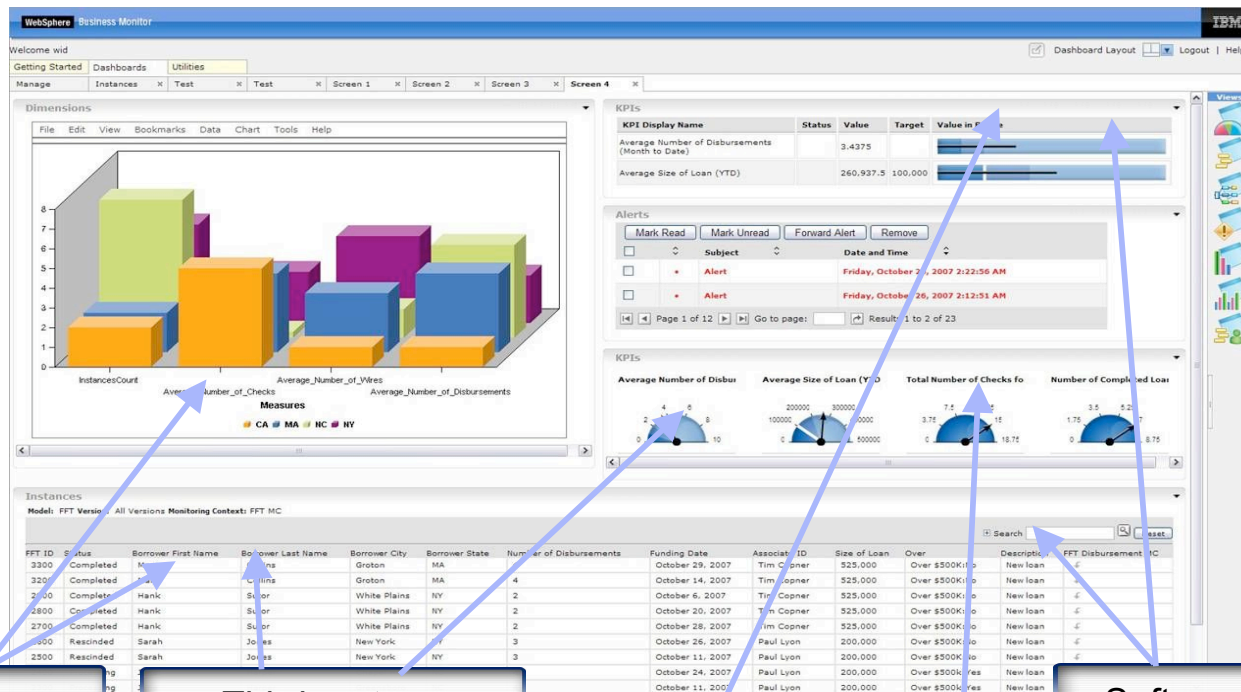
IT Leader



Business Professional

# Receive business activity information from multiple sources *Provide a more complete View of Business Performance*

Gain access to more events and data to make KPIs and dashboards reflect business performance more accurately



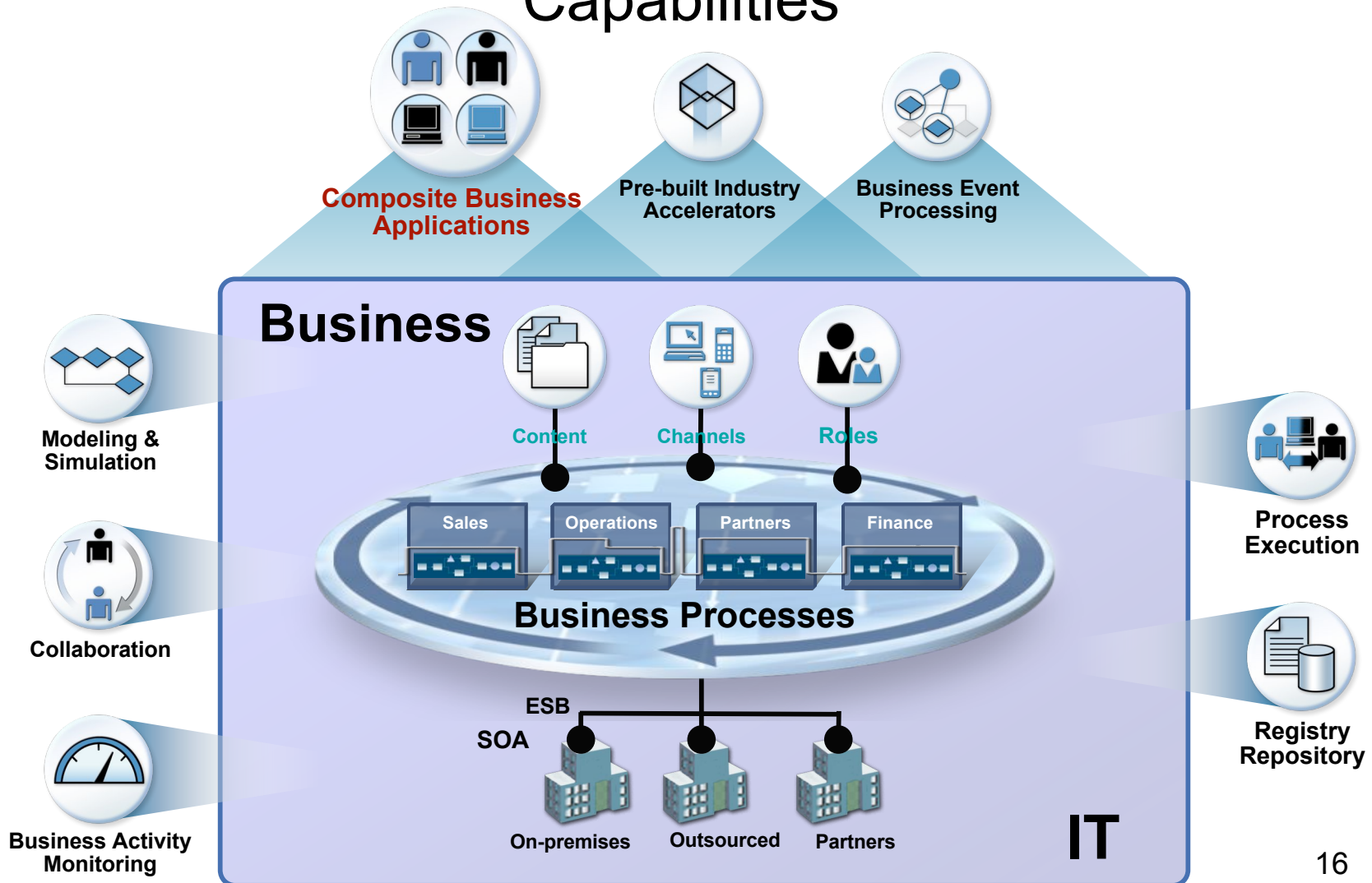
Workflow or process automation software

Third party or legacy applications

SAP & other ERP software

Software capturing data from partners and suppliers

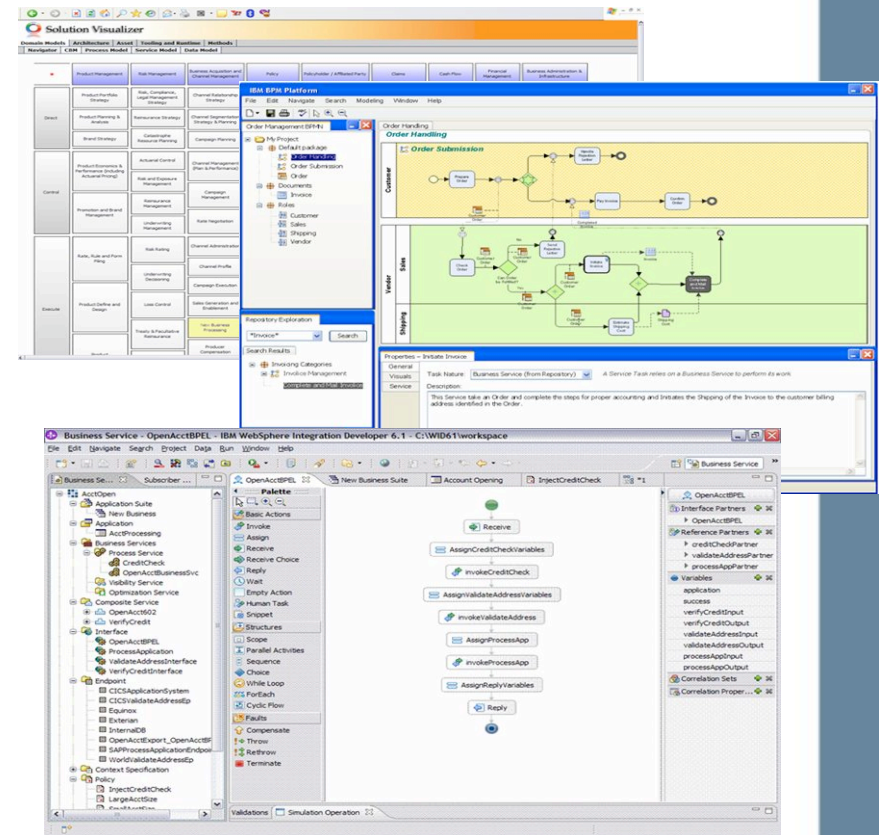
# Respond Quickly to Business Demands with powerful Capabilities



# Composite Business Applications

## *Enabling Dynamic Business Processes based on Policy*

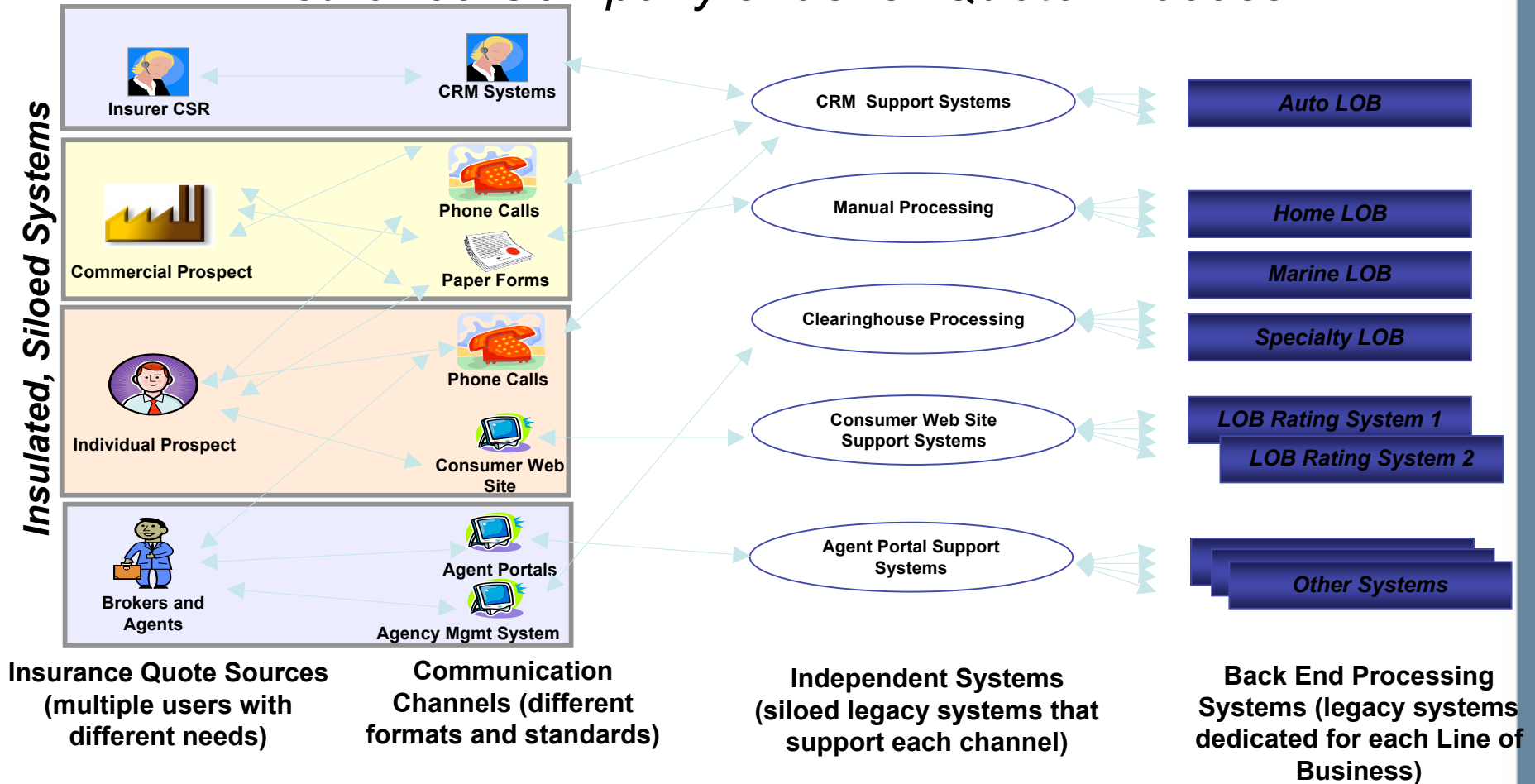
- Processes, based on business service policy, respond appropriately, promptly to specific situations
- Process execution is customized based on preferences and entitlements of recipients
- Existing IT assets become more valuable by becoming elements of dynamic applications
- Further accelerate deployment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





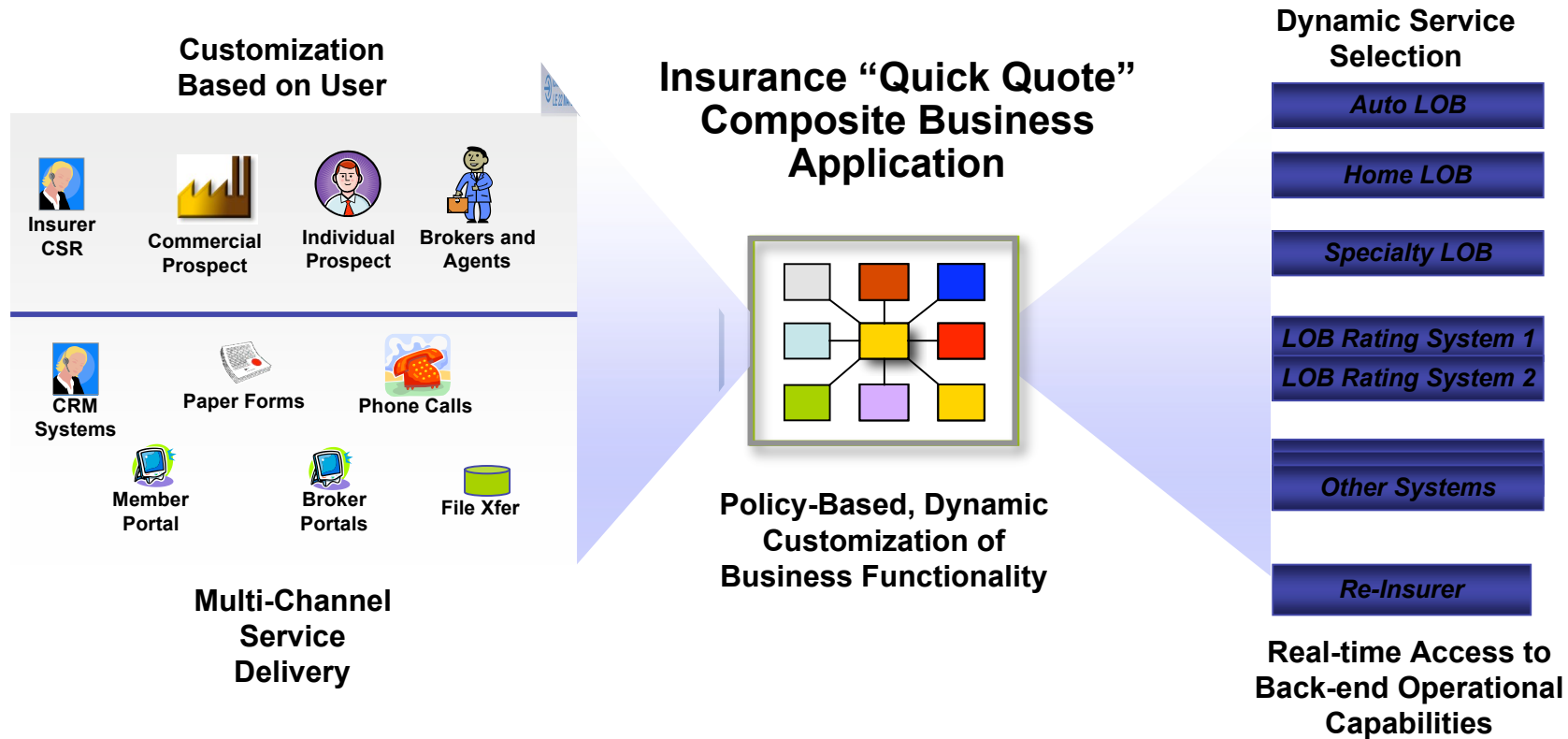
# BEFORE Composite Business Applications

## Insurance Company's "as-is" Quote Process





# AFTER Composite Business Services *Insurance Company's enhanced Quote Process*



# Executing Dynamic Business Processes

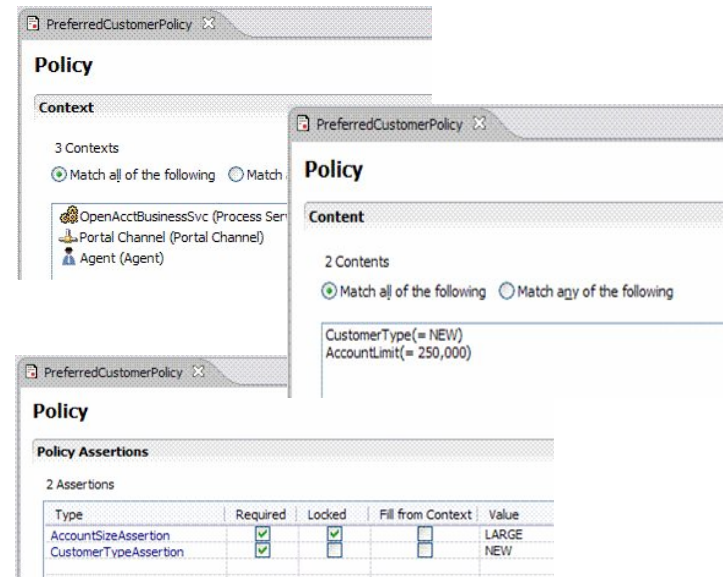
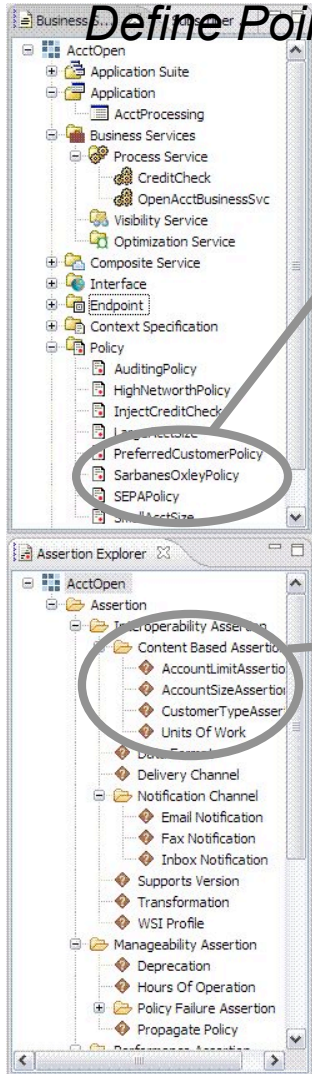
*Define Points of Variability, author Business Policies, simulate Policy Behavior*

## “Preferred Customer Policy”

For all “Open Account” transactions, across all business processes accessed via Portal by Agents

**WHERE** customer is NEW, account is LARGE, and transaction amount is within \$250,000

**SELECT** services that can support LARGE, NEW customers



Who?  
What?  
How?

IT  
Architect

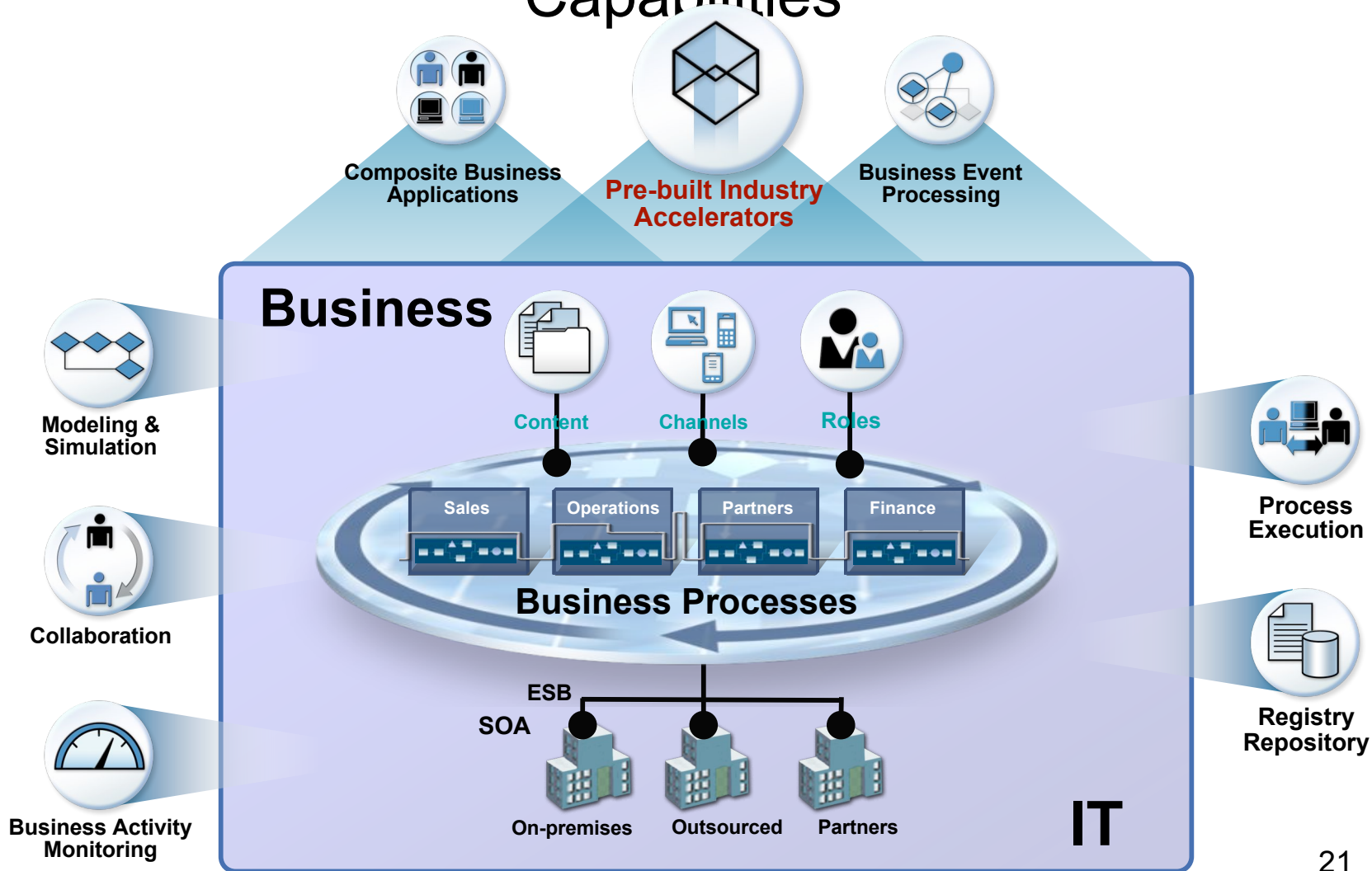
Simulate Business Policy

Validate Policy Behavior

Enforce Policy

“Hot Deploy”

# Respond Quickly to Business Demands with powerful Capabilities



# IBM Provides Rich Business Expertise to Customers

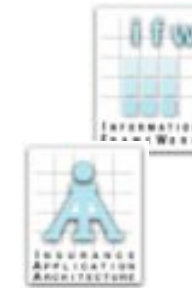
## Industry Frameworks

*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*

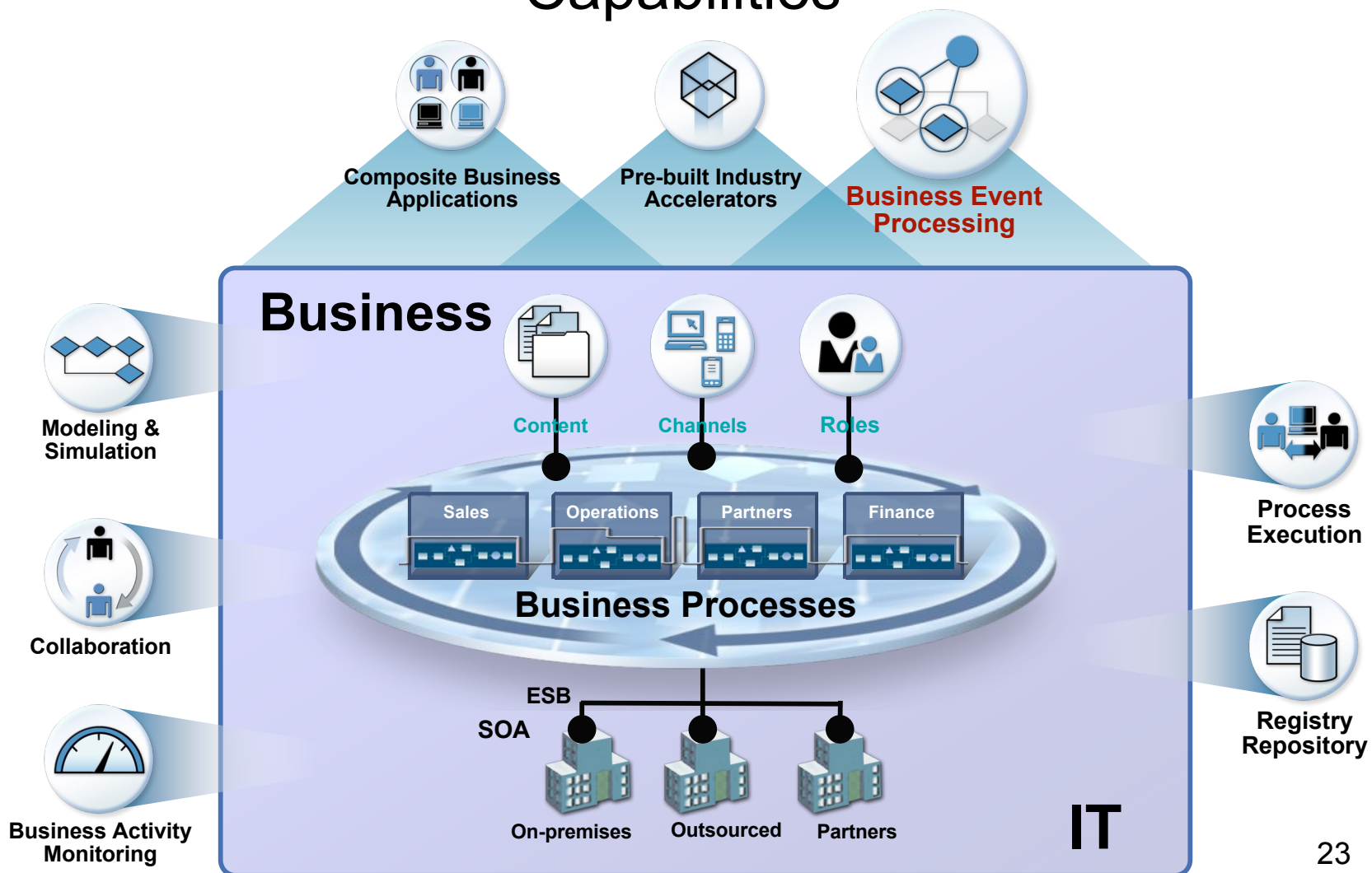


## BPM Center of Excellence

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



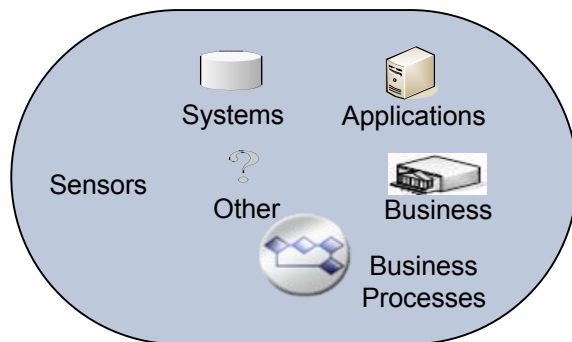
# Respond Quickly to Business Demands with powerful Capabilities





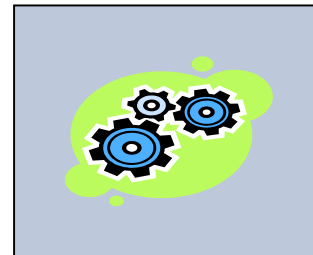
# Extending BPM with Business Event Processing

- 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**



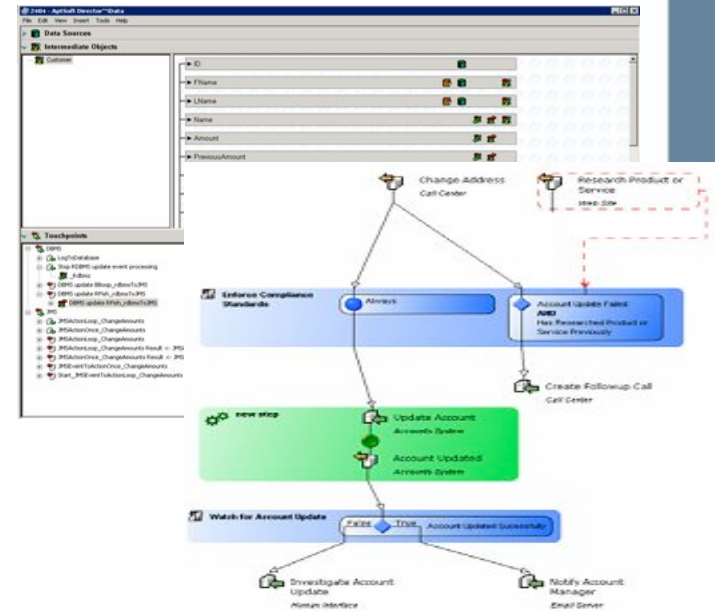
**Consume and react to events**

- Alerts
- Trigger Workflow
- Automated actions

# Business Events

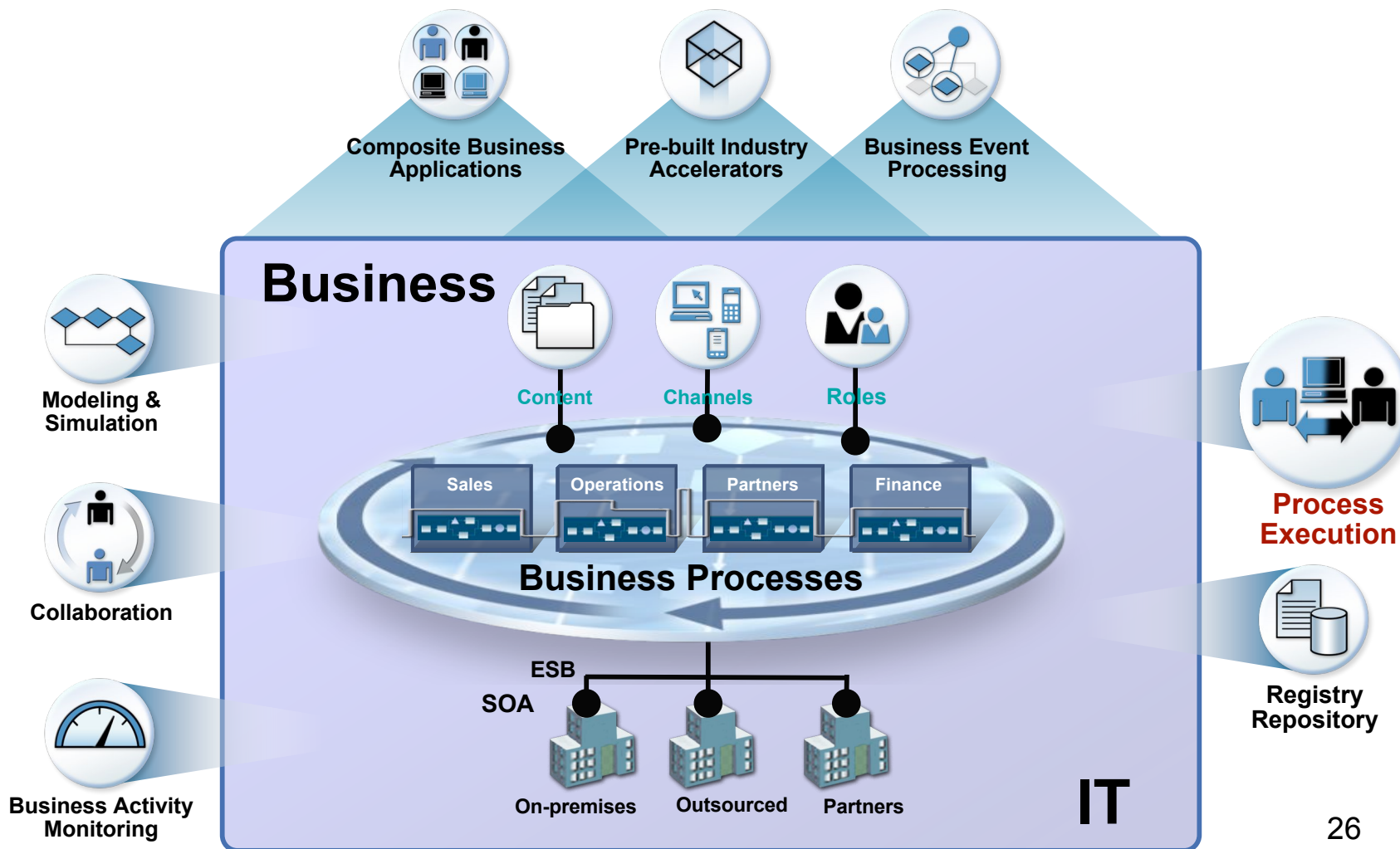
## *Sense when to act, know what to do*

- Allows business users detect, evaluate and react to business events in real time
- Designed for process analysts
  - Understands business language and vernacular
  - Enables straightforward expression of business logic
  - Codeless, Graphical Authoring tools
- Accepts events from many sources
  - “Derived” events
  - Plug & Play to extend your existing SOA and BPM infrastructures
- Sense meaningful patterns
  - Simple and complex rules patterns
  - Define filters and conditions
  - Event flows and long running correlations
- Initiate the appropriate response
  - Take action when those patterns form
  - Drive existing services (WPS business process, ESB, etc.)
  - Automated Tasks (Update DB, write to file, etc.)
  - Notifications (Email, pager, etc.)



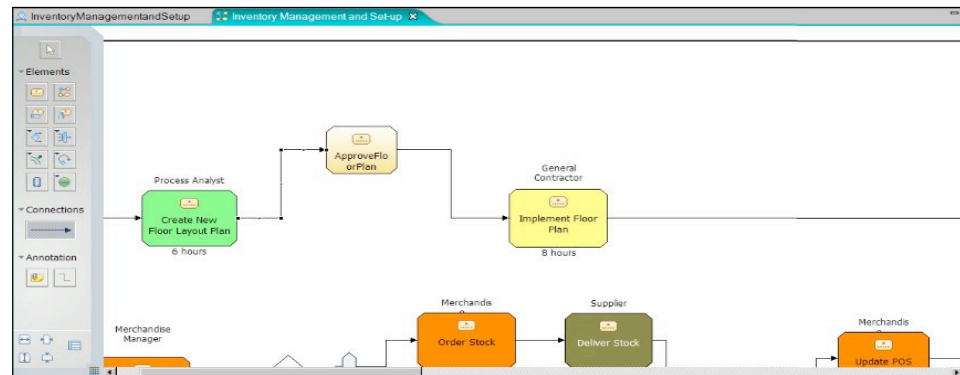
**Real-Time** Pattern Detection  
**Real-Time** Decision Triggers

# Respond Quickly to Business Demands with powerful Capabilities



# Enabling Iterative Development Environment *Bridging IT and LOB*

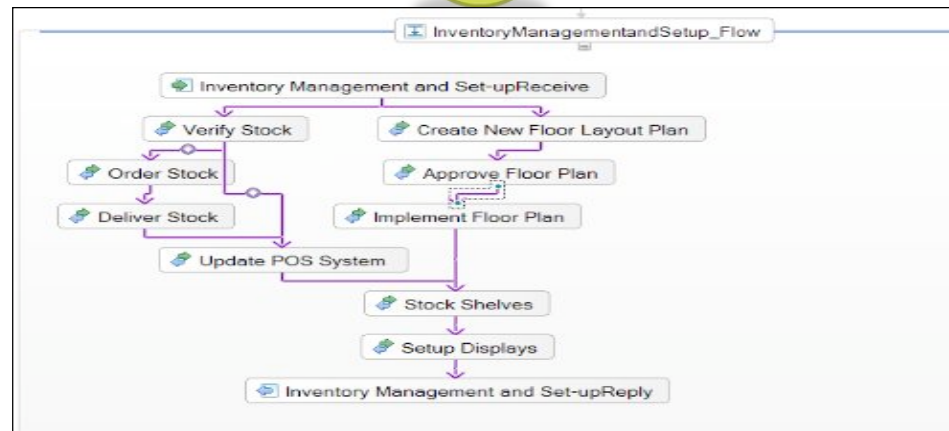
- Changes made in the Modeling Environment are automatically reconciled in Assembly Environment



Process Analyst



- Change Log provided to Modeling User to synchronize model with implemented process

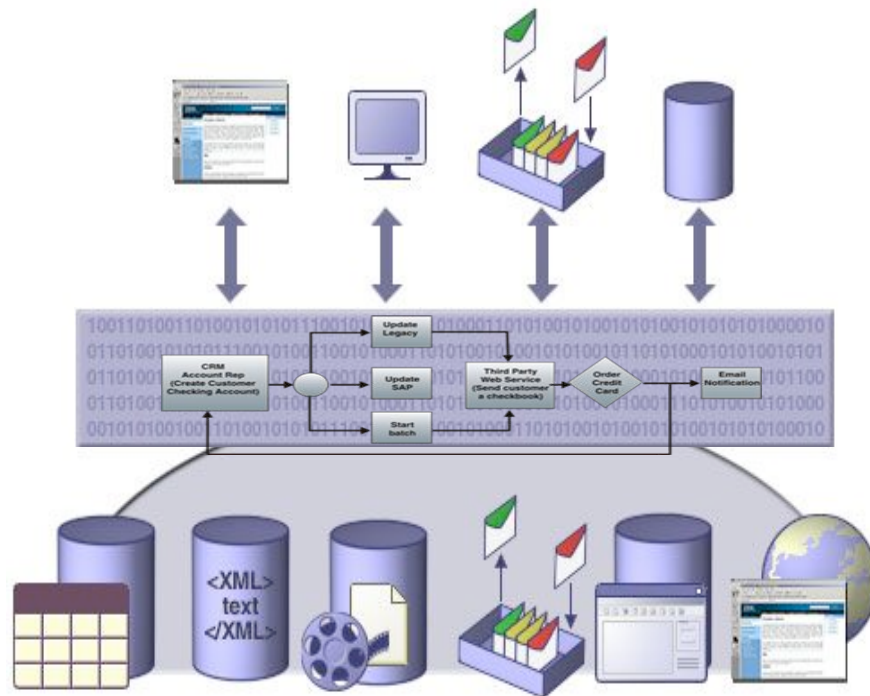


IT Developer

# Deploy on a Single Process Execution Platform

## *One platform to manage*

- Deploy your applications on a single, integrated, heterogeneous platform



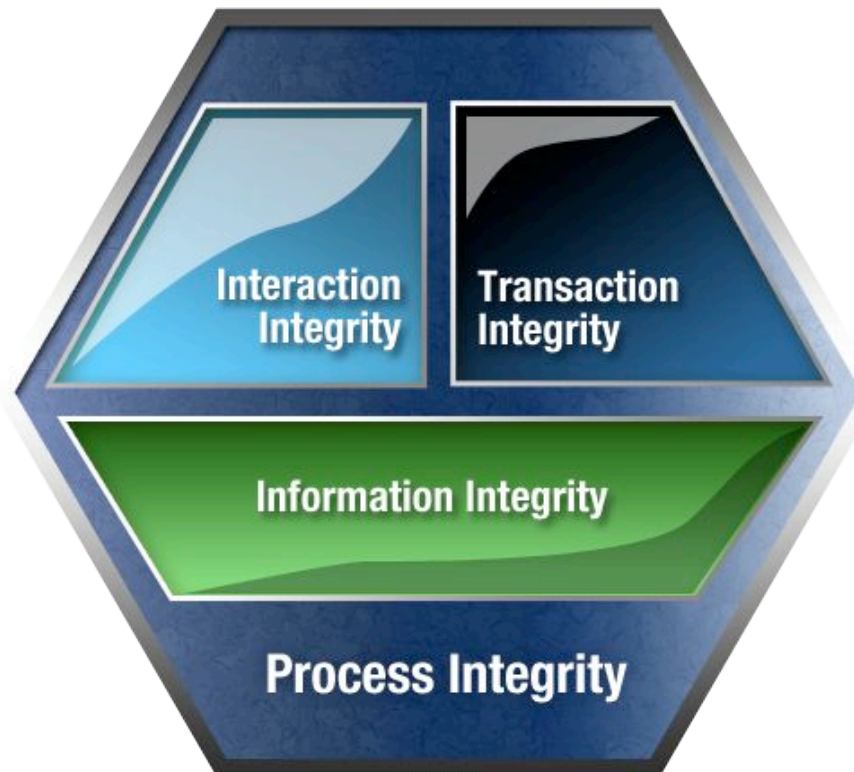
- Build your SOA the way you want it
  - flexible, fast, and business-driven
- Powerful out-of-box integration capabilities
  - Integrate with a variety of application and technologies
  - Without the need for coding
- Based on mature and robust WebSphere Application Server
- WebSphere Adapters included for development and unit testing
- WebSphere ESB included for robust connectivity
- Use other tightly integrated offerings like WebSphere TX



# Deploy and Execute with Process Integrity

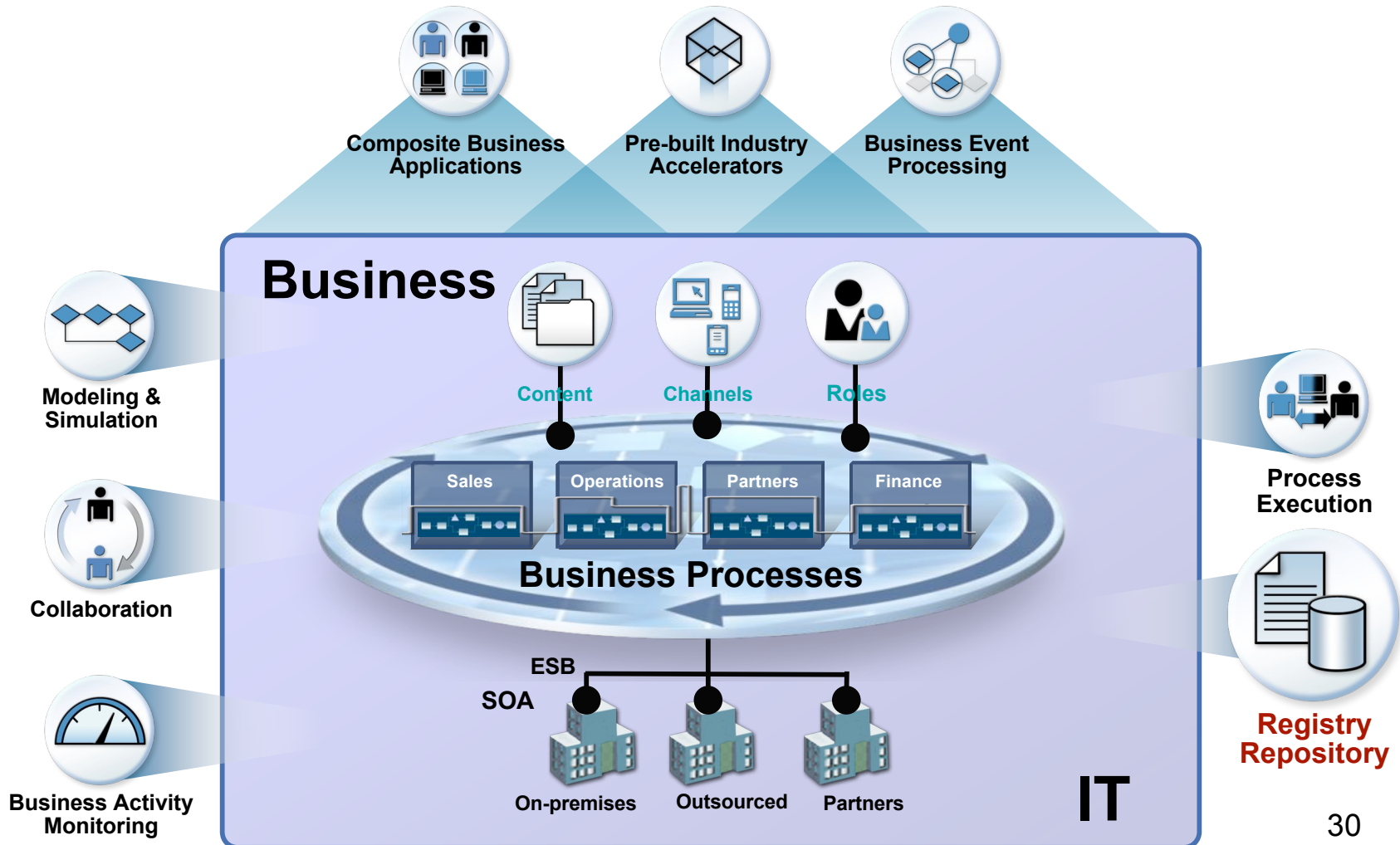
## *Enabling Consistent Transaction Processing in an SOA Environment*

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



# Managing and Governing the Lifecycle of IT Services

## Service Registry and Repository

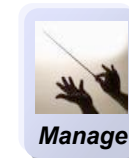
IT  
Architect



IT  
Developer



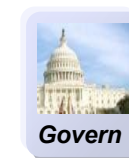
**Encourage Reuse**  
Find and reuse services for building blocks for new composite applications.



**Help optimize service performance**  
Enable enforcement of policies. Impact analysis



**Enhance Connectivity**  
Enable dynamic and efficient interactions between services at runtime.

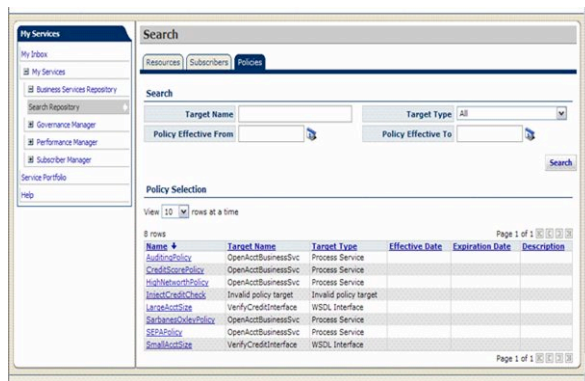


**Enable Governance**  
Govern services throughout the service lifecycle

# Managing and Governing the Lifecycle of Business Services

## View Business Service Policies

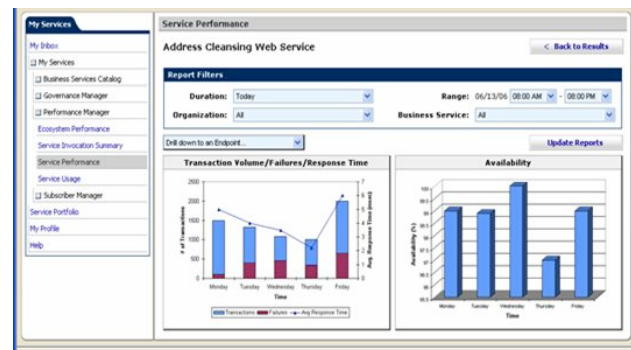
Track Policies in effect



Business Professional

## Manage/Monitor Business Service Policy Enforcement

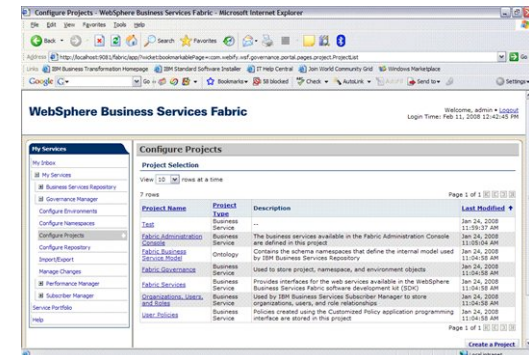
Track service level agreements, usage patterns etc.



Business Leader

## Govern Projects, Reuse

Manage and govern lifecycle of business services

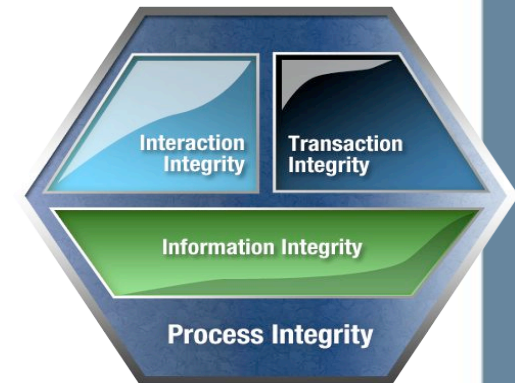
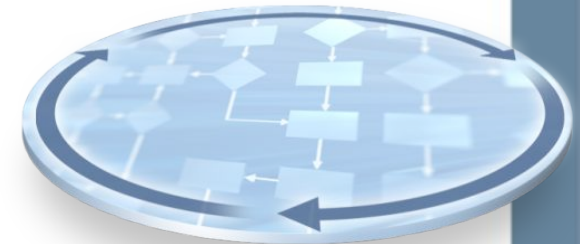


IT Leader

## Summary

### ***WebSphere BPM helps to unlock IT's Value across the Organization***

- Accelerate time-to-market for new solutions, and **rapidly change and reconfigure** existing IT assets **without redeployment**
- Increase the **value** of your organizational assets and reduce their operating costs
- Drive collaboration and stakeholder commitment around process optimization goals across **both business and IT**
- Reliably meet SLA, audit, and regulatory objectives with **Process Integrity**
- Leverage **open products** that accommodate disparate systems across departmental boundaries



Process Integrity



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