



# **IBM Information On Demand**

## **Unlock The Business Value Of Information**

Handling The Digital Content Explosion

# Content Drives Many Business Processes

- Financial Services
  - ▶ New Accounts, Loan Applications, Credit Reports
- Healthcare
  - ▶ Patient Enrollment, Insurance Claims, Prescription Orders
- Government
  - ▶ Tax Forms, Vehicle Registrations, Business Licenses
  
- This content is made up of a wide variety of paper and electronic data
  - ▶ Form, Bill, Statement, Picture, Fax ....
  - ▶ Often not collected in electronic form

# Paper Based Business Processes Can Be Costly And Inefficient

Paper based processes generate miles of documentation



Legal Size Mortgage Folders with Manila dividers to store Insurance, Tax and Assessment Receipts, Mortgage, Title Papers, Attorney's Opinion, Appraisal, Credit Reports, and Application

- ▶ Typical Mortgage binder file can exceed 10" in depth
- ▶ 10" x 100,000 (mortgage customers) = 83333 ft (16 miles)

# New Account Processing At Service Oriented Finance Is Currently Paper Based

Our process and compliance requirements have us drowning in paper. We need a better way to manage our new account processing.



**Service Oriented Finance  
VP of Retail Banking**



**Service Oriented Finance  
CIO**

# FileNet Can Help Service Oriented Finance Go Paperless

New accounts can be handled using a case management approach.

Let's review some of the capabilities FileNet can provide.

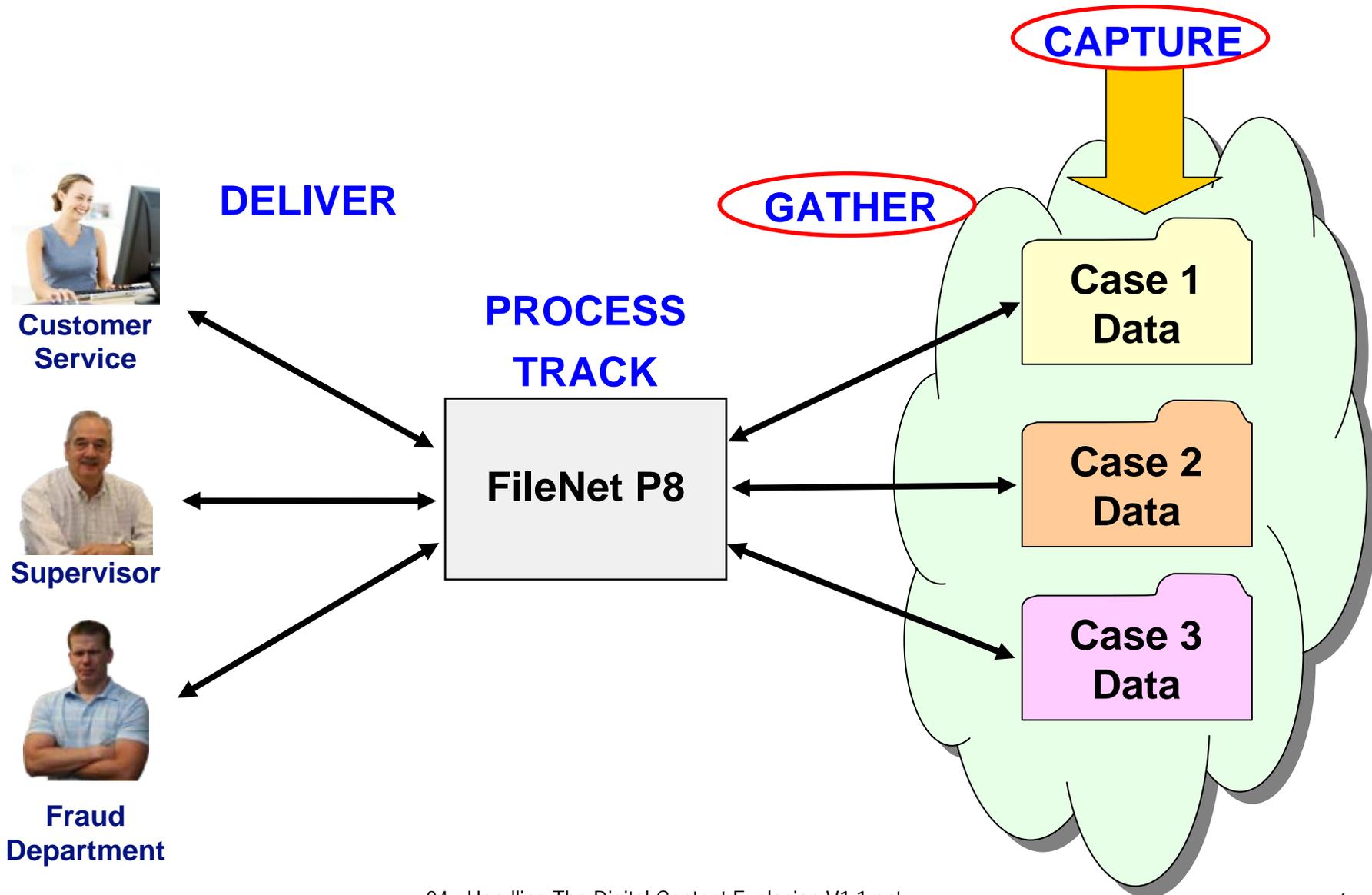


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## Case Management Paradigm

- Capture Documents and Electronic Forms into folders
- A “Folder” collects all the documents for each case
- Business Process Definition
  - ▶ With human executed steps
- Tracking for compliance
- Collaborative platform to deliver content

# First Step In Case Management Is To Capture And Gather Unstructured Data For The Task At Hand

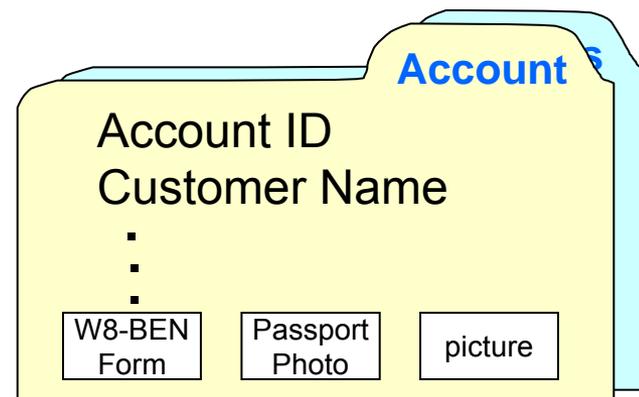


# FileNet Content Manager Gathers Captured Content Into On-Line Folders

- Objects can be organized into Folders

- Object Examples

- ▶ eForms
- ▶ Computer Documents
- ▶ Scanned Documents
- ▶ Fax
- ▶ Photographs
- ▶ eMails
- ▶ Reports
- ▶ Web pages
- ▶ Other Folders
- ▶ Custom Objects
- ▶ ...

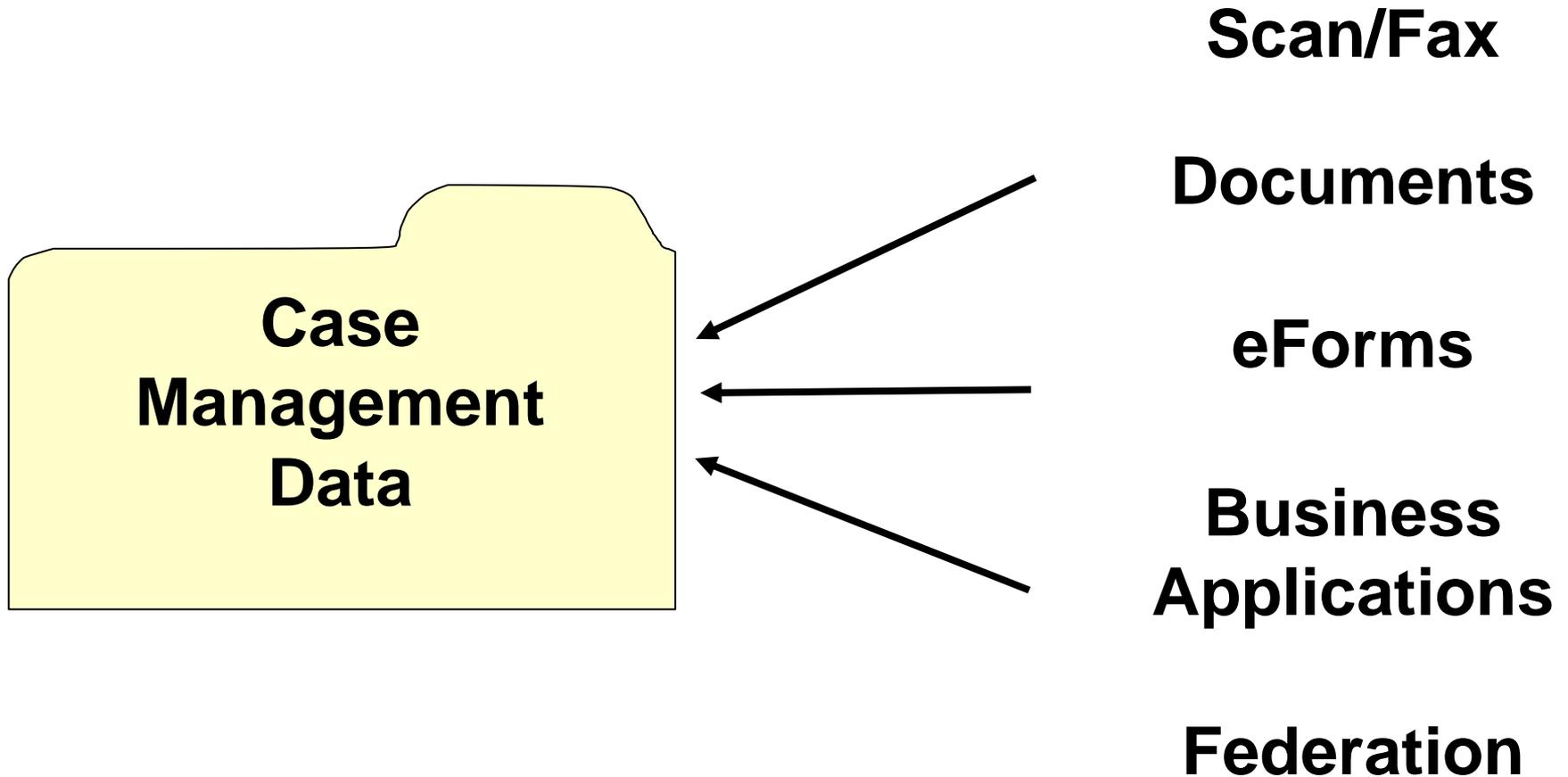


# DEMO: FileNet Content Manager And FileNet eForms

- eForm used for New Accounts
  - ▶ Data validation
  - ▶ Digital signatures
- Customer Account folder created for case management
  - ▶ Associated documents, W8-BEN and passport saved in “case” folder
- Folder for New Account “automatically” sent for review
  - ▶ Active content capability
    - Added content initiates new account case management process

The screenshot displays a web browser window with the URL [http://hqdemo1:9080/?requestedWindowId=\\_3.propertiesDocumentForm08policyObjectStoreNa...](http://hqdemo1:9080/?requestedWindowId=_3.propertiesDocumentForm08policyObjectStoreNa...). The browser shows a form titled "Investment Account Application" from "SERVICE ORIENTED FINANCE". The form includes a "New Account Number" field with the value "182752" and a "Member Number" field with the value "334455". The "Choose Account Type" dropdown is set to "Single Account". The form contains several sections for personal information, including name (Last Name: Gant, First Name: Carly, Initial: Y), address (8765 Greenway Blvd, Suite No. 5645, Des Moines, IA 50319), and contact information (Home Phone: (555) 111-9090, Business Phone: (555) 111-9091, Fax No.: (555) 111-9092, Other Daytime Phone: (555) 111-9093, Email: cqant@mymail.com). Below the form is a "W-8BEN Certificate of Foreign Status of Beneficial Owner for United States Tax Withholding" form, which is partially filled out. To the right of the W-8BEN form is a small inset image of a Hong Kong passport.

# There Are Many Ways To Capture Content



# FileNet Supports High Volume Content Capture

- Supports high volume content capture
  - ▶ Dedicated robot stations for scanning, faxes (RightFax), image verification, document assembly, import and indexing
  - ▶ Offline repository to perform capture in remote offices
  - ▶ Includes out-of-the-box multi-page zonal OCR that automates the indexing process
  - ▶ Automatically imports high volumes of images and documents
- Integrates seamlessly with IBM FileNet Image Manager Active Edition, Image Services, Content Manager, Records Manager and Content Services
- Enhances image quality to improve image verification, OCR, 1D and 2D barcode recognition and patch code recognition

# Use FileNet eForms To Capture And View Forms Data Online

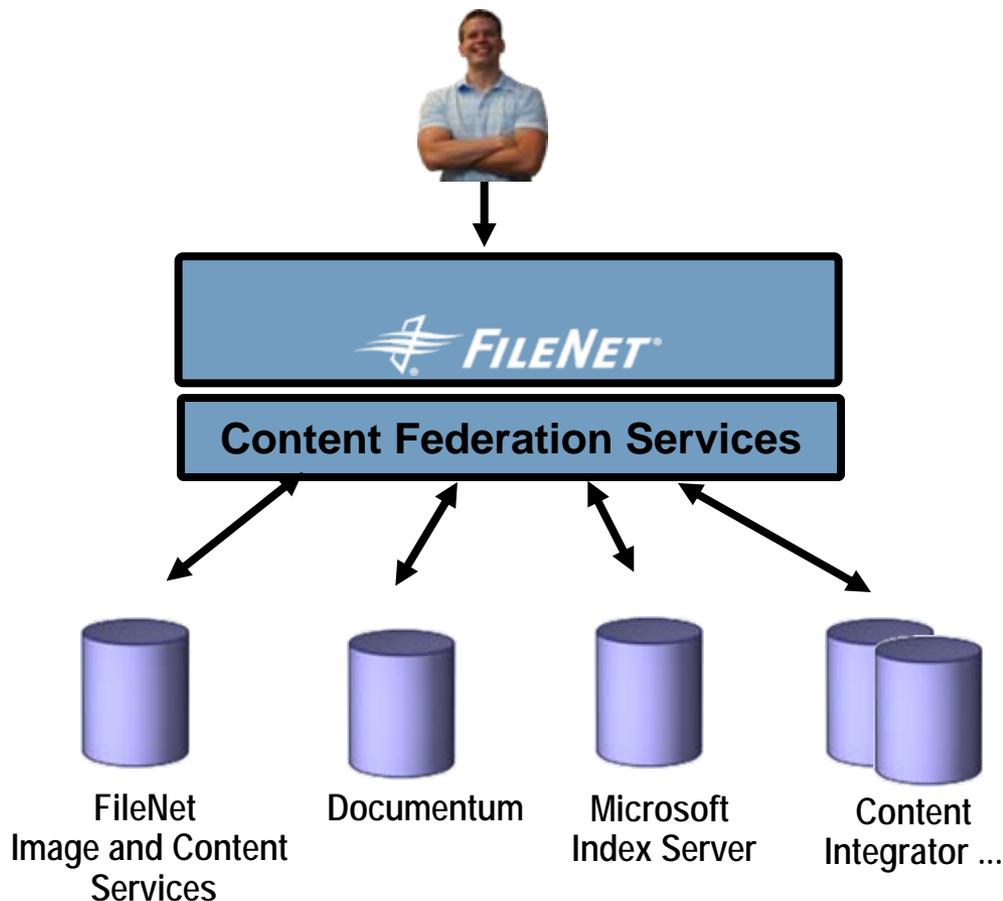
- eForms Human Interface
  - ▶ Simple GUI tool for eForm development
  - ▶ Rapid design and deployment – Little or no programming experience required
  - ▶ Significantly reduces cost of solution development
- Used to capture critical data and audit history for business processes
- Separate roles and responsibilities between process designers and forms designers
  - ▶ Reuse eForms in other solutions

The screenshot shows a web browser window with a form titled "Investment Account Application" from "SERVICE ORIENTED FINANCE". The form is for a "New Account Number 182752". It contains various input fields for personal and business information, including contact details and identification numbers. On the right side, there is a table for "NEW HIRE / REHIRE PERSONNEL ACTION" with columns for "Sex", "Worker's Comp.", "Job Category", "Employment Date", "Reason Form", "Monthly Rate", "Pay Period", "Job Code", and "Job Title". The table is currently empty.

# Federate Content From Other Repositories Without Migration

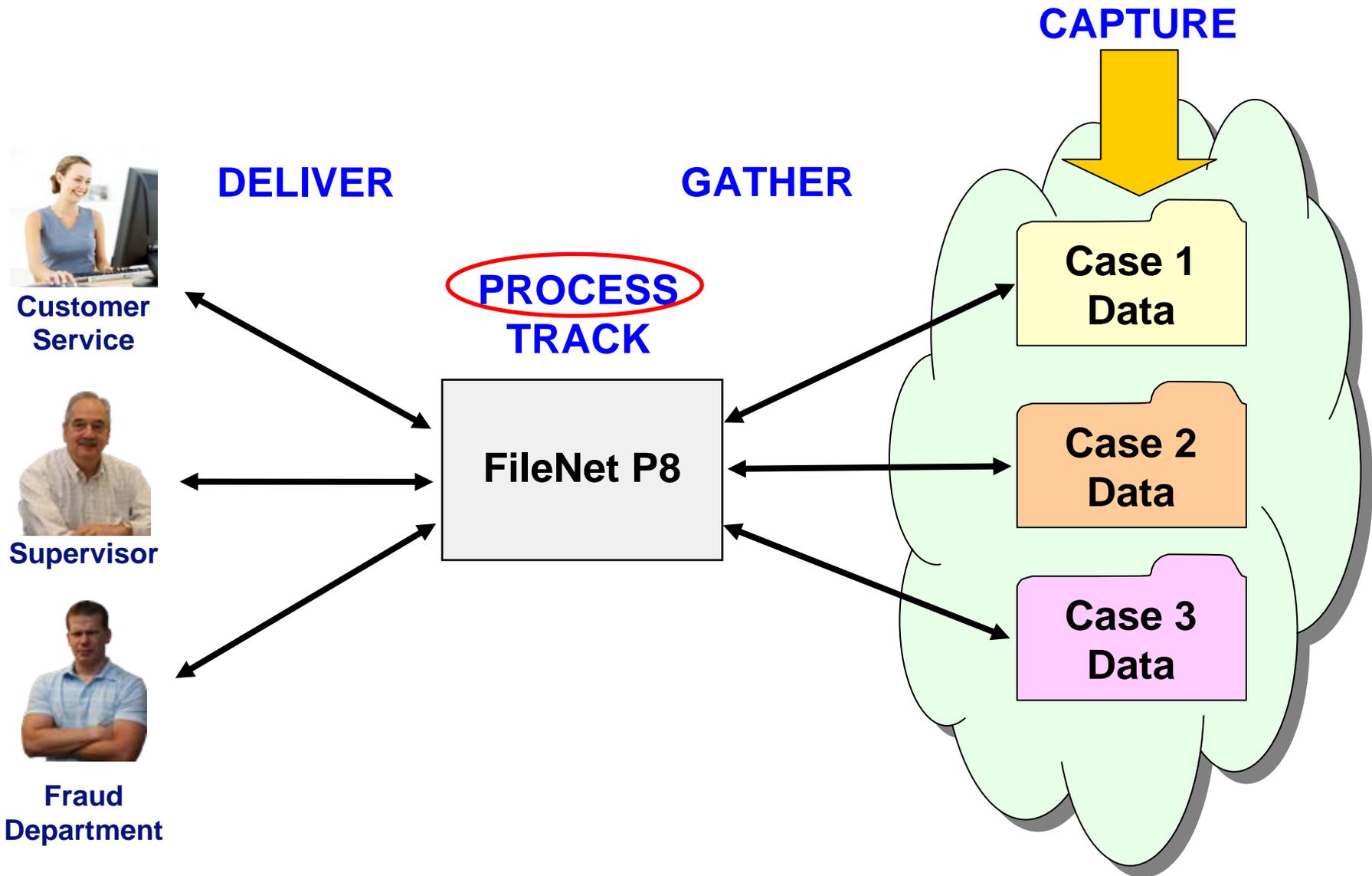
## FileNet Content Federation Services (CFS)

- Content remains in source repository
- Gathers meta-data about source documents into FileNet federated enterprise catalog
  - ▶ Enables high performance search
- IBM Content Integrator allows real time search, access and management of IBM and third party repositories



**Both Microsoft and Oracle do not offer Content Federation**

# Next Step In Case Management Is To Integrate The Content With Business Processes



# Service Oriented Finance Needs Automation To Improve Productivity Of New Account Process

Our new account process has a lot of manual steps. Can FileNet help me improve efficiency through automation?



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FileNet Business Process Manager (BPM) provides seamless integration of content with business processes



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# Create Content Driven Processes With FileNet Business Process Manager (BPM)

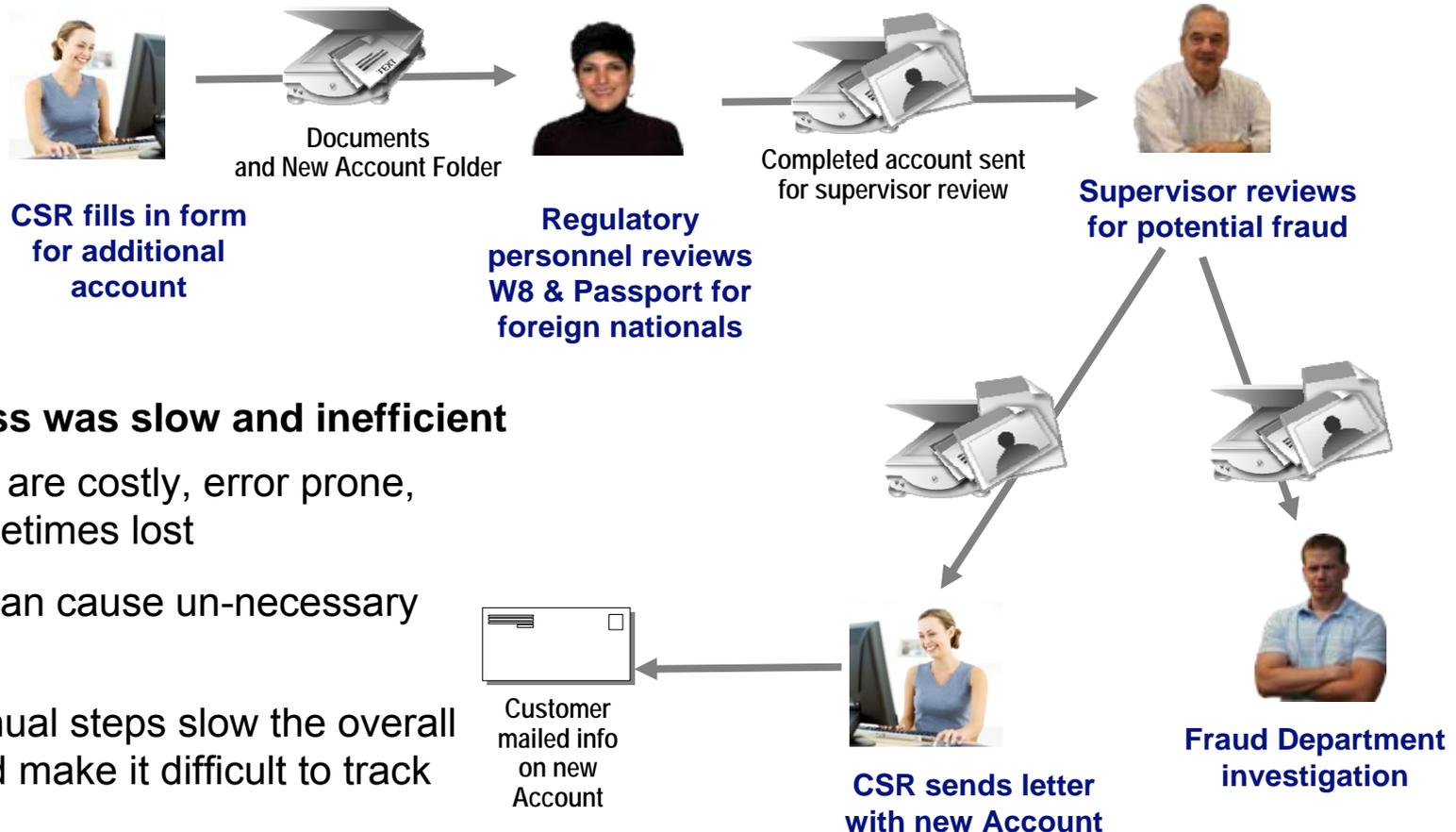
- Define and execute content based process
  - ▶ Content aware process execution
- Use business rules to separate business policy from process implementation
- Productive development tools
  - ▶ Includes modeling and simulation
- Hot Deploy new or changed processes
  - ▶ Deploy new process to running server without interruption
  - ▶ In-flight process instances continue with prior definition
- Process auditing
- Operational and business analytics
  - ▶ Real-time business activity monitoring
  - ▶ Historic reporting

# FileNet Supports Content Driven Processes

- Changes to content can drive steps in the business process
  - ▶ This feature is called “Active Content”
  
- Examples
  - ▶ Storing a new Form can trigger a new business process
  - ▶ Updates to a content folder can trigger sending an eMail or supervisor review process
  - ▶ Document “lifecycle” changes can trigger a new business process
    - Approvals, denials, reviews ...
  - ▶ Forward a folder to a person for review only when ALL required objects (documents, pictures, ...) are stored

# Case Management At Service Oriented Finance Is Currently Manual

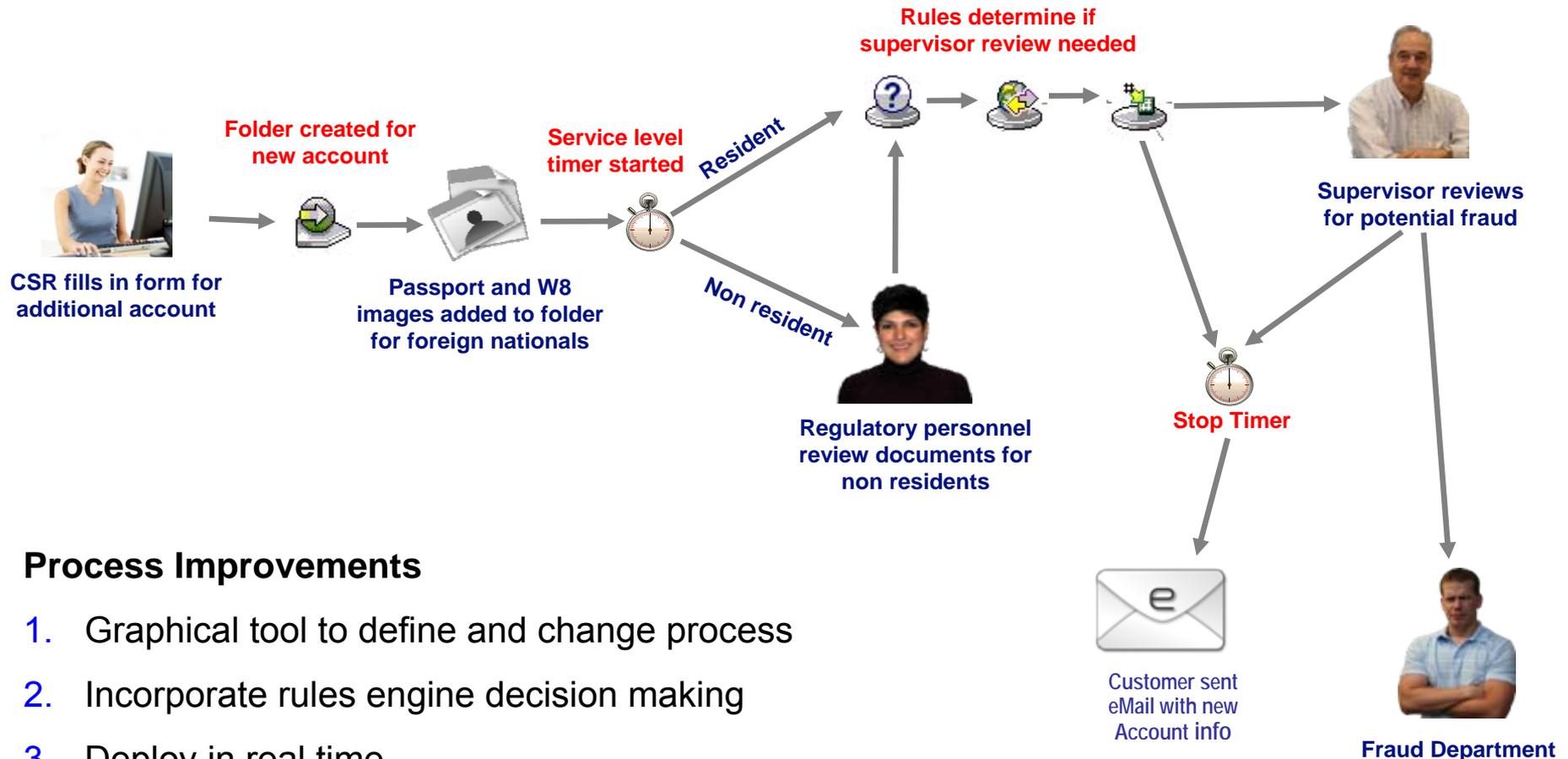
## Original Case Management Process for New Accounts



### Original process was slow and inefficient

1. Paper forms are costly, error prone, and are sometimes lost
2. Paper mail can cause un-necessary delays
3. Multiple manual steps slow the overall process, and make it difficult to track

# Automate The Case Management Process For New Accounts Using FileNet BPM

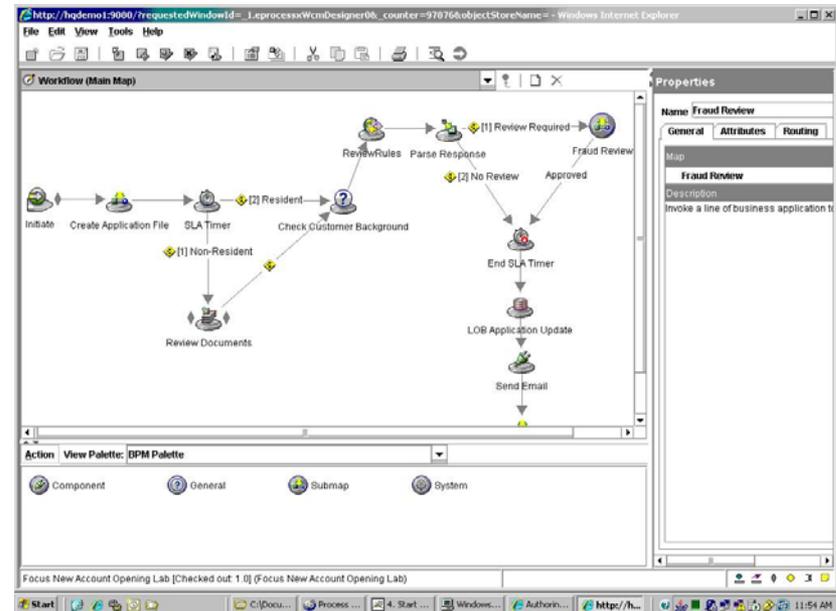


## Process Improvements

1. Graphical tool to define and change process
2. Incorporate rules engine decision making
3. Deploy in real time
4. Metrics on processes performance

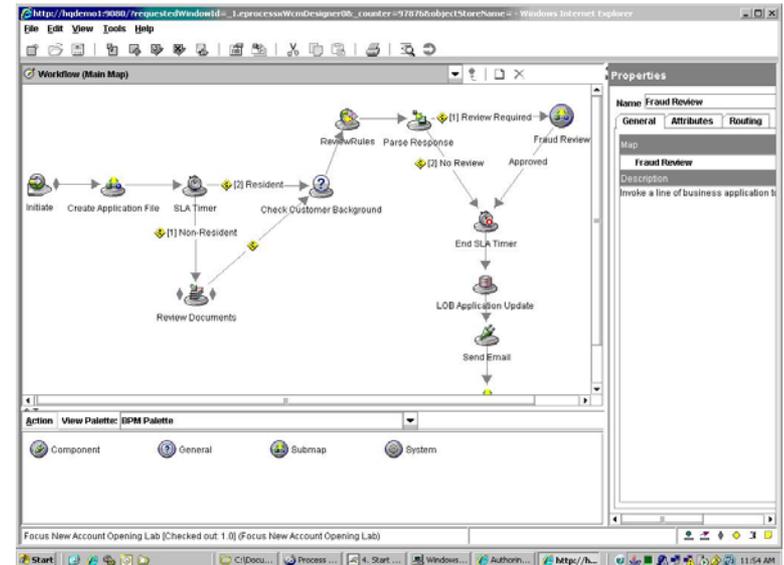
# DEMO: Automating The Business Process

- Use Process Designer to explore and alter the process
- Define process steps



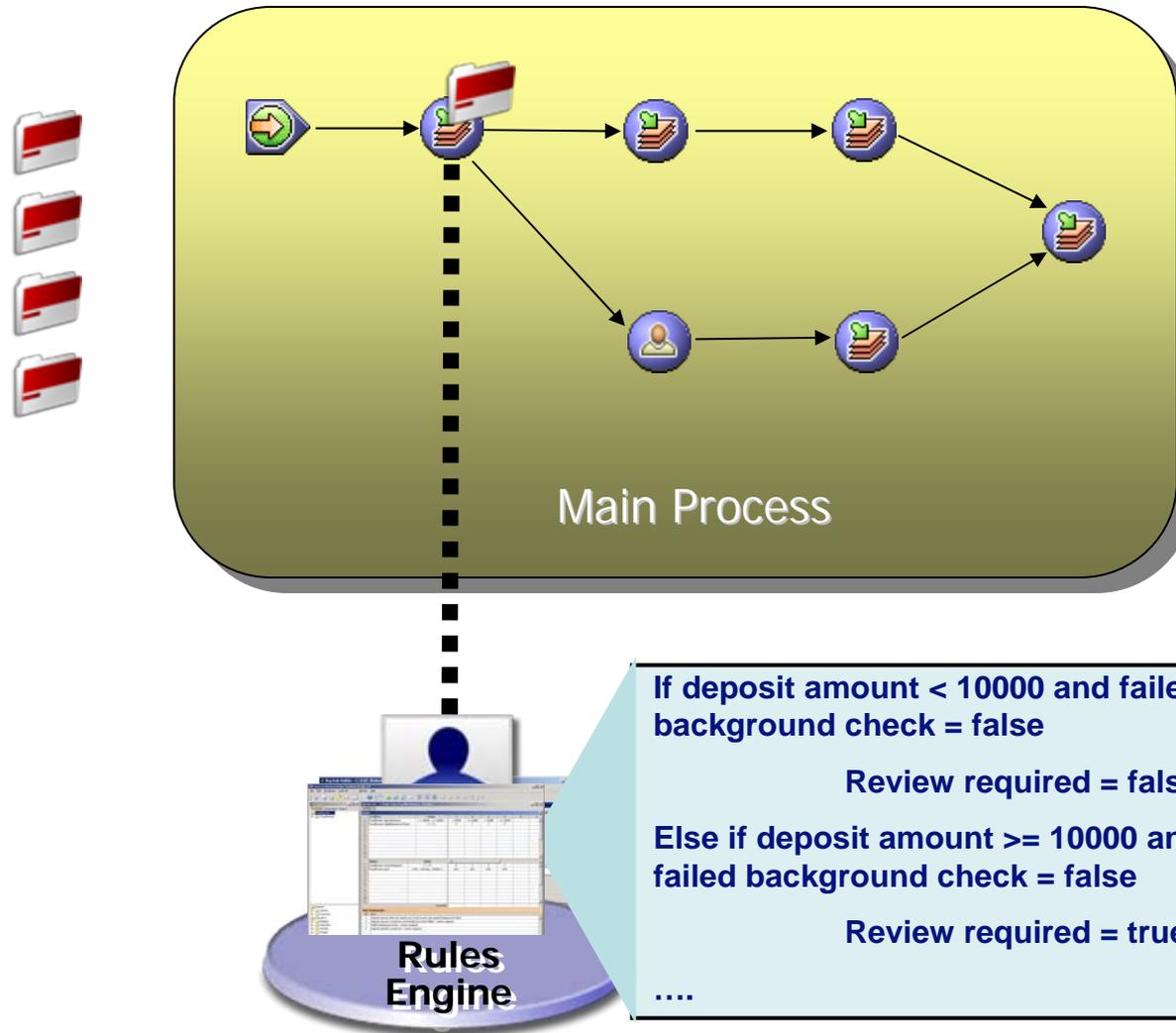
# Create New Processes With FileNet Process Designer

- No programming required !
- Graphical User Interface
  - ▶ Easy to use
  - ▶ Supports complete process semantics
  - ▶ Browser-based
- Separate process definition from process development
- Simulation tools to validate process meets business objectives prior to implementation
  - ▶ “What-if” analysis



**Both Microsoft Sharepoint and Oracle Universal Content Manager require a lot of manual coding to create processes**

# FileNet BPM And iLOG Support Business Rules To Improve The Process



- Externalize policy decisions that change frequently
- Business analysts create and update rules using web based interface
- Re-use rules across applications
- Separate roles and responsibilities
- Integrates with iLOG JRules for advanced rules

# New York Life Insurance Company

## Used FileNet to Improve Staff Productivity

### Challenge

- Simplify the management of its internal business processes
- Largest mutual life-insurance company in the United States

### Solution

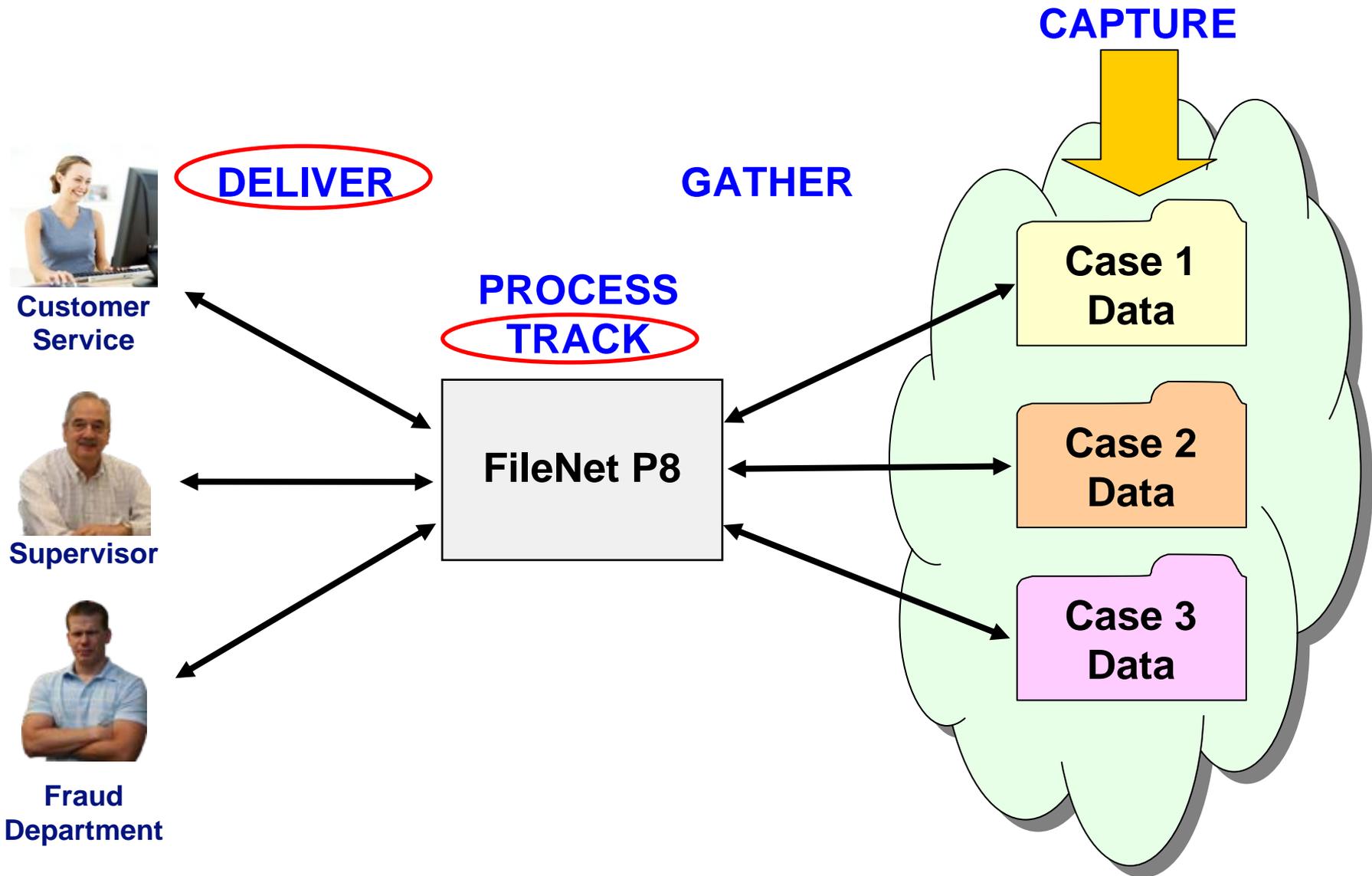
- FileNet manages annuities, accounts, customer service and customer maintenance activities
- Solution leverages IBM FileNet Image Manager, FileNet Content Manager, FileNet Business Process Manager, FileNet Capture, FileNet Image Services, FileNet ISRA, FileNet Print, FileNet Fax, FileNet OSAR



### Business Benefits

- Improved staff productivity between 20 and 25 percent
- Increased the overall output of its staff without increasing headcount
- Cost savings of around \$4 million annually

# Track And Deliver Case Management Data With FileNet



# Regulatory Compliance Is A Core Requirement For Service Oriented Finance

Our industry has strict requirements for regulatory compliance.



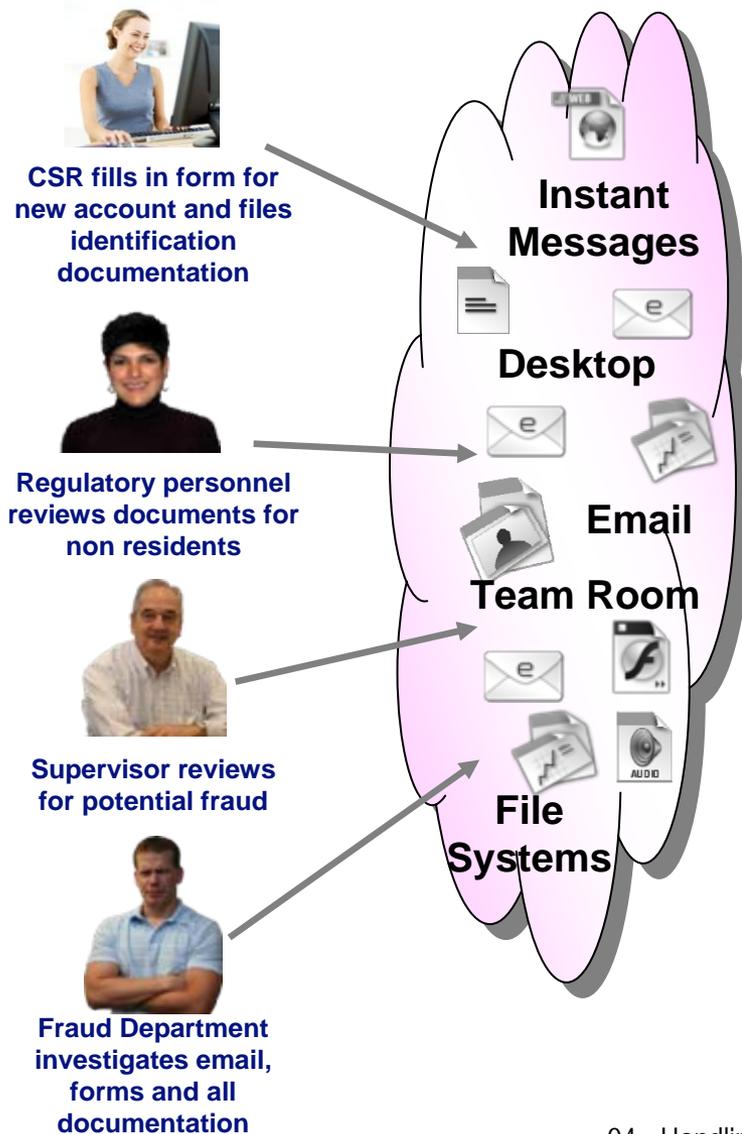
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FileNet's revolutionary ZeroClick solution automatically and invisibly enforces records management for compliance.

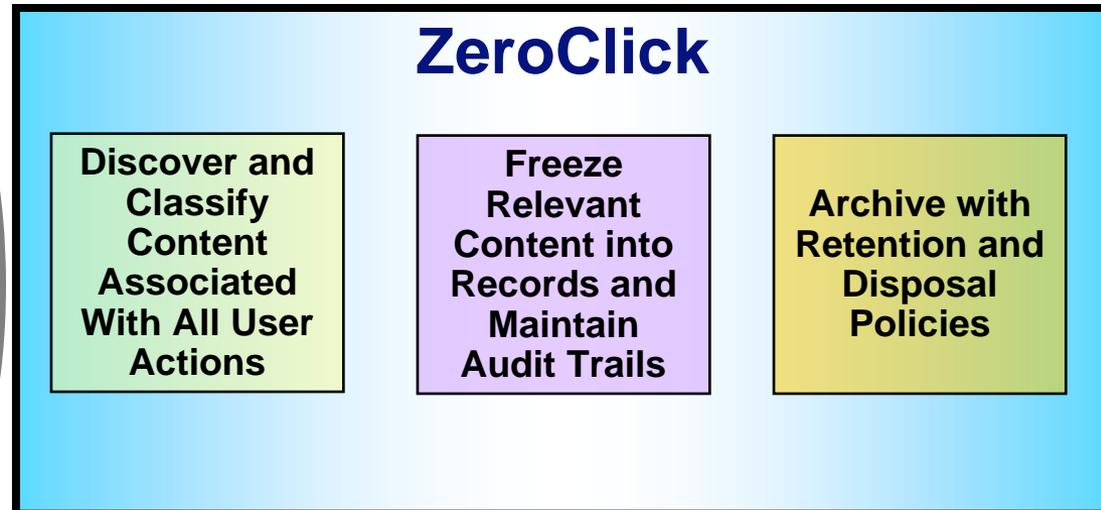


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# FileNet Automatically And Constantly Ensures Compliance



**No user actions required !  
Invisibly enforced !**

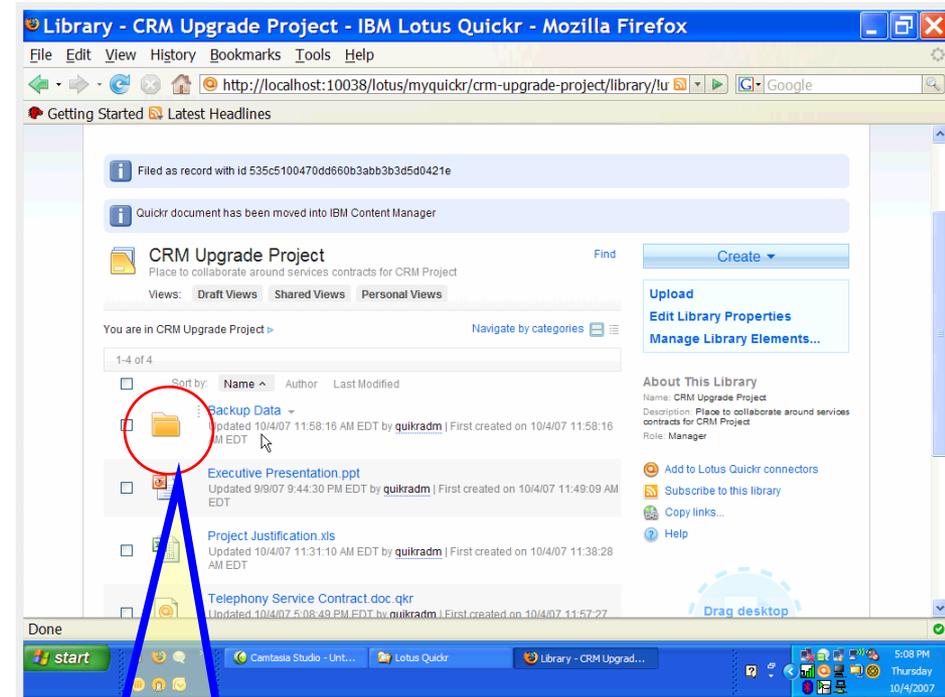


Steps Required for Compliance

**Neither Microsoft nor Oracle have this capability**

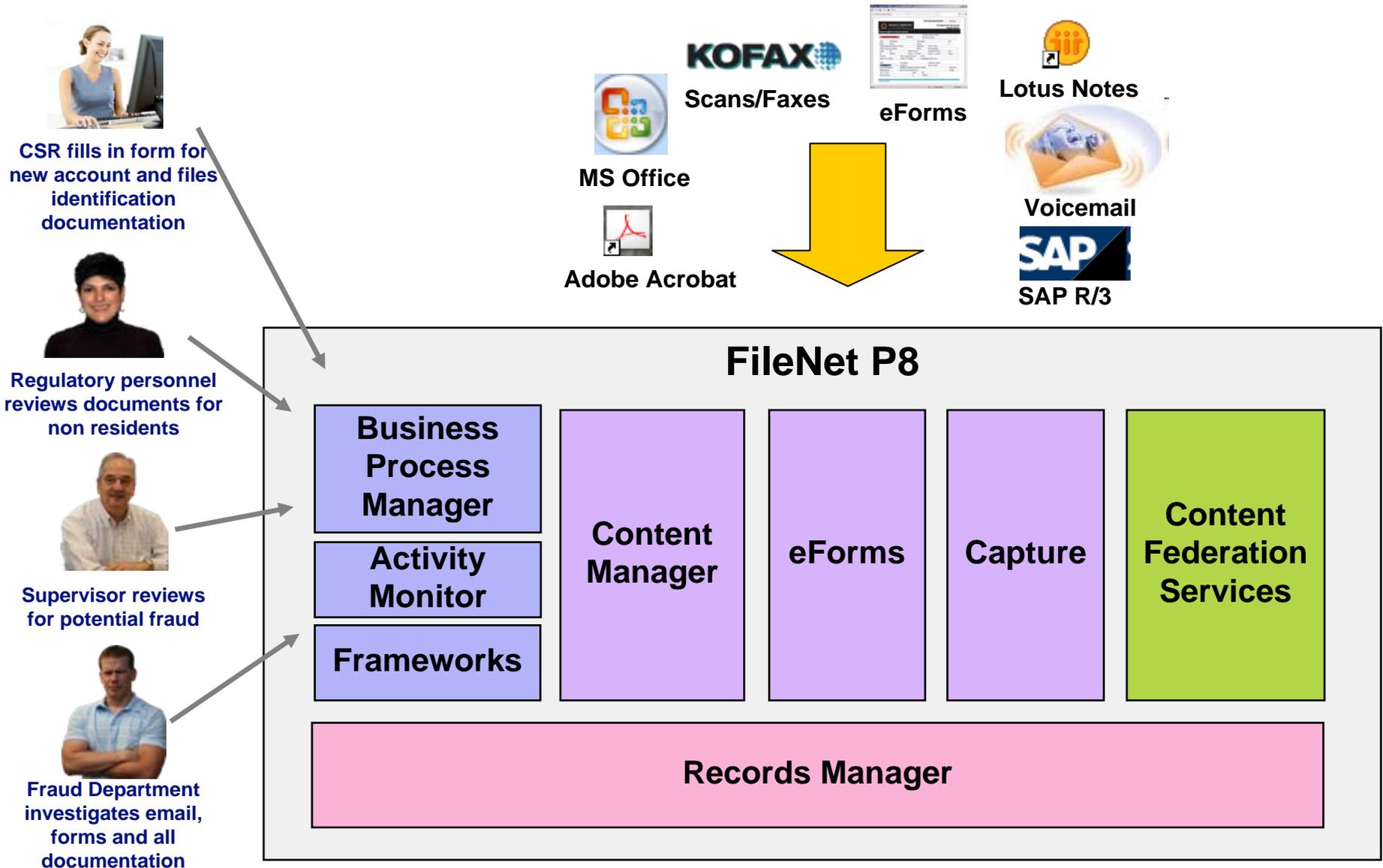
# FileNet Delivers Team Collaboration With Lotus Quickr

- Lotus Quickr is IBM's team collaboration product
  - ▶ Share team assets, including documents



Folders in  
Quickr Libraries  
can be filed in  
FileNet P8

# FileNet P8 Provides A Comprehensive Platform For Case Management

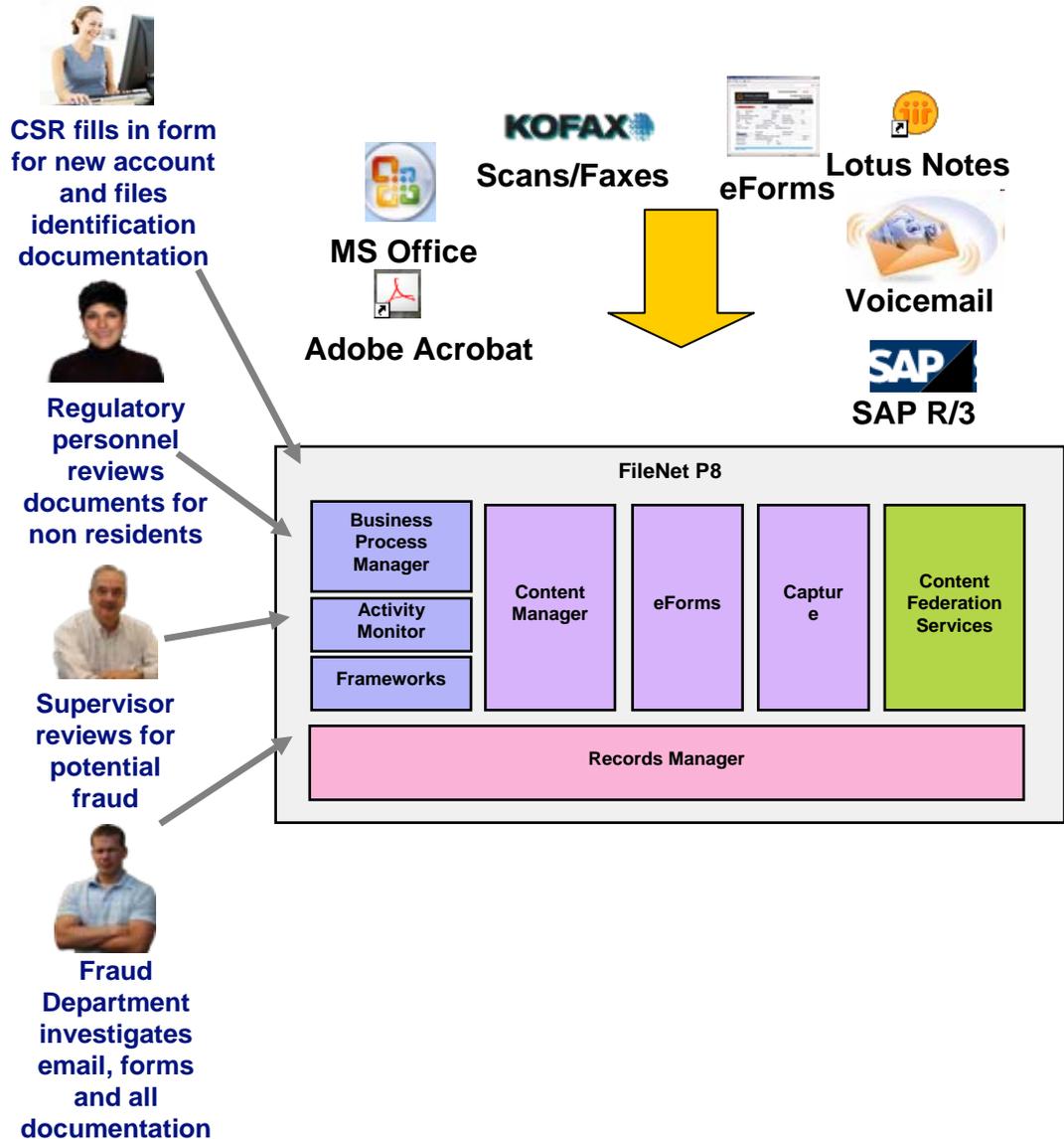


# Service Oriented Finance Account Processing Has Gone Paperless

Efficient online account processing!  
Automatic compliance!  
Monitored business processes metrics!  
Save the planet!  
PERFECT!



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# IBM FileNet Trumps Microsoft On Enterprise-Class Content Management

- IBM FileNet offers complete integrated content management and document based workflows
  - ▶ Microsoft Office Sharepoint Server provides limited workflows leveraging the Windows Workflow Foundation.
    - Programmers have to create and modify workflows using Visual Studio
- IBM FileNet scales up on server platforms such as System z and POWER Systems
  - ▶ Microsoft ECM limited to Windows on Intel x86
- FileNet Records Manager simplifies compliance with user transparent ZeroClick for Records Management
  - ▶ Microsoft requires a user driven manual process
- FileNet uses federation to manage lifecycle of content stored in a heterogeneous environment
  - ▶ Microsoft does not provide content federation

# IBM FileNet Offers Better Content Management Productivity Than Oracle

- FileNet BPM's graphical tools and standard XPD L workflows speed development and time-to-value
  - ▶ Oracle Universal Content Management (Stellent) requires hand coding in proprietary IDoc language to build or customize workflows
    - Each version upgrade requires programming to update workflows
- IBM FileNet's broad support for federated content enables more complete information in applications
  - ▶ Oracle UCM does not support federation
  - ▶ Email archival is not integrated into Oracle UCM. Oracle provides a separate solution called Universal Online Archive (UOA)
- IBM's FileNet integrates with Quickr, the Lotus team collaboration product, and Sharepoint
  - ▶ Oracle does not have its own collaboration product. They only support integration with Sharepoint

