

Please read and remove this slide before presenting

Business Agility Now! – keynote presentation

Overview: This presentation is designed to be the keynote presentation for the *Business Agility Now!* Launch events. The keynote is presented in the morning general session of the events, and is followed by the breakout workshops in the afternoon that align with the three key themes

Objective: The goal of this presentation is to introduce the new “business agility” and “dynamic network” messaging, the messaging sub-themes, and show how, at a high level, the joint capabilities provided by the IBM BPM and SOA portfolio can support them. The presentation should drive interest in the afternoon workshops and help attendees select the appropriate breakout session.

Audience: This presentation is intended for a mixed LOB and IT audience. There are technical and product details in the speaker notes for delivery to an IT-focused audience

Length: The keynote session is 45 minutes, however, this presentation can also be used for a 60 minute session. Presenters should limit the number of examples covered depending on the session time. An alternate 30 minute flow is included on the next page.

Product Highlights Slides: When delivered in the *Agility* keynote session the product highlights on slides 19, 28, & 37 should not be used. The workshops will go into the product details. The highlight slides can be included when the presentation is used stand-alone to support the capabilities detailed in each of the sections.

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Alternate 30 Minute Flow

The grid contains 23 numbered slides, each with a title and content area. The slides are arranged in four rows: the first three rows have six slides each, and the fourth row has five slides. Each slide includes a title, a main heading, and a content area with text and graphics. The slides are numbered 1 through 23.

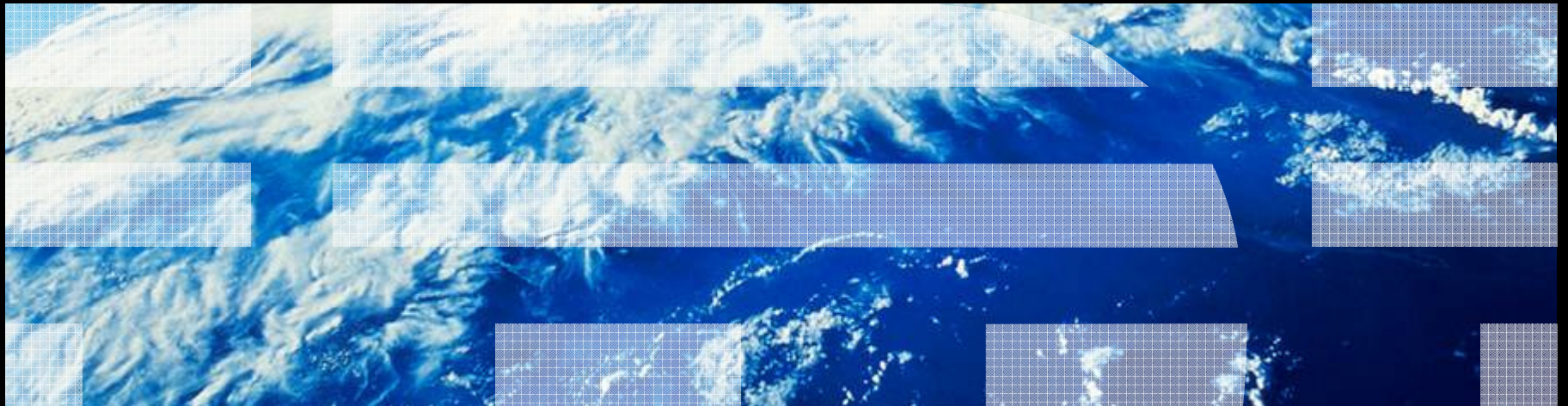
- 1. Business Agility Now! Putting You on a Path to Working Smarter
- 2. Smarter Planet
- 3. We Face The Challenge of Accelerating Market Shifts
- 4. Our Business Networks ...
- 5. Advancing a dynamic business network presents challenges
- 6. and tremendous opportunities
- 7. A dynamic network requires business agility
- 8. Achieving business agility now...
- 9. Agile in order fulfillment
- 10. Process understanding and improvement facilitate business insight
- 11. Business innovation requires extended visibility across the business network
- 12. Increase the visibility of key main value
- 13. Agility in customer loyalty
- 14. Engaging customers across channels drives loyalty
- 15. Service orientation seamlessly integrates people
- 16. Business events in the right business context maximize their value
- 17. Agility in claims delivery
- 18. Flexible process automation increases agility and enables rapid change
- 19. Maximize systems IT assets and maximize effectiveness
- 20. Optimizing IT processes increases efficiency
- 21. New tools and pre-built content can accelerate your dynamic business network
- 22. Leverage a partner with deep process and industry expertise
- 23. Get started and embrace your dynamic business network today

Discover, Interact, Optimize



Business Agility Now!

Putting You on a Path to Working Smarter



We are living in a new landscape

Smarter Planet

instrumented
interconnected
intelligent

people
companies, institutions, industries
man-made systems
nature's systems



Rapid change. New competition. Unprecedented opportunity

You can't just work harder

You can't just spend money for more resources

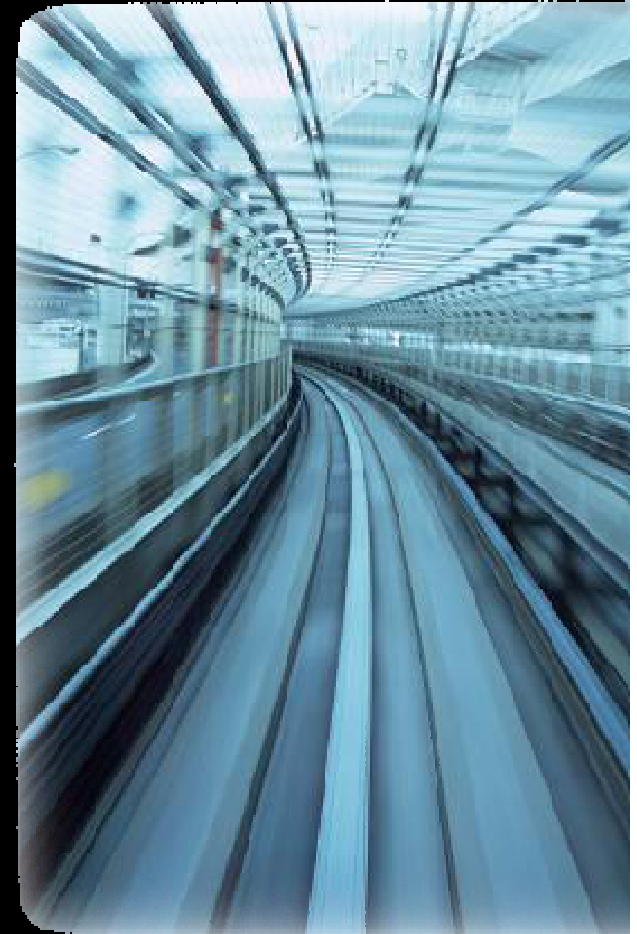
You must Work Smarter



We face the challenge of accelerating market shifts

- Rising consumer expectations compel improvements in speed and personalization
- Rapid swings in economic and commodity markets highlight lack of adaptability
- Lower barriers to entry in a digital, flat world, enable fast and easy access by new competitors

How do businesses evolve to adapt and respond dynamically?



Our business networks...

Insurance
Carrier



Achieving a dynamic business network presents challenges

3%

of companies report they have achieved **“process excellence”**

68%

of executives report that **integration challenges** impede collaborative relationships with partners

85%

of CEOs require **more visibility** into their businesses

Businesses are restrained by organizational silos and rigid IT systems

...and tremendous opportunities

A large bank
reduced redundant
process activities by

60%

An air freight company
reduced partner
integration time by

50%

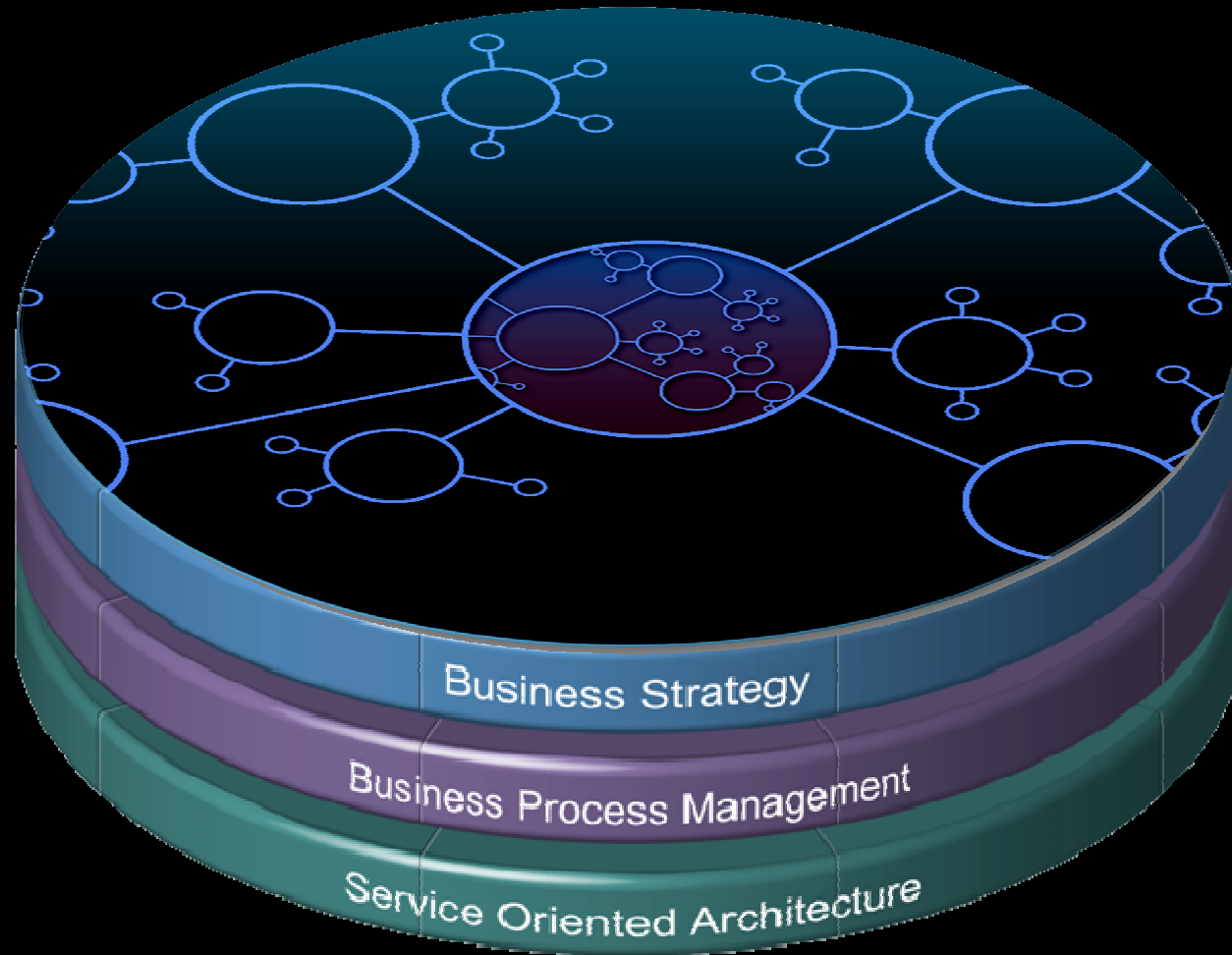
A retailer gained real-time
inventory visibility across
500+ outlets and reduced
data integration costs by

20%

***Break down silos to increase business agility by
converging business and technology management***

A dynamic network requires business agility

Today's engines of business agility - retail example



Achieving business agility now...

Discover Insights that enable innovation

Enhance awareness and understanding
across processes and ecosystems

Maximize the value of business **interactions**

Access rich information and applications
at the right time and in the right context

Optimize productivity and resources

Broadly flexibly and continuously automate
and govern processes



Agility in order fulfillment

Discover insights that enable innovation



Jennifer
Production Manager

Suppliers

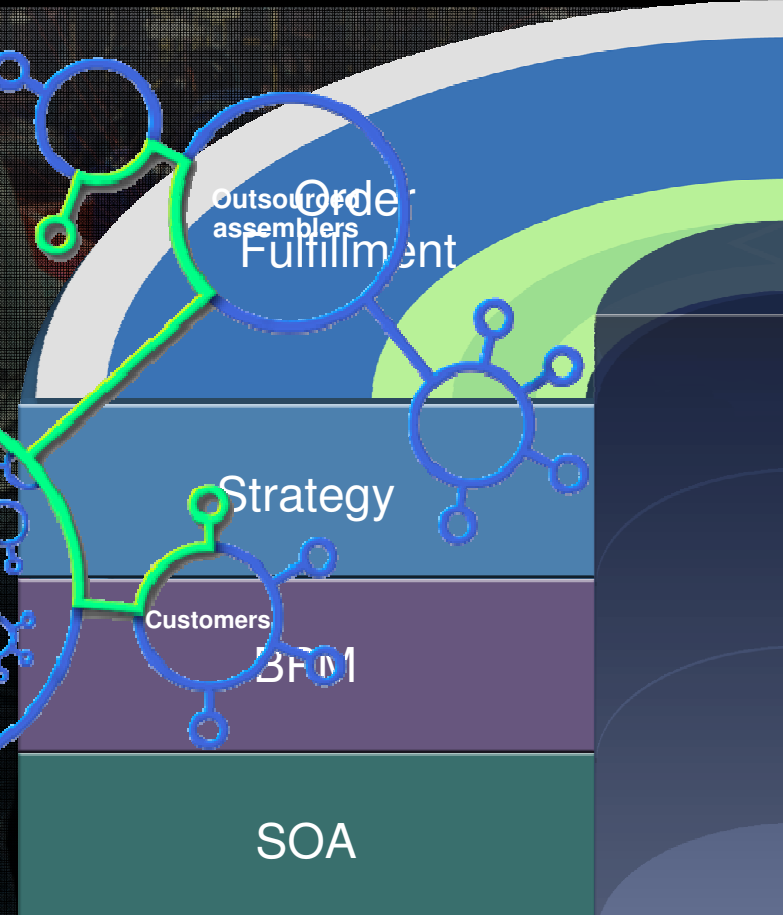
Order Fulfillment
Outsourced assemblers

Delight customers: 3-day lead time, high service levels, 1-day change order cycle time

Jennifer

Deliver highly agile processes, reduce change order cycle times, and quickly shift production or change suppliers

Unlock information across internal & external systems for real-time visibility into operations





Discover insights that enable innovation



- Understand and continuously improve business processes to drive innovation
- Extend network visibility inside and outside the organization
- Empower people with a consolidated, actionable view of business activities

64% of high growth CIOs actively integrate business and technology to drive innovation



Process understanding and improvement facilitate business innovation



- Collaborate to discover process improvement opportunities
- Transform business processes into engines of innovation
- Align execution with business strategy to increase effectiveness

Model & Simulate Key Business Processes



Continuously improves processes to increase flexibility



Business innovation requires extended visibility across the business network



Has real-time visibility across applications, employees, partners, & customers



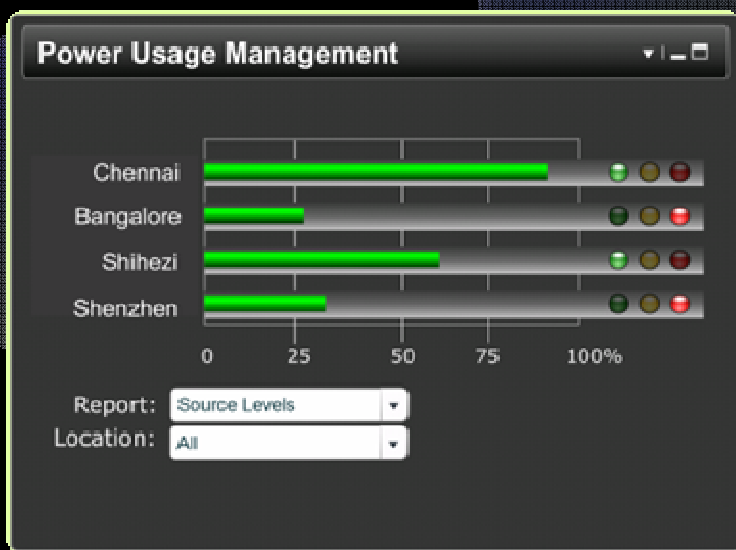
Easily adhere and adapt to changing industry standards



A single view of the business network empowers users with actionable insights

Visibility across processes and ecosystems

...consolidated into role-based dashboards



enables rapid response to emerging business situations



Can monitor key production metrics to respond before problems impact customers



Discover insights that enable innovation

In your industry



Insurance: End-to-end claims processing visibility to reduce fraud and payouts to ineligible claims



Transportation: Real-time visibility into resources and location information to improve forecasts and meet 95% on-time delivery goals



Utilities: Integrate billing applications with smart meters for flexible pricing, and improved billing accuracy



Real-time visibility drives new sales



Mark's Work
Wearhouse
Clothes That Work.

transforms product sourcing using real-time inventory to automatically select source location



Client Pains

- Limited visibility into inventory across stores & inefficient product sourcing process

Real Results

- **\$3.6 million** in additional sales
- **\$225,000** monthly savings
- **Increased** reuse and **reduced** development costs



Discover insights that enable innovation

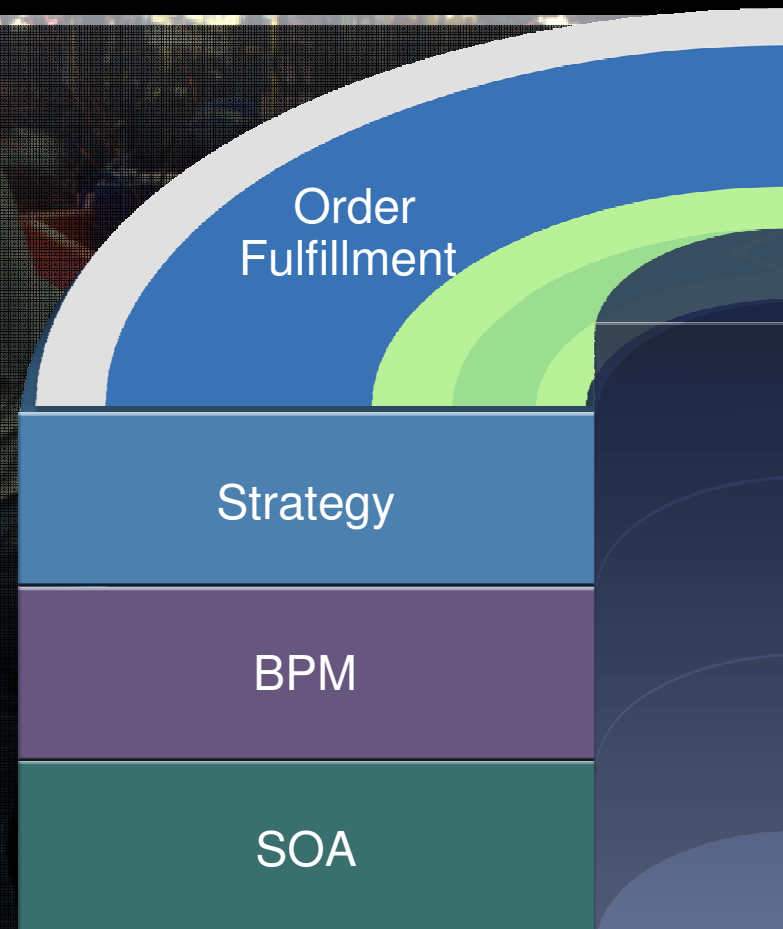
Offerings highlighted

Enhanced!

- Business Model Innovation Services
- Component Business Modeling Services

- BPM BlueWorks
- WebSphere Business Modeler & WebSphere Business Compass
- WebSphere Business Monitor

- WebSphere DataPower XB60
- WebSphere Transformation Extender





Agility in customer loyalty

Maximize the value of business interactions





Maximize the value of business interactions



- Engage customers across all channels
- Service-enable applications to integrate information and deliver in the right context
- Leverage services and information from events for dynamic process change

87% of CIOs expect their organizations to seek active input from customers



Engaging customers across channels drives loyalty

E-Commerce



Social Media



In Store



Customer Service



Dialogs with customers to increase loyalty and create advocates



Service-orientation seamlessly integrates

Processes

People



Information



across the business network



Can quickly integrate applications from new acquisitions



Service-enabling applications simplifies integration





Business events in the right business context maximizes their value

“Shipment Delayed”



RFID Signal

“Suspicious Transaction”



Large Credit Purchase



Can capture, understand, and respond to significant customer activities



Maximize the value of business interactions

In your industry



Healthcare: Track patients through from enrollment through discharge using event processing to optimize care and reduce waiting times



Telecommunications: Integrate voice, data, and content from multiple systems to speed the delivery of new high-value services



Banking: Rapidly deploy new online, mobile, and ATM banking features to increase customer satisfaction and reduce development costs



Unlocking applications drives customer satisfaction



improves customer service by seamlessly integrating customer data



Client Pains

- Customer information fragmented across systems
- Inconsistent data hampers customer support

Real Results

- **50% reduction** in customer response time
- **60% reduction** in customer complaints
- **Broad reuse** of information assets for future flexibility



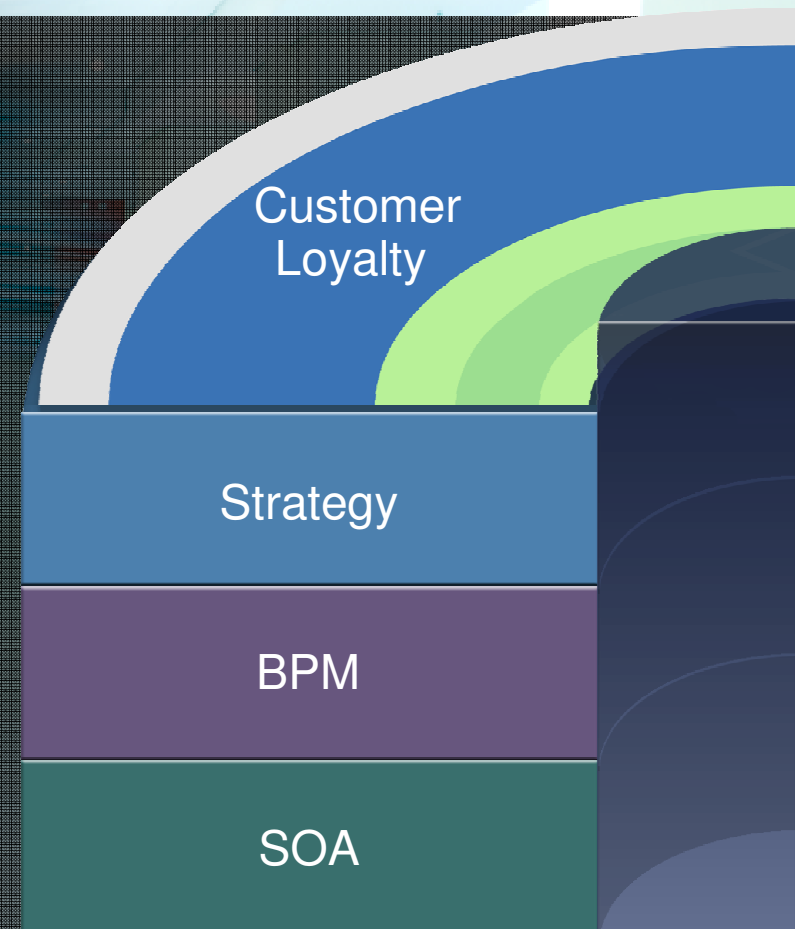
Maximize the value of business interactions

Offerings highlighted

Enhanced!

- Business Process Management Services
- WebSphere Business Events
- WebSphere Commerce*

- WebSphere Message Broker
- WebSphere ESB
- WebSphere MQ LLM / Front Office

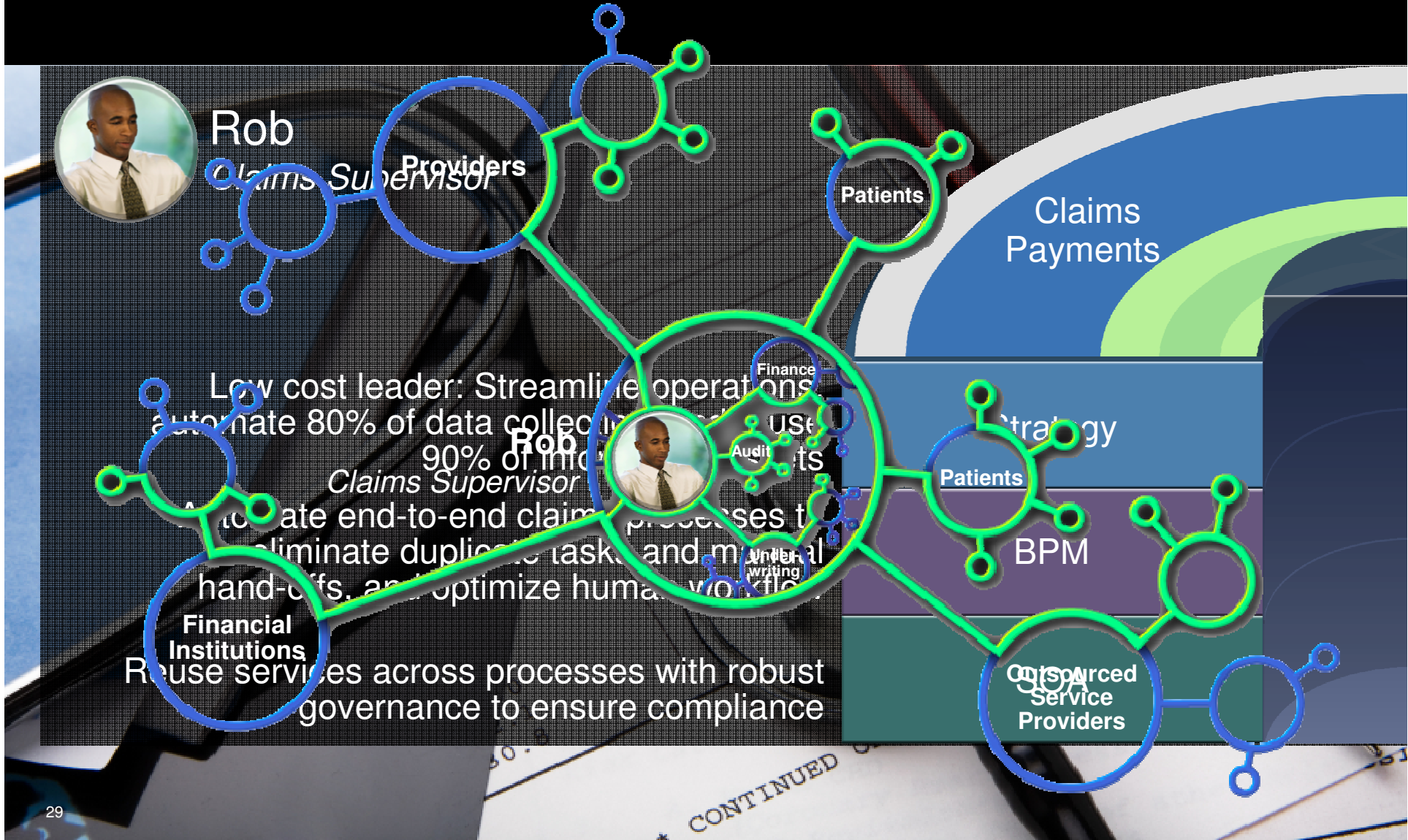


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Agility in claims payments


Optimize productivity and resources





Optimize productivity and resources



- 
- Flexibly automate and manage processes with business rules
 - Effectively manage workflow to increase productivity
 - Reuse and govern services to drive efficiency and compliance

70% of CIOs say that business process management is a top priority



Flexible process automation increases agility and enables rapid change

- Rapidly deploy changes throughout the enterprise
- Manage and automate process decisions
- Extend rule authoring to business users



Business rules drive flexible process automation



Can automate and easily manage low-level claims decisions



Automating workflow increases productivity and optimizes people



- Automatically route tasks to the right person
- Empower users with comprehensive task management tools
- Streamline workflow and automate escalations & exception handling



Can easily identify and route claims to processors with the right expertise



Reuse optimizes IT assets and maximizes investments

- Automate processes leveraging shared services
- Organize and manage services in a central repository
- Easily find the right services and information



Manages costs by eliminating redundant services, applications, and systems



Robust governance ensures compliance across your business network

- Associate policies with processes and shared IT services



- Implement policy changes quickly



Payments processes consistently comply with privacy policies and standards



Optimize productivity and resources

In your industry



Financial Services: Rapidly process orders and reduce risk of non-compliance with corporate and regulatory policies



Retail: Automate order and supply chain processes to reduce lead time and increase order accuracy



Government: Increase effectiveness by automating and coordinating emergency services across departments



Optimizing processes increases efficiency



automates paperless mail distribution to increase productivity and customer service



Client Pains

- Complicated, manual process slowing customer correspondence and causing high administrative costs

Real Results

- **70%** decrease in processing time
- **Improved** back-office productivity
- **Ensured** compliance with customer service level policies

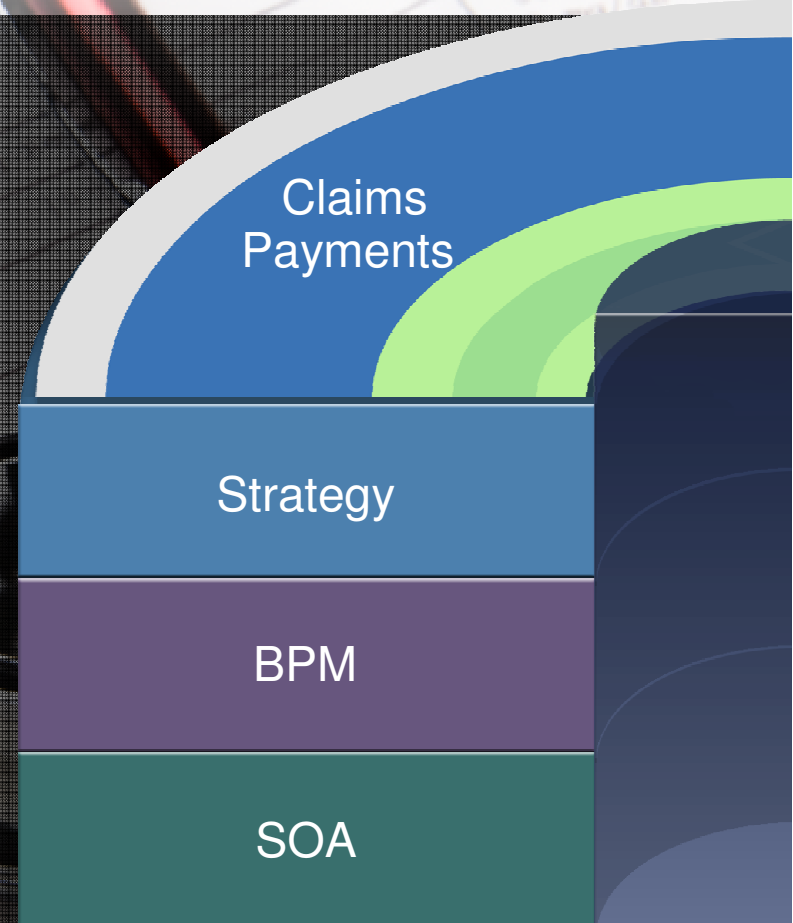


Optimize productivity and resources

Offerings highlighted

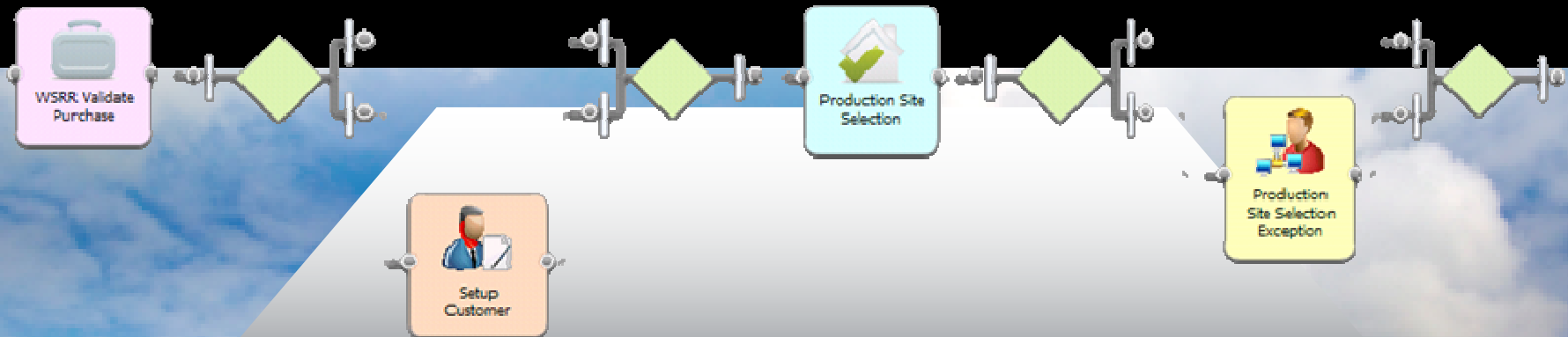
Enhanced!

- WebSphere Process Server
 - WebSphere ILOG BRMS*
 - WebSphere Dynamic Process Edition
- WebSphere Registry & Repository Advanced Lifecycle Edition
 - WebSphere MQ FTE
 - WebSphere DataPower Appliances



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New tools and pre-built content can accelerate your dynamic business network



IBM BPM BlueWorks



Pre-built industry content and accelerators

Leverage a partner with deep process and industry expertise

- Transform your business to increase agility using industry content, best practices and measures
- Speed the development and deployment of market leading BPM and SOA solutions



IBM Knows Your Business

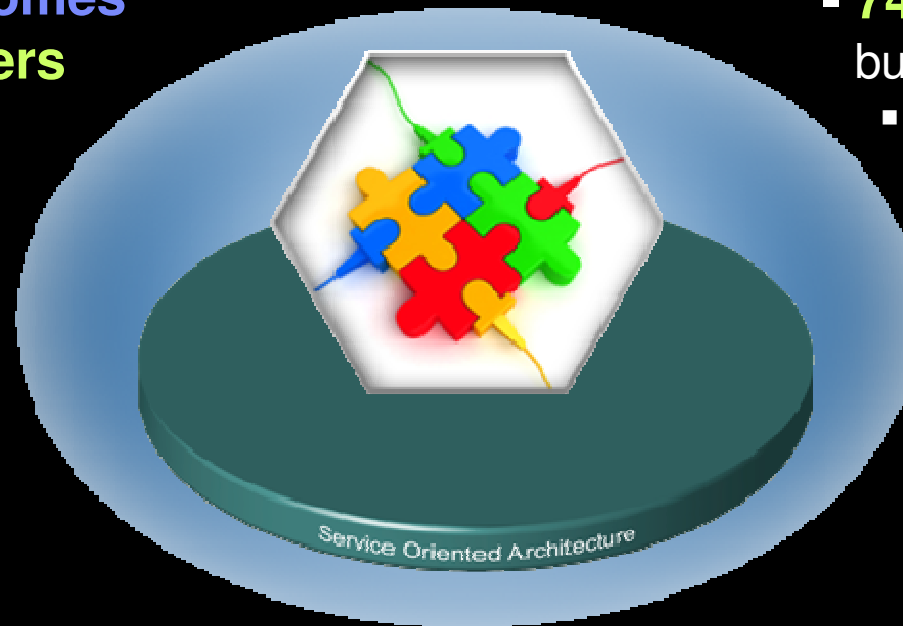
IBM is the industry leader in SOA

Largest Customer Base with Smartest Outcomes

- **8000+ Customers**

Strongest Ecosystem

- **7420** SOA community business partners
 - Up 48% Year to Year



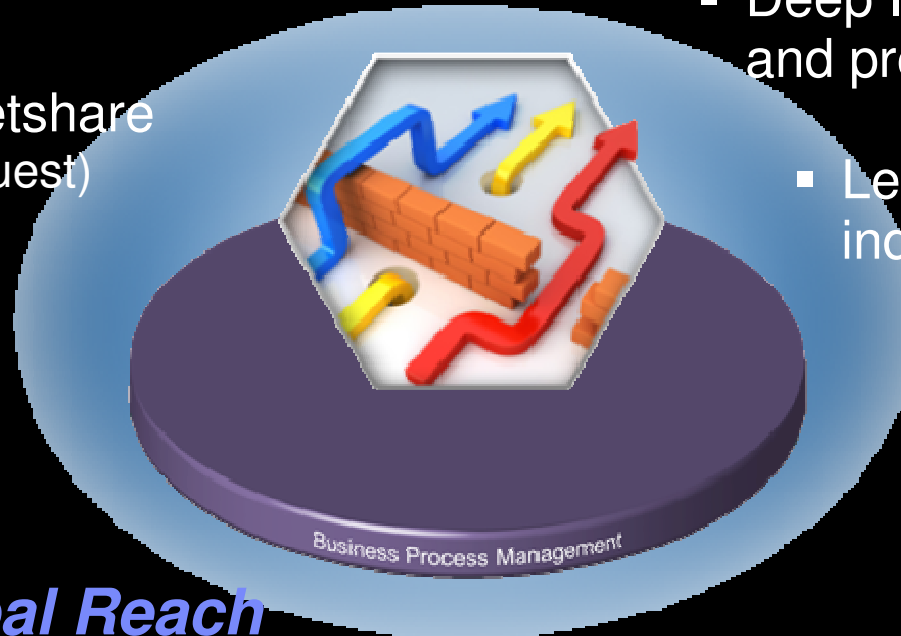
Unparalleled expertise and investment

- **Trusted** thought leadership and guidance
- **Trained IBM SOA community** over 100K
- **Broadest, Deepest** portfolio of offerings

IBM is the industry leader in BPM

Most Customers

- Over **5000** BPM customers and growing
- Largest Marketshare (Gartner Dataquest)



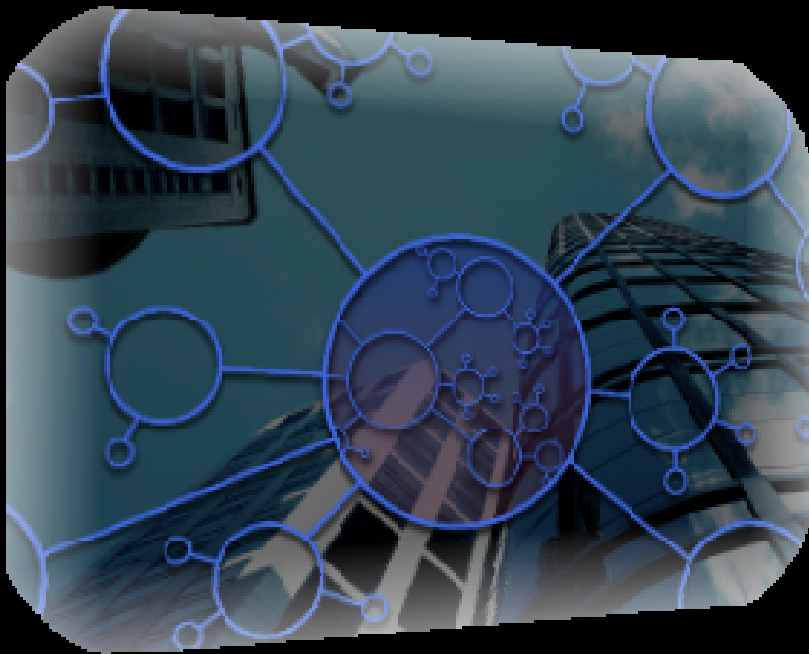
Market Leader

- Market Leading Products
- Deep Industry Knowledge and pre-built assets
- Leader in setting industry-wide standards

Global Reach

- Largest Partner Ecosystem with over **2500** partners
- Customers in over 30 countries

Get started and embrace your dynamic business network today



- Download additional information from the [IBM Website](#) including whitepapers and demos
- Identify and prioritize projects with the [IBM BPM Business Value Analyzer](#)
- Contact IBM for a [Business Process Improvement Workshop](#) for: