



# A Smarter Outcome with BPM – A Powerful and Simple Approach to achieve Process Improvement

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**Business Agility**



But can you change your tires here ...





## The New Normal: Change, Complexity, Uncertainty

**\$488 billion**

Lost in process inefficiencies  
in Fortune 500 companies

**\$534 billion**

In mobile  
transactions by 2015

**85%**

Of enterprises use external  
cloud services

**50%**

Of businesses plan to adopt more  
collaborative sourcing models

**70%**

Of businesses outsource one  
or more strategic activities

**50 billion**

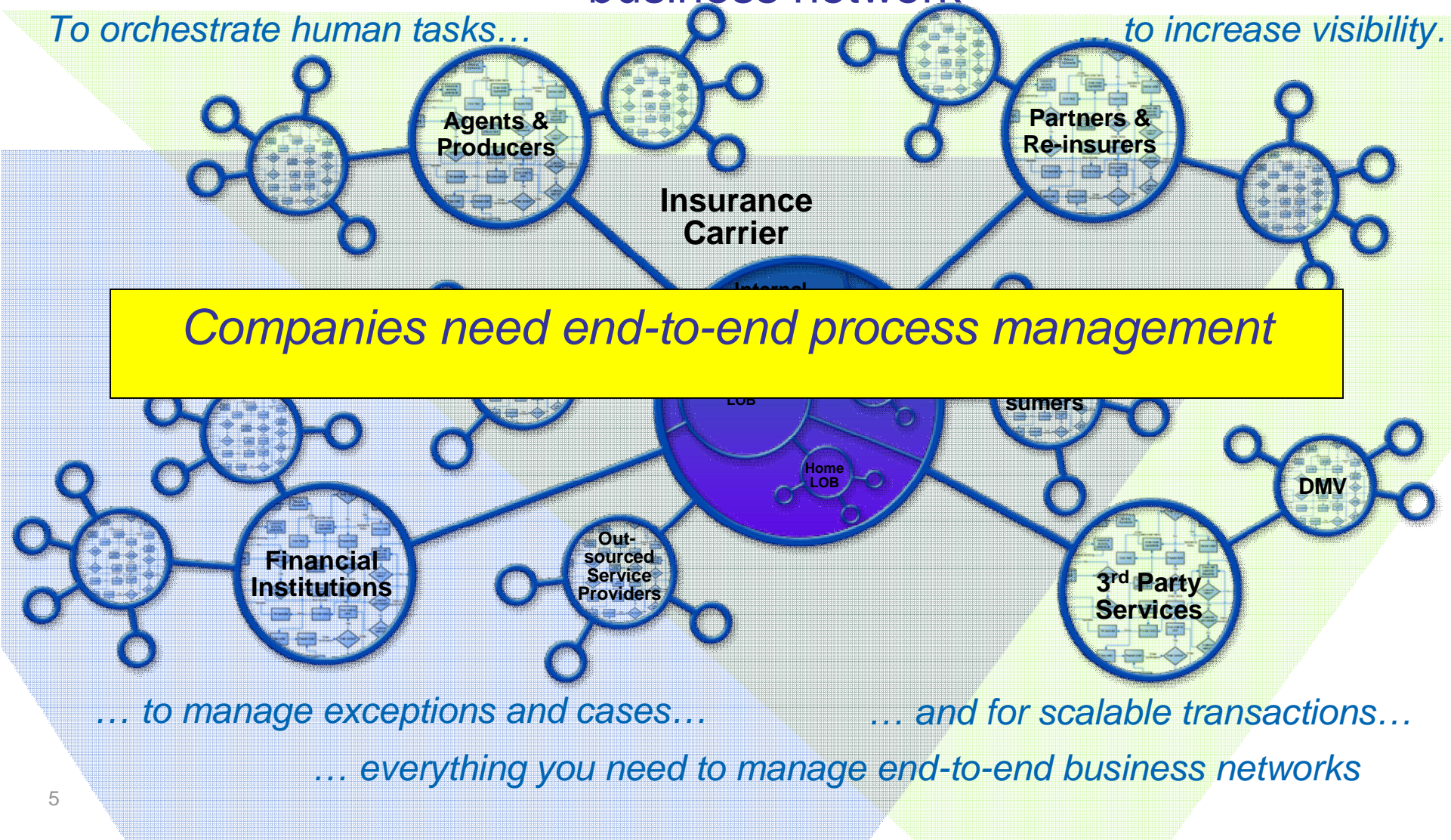
Devices connected to  
the Internet by 2020



## Complexity exists within organizations and the broader business network

*To orchestrate human tasks...*

*... to increase visibility.*



*... to manage exceptions and cases...*

*... and for scalable transactions...*

*... everything you need to manage end-to-end business networks*

Business leaders must drive growth  
amidst complexity

*Capitalize on complexity and  
Outmaneuver competitors*

### **Innovation**

§ **81%** believe innovation is key to  
getting closer to their customers

### **New Channels**

§ **70%** are focusing on new channels  
to deliver services to their  
customers

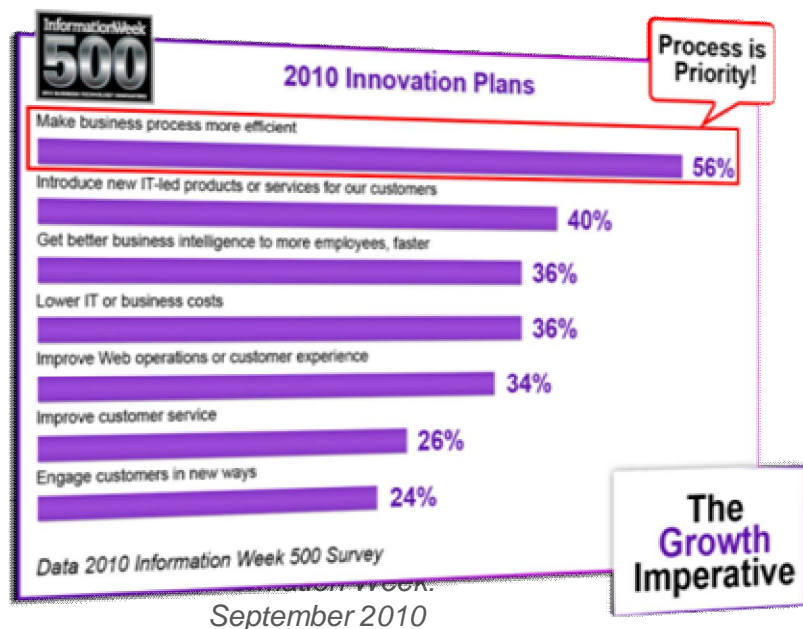
### **Collaboration**

§ **69%** are collaborating with  
customers to deliver better  
products and services



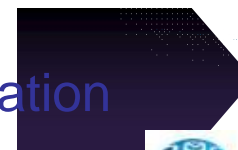


## 2011 - Process improvement is still a priority



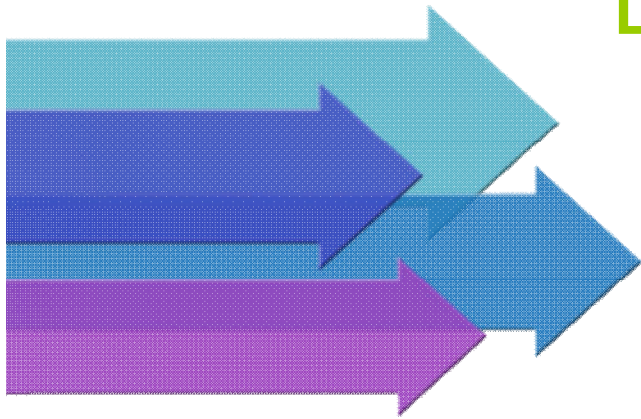
### Companies are improving business outcomes with BPM

- Increasing productivity of workers
- Streamlining operations through automation
- Improving key business outcomes



Globe Telecom increases promotion effectiveness by **600%**

## Business Process Mgmt in 2011: Challenges



**LOB and IT efforts are  
separate**

*Can we find an easier way to  
collaborate?*

**Improvements come  
one project at a time**

*How can we scale up from a  
project to a program?*

**Lack leverage  
between projects**

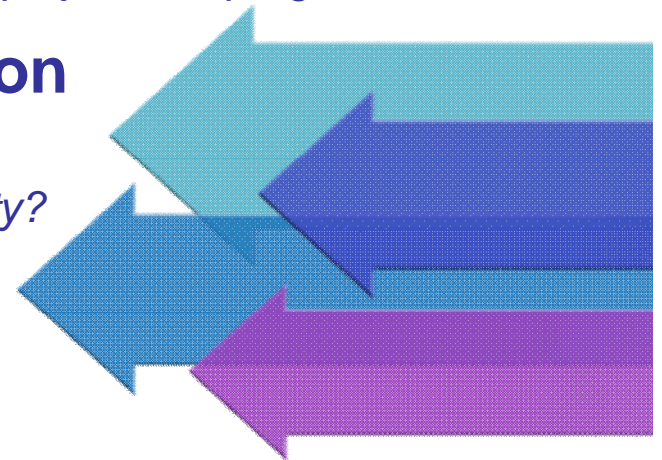
*How can we maximize  
reuse?*

**Process Optimization  
is difficult**

*How can we get better visibility?*

**Rapid change is  
difficult to manage**

*How can we make changes quickly,  
while maintaining control?*



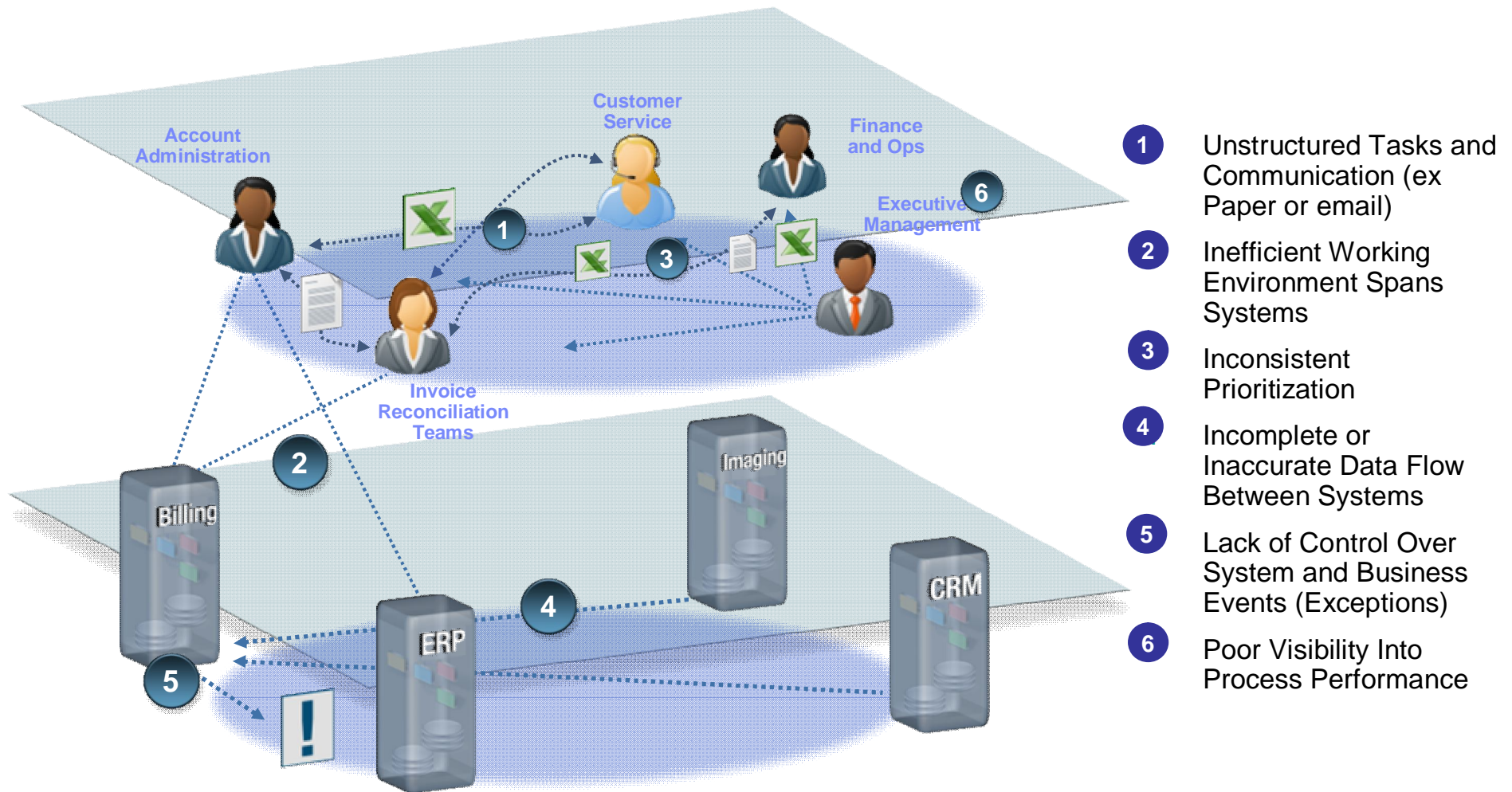


## What is *Business Process Management* ?

***Through robust and flexible software capabilities and industry expertise, BPM enables customers to discover, model, execute, rapidly change, govern, and gain end-to-end visibility on their business processes***



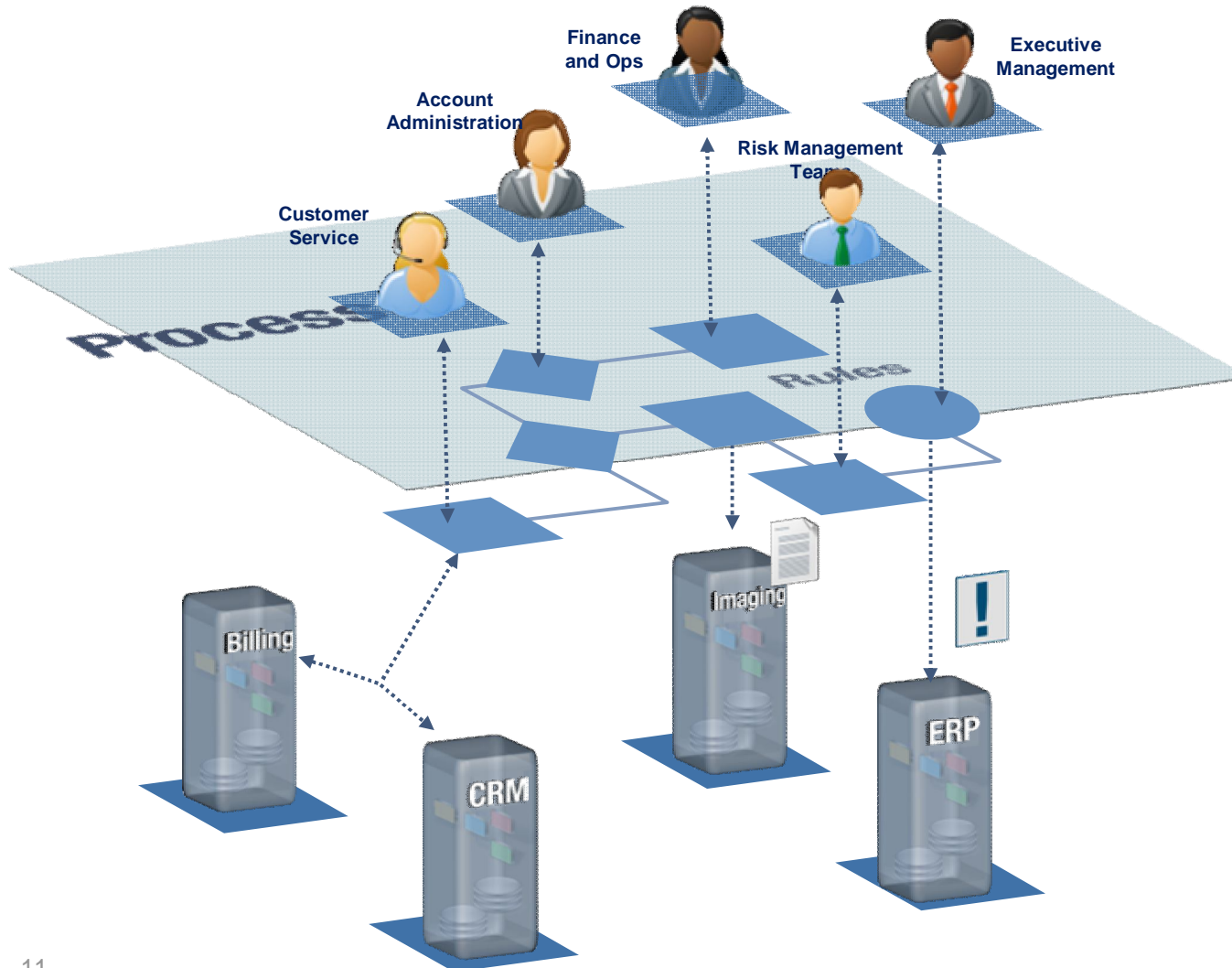
## Typical process problems



- 1 Unstructured Tasks and Communication (ex Paper or email)
- 2 Inefficient Working Environment Spans Systems
- 3 Inconsistent Prioritization
- 4 Incomplete or Inaccurate Data Flow Between Systems
- 5 Lack of Control Over System and Business Events (Exceptions)
- 6 Poor Visibility Into Process Performance



## BPM brings order to the chaos



- 1 Automate workflow & decision making
- 2 Reduce errors and improve consistency
- 3 Standardize resolution across geographies
- 4 Leverage existing systems and data
- 5 Monitor for business events and initiate actions
- 6 Real-time visibility and process control

Customer Benefits:

- Huge Reduction in Manual Work, Errors
- Faster, More Consistent Issue Resolution
- Easier to Manage the Business
- Consistent Case Handling

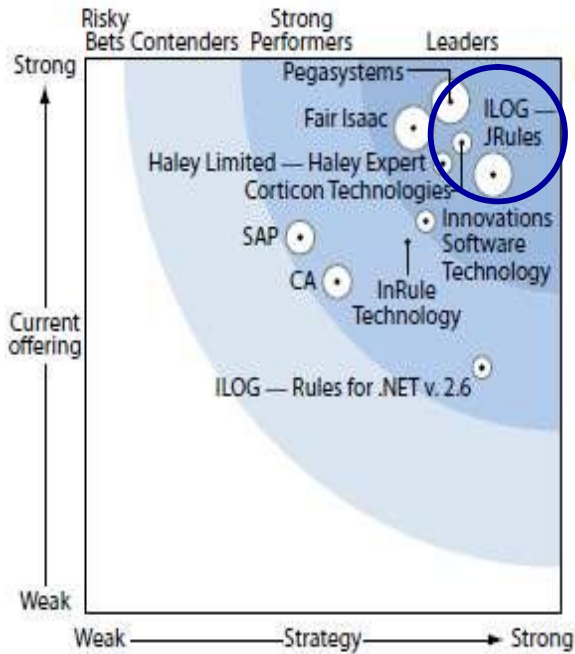
## Examples of Typical Use Cases for Process Improvement

- Banking
  - New Account Opening
  - Multichannel Upsell/Cross Sell (Web, Branch, ATM)
  - Legal Order Processing
  - Mortgage Loan Approval
  - Trade Finance Reengineering (Documentary Credit applications)
- Business Process Outsourcing
  - Document Handling (verification/storage/retrieval/destruction)
- General
  - New Employee On-Boarding
  - Contractor On-Boarding
  - Business Case Approval
  - Sales Commissions or Incentives Reporting
  - ERP/Legacy Application Extension
- Government
  - Benefits Eligibility
  - Grants
  - Revenue processes (such as Tax collection)
- Insurance
  - Policy Quotation (Underwriting)
  - Claims
  - Producer Back Office Integration
- Manufacturing
  - Supply Chain
  - Distressed Shipments
  - New Product Introduction
- Media and Entertainment
  - Digital Media Distribution
- Pharmaceutical and Life Sciences
  - Incident Management
  - Promotional Spend Compliance
  - Import Sample Process
  - Clinical Trial Payments
  - Research Grants
- Retail
  - Vendor On-Boarding and renewals
- Telecom
  - Customer Service Center automation
  - New Account Provisioning



# Analysts' View of Market: IBM BPM and BRMS Lead the Pack

FORRESTER



**Forrester Business Rules Wave 2008**

Major on Forrester BRMS for Rules

§ ILOG JRules stands out in front of Leaders' corner

Gartner



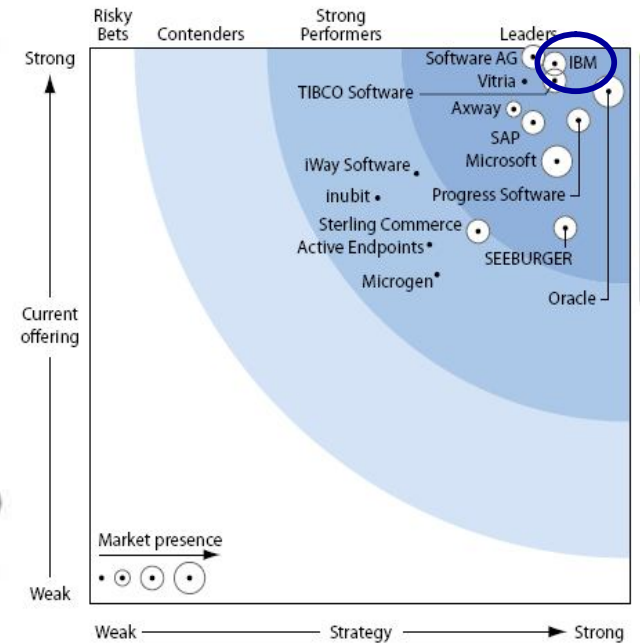
**Gartner BPMS MQ 2010**

Major on Gartner BPMS MQ for

**WLE**

- Lombardi in leaders' quadrant

FORRESTER



**Forrester CIS Wave 2010**

Major on CIS for BPM

§ IBM BPM stands out in front of Leaders' corner

§ IBM rated much higher on BPM (5.0 out of 5.0) than Oracle.

Latest Gartner Report – Published on March 30, 2011

***IBM is undisputed market leader with #1 BPM market share in 2010, growing at twice the market growth rate (18.1% for IBM vs 9.2% for market)***

“IBM was named the **number one vendor in BPM software** with a 24.7 percent share, well **over twice that of its closest competitor\***”

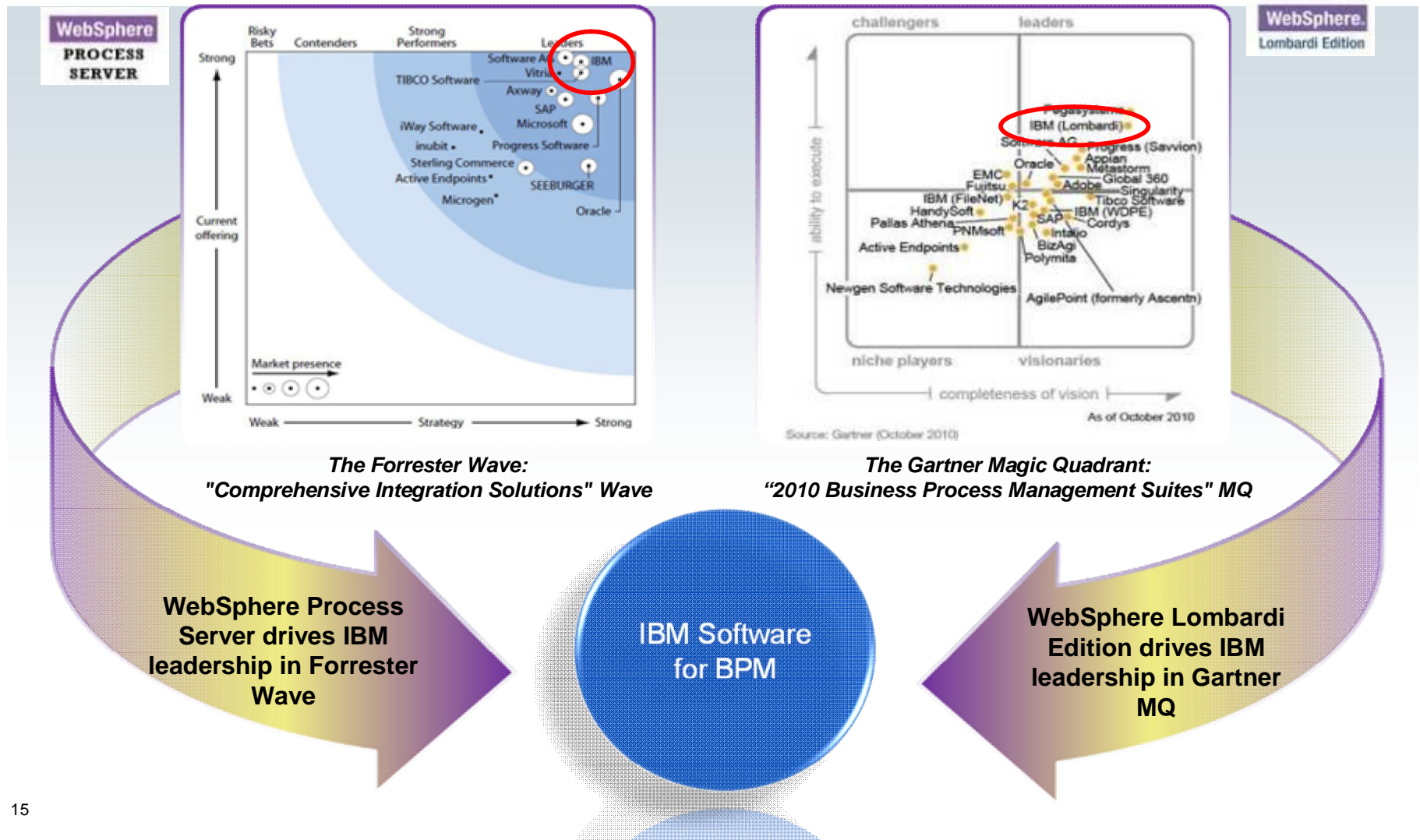
\*Source: Gartner, Inc., Market Share: All Software Markets, Worldwide, 2010, March 30, 2011



**Gartner. Report: A Decade of Leadership. IBM Named Marketshare Leader in Middleware Software for 10<sup>th</sup> Consecutive Year**



## IBM Business Process Manager: Unifying Two Market-Leading BPM Platforms



## IBM Business Process Management in 2011: *Unifying Two Market-Leading Platforms*





## Introducing a new solution to a complex problem

*Embrace complexity, adapt quickly and exceed expectations*

### **Simplicity**

**Simplifies** operations and  
**improves** entire experience

**Easy** enough to engage all  
process participants

### **Power**

**Powerful, dependable** enough  
for mission critical processes

**Scales smoothly and easily**  
from initial project to enterprise-  
wide program



**IBM  
Business  
Process  
Manager**

### **Visibility**

Centralizes **visibility and control**

Empowers knowledge workers  
with built-in **real time** analytics to  
optimize business processes

### **Governance**

Achieve **consistency and repeatability**  
to ensure processes execute as designed

Simplify life-cycle management of process  
applications **across 1000s of projects**

**Formerly known as WebSphere Integration Developer**

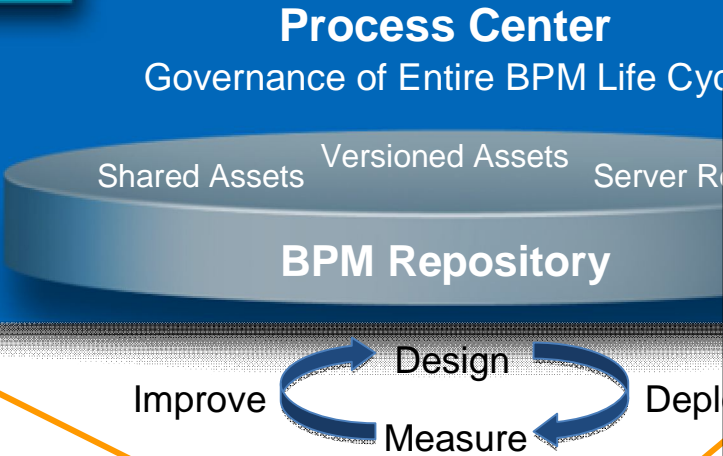
- Now integrated with Process Center
- Publish, version, and deploy as part of a process application
- Incorporate into Process Center “playbacks” for business visibility

**Process Designer**

**Integration Designer**

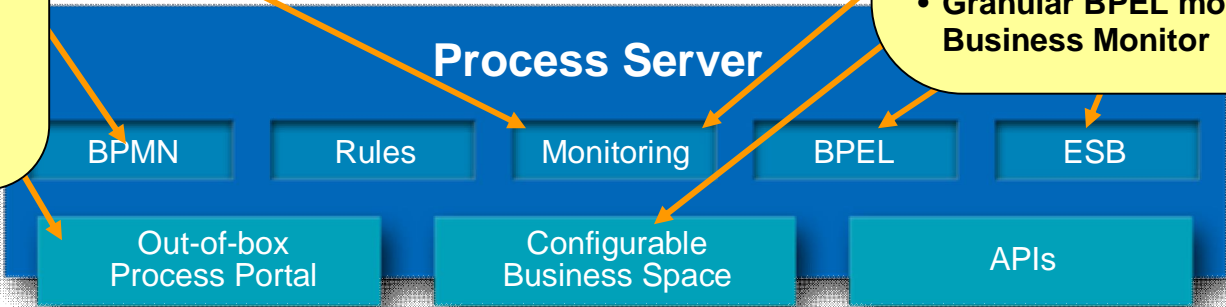
**Inherited from Lombardi**

- BPMN Process Modeling & Execution
- Process Center
- Built-In Monitoring of BPMN processes
- Built-in reporting and scoreboards for process visibility
- Coaches for human task steps



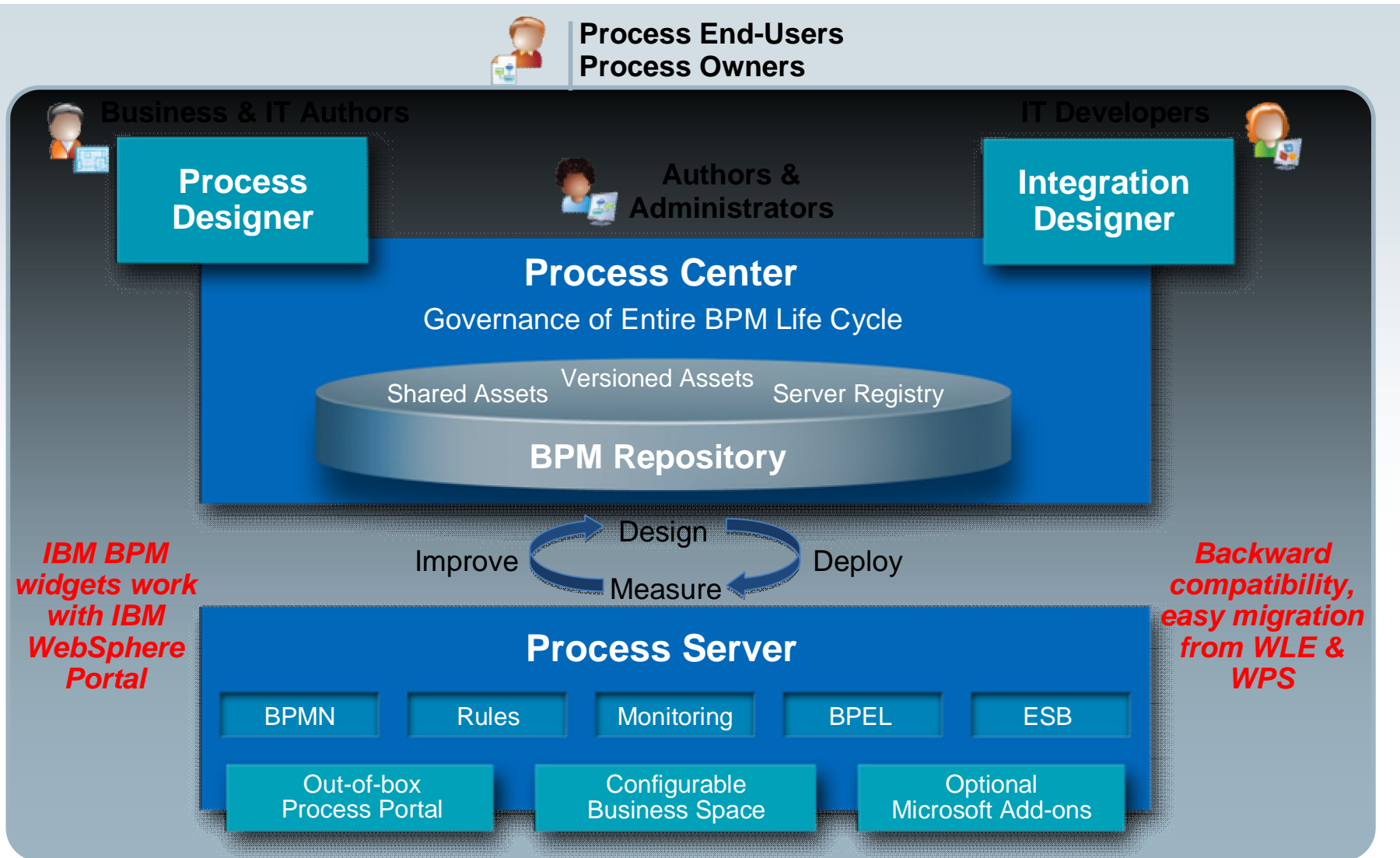
**Complete WebSphere Process Server capability in the Process Server run time**

- Added ability to execute BPMN processes
- Single install for the full Process Server runtime
- Application deployment and administrative models fully supported without change
- Granular BPEL monitoring with IBM Business Monitor





# IBM Business Process Manager V7.5



# IBM Business Process Manager V7.5

## *Key Features and Innovations*

### *Simplicity*

- **Process Designer**
- Simple, easy-to-use modeling using standard BPMN
- Immediate “playback” for rapid collaboration
- Concurrent editing with merge-less development
- Process rule editor uses ILOG language
- Asset sharing with Integration Designer

### *Power*

- **Process Server, Integration Designer**
- Industry standard BPEL orchestration
- Built-in ESB and integration adapters
- Transaction support
- Embedded WebSphere Application Server

### *Governance*

- **Process Center**
- Single repository of all process assets
- “Toolkits” for sharing assets across process apps
- Simple snapshot versioning (1-click)
- Back-in-time snapshot views (1-click)
- Centralized deployment control center (1-click)

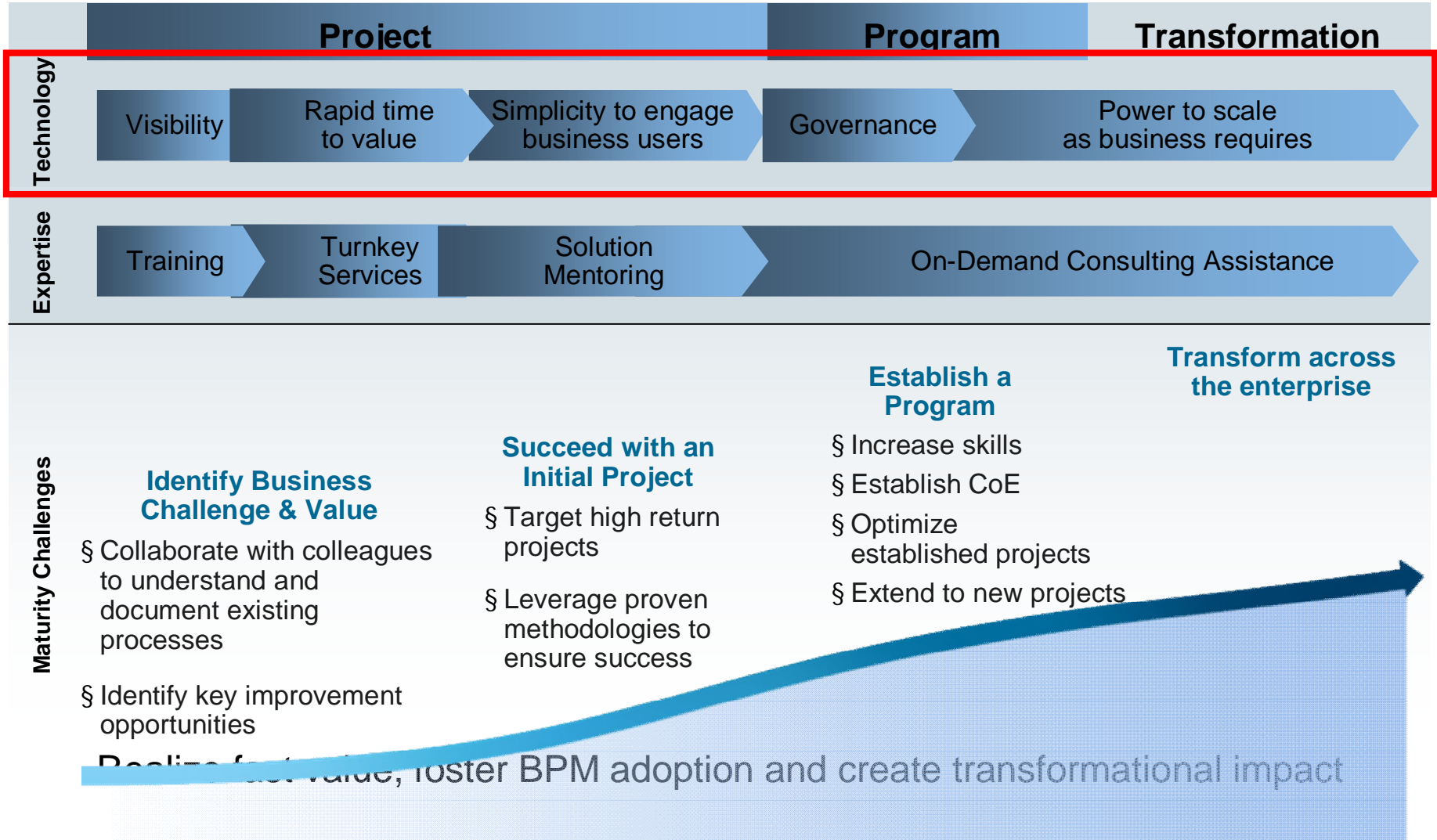
### *Visibility*

- **Performance Data Warehouse**
- Real-time process scoreboards
- Drill-in graphical control of process status
- “Heat maps” show bottlenecks in process model
- Real-time reports delivered within process “coaches”
- Deployment dashboard shows versions in-flight

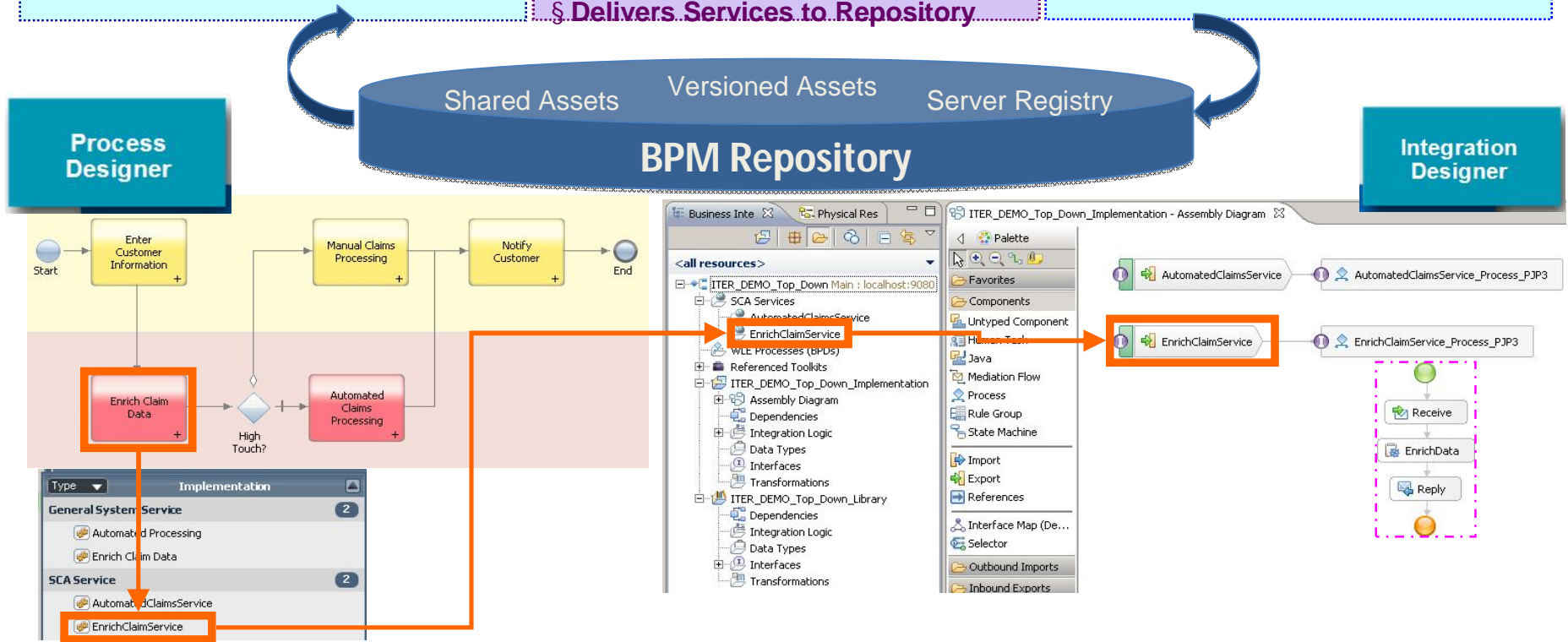
**IBM  
Business  
Process  
Manager**



# IBM BPM Enables Proven Path to Success



# Seamless Collaboration Across Roles





# BPM v7.5: New Process Rule Editor

The screenshot displays the IBM BPM v7.5 Rule Editor interface. A callout bubble points to the code editor, which contains ILOG BAL Language rules. The interface includes a left-hand navigation pane with categories like 'ORDER FULFILLMENT DEMO (MAIN)', 'TOOLKITS', 'BLUEPRINTS', and 'SMART FOLDERS'. The main area shows two 'BAL Rule' definitions with their respective logic. The bottom of the window shows a 'Revision History' pane and a 'Properties' pane.

**ILOG BAL Language**

```
definitions
  set cardId to the card id of 'the Application' ;
  set accountId to the account id of 'the Account' ;

if accountId is not empty and accountId is not cardId

then
  make it true that 'the Fraud Status' is duplicate card ;
  set the fraud score of 'the Fraud Status' to 6 ;
  set the fraud assessment of 'the Fraud Status' to "Duplicated Credit Card request for same Client";

BAL Rule

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```

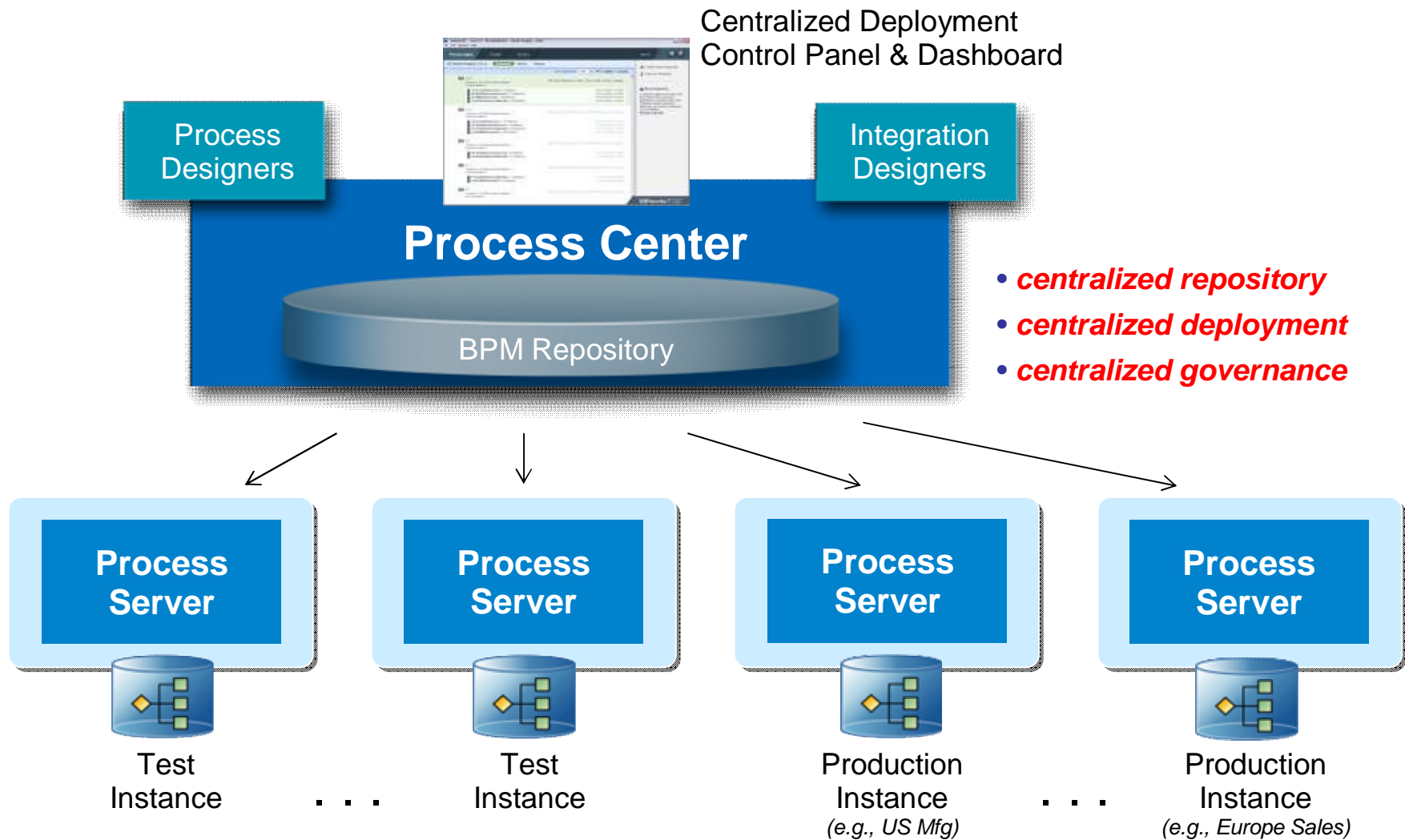
## Process Center: Enables Scaling from Projects to Programs



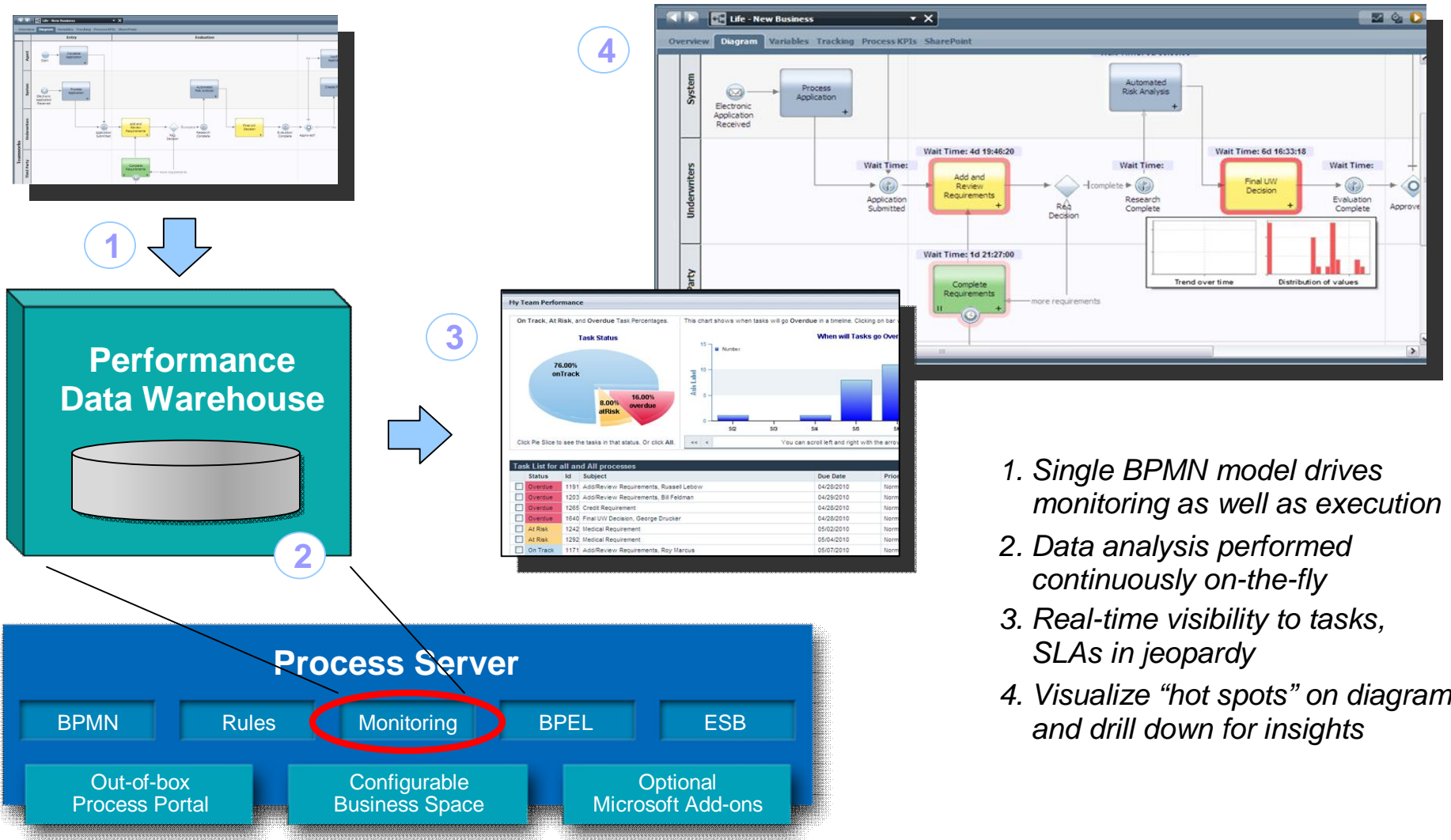


# IBM Business Process Manager V7.5

## Centralized Process Governance



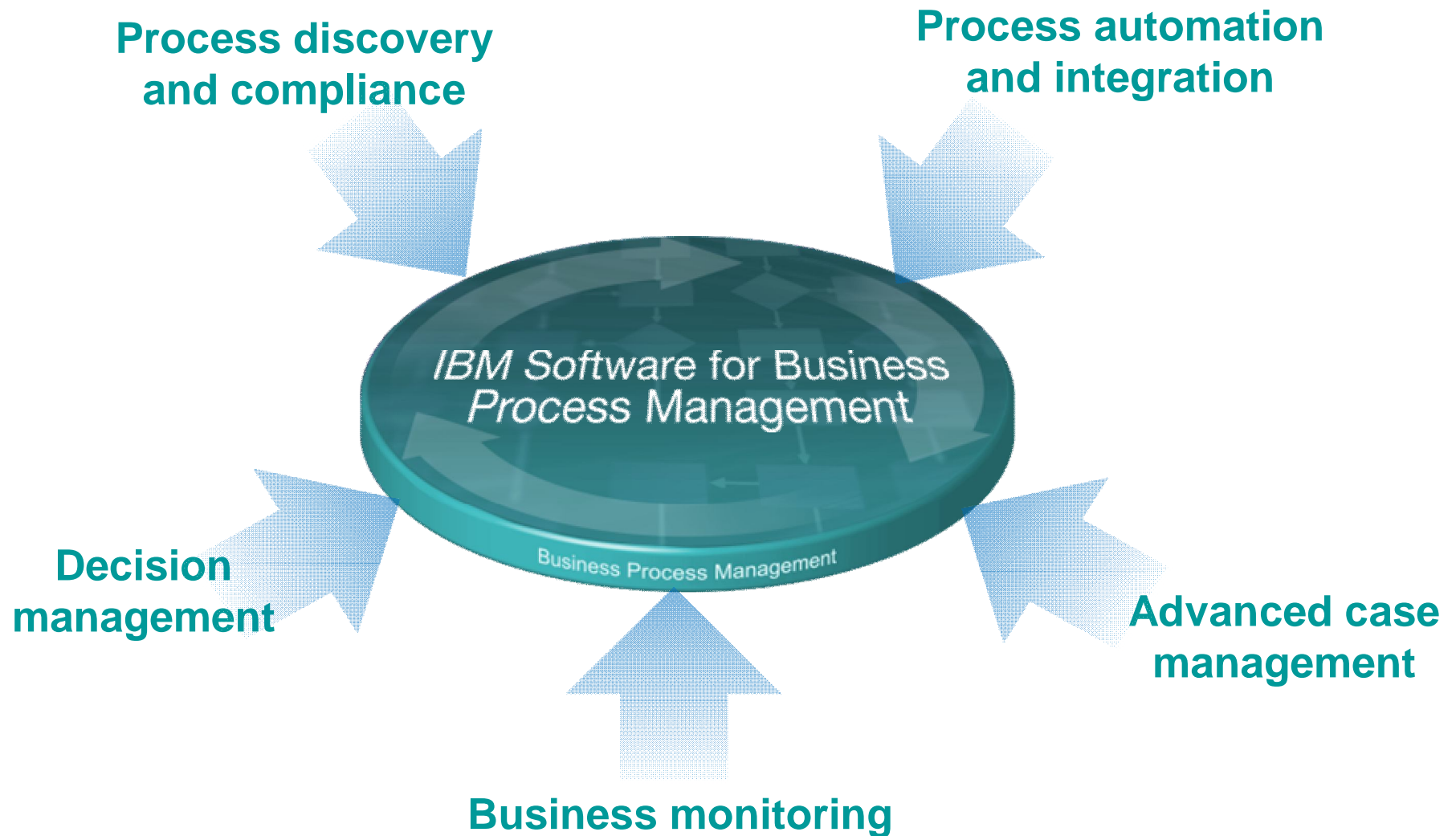
## Built-in Performance Data Warehouse



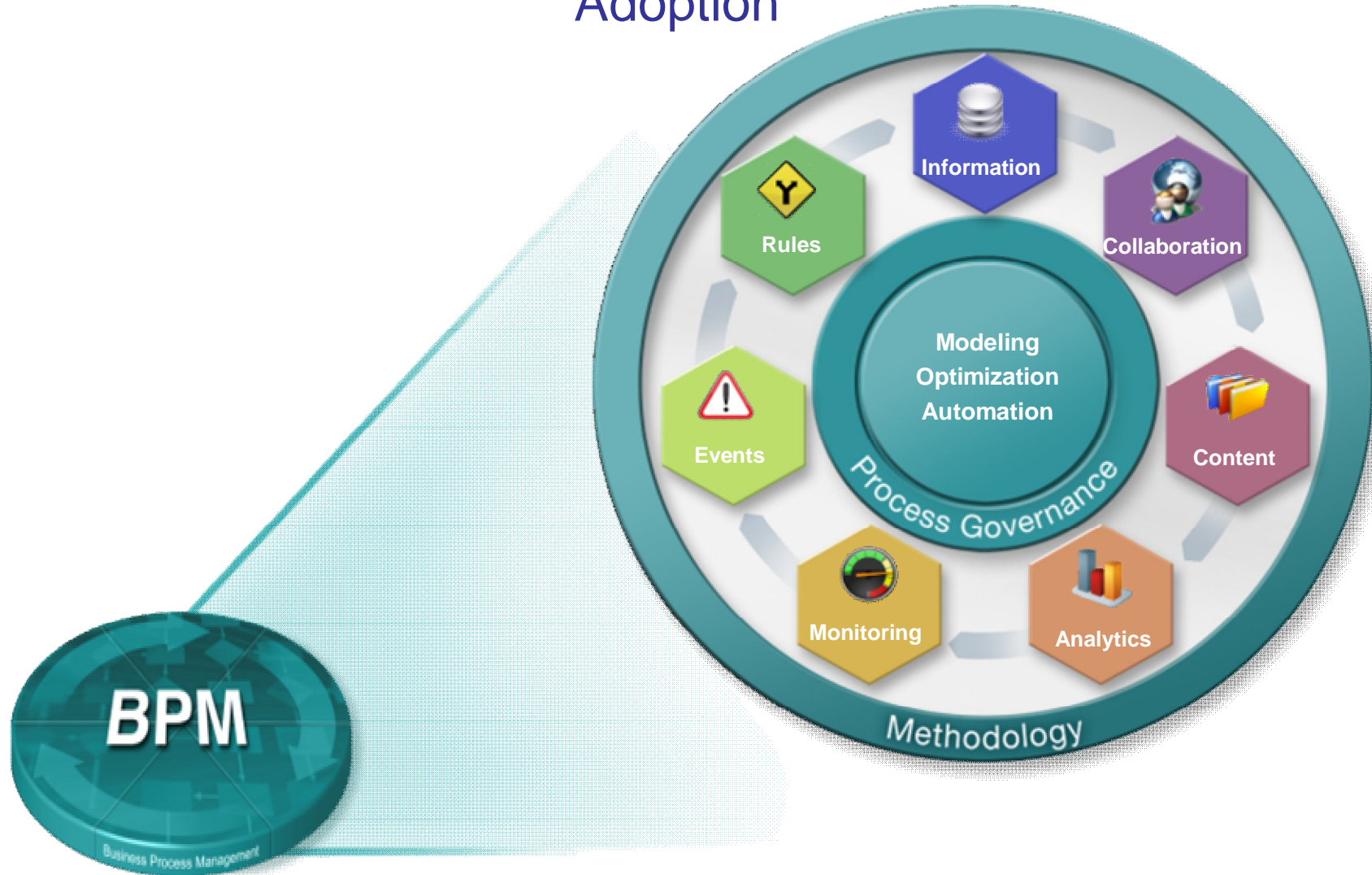
1. Single BPMN model drives monitoring as well as execution
2. Data analysis performed continuously on-the-fly
3. Real-time visibility to tasks, SLAs in jeopardy
4. Visualize "hot spots" on diagram and drill down for insights



## BPM Adoption Varies by Clients Needs



# IBM Offers a Broad Portfolio of Capabilities to Support BPM Adoption



## IBM BPM Is Proven Across Multiple Industries



Banking/FSS



Energy



Healthcare



Insurance



Retail



Ind/SCM



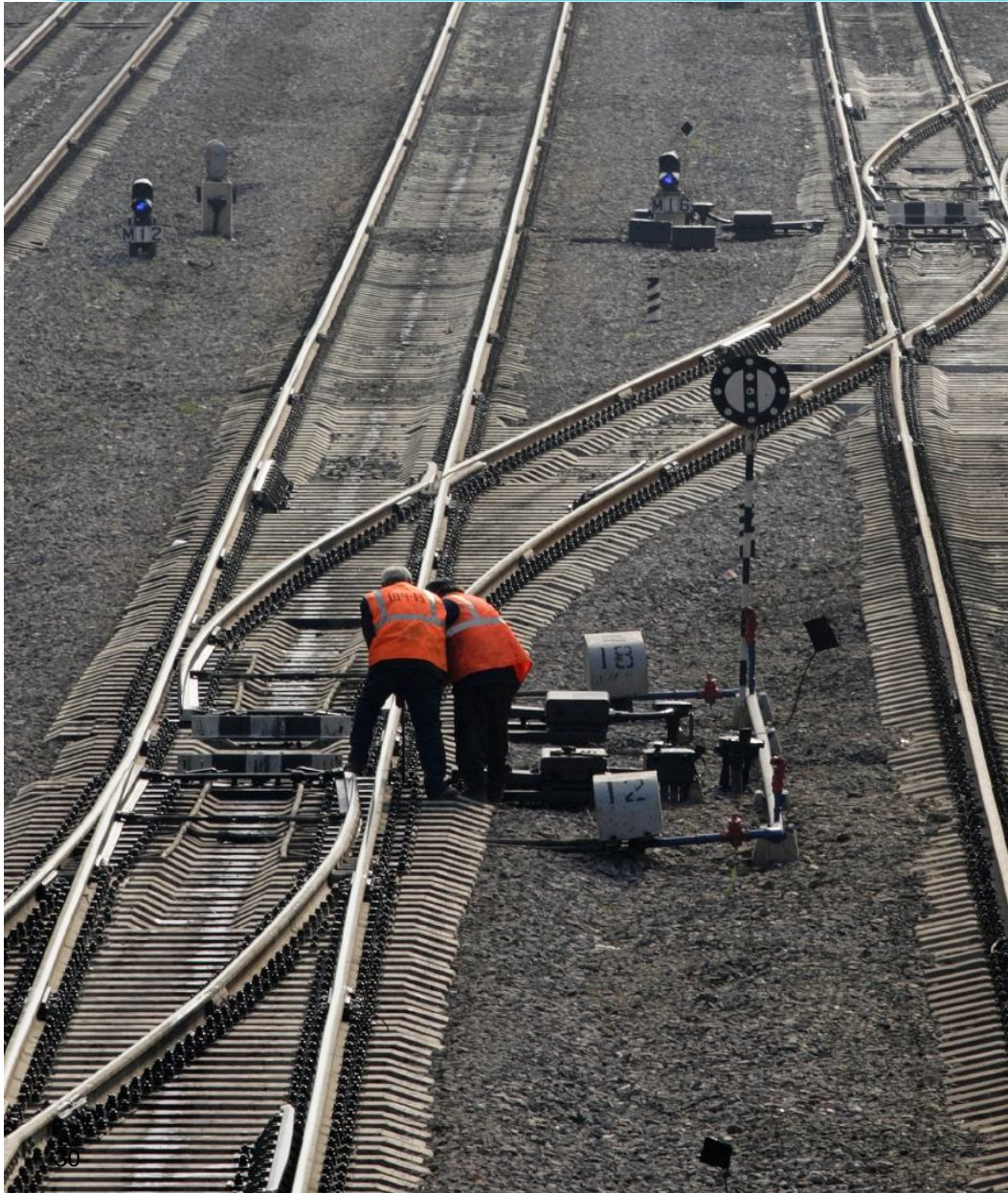
Telco



Governmental agencies







Business Agility –  
How quickly can  
you adapt your  
processes to  
changing market  
conditions?

Thank You