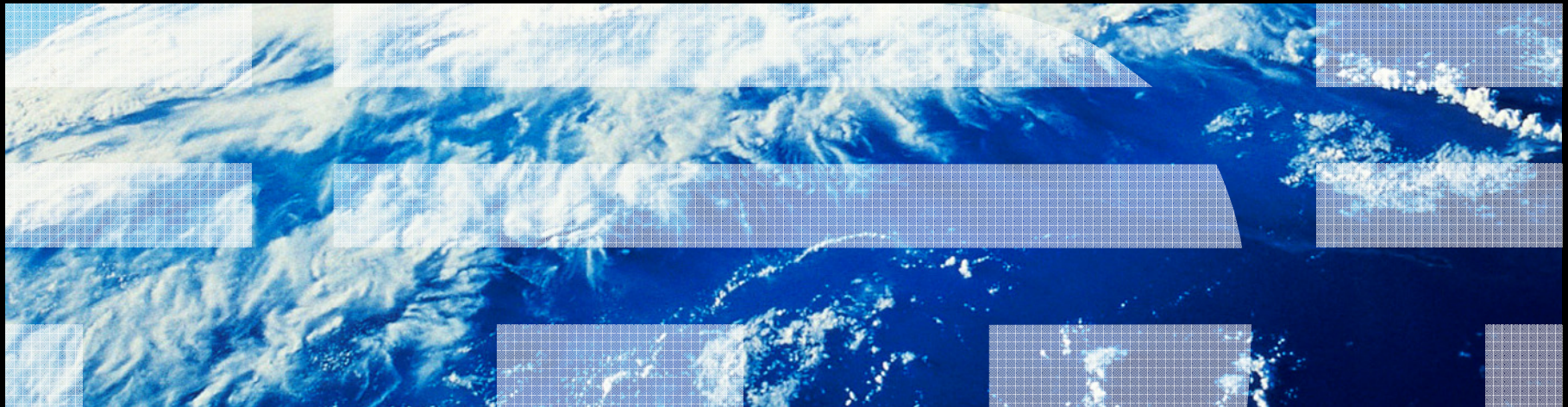


Discover, Interact, Optimize



Business Agility Now!

Putting You on a Path to Working Smarter



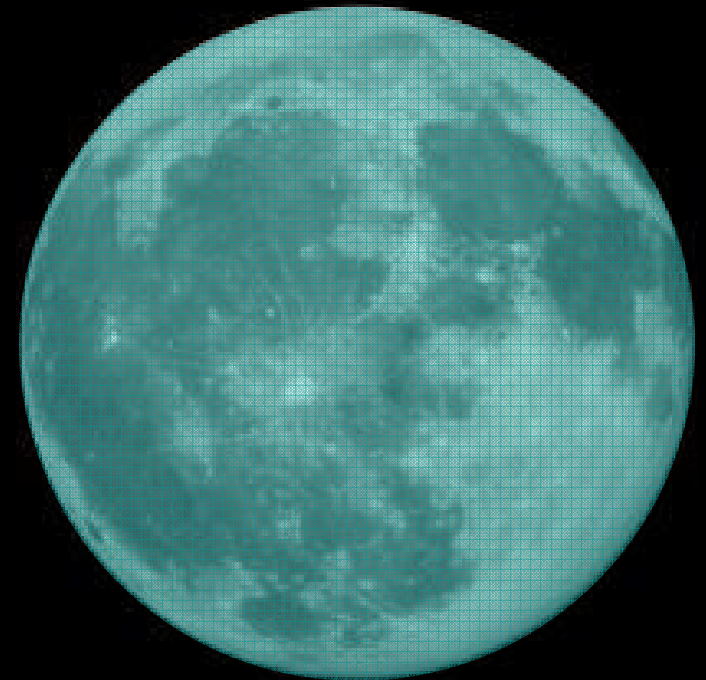
Agenda

1 *Discover, Interact, and Optimize*

2 *Discover Insights*

3 *Interact to Maximize Value*

4 *Optimize Resources*



We are living in a new landscape

Smarter Planet

interconnected
instrumented
intelligent

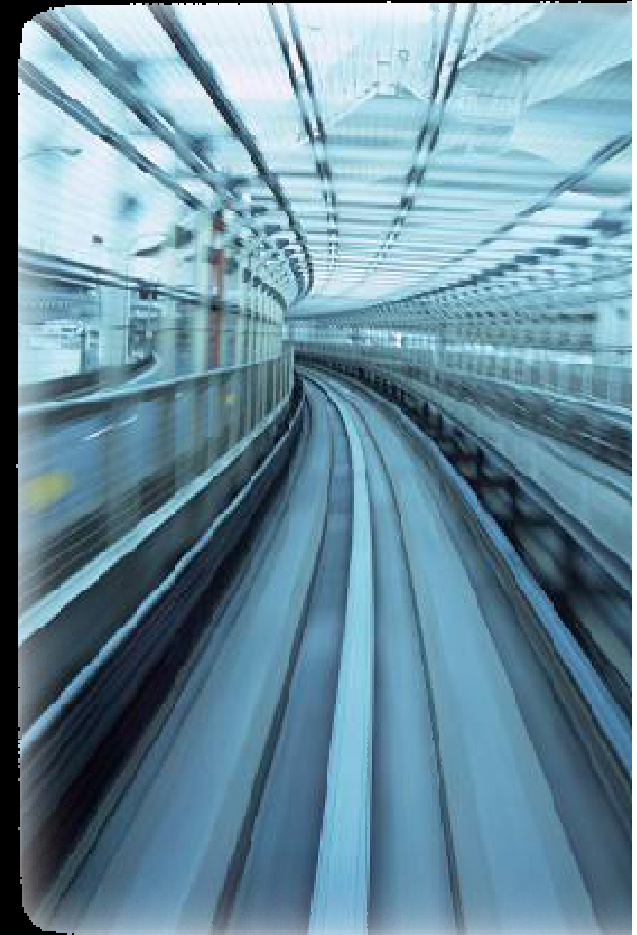
people
companies, institutions, industries
man-made systems
nature's systems



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?



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
and embrace the dynamic network***

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

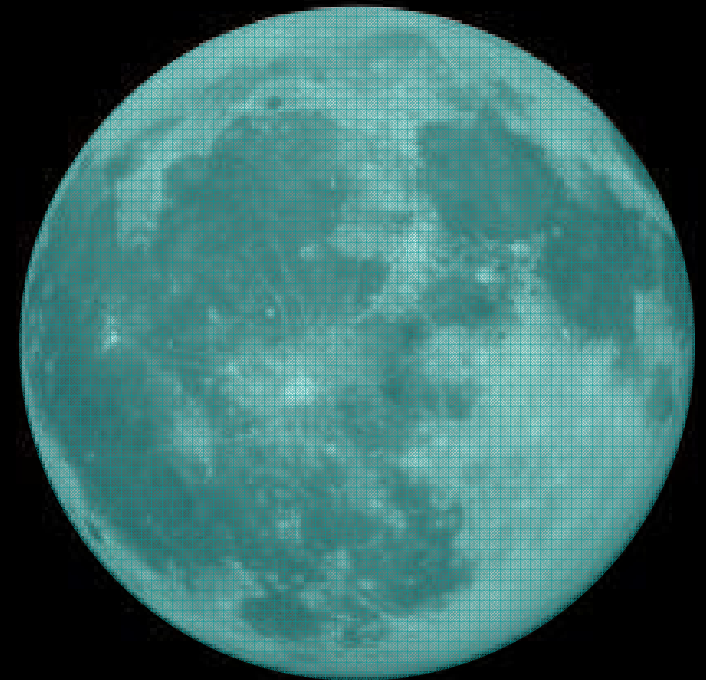
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Discover insights that enable innovation



- Unlock siloed information inside and outside the organization
- Gather actionable insights from processes and events
- Leverage insight and discovery to drive innovation



Unlocking siloed information extends visibility

- Access data directly across the business network
- Easily manage and adopt to changing industry standards

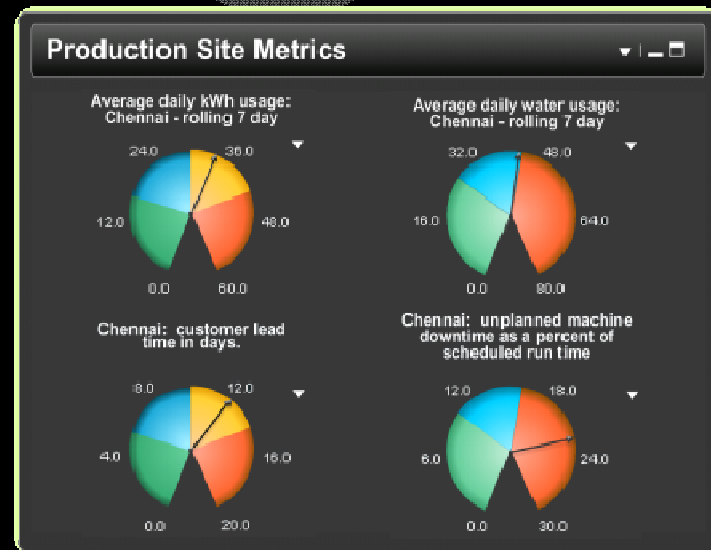
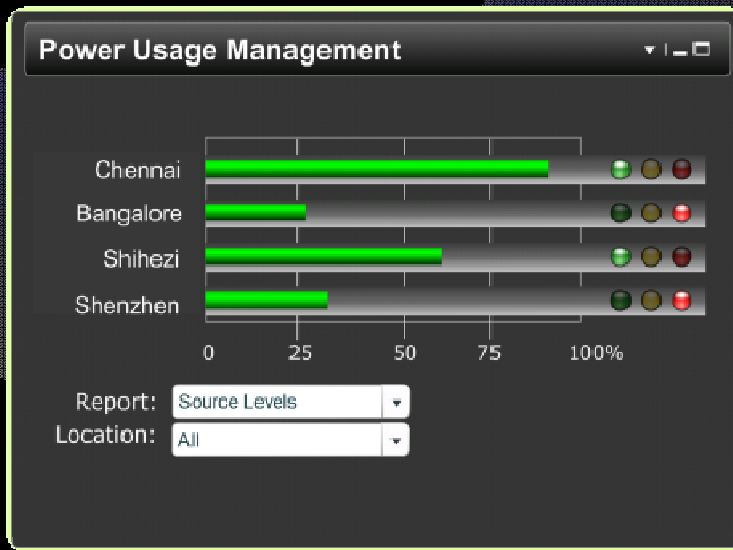


Actionable insights enable proactive management

Visibility across processes, information and ecosystems

...into process performance

...into business events



enables rapid response to emerging business situations



Can anticipate production problems and react before they impact customers

Insights drive process discovery and transformation



- Derive insights from organization information
- Leverage visibility and collaborate to discover process improvement opportunities
- Transform business processes into engines of innovation
- Closely align execution with business strategy to drive new growth



Collaborates with internal and external teams to increase process flexibility

Start Quickly with Cloud-based BPM Tools & Community

IBM BPM BlueWorks

New!

Seamlessly link business strategy and mapping in the cloud to process execution in your environment



Learn

Learn strategies, trends, and best practices for making smart process decisions

Experience

Capture business intent, understand capabilities, sketch processes

Collaborate

Leverage community insight and access shared content

Optimize

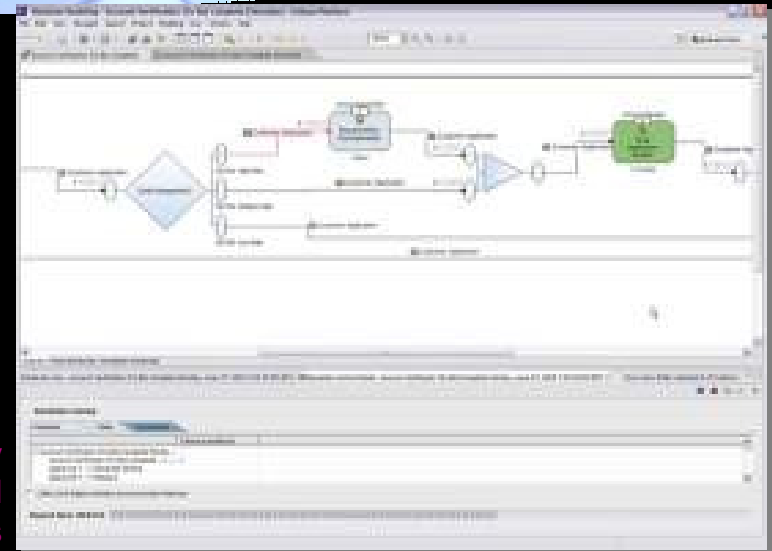
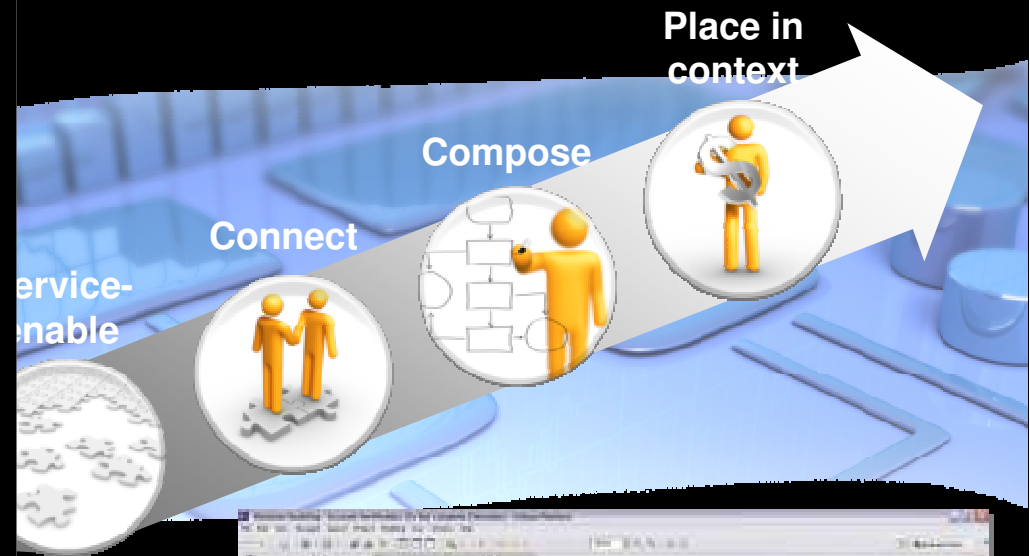
Extend strategy to drive processes improvement, and deploy with IBM BPM Suite



Empowering Business Leaders & Improving Productivity

WebSphere Business Modeler V7

- Enhances business user empowerment
- Provides improved iterative development and traceability
- Improves Interactive Process Design
- Enhanced capabilities that enable the capture of the business intent
- Provides clear linkage and audit trail



Provides an easy-to-use BPM tool for business users for graphically modeling, analyzing, simulating human workflows and automated business processes

Empowering Business Leaders & Improving Productivity

WebSphere Business Compass V7

- Enables improved productivity and empowerment across all roles
- Delivers rapid time to business value by improved integration with the IBM BPM portfolio
- New capabilities for business users and business analysts



Provides an easy-to-use BPM tool for business users for graphically modeling, analyzing, simulating human workflows and automated business processes

Get started, deploy faster, reduce costs and risk! *WebSphere Industry Content Packs V7.0*

- Reduce costs and deploy faster
- Start proofs of concepts and solution implementations quicker
- Reduce risk, increase consistency and reuse
- Address enterprise's unique needs with extensible assets
- Available on z/OS



**Now Supports Entire
WebSphere BPM Lifecycle!**

Models, Service Assets, Dashboards, KPIs & more!



Real-time visibility drives new sales

Large Retailer uses real-time inventory information to transform ordering processes



Industry Pains

- Limited visibility into inventory across stores & inefficient ordering processes causing lost sales

Real Results

- **\$3.6 million** in additional sales in 10 months
- **\$2.7 million** saved per year
- ROI in **6 months**

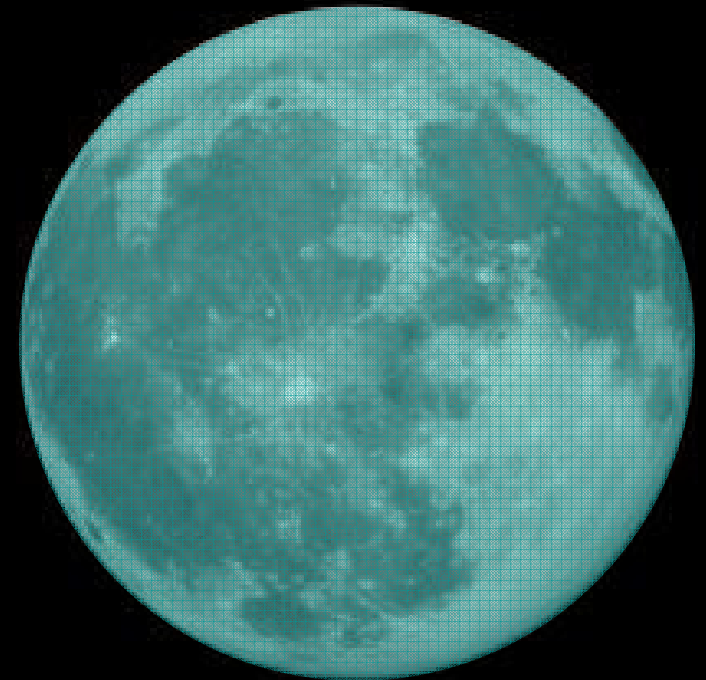
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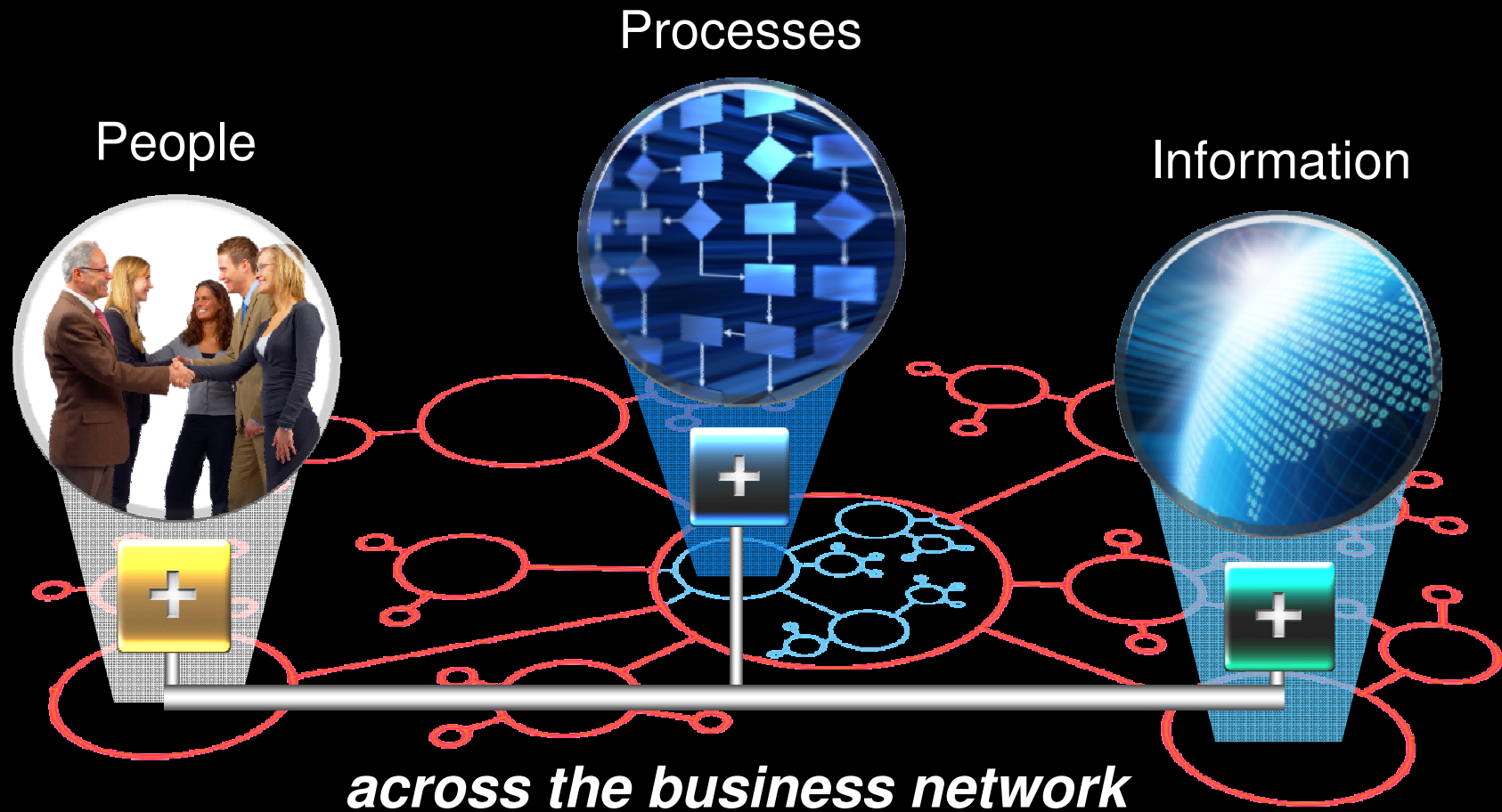


Maximize the value of business interactions



- Service-enable applications to integrate information
- Deliver information in the right business context
- Leverage services and information for dynamic process change

Service-orientation seamlessly integrates



Can quickly integrate applications from new acquisitions

Information in the right business context maximizes its value

“Shipment Delayed”



RFID Signal

“Suspicious Transaction”

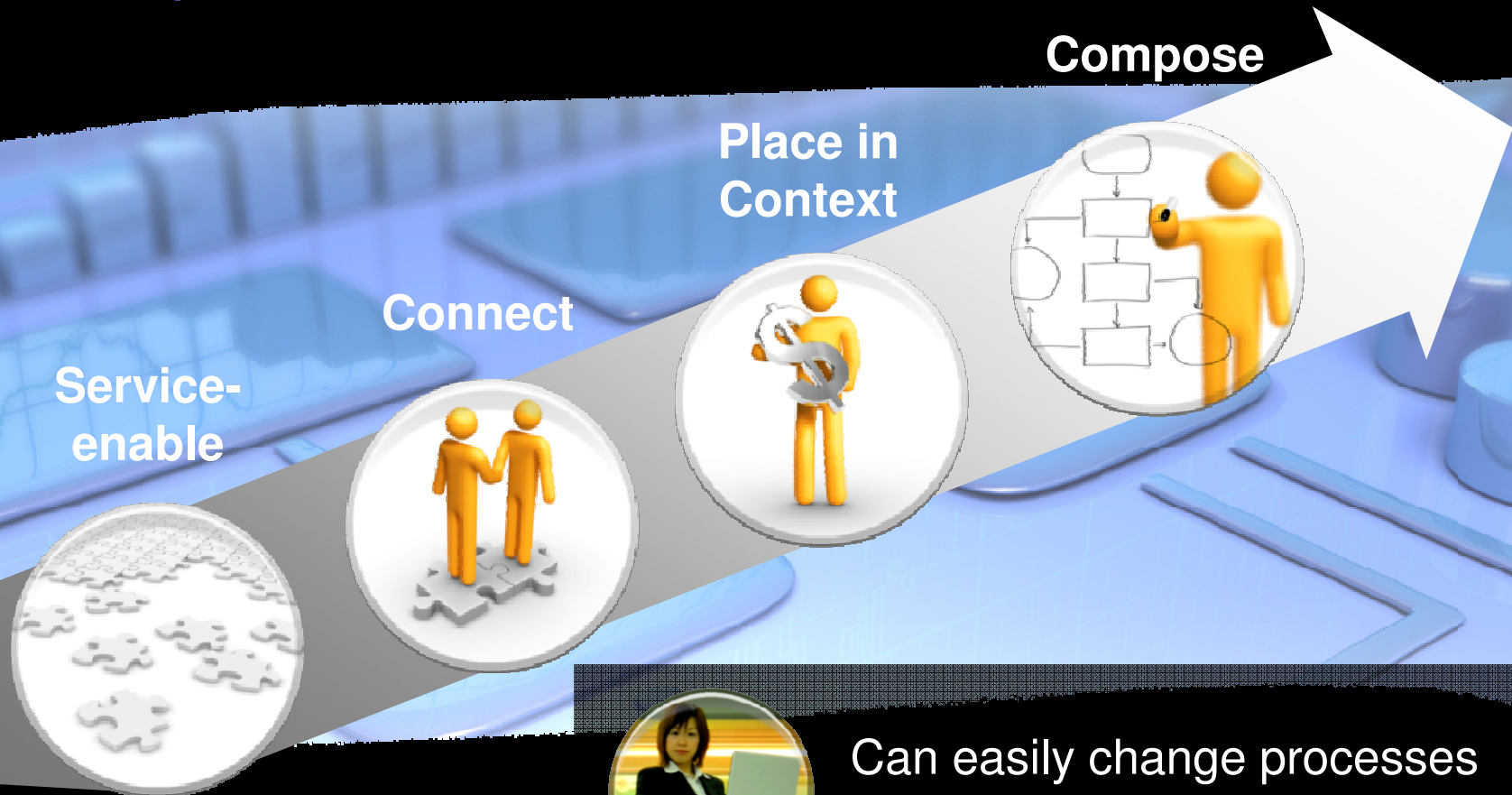


Large Credit Purchase



Can capture, understand, and respond to significant customer activities

Business information and service orientation enable dynamic processes



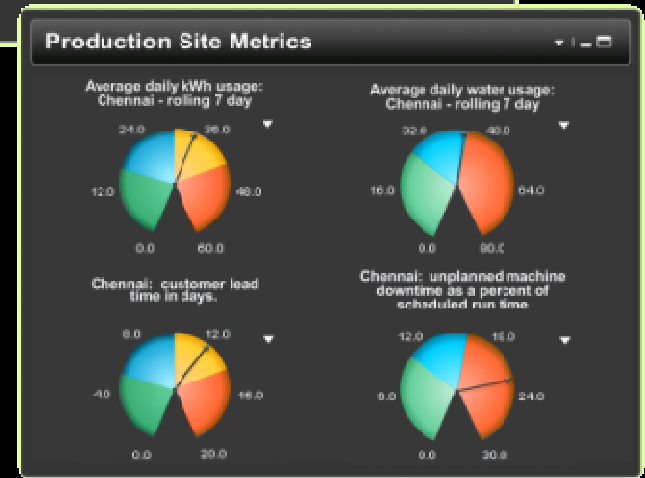
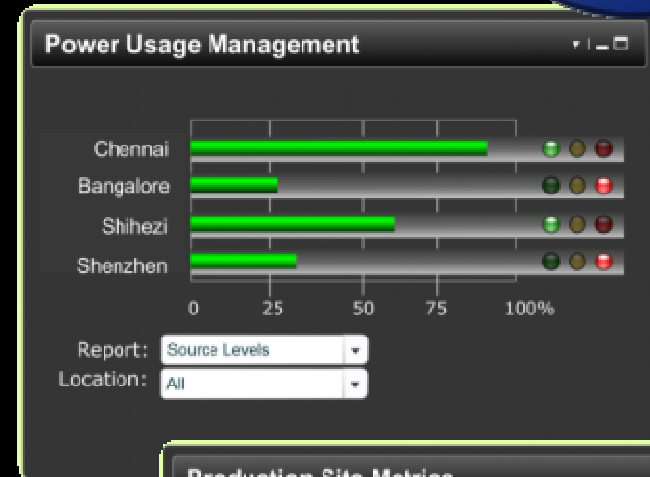
Can easily change processes to customize and deliver new loyalty offers

Increasing Visibility with Advanced Monitoring

WebSphere Business Monitor V7.0

New and Enhanced!

- Accelerates development of monitoring solutions
- Provides a quick start monitoring solution
- Expands the reach of Business Activity Monitoring
- Improves ROI by accelerating deployment
- Improves monitoring capabilities
- Improves support for System z
 - Ability to federate zLinux Monitor into a z/OS cell for improved management
 - Improves performance of Monitor with database on System z



Links business strategy to operational metrics, providing real time and consistent visibility into changing processes

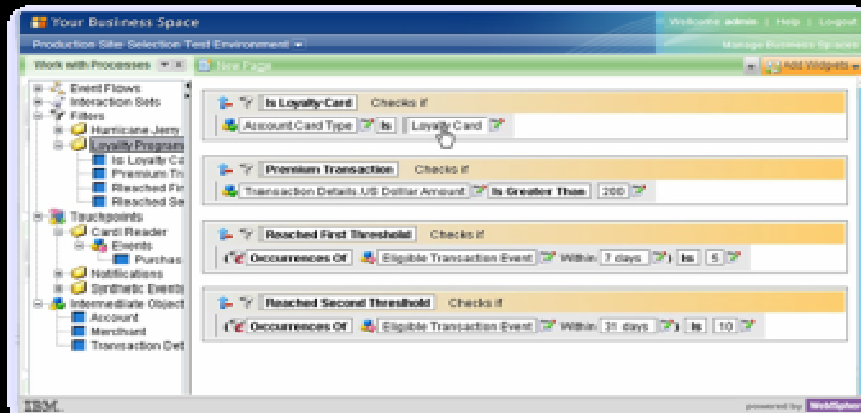
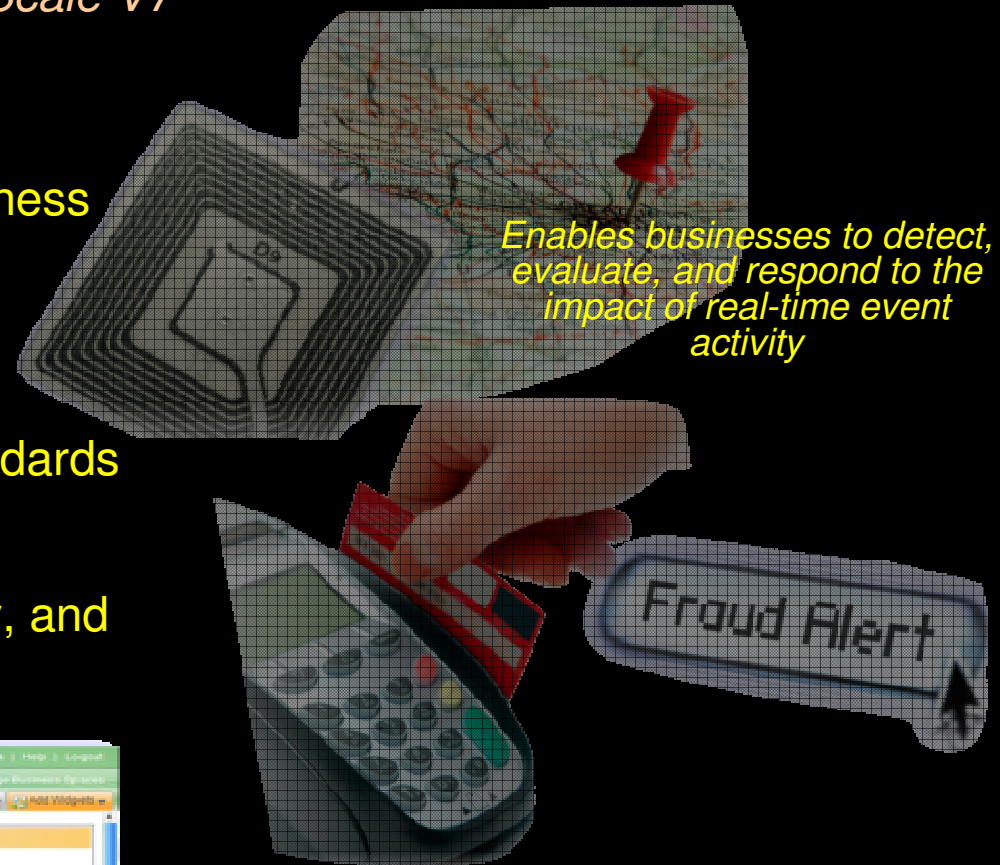
Reducing Costs by Uncovering Actionable Situations

WebSphere Business Events V7 for z/OS

WebSphere Business Events eXtreme Scale V7

New and Enhanced!

- Extends the Business User Design
- Expands test capabilities for the business user to validate business logic
- Extends the power of WBE
- Provides additional platform and standards coverage
- Enhanced performance, predictability, and management with eXtreme Scale



Unlocking information drives customer satisfaction

Chinese Software Company improves customer service by seamlessly integrating customer data



Industry Pains

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

Real Results

- **50% reduction** in customer response time
- **60% reduction** in customer complaints

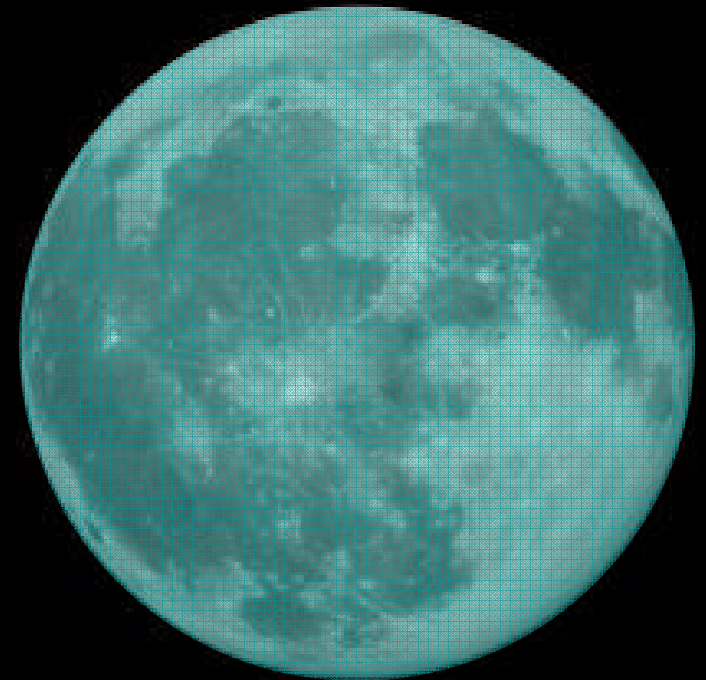
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Optimize productivity and resources



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

Effectively manage workflow to increase productivity

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



Can automate and easily manage low-level claims decisions

Business rules to drive flexible process automation

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

Manage and Enforce Policies Across Processes and Services

- Associate policies with processes and shared IT services



- Implement policy changes quickly



Payments processes consistently comply with privacy policies and standards

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

Improve User Experience & Accelerate Time to Value

WebSphere Process Server V7.0 for z/OS

- **Enhanced capabilities for creating, working with and administering human workflow process scenarios**
- **Empowers users and accelerates productivity across all process roles.**
- **Accelerate Time to Value**



Enables simple and flexible execution of standards-based business process solutions

Orchestrates a business' assets – people, processes and information – to help form highly optimized and effective processes

Increase Productivity Through Accelerated Solution Development

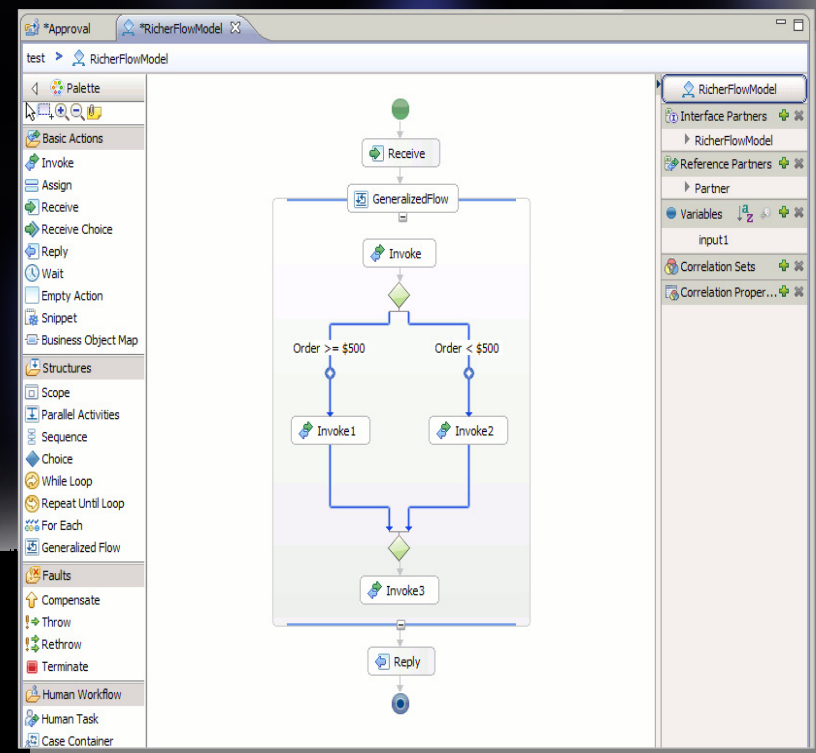
WebSphere Integration Developer V7.0

New and Enhanced!

- Improve tooling experience for accelerated solution development
- Accelerate iterative development between business analysts and IT developers
- Supports the latest technologies and standards

New guided task flows for learning concepts and performing tasks

Provides an easy-to-use design time tool for creating and assembling SOA business applications



Align Decision Automation Across the Enterprise

WebSphere ILOG Business Rule Management Systems V7

- Rapidly deploy changes throughout the enterprise
- Extend rule authoring to business users
- Accelerate time to value with a unified, flexible rule-based application development environment
- Improved integration with System z applications supporting CICS 4.1 in WebSphere ILOG Rules for COBOL version 7
- Rule management and governance with Decision Validation Services



Automate fine-grained, highly variable decisions with business rule management

Optimizing Processes Increases Efficiency

European Financial Services Company 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

IBM WebSphere BPM V7 System z customers

Solution development and deployments

Tools

BPM BlueWorks

Cloud-based process and strategy tools
For Business Leaders

WebSphere ...

... Business Compass

For Business Analysts
Publishing for review and documentation

... Business Modeler

For Business Analysts
Design, KPIs, Simulation, BPMN
Direct Deployment for simple scenarios
Interactive Process Design with WID

... Integration Developer

For Integration Developers
Authoring for all WPS and WESB
capabilities, and adapters
Design, Assembly, Test, Deployment

Servers on z/OS

WebSphere ...

... Process Server

Business Services Fabric
... Service Registry and Repository
... Business Events
... Adapter for SAP
... Industry Content Packs

related offerings:

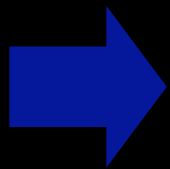
WebSphere ...

... iLog jRules
... Transformation Extender
... Message Broker
... ESB
... MQ

What Can BPM Do for Me?

Companies are Using BPM to Provide a Variety of Benefits

- ✓ Empower business users
- ✓ Provide actionable insights
- ✓ Improve business agility
- ✓ Reduce costs
- ✓ Enhance collaboration
- ✓ End-to-end process visibility
- ✓ Boost worker productivity
- ✓ Improve customer service



BPM Aligns Business and IT to your **Business Processes** and your **Changing Business Needs**



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:



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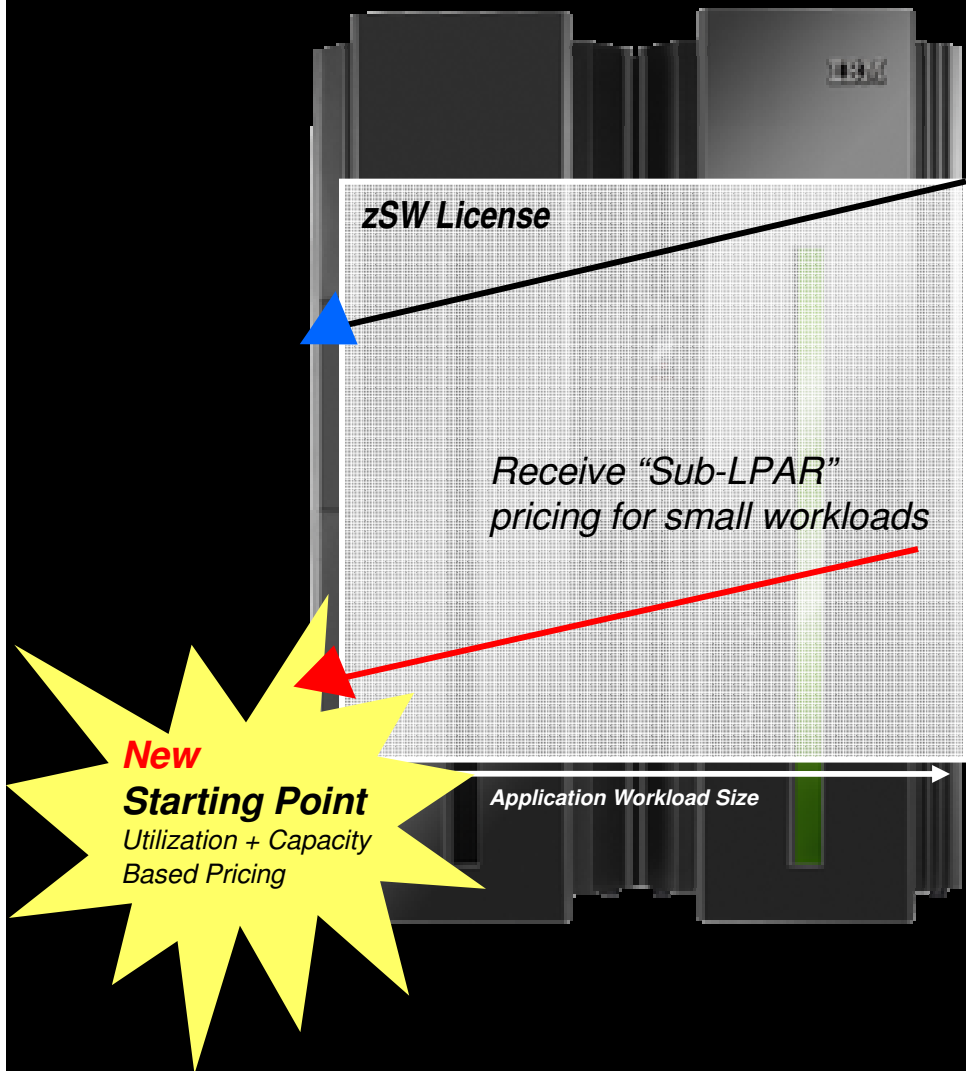
For more information, visit and bookmark www.ibm.com/impact

Let's Build a Smarter Planet on System z



Getting Started Sub-capacity Pricing

Helping to Make It Easier To Deploy New Projects on z/OS Software



- ✓ Help customers start their projects
- ✓ Improve alignment between software use and software charges
- ✓ Enable greater flexibility with software licensing
- ✓ Change LPAR capacity without changing software charges
- ✓ Improve price / performance