



IBM WebSphere BPM

# WebSphere Business Modeler 6.1

Technical Value



# User Roles in BPM



## Business Leaders

*(CxOs, LOBs)*

**Provide:** Domain expertise on business strategy and business function

**Receive:** Actionable insight into operational performance to make better business decisions



## BPM Experts

*(Business Architects & Analysts)*

**Provide:** BPM methodology and execution expertise and resource.

**Receive:** Operational performance information for continuous process improvement and optimization.



## IT Experts

*(IT Architects, Developers)*

**Provide:** Technical expertise in resources for implementing BPM solutions.

**Receive:** Clear business requirements and flexible IT design pattern for lower TCO.



## Process Users

*(Customers, Employees & Partners)*

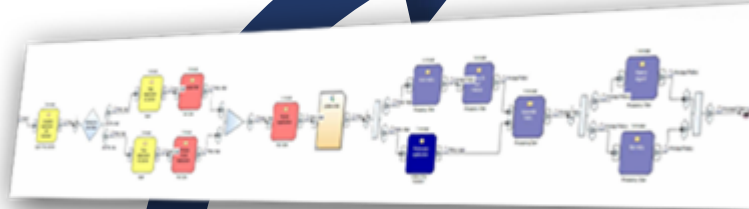
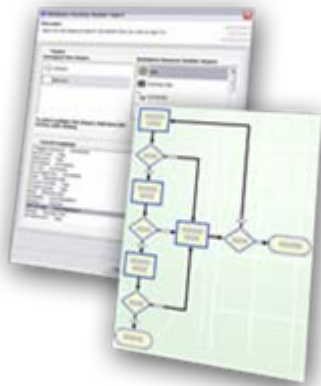
**Provide:** Work activity, content, and resources to execute business processes

**Receive:** Streamlined and intelligent work environments for increase productivity.



# WebSphere Business Modeler

*Business Level Modeling And Simulation*



### ▪ Role based

- Business driven collaboration for iterative process design
- Design time collaboration through web publishing
- Traceability improves Business ↔ IT collaboration

### ▪ Process Optimization

- Optimize all aspects of your business, set KPIs and metrics
- Dynamic analysis to identify process bottlenecks
- Optimize use of scarce resource (e.g., time, people, capital)
- Use real-time data to improve efficiency

### ▪ Business User Empowerment

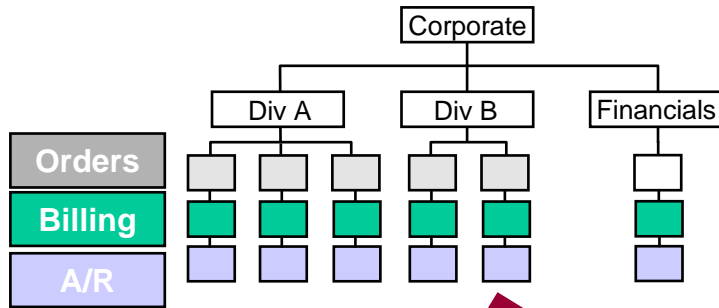
- Leverage existing definitions (e.g., Visio)
- Model processes, business rules, metrics, KPIs, human tasks (e.g., escalation logic)
- Define Forms to be used for process Input/Output
- Support of a true business-driven and iterative development lifecycle through artifact traceability



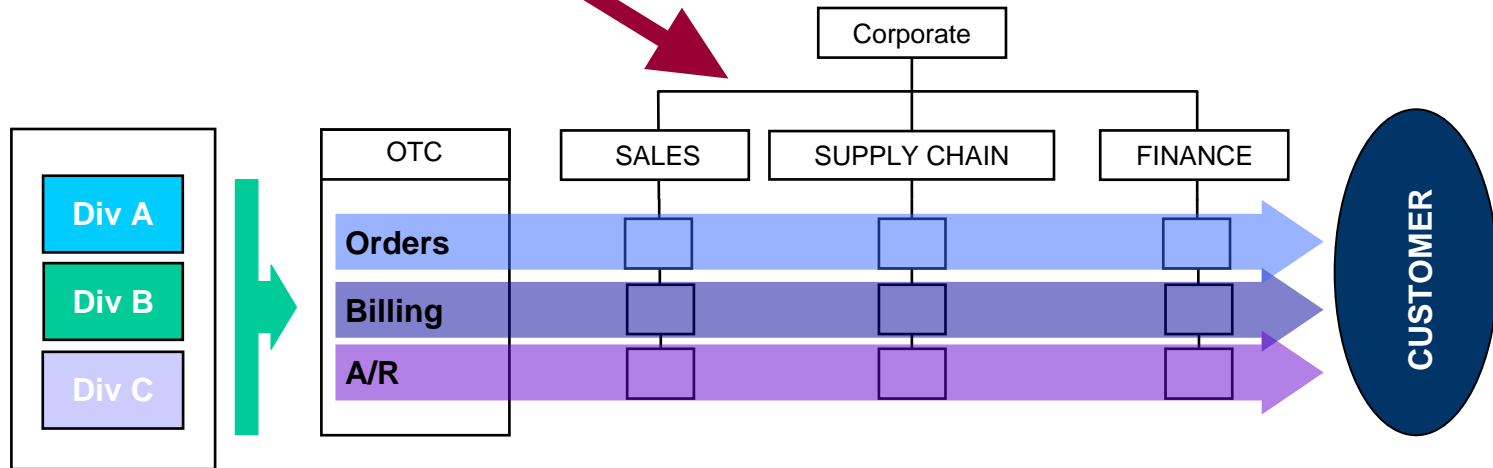
**Iterative and continuous improvement**

**WebSphere Business Modeler**

# Process-Centric Approach Provides End-to-End Visibility



- By viewing the business as a set of processes as opposed to functions, identify:
  - Relationships
  - Dependencies
  - Contexts
- Align business activities to be complementary





# Modeler Value for Business Process Experts



## Leading business process modeling and analysis tool for the business analyst

**Provide:** Domain expertise on business strategy and business function

**Receive:** Actionable insight into operational performance to make better business decisions



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## Process Users

*(Customers, Employees & Partners)*

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# Goal: Re-Use Existing Process Documentation

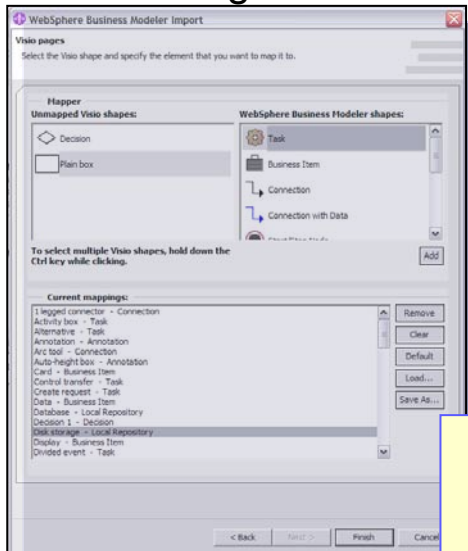
## You want to...

Re-use existing process documentation, which is inconsistent and spread across multiple formats:

- Visio
- Word
- PowerPoint
- Other modeling tools

## IBM Solution

- Import Visio process maps
  - Common Visio elements are pre-mapped to their Modeler counterparts
  - Custom element mapping capabilities available
- Import XML
  - Transform XML process representations from other modeling tools
- Attach files
  - Process documentation in any format



Reduce rework, protect investments, ease transition to new tooling

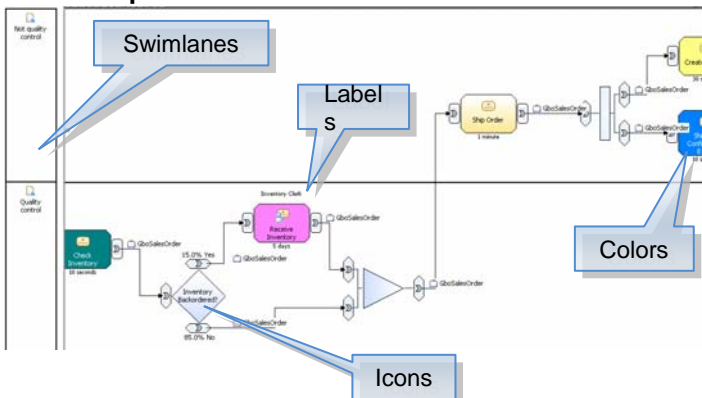
# Goal: Accurately Capture and Document Process

## You want to...

- Perform process steps in a consistent manner
- Train new employees effectively
- Share a common process view amongst organizations
- Document processes for compliance

## IBM Solution

- Subject matter experts can model their processes, or build them interactively during a process definition session
- Graphical models and related data can be viewed through a number of mediums
  - Publishing Server – web portal
  - Diagrams
  - Reports – predefined patterns and custom layouts available, in MS Word or PDF
- Call out areas of interest for various audiences, including individual employees, departments, or regulators
  - Utilize labeling, coloring, swimlanes



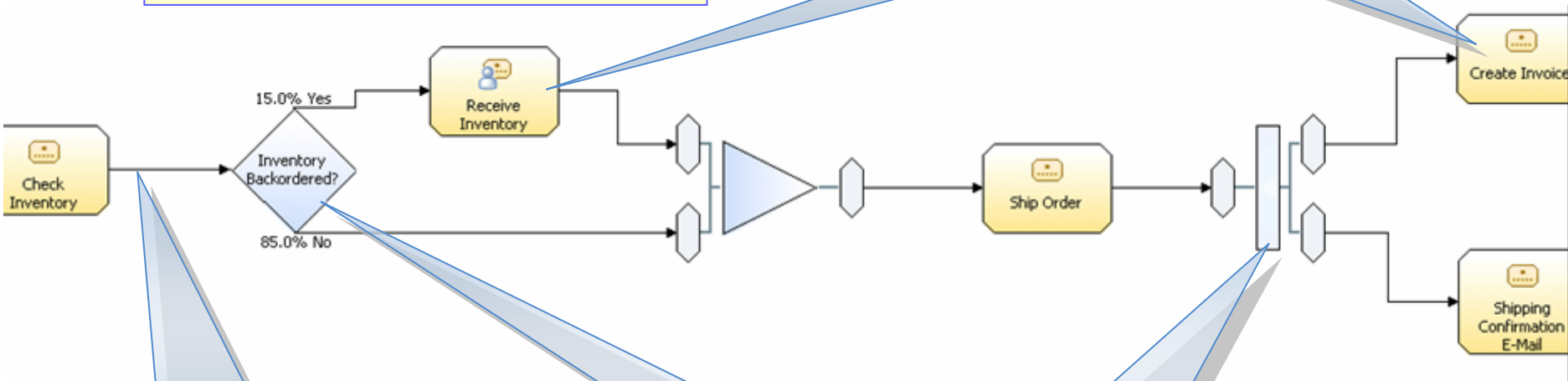
Tell the "story" of the business process in an easy-to-read, graphical manner



# Start with Basic Process Flow

- Drag-and-drop modeling capabilities
- Icons are simple and unambiguous

Note whether steps are manual or automatic



Define the order in which activities are performed

Indicate if process paths are mutually exclusive or parallel

# Add Detailed Process Information

- Through additional investigations and interviews, begin to identify more detailed information

- ✓ Data used
- ✓ Roles performing work
- ✓ Resources required
- ✓ Durations
- ✓ Costs
- ✓ Descriptions
- ✓ Etc...

The screenshot displays the IBM WebSphere BPM interface. At the top, a process diagram shows a task named "Shipping Confirmation E-Mail" highlighted with a red box. Below the diagram, a navigation bar includes tabs for "Diagram", "Specification", "Visual Attributes", and "Page Layout". The "Specification" tab is active, showing a sub-tab for "Attributes - Shipping Confirmation E-Mail". A red dashed arrow points from the task in the diagram to the "Attributes" sub-tab. Below the sub-tab, a red box highlights the "General" tab, which is selected. The "General" tab displays the following information:

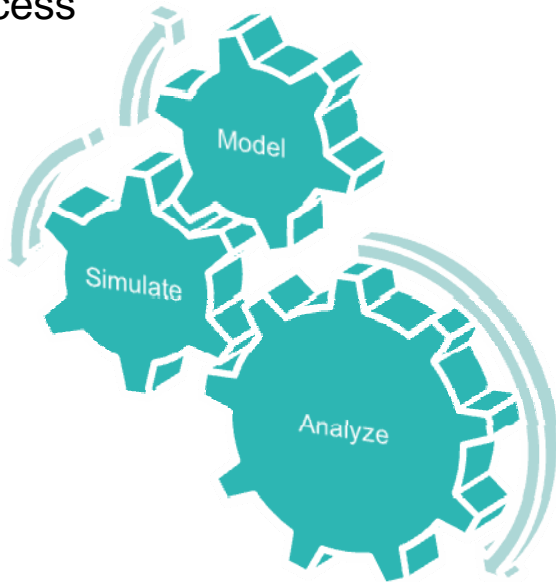
- General information**  
This section provides general information about this task.
- Name**  
Shipping Confirmation E-Mail
- Description**  
Send e-mail confirming order shipment to customer.

# Goal: Identify Root Cause of Current Process Issues



## You want to...

- Understand what is causing business problems
- Ensure that users understand the process
- Evaluate efficiency of your processes
- Perform a more efficient process

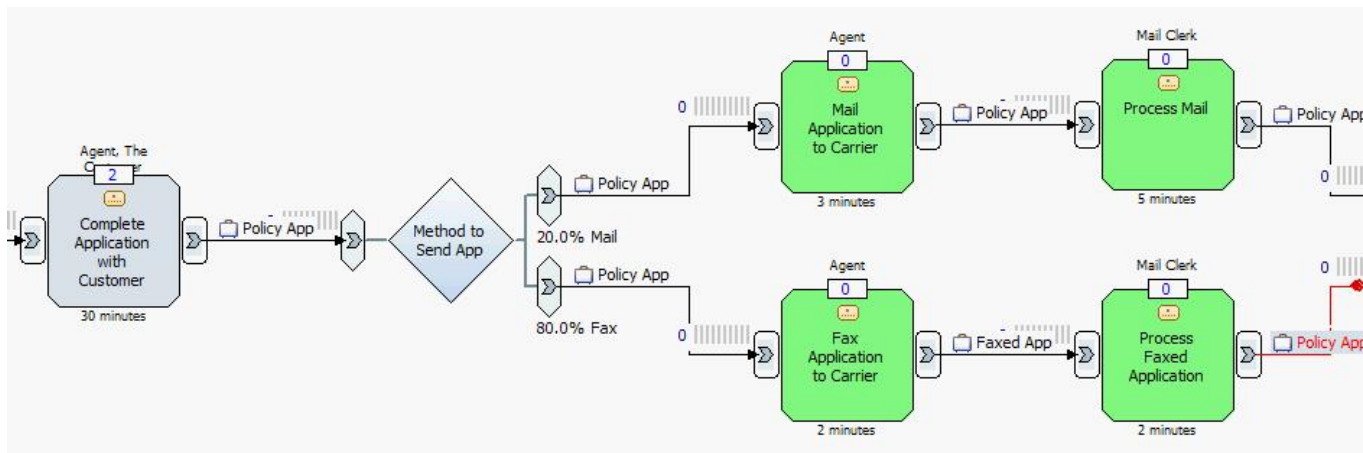


## IBM Solution

- Use model as a vehicle to discuss how users *really* perform the process
  - Users may provide comments using Publishing Server
  - Get users involved in estimating metrics including durations, defect rates, activity volumes, etc. if hard data does not exist
    - Enter metrics into process models
- Be a scientist
  - Develop hypotheses as to what causes process problems and pain
  - Construct simulations as experiments to test hypotheses
  - Analyze simulation results to identify bottlenecks, irregularities, and other issues

# Preparing for Simulation

- For complete simulation, add defect and decision percentages, process volumes, etc.
- Ensure the model is structured correctly
  - Verify process constructs will behave as intended
- Provide process constraints
  - Resource Availability



Use representative data to qualify and quantify problems. This will lead to accurate solutions.

# Process Analysis

- Analysis is the key component of simulation
  - Need to look at the results of simulation and interpret accordingly
- Identify root cause of problems in processes
- Holistic business view of processes, including costs, cycle time, etc.
- Investigate various utilization patterns for staffing, software, tools, etc.
- Once issues have been identified, perform further simulations and analysis to identify a means of alleviating them or reducing their effects

Activity Name	Average Elapsed Duration	Average Delay Duration	Average Throughput
0_HL - New Business Life	23 hours 30 minutes 13.75 seconds	1 day 6 hours 16.875 seconds	0.04 work item / hour
Assemble Policy	5 hours 4 minutes 13.5 seconds	4 hours 59 minutes 13.5 seconds	0.20 work item / hour
Complete Application with Customer	8 minutes 23.625 seconds	7 minutes 23.625 seconds	7.15 work items / hour
Fax Application to Carrier	3 minutes 36.27 seconds	1 minute 36.27 seconds	16.65 work items / hour
File Policy	6 hours 50 minutes 47.625 seconds	6 hours 47 minutes 47.625 seconds	0.15 work item / hour
Fork	0 seconds	0 seconds	undefined
Fork:2	0 seconds	0 seconds	undefined
Join	0 seconds	0 seconds	undefined
Mail Application to Carrier	3 minutes 54.666 seconds	54.666 seconds	15.34 work items / hour
Mail to Agent	6 hours 49 minutes 4.875 seconds	6 hours 47 minutes 4.875 seconds	0.15 work item / hour
Merge	0 seconds	0 seconds	undefined
Method to Send App	0 seconds	0 seconds	undefined
Photocopy Application	5 minutes 39.75 seconds	3 minutes 39.75 seconds	10.60 work items / hour
Pickup & Sort Policies	9 hours 39 minutes 58.875 seconds	9 hours 34 minutes 58.875 seconds	0.10 work item / hour
Print Policy	1 hour 15 minutes 29.925 seconds	1 hour 14 minutes 29.925 seconds	0.79 work item / hour
Process Faxed Application	14 minutes 28.15 seconds	12 minutes 28.15 seconds	4.15 work items / hour
Process Mail	15 minutes 24 seconds	10 minutes 24 seconds	3.90 work items / hour
Route Application	13 minutes 2.25 seconds	12 minutes 2.25 seconds	4.60 work items / hour
Underwrite	1 second	0 seconds	3,600.00 work items / hour



# Goal: Validate that Proposed Future Process Produces Desired Results

## You want to...

- Identify the blend of process characteristics that most completely meet the business needs
- Save time and cost in validating effectiveness of new solution
- Understand costs in the value chain
- Perform human resource planning in a transparent manner

## IBM Solution

- Use current process simulation and analysis as a basis for future solution and as a baseline for future process evaluation
- Look at solutions involving modified process flow, technology solutions, and (human/automated) resource modifications
  - Analyze impacts on duration, throughput, cost
  - Prioritize solution alternatives
  - Investigate required staffing levels
  - Consider known service level agreements, internal and customer expectations

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

Probability	Average Process Time (min:sec)	Average Cost
32.91%	10:11	\$5.40
32.10%	3:11	\$1.87
18.01%	14:11	\$7.88
5.20%	3:21	\$1.77
5.20%	11:11	\$5.93
4.85%	4:11	\$2.20
3.88%	10:21	\$5.50
0.81%	11:21	\$6.03
0.35%	4:21	\$2.30

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

Probability	Average Process Time (min:sec)	Average Cost
35.57%	8:18	\$4.38
33.03%	1:51	\$0.98
13.51%	7:51	\$4.18
4.50%	1:54	\$0.98
3.93%	8:18	\$4.38
4.95%	1:51	\$0.98
3.70%	8:19	\$4.38
0.89%	8:19	\$4.38
0.23%	1:54	\$0.98

### Simulation Results – Weighted Average Analysis

**Current Process Results**

Resources	Items per hour	Elapsed Duration	Average Cost
Unlimited Resources	7.55	7.56	\$4.20
Current Resources	3.41	17.33	\$4.02

**Future Process Results**

Resources	Items per hour	Elapsed Duration	Average Cost
Unlimited Resources	10.95	5:28	\$2.89
Current Resources	.80	1:15:19	\$2.59
Balanced	2.45	24:28	\$2.75

Re-allocating resources balance costs with productivity

# Goal: Ensure that Processes Address Business Requirements

## You want to...

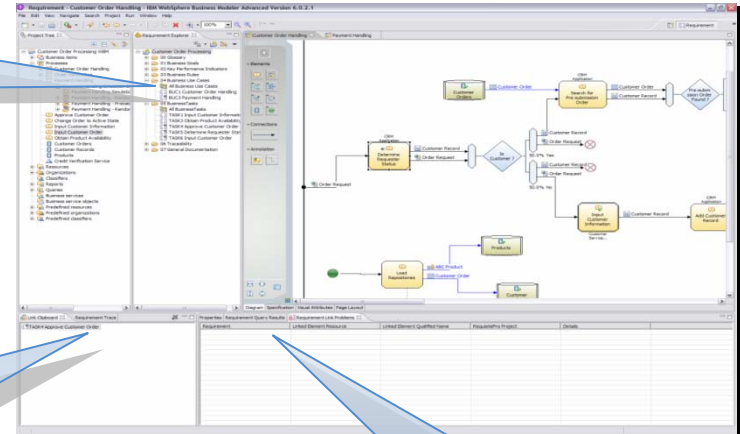
- Identify what business or technical needs a process addresses
- Generate technical use cases from business process models

The cost of resolving a missed requirement increases drastically as the development cycle progresses

Requisite Pro requirements project viewed from within Modeler

Manage linkages between requirements and process model elements

View and edit basic properties for each requirement



## IBM Solution

- Coexist IBM's Rational Requisite Pro tool for requirements management in the Modeler workspace
  - Link each requirement to a process activity, to depict where the requirement is fulfilled
  - Identify any requirements that are not addressed by the process and intervene before building an incorrect solution
- Use process definition to generate technical use cases



# Goal: Define Application Behaviors that Support Business Needs

## You want to...

- Easily translate business expectations into technical designs
- Allow business users to define the details of how they interact with systems
- Use a single business modeling tool regardless of targeted process engine

## IBM Solution

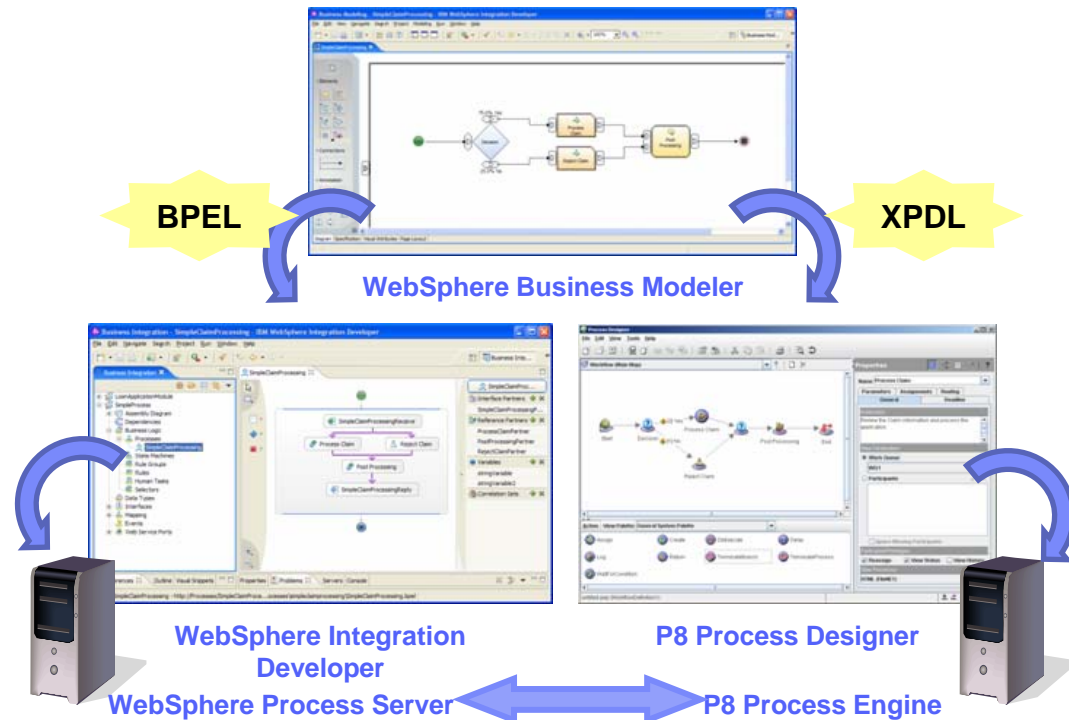
- Business processes can be validated for and exported to multiple IBM BPM runtime engines, creating a common understanding amongst business and IT experts
  - WebSphere Process Server
  - FileNet P8
- Specialized editors allow business users to specify greater information about business-facing processes details when targeting WPS
  - Human task behaviors
  - Web form interfaces
  - Modifiable business rules

Simplify exchange of information between business and IT, leading to shorter development and test cycles and more valuable process solutions

Application Name	Company ID	Account Number
ACH Application 1	1	1
ACH Application 2	2	2
ACH Application 3	3	3
ACH Application 4	4	4
ACH Application 5	5	5
ACH Application 6	6	6
ACH Application 7	7	7
ACH Application 8	8	8
ACH Application 9	9	9
ACH Application 10	10	10

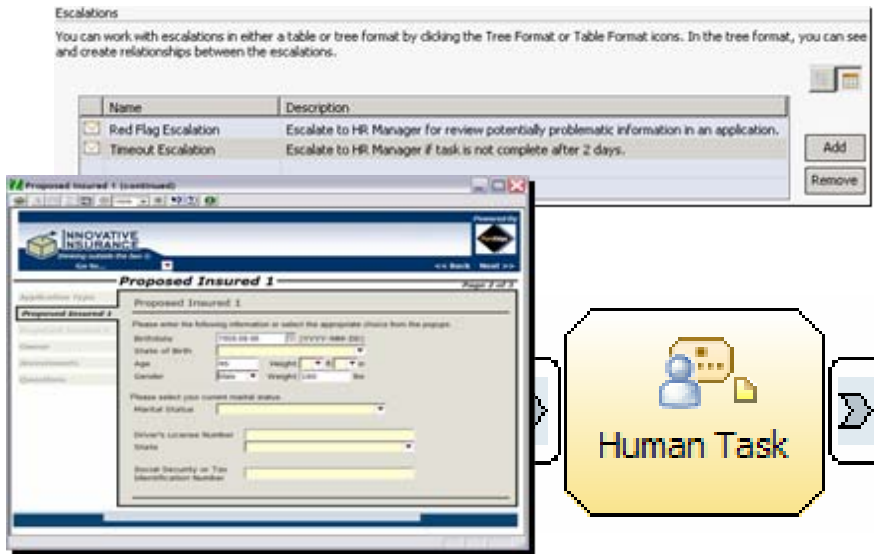
# Preparing to Execute a Process

- Modes available to enforce standards required for each of IBM's two BPM runtime engines
  - WebSphere Process Server, FileNet P8
- Structure model such that tasks indicate applications, web services, and other functionality
- Data flow is required
  - Note what information is provided at each step of the process
- Add decision logic to process flow
  - Indicate what data values drive decision choices
- Upon export, IT Experts have a process skeleton into which they can integrate functionality

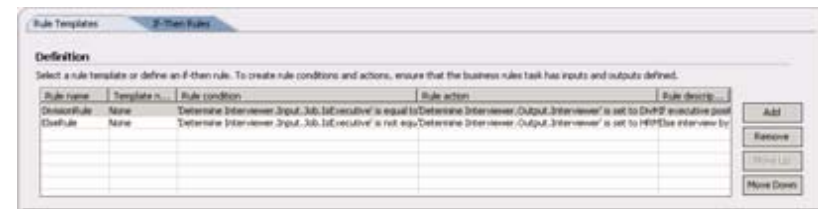
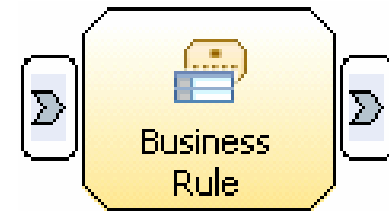


# WPS-Specific Execution Details

- Business-relevant human task behavior
  - Who should perform the task?
  - Under what circumstances should task be escalated to a manager or alternate user?
  - What does the interface look like?



- Define business rule logic and structure
  - Rules can be modified at runtime to easily fine-tune the process
  - Use simple if-then rule structure to indicate desired behavior

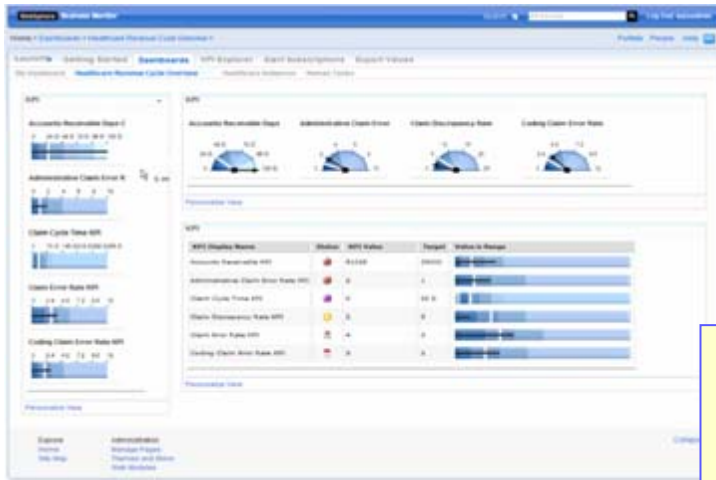




# Goal: Obtain Useful Measurement Data from Live Processes

## You want to...

- Identify what should be measured in a process
- Understand how business measures relate to processes
- Easily transfer dynamic, real-time business monitoring data to models for refinement



## IBM Solution

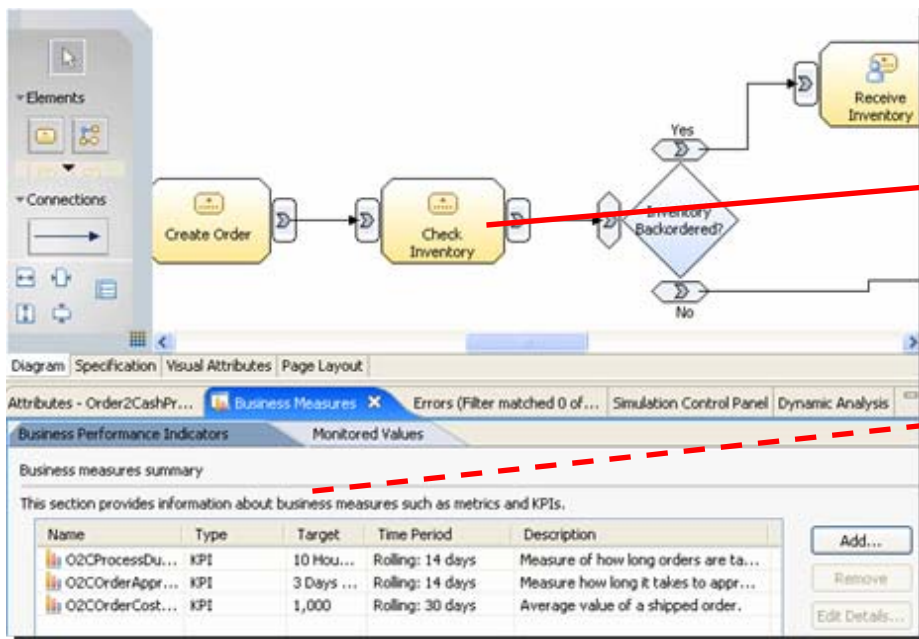
- Define what aspects of the process should be measured
  - Associate each measurement directly with the activity or process to be measured, for greater clarity
- Incorporate real measured data into updated processes to refine process documentation and analysis
  - Enables continuous improvement of the business process, ability to react appropriately to market and internal changes

Business users define the measurements that they require to successfully manage their business, easing communication and speeding development



# Define Metrics to be Measured

- Users indicate the metrics that they require to properly operate and manage their business
- Metrics are directly related to the process model, providing context and understanding around the need for and value of each metric



Optionally, you can create a business measure by applying a predefined template to a process element.

Template:

Process element:

Name:

Type:  KPI  Instance metric  Aggregate metric  Unspecified

Description:

Dashboard:  Specify a default value and type

Type:

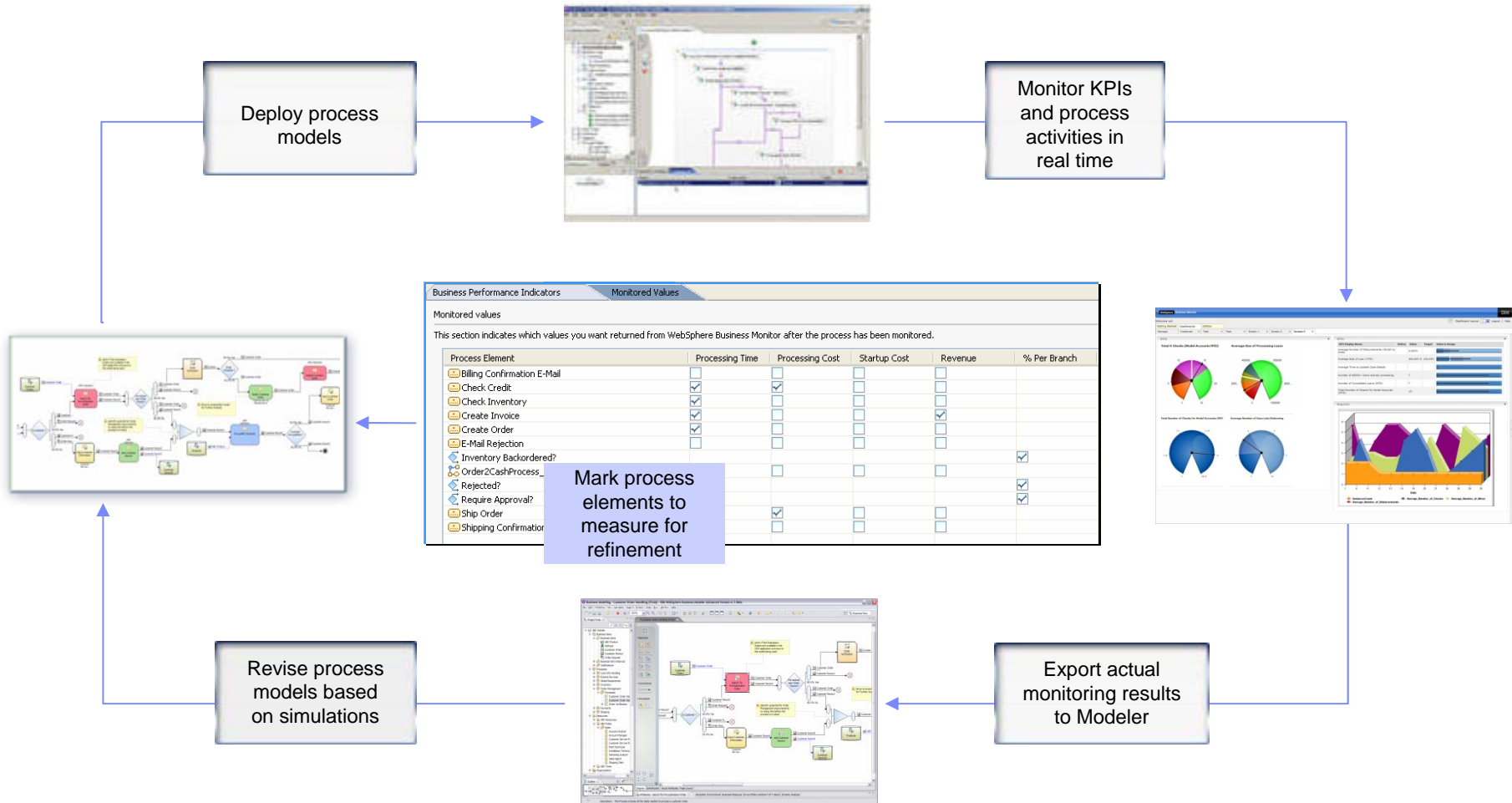
Default value: Days:  Hours:  Minutes:  Seconds:  Milliseconds:

Specify when to send an alert and the action to take as a result

For example, when the measure exceeds a certain value, an email message to be sent.

Alert Description:

# Feed Actual Process Data Back to Process Models





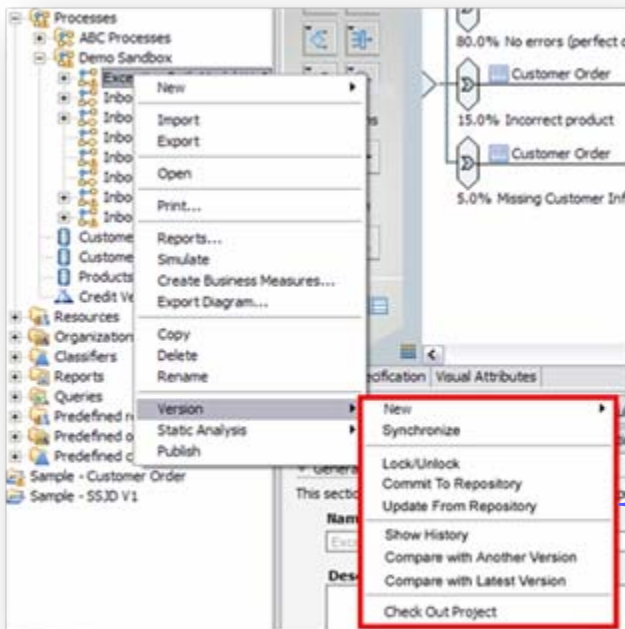
# Goal: Modeling Performed by a Collaborative Team

## You want to...

- Allow experts in different areas of the business to model their own processes
- Model multiple processes quickly
- Save time and money through reuse

## IBM Solution

- Use a teaming repository to provide multi-user access to models
  - Work can be performed in parallel, speeding time to value
  - Experts in each process area can define the process areas that pertain to them
  - Models are versioned, allowing for rollback and failover
- Reviews by experts who are not actively editing the models can be facilitated via Publishing Server



Repository interface is built directly into Modeler

# Publish Models

- Make models available in Publishing Server so that experts can review and provide their feedback
  - Comments are directly associated to the process elements that they reference, minimizing confusion

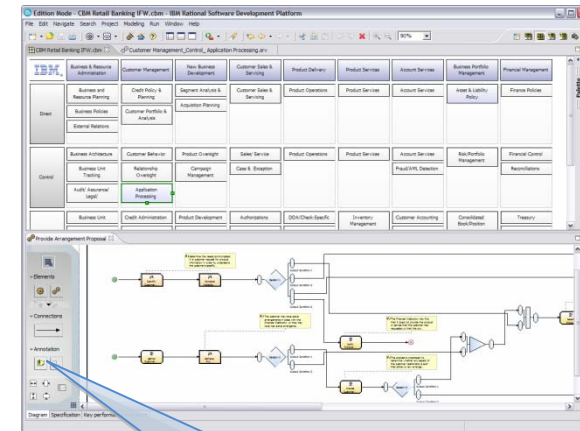
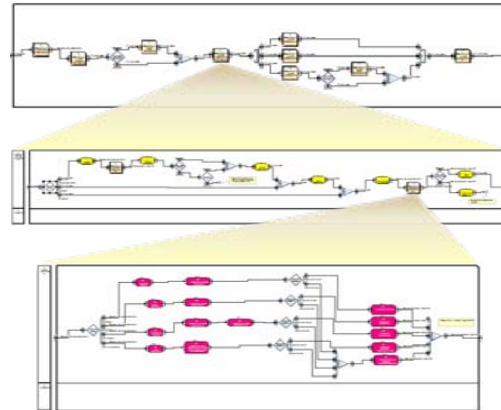
The screenshot displays the IBM WebSphere BPM interface. On the left, the 'Draft Project Tree' shows a hierarchy of projects and processes, with 'Customer Order Handling' selected. The main area shows a process flow diagram with tasks like 'Determine Requester Status' and 'Search for Pre-submission Order'. A 'New Comment For : Determine Requester Status' dialog is open, showing fields for Subject, Type, Priority, Status, and Details. The 'Details' field contains the text 'This is not the right name for this task'. Below the dialog, a 'Comments' section shows a table with columns for 'Filter by' and 'Subject', and a 'Page 1 of 0' indicator.



# Goal: Build a Unified Enterprise Modeling Environment

## You want to...

- Merge similar process elements, reducing effort and maximizing the benefits that come from reuse
- Understand how and when different business units perform similar work
- Share a common process view among organizations



Process modeling across the enterprise provides a consistent, transparent view of the business and opportunities for previously unrealized synergies

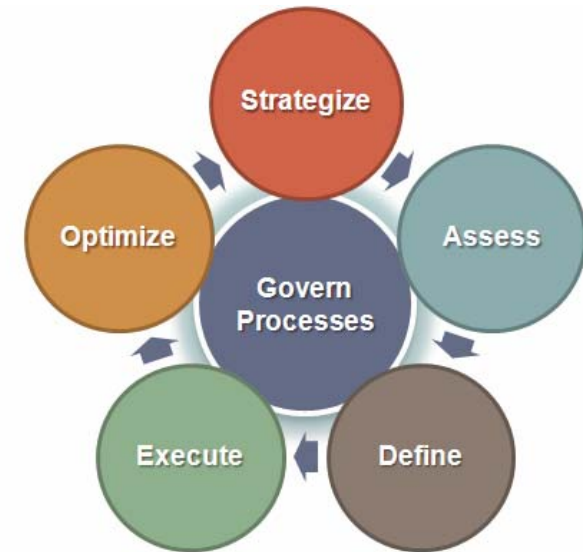
## IBM Solution

- Define a structure and taxonomy for your enterprise's processes
  - Utilize IBM industry content and knowledge
  - Incorporate into your process naming and relationships
  - Understand how processes across different areas of the business relate
- Identify commonalities and reusability of process elements amongst organizations
  - Build a library of process elements that are commonly used throughout their organization
  - Share library amongst modeling projects owned by different areas of the business
  - Leverage these commonalities operationally for cost savings

# Goal: Leverage Modeling and BPM Infrastructure to Consistently Drive Business Success

## You want to...

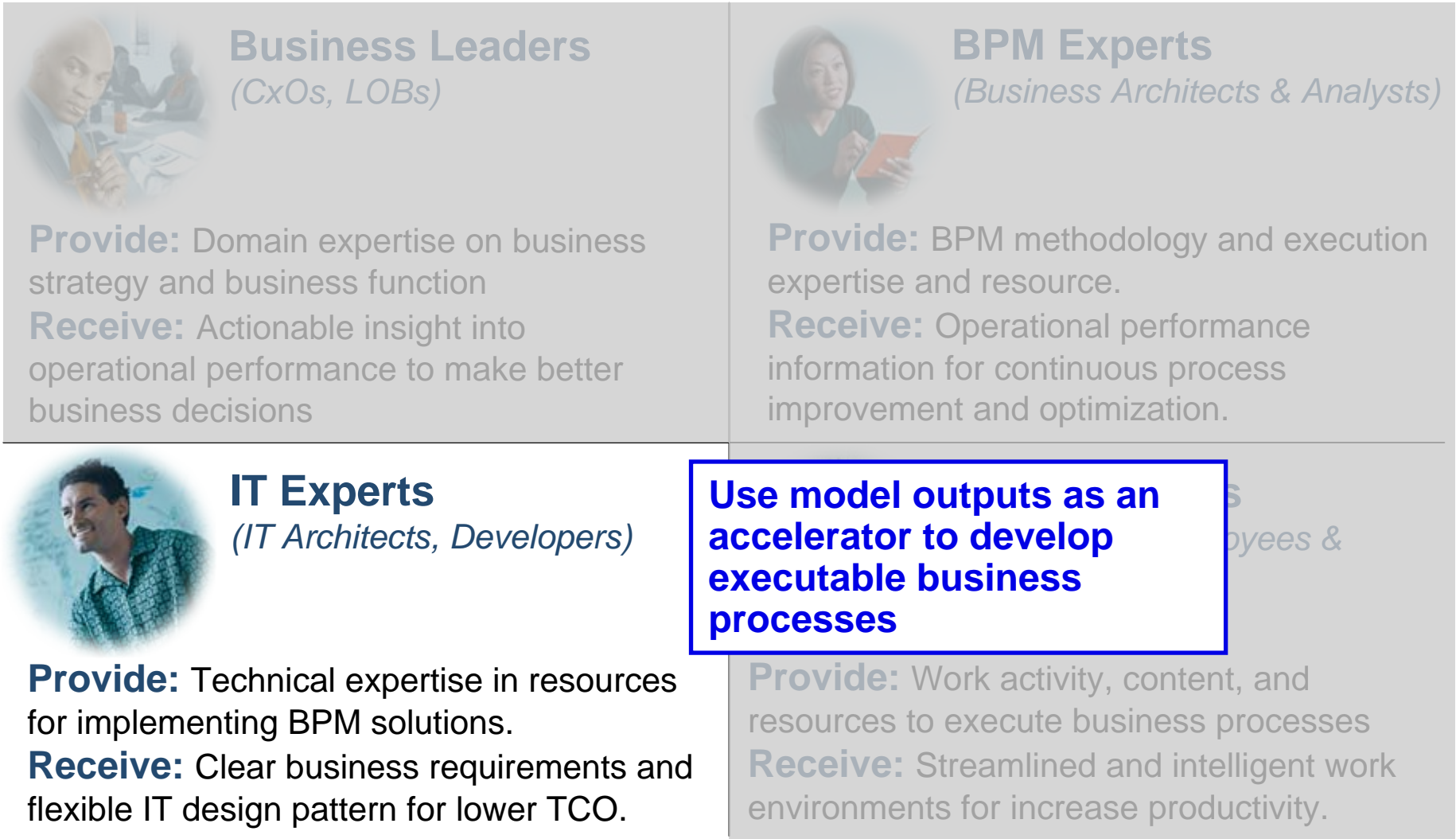
- Follow a proved approach during your project
- Balance conflicting organizational needs
- Maximize value for customers and shareholders through reuse
- Achieve maximum KPIs for core business processes
- Standardize and execute with balanced priorities
- Accelerate speed to value
- Identify the knowledge required to drive organizational success



## IBM Solution

- Expansive methodology that covers many business and technical needs, built with the WebSphere BPM products in mind
  - Portions of the methodology can be adopted and adapted to achieve the requirements of a specific project or initiative
- Ensure that end-to-end business processes are:
  - Supported by the right organization
  - Supported by the right technologies and data
  - Governed by a governance framework focused on strategically aligning business processes throughout the process' lifecycle

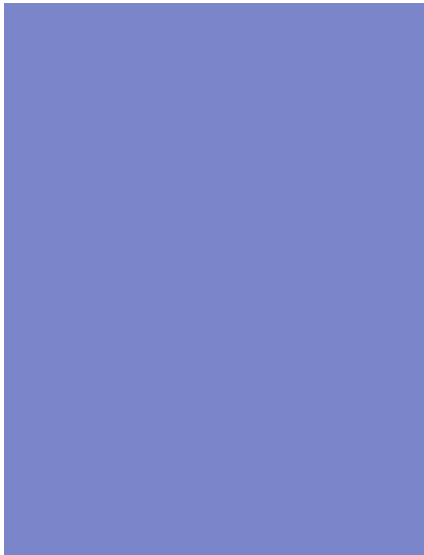
# Modeler Value for IT



# Goal: Quickly Develop Process Applications that Meet Business Needs

## You want to...

- Use business models to accelerate the definition of IT systems that will support business operations
- Ensure that business process logic and flow is accurately represented in applications



## IBM Solution

- IT users can add technical details to WPS-targeted processes from within Modeler to reduce effort required in WID
- Plug in existing web service (WSDL) and data type (XSD) definitions, if desired
- Export process details in a manner that compartmentalizes business logic and technical details
- Facilitate business-driven and iterative development through compare and merge traceability
  - Business users may refine their process flow while IT experts are adding technically-relevant artifacts to the BPEL process, with the two sets of work being merged together

# Technical Integration with Business Processes

- **Technical Attributes View**
  - Apply naming standards for BPEL elements, namespaces, interfaces
  - Define SCA implementation types
  - Choose between one-way or request-response operations

Attributes - v6\_Single Data Object | Simulation Control Panel | Errors (Filter matched 20 of 20 items) | Technical Attributes View

General | Interface | Request | Response | Implementation

▼ BPEL Attributes

Define BPEL process information below

**Target namespace**

**Process display name**

**Process name**

- **Separation of business logic from technical details**
  - Facilitated during export to WID
  - Insulates activity implementations from business changes

WebSphere Business Modeler Export

WebSphere Integration Developer export details

Specify export details, then click Fresh to export. It is recommended that you use project interchange format for traceability between WebSphere Business Modeler and WebSphere Integration Developer.

Apply best practices export patterns

The following artifacts will be generated for WebSphere Integration Developer based on best practices. For interoperability, it is advisable to adhere to the pattern.

Select the export option

Project Interchange Name  
This option creates three related projects. It separates the business logic from the implementation details. Choose this option for best interoperability when you are working iteratively between WebSphere Business Modeler and WebSphere Integration Developer.

Export using the standard project interchange format for other environments.

Project Interchange Name

Append timestamp to project interchange name

Target Project Names

Module Project Name	Module Project Name	Integration Module Project Name	Library Project Name
InterView	InterView	InterView_int	InterView_B

< Back Next > Fresh Cancel

## Business Logic Module

- BPEL
- Human Tasks (from Modeler)
- Business Rules (from Modeler)

## Implementation Module(s)

- Java
- Human Tasks (other)
- Business Rules (other)
- State Machines

## Library

- Data Types
- Interfaces



# Modeler Value for LOB



**Business Leaders**  
(CxOs, LOBs)

**Provide:** Domain expertise on business strategy and business function

**Receive:** Actionable insight into operational performance to make better business decisions

**Utilize output to build business cases, communicate capabilities**

**Provide:** BPM methodology and execution expertise and resource.

**Receive:** Operational performance information for continuous process improvement and optimization.



**IT Experts**  
(IT Architects, Developers)

**Provide:** Technical expertise in resources for implementing BPM solutions.

**Receive:** Clear business requirements and flexible IT design pattern for lower TCO.



**Process Users**  
(Customers, Employees & Partners)

**Provide:** Work activity, content, and resources to execute business processes

**Receive:** Streamlined and intelligent work environments for increase productivity.

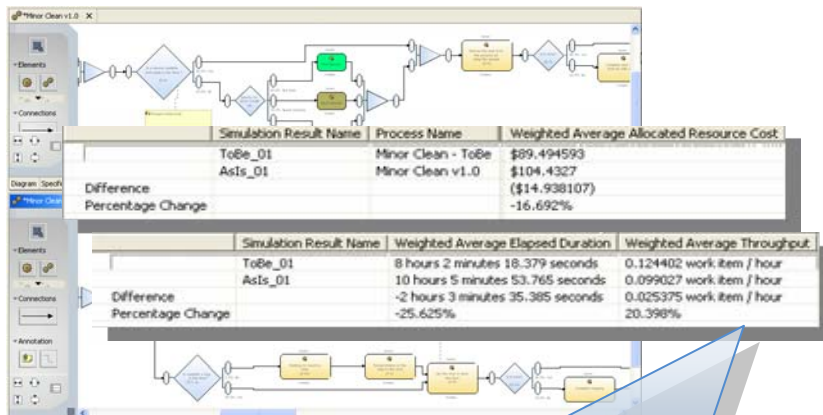
# Goal: Improve Business Results

## You want to...

- Build an acceptable business case
- Understand costs in the value chain
- Perform human resource planning in a transparent manner
- Utilize predictive analysis to evaluate viability of potential solutions

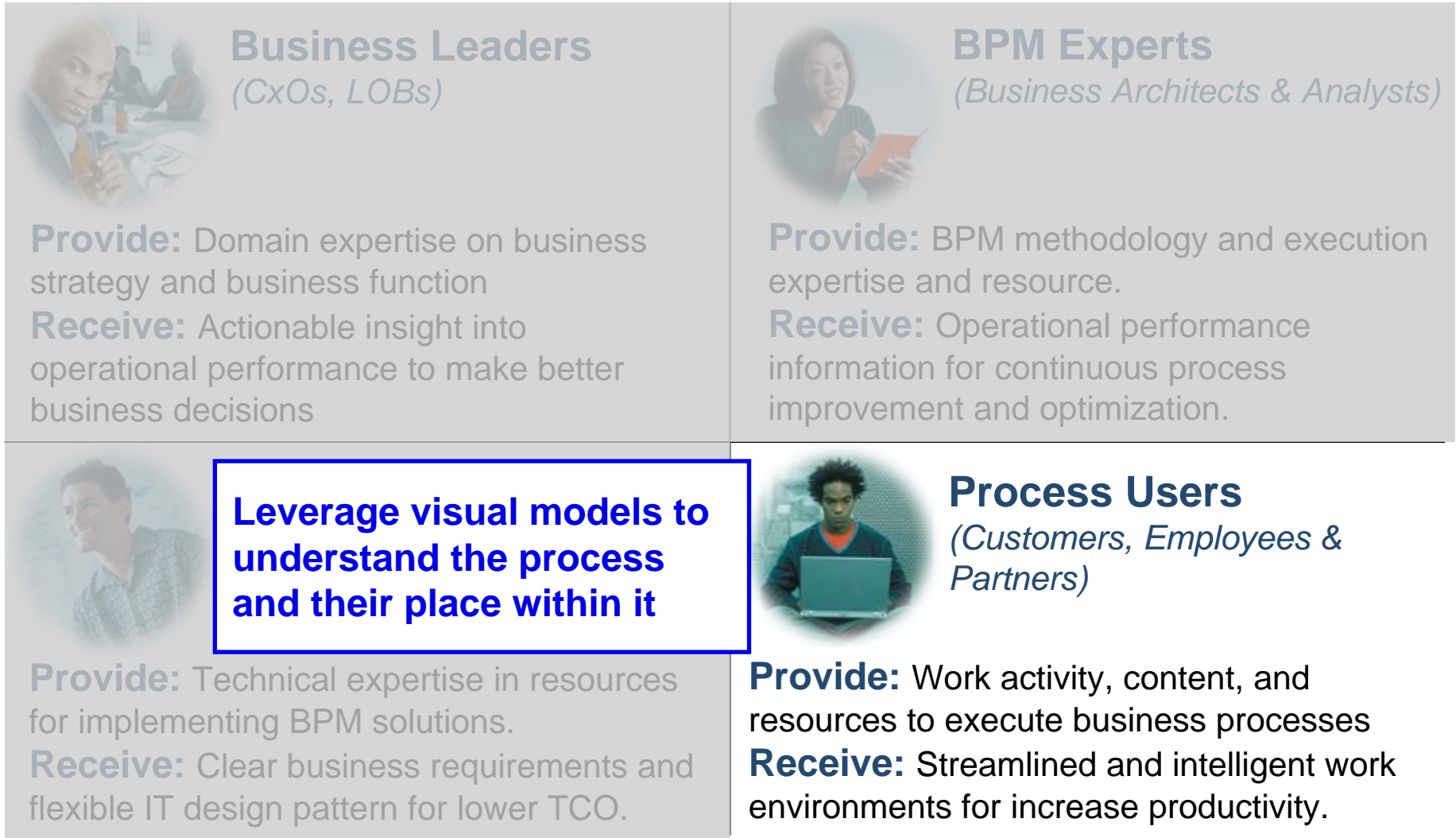
## IBM Solution

- Verify effectiveness of proposed solution by simulating under real world conditions before investing in the effort to build
- Look at solutions involving modified process flow, technology solutions, and (human/automated) resource modifications
  - Analyze impacts on duration, throughput, cost
  - Prioritize solution alternatives
  - Investigate required staffing levels
  - Calculate return on investment
  - Build a business case



Analyzing future state processes before building saves time and money, reduces risk

# Modeler Value for Process Users



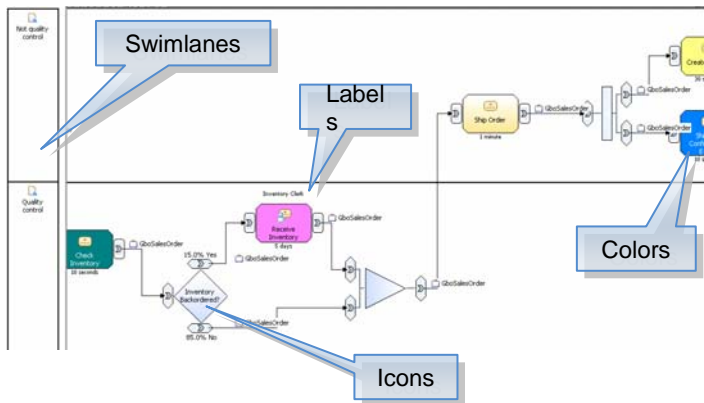
# Goal: Understand Business Process Context

## You want to...

- Comprehend how users fit into overall business operations
- Share a common view of process resource responsibilities
- Perform duties that are of value to the business

## IBM Solution

- Easy to follow process models
- Visual cues available to call out critical activities or work involving specific individuals or job functions
- Modeling work is widely accessible
  - Web-based environment for model viewing is available in Publishing Server
  - Diagrams and reports are portable and available offline
- Capabilities for process analysis and redesign enable improved business functionality and operational efficiency



Tell the “story” of the business process in an easy-to-read, graphical manner

# Summary – WebSphere Business Modeler

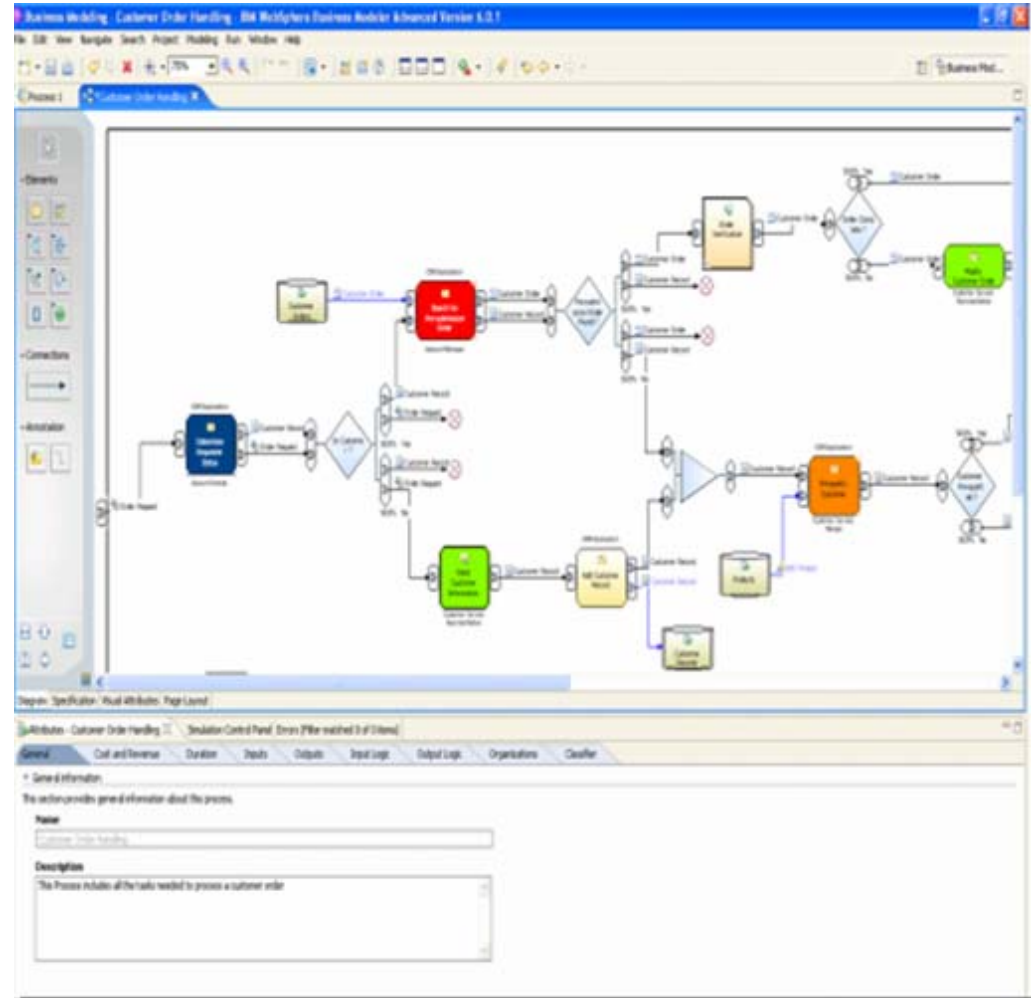
Design business processes for future deployment

Simulates process changes and assesses impact

Reduce risk by simulating market changes

Define KPIs to effectively monitor performance

Regulatory compliance with less time and expense





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



IBM WebSphere BPM

# WebSphere Business Monitor 6.1

Technical Value

# User Roles in BPM



## Business Leaders

(CxOs, LOBs)

**Provide:** Domain expertise on business strategy and business function

**Receive:** Actionable insight into operational performance to make better business decisions



## BPM Experts

(Business Architects & Analysts)

**Provide:** BPM methodology and execution expertise and resource.

**Receive:** Operational performance information for continuous process improvement and optimization.



## IT Experts

(IT Architects, Developers)

**Provide:** Technical expertise in resources for implementing BPM solutions.

**Receive:** Clear business requirements and flexible IT design pattern for lower TCO.



## Process Users

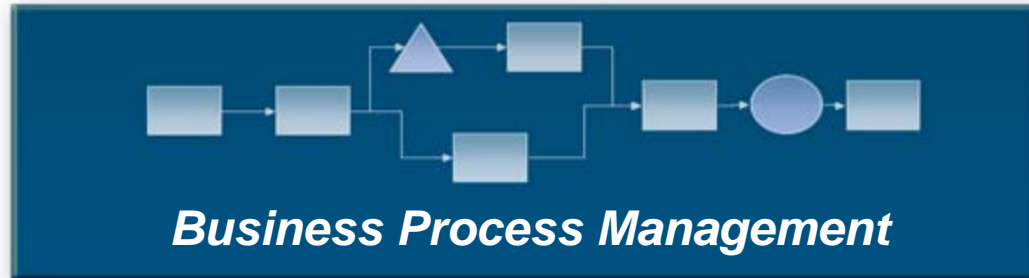
(Customers, Employees & Partners)

**Provide:** Work activity, content, and resources to execute business processes

**Receive:** Streamlined and intelligent work environments for increase productivity.

# IBM's Software Strategy for BPM

Delivering Advanced BPM Software enabled by SOA...and Deep Process Expertise



## Composite Business Applications

<p><b>Modeling &amp; Simulation</b></p>	<p><b>Business Activity Monitoring</b></p>	<p><b>Process Execution</b></p>	<p><b>Collaboration</b></p>	<p><b>Expertise and Accelerators</b></p>
<p><i>Design and simulate business processes</i></p>	<p><i>Track performance, processes and operational activity using key performance indicators</i></p>	<p><i>Orchestrate processes across people, content applications and systems</i></p>	<p><i>Collaborate across enterprise value chain and improve productivity</i></p>	<p><i>Accelerate delivery of BPM deployment by using Services, and pre-built Assets</i></p>

Enterprise Architecture

SOA

Service Management



# WebSphere Business Monitor at a glance

*Understand, monitor, and explore the state of business operations*

**Know the state of your business via**

## Scorecards

Key Performance Indicators for business units

**Take action via**

## Collaboration

Work with teams to resolve situations

**Take more action via**

## Business Alerts

Notification of situations that require response

## Evaluate data via Reports & Analyses

Understanding trends by combining real-time performance and historical information

## Have any available information via External Information

Monitor can access external information affecting performance



**See all of this in one place!**



# Value proposition for Business Leaders and Process Users



## Business Leaders

(CxOs, LOBs)

**Provide:** Domain expertise on business strategy and business function

**Receive:** Actionable insight into operational performance to make better business decisions



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(Business Architects & Analysts)

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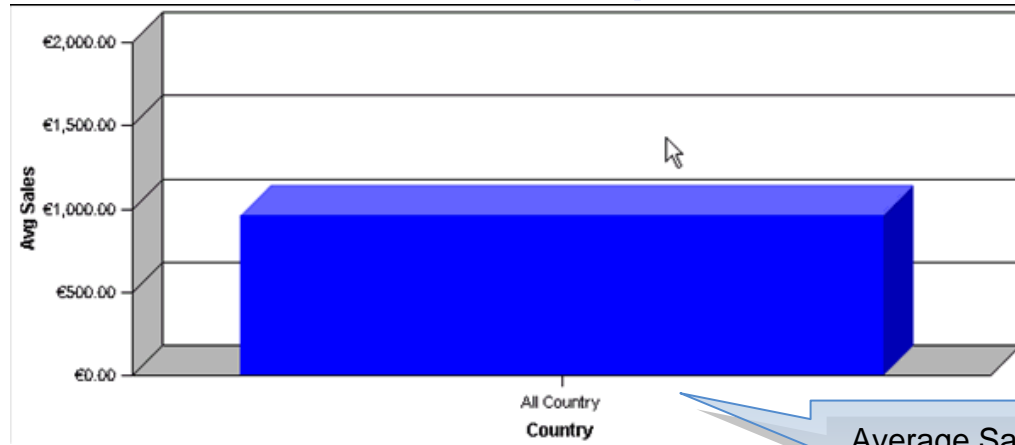
**Provide:** Work activity, content, and resources to execute business processes

**Receive:** Streamlined and intelligent work environments for increase productivity.

# Goal: Achieve and exceed business expectations

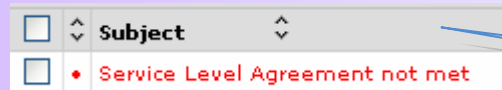
## You want to ...

- Meet and exceed business expectations
  - Know how the business is performing at the moment
  - Be alerted when expectations are not being met
  - See how the business is trending



## IBM Solution

- WebSphere Business Monitor can track the health of your business and provide real time data in an easy to use dashboard
- Monitor, using the Action Manager, can alert you to business situations that require your attention via
  - Email
  - SMS
  - Other options
- Monitor can provide historical and trend data in graphical dashboards
  - Able to aggregate and disaggregate data for advanced analysis
  - Many charting options exist
- Monitor accomplishes this by capturing information sent from applications or by interacting with an application to obtain information



Dashboard Alert



# Goal: Capturing information from all sources

## Issue

- Heterogeneous systems contain your business data
  - Do you have all the information you need?
  - How can you get at all of the information?
  - Can you see it all in one place?



## IBM Solution

- WebSphere Business Monitor can capture information from any source
- Monitor can interact with any other system to obtain information via User Defined Functions
  - Databases
  - Third party vendors
  - Existing applications
- Monitor provides numerous options to view information in a dashboard

Diagram View – data fed from multiple data centers are aggregated into one view

# Goal: Viewing business information in one place

## You want to ...

- Be able to see all of your important business data in one place
- Be able to assess the health of your business at a glance

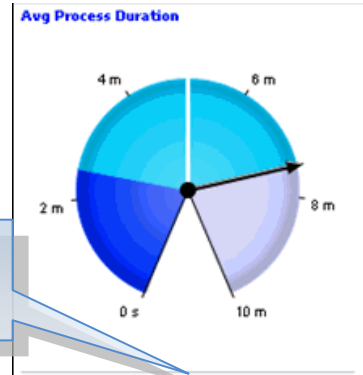
Sales	Sales Process Cost	Customer Name	Country	Sales Process Duration
€425.00	€22.61	NLK Ltd	Austria	7 m, 32.169 s
€1,998.00	€10.37	ITC	Slovenia	3 m, 27.459 s
€912.00	€17.82	JK Enterprises	Austria	5 m, 56.426 s
€1,590.00	€27.83	JK Enterprises	Croatia	9 m, 16.58 s
€1,615.00	€18.97	ABC Partners	Latvia	6 m, 19.357 s

Tabular view of individual process instances

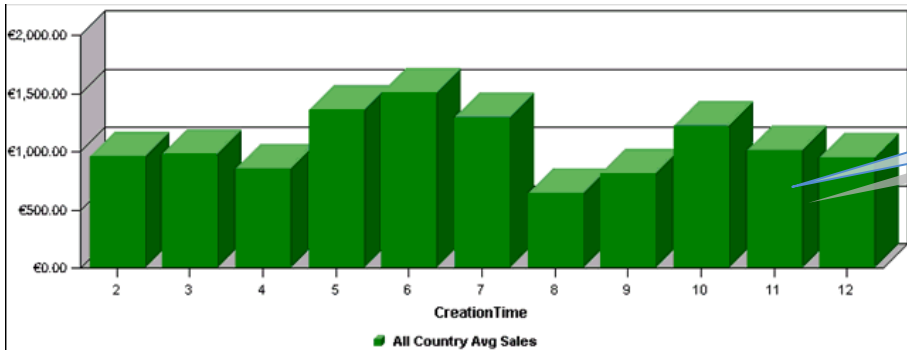
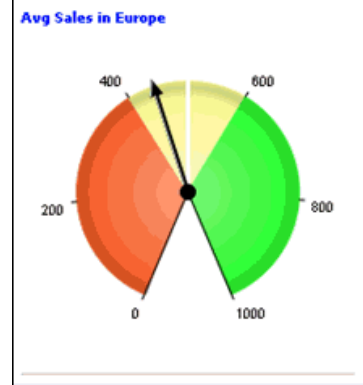
## IBM Solution

- WebSphere Business Monitor can display your business information in a number of ways
  - Tabular
  - Graphical

Graphical view of key performance indicators



Average Sales broken out by month. Drill down to view by country

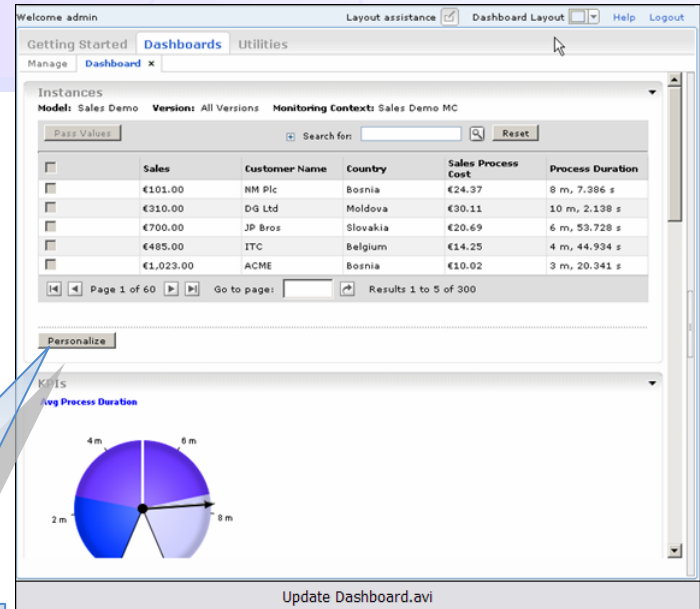
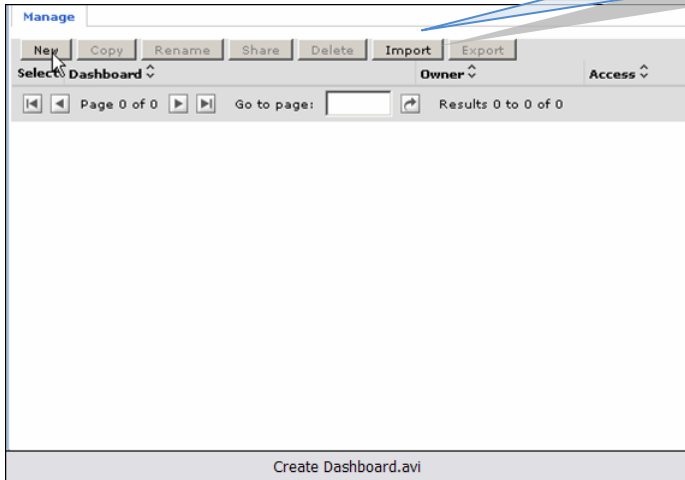


# Goal: Viewing business information in one place

## IBM Solution continued

- You have the ability to create and update dashboards
  - No need for IT involvement
- Numerous layouts exist to arrange information
- With this information you can take actions to correct or modify business processes and benchmarks

Creating a dashboard. Click on image to start



Updating a dashboard from a single pane to double pane layout. Click on image to start



# Goal: Taking action based on business information

## You want to ...

- Take action once information has been gathered
  - Add new key performance indicators
  - Change existing key performance indicators
  - Transfer work
  - Forward Alerts from situations that arise

## IBM Solution

- With WebSphere Business Monitor you can add and update key performance indicators right in the dashboard
  - No need for IT involvement
  - Decreases your time to value
  - Increases your flexibility to adapt to new business conditions

The screenshot displays the IBM WebSphere Business Monitor interface. At the top, it says 'WebSphere Business Monitor' and 'Welcome admin'. Below the navigation tabs, there's a section for 'Instances' with a table of sales data. The table has columns for Sales, Customer Name, Country, Sales Process Cost, and Process Duration. Below the table is a 'Personalize' button and a 'KPIs' section with a gauge chart for 'Avg Process Duration'.

	Sales	Customer Name	Country	Sales Process Cost	Process Duration
<input type="checkbox"/>	€101.00	NM Plc	Bosnia	€24.37	8 m, 7.386 s
<input type="checkbox"/>	€310.00	DG Ltd	Moldova	€30.11	10 m, 2.138 s
<input type="checkbox"/>	€700.00	JP Bros	Slovakia	€20.69	6 m, 53.728 s
<input type="checkbox"/>	€485.00	ITC	Belgium	€14.25	4 m, 44.934 s
<input type="checkbox"/>	€1,023.00	ACME	Bosnia	€10.02	3 m, 20.341 s

Page 1 of 60 | Go to page: | Results 1 to 5 of 300

KPIs: Avg Process Duration

4 m | 8 m

Add KPI.avi

Adding a new KPI based on gathered data. Click on image to start

# Goal: Taking action based on business information

## You want to ...

- Transfer work
- Forward Alerts from situations that arise

Actions	Owner	Type	Creation Time	Transfer Counter
<input type="checkbox"/>	Unassigned	Human Task	December 20, 2007 8:48:34 AM	0
<input type="checkbox"/>	Unassigned	Human Task	December 20, 2007 8:57:42 AM	0
<input type="checkbox"/>	Unassigned	Human Task	December 20, 2007 9:32:29 AM	0
<input type="checkbox"/>	admin	Human Task	December 20, 2007 9:38:44 AM	15

Page 1 of 1    Go to page:    Results 1 to 4 of 4

Personalize

KPIs

Human Task View –  
reassigning work

- You can transfer work done by you and your colleagues
  - Human Tasks in WebSphere Process Server
- Forward alerts to colleagues
- Once information has been gathered you can begin thinking about optimization

Subject	Date and Time
• Service Level Agreement has been missed	December 19, 2007 1:40:28 PM
• Service Level Agreement has been missed	December 19, 2007 1:40:17 PM
• Service Level Agreement has been missed	December 19, 2007 1:40:15 PM
• Service Level Agreement has been missed	December 19, 2007 1:40:11 PM
• Service Level Agreement has been missed	December 19, 2007 1:40:03 PM

Page 1 of 26    Go to page:    Results 1 to 5 of 129

Personalize

Diagrams

Forwarding Alert



# Goal: Optimizing business processes

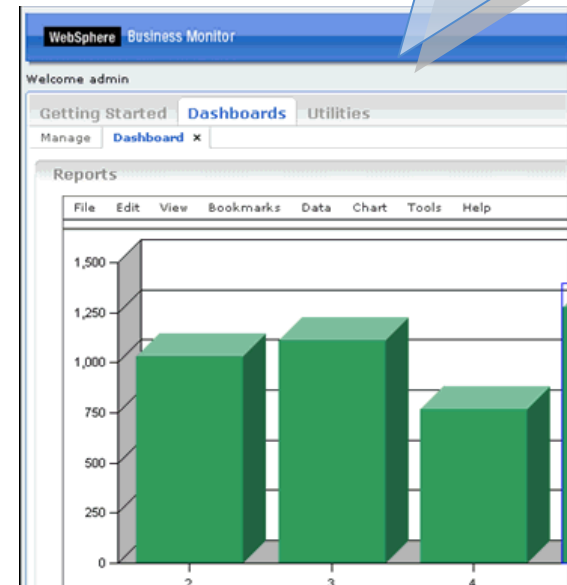
## You want to ...

- Update existing business processes to take advantage of information you have gathered
  - Create a continuous cycle of improvement
  - Use other tools for additional analysis

## IBM Solution

- WebSphere Business Monitor can export information in a number of ways for use with other applications
  - Into XML for use in WebSphere Business Modeler in improving simulations

Export into XML for use in Modeler

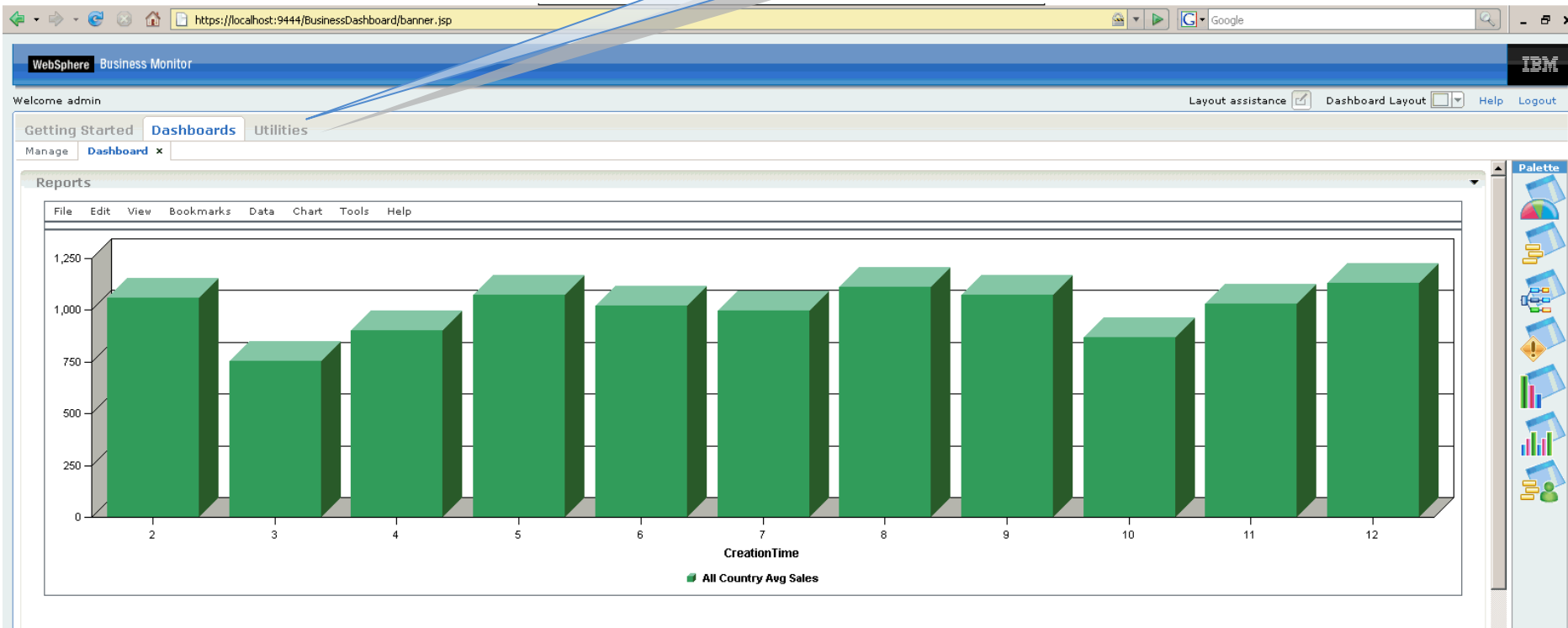


# Goal: Optimizing business processes

## IBM Solution continued

- WebSphere Business Monitor can export information in a number of ways for use with other applications
  - Into Excel format
  - Into PDF format

Export report data into Excel format



# Value proposition for BPM & IT Experts



## Business Leaders (CxOs, LOBs)

**Provide:** Domain expertise on business strategy and business function

**Receive:** Actionable insight into operational performance to make better business decisions



## BPM Experts (Business Architects & Analysts)

**Provide:** BPM methodology and execution expertise and resource.

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## IT Experts (IT Architects, Developers)

**Provide:** Technical expertise in resources for implementing BPM solutions.

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## Process Users (Customers, Employees & Partners)

**Provide:** Work activity, content, and resources to execute business processes

**Receive:** Streamlined and intelligent work environments for increase productivity.





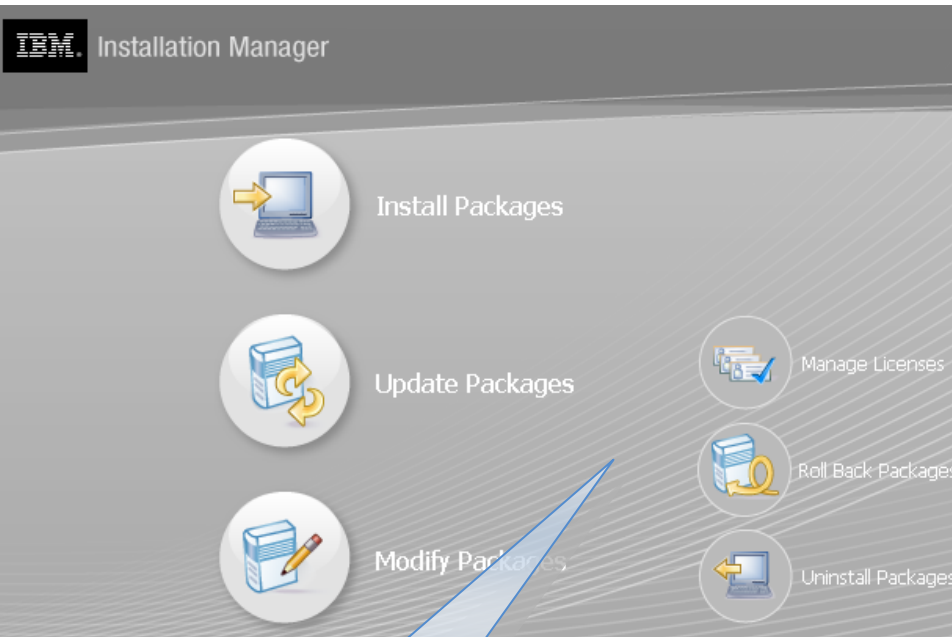
# Goal: Install monitoring software easily

## You want to

- Install Monitor software quickly and easily
- Install Monitor into different environments
- Not spend all your time installing Monitor or its components

## IBM Solution

- IBM Installation Manager handles coordination of installation of packages
  - Common interface for IBM BPM products
  - Can install a number of packages at once
  - Detects previously installed packages
- Depending on OS and hardware an entire Monitor development environment can be accomplished in less than ninety minutes
  - WebSphere Integration Developer or Rational Application Developer install
  - WebSphere Process Server test environment install
  - Monitor toolkit install with Monitor Server and Dashboard including Alphablox
- Typical production install of Monitor takes less than 1 hour
  - WebSphere Application Server v6.1 and a database only requirements
    - DB2
    - Oracle
    - Derby
- Wide range of supported operating systems
  - AIX, Linux, Windows, and HP-UX Itanium 11i v3
- After install you can go straight to developing monitor models



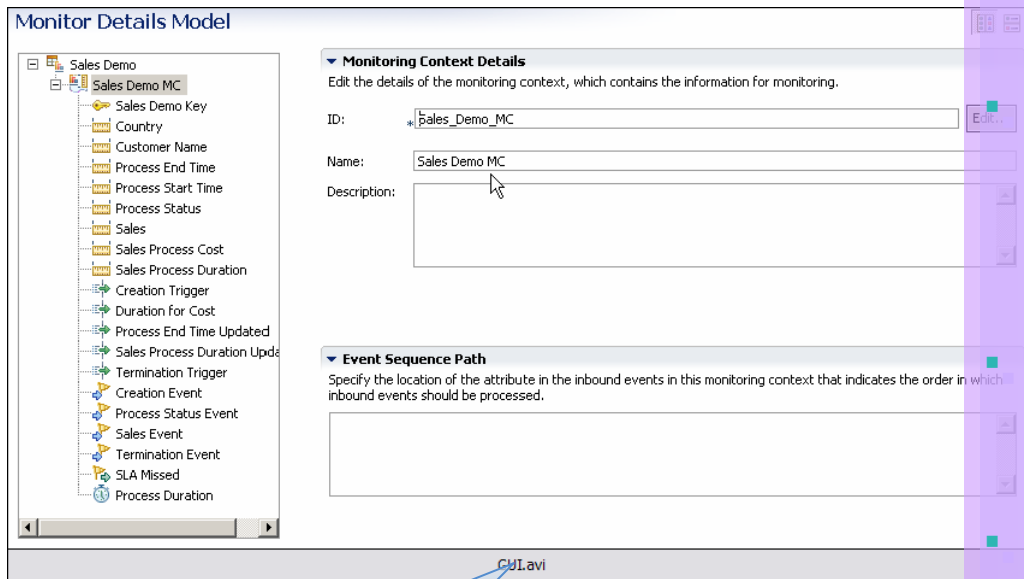
IBM Installation Manager

# Goal: Develop and deploy monitoring solutions quickly



## You want to ...

- Create and implement monitor solutions at the speed of business
- Fully test a solution in development environment



Toolkit GUI – adding a metric using a field in an event.  
Click on image to start

## IBM Solution

- WebSphere Business Monitor Toolkit is a versatile GUI where you can create monitor models in an intuitive manner
  - A 'Getting Started' will guide you through some basic steps in creating monitor models
  - Monitor model itself is an easily readable XML file – not a proprietary binary file

## Deploying a monitor model is as easy as adding it to a test server

- Similar to other IBM test environment applications
- Does everything needed to install and deploy monitor model

## Integrated Test Client allows you to emit events to monitor model

- No need to create and deploy emitting applications

## Scalable Vector Graphic (SVG) annotator allows you to add actions to SVG diagrams

- Adds dynamicity to your diagrams
- Can test actions without need of monitor model deployment

- Let's now update the monitor model

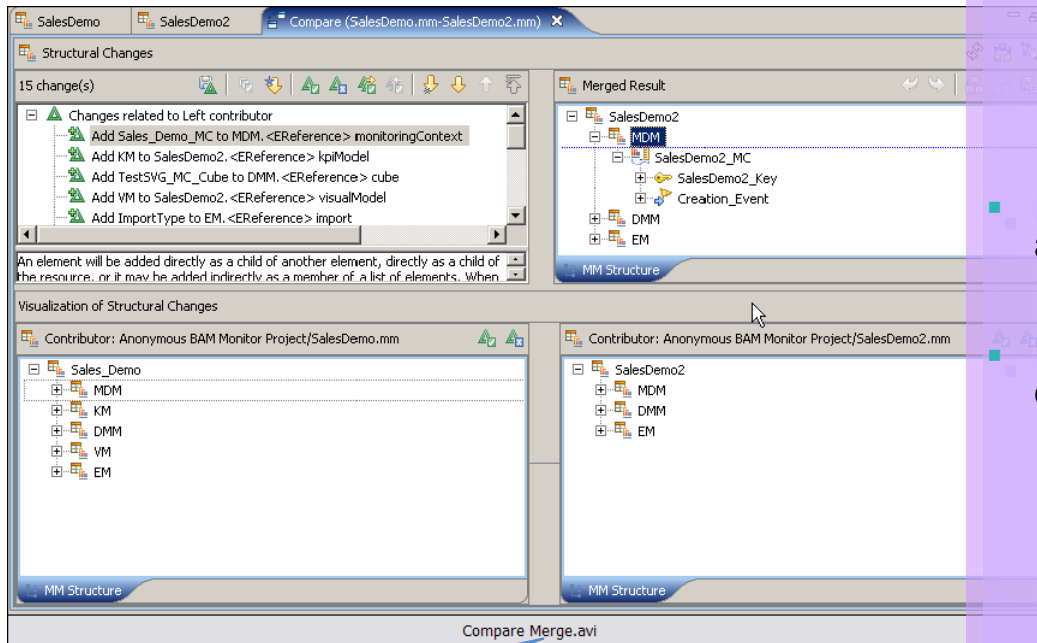
# Goal: Update monitor solutions

## Issue

- Business processes change and applications change. How can we adapt those changes at the speed of business?
- What if monitor models were developed separately. How can we combine efforts?

## IBM Solution

- WebSphere Business Monitor Toolkit can synchronize changes with emitting applications
  - BPEL processes
- Monitor Toolkit can merge and combine monitor models from different sources
  - Other developers
  - Monitor models created in WebSphere Business Modeler
  - Combine 'mashes' models together – ideal for monitor models where developers worked on disparate contexts
  - Merge examines and displays deltas and you choose how to merge deltas
- In test environment changes can automatically be published to server
  - No need to undeploy/redeploy
- In production environment you have some options
  - Deploy a new version leaving the existing version to continue to monitor in-flight processes – most common scenario
  - Undeploy the existing monitor model and redeploy the monitor model
  - Maintain historical data
  - Delete historical data



Compare/Merge utility.  
Click on image to start

# Goal: Adapt Monitor to different environments

## You want to ...

- Install Monitor in a number of different environments and configurations and be able to deploy a single monitor model to all environments

Monitor administration just becomes part of the WebSphere Application Server console



## IBM Solution

- As stated before, WebSphere Business Monitor can be installed in AIX, Linux, Windows, and HP-UX environments
- WebSphere Business Monitor has full WebSphere Application Server Network Deployment v6.1 support
  - Standalone
  - Deployment Manager
  - Clustered Common Event Infrastructure Servers which allows for improved scalability and throughput
- Monitor can be also installed in WebSphere Process Server v6.1
- Monitor Toolkit generates an application (ear file) that will run in *any* environment
  - Any supported database – DB2 (even on z/OS), Oracle, and Derby
  - Any WebSphere Application Server Network Deployment or WebSphere Process Server configuration



## IBM offers intuitive solutions for BPM and BAM

“WebSphere Business Modeler and Business Monitor are intuitive for business users and analysts, facilitating their involvement in the design, monitoring and analysis phases of process improvement life cycles.”

*Gartner, Inc., “Magic Quadrant for Business Process Management Suites, 2007”, by Janelle B. Hill, Michele Cantara, Eric Deitert, Marc Kerremans, 14 December 2007*



# Summary

## Value points

- For Business
  - Know the health of your business at a glance
  - Track measures and Key Performance Indicators in real time
  - Create & update dashboards and Key Performance Indicators with ease
  - Manage human tasks
  - Take action when situations arise
  - Optimize future business processes
- For IT
  - Quick, easy, and standardized installation
  - Wide array of installation options
  - Intuitive Toolkit GUI to create monitor models
  - Fast and simple deployment ensures rapid iterative development and testing
  - Simple combine/merge functions to facilitate collaborative work
  - One monitor model can be installed in any supported environment

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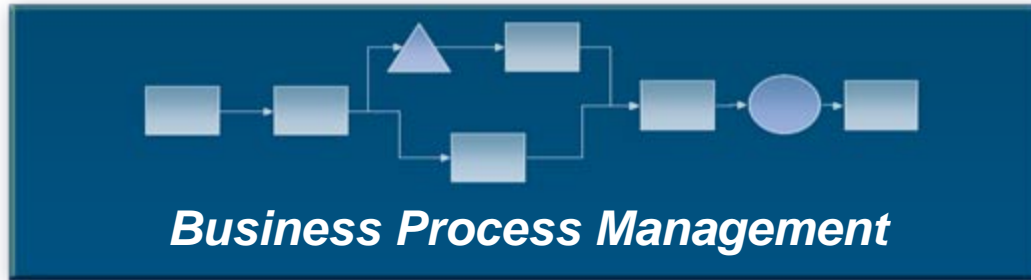
IBM WebSphere BPM

# WebSphere Process Server 6.1

Technical Value

# IBM's Software Strategy for BPM

Delivering Advanced BPM Software enabled by SOA...and Deep Process Expertise



## Composite Business Applications

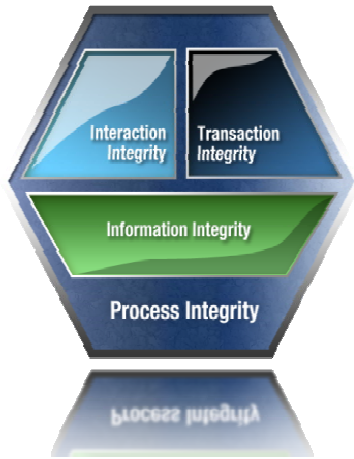
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Enterprise Architecture

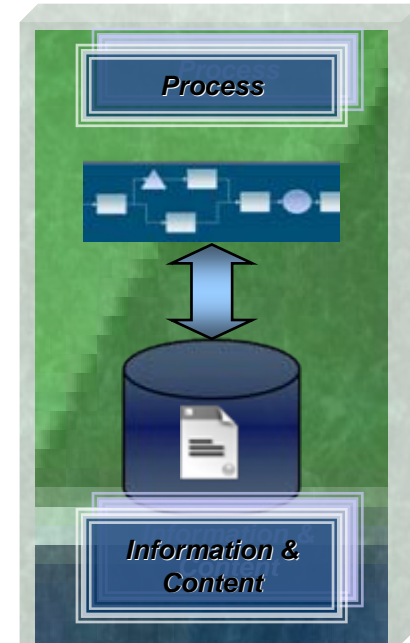
SOA

Service Management

# IBM Delivers Broad Process Execution Capabilities with WebSphere Process Server



- IBM customers possess a variety of business challenges that require a spectrum of technology. IBM satisfies these with a unique platform for all process integration needs.
- Process integrity** based on a flexible SOA based runtime ensures that simple and complex transactions and human-centric interactions choreographed within critical processes don't sacrifice flexibility for reliability.
- Agile processes use service-oriented flexibility as well as contextual information and content to support real-time decision making.
- A platform geared towards compliance allows to identify problems before they get out of control



## Composite Business Applications

**Modeling & Simulation**

**Business Activity Monitoring**

**Process Execution**

**Collaboration**

**Expertise and Accelerators**

SOA



# WebSphere Process Server - User Roles



## Business Leaders

**Provide:** Expertise on business strategy and decision making

**Receive:** Single BPM runtime platform that allows to quickly react to changing business conditions



## Process Experts

**Provide:** Technical expertise for designing BPM solutions

**Receive:** A BPM runtime platform that provides powerful features to build flexible process driven SOA solutions



## IT Experts

**Provide:** Technical expertise for system health and operational maintenance

**Receive:** A platform that has a variety of common administration and clustering features.



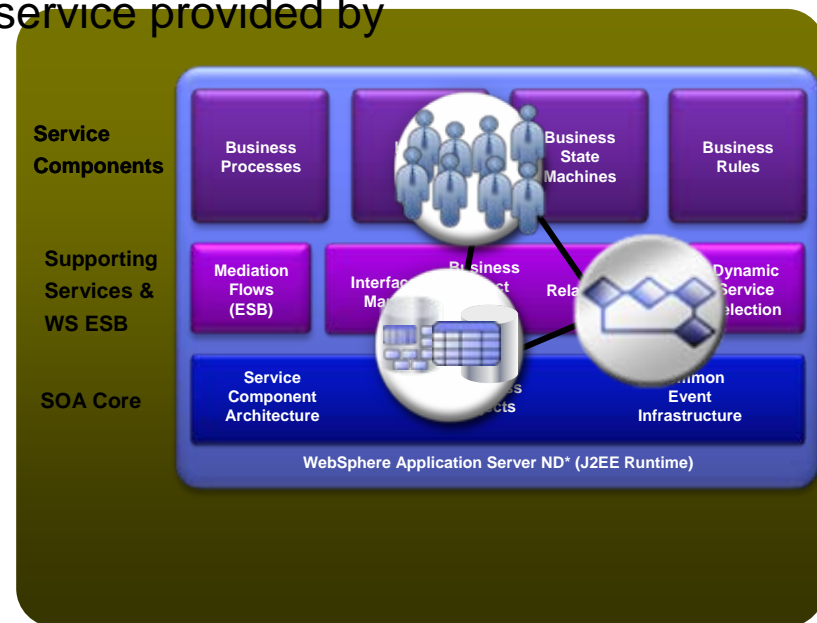
## Process Users

**Provide:** Workforce, information, and resources to execute business process related tasks

**Receive:** Streamlined and intelligent work environments for increase productivity.

# WebSphere Process Server Highlights

- Enables simple and flexible execution of standards-based business process solutions in an SOA
- Orchestrates a business' assets – people, processes and information services – to form highly optimized and effective processes in a single SOA environment
  - Robust process automation, advanced human workflow, business rules, system-to-system and B2B capabilities on a common SOA platform
- Inherits the robust capabilities and qualities of service provided by WebSphere Application Server
- Built on top of an open standards based ESB
  - Provides a flexible connectivity infrastructure for integrating applications, data and services
- Modify processes in real-time
  - Plug-and-play capabilities while system is running
  - Ability to change business rules on the fly
  - Extend human task activities with ad hoc tasks



# User Roles in BPM



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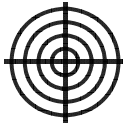
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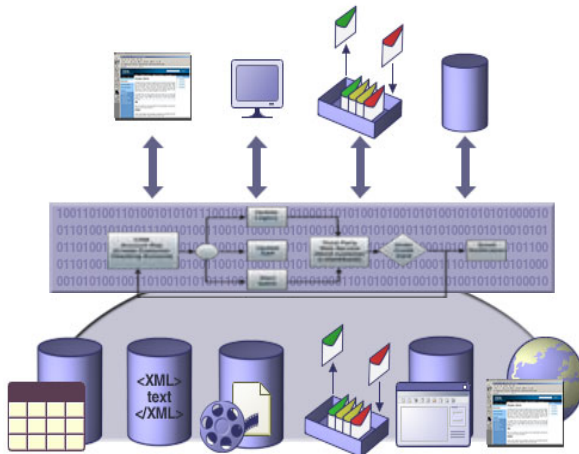
**Receive:** Streamlined and intelligent work environments for increase productivity.



# Goal: Single Process Integration Platform

## You want to ...

- seamlessly and flexibly integrate strongly heterogeneous applications with a single platform



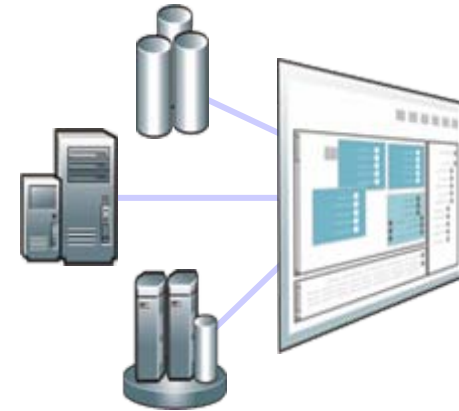
## IBM Solution

- Allows you to build your SOA the way you want it — flexible, fast, and business-driven
- Powerful out-of-box integration capabilities that enables WPS to integrate with a variety of application and technologies without the need for coding.
- Based on mature and robust WebSphere Application Server
- WebSphere Adapters ship free with WID for development and unit testing
- Other tightly integrated WebSphere offerings like WebSphere DataStage TX and Enterprise Service Bus

# Goal: Compliance

## You want to ...

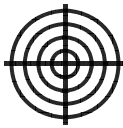
- Prove that your processes are doing what you claim they do, and make what you do visible, measurable and auditable
- Implement operating procedures, legal and industry regulations



## IBM Solution

- WPS ensures that...
- ...all of your process are run consistently – time after time after time
- ...only the right people are involved in the right process steps at the right time
- ...process are integrated with governance, security, workplace and organizational policies
- ...a full audit trail of what was done by who, where and when

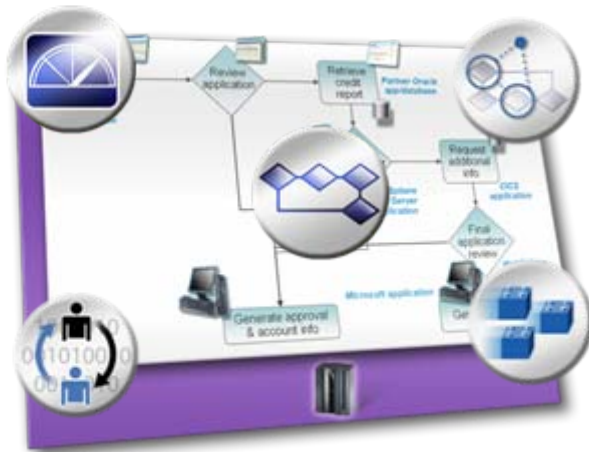




# Goal: Standards Support

## You want to ...

- Avoid proprietary formats that limit strategic growth path of process driven environment and ensure a standards-compliant, extensible process environment



## IBM Solution

- WPS is an industry-leading standards compliant business process runtime environment based on SOA technologies.
- Ensures interoperability and flexibility as part of your service oriented architecture through adoption of popular standards, such as BPEL, Web services, JMS, XML, SCA, SDO and many more
- Java runtime, fully J2EE compliant
- Open, extensible process tooling suite based on Eclipse
- WPS is based on mature, proven and scalable WebSphere Application Server
- Broad range of supporting software and platforms (including system Z)

# User Roles in BPM



## Business Leaders

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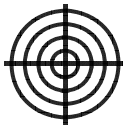


## Process Users

**Provide:** Workforce, information, and resources to execute business process related tasks

**Receive:** Streamlined and intelligent work environments for increase productivity.

# Goal: Flexible User Clients



## You want to ...

- Provide end users with a powerful client application that allows them to perform their work cost- and time-efficiently.



## IBM Solution

- WPS provides client offerings that can be used by end users to..
  - View and filter lists of assignments
  - Select work to perform and complete it
  - Escalate, prioritize, transfer, follow-up on or reject work
  - View statistical data on processes and activities
- Flexible Business User Clients supporting JSP, Forms or WebSphere Portal Server can be customized to meet many different usage scenarios. Generated with just one click!
- Web Services interface enables additional workflow client platforms, including .NET, C/C++

# User Roles in BPM



## Business Leaders

**Provide:** Expertise on business strategy and decision making

**Receive:** Single BPM runtime platform that allows to quickly react to changing business conditions



## Process Experts

**Provide:** Technical expertise for designing BPM solutions

**Receive:** A BPM runtime platform that provides powerful features to build flexible process driven SOA solutions



## IT Experts

**Provide:** Technical expertise for system health and operational maintenance

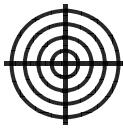
**Receive:** A platform that has a variety of common administration and clustering features.



## Process Users

**Provide:** Workforce, information, and resources to execute business process related tasks

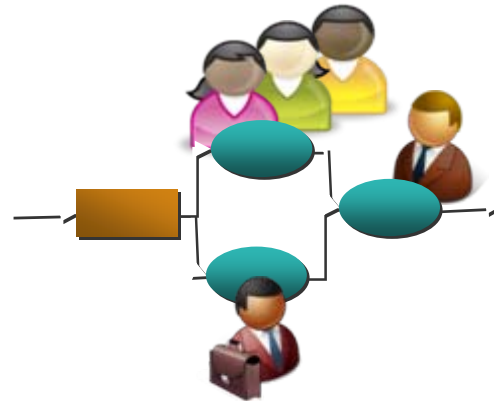
**Receive:** Streamlined and intelligent work environments for increase productivity.



# Goal: Human-centric Workflow

## You want to ...

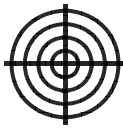
- include people into automated business processes to implement a human-centric BPM solution, e.g. in order to comply with legal and industry regulations



## IBM Solution

- WPS provides a powerful human-workflow component that allows for...
- ...managing both system and human tasks in the same environment
- ...fine-grained escalation and priority mechanism for advance service level handling
- ...assigning work with greater flexibility with the ability to handle user substitution for temporarily delegating work to others
- ...dynamic process changes through ad-hoc tasks that can be created on the fly
- ...important business scenarios like 4-eyes principle

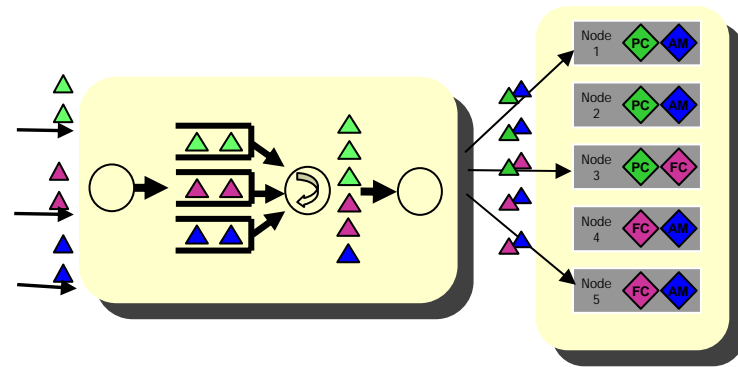




# Goal: Process Dynamicity

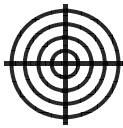
## You want to ...

- flexibly and quickly change a business process application due to rapidly changing market / business conditions?



## IBM Solution

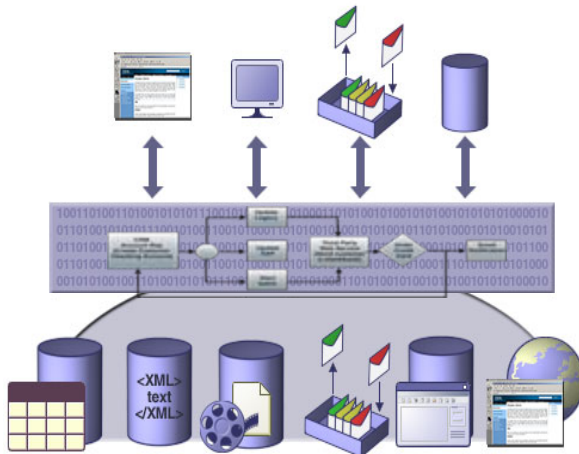
- SCA allows service components to be quickly changed without affecting the overall application
- BPEL versioning enables you to have multiple process versions deployed in parallel to define a clean cut-over time
- Service endpoints can be modified dynamically without redeployment
- Integration with WSRR allows to dynamically invoke services at runtime based on business policies.
- Ad-hoc tasks allow to flexibly extend the process model
- WebSphere Business Services Fabric extends WPS with business-policy based service dynamicity



# Goal: Business Rules

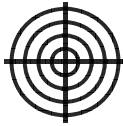
## You want to ...

- Quickly adopting your business processes to changing business needs
- Manage your process conditions flexibly without interrupting process operations



## IBM Solution

- WPS provides out-of-box Business Rules capabilities, seamlessly embedded into WPS' component model.
- Business rules enrich WPS business process application and allow to externalize frequently changing process conditions for rapid process change
  - Rules can be changed on the fly without affecting the business processes
  - Business rules owner can change, extend and administer rules through a browser based GUI one the fly.
  - Rules can be staged and tested prior to production.
  - Supports Rule Sets (If/Then rules) as well as Decision tables



# Goal: Event support

## You want to ...

- let external events, e.g. from partners or automated system, influence the behavior of your business processes



## IBM Solution

- WPS has first-class support for business-state machines, that simplify creation of heavily event-driven process scenarios.
- BPEL processes provide means to let external events influence the flow logic
- BPEL correlation allows for consistent asynchronous, event-driven communication
- Event-sequencing provides improved business process accuracy through ensuring that business events are processed in the order in which they occur

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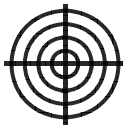
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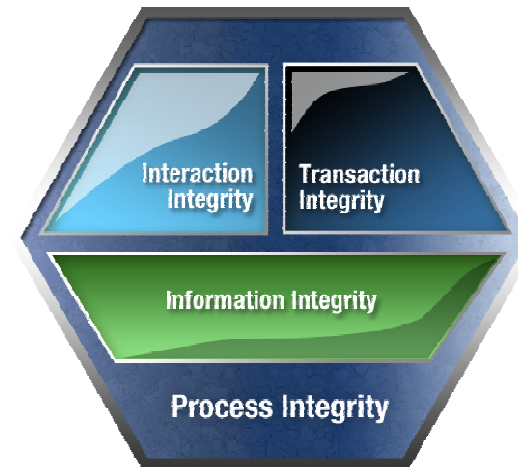
**Receive:** Streamlined and intelligent work environments for increase productivity.



# Goal: Transactional Integrity

## You want to ...

- rely on a system that has transaction integrity to provide seamless synchronization between services, humans and information



## IBM Solution

- WPS provides state-of-the transaction integrity
  - Several features allow to consistently recover from failed transactions
- BPEL processes....
  - allow for a fine-grained transaction configuration options
  - provide automatic process compensation
- DBMS ensure consistent and persistent handling of process data



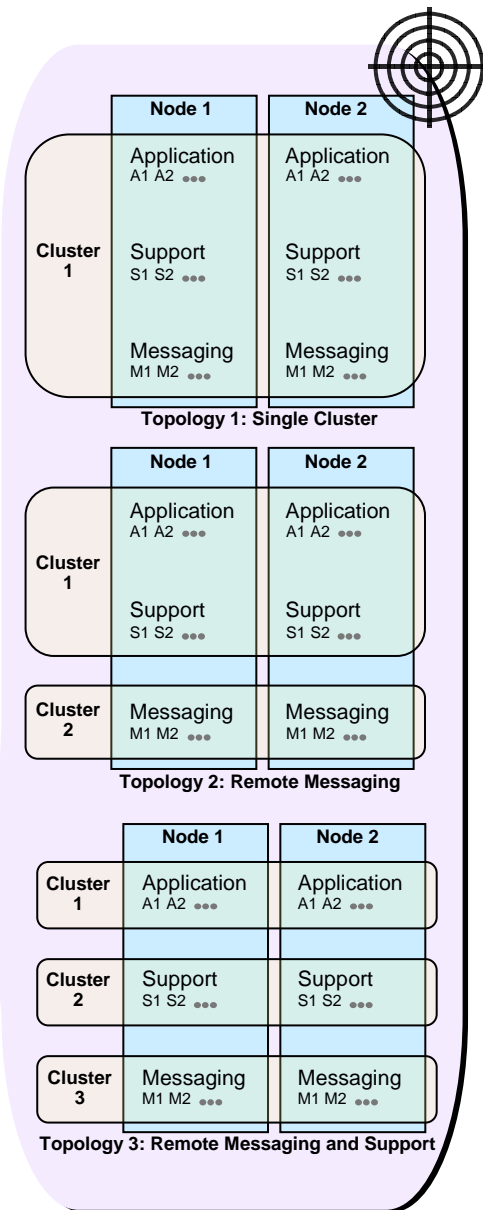
# Goal: Process Clustering

## You want to ...

- operate with a stable and robust production environment that can be efficiently administered and provides an easy growth path.

## IBM Solution

- WPS provides advanced clustering capabilities using robust WebSphere ND technology for
  - Load balancing and improved resource utilization
  - High service availability due to failover availability
  - Easier administration
- GUI- and script-driven installation templates reduce complexity and allow for faster setup and install of complex clusters.
- In addition exploiting WebSphere XD functions reduces cost of ownership



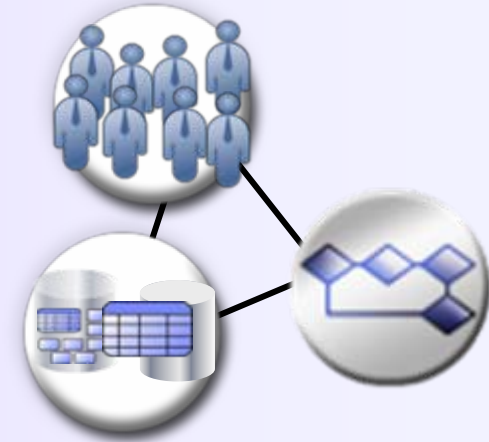
## IBM offers the Depth and Breadth for BPM and BAM

“IBM is a leading company in BPM with its breadth of technology, including WebSphere Business Modeler (WBM), WebSphere Process Server, FileNet BPM and WebSphere Business Monitor.”

*Gartner, Inc., “Magic Quadrant for Business Process Analysis Tools, 2H07-1H08”, by Michael J. Blechar, 8 June 2007*

## Value Points - Summary

### WebSphere Process Server - One platform to handle all your BPM integration needs



- Compliance – Know your processes
- Standards – A foundation for growth
- Flexible Process Front-ends – Handle work effectively
- Dynamicity – React to business change quickly
- Human workflow – Combine automated processes with human workforce
- Business Rules – Handle decision logic consistently
- Event support – Use state machines to handle event-driven processes
- Clustering – Create robust high-availability process environments

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