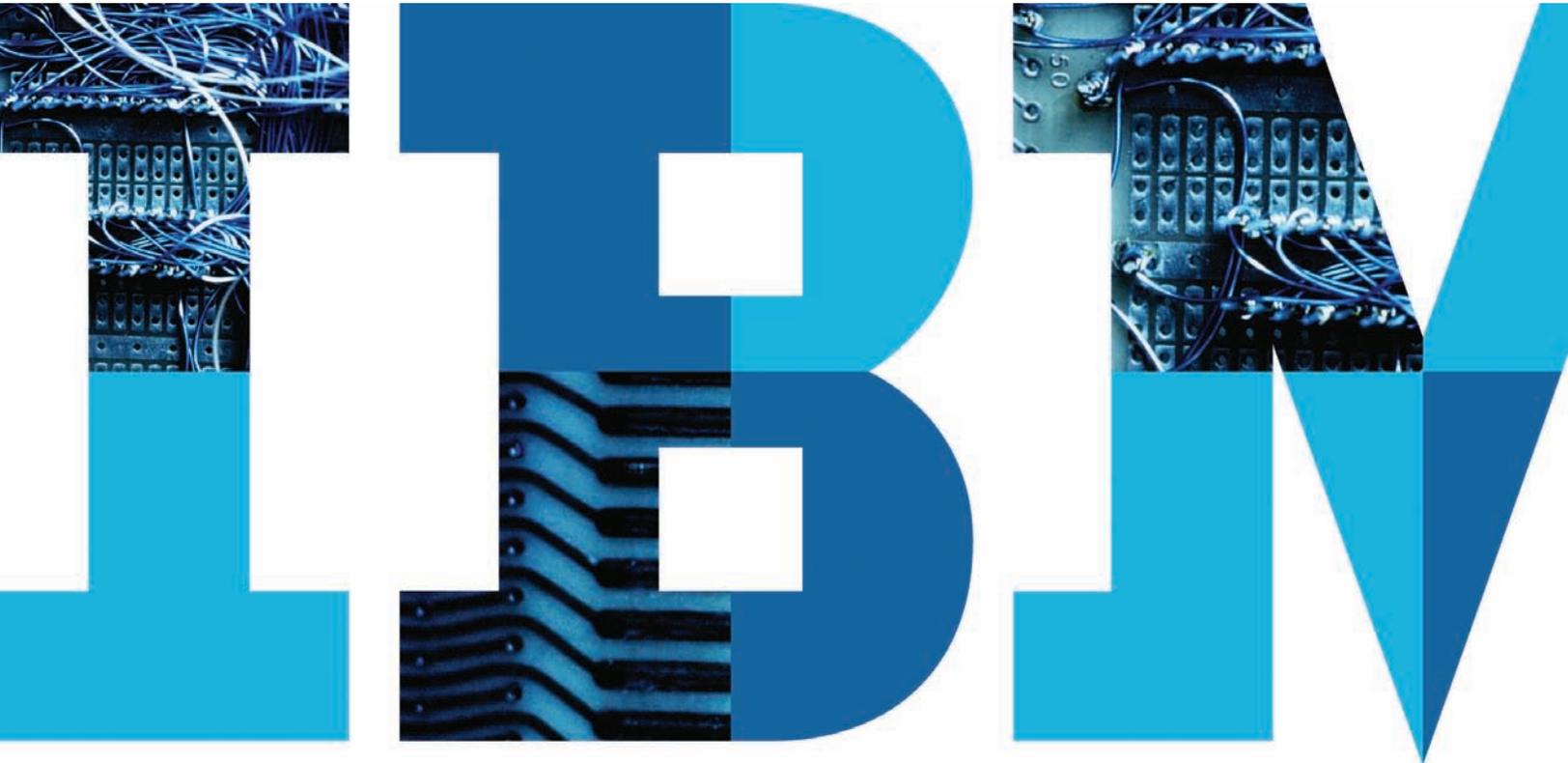


# Dramatically improve the way work gets done with IBM Business Process Manager



## **Rising customer expectations are changing business needs**

Your customers today have more choices than ever and changing vendors is easy if your organization does not meet customers' rising expectations. In today's interconnected world, customers use social media to amplify thoughts, opinions and experiences related to your organization and related to the products and services your business has to offer. As a result, customers can share their good or bad experiences with other people in their network in a matter of a few seconds.

Customer expectations are also no longer tied to a particular industry or market segment. Today's customer experiences are transferrable throughout all the business entities with which that customer interacts. For example, if an individual's bank has the ability to provide real-time account information through a mobile application, chances are that the same individual might also expect that their insurance company will provide a similar experience, such as real-time policy information.

Organizational leaders are always looking for new and innovative ways to drive measurable growth and to meet rising customer expectations. At the same time, business users and IT teams that are working in your organization need to align closely with each other, in order to deliver greater flexibility to your business while managing time and costs. The need to control costs, the need to simplify process implementation and the need to save time are converging. These converging needs are pushing organizations towards an interest in business process management (BPM) solutions.

Processes are what turn isolated customer interactions into holistic customer experiences. The reality of today's competitive marketplace has made it an imperative for you to provide superior customer interactions at every opportunity. You must satisfy your customers at each point of interaction using every encounter to further strengthen the relationship. But many leaders find it difficult to coordinate the business processes and the interactions that keep happening with the customers. These leaders constantly face challenges when they try to interconnect and align their corporate channels, platforms, processes, departments and silos to their existing customer base.

IBM Business Process Manager provides federated visibility to process participants in the organization, helping them to understand how processes designed by them and by their peers are actually being utilized in the organization. The result is empowered employees who can control the way work happens in the organization by means of process. Designed to enable business-led change, IBM Business Process Manager is simple enough to engage process participants, regardless of their role, yet powerful enough to scale to support enterprise-wide transformation of how processes are designed, developed and managed in the organization. This IBM solution includes tooling and run-time to help you model, assemble, automate, monitor and optimize your business processes. Expect a fully-interoperable and social BPM that can work with service-oriented architecture (SOA) and non-SOA environments. IBM Business Process Manager provides better visibility and management of business processes that are being used and implemented throughout your organization.

## IBM Business Process Manager—a collaborative, social BPM platform

IBM Business Process Manager is a BPM platform that helps process participants gain enterprise-wide visibility of your business processes, so that improvements can be made quickly by those who know your processes best. This platform encourages collaboration and supports strong governance of process change. IBM Business Process Manager provides a common software platform for process improvement and BPM lifecycle governance, offering the power and robustness required for mission-critical enterprise solutions while combining the simplicity required for business engagement through collaboration. Built-in analytics and search capabilities are designed to help you improve and optimize your business processes now and in the long run.

IBM Business Process Manager includes tooling and runtime for process design, execution, monitoring and optimization. IBM Business Process Manager can be deployed in a customizable configuration, which helps to improve rapid time to value and which enhances productivity for business and technical users. IBM Business Process Manager also has the ability to link its tooling directly with IBM® Rational® tooling. This can help organizations extend their BPM projects and capabilities to other disparate IT projects in the organization. As opposed to working on a native workflow engine, the IBM Tivoli® team has embedded IBM Business Process Manager and its compliant processes. The team is in the process of converting the content of their governance workflows and integrating it with technologies such as security management and identity technologies. IBM Business Process Manager capabilities include working with unstructured data and IBM Business Process Manager is also embedded in

IBM InfoSphere® Master Data Management. Embedding IBM Business Process Manager in InfoSphere Master Data Management can help you to simplify process governance in your organization. IBM Business Process Manager can also access virtually any CMIS (Content Management Interoperability Services)-compliant ECM system available today, and can do so directly from the process designer when you work with unstructured data.

IBM Business Process Manager is a powerful BPM solution that also enables you to incorporate SAP sub-processors into a broader understanding of process in the organization. Expect a highly integrated environment that scales smoothly from initial projects to enterprise-wide programs. Offering a set of advanced BPM capabilities and providing an integrated, scalable platform for most aspects of business process automation and improvement, IBM Business Process Manager features capabilities such as:

- Highly collaborative work experiences for process participants with the ability to share existing processes and to collaborate on new ones
- Multiple Process Center support including the ability to search content between Process Centers that primarily act as BPM repositories for creating, integrating and sharing processes in your organization
- Coach Designers that give process participants the ability to create and reuse custom, user-defined Coach Views or to take advantage of reusable user interfaces that include data bindings, layout information and behavior
- Full business-user participation through simplified tooling and interfaces

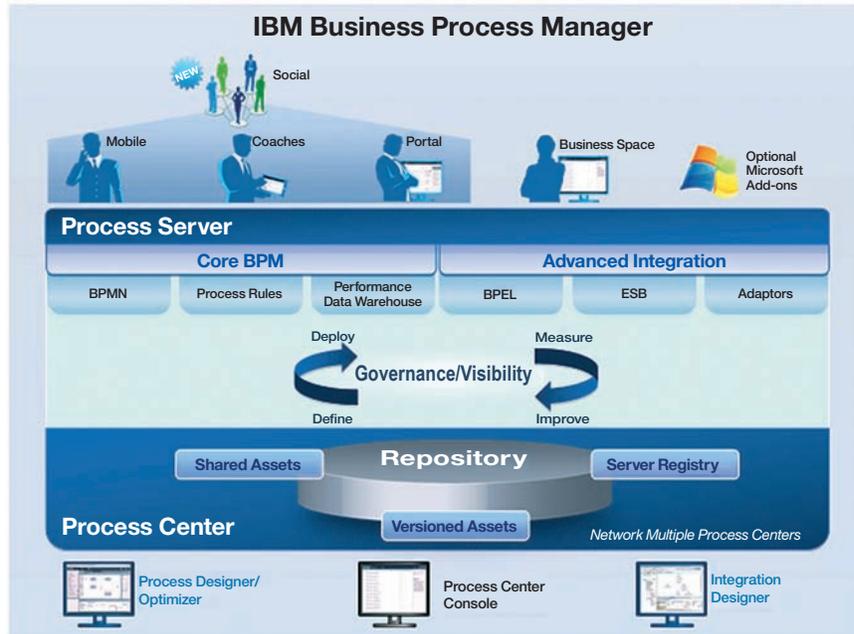


Figure 1: IBM Business Process Manager

- Unified, model-driven environment for better BPM among business users and IT departments
- Efficient and effective user-task management through dynamic, “smart” user interfaces
- High-integrity orchestration and integration achieved through built-in service-oriented architecture (SOA) components
- Fine-grained process visibility enabled by built-in monitoring and analytics
- High scalability and availability delivered through the embedded IBM WebSphere® Application Server
- Complete BPM lifecycle governance enabled by a unified BPM asset repository and control center

IBM Business Process Manager has a “social BPM” approach toward process design and management that greatly enhances collaboration among process participants in your organization. It also helps your process participants to work on the move—an innovative native mobile application is offered for use with their iPhone and iPad devices. The IBM Business Process Manager enriches governance and lifecycle capabilities with features that are useful for asset management, collaboration, versioning and deployment.

## Innovations for enterprise-wide process management

IBM Business Process Manager consolidates several key innovations that help to improve process efficiency and business agility and to deliver better business insight. Some of these innovations are as follows:

- Process Portal:** The Process Portal provides process participants with social capabilities and visibility into process design, inline task completion, online-presence push notifications and interactive process diagrams to find experts and other process participants. The Process Portal has coach-based dashboards to enable process-specific views and a process instance stream that pulls together existing and new alerts into a single, interactive list with user-tagging.
- Process Center:** The Process Center combines all your Business Process Modeling Notation (BPMN) and Business Process Execution Language (BPEL) process components into a common design environment and asset repository. Thousands of process components can be organized, shared and found with auto-tagging and “smart folders”—no more searching through unwieldy folder hierarchies. Versioning can be accomplished with a single click. The Process Center acts as a single, central command center for managing process deployments throughout all of your runtime environments—which is essential for program-wide governance.
- Performance Data Warehouse:** Process participants can monitor process applications quickly using the built-in Performance Data Warehouse. Process status maps, dashboards and service level agreement (SLA) alerts show users and managers process activity in near-real-time, with user controls to alter task routing, deadlines and priorities as and when needed.
- Process Optimizer:** The Process Optimizer is integrated into the design environment. “Heat maps” are superimposed directly onto process models, so that process participants can visualize process bottlenecks, rework or exceptions. Process participants can also click any highlighted process component to search any underlying audit trails in order to find and fix root causes.

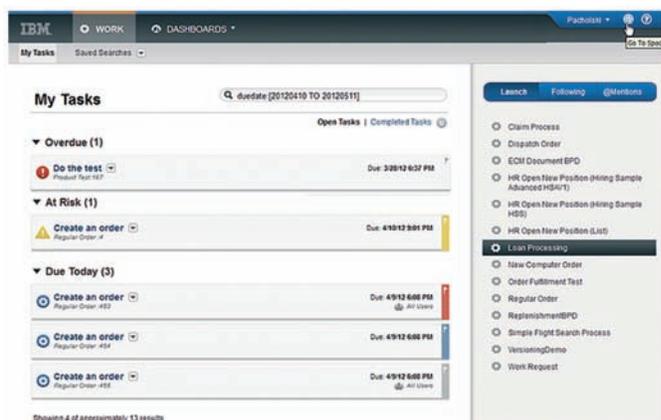


Figure 2: Process Portal—helps process participants complete work effectively with online presence and push notifications and coach-based dashboards to enable process specific views and tools for solutions

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### IBM Business Process Manager—Product Highlights

- Process Portal delivers a highly collaborative work experience with increased social capabilities and visibility for process participants.
- Coach Designer offers the ability to create and reuse custom, user-defined Coach controls, sections and templates.
- The native mobile application within IBM Business Process Manager empowers process participants by extending process design and applications for use with iPhone and iPad devices.
- Enhanced governance capabilities include user-defined processes for snapshots and deployment events; expect managed links to artifacts that are managed by Open Services for Lifecycle Collaboration (OSLC)- enabled content providers.
- Multiple Process Center support, including the ability to search and share content between Process Center instances in your organization.
- Built-in ability to interact with documents in enterprise content management systems using CMIS.
- Expanded REST/JSON API for mobile application development.

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### One offering, three configurations

IBM customers have demonstrated that there exists a full spectrum of BPM engagement—from an installed base of BPM users to companies that are just getting started on their BPM journey. IBM Business Process Manager is designed to meet your specific needs, providing a single BPM platform with multiple

configurations to match the typical entry points or stages in a company's BPM maturation lifecycle. IBM Business Process Manager can be deployed in three configurations to match an organization's desired point of entry in BPM.

These entry points enable companies to choose their engagement levels in BPM and slowly scale up once they understand how BPM solutions can help them in process efficiency and management. These configurations are as follows:

#### **IBM Business Process Manager Advanced**

The IBM Business Process Manager Advanced configuration has a complete set of advanced BPM capabilities that:

- Includes the BPM capabilities of IBM Business Process Manager Standard
- Extends support for high-volume process automation with high quality of service
- Provides a built-in flexible SOA connectivity infrastructure for extensive enterprise-wide service integration and orchestration
- Provides a federated, unified view to all process participants in the organization, helping them to perform tasks, to manage work items, to track performance and to respond to events—all in near-real-time
- Enables designers to visually construct services, data transformations, BPEL orchestrations and integration to applications and back-end systems
- Provides a comprehensive set of adapters to service-enable your assets, including packaged, custom and existing applications, technology protocols and databases

### IBM Business Process Manager Standard

The IBM Business Process Manager Standard is configured for typical BPM projects and includes basic system integration support. The configuration is ideal for companies that have:

- Multi-project improvement programs with high business involvement.
- Focus on improved workflow and productivity.
- Highly collaborative process development with direct playback of BPMN.

### IBM Business Process Manager Express

IBM Business Process Manager Express is configured for your first BPM project. It is a starter configuration that is ideal for initial process improvement that requires business and IT to collaborate with a quick turnaround. Best suited for this configuration type: companies that have entry-level BPM users engaging in an initial BPM project running on a single server with no clustering. IBM Business Process Manager Express is for companies that want to:

- Gain executive buy-in for BPM initiatives
- Bring the culture of process improvements to your departments
- Integrate with online social business platforms such as IBM Blueworks Live™

### Visibility to optimize processes

IBM Business Process Manager has built-in process analytics to help business users gain near-real-time visibility of tasks and SLAs that are in jeopardy. Business users are also able to visualize “hot spots” on process diagrams and to perform analysis for further insights.

The Performance Data Warehouse in IBM Business Process Manager empowers business users to optimize business processes with process monitoring and analytics. IBM Business Process Manager also has Critical Path Management that helps process participants view details of each activity in the process while the Coach Toolbar helps them to collaborate directly with experts for faster task completion.

For more visibility, a Process Optimizer is integrated into the design environment. This helps process participants to detect historical performance bottlenecks and thresholds using visual “heat map” overlays directly on the process model diagram. The Process Optimizer also has near-real-time scoreboards that show work-in-progress, enabling users to take corrective action if necessary on processes that are not going as designed.

### Governance for managing change confidently

IBM Business Process Manager facilitates transition from project to program with advanced governance capabilities. Process participants can execute mission-critical solutions reliably, securely and with transactional integrity. In IBM Business Process Manager, the Process Center has a single BPM runtime to support the full range of business processes, service orchestration and integration. The multiple Process Center support in IBM Business Process Manager enables you to register, share and re-use toolkits that are authored in one Process Center with other Process Center instances in your organization. The Process Center is a scalable repository and control center for organizing, managing and searching all process artifacts, applications and services created as a part of the BPM program. The Process Center helps you to search for process applications, toolkits and library items based on specified keywords and provides you with the ability to filter results on type using the

direct-search capability. The Process Center also enables the centralized deployment, visibility and control across a wide range of environments. The shared library of all process assets facilitates drag-and-drop reuse and collaborative implementation.

IBM Business Process Manager also has multiple Process Center support, enabling process participants to search and share content between different process centers within your organization. Federating multiple Process Centers facilitates reuse in various other departments that are already using an instance of IBM Business Process manager and the Process Center. This simplifies reuse of processes in the organization by integrating IBM Business Process Manager directly into line-of-business tools, thereby promoting process tested methods throughout the organization.

#### **Collaboration to manage agents of change**

The Process Designer in IBM Business Process Manager has a single model-driven design environment, helping process participants including non-technical users to collaborate on process design and analysis. Using interactive process diagrams and the Coach Toolbar, process participants can connect to other experts and participants. This ability to instantly identify an expert based on a pre-defined criteria or to instantly use built-in analytics based past on past activity can reduce the time required to complete a task and helps improve collaboration between process participants in your organization.

The built-in playback feature also allows teams to step through and review the current process design by actually running it with a single click without the need to compile or install it.

The unified authoring environment supports a graphical interface that simplifies execution, implementation and testing of process applications, services, user interfaces and rules taking collaborative experiences to the next level.

#### **Process Portal**

The Process Portal in IBM Business Process Manager takes full advantage of the latest Web 2.0 technologies, implementing a social BPM that enables near-real-time collaboration among users on the same task. The Process Portal enables process participants to add comments and to attach documents to a specific process or task. Users can subscribe to process instances in which they might have an interest, providing process-related on-screen notifications and activity updates in the subscribed user's activity stream.

The Process Portal helps process participants to complete work more effectively and more efficiently with features such as:

- Collaborative and inline task completion for simpler activity completion
- Online presence and push notifications
- Process instance stream that pulls together existing and new alerts, notification attachments and comments into a single, interactive list and user tagging
- Full-text search of subjects, descriptions and business data
- Coach-based dashboards to enable process-specific views and tools for solutions

Activity Streams is also an innovative feature in Process Portal that displays activity updates such as task creation and completion, user comments and actions and notifications that are owned by a user. Enhanced user profile information, including avatar and configuration of notifications, are also a part of the latest Process Portal in the IBM Business Process Manager.

### Expert assistance available

IBM provides turnkey consulting services to help your organization successfully implement, upgrade or migrate to IBM Business Process Manager. These services perform assessment, planning and execution for all environments including development, testing and production and include importing of design-time assets and migration of runtime process instances.

### Why IBM for Business Process Management

IBM has the combination of products, industry accelerators, best practices, expertise and service professionals to help ensure full success with your BPM project. The IBM services team can take full advantage of tested methods and prescriptive approaches to help you to realize fast value, foster BPM adoption and create transformational impact. IBM Business Process Manager excels in integrating role-based process design and provides a social BPM experience, while enabling asset sharing and versioning through Process Portals and Process Centers that act as unified repositories, making it possible for you to manage changes to your business processes with confidence.

According to a recent Gartner report covering all software markets worldwide, IBM is the number one vendor in BPMS software with a market share almost triple that of its closest competitor.<sup>1</sup> IBM Business Process Manager supports a wide range of standards for process modeling and exchange while governance is taken care of by the multiple Process Center support. This functionality makes the IBM solution ideal for providing full process lifecycle management, since it serves as the single repository and source of all process deployments in your organization. Building on years of experience of BPM projects, enables IBM to offer a wide range of generic and specific process templates to certain industries and scenarios. IBM also has its own cloud-based Blueworks Live offering and a user community that helps companies collaborate to learn from each other and to develop process templates that are specific to their industries.

Organizational leaders are seeking ways to innovate and compete in an increasingly tough marketplace. Leaders are realizing the need to align their process design with their IT business systems. At the same time, IT departments need the ability to deliver greater flexibility to the business, while managing costs related to project planning, implementation and any associated delays. Improved process efficiency and effectiveness, increased business agility and the ability to deliver better business insight is what is driving the interest in BPM solution—and IBM Business Process Manager is the industry's preferred solution.<sup>1</sup>

## Buy IBM Business Process Manager with confidence

IBM has an extensive range of services related to BPM, covering the areas that are related to high-level modeling of your entire business, implementation guidance and assistance for individual projects. Coupled with the IBM Business Process Manager software is a dedicated professional services team to help accelerate and ensure success in your BPM projects. IBM also has a robust partner ecosystem for companies that require local support in their particular geography. The IBM Business Process Management services practice combines expertise from several disciplines—products, industry, process and decision management—bringing together proven methods from thousands of engagements to help you to adopt BPM in your journey from project to transformation. IBM offers a “Quick Win Pilot for Business Process Management” that drives rapid results in a short duration so that you can establish a reference solution quickly within your organization. IBM Quick Win Pilot is a prescriptive approach to deliver a valuable quick win to your business and to put you on the path of your BPM journey. The Quick Win Pilot engagement offers you confidence and

affordability and “jump-starts” your enablement to deliver a tangible solution to the business in 10 weeks or less, helping to accelerate BPM adoption. To learn more about the Quick Win Pilot for Business Process management visit [ibm.com/software/websphere/products/business-rule-management/quick-win/](https://ibm.com/software/websphere/products/business-rule-management/quick-win/)

## For more information

To learn more about the IBM Business Process Manager, please contact your IBM marketing representative or IBM Business Partner, or visit the following website: [ibm.com/bpm](https://ibm.com/bpm)

Additionally, IBM Global Financing can help you acquire the software capabilities that your business needs in the most cost-effective and strategic way possible. We’ll partner with credit-qualified clients to customize a financing solution to suit your business and development goals, enable effective cash management, and improve your total cost of ownership. Fund your critical IT investment and propel your business forward with IBM Global Financing. For more information, visit: [ibm.com/financing](https://ibm.com/financing)





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<sup>1</sup> Gartner, Inc., Market Share: All Software Markets, Worldwide, 2011, March 29, 2012



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