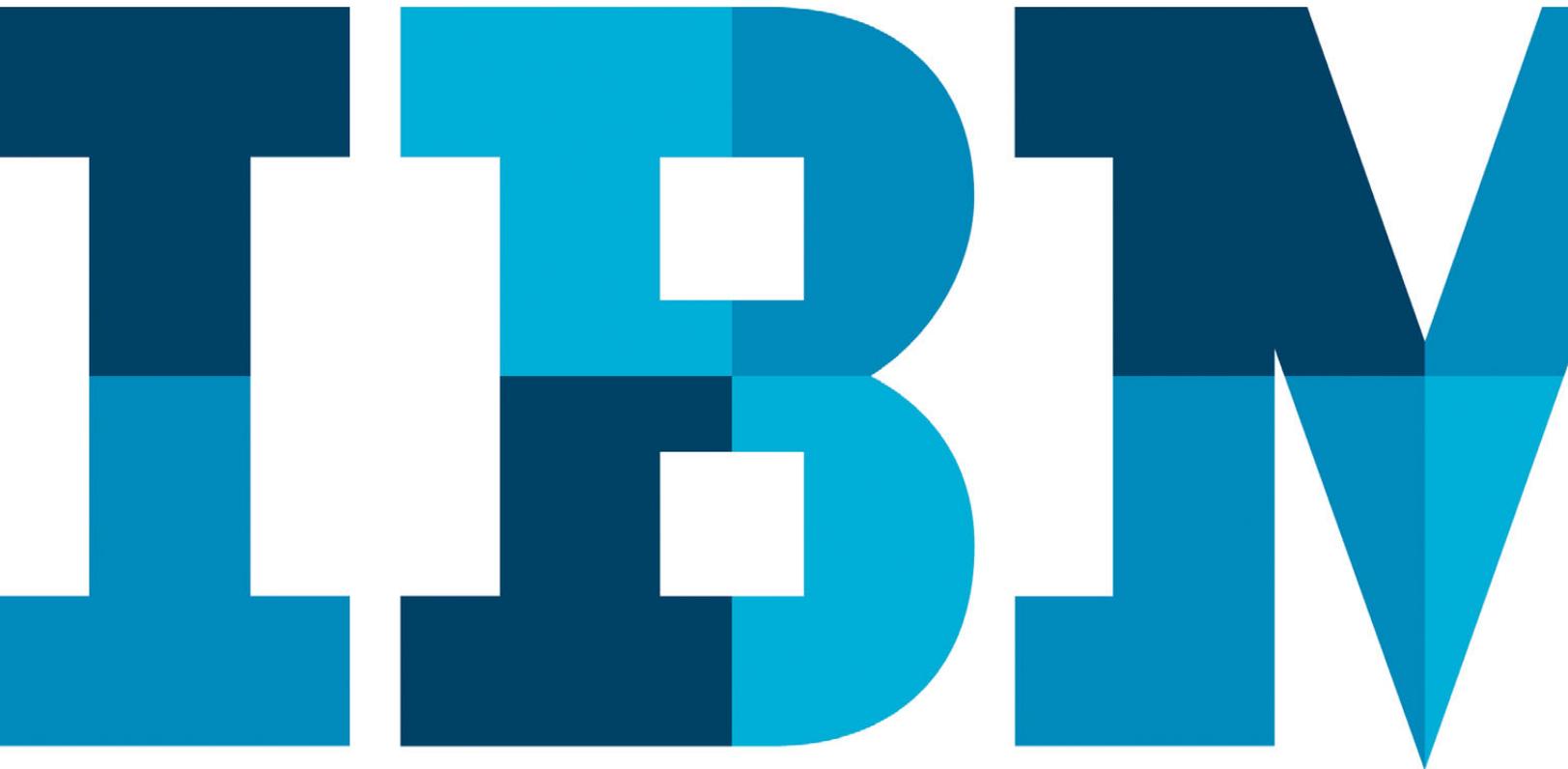


IBM Software

IBM Business Process Management Suite

# Increase business agility with the IBM Business Process Management Suite

A large, stylized graphic of the letters 'IBM' in a bold, sans-serif font. The letters are composed of two shades of blue: a dark blue and a lighter blue. The letters are arranged in a way that they appear to be overlapping or layered, with the dark blue parts in front of the light blue parts. The 'I' is on the left, the 'B' is in the middle, and the 'M' is on the right. The overall effect is a modern, geometric interpretation of the classic IBM logo.The classic IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, with horizontal lines through the letters.

We live, work, and play in a world dramatically different than even a decade ago. Traditionally business cycles have ranged from three and a half to seven years. The new online business cycle is a single year. Keeping pace with accelerating change, competition and complexity is a huge challenge that is only getting larger in the mirror. At the same time, our smarter planet—more instrumented, interconnected, and intelligent—is enabling whole industries to become significantly more efficient and productive. We can no longer rely on cost reductions as a differentiating strategy, and must drive profitable growth amidst the accelerating change all around us.

To succeed in this environment, organizations must move faster, become more flexible, and optimize costs—across their dynamic business networks of customers, partners, suppliers, employees, and other stakeholders. This requires a greater focus on the processes that drive business execution. Processes are everywhere. From highly structured high-volume banking payments to highly unstructured healthcare case management, business processes underpin all the activities that organizations undertake.

There are many ways to go about process improvement, ranging from complete process re-engineering to adopting new process management methodologies, such as Lean Six Sigma, or adding new capabilities to existing systems. Of all of these approaches, Business Process Management (BPM) has proven to be one of the best investments companies can make towards improving their processes. Business Process Management is an approach to business management that makes use of information technology to help you optimize processes and become more effective, flexible, innovative and successful.

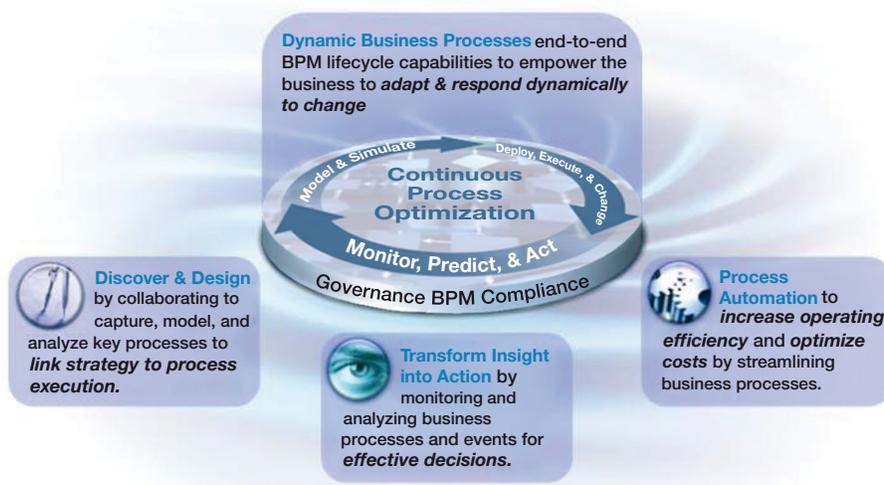
With BPM, companies are better positioned to swiftly capitalize on new business opportunities, outmaneuver competitors and drive sustainable performance advantages. It helps bridge the gap between business and IT, by providing a common discipline to collaborate around business processes, allowing you to work smarter and implement changes more rapidly. A dynamic business network requires *dynamic business processes* that are:

- Explicit—Documented, understood and agreed upon.
- Visible—With process performance that is available in real time, measurable and actionable.
- Easily changed—With tasks, activities and endpoints that are flexible and quickly adjusted.
- Interconnected—Network-aware and connected to the right services at the right time.
- Driven by the business—With contextual process management that is governed and extended to all stakeholders.

The IBM Business Process Management (BPM) Suite can help you build dynamic business processes, with comprehensive offerings that support continuous process improvement and agility, such as:

- Graphical process modeling tools that foster collaboration between business and IT stakeholders.
- Process analysis and simulation to run advanced, “what if” scenarios before deploying process changes.
- Capabilities to rapidly change processes and deploy them directly, with minimal disruption.
- Process monitoring to gain real-time insights that drive smarter, faster decisions.
- A “model-driven” architecture that makes use of the process model across the BPM lifecycle.

# IBM BPM Suite



*“By moving more capabilities to this award-winning world-class platform, the credit management process is streamlined, made more efficient and consistent.”*

—Paul Swinson, Program Manager, HML

## Begin the BPM journey by addressing immediate business needs

IBM provides BPM offerings that support targeted improvement and rapid return on investment (ROI), enabling you to begin at the starting point that addresses your most immediate business needs. For example, you can begin with a simple departmental workflow project, then incrementally expand that to end-to-end process automation across your business network. By making use of IBM's SMART SOA® approach, the IBM BPM Suite is

designed to help you reuse and share assets throughout your processes, further helping you to optimize business performance, increase agility and reduce costs.

The IBM BPM Suite addresses the full spectrum of business needs across processes of any size and complexity, whether they are highly structured or ad hoc. Based on thousands of customer engagements around the world, IBM has identified some common customer adoption patterns:

- Discover, document, analyze and improve business process design.
- Automate manual processes to increase efficiency and optimize costs.
- Monitor and analyze processes, systems and business events for more effective decision making and to uncover new process improvement opportunities.

### Improve business process design through discovery and analysis

Improving business process design begins by illuminating the processes that drive your business and then designing innovative solutions that meet high-priority objectives, such as continuous process improvement or increasing competitive advantage. Discovery helps uncover missed opportunities for growth and greater efficiencies, while avoiding the pitfalls of unidentified problems and bottlenecks. This starting point into BPM allows your entire team of experts—business leaders, business analysts, process owners, IT and other key stakeholders—to work together to target the right processes, create the right metrics and explore the best opportunities for projects with a high ROI.

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### HML uses IBM BPM to reduce streamline credit management processes

**Challenge:** HML, a leading financial outsourcing and mortgage servicing company in the UK needed to improve, streamline and increase overall control of the processes within the credit management area. The need to respond quickly to the changing market conditions and maintain focus on regulatory requirements was a key driver for process improvement.

**Solution:** HML used the IBM BPM Suite to model and automate the complex credit management strategies of each of its clients, comprising over 50 different strategies. Managers now have access to real time dashboard reporting which gives an instant view of key data such as SLA reporting. This enables resource allocation based on work levels.

**Benefits:** HML expects the automated processes to save over GBP400,000 per year. They're now able to respond much more quickly to changes in client strategies, and the reduced manual intervention in key processes is improving compliance—making strategies and processing are both effective and fully in accordance with Financial Services Authority (FSA) regulations.

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### Optimize performance and reduce costs through end-to-end process automation

This common starting point into BPM is one of the simplest and fastest ways to optimize performance. Automating manual steps for “straight-through” processing increases productivity, reduces errors, lowers costs and reduces the need for manual intervention for exception handling, content management, compliance

and other common tasks. Many processes can benefit from automation from simple workflow like an approvals process to complex multientity, multisystem processes like order fulfillment. Process automation spans across any number of disjointed IT systems, information and human tasks and orchestrates them into an optimized process flow that:

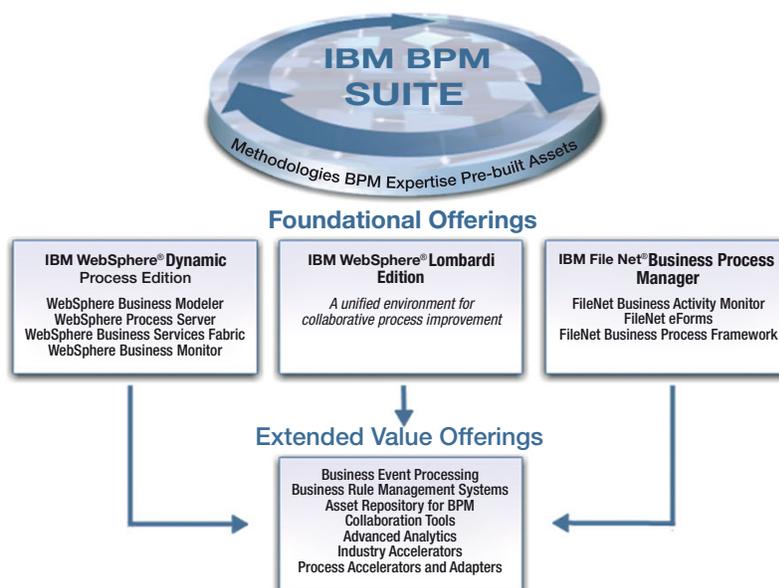
- Is model-driven versus hardcoded, making it easier and faster to deploy changes.
- Includes human workflow management capabilities to streamline manual tasks.

- Includes broad process integration capabilities to connect to disparate IT systems and information.
- Leverages standardized, reusable process components in an SOA, which can be quickly recombined into new processes.

### Take informed, decisive action using comprehensive business insight

Lack of insight into business processes causes increased exceptions and the inability to react to problems before they escalate. But having the ability to access insight—and act on it quickly—can pay dividends.

## IBM BPM Suite



The IBM BPM Suite can deliver business process visibility through highly customizable, role-based dashboards and alerts. You can aggregate real-time process performance information, alerts, and other relevant data, and establish and monitor key performance indicators (KPIs) and process analytics to assist business leaders in measuring performance (through business activity monitoring). Business event processing enables you to sense and respond to actionable patterns in both internal and external events.

*Business activity monitoring* tracks productivity, task completion times, staffing and skill requirements to help establish goals and KPIs based on strategic objectives and continue to monitor and refine processes as needed.

*Business event processing* helps you sift through the millions of business events that occur each day, decide which are important and act accordingly.

By delivering all this valuable information, the IBM BPM Suite empowers business users to rapidly make process changes within governance guidelines set by key stakeholders, rather than relying on IT to perform every function.

## **Continuously optimize processes across the BPM life cycle**

IBM BPM Suite helps businesses dynamically respond to change, driving sustainable performance advantages by managing a process across its life cycle, from modeling, simulation, deployment, monitoring, change and back again—continuously.

This helps business and IT stakeholders identify new areas for process improvement, efficiently share and collaborate around new optimization ideas, and rapidly simulate their impact on processes through various “what if” scenarios before deployment.

Because it is based on SMART SOA, service orientation and flexible connections inherent within the IBM BPM Suite help to support dynamic change as well. For example, traditional packaged and custom applications and their associated data are often hardcoded and require customization to change. The IBM BPM Suite links services to create a flexible, easy-to-change application built dynamically around your business processes. The ability to quickly adapt to changing marketplace conditions is critical as you position your organization for long-term success.

## **Realize faster time to value at any point in your BPM journey**

Regardless of whether you’re starting a single BPM project, or building out a program or center of excellence across your organization, the IBM BPM Suite foundational and extended-value offerings provide the right capabilities to help you realize fast time to value. Foundational offerings can be deployed individually or together to address a wide range of scenarios involving systems, applications, content, people and decisions. Optional extended-value offerings expand the value of the IBM BPM Suite and include business rules, analytics, a BPM asset repository, accelerators and collaboration tools.

## Go from zero to process in 90 seconds with BPM in the cloud

IBM's new BPM in the cloud offering helps clients deliver better results and offers a cost-efficient way for businesses to acquire and use information technology, with IBM's reputation for security, reliability and integration. IBM Blueworks Live brings together industry-leading process documentation, social community tools, and the ability to structure and automate ad hoc processes in 90 seconds.

With Blueworks Live, employees can start quickly improving simple processes such as new marketing promotional campaigns, employee on-boarding, and sales quote approvals, gaining greater visibility, understanding, insight and control. Business users can easily interact with their departmental colleagues and can collaborate through a private and secure company work stream, choosing to easily follow any updates to roles, processes, and more, which are updated in a stream view. Managers and team members can instantly see the status of work in progress via built-in dashboards and reports. Blueworks Live provides intuitive discovery and documentation capabilities for even the most complex processes.

## The power of BPM and advanced case management

IBM's case management strategy brings together the power of BPM and Enterprise Content Management to seamlessly connect people, processes, and information across a business net-

work to deliver optimized case outcomes through analytics, rules, collaboration and social computing. Together BPM and advanced case management enable organizations to respond to changing business needs with greater flexibility while dynamically assigning roles based on runtime context, providing support for ad-hoc human collaboration to truly streamline the business process.

## Get the most out of IBM's BPM expertise

IBM has helped over 5,000 customers with process improvement projects, and that expertise is available to you. IBM's integrated Business Process Management practice has service offerings that can help you on every step of your BPM journey from identifying the highest ROI projects, to completing an initial project in less than 90 days, to broader organization-wide initiatives.

## Choose IBM solutions to manage and continuously refine business processes

IBM is the leader in BPM market share,<sup>1</sup> and offers an unrivaled combination of best-in-class BPM and SOA products and services, as well as the largest ecosystem of BPM partners. These, plus deep industry knowledge and the broadest available range of industry solution accelerators, are the reasons IBM has helped more than 5,000 customers in 30 countries increase their agility with dynamic business processes.

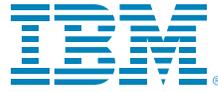
## For more information

For more information about how the IBM BPM Suite can help you continuously optimize business processes, contact your IBM representative or IBM Business Partner, or visit:

[ibm.com/bpm](http://ibm.com/bpm)

Additionally, financing solutions from IBM Global Financing can enable effective cash management, protection from technology obsolescence, improved total cost of ownership and return on investment. Also, our Global Asset Recovery Services help address environmental concerns with new, more energy-efficient solutions. For more information on IBM Global Financing, visit:

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<sup>1</sup> Gartner Market Share, CY2008, May 2009.



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