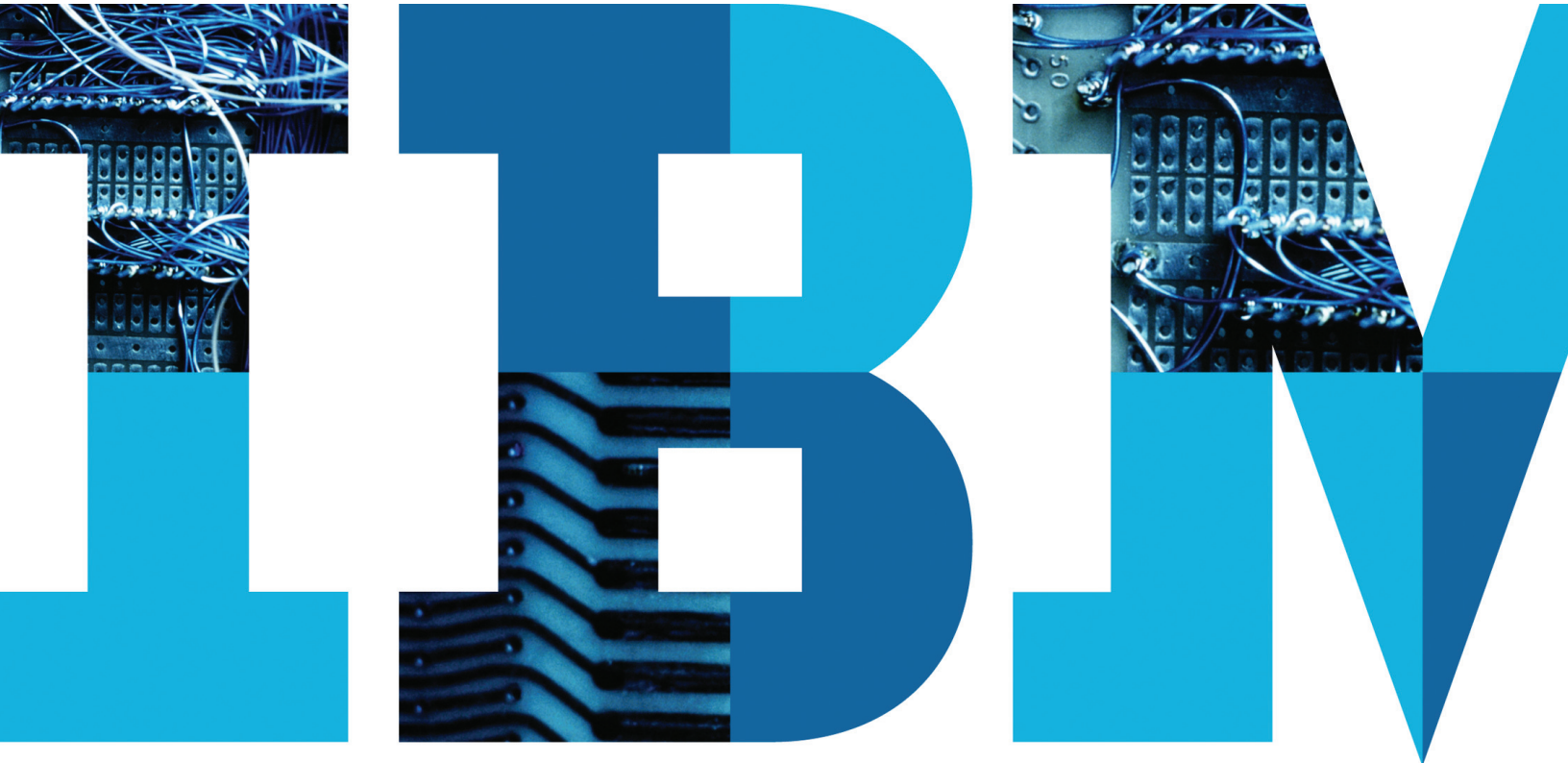


IBM Business Process Manager— Powerfully Simple

*A single BPM platform that provides total visibility and
management of your business processes*



Highlights

- *Simplified graphical design tools—Makes it easier for every team member, including nontechnical users, to collaborate on process design and analysis*
- *Increase efficiency—Rapid development environment makes it easier for service and integration developers to build reusable service-oriented architecture services, orchestrate services and access back-end systems*
- *Increase collaboration—Integrated design-time experience makes it easier for a multirole team to define and govern everything needed for a process application, marrying business-driven process design with robust technical services*
- *Visibility into process performance—Patented, integrated performance data warehouse automatically correlates performance event streams directly back to the specified metrics of the process model driving execution*

Do you have visibility into your company's end-to-end processes? How do you detect and respond to business events as they occur throughout your enterprise? If you're noncompliant with regulations or internal controls, what will it cost your business? When you account for the cost of inefficiency, declining customer satisfaction and lost business, what is the price of *not automating* your processes?

The market is telling us that process improvement is a critical issue: that business process management (BPM) delivers value to clients and companies continue to invest in BPM solutions. *Information Week's Data 2010 500* survey clearly suggests that BPM is a critical concern among Fortune 500 companies, with 56 percent of respondents indicating that "making business processes more efficient" is their top priority.

Flexible, agile business processes key to productivity and growth

Uncertainty in the economic environment persists, so while they increase investment in growth initiatives, organizations must keep a careful eye on expenses. Balancing growth and fiscal conservatism is challenging, and requires greater agility and flexibility. In addition, businesses face the challenge of rising

customer expectations, as customers demand ever-increasing levels of personalization and technology dramatically lowers the cost of taking their business elsewhere, if their needs aren't sufficiently met.

Organizations also face new information technology (IT) needs. In recent years, rapid change has become the norm and permeated all business activities. More than ever, organizations need flexible systems that easily adapt to change and easily connect and integrate systems inside and outside of the business. Most critical, IT must be able to accommodate these changes at minimal cost. This means being able to instill greater flexibility throughout the business, while reusing as much of the existing infrastructure and as many of the applications as possible. To accommodate more demanding requirements, business and IT must find new ways to collaborate throughout the development process—a requirements document and single IT hand-off is no longer sufficient for building solutions to help the business meet its objectives.

These business and IT needs are converging and pushing organizations to focus anew on the business processes that guide business execution and on the technologies that support them—to be able to meet the business process and application management needs of the entire enterprise.

IBM Business Process Manager—a single solution to make your BPM journey easier

Starting the BPM journey can seem like a daunting task, from both the executive buy-in and implementation perspectives, and IBM Business Process Manager can make that journey substantially easier. IBM Business Process Manager is a comprehensive and consumable BPM platform that provides total visibility and management of your business processes. It includes tooling and run-time for process design, execution, monitoring and optimization, and is specifically designed to make it easy for process owners and business users to engage directly in the improvement of their business processes. Its highly integrated functionality and fluid designs provide new levels of interoperability with other IBM offerings, and it scales smoothly and easily from initial project to enterprise-wide program.

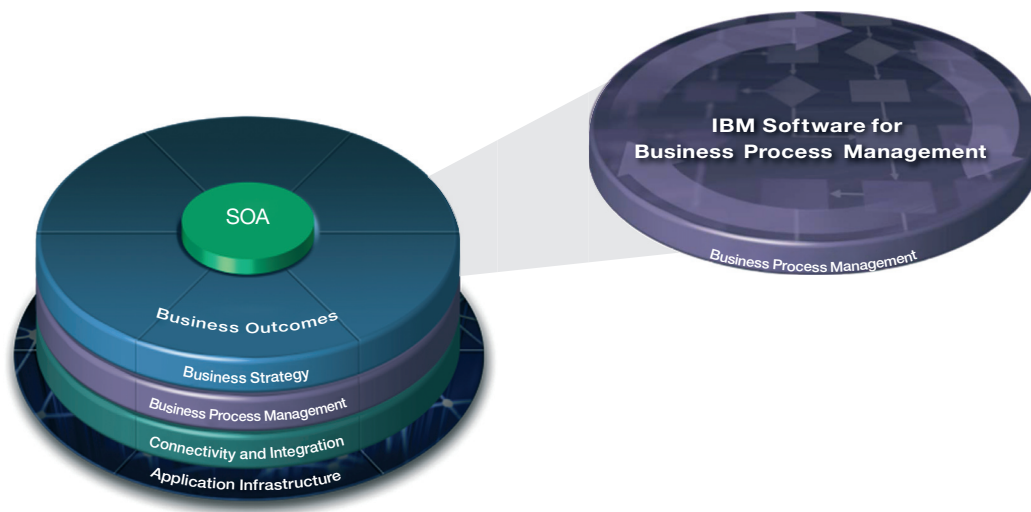


Figure 1: BPM is a critical component to an integrated strategy for achieving business agility.

IBM Business Process Manager is easy to deploy and use straight out of the box or in an easily customizable configuration—providing rapid time to value and improved user productivity. IBM Business Process Manager combines best-of-breed market-leading capabilities, and delivers them in a single platform that is simple enough to engage process participants, regardless of their role, yet powerful enough to scale as needed to support enterprise-wide transformation. Comprising a complete set of advanced BPM capabilities that can provide any business with an integrated, scalable platform for every aspect of business process automation and improvement, IBM Business Process Manager features market-leading capabilities to:

- Optimize business processes by providing visibility to all process participants, enabling continuous process improvement.
- Increase efficiency with a federated view for performing tasks, managing work items, tracking performance and responding to events—all in real time.
- Empower knowledge workers with real-time analytics to optimize business processes.
- Enhance time to value through business-user-focused design capabilities, including process coaching to guide users easily through the steps of a process.
- Confidently manage change with a unified model-driven environment that provides everybody with visibility of the same process version.
- Combines simplicity, ease of use and task-management capabilities from IBM® WebSphere® Lombardi Edition (WLE) with key capabilities from WebSphere Process Server (WPS) to support enterprise integration and transaction-process-management requirements as part of an overall service-oriented architecture (SOA).

“IBM engages the business in understanding, improving and managing processes better than any alternative on the market. Putting the right capability in the hands of every employee is the key to becoming a process-driven company”.

—Toby Redshaw, Global CIO, American Express

IBM Business Process Manager provides your organization with the simplicity, efficiency, visibility and collaboration needed to manage your highly dynamic and networked business environment. It features a simple out-of-the-box and easy-to-customize user experience and streamlined installation. It is simplicity with sophistication, enabling all players in the process to participate easily. The solution features a built-in process monitoring and analytics, and easy access to process metrics, enabling the business to optimize processes through simulations and comparisons. IBM Business Process Manager provides market-leading process visibility. Easily access and prioritize tasks with the platform’s efficient and effective user-task management capability, which allows users to access the right information at the right time, based on their roles. Built-in process coaching expertly guides users through the steps of the process. And, its integrated,

model-driven environment fosters greater business and IT collaboration, as everyone can see the same process version, and the improved visibility into process environments and versions enables you to manage change with confidence.

IBM Business Process Manager scales smoothly and easily from initial project to enterprise-wide program, and is easy to deploy and use straight out of the box or in an easily customizable configuration—providing rapid time to value and improved user productivity. It is a comprehensive, fully interoperable and consumable BPM for SOA and non-SOA environments that provides total visibility and management of your business applications and that includes tooling and runtime to model, assemble, deliver and manage your business processes. Its highly integrated functionality and fluid designs provide new levels of interoperability among other IBM offerings. And, IBM Business Process Manager helps you to achieve full BPM governance, while enabling deployment and change-management capabilities that span the entire process life cycle.

Furthermore, IBM Business Process Manager is fully compatible with WPS and WLE for easy migration.

Achieve real business value

With IBM Business Process Manager, you can expect to achieve real business value, such as reduced time, effort and risk; working smarter; and becoming more competitive. The following table provides actual examples of benefits realized by organizations using the new IBM BPM solution.

Efficiency	<ul style="list-style-type: none"> • Eliminated manual data entry, resulting in 98 percent reduction in time required to add new employee data into human resource (HR) systems from nine hours to 10 minutes • Reduced process cycle time for processing compensation of 12,000 sales representatives by 77 percent—from 30 days to seven days • Reduced manual work by eliminating 80 percent of work required to handle invoice exceptions by the appropriate resolution teams
Effectiveness	<ul style="list-style-type: none"> • Handled exceptions promptly, increasing the rescue rate of distressed shipments from five percent to 70 percent and yielding USD2,000,000 in saved revenues
Decision making	<ul style="list-style-type: none"> • Improved decision making by reducing invalid and incorrect billing disputes by 10 percent, saving millions of dollars of credits that would otherwise have been written off and achieving project payback in six months
Agility	<ul style="list-style-type: none"> • Achieved faster regulatory compliance, by changing customs-related processes after 11 September 2001 to comply with federal regulations within 90 days • Supported new business models, by enabling manufacturer to add, monitor and change shipping partners, as needed, in less than 10 minutes
Customer Satisfaction	<ul style="list-style-type: none"> • Improved client satisfaction to 92 percent, based on proactive tasks to ensure loans are consistently processed correctly the first time

Why IBM for BPM

Only IBM has the winning combination of market-leading products, industry accelerators and best practices, and the expertise and service professionals to ensure success with a BPM project. IBM services can take full advantage of best practices and prescriptive approaches to realize fast value, foster BPM adoption and create transformational impact. IBM Business Process Manager especially excels in integrating role-based design-time experience, while enabling asset sharing and versioning, by way of its unified repository—allowing you to manage changes to your business with confidence. Come talk to us about the “Quick Win Pilot” services approach that can help you achieve

success in your first project and quickly realize business value. Use a proven, affordable approach to build confidence and jump-start the enablement of your team.

Organizations like yours are seeking ways to drive measured growth, while meeting rising customer expectations. At the same time, IT departments require the ability to deliver greater flexibility to the business, while managing costs. These needs are converging and pushing organizations toward a process inflection point that is driving a need for a single BPM platform—and IBM Business Process Manager is the solution you can trust.

For more information

To learn more about IBM Business Process Manager, please contact your IBM marketing representative or IBM Business Partner, or visit the following website: 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: ibm.com/financing



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