FileNet Business Activity Monitor

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Information Management software

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Agenda

- BPM Market Trends
- What is BAM
- BAM vs. Current Approaches
- FileNet vs. BI
- Key Capabilities
- Architecture
- Things you should know

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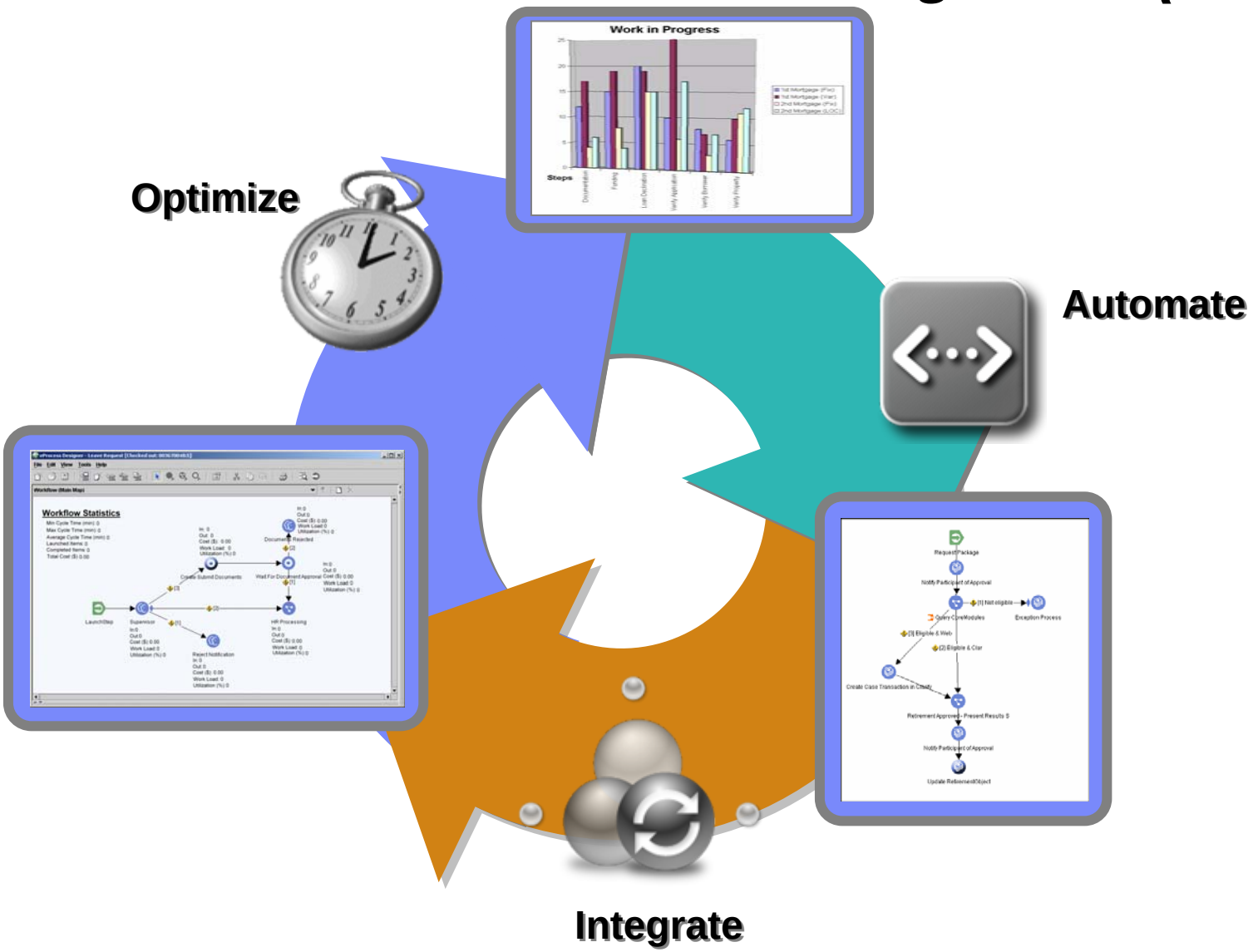
FileNet Business Process Management (BAM)



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BPM Market Trend – Performance Management

From Process to Performance Management

- Deliver Competitive advantage by delivering:
  - Better Productivity & Service
  - Better Decisions
  - …At a lower cost
- Directly control operational performance
- Greater visibility into operations
- React to events as they occur

Gartner

"Corporate Performance management (CPM) is one of the hottest trends in business intelligence. Under the CPM umbrella are the processes, methodologies, metrics and technologies for enterprises to measure, monitor and manage business performance."

"The real-time enterprise needs real-time warning; fast reaction times are imperative to increasing business efficiency."

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Taking BPM to the Next Level

Business Activity Monitoring

- Real-time operational visibility
- Personalized views – by role, job function or individual
- BPM Metrics correlated with other data sources
- Comprehensive event detection & management
- Threshold Monitoring & alert creation
- BPM actions automatically tied to alerts

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What is BAM?

- **“BAM is a way to gain meaningful, instant visibility into enterprise operations”**

- Gartner

- **Works by capturing events from operational systems, then correlating these events with relevant contextual data.**

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BAM vs. Current Operational Reporting Approaches

- Spreadsheets, SQL queries, local databases
  - Problems: consistency, security, poor user productivity; ability to analyze only one database
- ERP/CRM reporting and analysis
  - Problems: great for reporting off one system; most companies have many
- Homegrown solutions
  - Problems: starts out cheap, gets more expensive with every expansion and evolution. High maintenance costs

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BAM vs. BI

BAM

- Real-time/Right-time
- Event driven
- Business user oriented
- Business rules driven
- Information oriented
- Actionable

"BI-Style" REPORTING

- Batch
- Query driven
- Analyst/power user oriented
- Sift through reports to find trends
- Data oriented
- Historical

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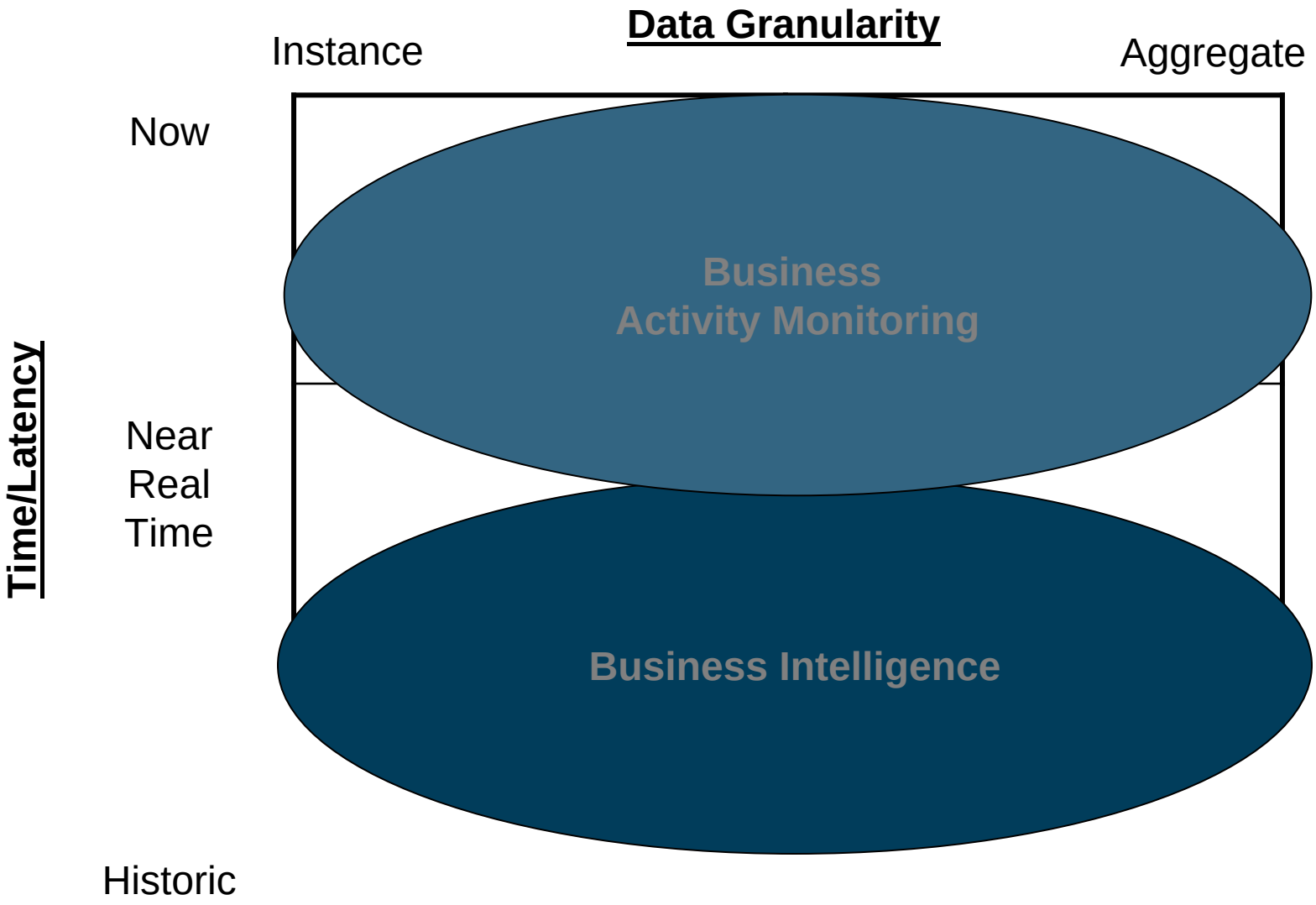
Providing end to end visibility



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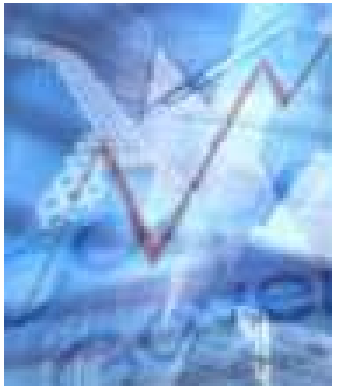
Key BAM Capabilities

- Operational Dashboard
  - Powerful Flash based business user friendly UI
- Event-Driven Processing
  - Captures changes to business processes (events and data) as they occur
- Real-time Event & Data Integration
  - Aggregates and correlates operational and historical data across systems
- Rule-based Monitoring & Reporting
  - Powerful & flexible engine permits complex rules creation and on-the-fly updates
- Comprehensive Exception and Alerting
  - Rule-based alerting with contextual data; automated action integrated with workflow



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In Memory Streaming Database

- Memory based Database
- Supports Sliding Windows
- Support for Event and Time based window frames
- Support for User Defined Fields
- Support for Cubes and Dimensional modeling
  - Support for Plans
- Time-series support - ability to track spikes and trends
- Views are materialized and incrementally maintained

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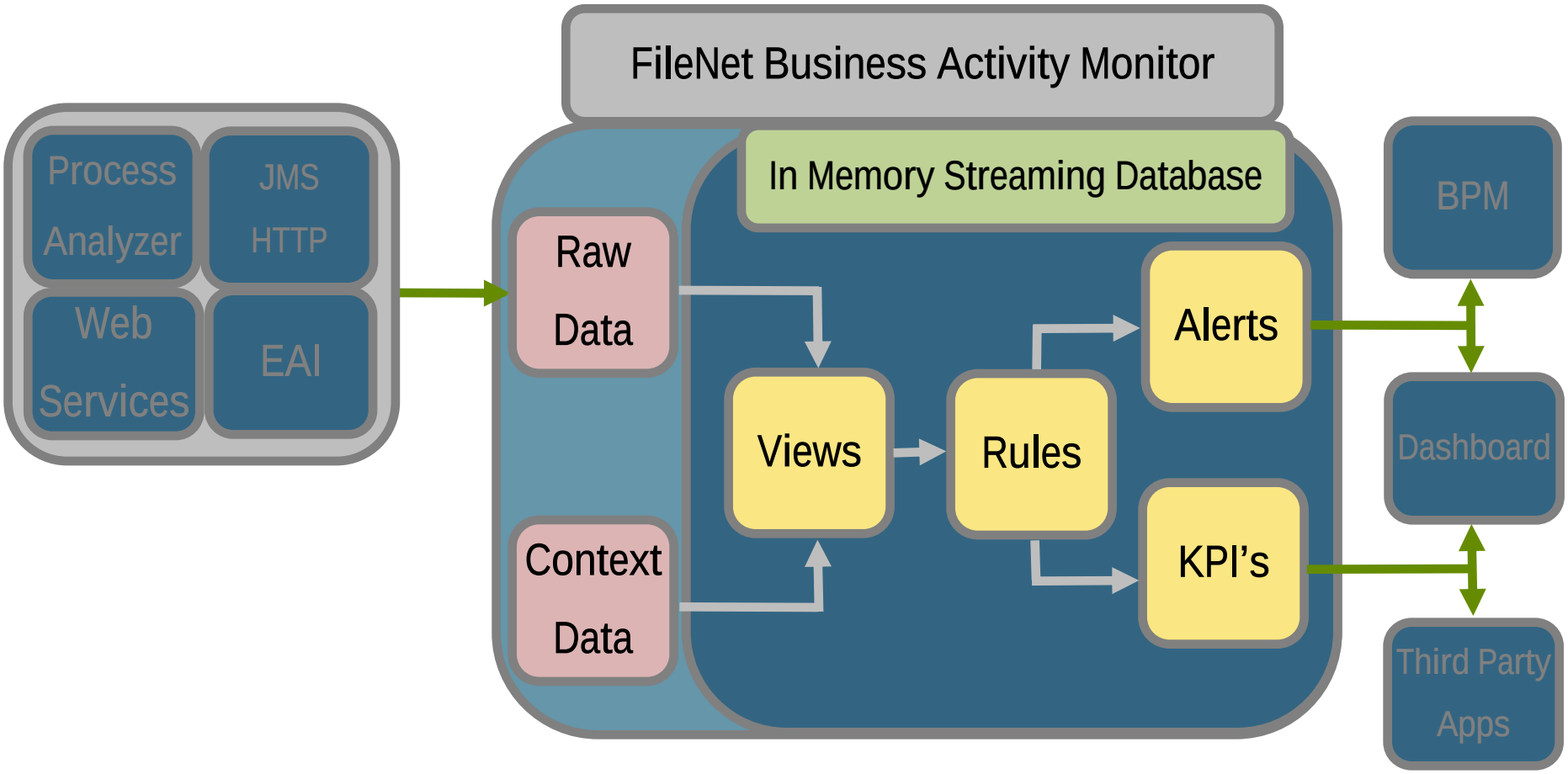
BAM Architecture



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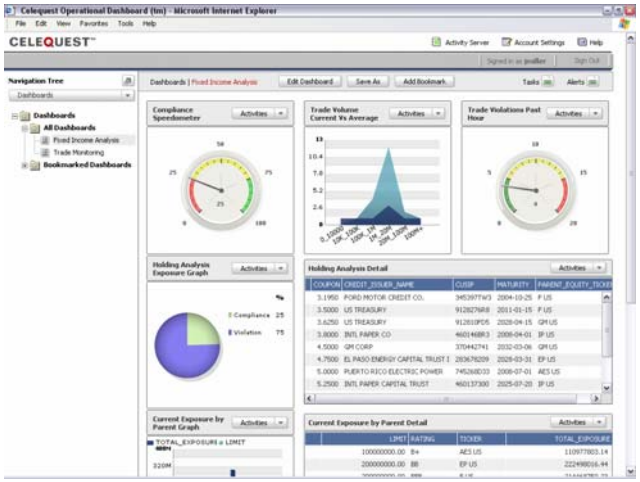
Operational Dashboards

- Continuous Operational Visibility
  - Metrics continuously updated
  - Correlation across multiple operational systems
  - Temporal “time-based” processing
- Self-Service Interface
  - Customizable by business users
- Business Rules
  - Configurable rule and alert creation
  - Graphical watch points
  - User goal setting and tracking
- Role Based
  - Operational visibility by job title or function
  - Personalized Consoles by role, function or individual - with central control
  - Automatic data filtering
  - Role based security



VP Dashboard
(Consolidated Summary)

Line of Business Dashboard
(Divisional Performance)

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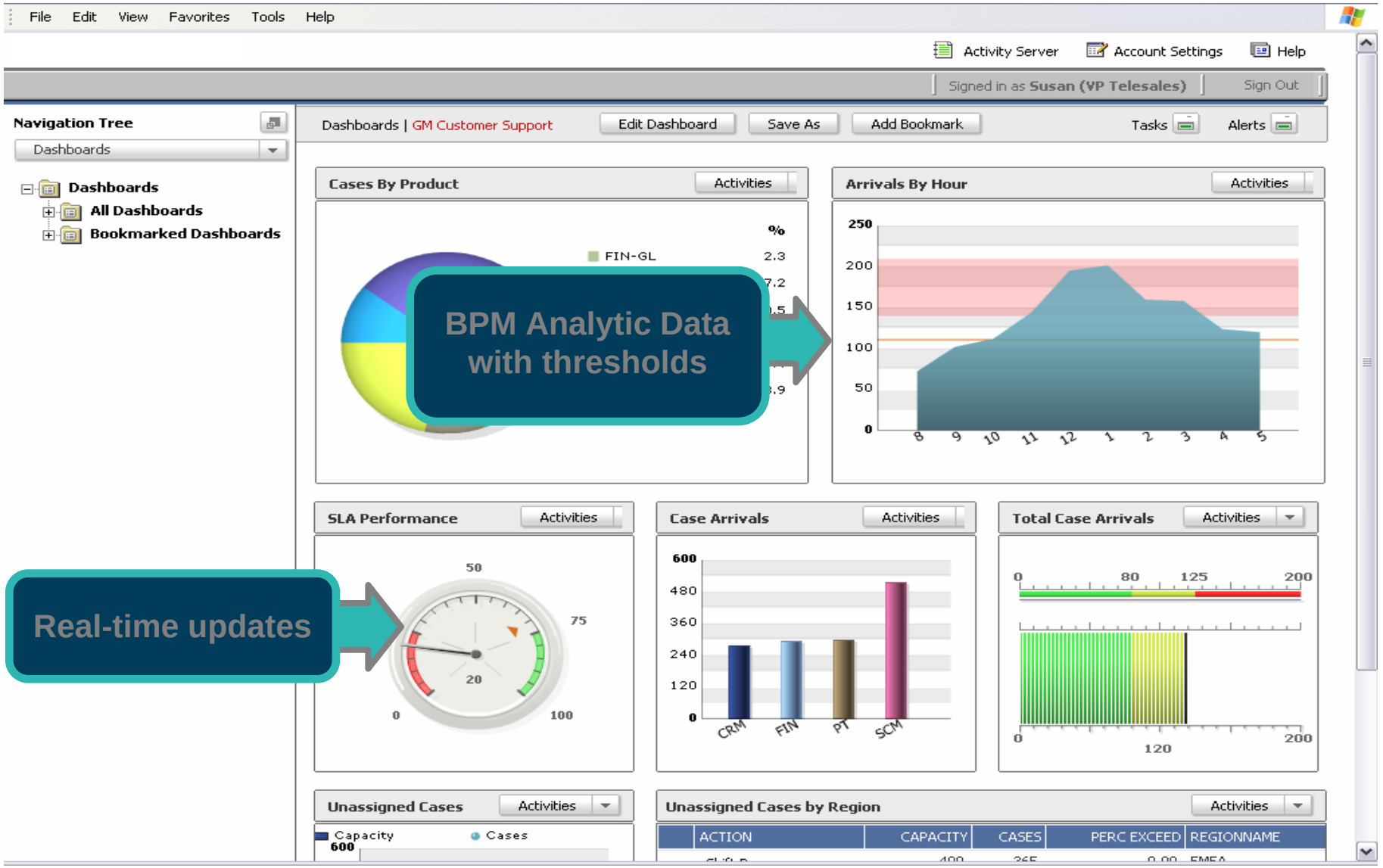

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BAM = "Operational" Performance Management

Sense | **Correlate** | **Escalate**

Legacy Apps

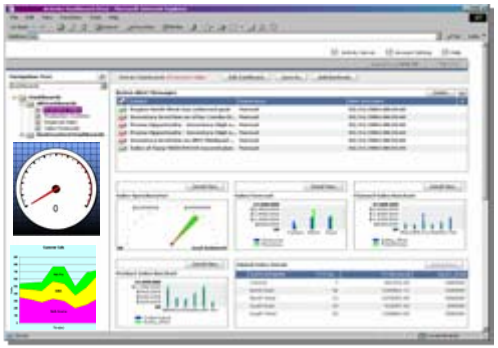
External

Internal

Events/metrics

BPM

Dashboard



Drill Down

Analysis

- Visual Alert
- Launch Process
- Send e-Mail
- Send Page
- Send SMS
- Invoke Web Service

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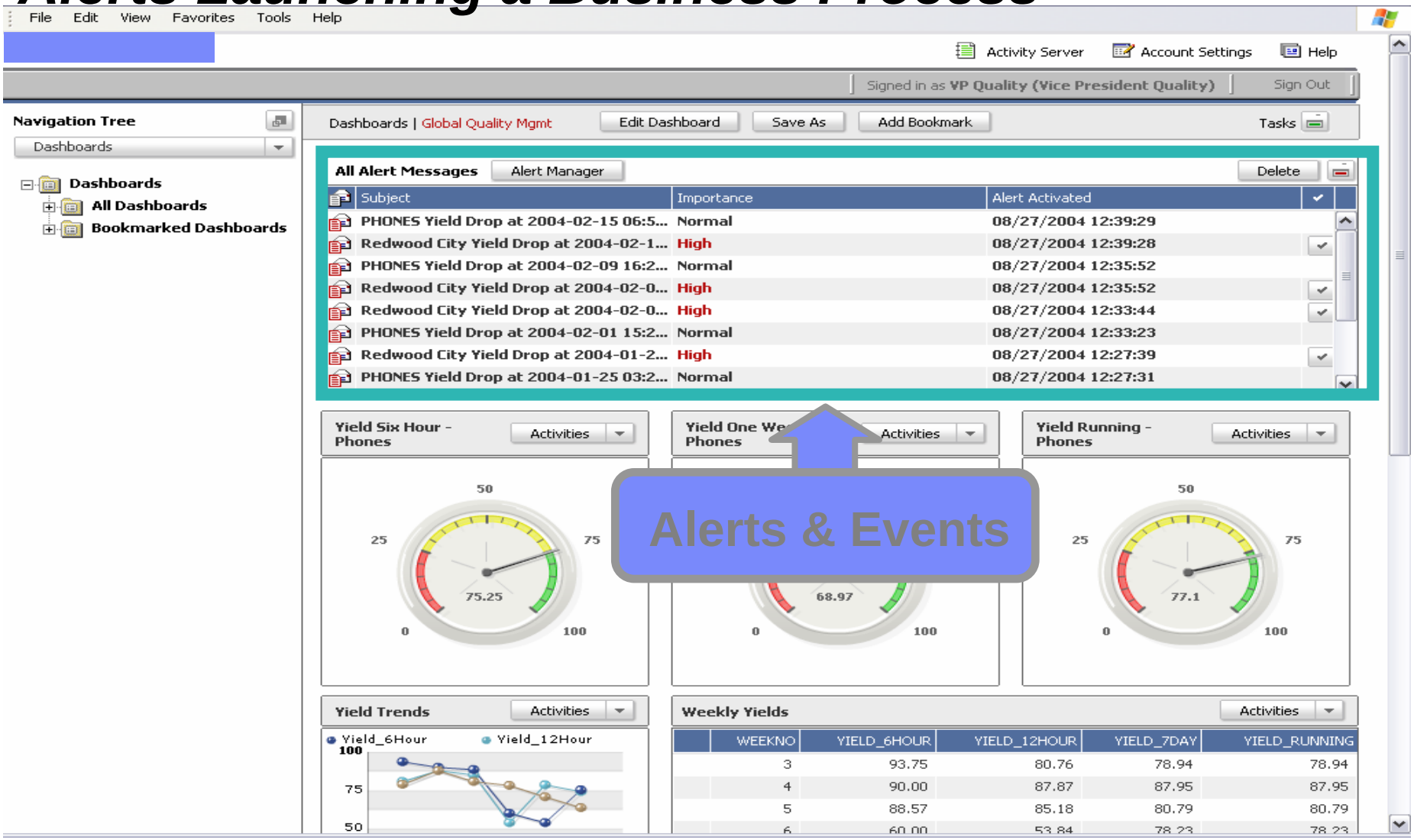
Alerts Launching a Business Process



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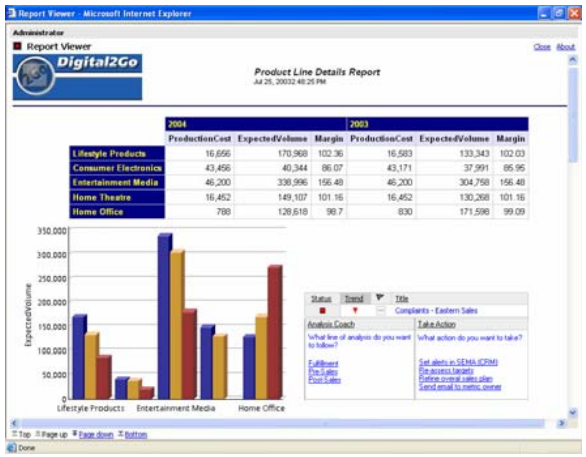
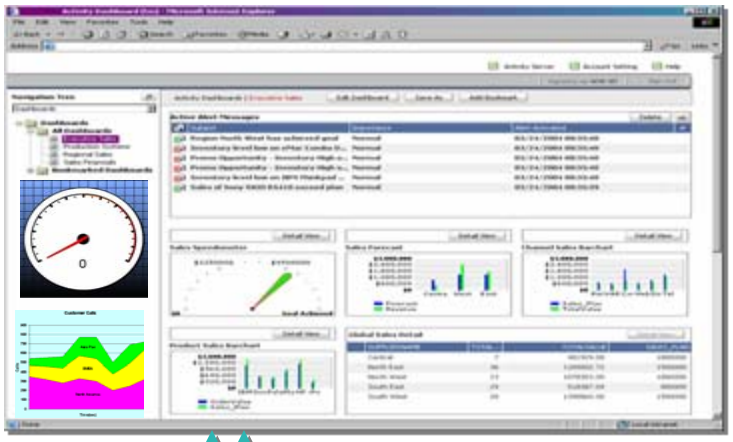
FileNet BAM and Business Intelligence

Cognos



BAM



Legacy Apps

Real Time Data

Historical Data

Analytics

BPM

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