

A Business Analysts Guide to Delivering Solutions with IBM Case Manager

Powerful tools to kick start your case style solution creation



New market demands require new approaches

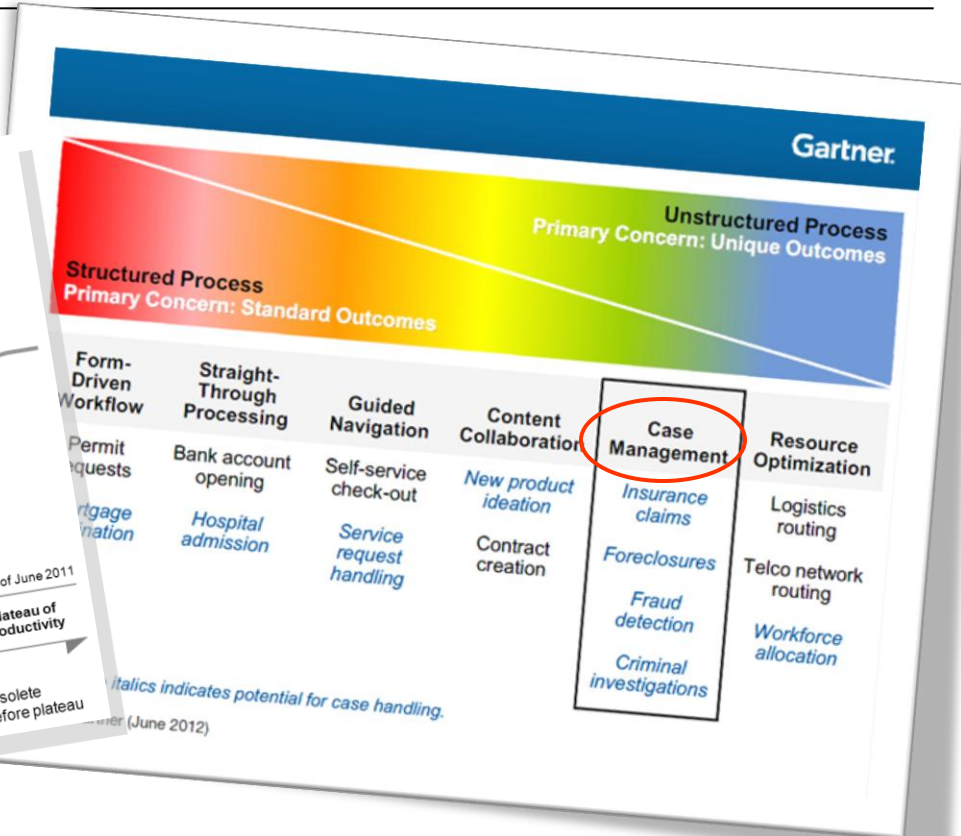
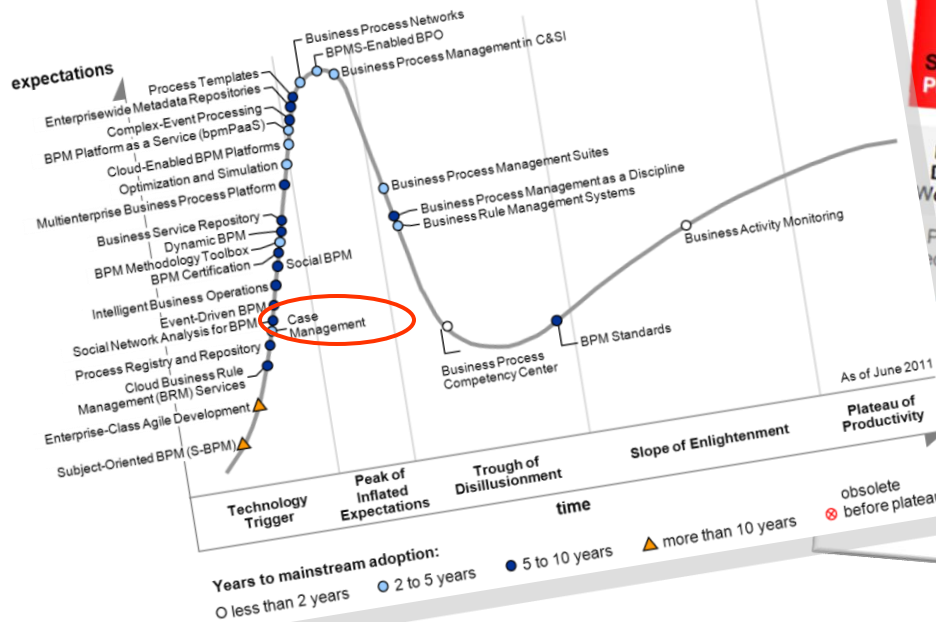
- Increased costs and risks from unpredictable processes
- Higher customer service level expectations
- Greater demands for productivity amid complex decisions
- Limited ability to respond to market dynamic
- Departing and diminished workforces



Challenges for IT

- Deliver on an ever growing Line of Business solution backlog
- Simplify internal architectures
- Reduce the number of tools and the unique skills required
- Adhere to corporate legal and risk policies

Case Management - Increasing importance of case style of work

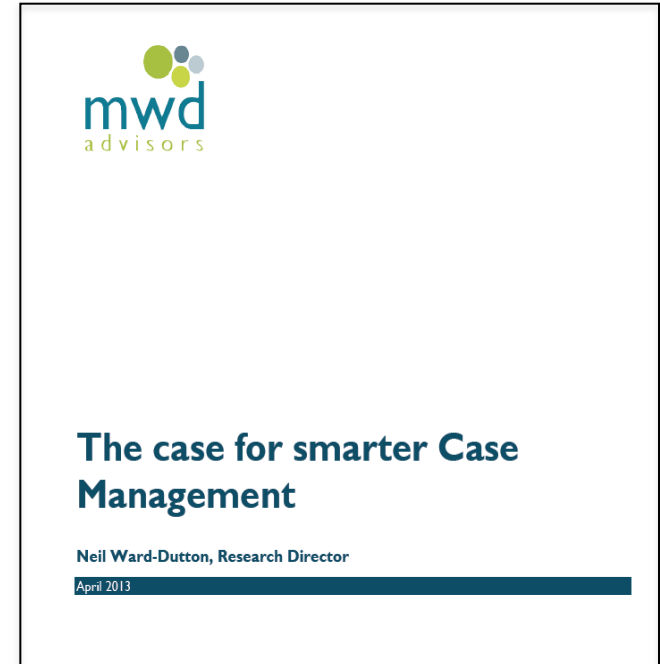


*“Casework is **complex and not routine**. Each case is a unique situation that involves complex interactions between **content, people, business and regulatory policies** to achieve an **optimal outcome**. Casework involves information, judgment, experience and policies, and strives to balance multiple and often contradictory perspectives about rights, entitlements, settlements, risks and money to reach an optimal (not perfect) outcome for all involved parties. Casework is often closely **audited** for adherence to corporate policies and government regulations, typically performed by **information workers** and experts, and is often **collaborative**...”*

Case-style work

A case management approach to supporting and managing work fits for situations where:

- Goals are understood, but the specific tasks, order and stakeholders are not completely defined
- Access to information is key
- Knowledge – some tacit, most documented - and business data - needs to be captured, analyzed, acted on, organized and stored

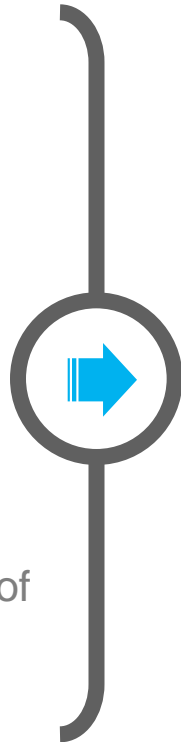


Marketplace view

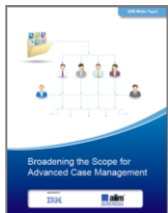
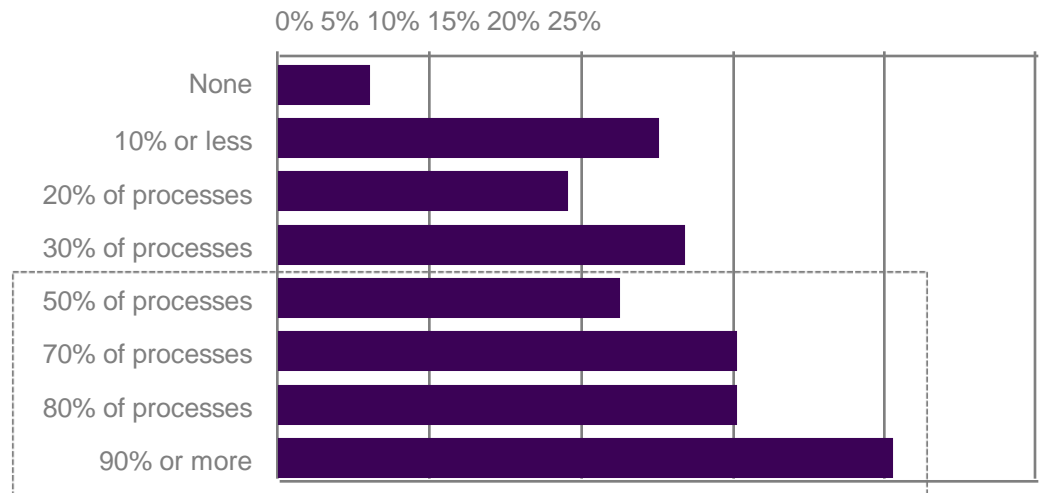
More than
60%



of respondents indicate that 50 percent or more of their processes involve casework



What proportion of your main line-of-business (LOB) processes would you say involve a case file, claim file, proposal, bid, incident report, service ticket, etc.?

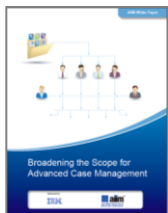
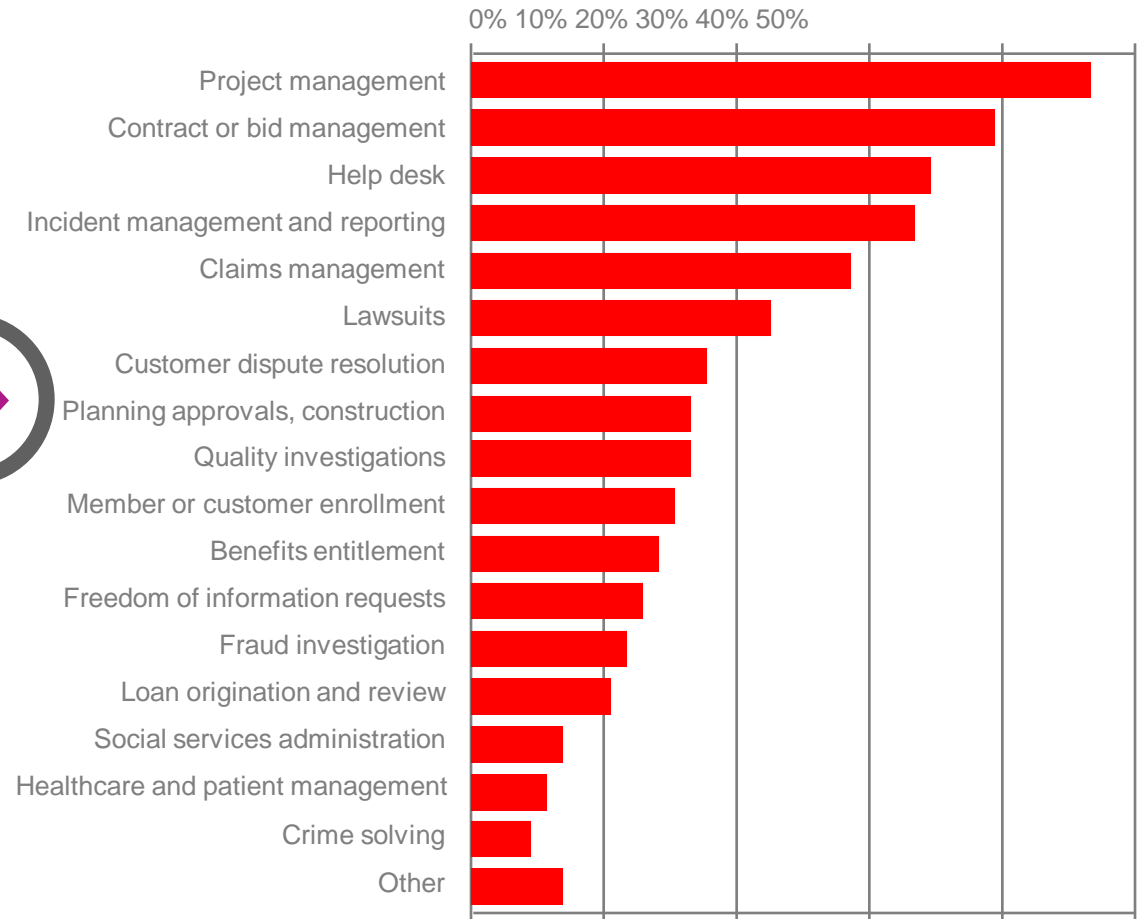
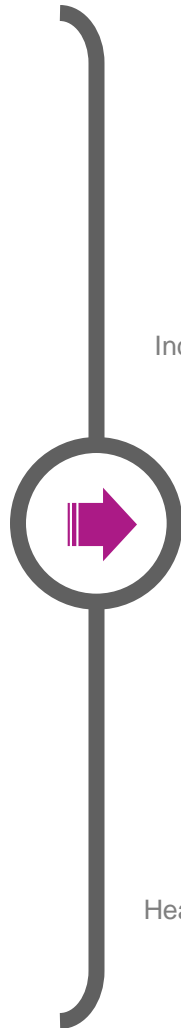


SOURCE: AIIM, *Broadening the Scope for Advanced Case Management*, Doug Miles, 2013, <http://public.dhe.ibm.com/software/data/sw-library/ecm-programs/IBM-AdvancedCaseManagement-2013-Final.pdf>. © AIIM 2013 www.aiim.org/© IBM 2013 www.ibm.com

Marketplace view

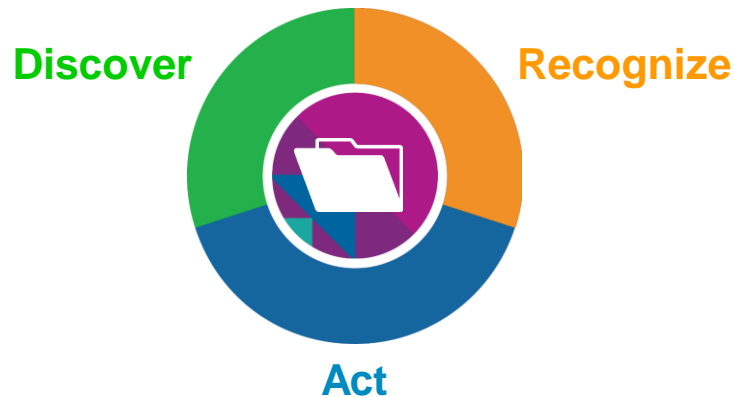
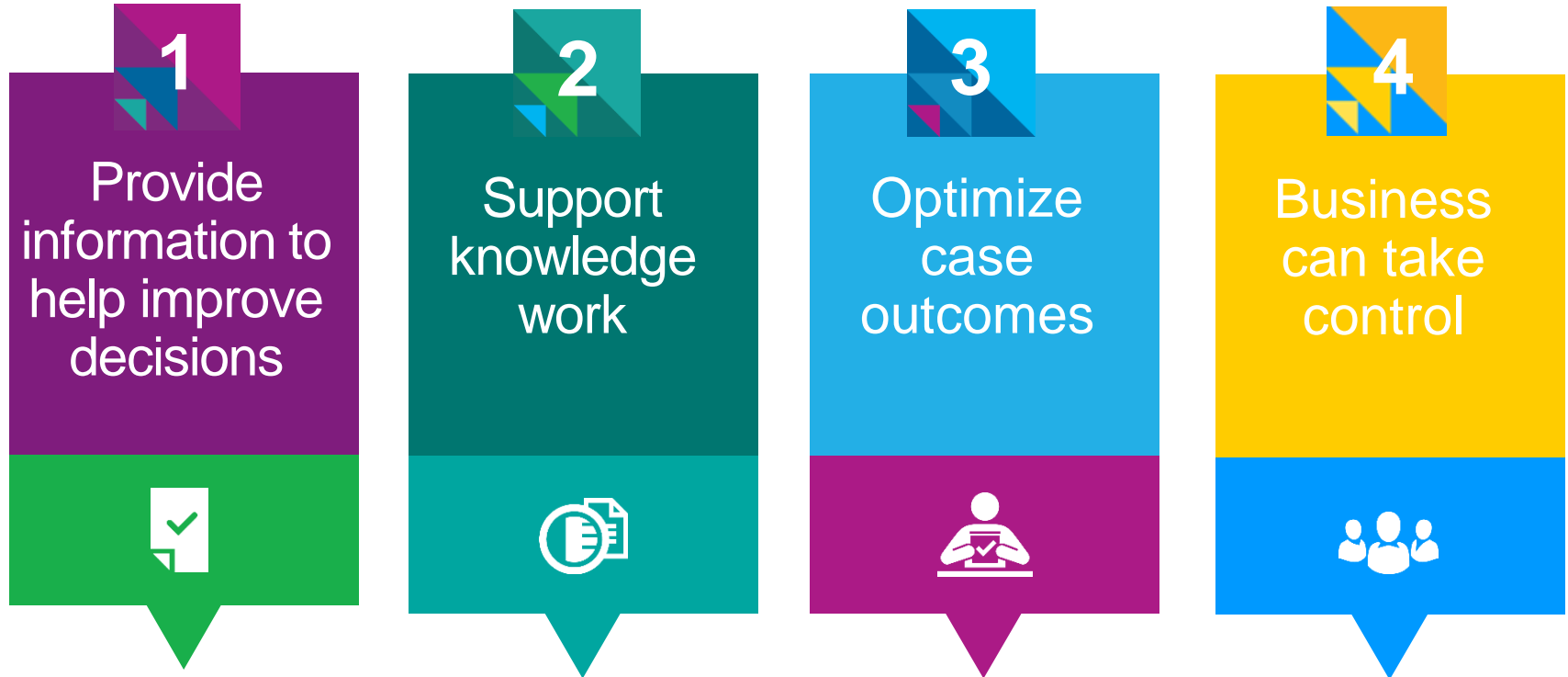
How would you categorize your most prevalent or important case application(s)?

But they do not necessarily call it **case management**



SOURCE: AIIM, *Broadening the Scope for Advanced Case Management*, Doug Miles, 2013, <http://public.dhe.ibm.com/software/data/sw-library/ecm-programs/IBM-AdvancedCaseManagement-2013-Final.pdf>. © AIIM 2013 www.aiim.org/© IBM 2013 www.ibm.com

Capabilities required to address case style workloads



Case Style Example - Customer Service

A customer calls and complains about a problem with a recently purchased product or service

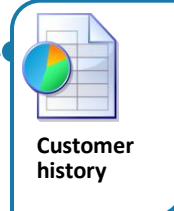
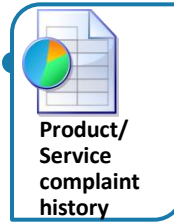
- Information from the customer with notes by CSR
- Picture or description of non-working product



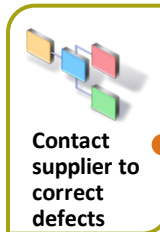
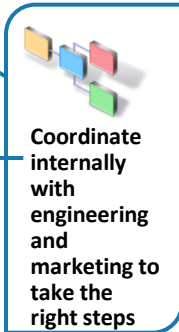
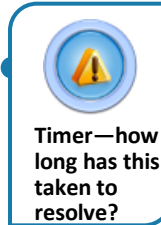
Customer issue seen by CSR

Persisted, analyzed, reported

Automatic and manually initiated tasks



Real time indicators note # of critical issues and related business value



- Enables the CSR to react appropriately to a multi-faceted problem and retain auditability and visibility of the path(s) taken to resolve, including driving ancillary tasks to prevent future problems.
- Manage the information and collaboration among various entities (internal and external) that result from issues, including escalations, outreach to customers and partners, etc.

IBM Case Manager leverages existing investments to improve customer satisfaction

Texas Municipal Retirement System

The solution is targeted to support SLA objectives by enabling insight-to-action responsiveness in adjusting case flows to meet changing business needs

The need

- Support diverse customer needs through **flexible activities**
- Meet key internal service level agreements (SLAs) designed to compete successfully
- **Reduce costs** by replacing a highly customized and rigid application which required constant investment
- Gain the benefits of new solution capabilities with minimal disruption to the business

The solution

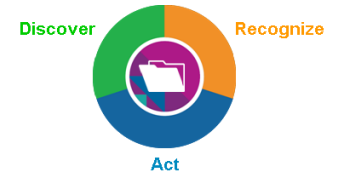
- Engaged IBM **Business Partner Adjacent Technologies** who recommended IBM Case Manager
- Leverages **existing IBM FileNet Content Manager investment**
- Planned for phased deployment beginning with member benefits and proceeding to address policies, contracts and taxes
- IBM Case Manager offers **90 percent of the required capabilities out of the box**
- Easily configurable case flows **enable business users to quickly adapt** and build case flows for specific needs and to create business rules for automatic, proactive response to potential SLA issues
- Provides dashboards and built-in analytic capacities to help managers identify SLA issues and trends

Projected benefits

- **Replace a rigid solution** with a highly configurable IBM Case Manager solution that can change as business needs change
- Improve productivity with configurable case flows that **allow knowledge workers** to identify, launch and track tasks to personalize individual case needs
- Respond proactively to SLA issues with dashboard monitoring and analytics.
- Flexible business rules allow **rapid changes** in how work flows across the organization.

IBM Case Manager

Bringing it all together in one powerful platform



BA / Designer & IT

The screenshot shows the 'IBM Case Manager Designer' interface. It features a left-hand navigation pane with options like 'Case Type', 'Properties', 'Views', 'Case Folders', 'Rules', and 'Tasks'. The main workspace displays a task flow diagram with two primary tasks: 'Review Dispute Item' and 'Close Case'. Each task has associated properties and a 'Test' button. Below these, there are sections for 'Required tests' and 'Optional tests', each containing several task cards with their respective descriptions and test buttons.

Case / Task Worker

The screenshot displays the 'Case Manager' interface for a specific case, 'Smith.Bob-230813'. The interface is divided into several sections: 'Documents' (listing correspondence and supporting documents), 'Customer Information' (fields for Account ID, Contact Phone Number, Customer Name, and Status), 'Transaction Details' (Dispute Type, Disputed Amount, and Dispute Description), and a 'History' timeline at the bottom showing case activity from August 2013.

Manager

The screenshot shows the 'Dashboards' interface in IBM Case Manager. It features a grid of six dashboard widgets: 'Total Billing Amount by Status' (bar chart), 'Total Billing Amount by Account Level' (bar chart), 'Total Billing Amount' (gauge chart showing 145,080,585), 'Number of Active Cases by Account Level' (bar chart), 'Average Age of Active Cases' (bar chart), and 'Number of Active Cases in each state' (bar chart). A central pie chart provides a summary of case counts by status: Open (76), Pending (145), and Closed (818).

Case Worker User Experience - Case Search Page

The screenshot displays the IBM Case Manager interface. At the top, the header includes the user name 'Intgpeadmin', a settings icon, a help icon, and the IBM logo. Below the header, there are tabs for 'Cases' and 'Work'. A search sidebar on the left contains an 'Add Case' button, a search input field with a dropdown for 'Case Owner', and 'Search' and 'Advanced Search' buttons. The main content area shows a list of search results for cases:

- Perman.Dave-23.08.13**
Account ID: 123-123-123 | Date Case Opened: 23/08/2013 17:21 | Customer Name: Dave Perman | Dispute Case State: Closed By Customer | Finality Date: | Case Owner:
- Smith.Bob-230813** (highlighted)
Account ID: 545-456-5456 | Date Case Opened: 23/08/2013 18:20 | Customer Name: Bob Smith | Dispute Case State: Review | Finality Date: | Case Owner:
- Jones.Ed-18.08.13**
Account ID: 5453345444 | Date Case Opened: 28/08/2013 12:03 | Customer Name: Ed Jones | Dispute Case State: Open | Finality Date: | Case Owner:
- Anderson.Sue-13.08.13**
Account ID: 544545666 | Date Case Opened: 28/08/2013 12:04 | Customer Name: Sue Anderson | Dispute Case State: Open | Finality Date: | Case Owner:

On the right side, there is a panel for the selected case 'Smith.Bob-230813' with tabs for 'Summary', 'Tasks', and 'History'. The 'Tasks' tab is active, showing a list of tasks:

- Required (3)**
 - Close Case (Waiting...)
 - Review Dispute Item (Started on 23/08/2013 18:20)
 - Generate Status Letter (Completed on 23/08/2013 18:24)
- Optional (9)**
 - Add Document (Waiting...)
 - Arbitration (Waiting...)
 - Evaluate for Fraud (Waiting...)
 - Generate Close Letter (Waiting...)
 - Generate Credit Letter (Waiting...)
 - Generate Fraud Letter (Waiting...)
 - Generate Provisional Credit Letter (Waiting...)
 - Process Chargeback (Waiting...)

At the bottom left, a status message reads: '28/08/2013 12:08 - The search returned 4 items.'

Case Worker User Experience – Opening a Case

- **Role-based and personalized**
End user gets exactly the information they need to progress the case
- **Flexible and extensible**
Can be configured to meet unique business requirements
- **Provides deep context for case work**
No more disjointed jumping between application
- **Brings people, process and information together to drive case progression and better outcomes**

The screenshot displays the IBM Case Manager interface for a case titled "Smith.Bob-230813". The interface is organized into several sections:

- Navigation:** A left sidebar contains icons for home, search, and settings. The top navigation bar shows "Cases" and "Work" tabs, with the current case "Case Smith.Bob-230813" selected.
- Case Header:** Displays the case ID "Smith.Bob-230813", the modification date "28/08/2013 09:04", and a "Manage Dispute Item" link. Action buttons include "Add Comment to Case", "Add Task", "Add Custom Task", and "Split Case".
- Documents:** A section with "Documents", "Tasks", and "History" tabs. It lists items such as "Correspondence", "Supporting Documents", and "PC.jpg" with their respective modification dates.
- Customer Information:** A form containing fields for "Account ID" (545-456-5456), "Contact Phone Number" (454 545-5434), "Customer Name" (Bob Smith), and "Customer Status" (Silver).
- Dispute Details:** A section with "Transaction Details" and "Dispute Details" tabs. It includes fields for "Dispute Type" (Quality of goods), "Disputed Amount" (458.00), "Dispute Description" (Broken PC), and "Merchant Name" (UsedStuff.com).
- Timeline:** A horizontal timeline at the bottom shows the case's history, starting with "Created on 23/08/2013 18:20".

Case worker user experience showing tasks, documents, history, and case data

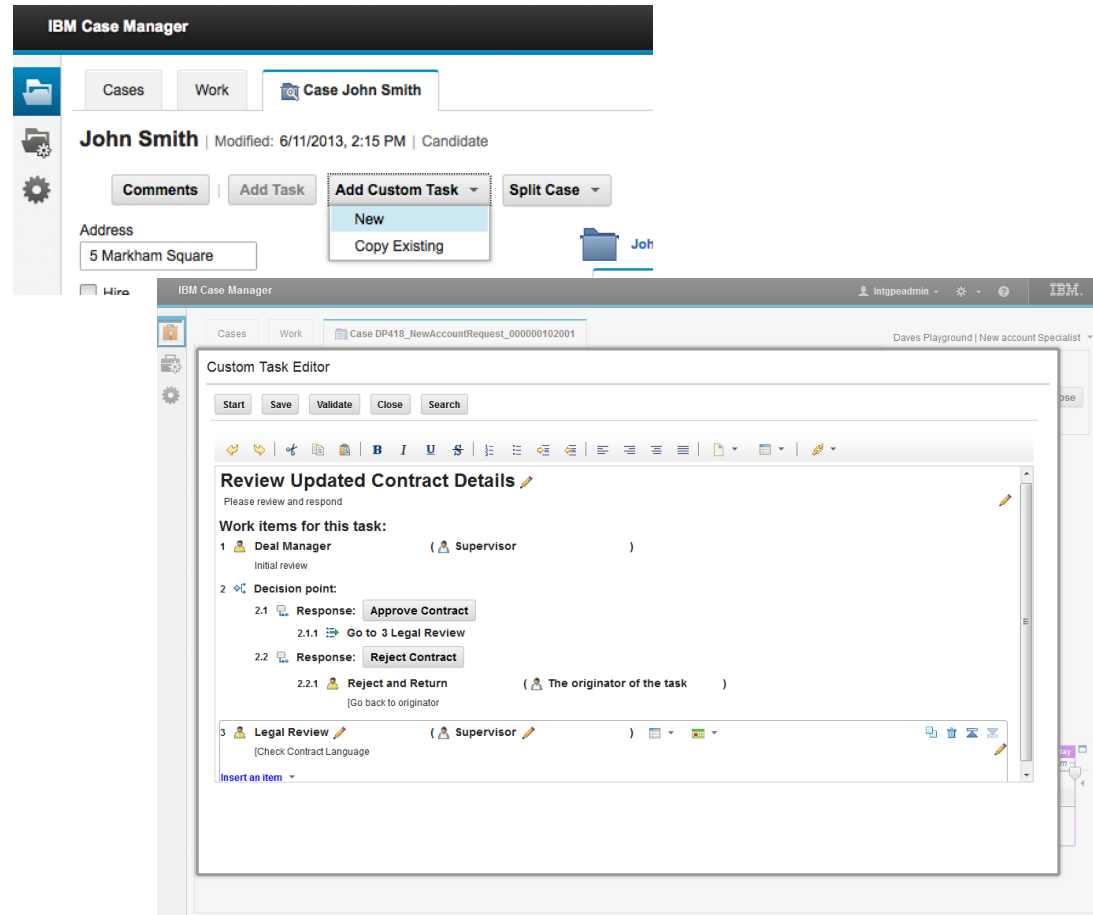
Cases are Dynamic

Case workers can view and start new Tasks for a case, changing how that case is handled on-the-fly

Case workers can even add new Tasks to a case

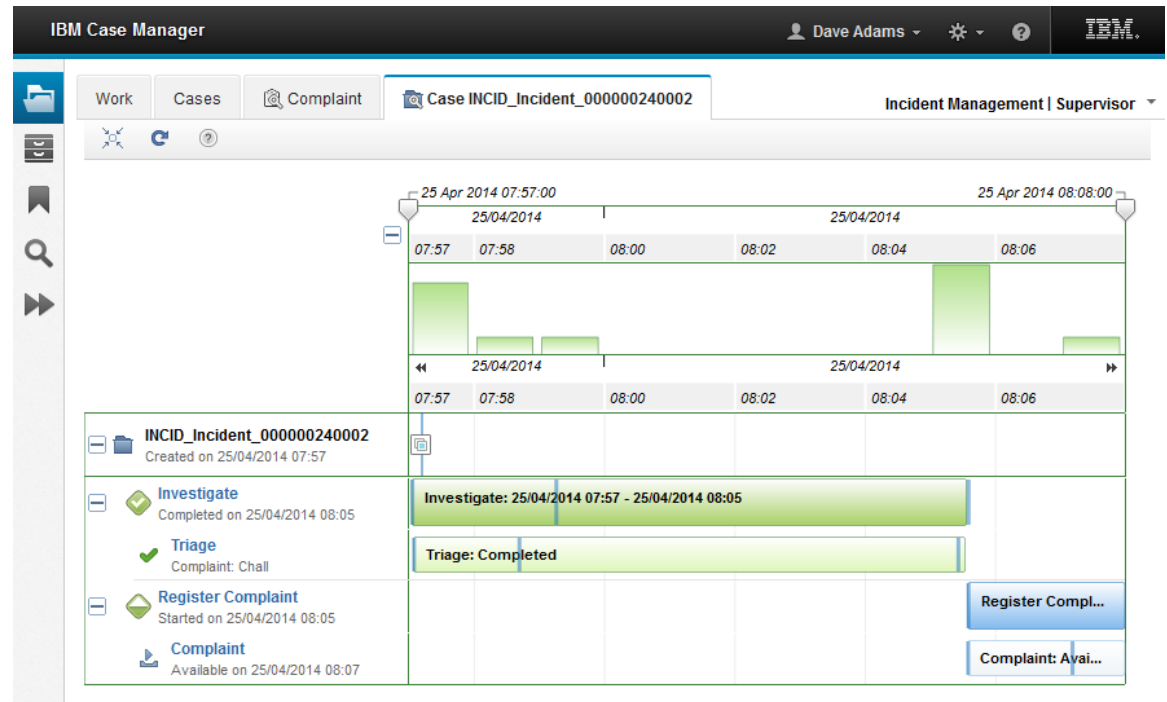
Case Worker Dynamic Custom Tasks

- Authorized case worker can define a sequence of actions that need to be performed on a case
- Supports use cases where the task flow is not well understood/known ahead of time
- Intuitive outline style text-based editor, enables defining work for humans
- The user is also able to copy and modify existing custom tasks when creating new ones



Case History Visualizer

- Provides a quick overview of life of a case
Shows when things happened, what it was, and by whom
- Event Histogram shows when most activity occurred The taller the bar, the more things happened to the case
- Zoom in for more insight
The lower timeline zooms to show details such as tasks and work item completion



Task Worker User Experience – In-baskets of Assigned Work

- **Role-based and personalized**
Customizable in-baskets of work for the user's role or assigned specifically to them
- **Flexible and extensible**
Can be configured to meet unique business requirements
- **Provides deep context for case work**
Direct access to the case data, documents and history

The screenshot displays the IBM Case Manager interface for a user named 'Intgpeadmin'. The main view shows a table of assigned work items under the 'Work' tab. The table has columns for Time Created, Subject, Assigned Date, Work Item, and Customer Name. Two items are listed, both for 'Review Dispute Item'.

Time Created	Subject	Assigned Date	Work Item	Customer Name
28/08/2013 12:04	Review Dispute Item	28/08/2013 12:04	Identify Dispute	Sue Anderson
28/08/2013 12:03	Review Dispute Item	28/08/2013 12:03	Identify Dispute	Ed Jones

On the right side, there is a sidebar for the selected case 'Jones.Ed-18.08.13'. It shows a 'History' tab with a list of tasks performed, including 'PC.jpg Document filed in Home', 'Review Dispute Item Task started', 'Review Dispute Item Task ready', 'Review Dispute Item Task created', 'Close Case Task created', 'Process Representation Task created', 'Process Chargeback Task created', 'Generate Status Letter Task created', 'Generate Provisional Credit Letter Task created', and 'Generate Fraud Letter Task created'. Each task entry includes a timestamp of 12:03 and the user 'Intgpeadmin'.

Task worker user experience showing configurable work lists and the case information associated with work item

Task Worker User Experience – Work Details Page

IBM Case Manager Intgpeadmin ⚙️ ? IBM.

Cases Work **Gather Customer Data Identify Dispute** Superbank Front Office | Customer Service Representative ▾

Identify Dispute | Review Dispute Item [View Instructions](#)

Add Comment Work Item | Process Dispute Close Case Submit to Fraud Save Close

Routing

Date Case Opened
28/08/2013 12:03

* Dispute Case State
Open

Finality Date
28/08/2013 12:00

Customer Information

* Account ID
5453345444

Customer Name
Ed Jones

Contact Phone Number
250 565-4544

* Customer Status
Silver

Transaction Details

Jones.Ed-18.08.13

Summary Documents Tasks History

Add Open Actions


Home

- Correspondence
Modified: Intgpeadmin | 28/08/2013 12:03
- Supporting Documents
Modified: Intgpeadmin | 28/08/2013 12:03
- PC.jpg**
Modified: Intgpeadmin | 28/08/2013 12:15

Attachments

Dispute Documents for Review

PC.jpg x



Page 1 of 1...

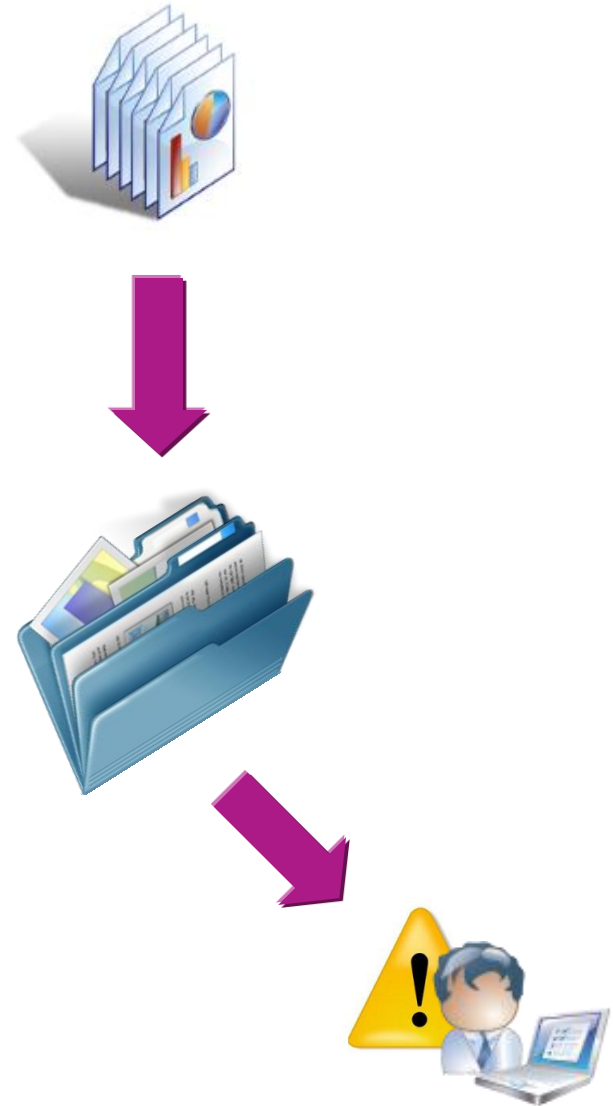
Fully Integrated Content Management

- **Every case has its own folder for storing its documents**
End user have quick access to case material
- **Integrated document viewer with markup capabilities**
View documents and case data at the same time
- **Full document management functionality**
Document versioning and metadata properties
- **Centralized content repository for all case artifacts**
Maintain control over cases and documents
- **Support for Content Navigator plug-ins**
Extend the standard capabilities

The screenshot displays the IBM Content Navigator interface. At the top, there are tabs for 'Documents', 'Tasks', and 'History'. Below these are buttons for 'Add', 'Open', and 'Actions', along with a view toggle icon. The main content area shows a list of folders: 'Correspondence' and 'Supporting Documents', both modified by 'Intgpeadmin' on '23/08/2013 18:20'. A document named 'PC.jpg' is selected, and a context menu is open over it, listing actions such as 'Open', 'Preview', 'Download', 'Print', 'Check Out', 'Send Email', 'Export', 'View Link', 'Remove from Case', and 'Cut'. On the right side, there are two panels: 'Customer Information' showing 'Account ID: 545-456-5456' and 'Customer Name: Bob Smith', and 'Transaction Details' showing 'Transaction ID: 5464567899' and 'Transaction Date: 07/08/2013'. Below these panels is a table with columns for dates and times, including '03 Aug 2013 18:00:00' and '24/08/2013'.

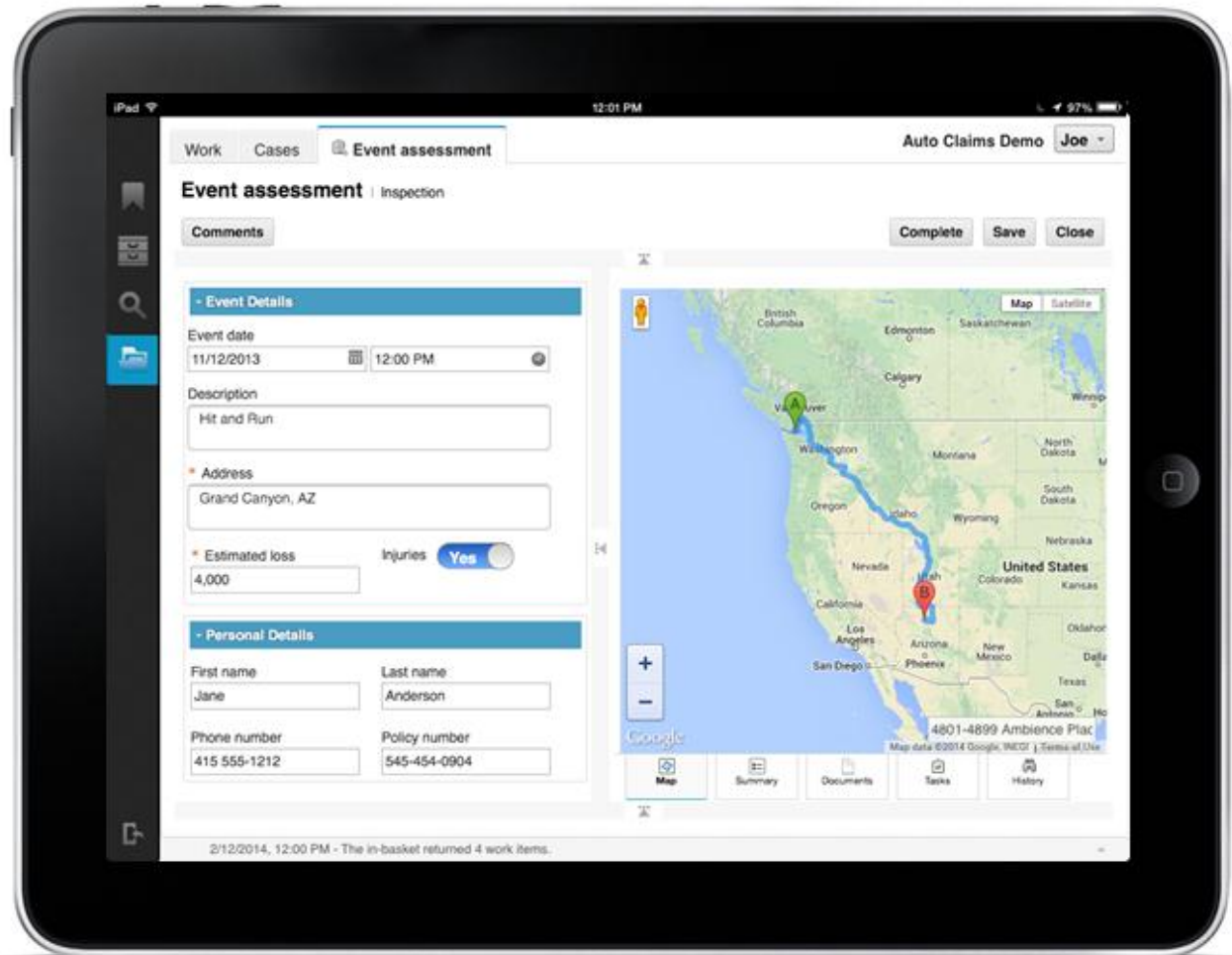
Active Content is Smarter Content

- Active content is a key capability where changes in content can cause an action within the system
- Active content allows customers to:
 - Accelerate time-to-value – significantly simplifying and shortening application delivery time
 - Achieve agility by allowing rapid changes through configuration
 - Mitigate risk by automating and logging important events for compliance or legal requirements
- Case Manager includes several built-in features that build on this capability
 - New case creation on document arrival
 - Case tasks that are started when documents are added to the case



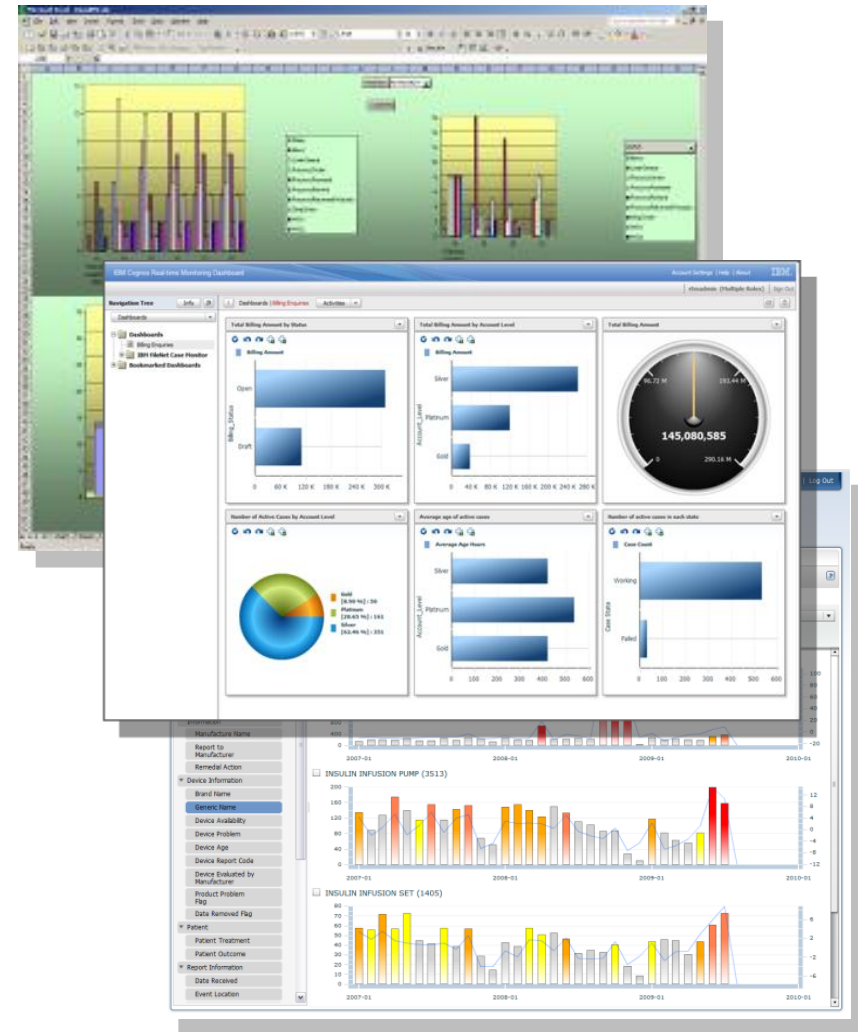
Case Mobile – Customized Work Details

- Part of the native Content Navigator iPad app
- Displays solution pages the way they were designed with mobile tweaks where appropriate
- No updates to app are required when case solutions are modified



IBM Case Manager – 3 Styles of Analytics

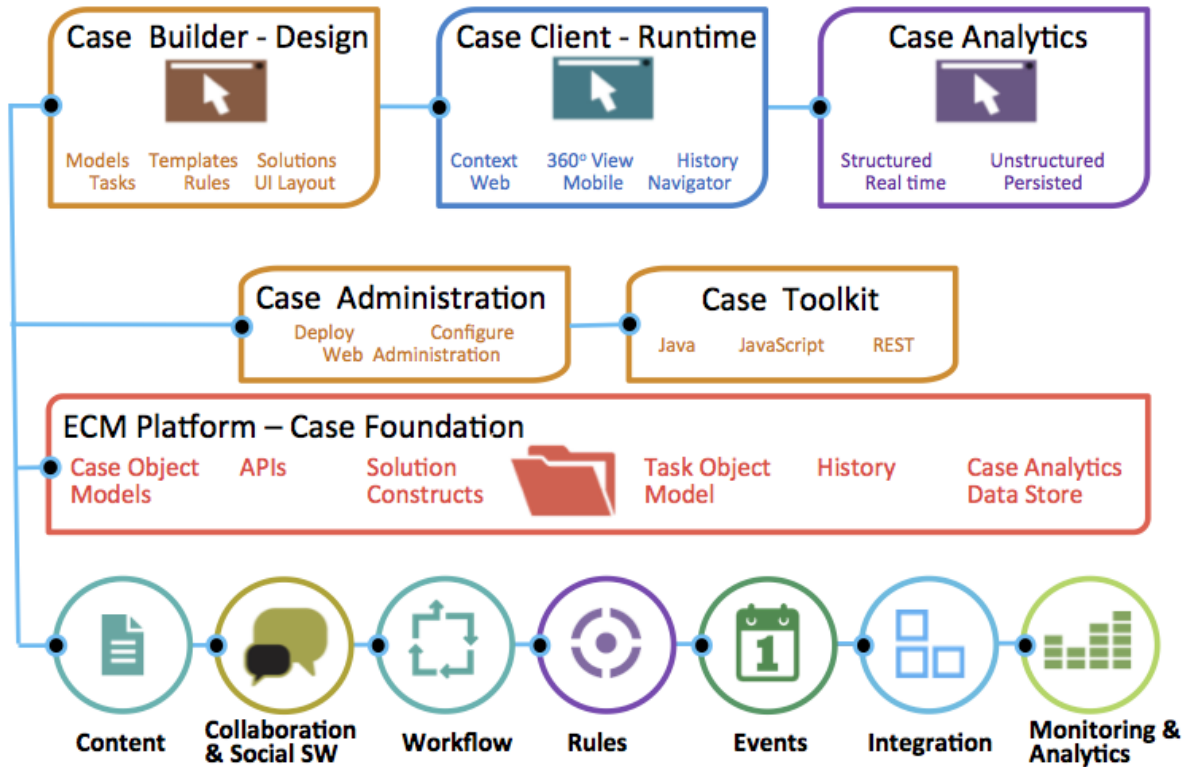
- Case Analyzer (Historical Reporting)
 - Excel and Cognos enable case and process analysis
 - Dynamic - Drill down, slice and dice, filter, etc
 - High performance, large volume analysis
- Case Monitor (Real Time Dashboards)
 - Cognos RTM provides real time cases monitoring
 - Threshold monitoring and alert generation
- Content Analytics
 - Crawl and index case contents and metadata
 - Discover patterns, trends and insights across cases. Example : Most common compliant in user comments in cases



How do you create a new case solution?

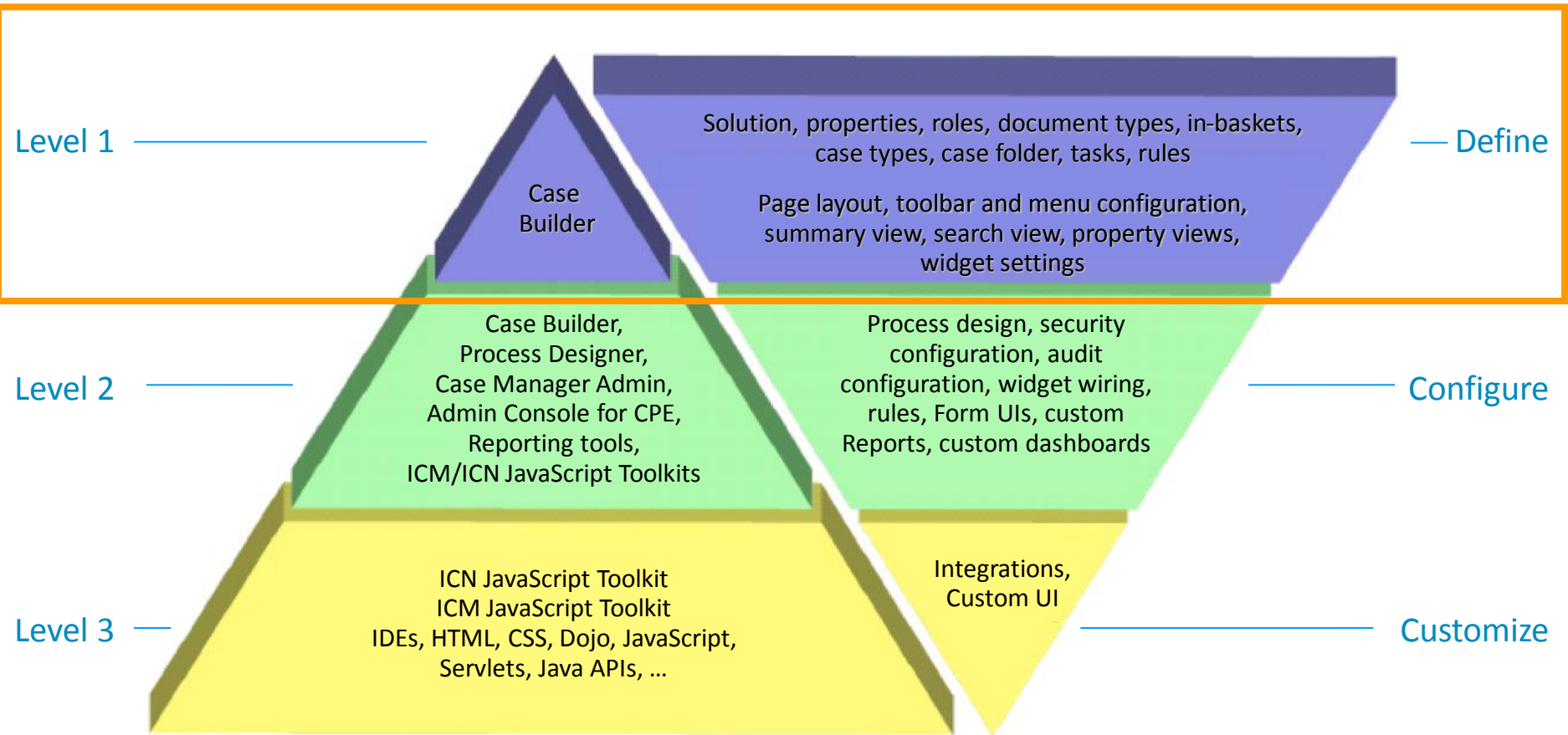
IBM Case Manager

Key Components Included



- **ECM Platform Foundation**
 - Built on top of an enterprise class active content platform
- **Case Manager Builder**
 - Case Solution builder tool oriented to needs of line of business analysts
- **Case Manager Client**
 - A run time environment for launching, processing, and interacting with cases
- **Case Manager Analytics**
 - Real time and historical case monitoring with threshold monitoring and alert generation
- **Case Manager Admin Client**
 - Web based tool for configuring the ICM environment and for moving solutions between development and production domains
- **Case Manager APIs**
 - Extend your case solutions using JavaScript, Java, and REST API toolkits

Levels of Design and Associated Effort and Skills



Case Builder: Rapid Solution Development

IBM Case Manager Builder Intgpeadmin

Manage Solutions \ Superbank Front Office Show Locked Items Validate Save Save and Close Close



Superbank Front Office

Superbank with CCD
Solution prefix: DP109
Created by Intgpeadmin
Created on 23 August 2013

- Properties
- Roles
- In-baskets
- Document Types
- Pages
- Case Types

OK All

In-basket Name ^	In-basket Type	Associated Roles	Description
Advisor Tasks	Role	Customer Service Representative	
Correspondence Tasks	Role	Correspondence Team	

CSR Tasks OK Cancel

- In-basket General
- In-basket Filters

Roles associated with this in-basket: Customer Service Representative

* In-basket Name: Description:

Select Property

Name	Sortable	Sort Default	Sort Order
Time Created	<input type="checkbox"/>		
Subject	<input type="checkbox"/>		
Assigned Date	<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	Descending
Work Item	<input type="checkbox"/>		
Customer Name	<input type="checkbox"/>		

The deployment status was updated for the solution Superbank Front Office.

Case Builder: Case Types

IBM Case Manager Builder P8Admin

Manage Solutions \ Customer Que... \ Customer Com... Show Locked Items Back Validate Save Save and Cl

- Case Type
- Properties
- Views
- Case Folders
- Rules
- Tasks

Case Type Attributes

*Case type name:
Customer Complaint

*Case type unique identifier:
QC_ Complaint

Case type description:
Customer Complaint Management Application

Starting document type:
<None>

Enable case workers to create custom tasks

Default layout for Custom Task Details page:
Custom Task Details

Default layout for Add Case page:
Add Complaint Case

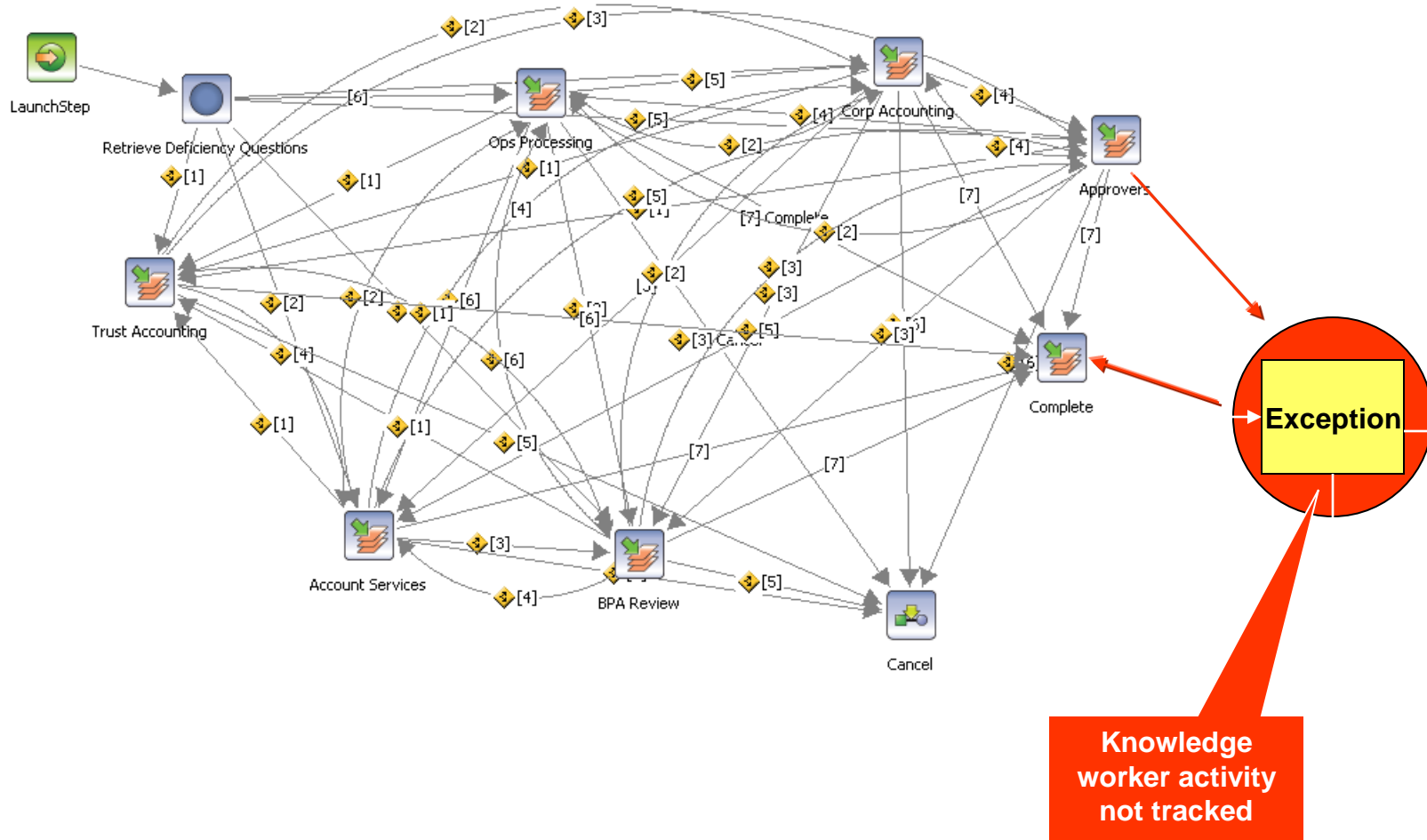
Default layout for Split Case page:
Split Case

Default layout for Case Details page:
Case Details

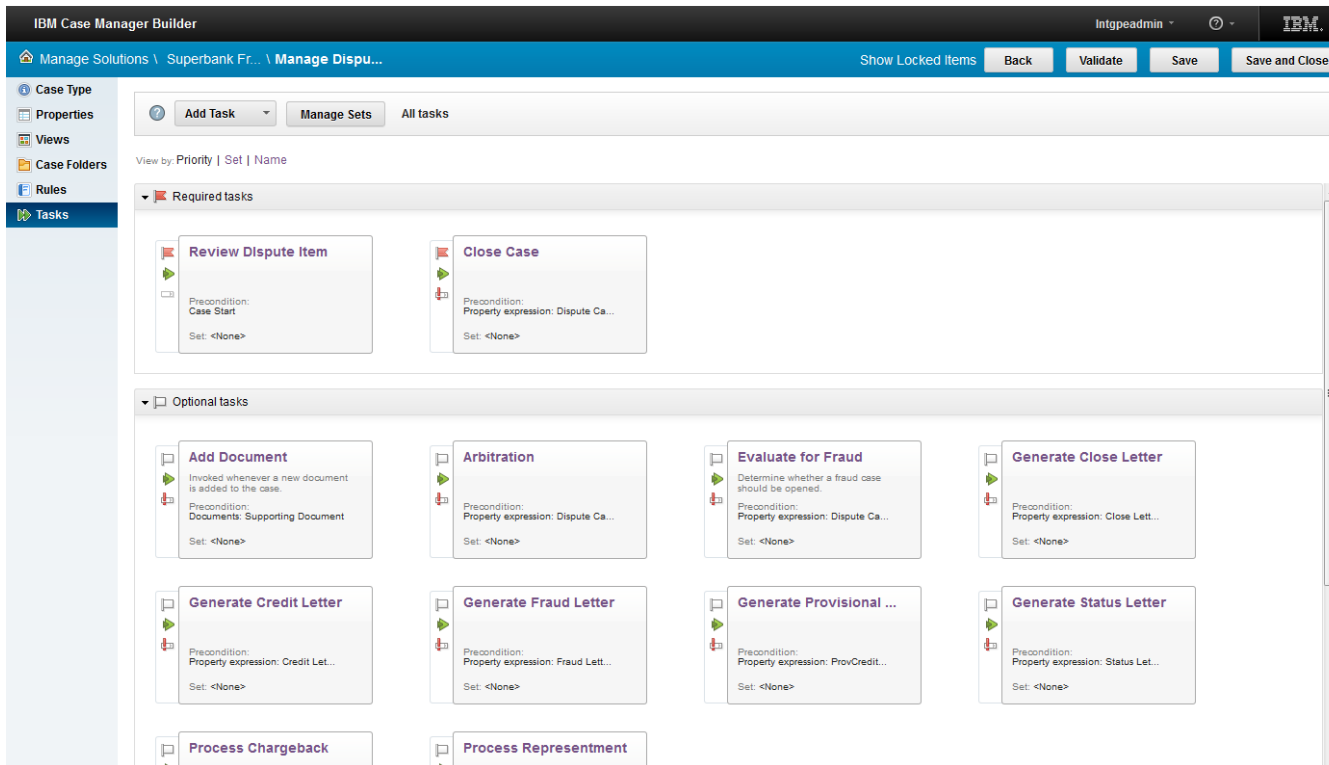
Override default case details page layout for:
Contact Center Add Role

▶ The Customer Queries and Complaints Management solution was opened.

Case Style Work Can Be Unpredictable



The Power of IBM Case Manager Tasks



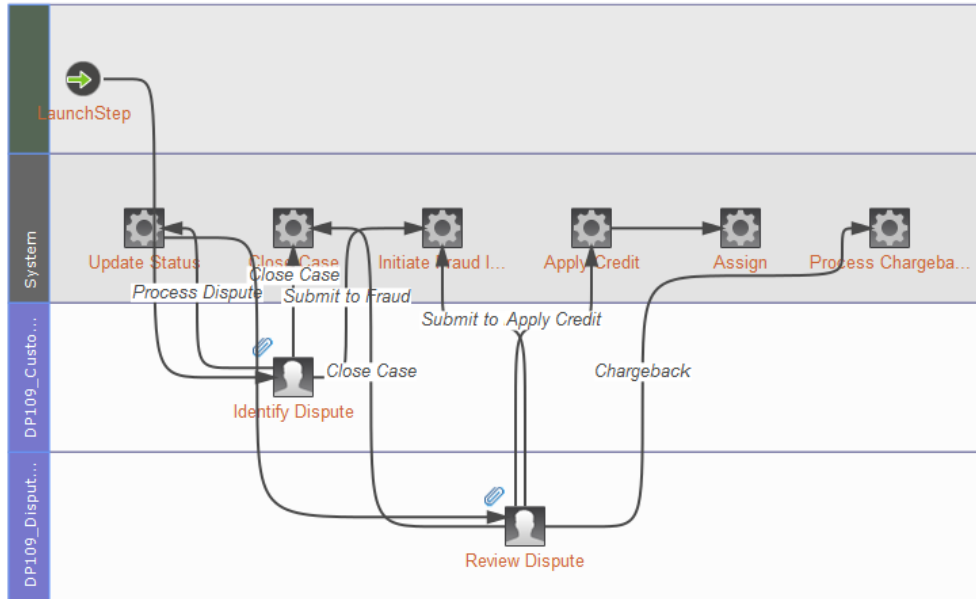
- Repeatability
Tasks can be repeated at will
- Grouping
Inclusive and Exclusive
- Optional
User directed launching or skipping
- Ad hoc
User dealing with unknown
- Triggered by
Case worker actions
New content arrival
Updates to case data

Tasks and Dependencies

Review Dispute Item

Precondition:
Case Start

Set: <None>



Evaluate for Fraud

Determine whether a fraud case should be opened.

Precondition:
Property expression: Dispute Ca...

Set: <None>

Start automatically



Generate Fraud Letter

Precondition:
Property expression: Fraud Lett...

Set: <None>

Start only if a condition is met



Add Document

Invoked whenever a new document is added to the case.

Precondition:
Documents: Supporting Document

Set: <None>

Start when a document is filed in case

Solution Building 1, 2, 3

1

Name	Type	Description
Account ID	String	Maps to credit card number.
Assigned Date	DateTime	Date a work item was assigned.
Case Identifier	String	A specially formatted identifier for Case Folder instance...
Case Owner	String	The user id of the Dispute Advisor assigned to the case.
CaseID	String	CaseID
Close Letter Request	Boolean	Hidden property - set when a close letter is to be sent.
Contact Phone Number	String	Contact number for the customer.
Credit Letter Request	Boolean	Hidden property - set when a letter is to be sent inform...

Customer Name

Name: Customer Status Type: String

Define Property Values

This property can have:
• A single value
• Multiple values

Default value: Silver

2

Superbank Front Office
Superbank with CCD
Solution Prefix: DP109
Last modified by Intgpeadmin on 29/08/2013

Edit | Copy | Remove | Deploy | Com

3

Case Smith.Bob-230813

Smith.Bob-230813 | Modified: 28/08/2013 09:04 | Manage Dispute Item

Customer Information

Account ID: 545-456-5456
Contact Phone Number: 454-545-5434
Customer Name: Bob Smith
Customer Status: Silver

Transaction Details

Dispute Type: Quality of goods
Disputed Amount: 458.00

Dispute Description: Broken PC

Merchant Name: UsedStuff.com

Timeline: 23 Aug 2013 18:00:00 to 28 Aug 2013 18:00:00

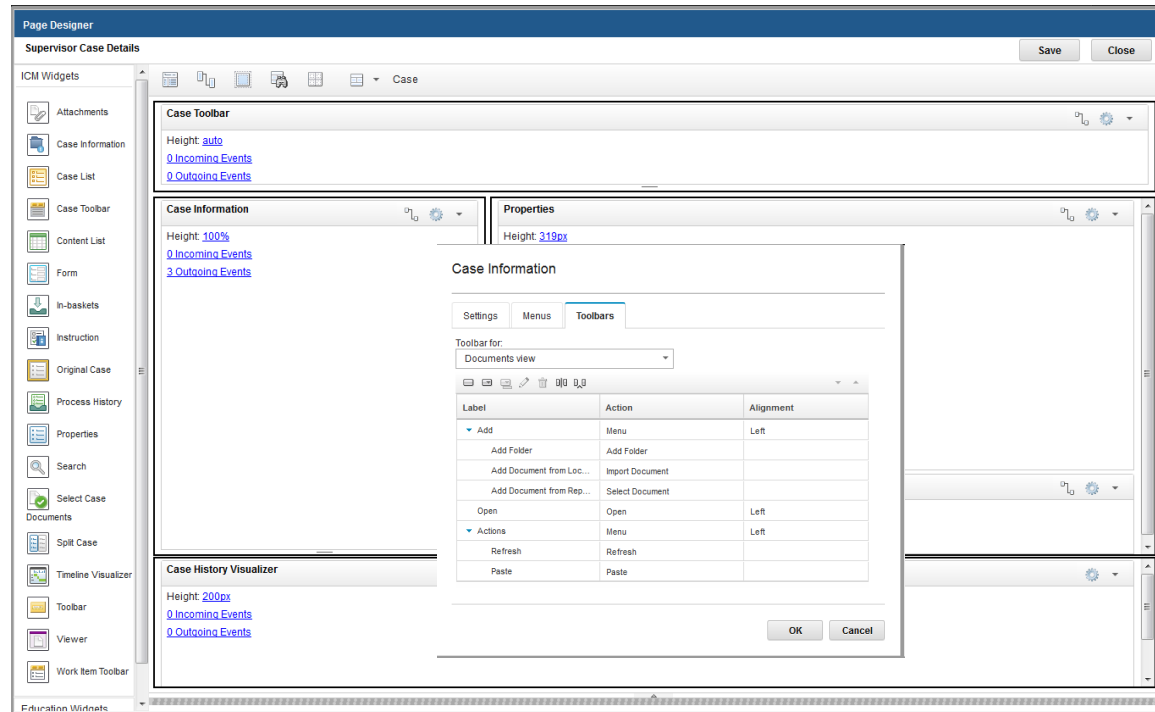
Smith.Bob.230813
Created on 23/08/2013 18:20

- 1 – Design
- 2 – Deploy
- 3 – Test

Customizing Your Solution Even More

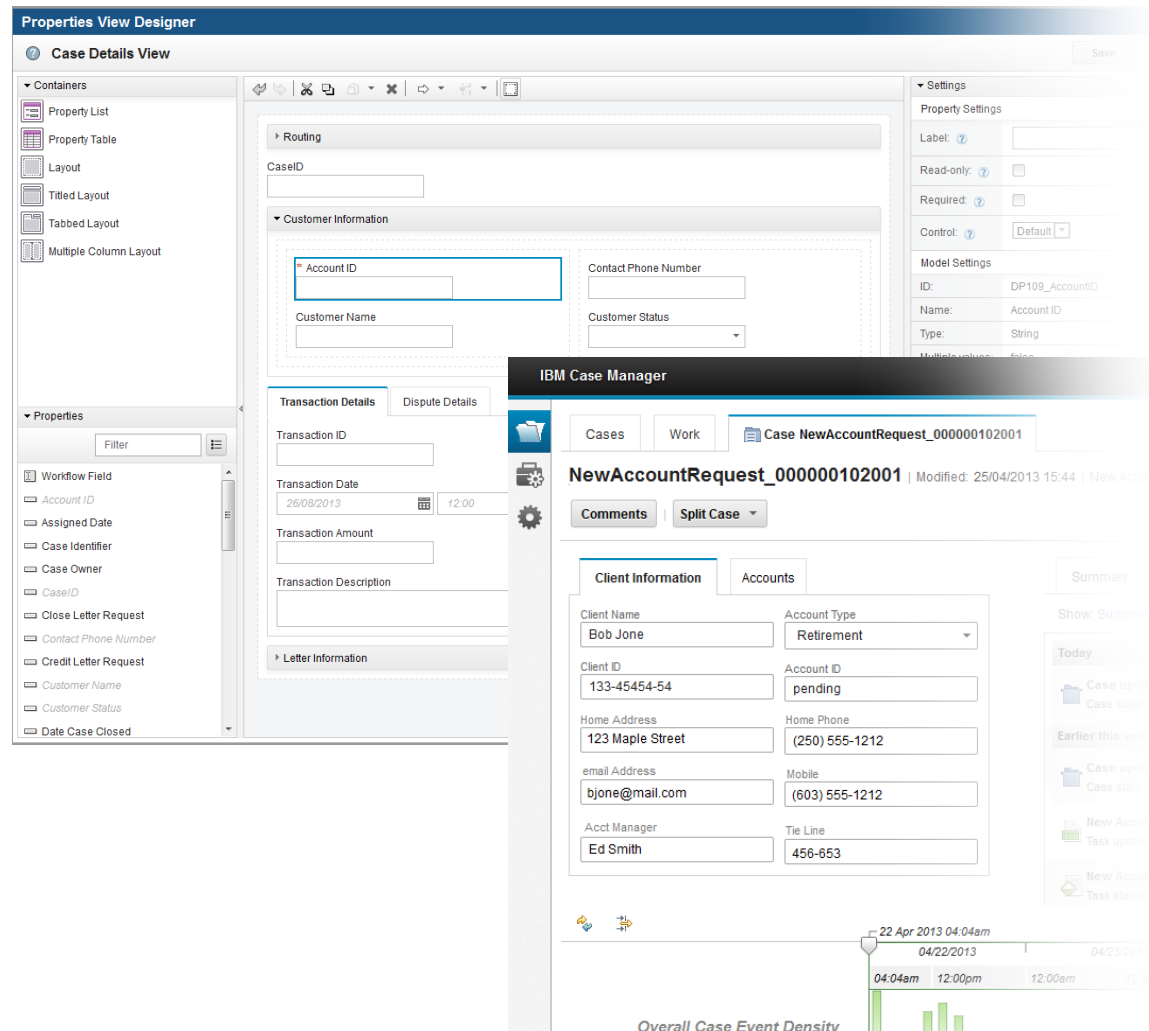
Integrated Page Designer

- Solution page design is now completely integrated into Case Builder
- Provides a palette of both ICM provided page widgets and any custom page widgets added to system
- Includes point and click settings for easy widget customization
- Widget event wiring with powerful javascript integration options allows for even more advanced customizations
- All pages are now part of the solution package and are deployed automatically

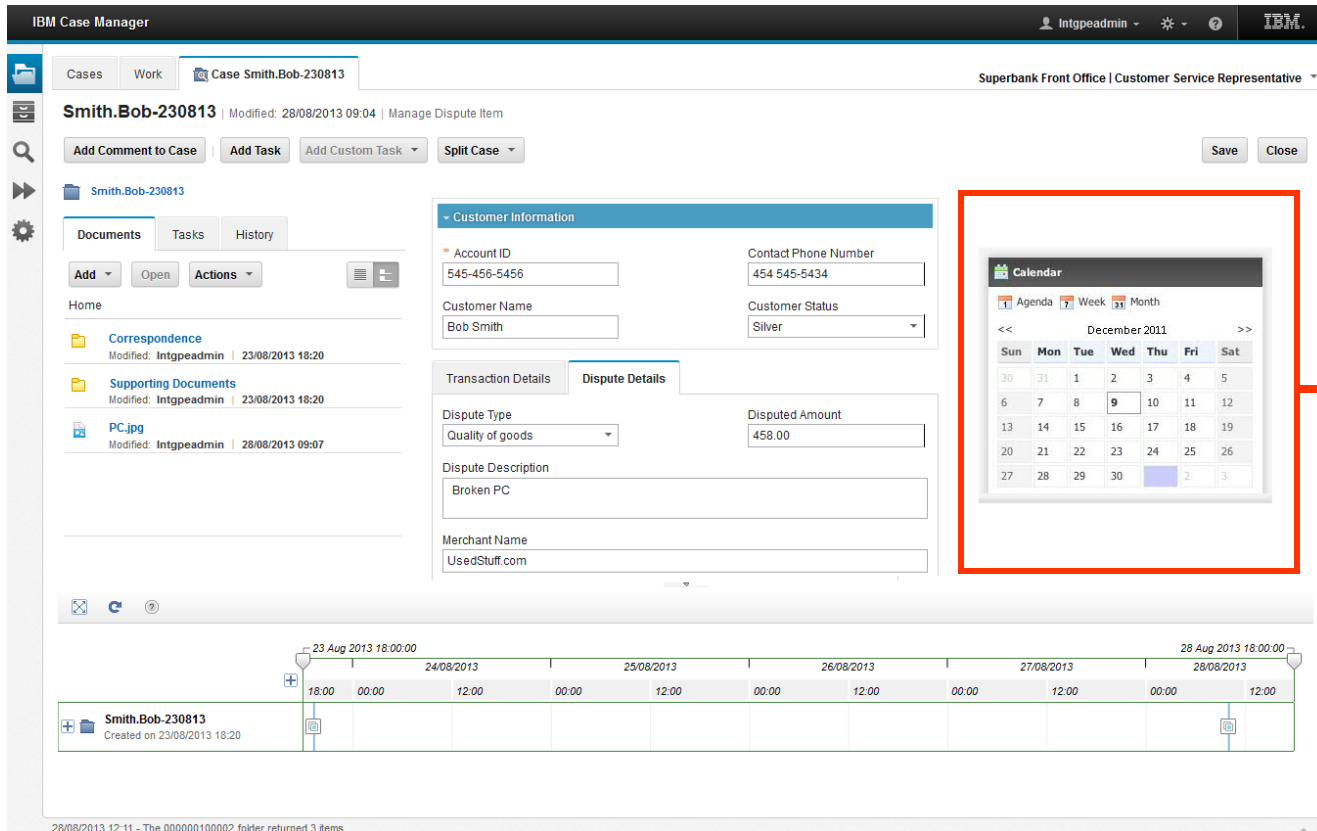


Integrated Data Layout Designer

- An integrated case data layout designer allows more efficient presentation of case data without having to use more flexible, but loosely coupled, external tools
- Multiple layouts can be created to provide different data views for case add, case details and work details
- Display and editing of multi value, repeating data such as dependant information or vehicle year, make and model
- Additional data entry and formatting options for each field type
- Continued support for use of advanced form templates



Client Customization and UI Widgets



- **Customizable component based UI**
Standard page layouts can be modified using drag and drop
- **Custom page widgets can be added to solution pages**
Display other data or create custom actions to meet unique business requirements
- **Custom page widgets can be reused in other ICM solutions**
Once developed, they can be easily added to any page

IBM ACM Partner Solutions

Make an organizational impact and minimize your risk by partnering with experts who understand your specific business challenges

These line-of-business application solutions are built on the IBM Case Manager platform by partners with the industry subject matter expertise. These innovative, targeted solutions delivered by the ECM partners meet stringent requirements and generate tangible value. They span a wide variety of real world needs, such as:

- Patient care management - Healthcare
- Asset Protection (loss prevention) – Retail stores
- Asset/facility lifecycle management - Retail store location planning, opening/closing
- Vendor/supplier management
- Contracts Management - Cross industry
- Fraud investigation - Financial Services or Healthcare
- Injury Claims
- Loss prevention
- Child support disbursements payments
- Inmate tracking in prisons
- Pension administration
- Non profit administration
- Environmental compliance
- And many more!

Accelerate2Value Partner Solutions

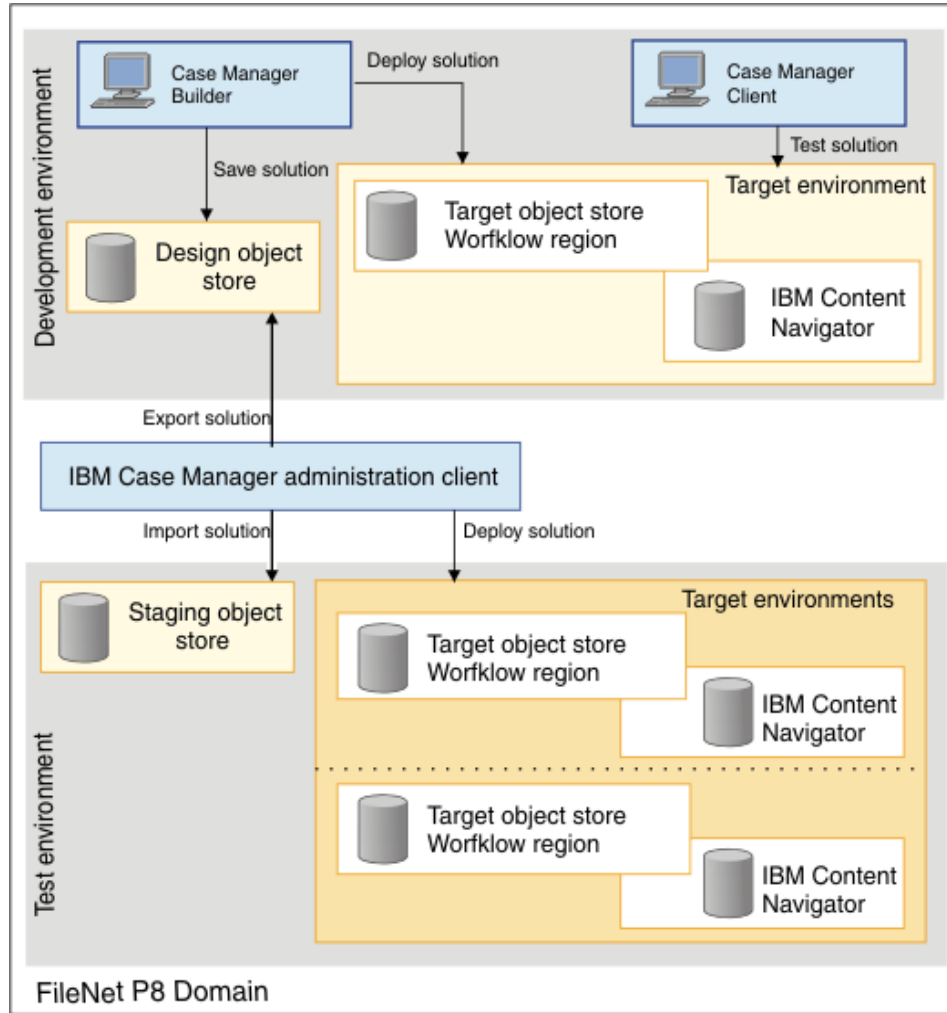


Thank You!



Backup

Deployment Architecture / Model



Please note

IBM's statements regarding its plans, directions, and intent are subject to change or withdrawal without notice at IBM's sole discretion.

Information regarding potential future products is intended to outline our general product direction and it should not be relied on in making a purchasing decision.

The information mentioned regarding potential future products is not a commitment, promise, or legal obligation to deliver any material, code or functionality. Information about potential future products may not be incorporated into any contract. The development, release, and timing of any future features or functionality described for our products remains at our sole discretion.

Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput or performance that any user will experience will vary depending upon many factors, including considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve results similar to those stated here.

