

Michael Green, Product Manager, ICM Solutions

Drive Better Business Outcomes with Case Management



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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.

Driving Better Business Outcomes by Making Better Decisions

⑩ Better Business Outcomes:

- Completed case with all the documentation, the process steps, decision points and audit log information in a single file
 - Allow the case context to drive the process (not the other way around)
 - Provide rules driven automated processes where possible
 - Provide flexible worker driven options
 - Manage all ad hoc process steps within the case structure

⑩ Making Better Decisions:

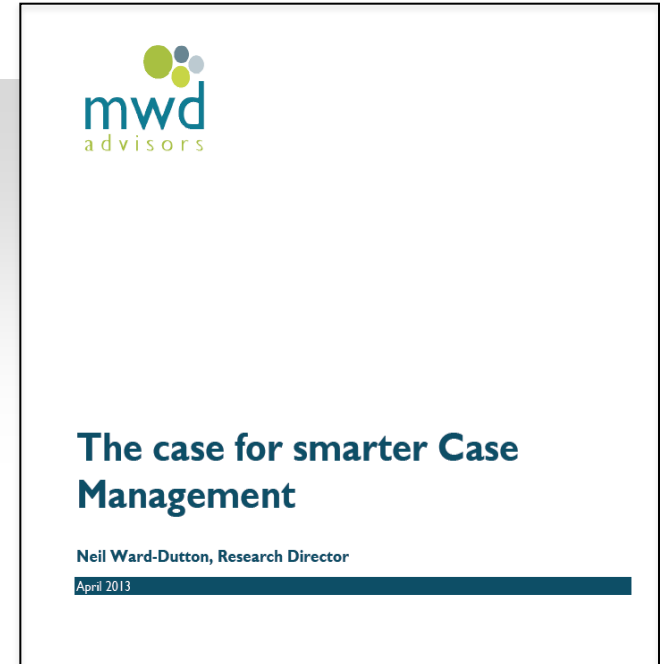
- Use information and analytics to help inform and support decisions made within the context of the case
 - Provide the information to all users in all environments



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 understood
- 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

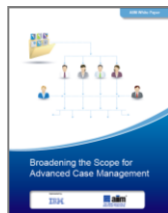
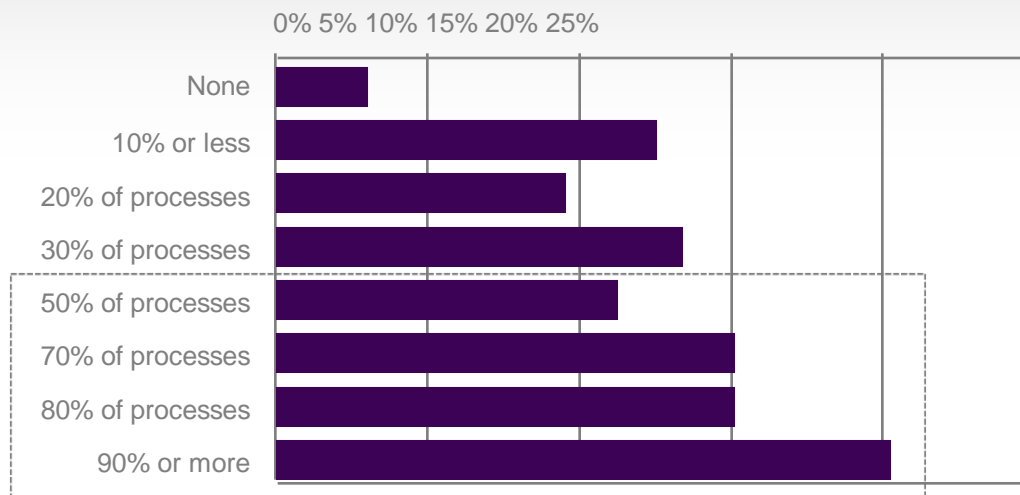
More than 60%



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



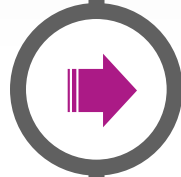
What proportion of your main line-of-business (LOB) processes would you say involve a case file, claim file, proposal, bid, incident report, service ticket, etc.?



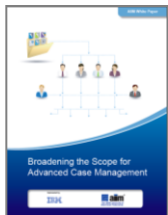
SOURCE: AIIM, *Broadening the Scope for Advanced Case Management*, Doug Miles, 2013, <http://public.dhe.ibm.com/software/data/sw-library/ecm-programs/IBM-AdvancedCaseManagement-2013-Final.pdf>. © AIIM 2013 www.aiim.org/© IBM 2013 www.ibm.com

Marketplace view

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



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



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

Advanced Case Management:

Yesterday and Today

Back in 2010 the goals for Advanced Case Management were:

- Access to all pertinent information from a single UI
- Flexible process controls to empower knowledge workers
- Analytics to improve process management
- Empower line of business to make process changes to reduce turnaround time

Today the bar has been raised:

- Industry specific solutions to reduce time to value and promote best practices
- Leverage Big Data with context specific dashboards and analytics
- Enable mobile
- Cloud strategy



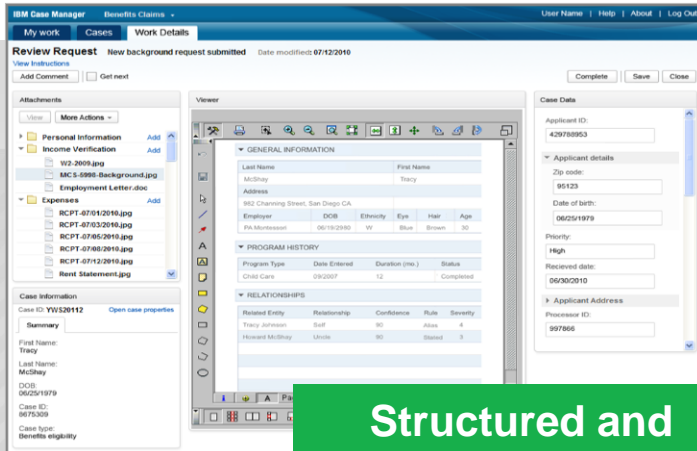
IBM Case Manager

Brings people, process and information together ... in context of a case



- Provides a **role focused UI** merging information, process control, collaboration and analytics
- Enables **dynamic**, runtime work management
- Supports **focused analytical tools** for decision support
- Manages and governs **entire case lifecycle**
- Supports industry specific **templates and solutions**
- Ready for **mobility**

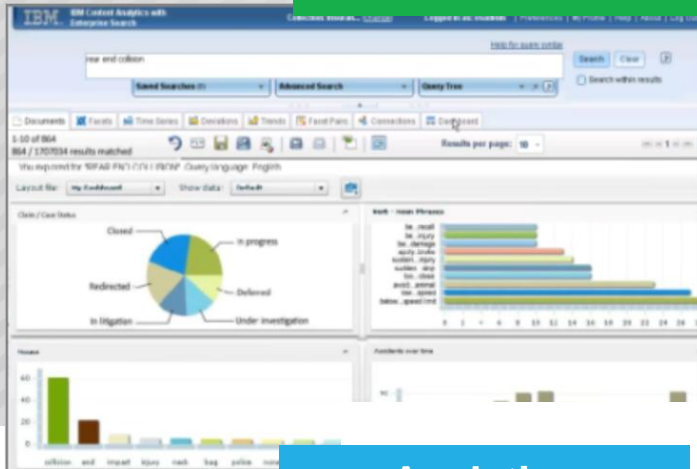
Bringing it all together



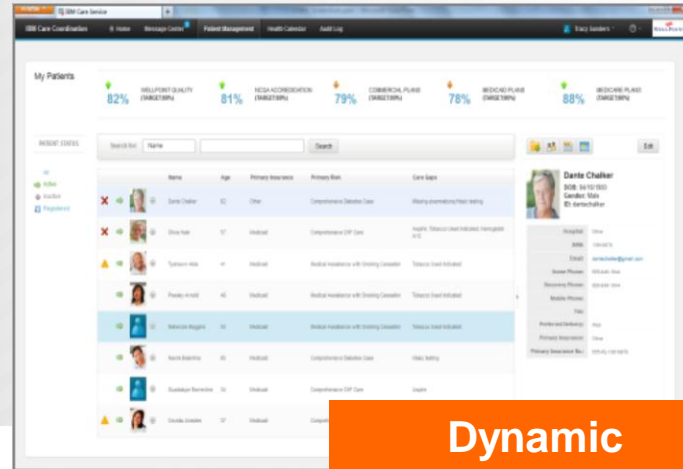
Structured and Unstructured Information



Solutions



Analytics



Dynamic Processes

IBM Case Manager – key themes

1

Provide information to help improve decisions



2

Support knowledge work



3

Industry Focused Solutions



Information to help you make better decisions



- Access to all relevant documentation, updated through the case cycle
- Case data from all requisite applications
- Key data and visualization analytics
- Case history and dashboard
- Real time notifications and checklists

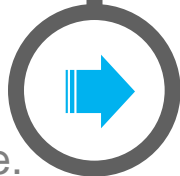
Creative work: Creative thinkers observe, experiment, take risks and communicate. Content, like art, is often the result of a creative process, but it's how it is used, perceived and interpreted that brings the value. Decisions made after carefully accessing the facts are more consistent and effective than those made on experience alone.

Information to help you make better decisions

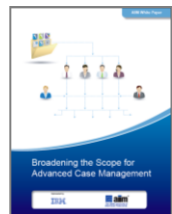
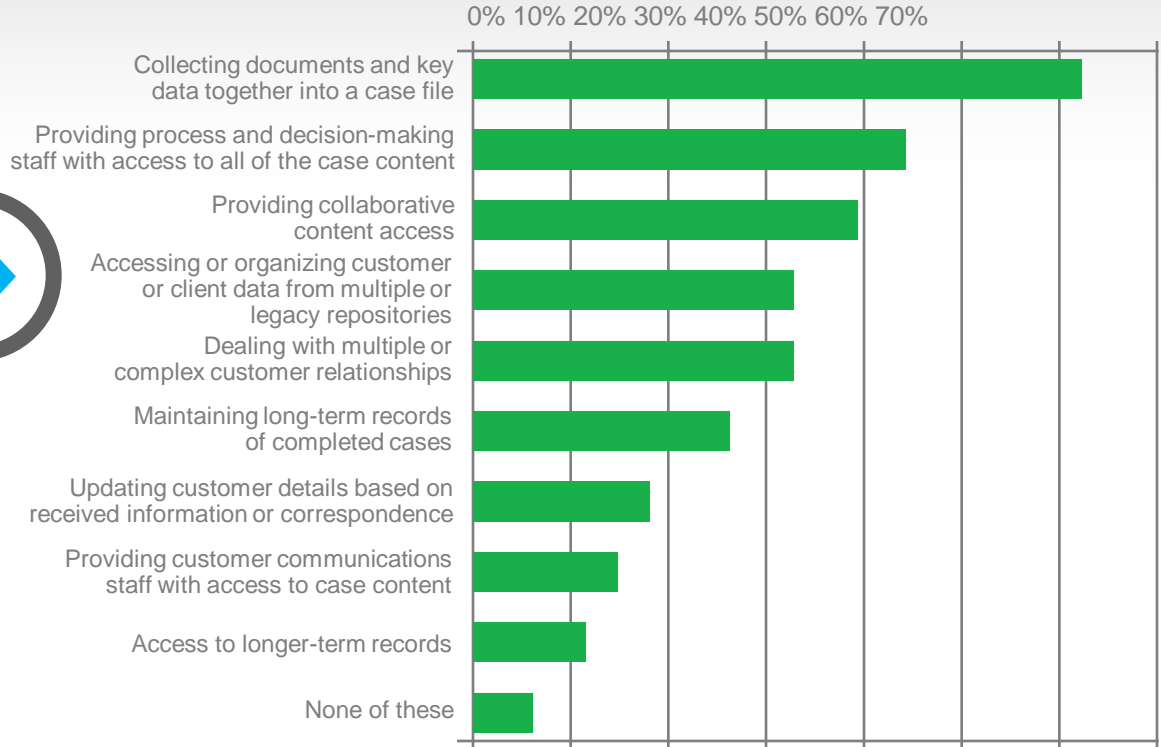
63%



of respondents prioritized collecting documents in a case file. Complete and accurate information can be critical.



Which three of the following business issues do you most have in managing case content?

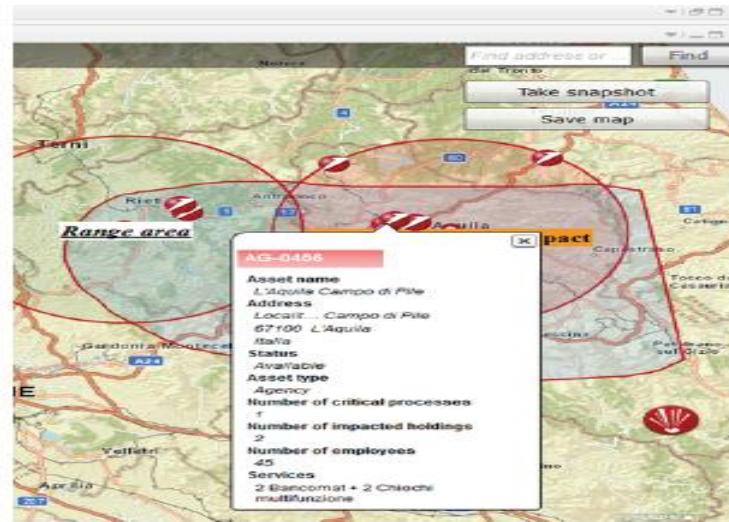


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A European bank

Providing a crisis management solution with operational visibility and continuity

Relevant information about affected business operations is available almost immediately so analysts can take action.



Business challenge: Address different forms of crises, from cyber attack to earthquake, to help ensure that assets (physical, technical and human resource) are secure and operational and its customers can continue to be served.

The solution:

- IBM Case Manager with the bank's geographic information system and back-end systems to help deliver information in context
- IBM Case Manager tasking enables the bank to initiate activities automatically while providing the ability for analysts to take actions and launch appropriate communications

Support the way knowledge workers work



- Decision intensive, with content that supports decision making
- Dynamic and unpredictable work (emergent processes)
- Ad hoc tasks
- Collaborative and social activities
- Supported by enterprise processes and rules

Knowledge work: Knowledge workers rely on their intelligence, experience and training when making decisions. While automated rules and predefined decision options provide clear next steps, allowing for worker driven decision making allows for the requirements of the case, not the process, to dictate outcomes.

Support the way knowledge workers work

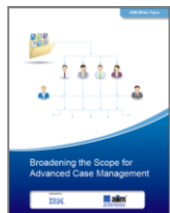
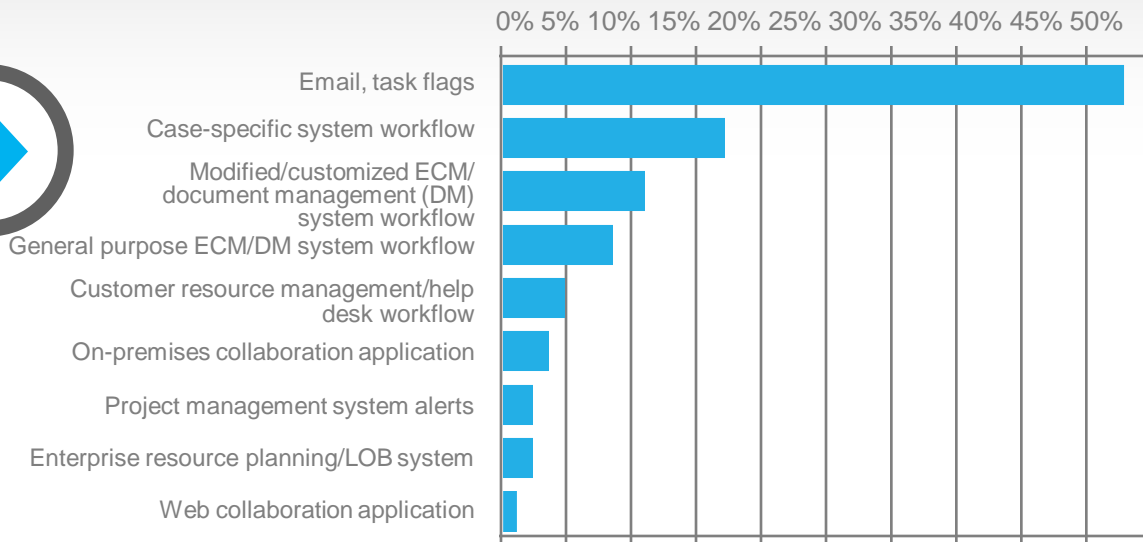
Flexible workflows and collaboration are key



Today email dominates.



Which of the following systems do you mainly use for action prompting, workflow or process management of cases?



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

A recognized leader in consumer and business financial services

Improving competitive advantage and customer satisfaction



ECM technology that was ahead of the game and superior when measured to the competitors

The need

- Aging system was expensive and time consuming to maintain
- Loss in business agility made it much more difficult to stay competitive
- Mandatory replacement of EOL ECM technology in use by Insurance Operations
- Desired to significantly raise customer satisfaction levels

The solution

- IBM Case Manager and Datacap were selected with partner Pyramid and Pyramid's Insurance eXpeditor solution to provide the complete overhaul
- IBM ECM Platform provided the broadest range of OTTB, configurable, add-on products to automate their enterprise
- Pyramid insurance eXpeditor consisting of templates and accelerators to rapidly deploy Case Manager
- Configured to meet the needs of 1,650 knowledge workers plus their customers and agents

The benefits

- Reduce operating costs as new system highly configurable
- Reduce cycle times providing vastly improved business agility
- Increase customer satisfaction and retention
- Optimize processes across the entire enterprise

Industry Focused Solutions



- Provide industry best practices in COTS solution
- Focused role based UI templates
- Pre-defined rules and tasks
- Integrated analytics and reports
- Supported by enterprise scale application framework

Industry Solutions: Leveraging deep domain expertise and industry best practices a Solutions approach provides rapid time to value while preserving unique organizational flavor and process flows.

A global company with leading brands

Expects to significantly improve efficiency and responsiveness
Receivable overhaul

Helping to eliminating audits that could impose financial penalties of up to \$20m

The need

- Required an easier way to provide timely accurate information on its yearly audit from Centers for Medicaid and Medicare Services
- Improve the Healthcare Effectiveness Data and Information System as improving state-level accreditation and quality



Automation to improve flexibility and high

Expects return on investment in less months



**Business Partner Solutions:
Powered by IBM Case Manager**

Over **35** Partner solutions available including with over **30** more solutions in the works

Adjacent	Claim-to-Payment for Government
Capgemini	Collaborate Customer Interactions Mngt
enChoice/Lighthouse	Event Tracking and Administration
HCL	Customer MbankWealth Mngt
IMC	Contracts Mgmt
IPD	ACM for Insurance
IPD	Ultera for Disability Claims
IPD	Ultera for Pre and Post Authorizations
IPD	Ultera Intelligent Underwriter Workbench
Insight to Value (I2V)	Pension Administration
Magiclamp	Power Up for Line Item Detail Processing
Perficient/TriTek	Incident Insight
Pyramid	Wealth Mgmt
Pyramid	Loan eXpeditor (PLX)
Pyramid	Insurance eXpeditor (PIX)
Quark	Finance Reporting
RGB	Mobile Claims Adjuster
RGB	Mobile Credit Application
SMS	SLA Pulse
Syscom	SchoolSmart



Partners From NA and EMEA at ICM 5.2 Pre-release Enablement Workshops

"Strategically, IBM's strong partnership ecosystem will help drive the horizontal platform deep into industry solutions across all DCM use case segments. - Forrester"

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Delivering efficient checks

State government child and fan



The solution will streamline criminal background checks that are part of application review processes and will set the agency up with a platform that can support future growth

28

- the children within the State
- The new architecture can support deployment of efficient solutions for other business areas while integrating with other agencies

im integrated IBM Case Manger into the HED...
ures within a four month timeframe.
ledge workers with medical chart uploading...
; and allow viewing of these charts based on...

n be requested from internal and external s...
tem.

ion and response time to enterprise-wide H...
ource validation to meet NCQA regulatory

tigation by providing timely responses of cas...
nters for Medicare and Medicaid Services (C...
ind potential penalties

eliminating outsource coding

quickly to marketplace opportunities and...
less users could not deploy changes in a timel...
y change request. The client also wanted to...
of both their underwriting and high frequency

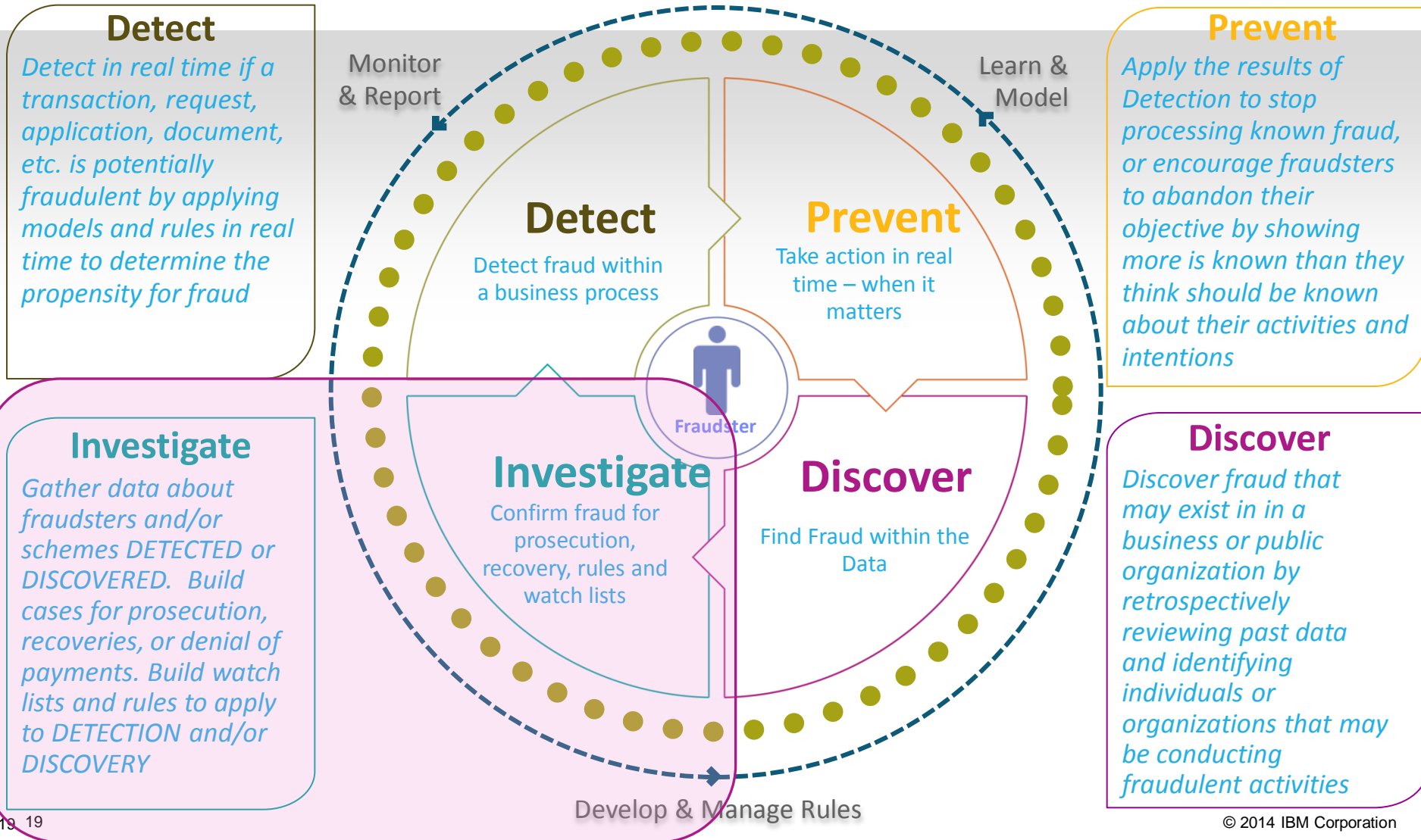
platform that would enable them to address the...
d reduce development cycles.

r from their existing systems to a set of ECM...
ager. The phased deployment supports the...
nd cellular phone insurance claims operations...
cal business analysts to create, manage and...
cific areas.

- booking time per policy has decreased
- duce data rekey error and discrepancies with
- corresponding reduction in rework. Improved quality of price monitoring.
- Latency** - Significantly reduce time delay between binding and booking a risk
- Quality of Policy Documentation** - Eliminate discrepancies between system data and issued documentation.
- Shift to **paperless processing** reducing printing costs
- Compliance Reporting** - Able to meet required transparency requirements.

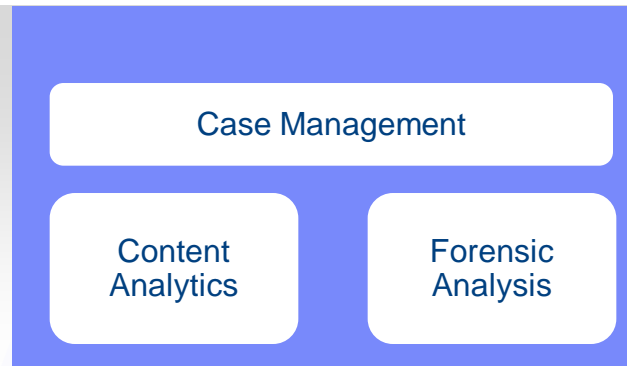
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We approach reducing fraud and threats by providing the capabilities to address the four specific capabilities common across all industries and most forms of fraud



Intelligent Investigation – a new approach

Combining analytics and case management to optimize investigation



Advanced Case Management for delivering customized investigative solutions that enable investigative teams to efficiently manage an investigation

Forensic Analysis in the context of the investigation for generating leads, identifying scope, and gathering evidence.

Content Analytics for driving the discovery process across all available data during the investigation

Review Claim | Triage

[View Instructions](#)

Comments

Investigate

Close - Insufficient Evidence

Save

Close

Facts that Triggered the Investigation

Alert Summary for claim number 999-99-991407

Policy ID: 999-99-999876 Entity ID: 9001
 Alert Severity: K Alert ID: 2
 SPSS Risk Score: 0.01

First Name: Christal Last Name: Batke
 Address: 15 Sanded St, Bawlf, AB T0B 0J0
 Phone: 780-781-2074

Alert Description:
 Relationship with fraudulent entity

Search:

Claimant Name

batke

Search [Advanced Search](#)

Sort by: **Date Modified**

Sort: **Ascending**

Items 1 - 10 Previous | Next

Investigation case

Case Description: | Case Name: Investigation case | Case Owner: John | Case Status: Finalizing | Resolution: Insuffic ... [More](#)

Case State: Working | Claimant Last Name: Batke

Inv. Kristina Batke29/05/2013

Case Description: | Case Name: Inv. Kristina Batke29/05/2013 | Case Owner: John | Case Status: Finalizing | Resoluti ... [More](#)

Case State: Working | Claimant Last Name: Batke

Inv1306072013

Case Description: | Case Name: Inv1306072013 | Case Owner: John | Case Status: Finalizing | Resolution: Insufficier ... [More](#)

Case State: Working | Claimant Last Name: Batke

Inv1306101146

Case Description: | Case Name: Inv1306101146 | Case Owner: John | Case Status: Finalizing | Resolution: Insufficier ... [More](#)

Case State: Working | Claimant Last Name: Batke

Investigation Details and Progress

Documents Tasks History

Add View More Actions

Items 1 - 4 Previous | Next

Name	Modified
Case Analytics	7/8/2013 6:08 PM p8admin
Correspondence	7/8/2013 6:08 PM p8admin
Evidence	7/8/2013 6:08 PM p8admin
Alert Summary for claim number 999-99-991407	7/8/2013 6:08 PM p8admin

Items 1 - 4 Previous | Next

Instant Messaging

frank@ecm.ibm.local

Rich

rich@ecm.ibm.local

Policy	Claim	Counts	Analysis	Identity Analysis
Claim Number:	999-99-991407	Claim Status:	Draft	
Claim Type:	AUTO	Claim Amount:	0	
Last Name:	Batke	First Name:	Christal	
Street Address:	15 Sanded St			
City:	Bawlf	State:	AB	Zip Code: T0B 0J0
Loss Description:	Collision during left turn			
Loss Type:		Loss Cause:	Collision while turning left	
Loss Date:	25 Nov 2012	Reported Date:	25 Nov 2012	
Loss Location:	15 Sanded St,null,Bawlf,AB,T0B 0J0,null			
Police Report:		Theft:	<input type="checkbox"/>	Independent Witness Count: 0
Medical Expense:	0	Total Injuries:	0	At Fault: <input type="checkbox"/>

IBM Intelligent Investigation Manager | Home | Go to Spaces | Manage Spaces | Actions | John | Help | Log out

Insurance Fraud Investigation | Work | Cases | Home | Review Claim

Review Claim | Triage

View Instructions

Comments | Investigate | Close - Insufficient Evidence | Save | Close

Facts that Triggered the Investigation

Alert Summary for claim number 999-99-991407

Policy ID: 999-99-999876 Entity ID: 9001
Alert Severity: K Alert ID: 2
SPSS Risk Score: 0.01

First Name: Chriztal Last Name: Batke
Address: 15 Sanded St, Bawlf, AB TOB OJO
Phone: 780-781-2074

Alert Description:
Relationship with fraudulent entity

Investigation Details and Progress

story

ns

Previous | Next

Modified

7/8/2013 6:08 PM
p8admin

7/8/2013 6:08 PM
p8admin

7/8/2013 6:08 PM
p8admin

7/8/2013 6:08 PM
p8admin

ber 999-99-991407

7/8/2013 6:08 PM
p8admin

Previous | Next

Add Members

Domain: **ecm.ibm.local**

Search for users Search for groups

Starts with:
rich

Available users and groups:

Name
Rich (rich@ecm.ibm.local)

Users and groups to add:

Name
Rich (rich@ecm.ibm.local)

Search:

Claimant Name

batke

Sort by: Date Modified

Items 1 - 10

Investigation case

Case Description: | Case Name: Investigation case | Case Owner: John | Case Stat

Case State: Working | Claimant Last Name: Batke

Inv. Kristina Batke29/05/2013

Case Description: | Case Name: Inv. Kristina Batke29/05/2013 | Case Owner: John | Case Status: Finalizing | Resoluti ...

Case State: Working | Claimant Last Name: Batke

Inv1306072013

Case Description: | Case Name: Inv1306072013 | Case Owner: John | Case Status: Finalizing | Resolution: Insuffici ...

Case State: Working | Claimant Last Name: Batke

Inv1306101146

Case Description: | Case Name: Inv1306101146 | Case Owner: John | Case Status: Finalizing | Resolution: Insuffici ...

Case State: Working | Claimant Last Name: Batke

Identity Analysis

Entity ID:	Alert Count:	Watch List Ind:	Alert ID:	Alert Severity:	Alert Entity:	Second Party
9001	1	false	369	1	9001	34001
						1
						539
						1
						34001

Min Dos:

Chart2 - IBM Intelligent Investigation Manager

File Edit View Insert Format Tools Analysis Data Window Help

Analysis Repository Con...
Open Database...
Local Analysis Repository

Case Management

Refresh

- New task assigned to analyst role
- New task assigned to analyst role
- New task assigned to analyst role
- New task assigned to analyst role**
- Task is overdue

Case Name:
Inw1306121444

Work Items

Task	Due
Investigate	Unspecified

Documents

File Name	Title
Chart1.anb	Testing

View Notification

Date sent: 7/8/2013
Sender: System
Subject: New task assigned to analyst role
Notification: A new case analytics task was assigned to the analyst role for the case 'Inw1307081835'

OK

Alerts: 0

Explore the Repository...

Create

- New Entity...
- New Link...

Collect

- Upload Chart...
- Import Data into the Repository

Analyze

Entity ID: [] Number: 9001

Search Clear Reset

Search Results Messages Options UMF Alert Config Alerts

Name	Data Source	R
BATKE, KRISTINA (10)	MAINCONTACT	20

Show Results 126%

The screenshot displays the IBM Counter Fraud Management application interface. A browser window (Firefox) is open, showing the application's main dashboard. The user is logged in as 'Carly' and is viewing the 'Investigation' section for 'Focus Insurance | Analyst'. The main content area is titled 'New Investigation' and contains a form for entering claim details. The form is organized into several sections: 'Documents', 'Policy', 'Claim', 'Counts', 'Analysis', and 'Identity Analysis'. The 'Claim' section is currently active, showing fields for Claim Number, Claim Type, Last Name, First Name, Street Address, City, State, Zip Code, Loss Description, Loss Type, Loss Cause, Loss Date, Reported Date, Loss Location, Police Report, Medical Expenses, Total Injuries, and At Fault. The 'Documents' section on the left lists various documents related to the claim, including Case Analytics, Correspondence, Evidence, Alert Summary for claim number 999-99-991407, ISO, Witness Statements, and Medical Claim Summary. The interface includes a navigation menu on the left, a top toolbar, and a status bar at the bottom.

IBM Counter Fraud Management

Work Cases Home **Investigation** Focus Insurance | Analyst

New Investigation Process Pend Close

Checklist Documents Tasks History Policy **Claim** Counts Analysis Identity Analysis

Documents Tasks History

Add View More Actions

Case Analytics
Modified: PBadrin | 7/8/2013 6:08 PM

Correspondence
Modified: PBadrin | 7/8/2013 6:08 PM

Evidence
Modified: PBadrin | 7/8/2013 6:08 PM

Alert Summary for claim number 999-99-991407
Modified: PBadrin | 7/8/2013 6:08 PM

ISO
Modified: PBadrin | 7/8/2013 6:08 PM

Witness Statements
Modified: PBadrin | 7/8/2013 6:08 PM

Medical Claim Summary
Modified: PBadrin | 7/8/2013 6:08 PM

Claim Number: 999-99-991407 Claim Status: Draft

Claim Type: AUTO Claim Amount: 45,000

Last Name: Batke First Name: Chrystal

Street Address: 15 Sanded St.

City: Bawlf State: AB Zip Code: TOB OJO

Loss Description: Collision turning left. Multiple vehicles involved.

Loss Type: Loss Cause: Collision while turning left.

Loss Date: June 1, 2013 Reported Date: June 1, 2013

Loss Location: 15 Sanded St. null, Bawlf, AB, TOB OJO

Police Report: Theft Independent Witness Count: 2

Medical Expenses: 10,000 Total Injuries: 1 At Fault:

Chart3 - IBM Intelligent Investigation Manager

File Edit View Insert Format Tools Analysis Data Window Help

Chart3 x

Cover Sheet

Title: Kristina Batke filed fraudulent claim

Subject: Kristina Batke filed fraudulent claim

Author: Carly

Keywords: claim, fraud

Category: claim

Comments: Kristina Batke has filed a fraudulent claim in 2012 under a different name.

Name	Value
Case	
Classification	

Custom: [Buttons: New..., Edit..., Delete]

Prompt: On Open

[Buttons: OK, Copy, Cancel, Help]

Show Results 94%

Insurance Fraud Investigation

Work Cases Home Investigate Claim

Investigate Case | Investigate

Comments

Policy	Claim	Counts	Analysis
Claimant Entity ID:	9001	Score:	550
Overall Outcome:	Refer	Model Outcome:	
Rule 1 Description:	2 15 Relationship with fraudulent entity		

Search:

Case Description

Search Advanced Search

Sort by: Date Modified

0 items

No items

IBM Content Navigator

Viewer

Kristina Batke - relation Chriztal Batke

The diagram shows a central node for Kristina Batke (12) with connections to several other nodes: Gordon Edwards (5), Morris Burkard (6), Walter Lachmann (11), The Auto Shoppe (20), Camrose Insurance Serv LT (17), Wawanesa Insurance (256), Margaret Lachmann (3), Walter Lachmann and/or Margaret Lachmann (2), Popow and Sons (23), and Covenant Health St Mary's (2). A specific claim node is highlighted with a red arrow and labeled 'Similar Claim submitted by Kristina Batke a few months ago.' The claim node is 'FLAGGED:000182746' and is connected to 'Camrose Insurance Serv LT (17)' and 'Walter Lachmann and/or Margaret Lachmann (2)'. Other connections include 'Driver', 'Claimant', 'Home-Of-Claimant', 'Repair Shop', 'Report', 'Listed Driver', 'Insured', and 'Recovery Agent'. A warning icon is next to the flagged claim node.

View Instructions

Save Close

Previous | Next

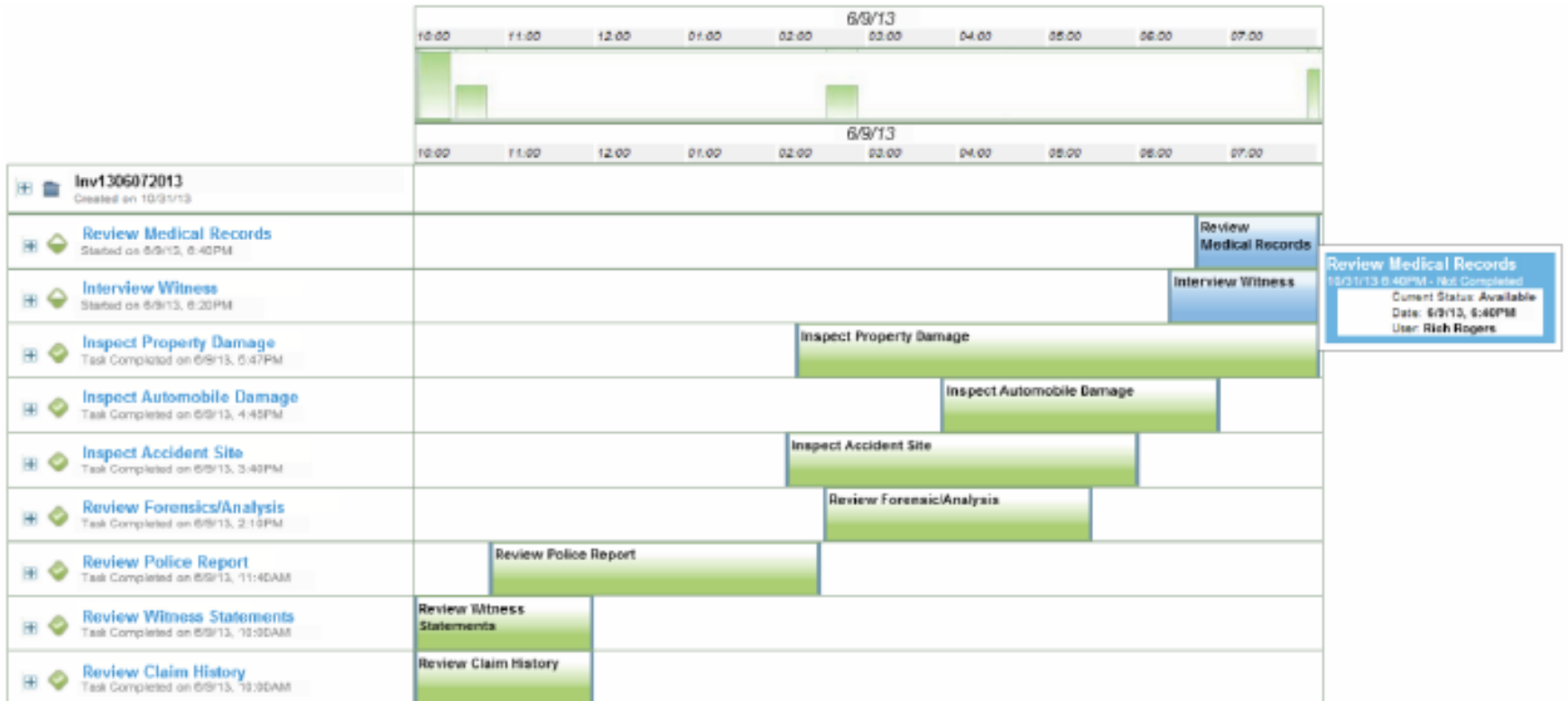
Modified

1/13/2013 1:35 PM

Carly

Previous | Next

john@ecm.ibm.local



IBM Counter Fraud Management

Rich TSLF ADMS

Work Cases Home

Manage Roles Add Case

Investigator My Work (3)

Filter: No filters applied Reset

Time Created
08 Jul 2013 6:08:51 PM
17 Jun 2013 11:22:13 AM
24 May 2013 11:38:43 AM
15 May 2013 11:38:45 AM

Active cases in my department

Sort by: Date Modified

Items 1-10

Inv1306072013

Case Description: | Case Name: Inv130
Resolution Date: ...

Case state: Working | Claimant Name: (

Inv1306101146

Case Description: | Case Name: Inv130
Resolution Date: ...

Case state: Working | Claimant Name: T

Inv1306041750

Case Description: | Case Name: Inv1306041750 Case Owner: John | Case Status: Finalizing | Resolution Insufficient Evidence |
Resolution Date: ...

Case state: Working | Claimant Name: Thomas White

CasePackage.pdf - Adobe Reader

File Edit View Window Help

1 / 1 100% Tools Sign Comment

Focus Insurance: Auto Fraud Investigation Claim: 999-99-999876

Table of Contents

- 1 INVESTIGATION SUMMARY..... 2**
- 2 BACKGROUND INFORMATION 7**
 - 2.1 POLICY & COVERAGE 7
 - 2.1.1 Policy & Coverage Details..... 7
 - 2.1.2 Policyholder & Vehicle Information 7
 - 2.2 CLAIM INFORMATION 8
 - 2.2.1 Accident & Claim Summary Information..... 8
 - 2.2.2 Correspondence..... 9
 - 2.2.3 Documentation/Evidence..... 9
 - 2.3 INITIAL FRAUD ANALYSIS..... 10
 - 2.3.1 Alert Summary – Fraud Triggers & Business Rules 10
 - 2.3.2 Triage Report & Notes..... 11
 - 2.3.3 Investigation Team Creation..... 11
 - 2.3.4 Triage Methodology & Approach..... 11
- 3 THE INVESTIGATION & FINDINGS 13**
 - 3.1 SR. FRAUD INVESTIGATOR OVERVIEW 13
 - 3.1.1 Team & Task Creation Approach 13
 - 3.1.2 Team Definition & Credentials 14
 - 3.1.3 Task Assessment & Inclusion..... 15
 - 3.2 SOCIAL NETWORK ANALYSIS 16
 - 3.2.1 Overview – The Players..... 16
 - 3.2.2 Relationship Analysis & Conclusion - Christal Batke & Kristina Batke 16
 - 3.2.3 Relationship Analysis & Conclusion - Christal Batke & Rob Peterson 17
 - 3.2.4 Relationship Analysis & Conclusion - Christal Batke & Mike's Auto Repair ... 18
 - 3.2.5 Analysis Methodology & Approach 19
 - 3.2.6 Technology 20
 - 3.3 ACCIDENT RE-CREATION SPECIALIST 20
 - 3.3.1 Overview..... 20

Focus Insurance | Investigator

Previous | Next

Sender	Sent date
System	7/8/2013 5:49 PM
System	7/1/2013 2:48 PM
System	6/17/2013 6:57 PM
System	5/24/2013 2:08 PM

st role

Notification type

New task

Priority

2

So what have we seen here?

- ⑩ Case infrastructure in action with an industry focused solution
 - Access to information and analytics
 - Automated and flexible tasks
 - Industry specific template
 - UIs, best practices and rules
 - Final case package
 - Auditable, accessible, secure and preserved
 - Big Data transformed through analytics into actionable information which informed knowledge workers making decisions that had discrete outcomes

Driving better business outcomes by making better decisions with IBM Case Manager



ICM 5.2 Resources

10 New ICM Collateral:

- Leadership Guide: http://w3.ibm.com/sales/ssi/cgi-bin/ssialias?subtype=BK&infotype=PM&appname=SWG1ZZ_VH_USEN&htmlfid=ZM12351USEN&attachment=ZM12351USEN.PDF
- Solution Brief: http://w3.ibm.com/sales/ssi/cgi-bin/ssialias?subtype=SP&infotype=PM&appname=SWG1ZZ_VH_USEN&htmlfid=ZD03088USEN&attachment=ZD03088USEN.PDF
- New IBM.com page for ICM 5.2: <http://www-03.ibm.com/software/products/us/en/casemana/>

NEW Intelligent Investigations Collateral:

- 10 “Fighting Fraud on Fridays” Video Series (including brief demos)
- 10 <http://www-01.ibm.com/software/ecm/offers/programs/fraud-videos.html>
- 10 Solutions Brief
- 10 <http://public.dhe.ibm.com/common/ssi/ecm/en/zzs03161usen/zzs03161USEN.PDF>
- 10 IIM External Web page –
- 10 <http://www-01.ibm.com/software/ecm/investigation-manager/>

