IBM Case Manager 5.2:

IBM's Platform for Content Based Solutions

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What is Case Management?

Adaptive Advanced Dynamic

Importance of case-style work is increasing… significantly

WORKFLOW MANAGEMENT COALITION

*Adaptive Case Management (ACM) is **information technology** that exposes structured and unstructured business information (business data and **content**) and allows structured (business) and unstructured (social) organizations to execute work (routine and **emergent processes**) in a secure but transparent manner.*

Gartner *"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**…"*

Terms we hear from customers…

- *Information worker; knowledge worker; case worker; decision maker*
- *Information intensive; data-centric; case folder; dossier; content; policies; rules*
- *Unstructured process style; not routine, ad-hoc; emergent; unpredictable; collaborative; tasks; activities*
- *Goal-oriented; outcome-driven*
- *Auditable; persistent; record; compliance; reporting*

Solutions Optimized for Different Styles of Work

System Events Process Model

Case Events User Decisions

Case Infrastructure

Process

ECM
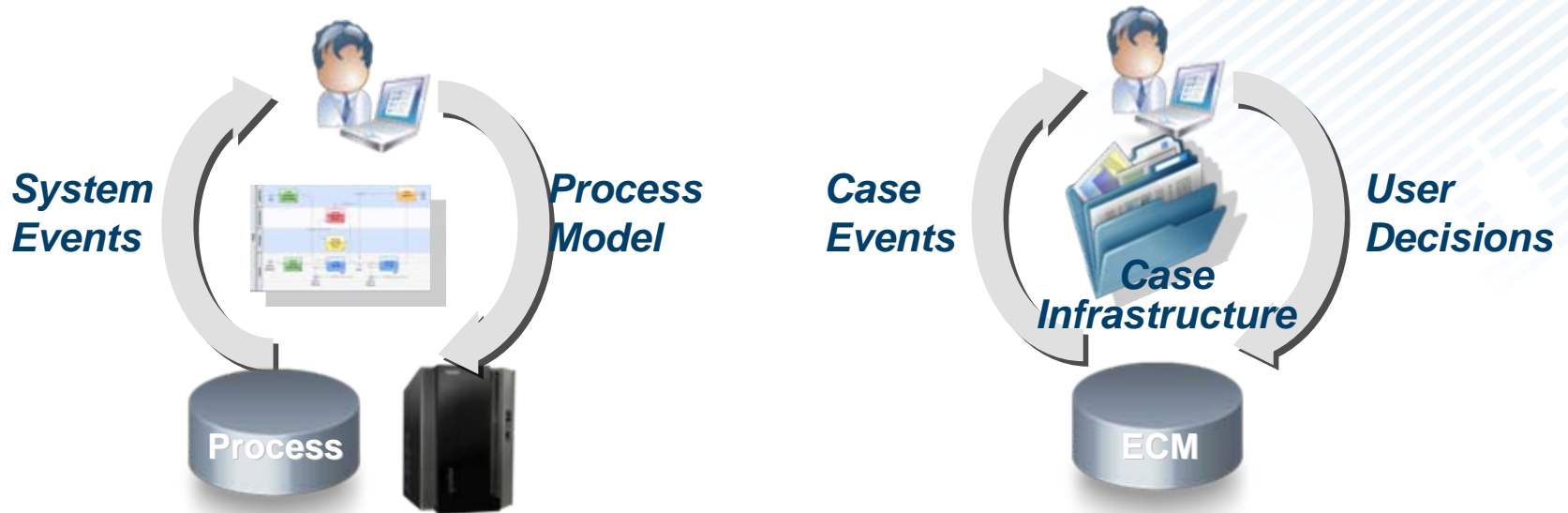
Business Process Management Suites		IBM Case Manager
Structured Flow – Repeatable	**Style**	Unstructured Flow – Flexible
Process Model Driven	**Control**	Knowledge Worker Driven
Loose Coupling – Data managed in external Systems of Record	**Data**	Tight Coupling – Built upon Persistent Case Infrastructure in ECM system

Complementary … and can be Integrated
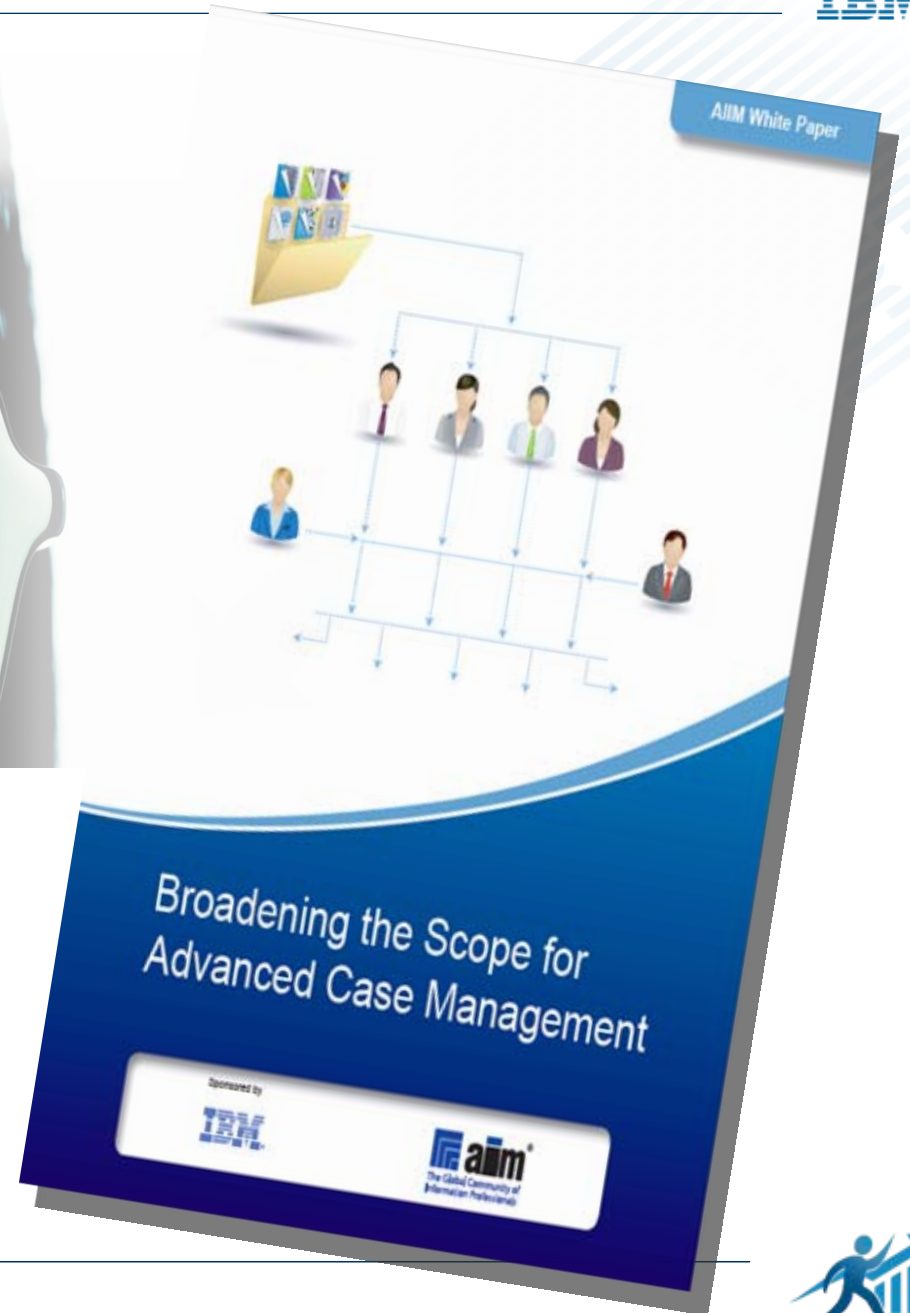
Market View

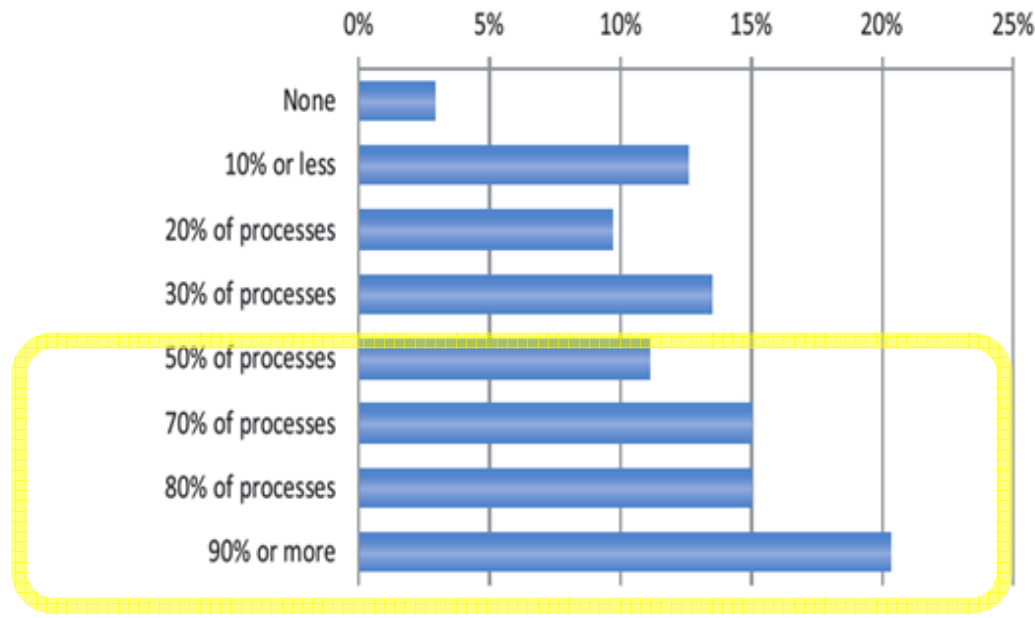**Over 60 % of respondents indicate > 50% of their processes are case**

Broadening the Scope for Advanced Case Management

Figure 1: What proportion of your main line-of-business processes would you say involve a case file, claim file, proposal, bid, incident report, service ticket, etc.? (N=207)

Market

Figure 2: How would you categorize your most prevalent or important case application(s)? (N=197)

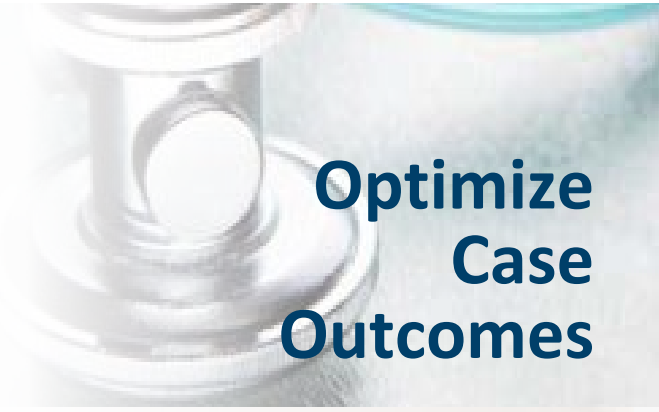….but customers do not necessarily call it "case management"

Mark

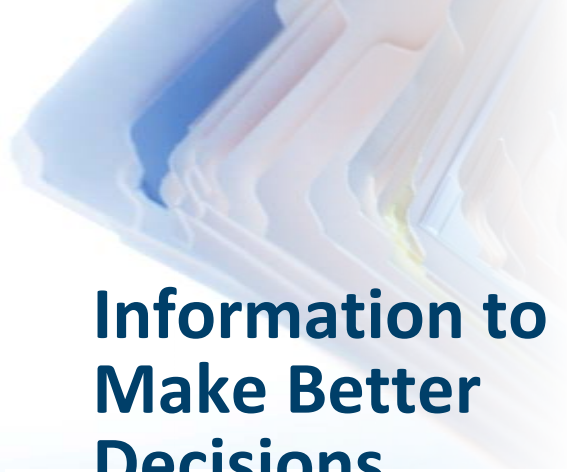# IBM Case Manager : 4 Pillars of Value

Support Knowledge Work

Optimize Case Outcomes

Information to Make Better Decisions

Business Can Take Control

DISCOVER

RECOGNIZE

ACT

Information to Make Better Decisions

- Capture and activate information in the context of a case

- Comprehensive, configurable case infrastructure

- Content is critical for decisions, as evidence in the case and a source for deeper insight

- 360^0 view of all case information

- With authorization, case can be accessed and acted on by anyone at anytime

- Persistable and available for audit, compliance or legal review

Information to Make Better Decisions

Figure 12: Which THREE of the following business issues do you most have in managing case content? (Check the top 3 that apply) *(N=189)*
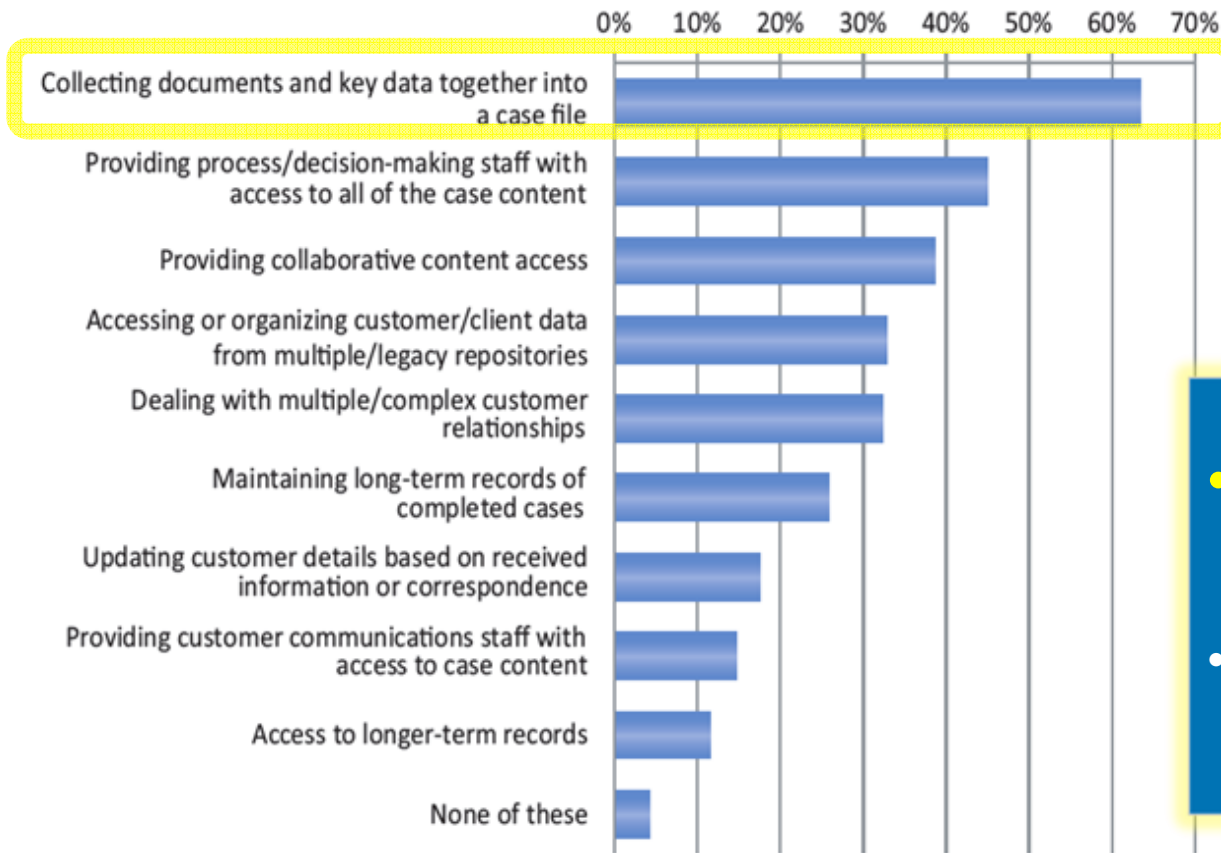
- **63 %** of respondents prioritized collecting documents in a case file
- **Complete and accurate information is critical**

A retail bank in Denmark provides personalized customer service treating each application as a unique business case

55%
improved customer interactions

10,000
new customers added utilizing existing staff

360° view
of all case data from the initial application to loan close

Solution Components

- IBM® Case Manager
- IBM Lotus Notes

Business Challenge: Attracting new clients was a key objective of the bank and due to economic constraints, needed to be accomplished with existing staff. Improved customer interactions were an important aspect to meet the goal of growth, but existing systems did not foster timely or substantial customer service.

The Solution: The company built an enterprise-wide case infrastructure that monitors the progress of existing client cases or corresponding business processes between the front and back offices. It leveraged an adaptive case management strategy and service oriented architecture approach to automate existing paper flow between cases.

''Now the bank can provide a 360 degree view of all data - customer, accounts, line of business case systems and more.''

Support the Way Knowledge Workers Work

- Knowledge work is decision intensive – content supports decision making

- Dynamic and unpredictable work (emergent processes)

- Ad-hoc tasks

- Collaborative and social activities

- Supported by enterprise processes and rules

*Creative Work: Creative thinkers observe, experiment, take risks, **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**.*

Support the Way Knowledge Workers Work

Figure 13: Which THREE of the following business process issues do you most have in managing a case? (Check the top 3 that apply) (N=187)

- **Flexible workflows and collaboration are key**

- **Today dominated by email**

Figure 11: Which of the following systems do you mainly use for action-prompting, workflow or process management of cases? (N=189)

IBM
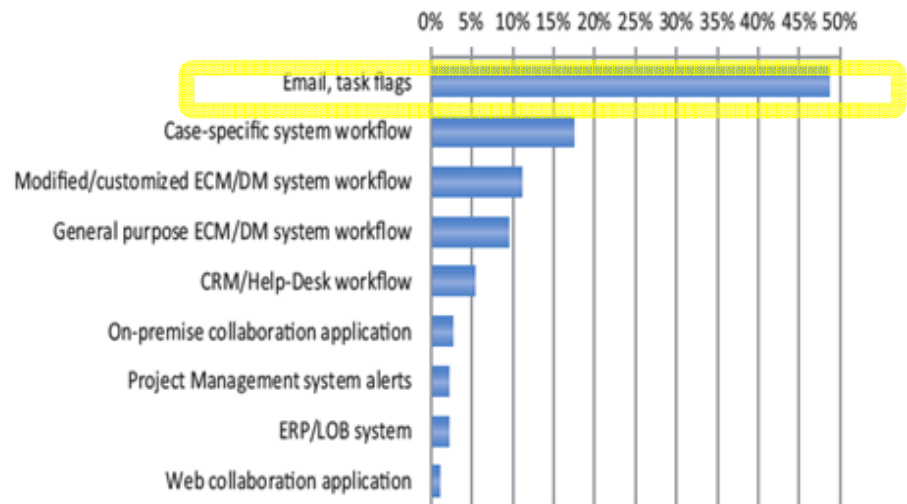
European Bank streamlined compliance by applying case management to the employee lifecycle

Relevant
information of affected geographies & business operations available

Saves
time and provides a decision history of actions taken

Automatically
generates a crisis status and history report for management

Solution Components

- IBM® Case Manager

Business Challenge: : The client needed to be capable of addressing any form of a crisis, ranging from cyber attack to earthquake, to ensure that its assets (physical, technical, and employees) are secure and operational and its customers can continue to be served.

The Solution: IBM integrated Case Manager with the bank's chosen GIS system as well as numerous back end systems to deliver all appropriate information in proper context to crisis analysts. Case Manager tasking enables the bank to initiate certain activities automatically while providing the crisis analyst the ability to take actions, launch appropriate communications, etc. depending upon the crisis and severity.
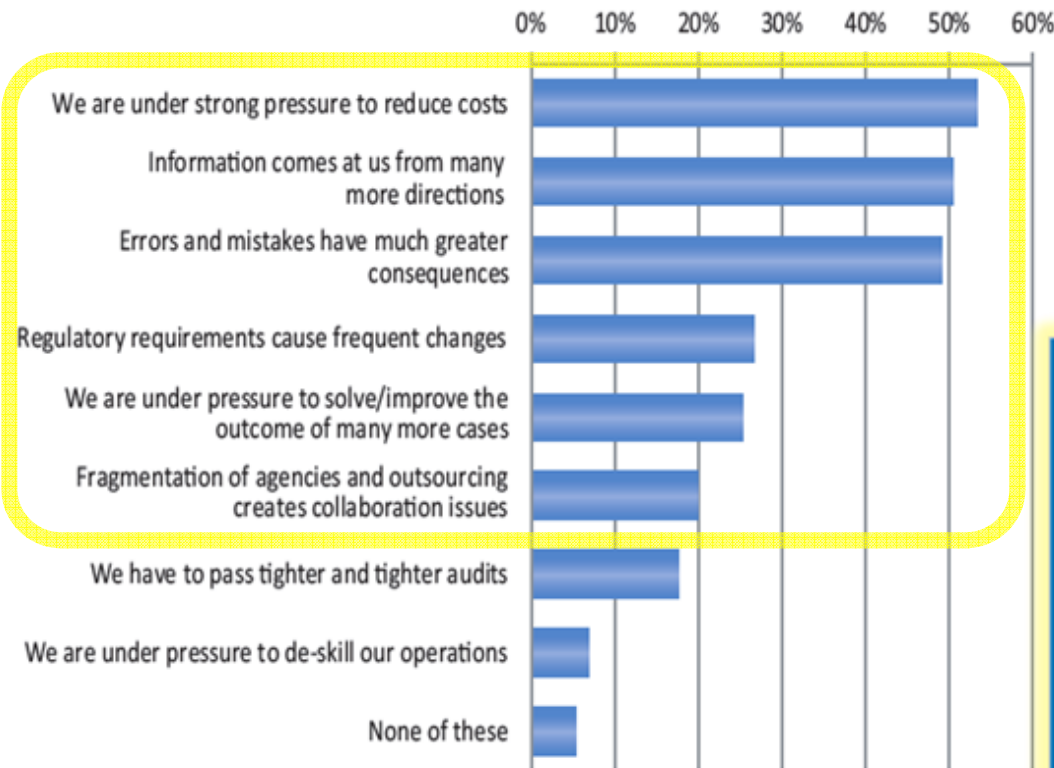
Focus on Case Outcomes

- Visibility at the case level

- Patterns across all cases

- Dashboards and reports

- Insight from content

- Guidance or recommendations for successful outcomes

Focus on the Case Outcomes

Figure 5: Which three of the following pressures would you say most apply to case management in your environment nowadays? (Max THREE) (N=206)

- **Customers are still very much under cost pressure**
- **But business pace is accelerating…**
- **And the volume of content increasing…**
- **Therefore the focus on improved outcomes is key**

IBM

A US federal regulatory agency delivered trusted information by merging content and case management

Provided
more rapid responses to the FOIA requests

Ability
to automatically identify and route documents to the right subject matter experts for review

Performed
fast, precise searches with automated classification tools

Solution Components
- IBM® Case Manager

Business Challenge: : The client wanted to speeden the handling of requests under the Freedom of Information Act (FOIA) for documents requiring manual review before release. They also needed to automate the process of locating and assembling for review all materials relating to a given topic or category.

The Solution: The client implemented IBM® Case Manager software to automate the content scanning, assessment, classification, storage and web-enablement of incoming documents for self-service retrieval from the agency's site. They also aimed at providing a collaborative review environment using rules to automatically establish a case folder, route material to the appropriate reviewers and help ensure version integrity.

"The solution is targeted to create an environment where the agency is not just storing content but is providing a vital source of trusted content for decision making."

Business Can Take Control of Their Case Solutions

- Business-driven solutions

- Rapid time-to-value

- Agility and flexibility to adapt to change

- Accelerators and templates

- Governance

- IBM and Partner solutions

Western & Southern Financial Group

A *Fortune 500* Company, leader in consumer and business financial services. Earned Standard & Poor's prestigious AA+ making them one of the strongest life insurance groups in the world.

The Need: Replace end of life ECM technology in use by Insurance Operations

The Solution: An enterprise ECM solution using Pyramid's Insurance eXpeditor, IBM Datacap and IBM Case Manager software.

Why Case Manager?

- Continue reengineering their existing business processes without missing any opportunities that previous purchased ECM stack could not address.
- IBM ECM technology was ahead of the game and superior when measured to competitors.
- The IBM Datacap and Case Manager demonstrations best addressed business and IT needs
- IBM ECM Platform provided the broadest range of OTTB, configurable, add-on products to automate their enterprise
- IBM & Pyramid provided a compelling pricing offer of software and services to automate process for **1,650** users plus their customers and agents
- Pyramid insurance eXpeditor consisting of templates and accelerators to rapidly deploy Case Manager

Benefits

- Reduce operating costs
- Reduce cycle times
- Increase customer retention
- Optimize processes across the enterprise

Project Specifics- Components

- Datacap Taskmaster Enterprise
- Case Manager
- Content Collector for email & file systems
- Content Foundation for agents and customers

Future Projects

- Brokerage Services
- Policy Services
- Corporate Records
- New Business
- Claims

Western & Southern Life
INSURANCE | RETIREMENT | INVESTMENTS

PYRAMIDSOLUTIONS
VISIONARY SOLUTIONS ▲ EXCEPTIONAL RESULTS

Western & Southern Financial Group:
The Path to Success with ICM 5.2

- **February** - Walkthrough
- **March** - Onsite demo
- **May** - Selected as a finalist
- **Early June** - Intense, 5 day, onsite bakeoff.
- **End of June** - Selects Pyramid and IBM
- **July** - Project plan put in place
- **August** - Infrastructure purchased and installed
- **September** - Pyramid builds prototype in 5.1
- **October** - Install ICM 5.2
- **November** - Moved to QA. Install production HA
- **December** - Customer testing and revisions comp.
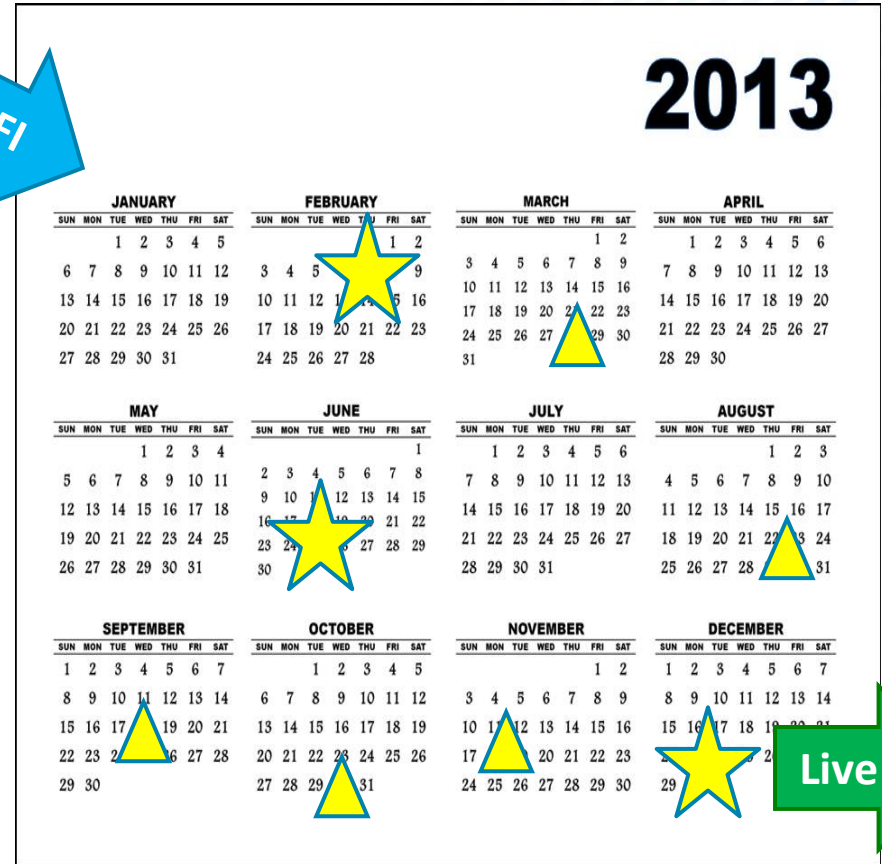
January 9, 2014: Solution deployed into production. Work on the next solution begins
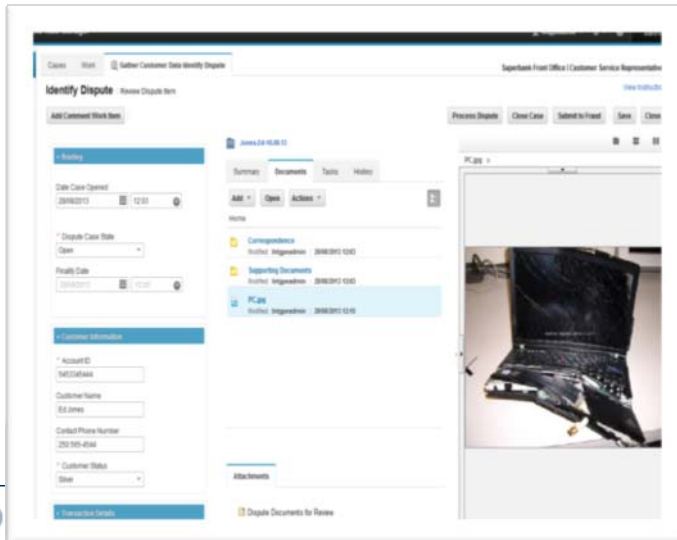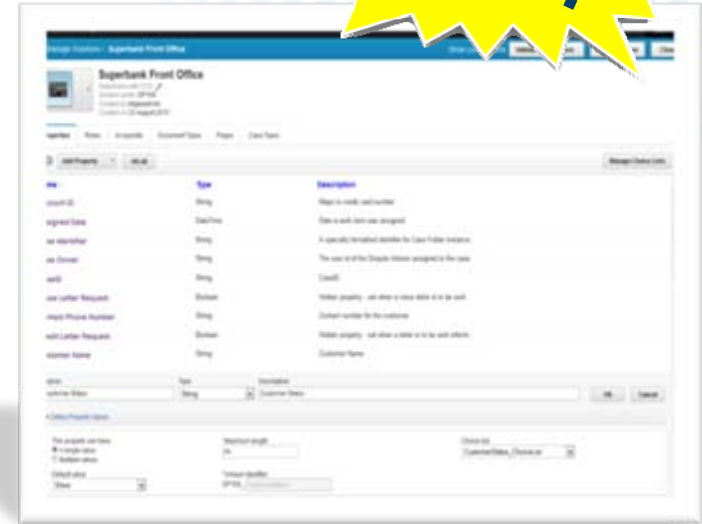
IBM Case Manager 5.2

More Case Focus to OOTB ICM Solutions

- Case Visualizer
- Case Worker Defined Ad-hoc Tasks

Much More Flexible and Extendable Case Client Application Platform

- Enhanced Case Client UI and Toolkit
- Content Navigator document capabilities
- Mobile Case Client

Enhanced Solution Development

- Built-in Rules
- Built-in Page and Data Layout Designer

Streamlined Software Management and Deployment

- Simplified Install and Deployment
- Web Based Administration

Deliver Better Business Outcomes with IBM Case Manager

✓ ICM brings together data and documents from multiple systems into a single framework

✓ ICM brings all information together in context for effective decision making

✓ ICM provides a full audit record of the information and activities in a case for compliance requirements

✓ ICM provides a flexible work environment allowing case workers to progress each case toward a goal.

✓ ICM is a platform for analytic based decision making for more informed and consistent case outcomes

✓ ICM enables business to work collaboratively with IT to deploy faster to meet market demands