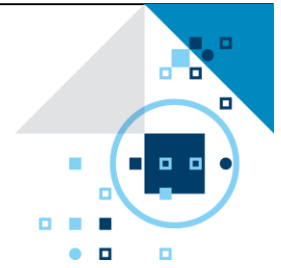# Drive Better Business Outcomes with Case Management

Michael Green
Product Manager
**IBM Case Manager Solutions**

Rising Share of Knowledge Work

Increased focus on outcomes instead of just output

Knowledge workers make up more than 40 percent of the US work force.

- Magnitude can be found in comparing cost of goods sold (COGS) and selling, general, and administrative expenses (SG&A)
- A proxy for blue-collar and white-collar workers respectively
- Knowledge work actually comes primarily in the form of projects, not routine daily tasks
- A need for nimble experts who can flow to projects where their capabilities are needed
- Pushes the boundaries of knowledge codification
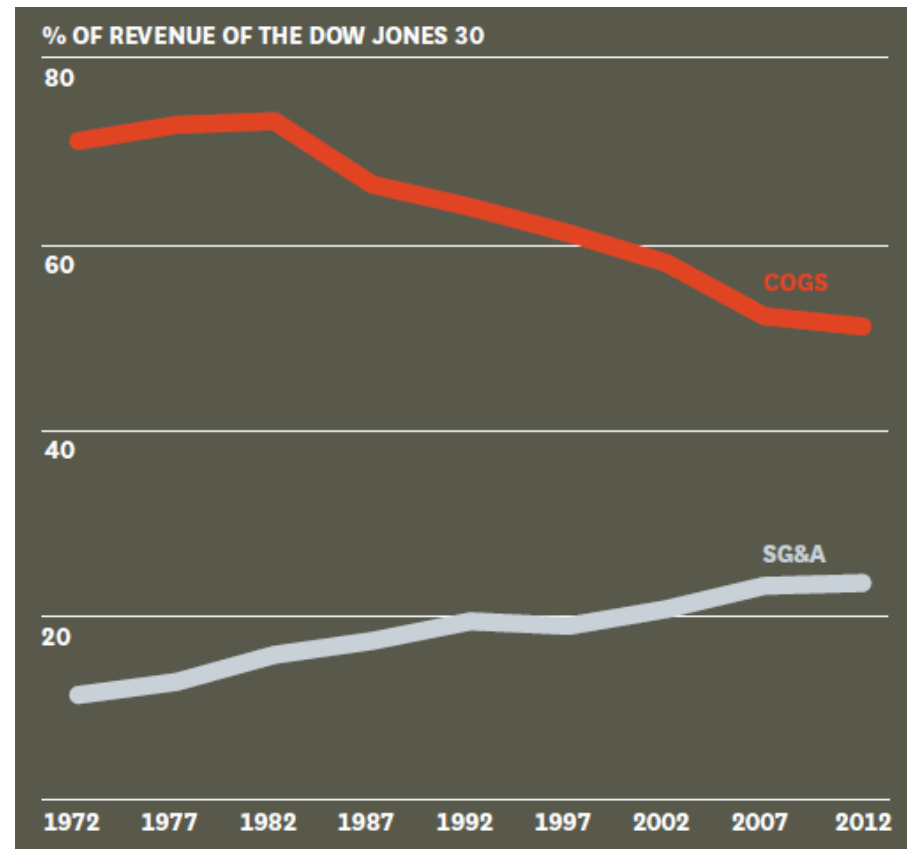
Source: Rethinking the Decision Factory
http://hbr.org/2013/10/rethinking-the-decision-factory/ar/1

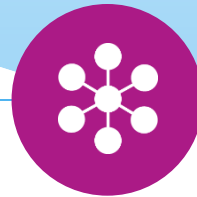# Knowledge workers require different capabilities to drive better outcomes…

Managing customer-related issues that require knowledge-based decisions or fall outside the scope of normal business activities— or **in today's environment, is it more?**
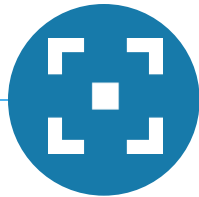
Capturing relevant Information
- Understanding
- Evaluating
- Analyzing

Collaborating
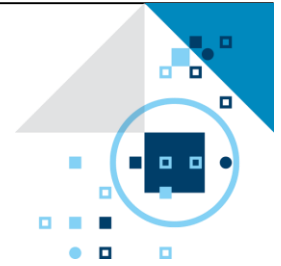- Internally
- Externally
- Communicating

Decision making
- Taking action
- Resolving
- Recording and reporting

All grown in complexity, urgency and customer expectation

IBM Case Manager brings people, process and information together … in context of a case

process

people

Case Management

information

- 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

IBM's Case Management Market Leadership

- A new pattern has emerged that requires new industry solutions to optimize outcomes:

- Pre-integrated, high-value solutions to optimize businesses
- Expert Business Partners will continue to expand value
- Maximizing the economic value of information

Leader in the Industry

'The largest ECM vendor in terms of market share and total content revenue, IBM has an increasing focus on high-value solutions.'

'IBM will drive leadership in analytics in the dynamic case management market.'

Sources: Gartner, Market Share Analysis: Enterprise Content Management Software, Worldwide, 2011 G00233424. Forrester, The Forrester Wave™: Dynamic Case Management, 2011

IBM Case Manager – Key Themes
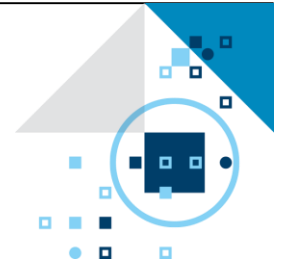
1
Provide information to help improve decisions

2
Support knowledge work

3
Industry Focused Solutions

Case Manager Fully integrated with content management

- Each case has its own folder for storing its documents

- Integrated document viewer has markup capabilities

- Document management functionality

- Centralized content repository for case artifacts

- Support for Content Navigator plug-ins

Access to Application and Structured Data

Integrated Extensible Document Viewer

Content Search and Collaboration

IBM Case Manager – Key Themes

1 — Provide information to help improve decisions

2 — Support knowledge work

3 — Industry Focused Solutions

Caseworker user friendly experience
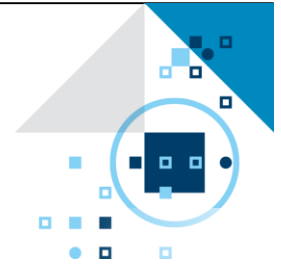
- Is role-based and personalized

- Is flexible and extensible

- Provides deep context for casework

- Brings people, process and information together to drive case progression and better outcomes

Meeting the Needs of Mobile Workers

- 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
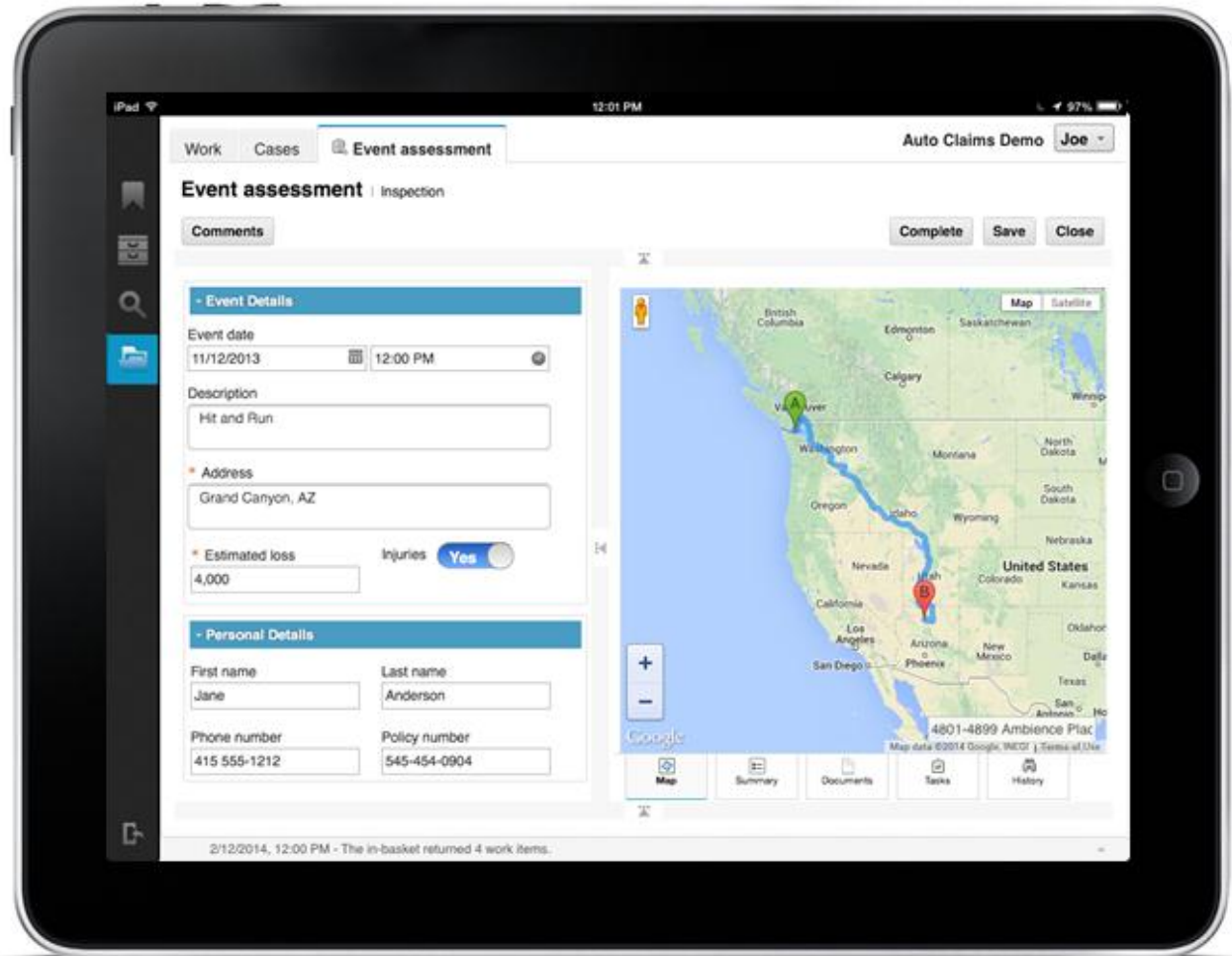
Ad Hoc, Flexible Tasks

Caseworkers can view and start new tasks for a case, changing how that case is handled on the fly.

IBM Case Manager – Key Themes

1
Provide information to help improve decisions

2
Support knowledge work

3
Industry Focused Solutions

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 MbarkWealth 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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