

IBM Business Process & Operational Decision Management

Past, Present & Future

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*Vice President, IBM BPM & ODM
IBM Software Group*



Process Defects can Topple Major Global Companies

“Between *now and year-end 2014*, overlooked but easily detectable business process defects will *topple* **10** Global 2000 companies”

- Gartner



<http://www.gartner.com/it/page.jsp?id=1530114>

Today's Challenge to Managing Change is Culture

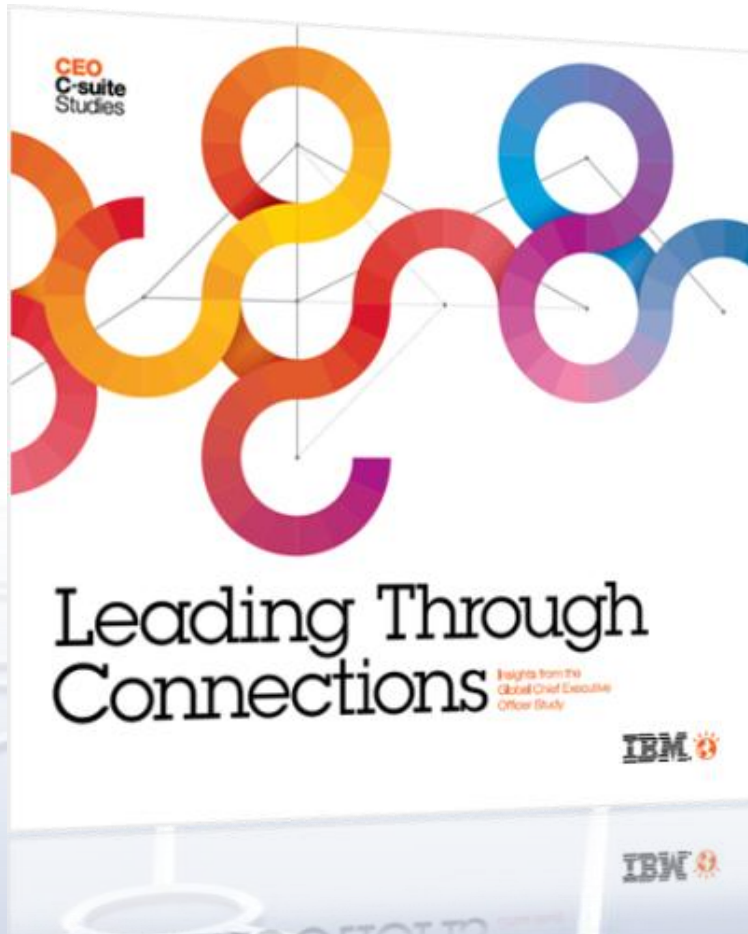
Change

Resistance to change

Resistance to being measured

Shortage of skills

IBM's 2012 Global CEO Study shows ...



73% of out-performers
excel at managing
change

"This is now a continuous feedback kind of world, and we need the organizational nimbleness to respond."

~ CEO, Financial Markets

The Consumerization of Change

**Enabling regular business
people to easily and safely make changes
to their business operations**



McKinsey Global Technology Survey: Process is Still King







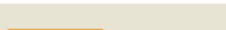

Process effectiveness and efficiency ranked #1 and 2 overall

Focus on effectiveness and efficiency

% of respondents¹

Current IT priorities at respondent's company

Ranking by current priority

	Total, n = 927	Non-IT executives, n = 427	IT executives, n = 471	Ranking by ideal priority, total, n = 927
Improving effectiveness of business processes	 47	1	2	1
Improving efficiency of business processes	 45	2	3	4
Reducing IT costs	 44	5	1	7
Providing managers with information to support planning and decision making	 40	3	4	3
Creating new products or services	 29	4	6	2
Ensuring compliance with regulations	 23	6	8	8
Entering new markets	 20	7	5	5
Managing risk	 14	8	7	6

Even in strategic intent, respondents ranked process above creating new products and services

¹ Respondents who answered "other" or "don't know" are not shown.

McKinsey 2011 Technology Survey of 927 IT and non-IT Executives, December 2011
https://www.mckinseyquarterly.com/High_Tech/Strategy_Analysis/A_rising_role_for_IT_McKinsey_Global_Survey_results_2900

“

When you use the **right** tools,
not only can you transform an
organization, you can
transform an entire industry.

”



~ **Helen Cousins**
CIO, Lincoln Trust Company

An Integrated Platform to Manage Business Operations

IBM Business Process Manager

Process Design
Integration

App Development
Orchestration

Governance
Visibility & Analytics

Packaged Apps



System of Record

IBM Business Process Management

We've been transforming our portfolio so you can meet your needs faster

January 2011

January 2012

WebSphere Lombardi Edition

WebSphere Dynamic Process Edition

WebSphere Process Server

WebSphere Integration Developer

WebSphere Business Modeler

WebSphere Business Compass

WebSphere Business Monitor

WebSphere Business Fabric

IBM Blueworks Live

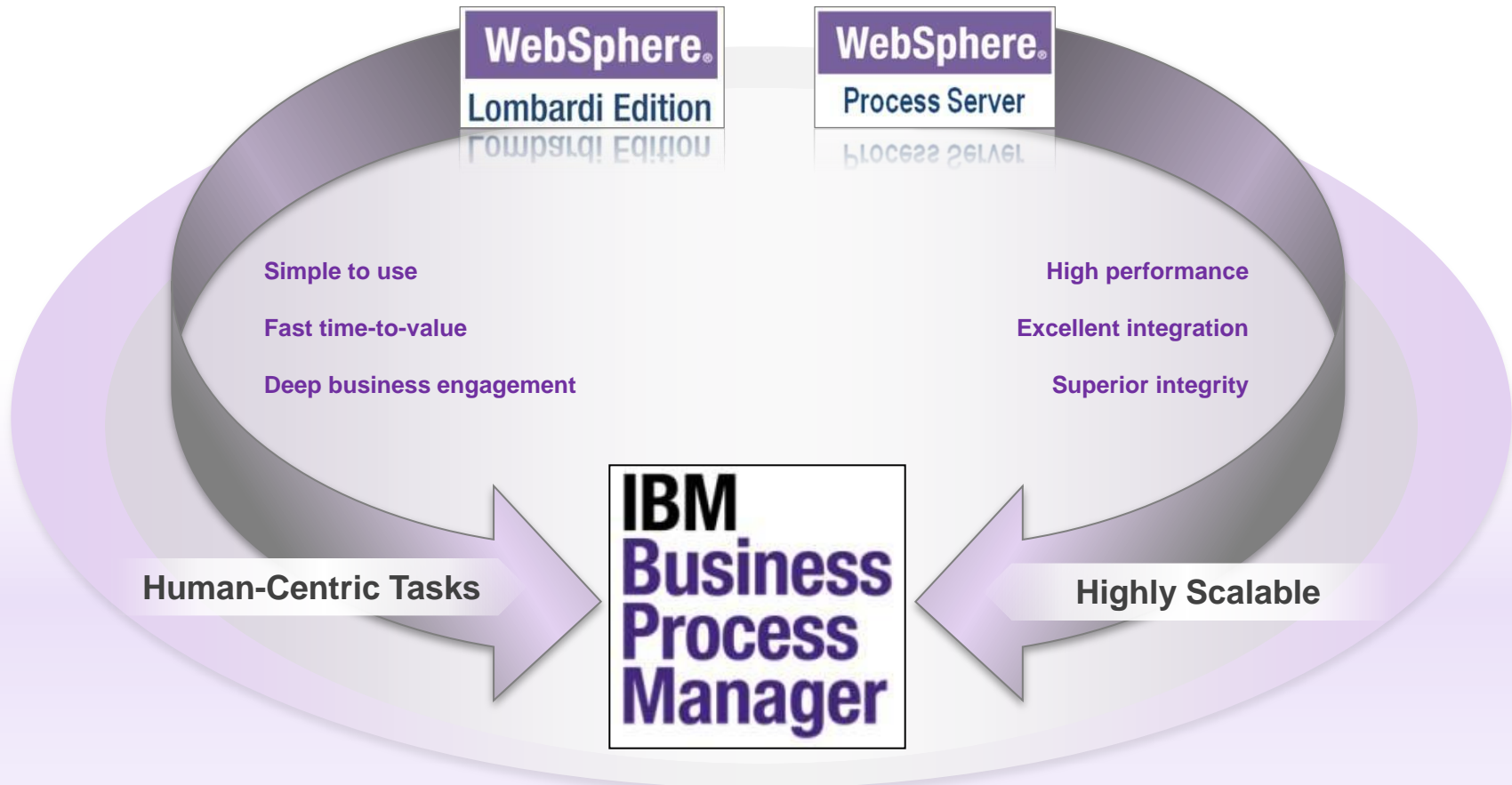
**IBM Business
Process Manager**

IBM Business Monitor

IBM Blueworks Live

IBM Business Process Management in 2011:

Unifying Two Market-Leading Platforms

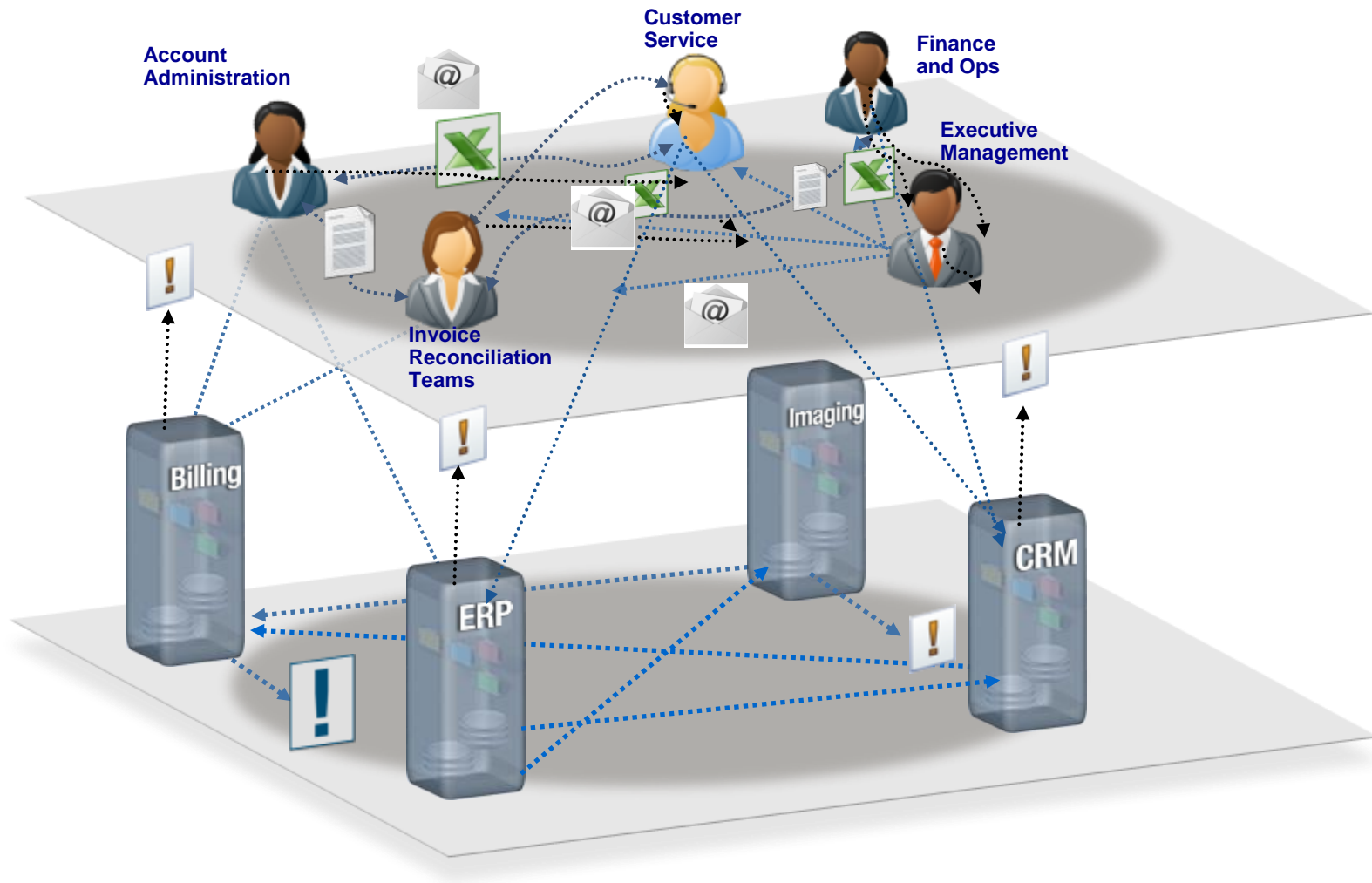


Your business processes.

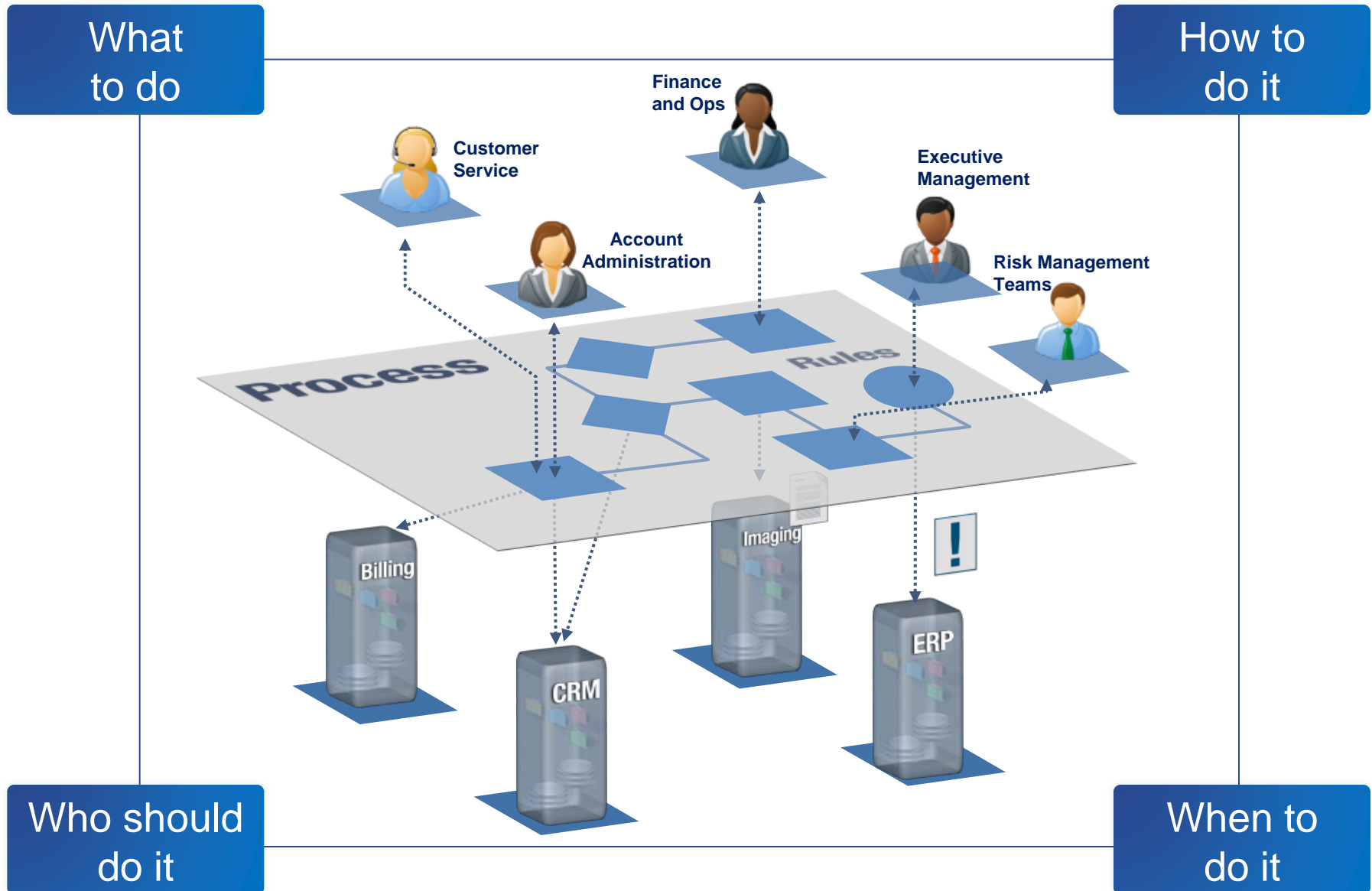
Deepest business ***engagement.***

Fastest time-to-***value.***

“Business As Usual” Begs for Operational Improvement



BPM Provides Visibility & Control





"We have everything we need to make judgments more quickly, so we can get checks out the door that much faster. And the sooner we can fund successful programs, the more lives we can help save."

- LOB Director

BPM technology helps fund lifesaving programs

Challenges

- Wasting time with disjointed, poorly documented grant evaluation processes
- With each check written to fight disease, the institution holds a responsibility to protect those investment dollars and validate that they are being used effectively. Each penny spent on a failed initiative is a penny that could have been used to save a larger number of lives in a more productive program.

Solution

- The organization deployed IBM Blueworks Live™ and IBM Business Process Manager software to map out its existing policies and develop automated workflows to oversee evaluation efforts.

Benefits

- The streamlined process provides key decision makers with uniform access to relevant information and reduces processing and workflow delays, helping to save lives the world over.

BlueworksLive

Process made simple.

- › Collaborate across teams.
- › Capture process knowledge.
- › Analyze and improve your business.



Revolutionize the way you *discover*, *document* and *collaborate* on business processes & decisions

Single shared repository

Institutionalized innovation

Business-led change

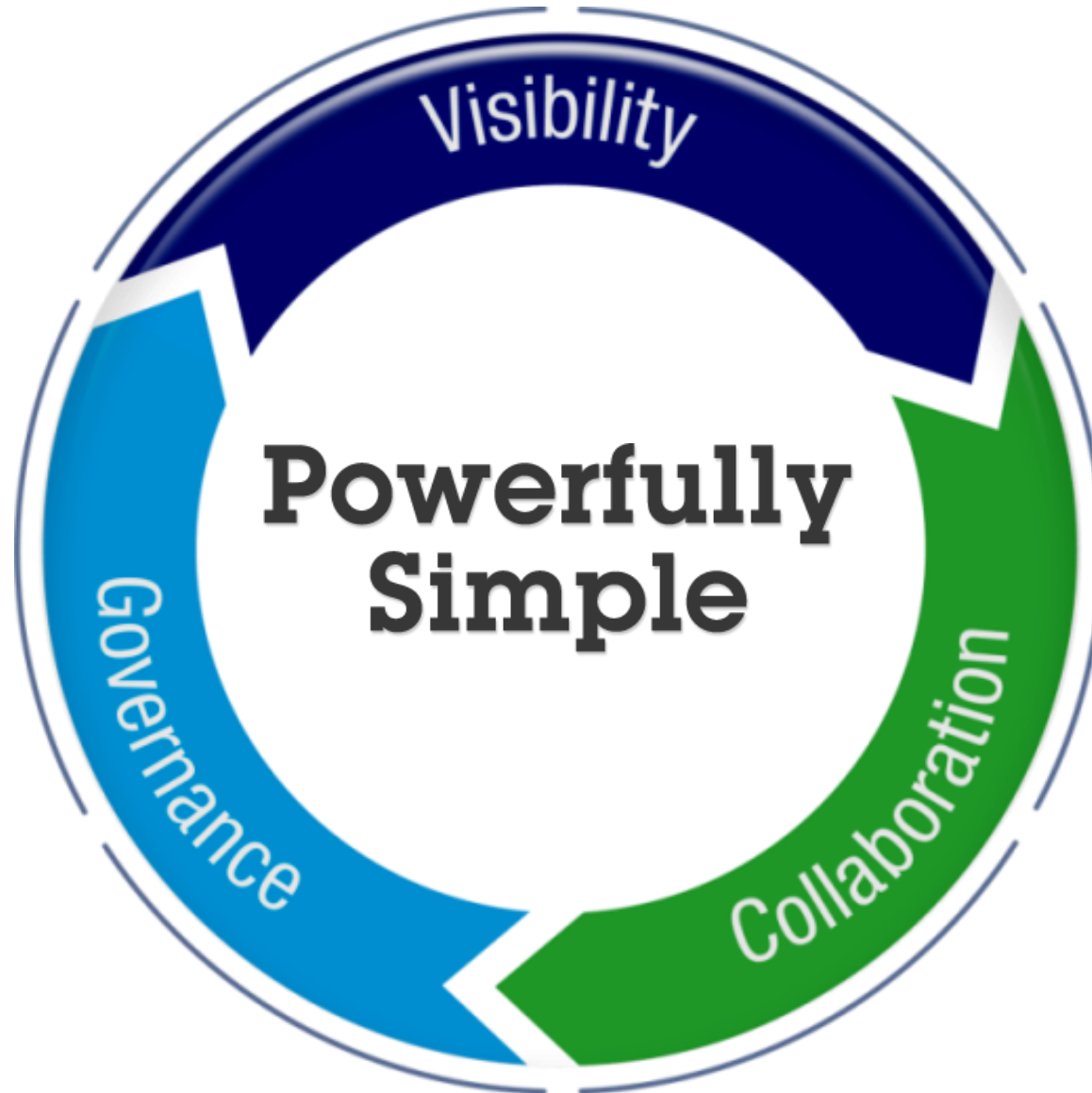
IBM Business Process Manager v8

Dramatically Improve the Way Work Gets Done

- Manage mission-critical business processes at scale
- Ensure transactional integrity
- Enable social collaboration to manage business change

Maximize Agility in Enterprise Business Applications...

- **Visibility** to empower business users to optimize processes
- **Governance** to manage change confidently
- **Collaboration** for deep business user engagement

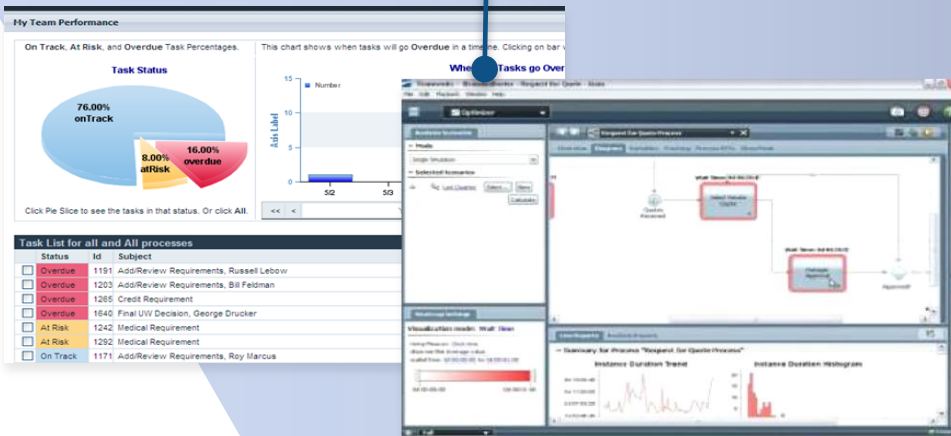


IBM Business Process Management

You can't improve what you can't see.

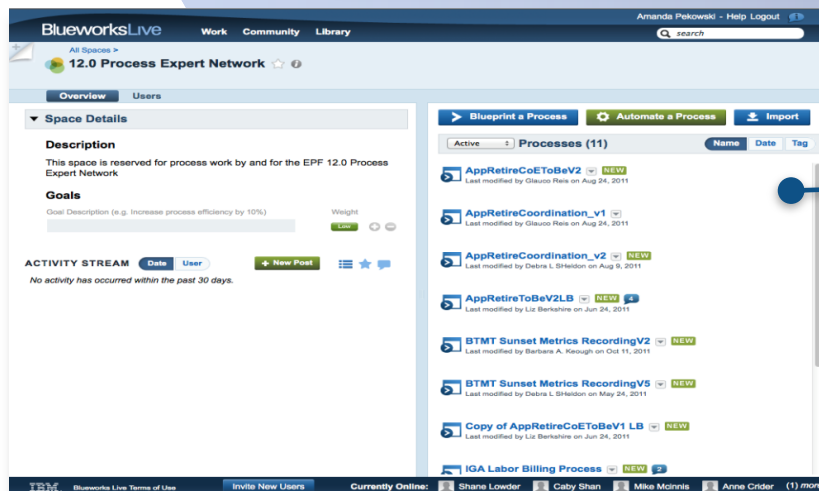
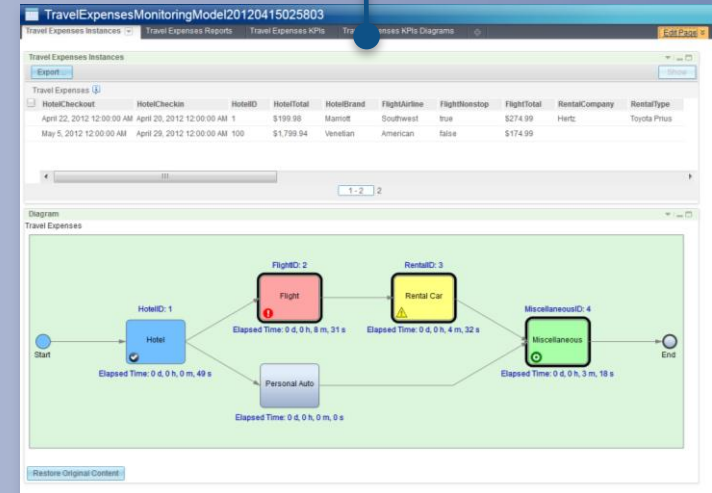
Business Process Manager

Performance Data Warehouse provides visibility into work-in-progress & the ability to take corrective action when necessary



Business Monitor

Real-time, end-to-end business operations, transactions, and process monitoring



Blueworks Live

- Team up in secure private workspace
- Leverage public expert community



Collaboration Breeds Better Business Outcomes.

Business Process Manager

Identify and Contact a Subject Matter Expert in real-time

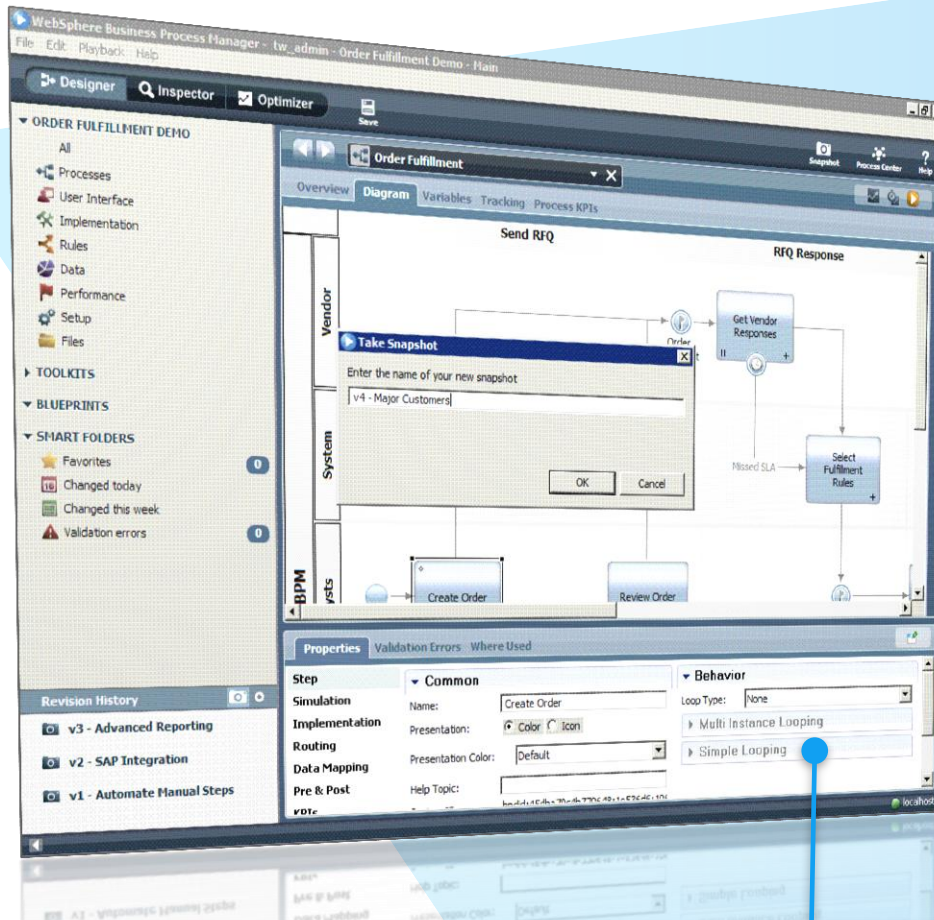


The screenshot displays the IBM Business Process Manager (BPM) interface for a loan rejection process. The top navigation bar includes 'WORK' and 'DASHBOARDS'. The main area shows a form titled 'Complete Loan Rejection Form'. The form includes fields for Name, Sex (Male/Female), Date of birth, Reason for credit check, Primary account number, Secondary account number, Group number, Relationship (Married/Single/Divorced/Widowed), First reason for rejection, and Second reason for rejection. The due date is May 15, 2011. To the right of the form is a list of 'Recommended Experts (7)' with their names and contact information. Below the form is a section titled 'My Tasks' with a search bar and a list of tasks. The tasks include 'Step: Flight Search Service' and 'Task: Approve/ReplenishmentOrder'. The interface also shows a 'Launch' button and a 'Following' button.



Business Operations Change Frequently. Manage it Confidently.

Process Center Enables Robust & Intuitive Governance



Centralized process deployment visibility and control *across all environments*

Shared library of all process assets facilitates drag-and-drop *reuse* and *collaborative* implementation

Install and track deployed versions of *multiple processes* across *various* runtime server environments

Business Process Manager





“What we are doing is putting process orchestration and process models in place, so that you can literally see the characteristics of the hospital system... and you can then influence that.”

***Dale Potter,
Senior VP and CIO
The Ottawa Hospital***

The Ottawa Hospital Realizes Process Innovation

CEO Mandate

- Become a top 10% performer in Quality Care and Patient Safety in North America
- New Role: Chief Medical Information Officer

Challenges

- Needed patient focused processes to improve quality of care with better visibility
- Lack of timely information to staff at the point of care & across operational areas
- Need to improve key metrics:
Patient wait times, Discharge rates, Instances of relapse

Benefits

- Improvements in patient flow through electronic closed-loop consults and easy access to patient information
- ‘Circle of Care’ visual interface improves communication and collaboration within the care team
- Benchmarking process execution to use historic and real-time data to make better patient care decisions

Take your business with you wherever you go

Business Process Management

IBM makes it possible to integrate BPM into your mobile strategy



Client Challenge

Every day you are challenged to do more, better, and faster

Key Capabilities

- Gives peace of mind that comes from knowing that important and time sensitive tasks will find employees wherever they might happen to be
- Finding expertise is instant, and innovation doesn't have to wait for that mythical "down time"
- Provides a single view that consolidates tasks from multiple IBM process sources

Leverage the Cloud on your BPM Journey

BlueworksLive



- Process and Decision Discovery
- Monthly User Subscriptions

IBM Smart Cloud Enterprise

BPM Express

- Proof of Concepts
- Quick access
- Pay-As-You-Go



Full BPM

- Quick Win pilots
- Development and Test
- Bring-Your-Own-Licenses



- In-house Dev & Test
- Production Deployments



Project Lifecycle

IBM Operational Decision Management

Building the right products from the ground up to meet your needs

January 2011

January 2012

WebSphere ILOG JRules

WebSphere Business Events

WebSphere Decision Server

WebSphere eXtreme Scale

WebSphere ILOG Rule Team Server

WebSphere Decision Validation Server

WebSphere ILOG Rules for COBOL

WebSphere Rule Team Server for .NET

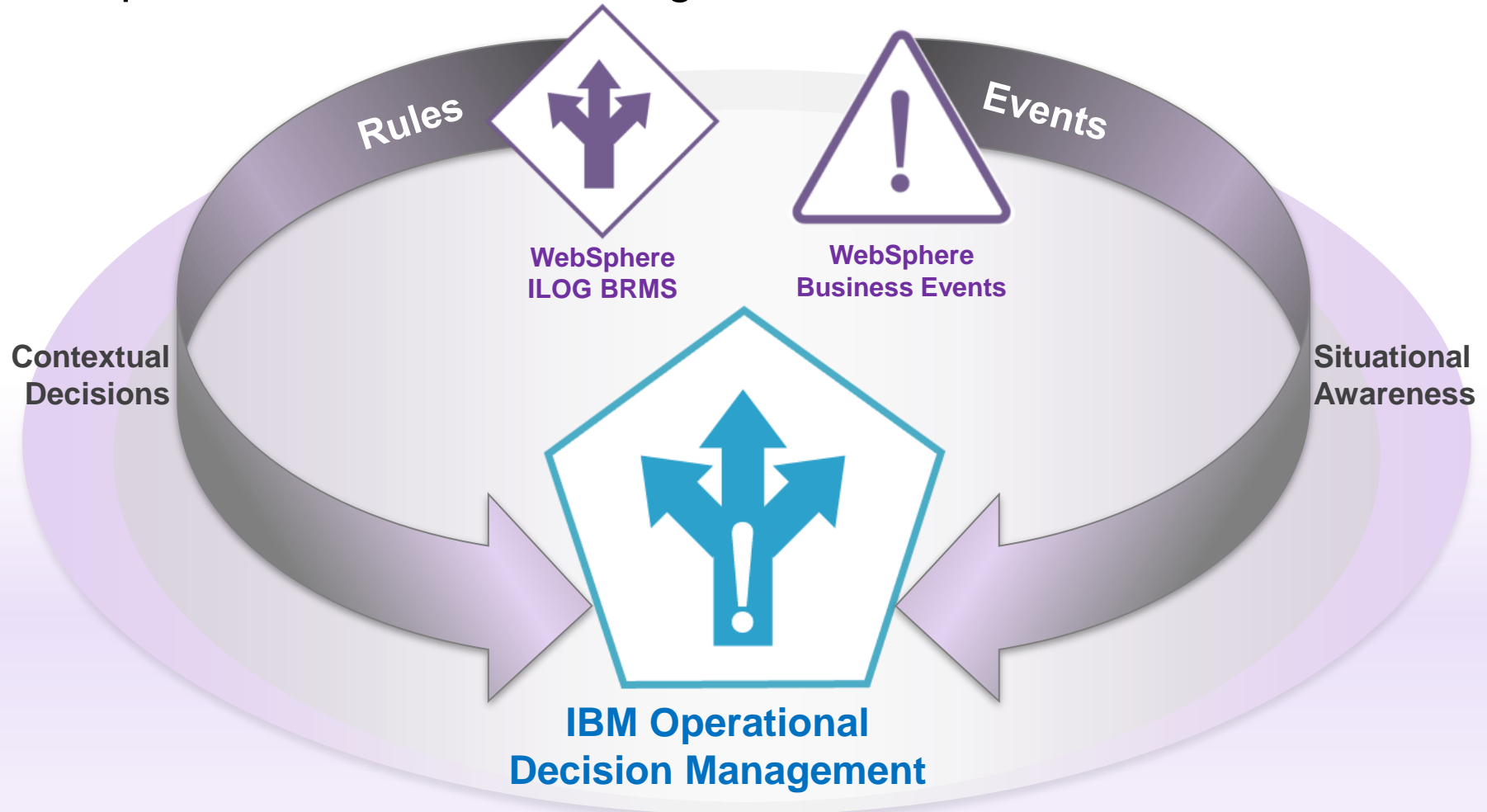
WebSphere ILOG Rules for .NET

WebSphere ILOG RSO

**WebSphere ILOG Rule Studio for
Scorecard Modeler**

**IBM Operational
Decision
Management**

IBM Operational Decision Management



Your business decisions.

Made by your business *experts*.

Delivered in *real-time* by technology.

Transformation and Growth Require Better Decisions

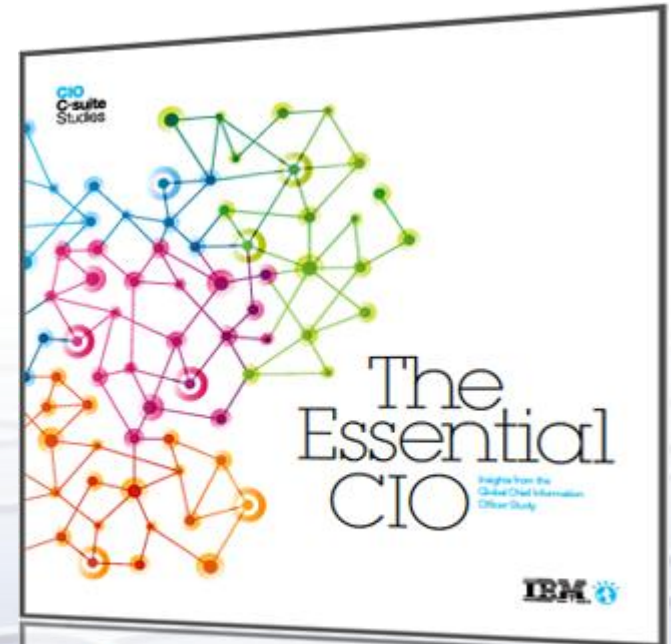
CIOs recognize that effective decision automation is key to success

75%

of CIOs with mandates to transform the business are looking to “drive *better real time decisions*.”

72%

of CIOs with mandates to expand cross-enterprise growth are leading the charge to “drive *better real time decisions*.”



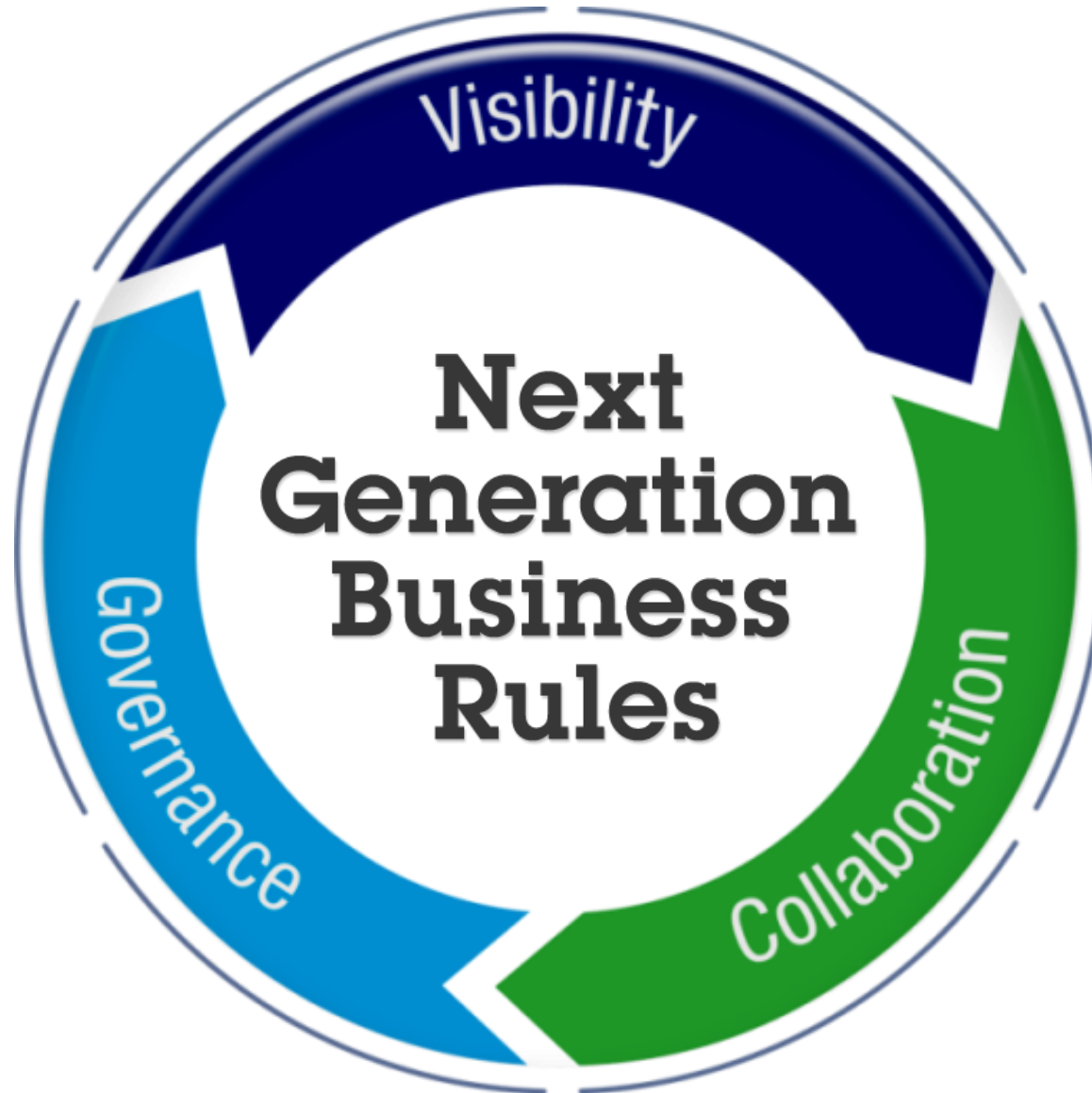
IBM Operational Decision Management v8

Next Generation Business Rules

- Manage business policies at scale
- Capture, automate and operationalize your business expertise
- Enable social collaboration to manage and govern business change

Apply Operational Decision Management...

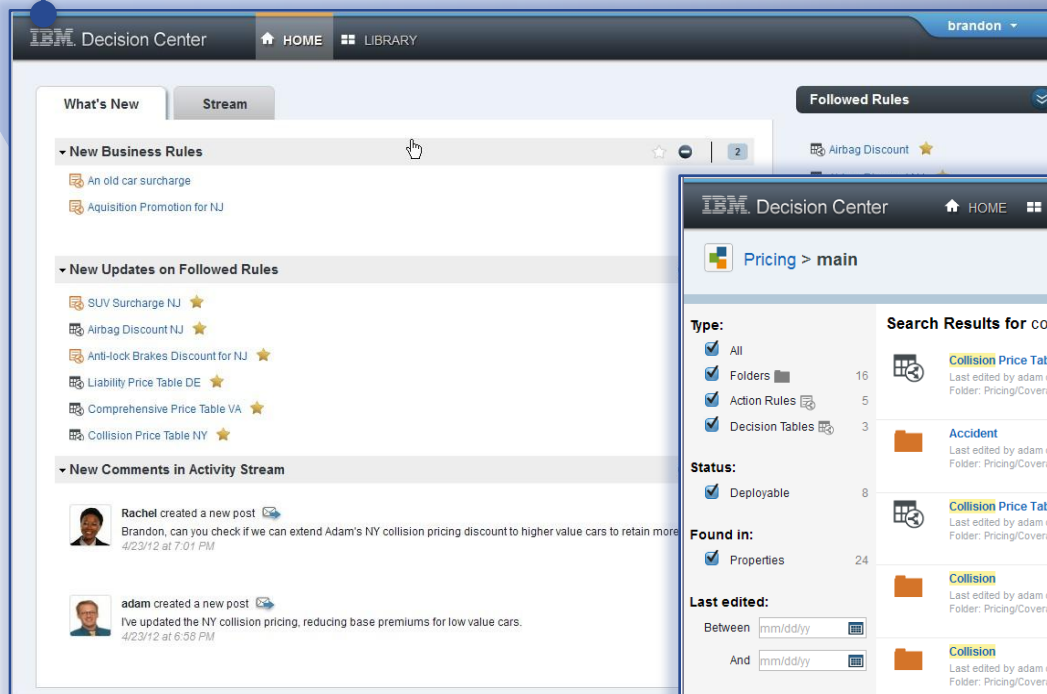
- To flexibly and reliably manage repeatable, automated decisions
- When decisions change frequently
- To increase straight-through processing
- When decision services can be shared across systems
- To manage and govern large numbers of rules
- When real-time events require immediate actions



IBM Operational Decision Management

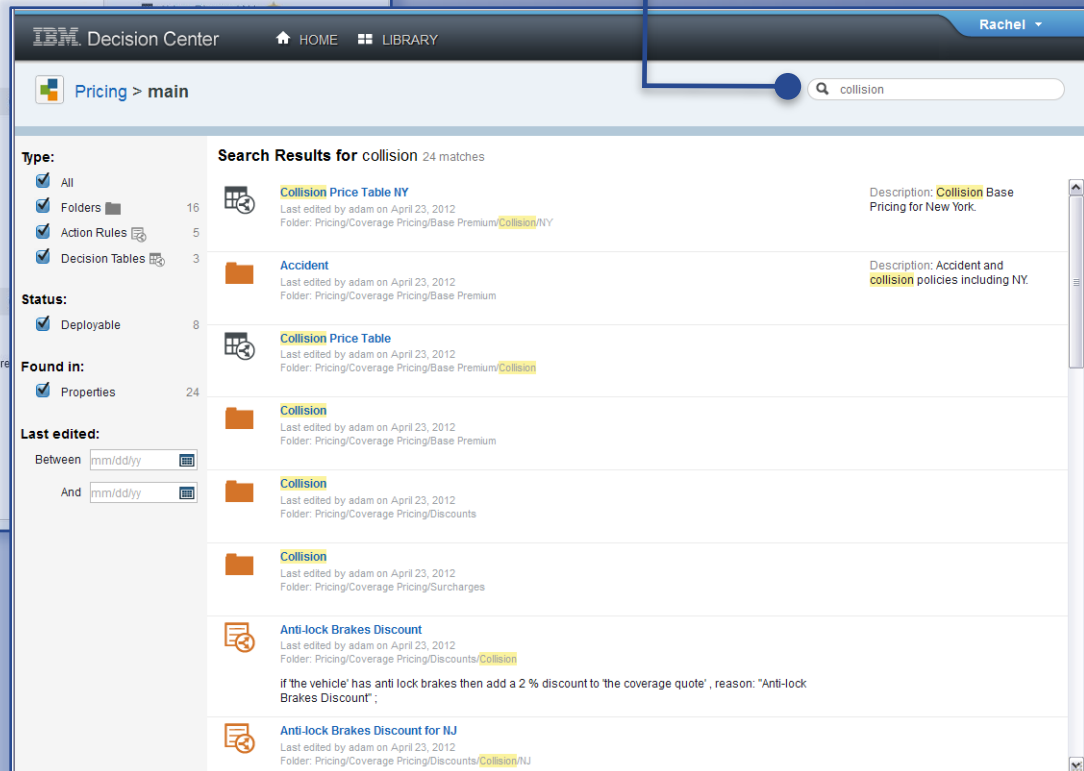
Visibility Through Operational Decision Management v8

“What’s New” quickly displays deployed assets



The screenshot shows the IBM Decision Center interface. The top navigation bar includes 'HOME' and 'LIBRARY' tabs, and a user profile 'brandon'. The 'What's New' section is active, displaying a list of new business rules and updates on followed rules. The 'New Business Rules' section lists 'An old car surcharge' and 'Acquisition Promotion for NJ'. The 'New Updates on Followed Rules' section lists updates for 'SUV Surcharge NJ', 'Airbag Discount NJ', 'Anti-lock Brakes Discount for NJ', 'Liability Price Table DE', 'Comprehensive Price Table VA', and 'Collision Price Table NY'. The 'New Comments in Activity Stream' section shows a comment from Rachel and a comment from adam.

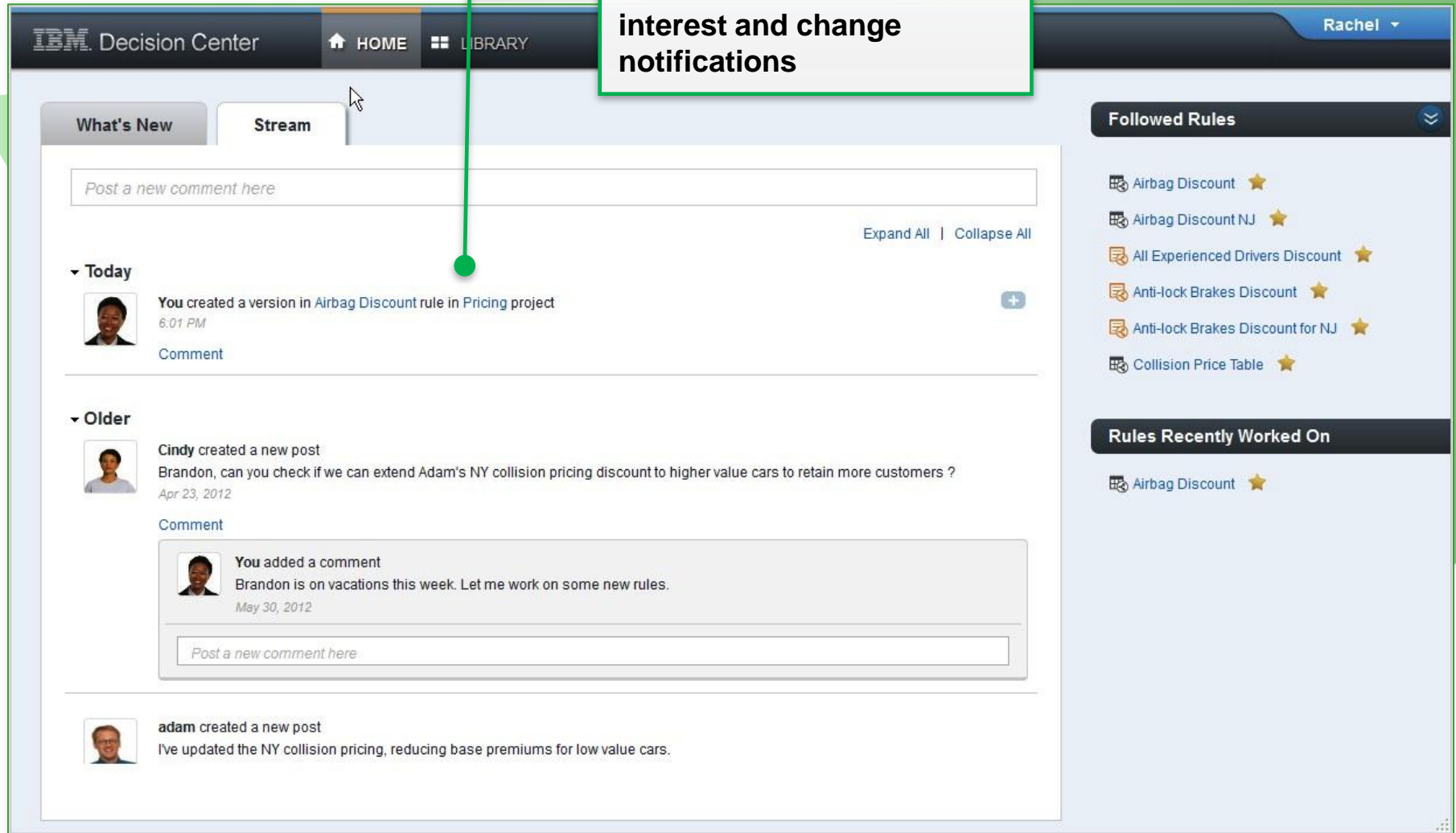
Search can return rules, tables and folders



The screenshot shows the IBM Decision Center search results page. The top navigation bar includes 'HOME' and 'LIBRARY' tabs, and a user profile 'Rachel'. The search bar contains the text 'collision'. The search results are displayed in a table with columns for 'Type', 'Status', 'Found in', and 'Last edited'. The results include 'Collision Price Table NY', 'Accident', 'Collision Price Table', 'Collision', 'Collision', 'Collision', 'Anti-lock Brakes Discount', and 'Anti-lock Brakes Discount for NJ'. The 'Collision Price Table NY' result is highlighted, showing its description: 'Collision Base Pricing for New York'.

Collaboration Through Operational Decision Management v8

Decision Center enables collaboration on assets of interest and change notifications



IBM Decision Center

HOME LIBRARY


Rachel

What's New Stream


Post a new comment here


Expand All | Collapse All

▼ Today


 You created a version in Airbag Discount rule in Pricing project
6:01 PM
[Comment](#)

▼ Older







 Cindy created a new post
Brandon, can you check if we can extend Adam's NY collision pricing discount to higher value cars to retain more customers ?
Apr 23, 2012
[Comment](#)

 You added a comment
Brandon is on vacations this week. Let me work on some new rules.
May 30, 2012
[Comment](#)


Post a new comment here

 adam created a new post
I've updated the NY collision pricing, reducing base premiums for low value cars.

Followed Rules

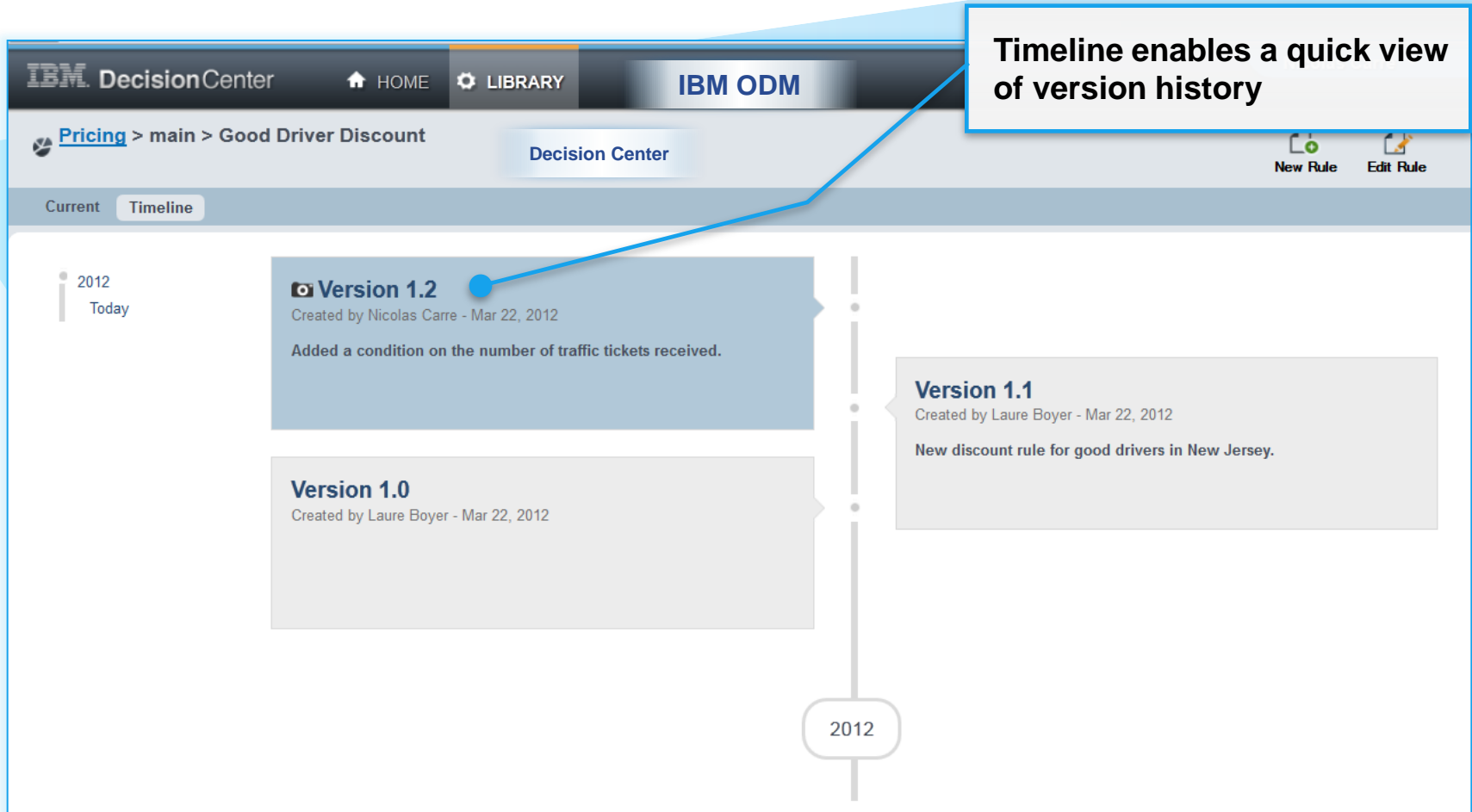
-  Airbag Discount ★
-  Airbag Discount NJ ★
-  All Experienced Drivers Discount ★
-  Anti-lock Brakes Discount ★
-  Anti-lock Brakes Discount for NJ ★
-  Collision Price Table ★

Rules Recently Worked On

-  Airbag Discount ★

Details on the **Activity Stream** in the 'New Features' section

Governance Through Operational Decision Management v8



The screenshot displays the IBM DecisionCenter interface. The top navigation bar includes 'IBM DecisionCenter', 'HOME', 'LIBRARY', and 'IBM ODM'. Below this, the breadcrumb trail is 'Pricing > main > Good Driver Discount'. The 'Decision Center' tab is active. On the right, there are 'New Rule' and 'Edit Rule' buttons. The main content area is divided into 'Current' and 'Timeline' tabs, with 'Timeline' selected. A vertical timeline for the year 2012 shows three versions of the rule:

- Version 1.2** (highlighted with a blue dot and a callout box): Created by Nicolas Carre - Mar 22, 2012. Added a condition on the number of traffic tickets received.
- Version 1.1**: Created by Laure Boyer - Mar 22, 2012. New discount rule for good drivers in New Jersey.
- Version 1.0**: Created by Laure Boyer - Mar 22, 2012.

A callout box points to the 'Version 1.2' entry, stating: "Timeline enables a quick view of version history".

Details on the **Timeline** in the 'New Features' section



Visa Europe Unifies Payments Across 36 Countries

Challenges

- Complex European market with multiple currencies
- Payment authorization & settlement across 36 countries
- Regulatory requirement to unify payments across countries

Solution

- Financial payments authorization & settlement system
- System handles 30,000 rule and 500 transaction types for 4,000 institutions
- Scalable, automated payment authorization and settlement system

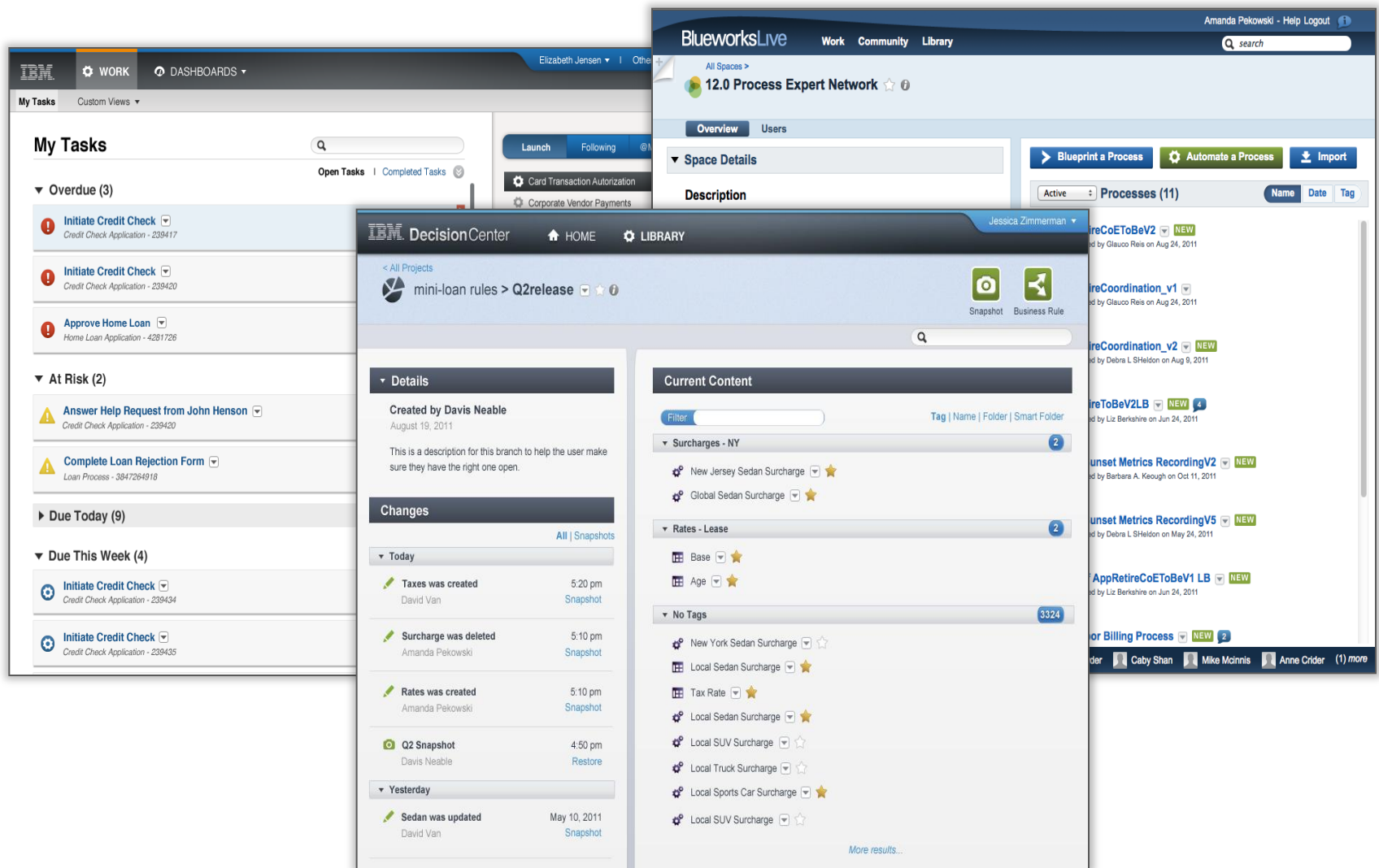
Benefits

- 3x faster time-to-market
- 25% cost reduction to maintain business logic
- Increased flexibility and responsiveness with business users managing the rules

"Within 13 months we've made 60 rule changes... What [the system] gives us is tools that can put key capabilities into the hands of users. They become an integral part of the process, rather than mere consumers of it. That's a tremendously powerful concept..."

*- Justin Snoxall, VP, Head of Development Services,
Visa Europe*

IBM products for Business Process and Decision Management



The image displays three overlapping screenshots of IBM software interfaces:

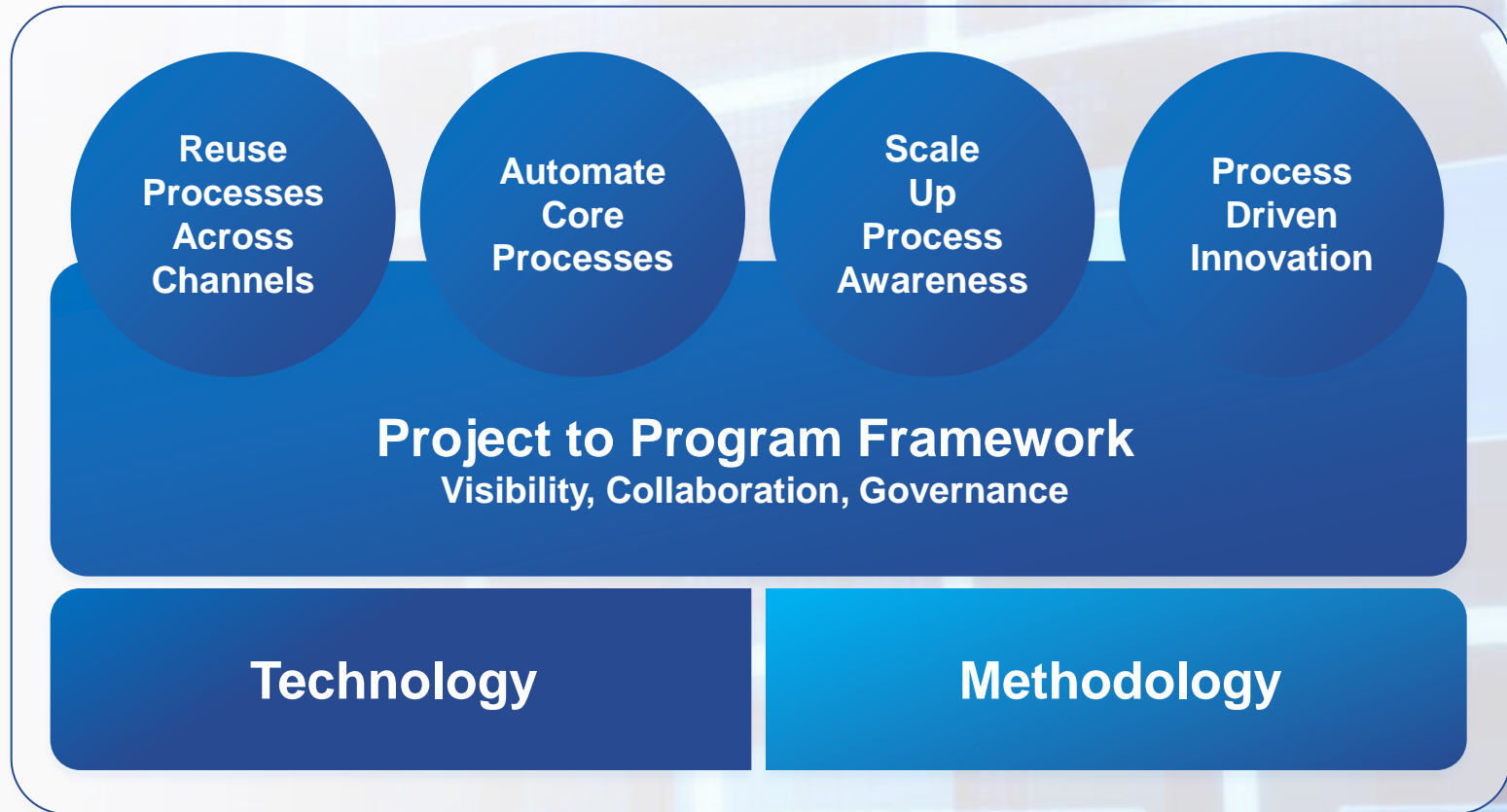
- Top Left (IBM BPM):** Shows a 'My Tasks' dashboard with sections for 'Overdue (3)', 'At Risk (2)', and 'Due Today (9)'. Tasks include 'Initiate Credit Check' and 'Approve Home Loan'.
- Top Right (BlueworksLive):** Shows a '12.0 Process Expert Network' interface with tabs for 'Overview' and 'Users'. It includes buttons for 'Blueprint a Process', 'Automate a Process', and 'Import'.
- Bottom Center (IBM DecisionCenter):** Shows a 'mini-loan rules > Q2release' interface. It includes a 'Details' section with creation information, a 'Changes' section with a timeline of updates (e.g., 'Taxes was created', 'Surcharge was deleted'), and a 'Current Content' section listing various rules and surcharges.

Works Together. Works the Same.

“ With IBM BPM,
it's not **what** you do that is so different.
It's **how** you do it.
That is the big difference. ”

~ Director,
BPM Program at a large global company

A New Delivery Model for Strategic Business Transformation



Methodology is just as important as technology

Use a proven methodology from a trusted partner

Think Big. Start small. **Grow Fast.**

3 Transform Across and Beyond the Enterprise

2 Establish a Program

1 Build Project-Based Credibility

Project to Program to Transformation

Extending IBM Methodology through Services and Partners

With IBM Services ...

- Mentoring to build the team you need with the team you already have
- Prove business value early to accelerate executive buy-in

With IBM Partner Services ...

- Extend ISIS Methodology to partners for broader adoption



IBM is prepared to *partner with you* on
your *journey to successful process*
improvement ...

IBM is the proven leader in all aspects of BPM

#1 in BPMS market share for 2011

IBM was named the **number one vendor in BPMS software** with a 27.1 percent share, **almost triple** that of its closest competitor*



Unparalleled expertise

Over **15 years** of industry leadership

Largest Customer Base

Over **5000** BPM customers worldwide and growing



Strongest Ecosystem

Over **1000** certified business partners

Why IBM for Operational Decision Management?



Unparalleled Expertise and Investment

- Expert consulting and implementation services for ***fast realization*** of business value
- Industry expertise to ***customize solutions*** for your specific industry

Largest Customer Base

- **#1** in Business Rule Management Systems (BRMS) market share according to all leading analysts



Strongest Ecosystem and Partner Network

- **800+** Business Partners authorized and certified to support customers
- Strongest global ecosystem including major global and regional system integrators skilled to provide ***comprehensive solutions***

IBM has the right tools and expertise for transformational growth

Let's discuss how we can together create a culture that sticks within your organization



