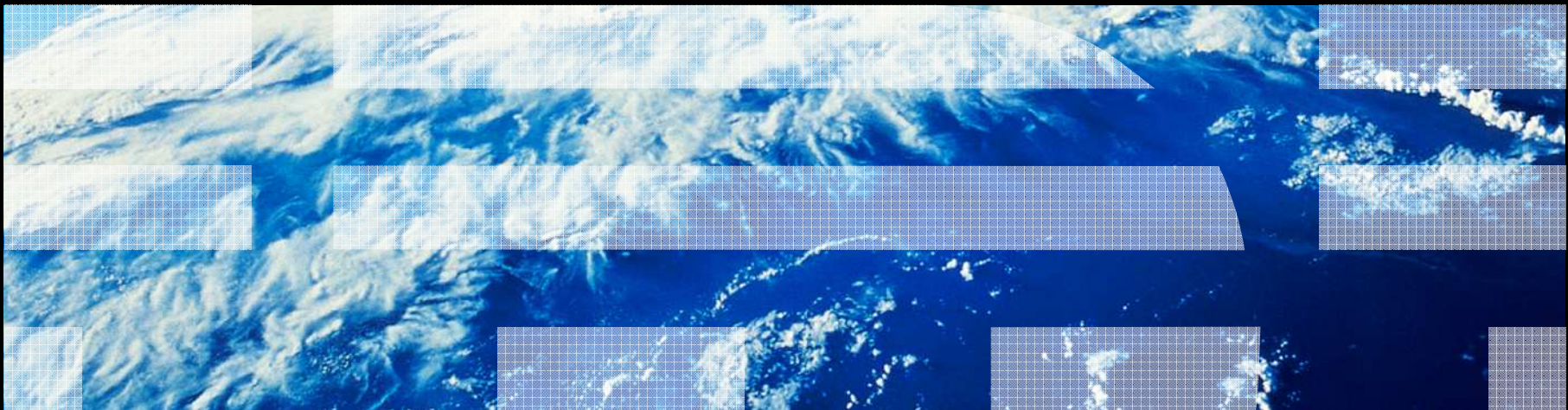


Business Agility Now!
Putting You on a Path to Working Smarter



Three Business Agility Scenarios

1. Telco
2. Banking
3. Government





Our Goals Today are

- Have a *dialogue*, not a one way conversation
- Illustrate how organizations, across three industries, can benefit from the concepts discussed
- Help each of you to have the tools necessary to *build critical ROI* / Business Cases for your projects
- Communicate a definitive *set of next steps* designed to help you succeed

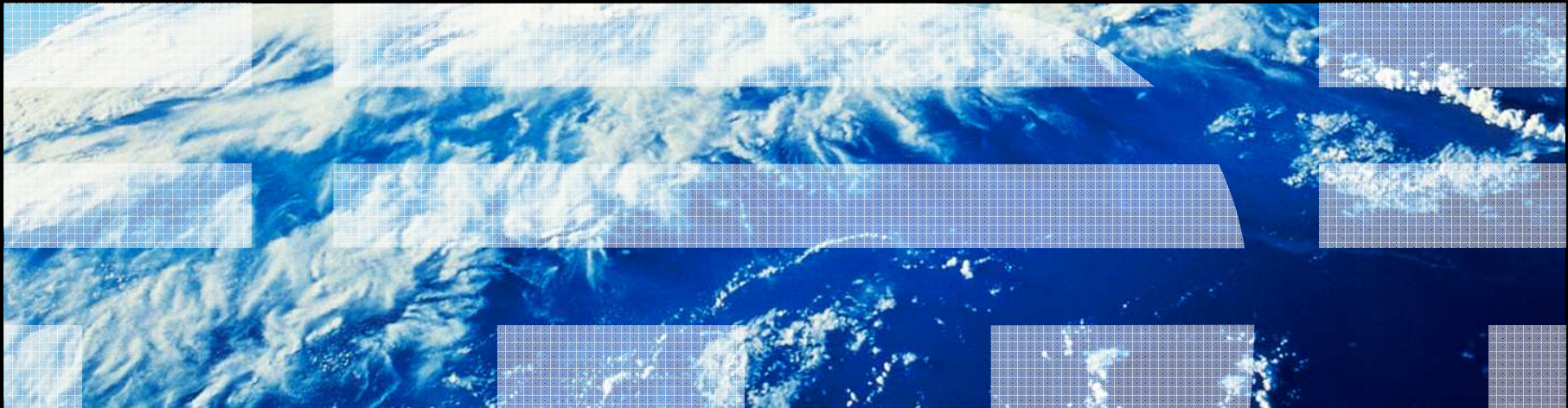
Business Agility Now!
Putting You on a Path to Working Smarter



Scenario #1 – Telecommunications

Victor Ramos

Application Architect: Web Services/SOA

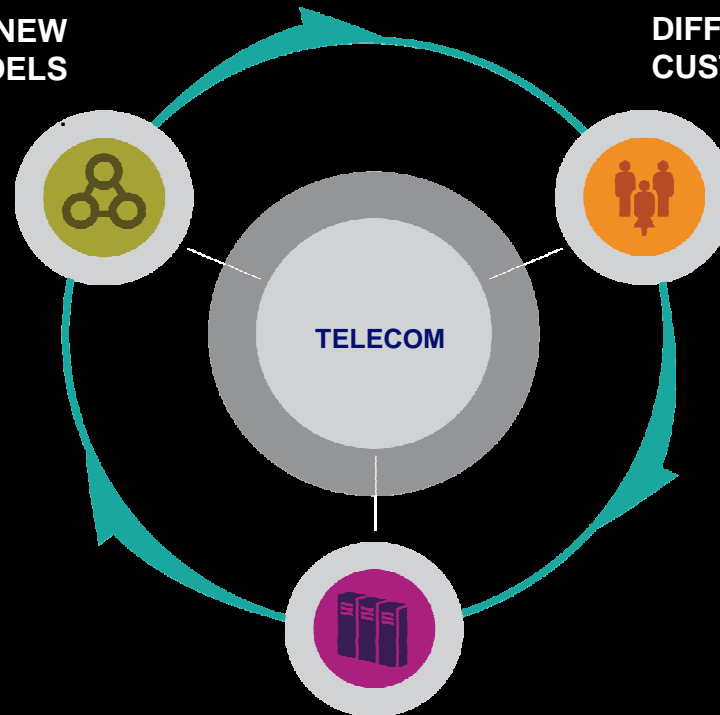




Telecom Business Imperatives

**ENABLE NEW
BUSINESS MODELS**

**DIFFERENTIATE THE
CUSTOMER EXPERIENCE**



IMPROVE OPERATIONAL EFFICIENCIES

Drivers....

- **OPERATIONAL PERFORMANCE**
- **GROWTH OPPORTUNITIES**
- **COMPETITION**
- **CUSTOMER RETENTION**

Inhibitors...

- **LEGACY INFRASTRUCTURE**
- **EXPLOSION IN DATA**
- **REGULATION**
- **COMPLEX PROCESSES**



NoTone Telco – As-Is Business Problem Statement

- Dave's Problem:
 - Dave owns sales campaign and re-seller responsibility for NoTone Telco. The economy is driving away market share, his re-sellers are abandoning him for easier to work with competitors. Dave has great ideas for new sales campaigns and promotions, but he does not have visibility into the larger business processes that he needs to understand in order to execute his ideas.





Resulting Business Benefits

Reduced Cycle Time

Improved Decision Making yields Improved Maintenance Efficiency and Equipment Optimization

Reduced Expense

Enhanced Equipment Performance/Condition-based Monitoring & Optimization = Operating Cost Reductions

Optimized Resources

Capturing Knowledge Expertise to Automate Manual Processes for Better Utilization of Limited Human Capital

Increase Agility

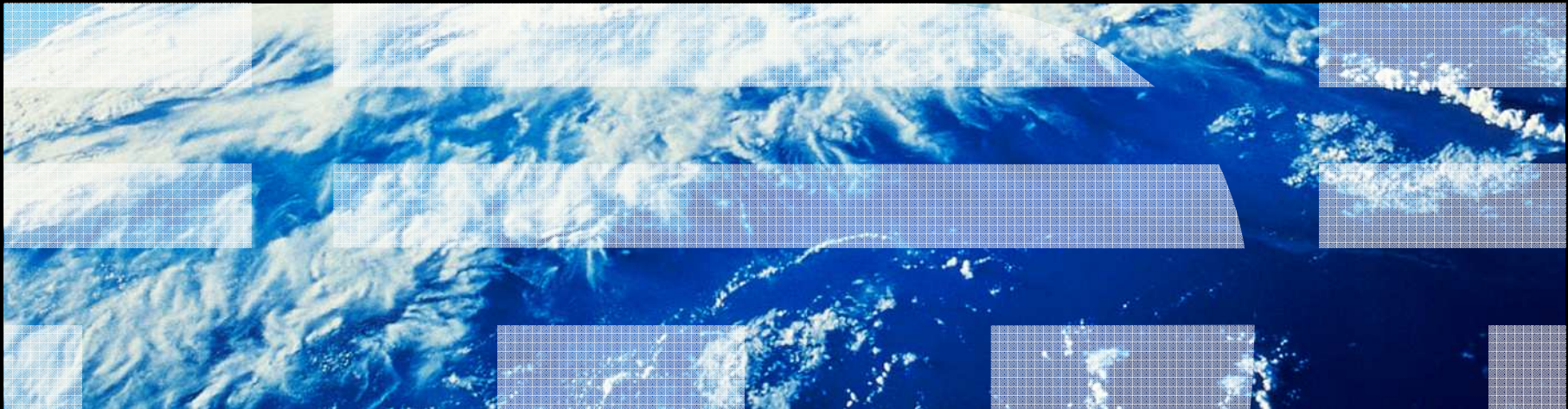
New Analysis and Insight to Change Production Operations at the Speed of Business

Business Agility Now!
Putting You on a Path to Working Smarter



Scenario #2 – Banking

Claudio Cozzi
Distinguished Engineer





Market Forces Driving Banks in 2009

- Global Economic Downturn
- New Customer Demographics
- M & A Consolidation
- Governmental Regulations
- Traditional and Non-bank Competition
- Increased Business Focus on:
 - Customer-centricity and Personalization
 - Retention of increasingly discriminating customers
 - Cost reductions and revenue maximization
 - Risk management and loss controls
 - Security, Privacy and Fraud Detection
 - Accessing high growth markets
 - Access to multi-channel information and service

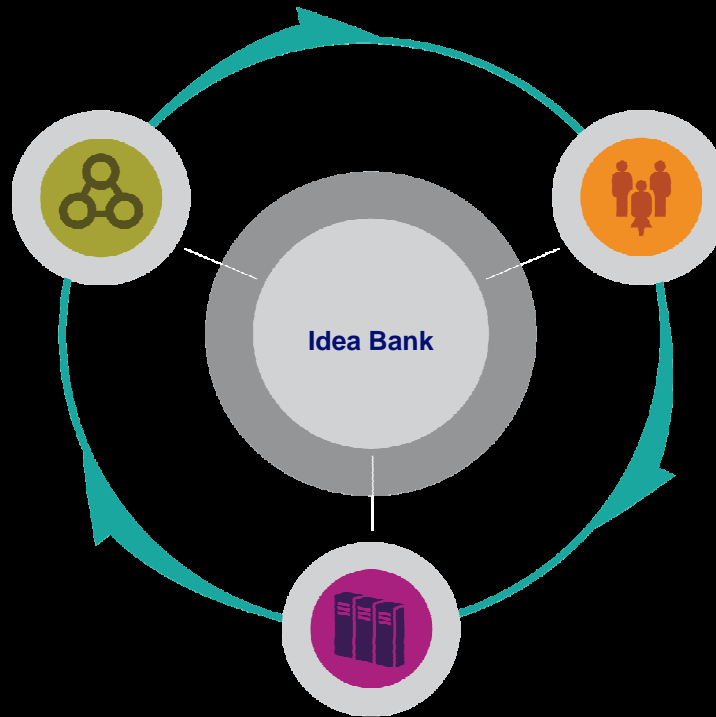




Idea Bank top Business Imperatives

Customer Defections are Rising

**CAPTURE CUSTOMER
INFORMATION IN
REAL TIME**



**DETERMINE THE
CONDITIONS THAT
INDICATE POTENTIAL
CUSTOMER DEFECTION**

IMPROVE CUSTOMER RETENTION



Business Benefits - Banking

Customer Retention

- Timely access to events indicating a valuable customer in a distressed financial situation allowed the bank act to improve the leading to improved customer retention.

Reduced Expense

- Targeted marketing to known customers prospects have lower costs compared the current mass marketing plan

Reduced Cycle Time

- BEP allowed Evan to quickly detect customer situations and develop a customized plan to help them their current financial difficulties and stay with the bank for the long term.

Increase Agility

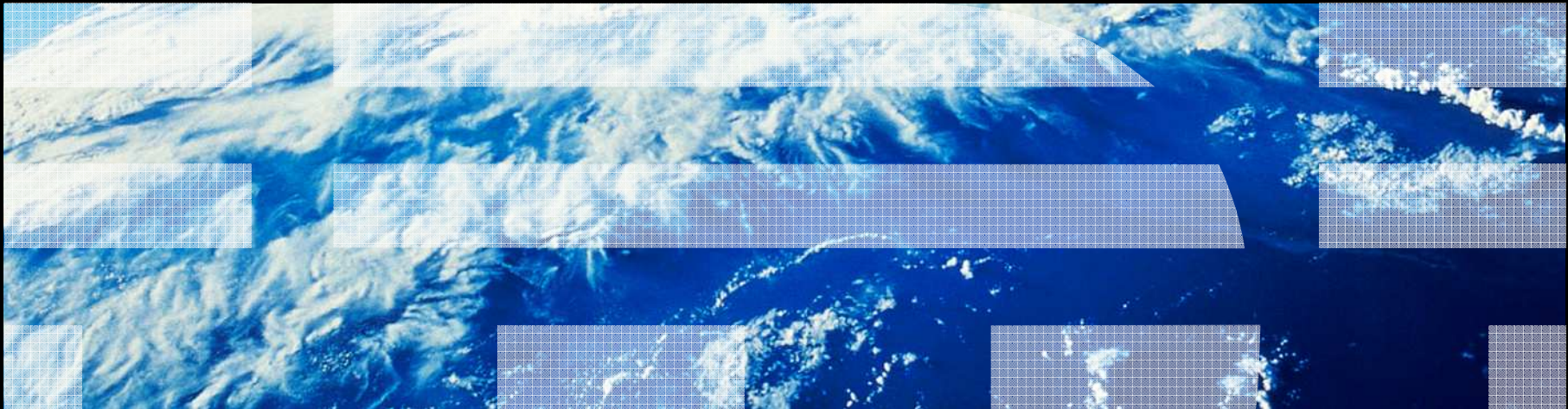
- The Business Event Processing solution provides an easy to use Business interface to both quickly define or modify those business conditions that require action..

Business Agility Now!
Putting You on a Path to Working Smarter



Scenario # 3 Government

Hector Hernandez
Global Cross-Brand Sales Leader





Market Forces Impacting Government

Flexible, integrated solutions to meet the challenges of today's Governments



Citizen & Business Expectations

- Small Businesses find it very difficult to get government approvals on time
- Reduce the risk and exposures

Technology

- Cross-government integration required to increase efficiency and service delivery
- Reduce the use of manual processes (i.e. fax)

Imperatives

- Demand for a more responsive government
- Enhance revenue and collections
- Change becomes the strategy
- Reduce cycle times and costs for external constituents

Agencies

- Reduce manual verifications across agencies
- Need for cross agency linkage and workflow automation

Budget Pressures

- Economic slowdown causing revenue shortfalls
- Budget growth with cost containment

Driving Productivity & Optimization for Government



Gla-Mar Dry Cleaners – As-Is Business Problem Statement

Gladys and Mario are in the process of opening a small business, a Dry Cleaner. They find out that doing business with the government is a manual, slow and siloed process. Their first step is to obtain a business license. As they are directed from agency to agency they quickly learn that they have to hand carry all documents from agency to agency; the process involves four separate (siloed) agencies for their:

1. Business License
2. Dry Cleaners Permit
3. Environmental License
4. Air Quality Permit

Since we have employees who have been with the agencies for years we are able to do the best we can with the manual processes we use.

Our processes, systems and applications are old, siloed and slow.

We ask our citizens who are trying to open a small business to be part of our manual process. Since opening a dry cleaners requires four separate steps our workflow lacks business rules, automation, integration and self service. The information is duplicated causing small business applicants to almost never open on time

How can I implement a workflow process that automates tasks, improves the approval process, reduces time and integrates all four agencies.



Government



Citizen & Agency Benefits – Government

Citizen Satisfaction

- Citizen satisfaction has increased considerably. The small business approval process is 80% self-service allowing the small business applicant to receive online status and communicate directly with the agencies. No need to carry papers from agency to agency. Once connection is made with the first agency for application approval, all documentation is electronically included in the automated processes.

Reduce Taxpayer Cost & Generate Revenues

- Because the processes are now automated and efficiencies have been realized, the cost of doing business has been reduced. This allows the government to increase revenues and reduce taxpayer costs. By using common services across agencies, the government realizes savings that otherwise would be difficult to attain.

Increased Flexibility

- Since there is now a single view of the citizens application, changes can occur in one place rather than having to be implemented in a siloed approach for each agency.
- The approval process for a small business has increased efficiency of 50% by use of business rules and a common process workflow. All agencies can now view the progress and status of each applicant in the system. Agencies can collaborate and provide the proper approvals on time with minimal errors. The cost of maintaining legacy applications have also been reduced.

Optimized Resources

- Improved employee productivity and eliminated manual processes. The use of common business services allows departments to have a single system view of a small business applicant information, improving access and optimizing resources end-to-end.

Business Agility Now!
Putting You on a Path to Working Smarter



Thank you

