IBM WebSphere BPM v8 Multimedia
As Produced Transcript
Phil Gilbert, Vice President of Business Process Management, IBM

The interesting thing about process is that it is the prism by which companies communicate their ability to execute and scale. If I really understand the processes, and if I instrument my processes, if I correlate the activities of my organization using a process prism, then I am advantaged over my competitors in terms of being able to generate the outcomes that I need to generate.

And so while I think in the past Business Process Management has been thought of as a niche in terms of operationalizing an organization, the fact of the matter is it is the defining characteristic of most companies.

IBM Business Process Manager is the premier tool for providing visibility and management throughout your enterprise.

It gives me a real-time capability to actually have levers of behavior that I can adjust. And based on how I adjust these levers of behavior, I can actually change outcomes on the other end of this machine. This is the real value of understanding my business.

IBM Business Process Manager V8 changes everything.

With V8 for the first time we can start to imagine truly a complete set of end-to-end processes being modeled, maintained and actually hooked up to the elements of our infrastructure, all of the silos of automation that I need to bring a process understanding to but which today stand on their own.

In 2011, we released IBM Business Process Manager 7.5, and that platform was predicated on two key pillars: visibility and governance.

Now with V8, we are taking the next step in business process innovation, and we are adding collaboration as the third pillar that has to be part of your Business Process Management strategy.

Understanding how people and systems collaborate to achieve certain tasks and moving the notions of collaboration from notions of structure to ad hoc and now real-time collaboration, means we can help you affect change so that your ability to respond to problems in structured, scalable but real time fashion even among multiple people in disparate locations is unparalleled.

The second thing that V8 really does is it re-imagines the user engagement. It offers richer experiences to participants in the process, more socially aware engagement, the ability to collaborate in real-time across my task with other experts that the system has identified using social analytics.

We have a concept called the Process Center. The Process Center is a re-conception of how we do versioning, version control and also dependency management.

In V8, we now have extended Process Centers so that you can actually federate multiple

Process Centers across your enterprise. They can actually communicate with one another, and they can have parent-child relationships between many of the assets that you are sharing between them.

And, last but not least, this is beautiful software.

So, as we talk about things like the activity streams, as we talk about our new coach paradigm or the fact that we deliver a highly collaborative experience and that we identify experts out of the box by using the data that the process system flows off, as we talk about the reports and the visibility and the inline metrics that are enabled by using the software, we can't lose sight of the fact that there is an individual that actually has to use this software. Beauty matters.

There has never been a release in BPM bigger than the release of IBM BPM Version 8.

And the reason for that is because V8 is the first BPM platform that really makes a statement about using process as the prism by which we attach those high level organizational drivers to the detailed operational behaviors that all of our people and all of our systems actually do inside of our companies.