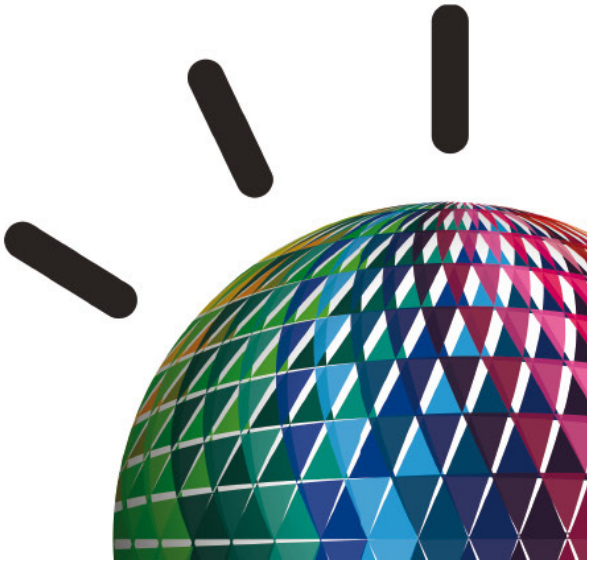
Impact2012

L'arte di rendere il business
più flessibile, agile e dinamico che mai.

Roma, 7 giugno 2012

Robert Golladay
BPM Leader, IBM Europe

Antonio Lopriore
BPM Tiger Team, IBM Europe



McKinsey Global Technology Survey: Process is Still King

Process effectiveness and efficiency ranked #1 and 2 overall

Focus on effectiveness and efficiency

% of respondents[1]

Current IT priorities at respondent's company	Total, n = 927	Ranking by current priority: Non-IT executives, n = 427	Ranking by current priority: 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

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

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

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

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Why do Customers Buy BPM?

Impact2012

IT

IT Automation and Optimisation

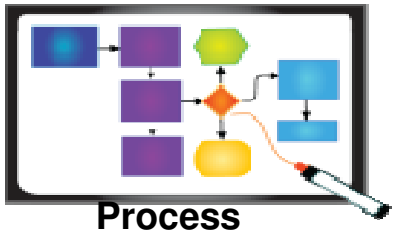
- Time to value
- Total cost of ownership
- Prebuilt assets
- Reuse
- IT standards

System Agility

LoB

Process Automation and Optimisation

- Automate a manual process
- Visibility and ROI
- Quicker, better, cheaper
- Compliance
- Target operating model

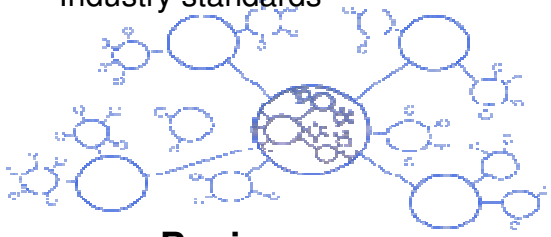


Process Agility

C-Level

Enterprise Performance Optimisation

- Innovation
- Go to market
- Customer centricity
- Product flexibility
- Industry standards



Business Agility

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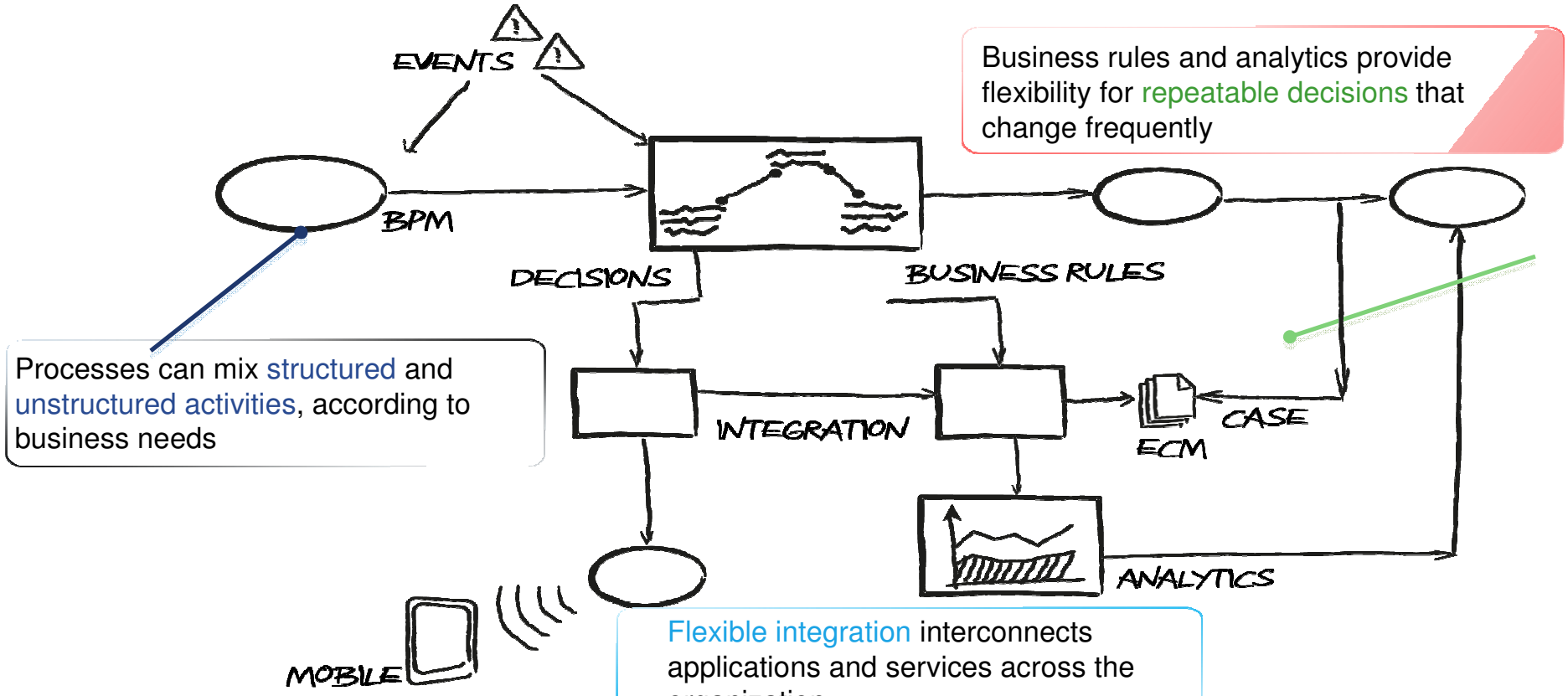
Building Blocks to Achieve Process Innovation

Empowering business and IT users to easily manage change



Business rules and analytics provide flexibility for repeatable decisions that change frequently

Processes can mix structured and unstructured activities, according to business needs

Flexible integration interconnects applications and services across the organization

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Banco Espirito Santo (BES)
Business Innovation via BPM

BPM Approach at BES

- Business processes are managed by business people
- Business is best suited to understand customer needs and must be empowered to make improvements
- Improvements can be done without involving IT / IT staff

BPM as the bridge between Business and IT

BPM is about bringing the power of technology to business staff

- Business processes are supported by several applications requiring service and data integration
- Processes span from repeatable, highly automated and very complex, to very simple interactions, like Excel spreadsheets sent over email

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Banco Espirito Santo (BES)

BES Processes in numbers

Overview

	Existing	Growth	Characteristics
Generic	> 400	30 per quarter	
Procedural	> 15	10 per year	50 - 100 activities
Integrated		1 -2 per year	over 200 activities

	time to deploy	Cost
Generic	5 days	1 FTE
Procedural	~ 3 months	15K - 250K
Integrated	6 months and over, considering the phases	100K and over

Integrated processes are developed in Iterations and phases

Examples of Processes

Integrated

- Mortgage
- Consumer Loans
- Credit Cards
- Corporate Credit
- Account Opening
- Claims
- Savings/deposits

Procedural (in Spain and Portugal)

- Garantias
- Descontos
- Comercio Exterior
- Polizas de Credito
- Innovation
- Leasing
- Savings/deposits

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Why IBM for Process Innovation?

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 Process Management (BPM) market share according to all leading analysts
  #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***

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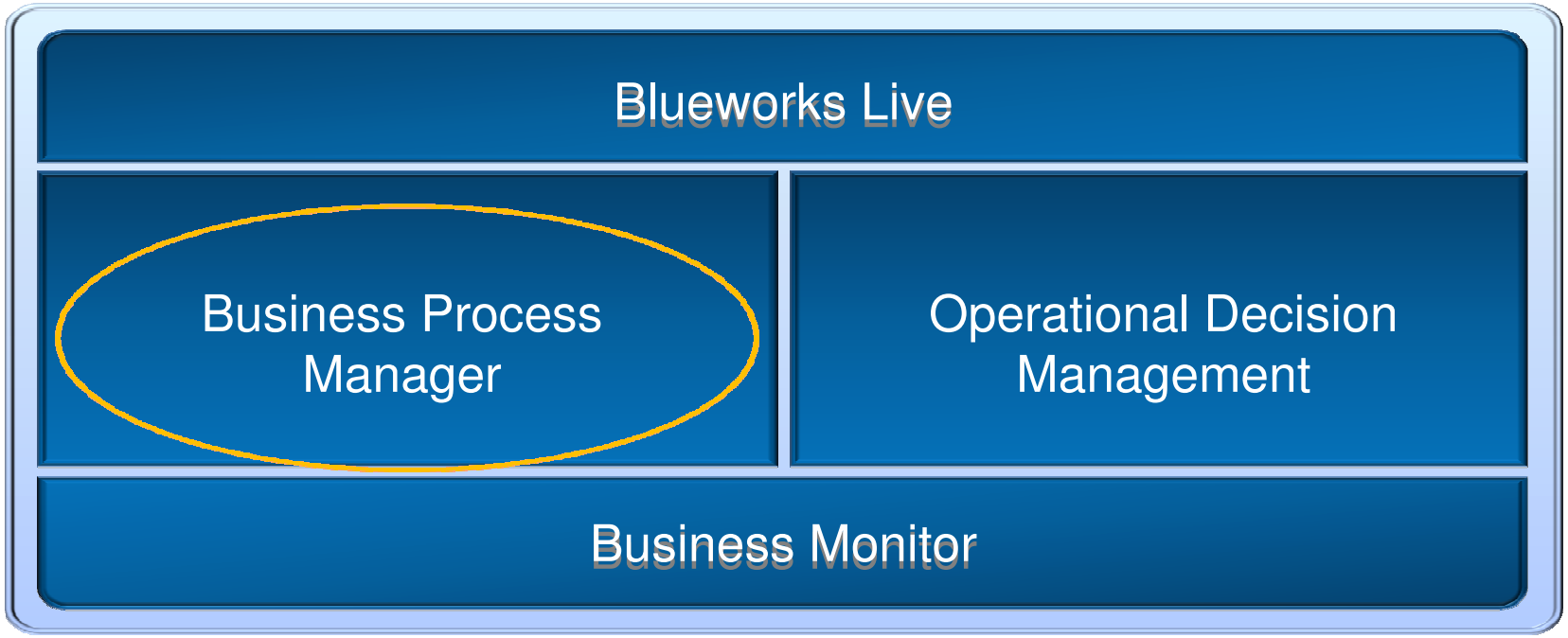
BPM at Scale

requires

IBM Business Process Management Suite



Work together to deliver effective solutions for business operation improvement

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What's New in IBM BPM v8?

Impact2012

Social Collaboration

Mobile Access

Content Access

z/OS

Enhanced Governance

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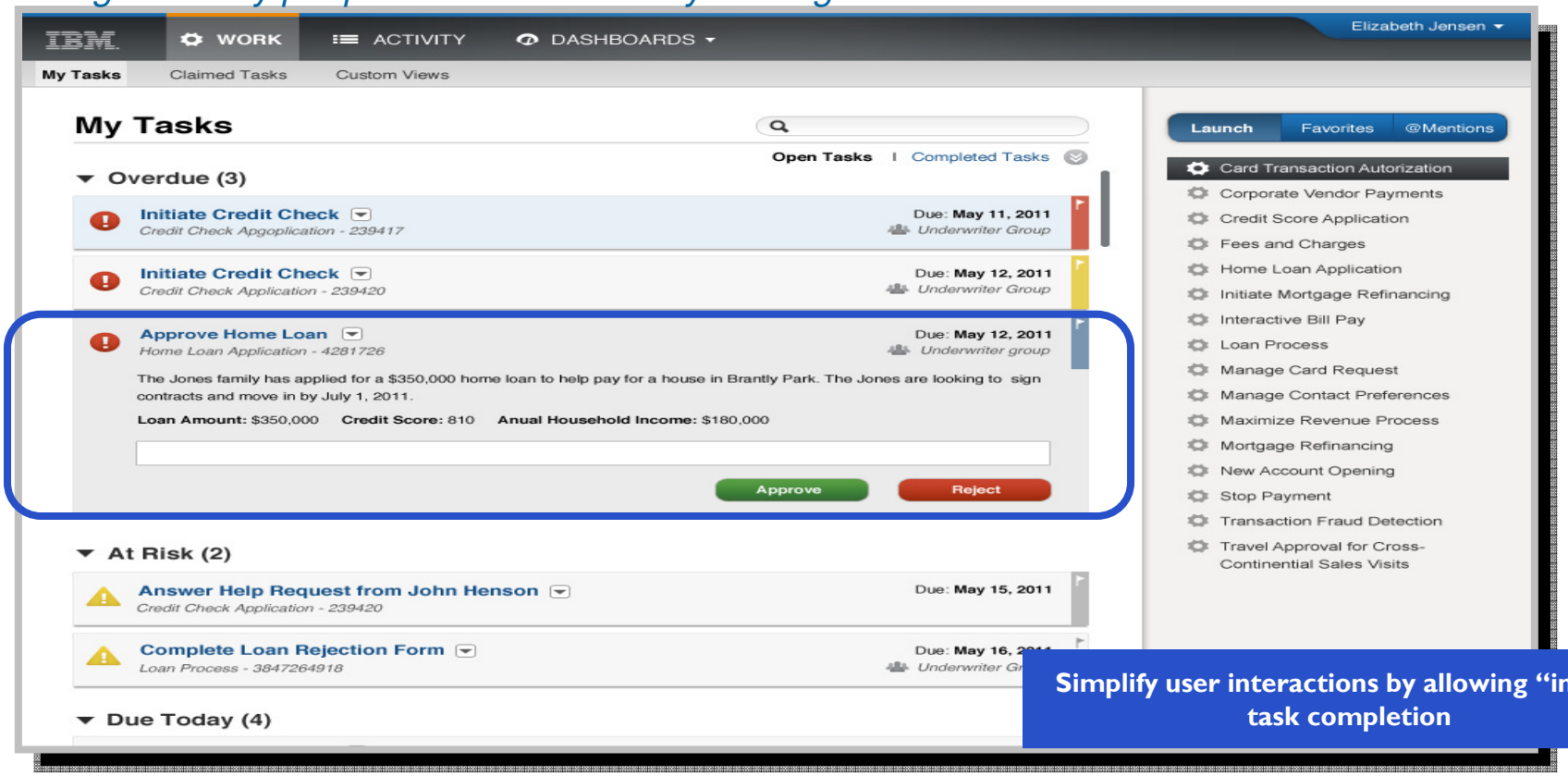
Completely Revamped Process Portal

Change the way people work with tasks by making it social and accessible



Simplify user interactions by allowing "in-line" task completion

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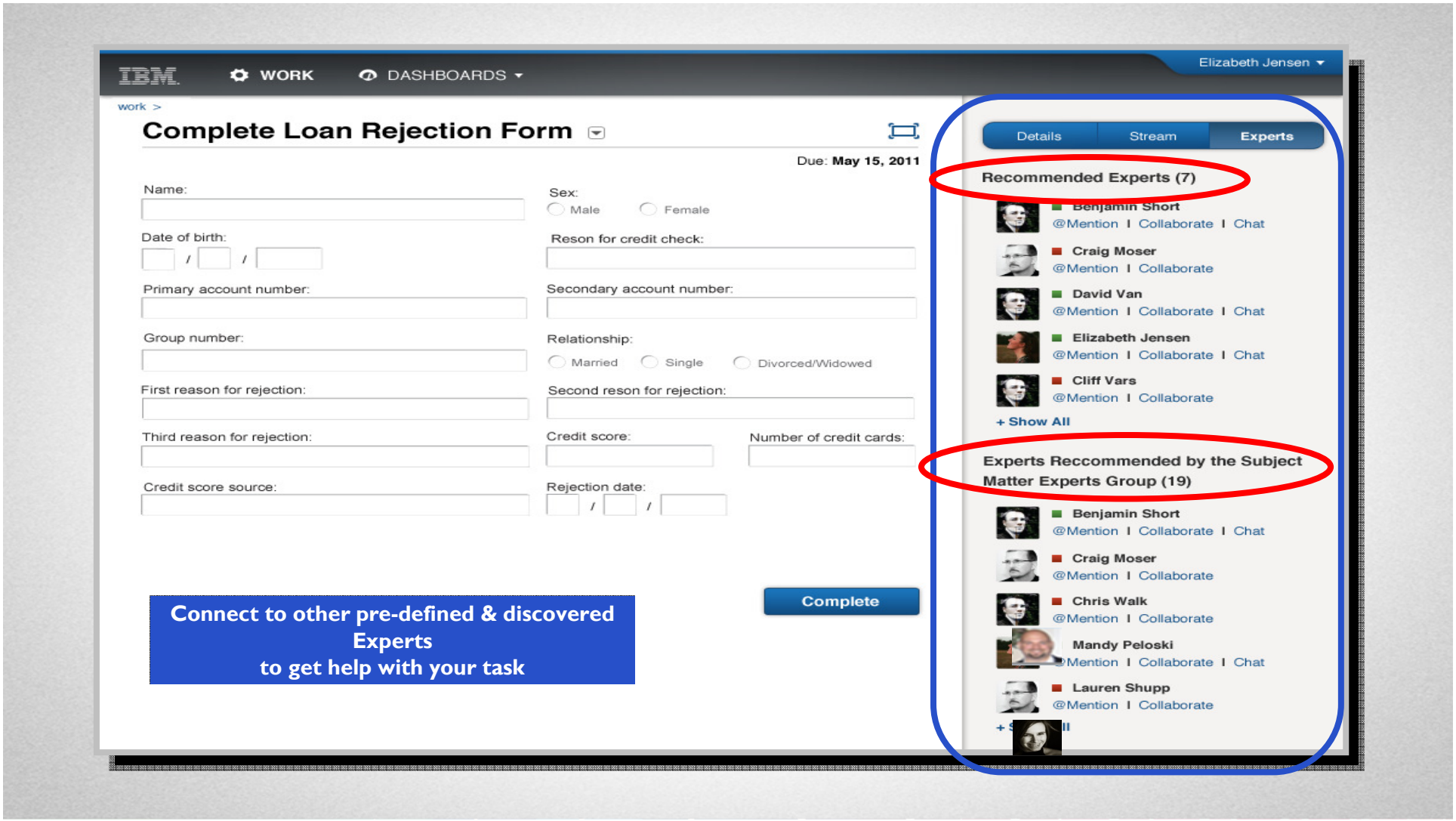
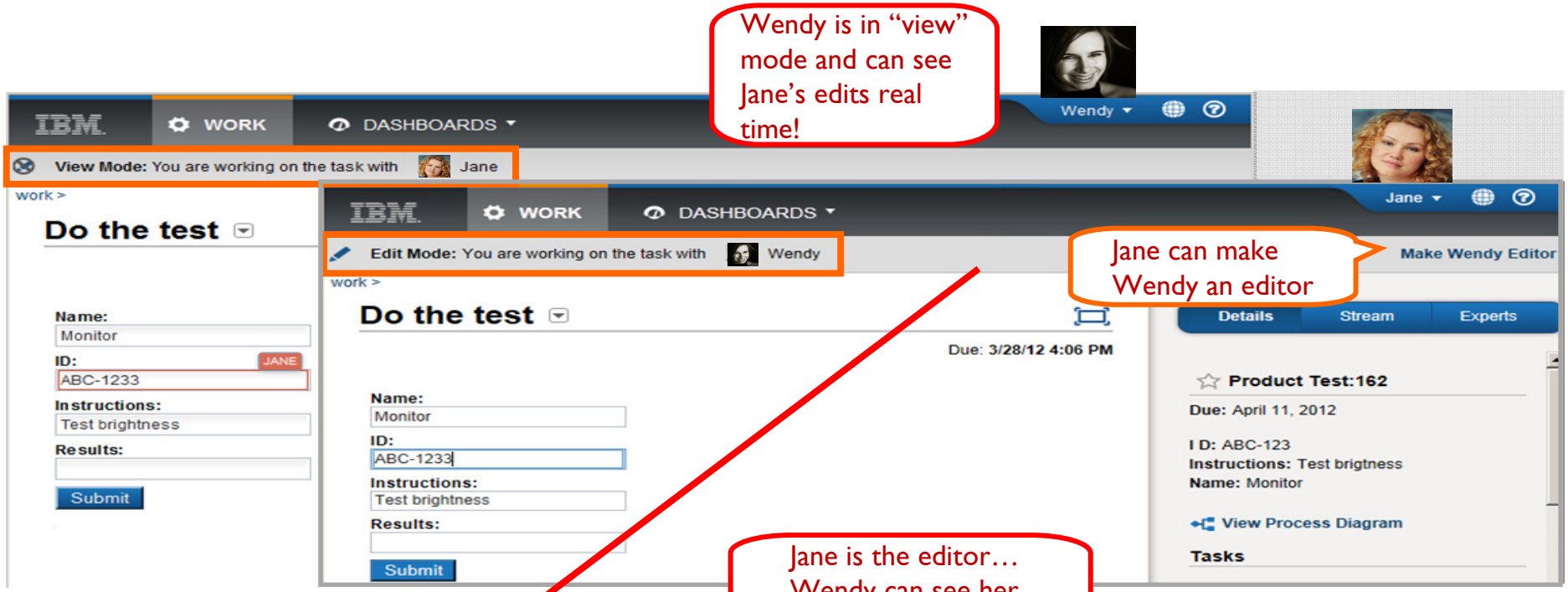

IBM
WORK
DASHBOARDS
Elizabeth Jensen
work >
Complete Loan Rejection Form
Due: May 15, 2011
Name:
Sex:
Male
Female
Date of birth:
Reson for credit check:
Primary account number:
Secondary account number:
Group number:
Relationship:
Married
Single
Divorced/Widowed
First reason for rejection:
Second reson for rejection:
Third reason for rejection:
Credit score:
Number of credit cards:
Credit score source:
Rejection date:
Complete
Connect to other pre-defined & discovered Experts
to get help with your task
Details
Stream
Experts
Recommended Experts (7)
Benjamin Short
@Mention I Collaborate I Chat
Craig Moser
@Mention I Collaborate
David Van
@Mention I Collaborate I Chat
Elizabeth Jensen
@Mention I Collaborate I Chat
Cliff Vars
@Mention I Collaborate
+ Show All
Experts Reccommended by the Subject Matter Experts Group (19)
Benjamin Short
@Mention I Collaborate I Chat
Craig Moser
@Mention I Collaborate
Chris Walk
@Mention I Collaborate
Mandy Peloski
@Mention I Collaborate I Chat
Lauren Shupp
@Mention I Collaborate

In-Task Collaboration
Jane and Wendy can work together in the shared Coach



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IBM BPM v8 – Mobile Access

- **Native iOS mobile app** promotes broader adoption and easy access to IBM BPM tasks
- **Consolidates all your process work into a unified view**
- **Extensive REST APIs** enable customized integration of IBM BPM content into your mobile experiences

Improve productivity among business stakeholders through dynamic communication of activities – reduce 'back channel" emails, messages, etc.

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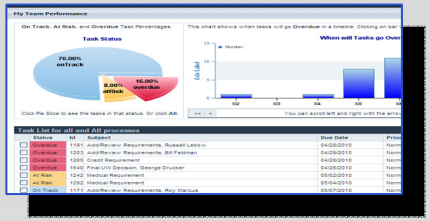
Situational awareness with process monitoring & analytics

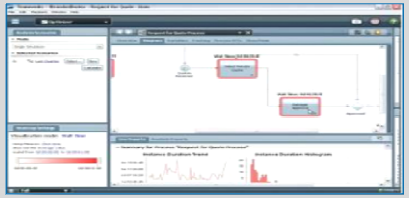
Performance Data Warehouse Opening New Frontiers

Real-time Scoreboards



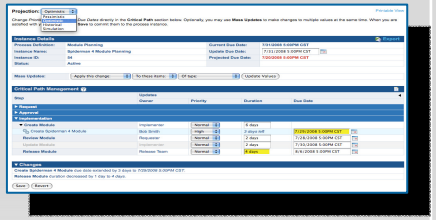
Provides visibility into work-in-progress & the ability to take corrective action when necessary

Heat Map Overlays



Detects bottlenecks and performance thresholds and displays them visually

Critical Path Management



Selection of projected path; visibility into details of each activity in the process

Social Analytics

Collaborate directly on work with other participants and experts for simpler task completion

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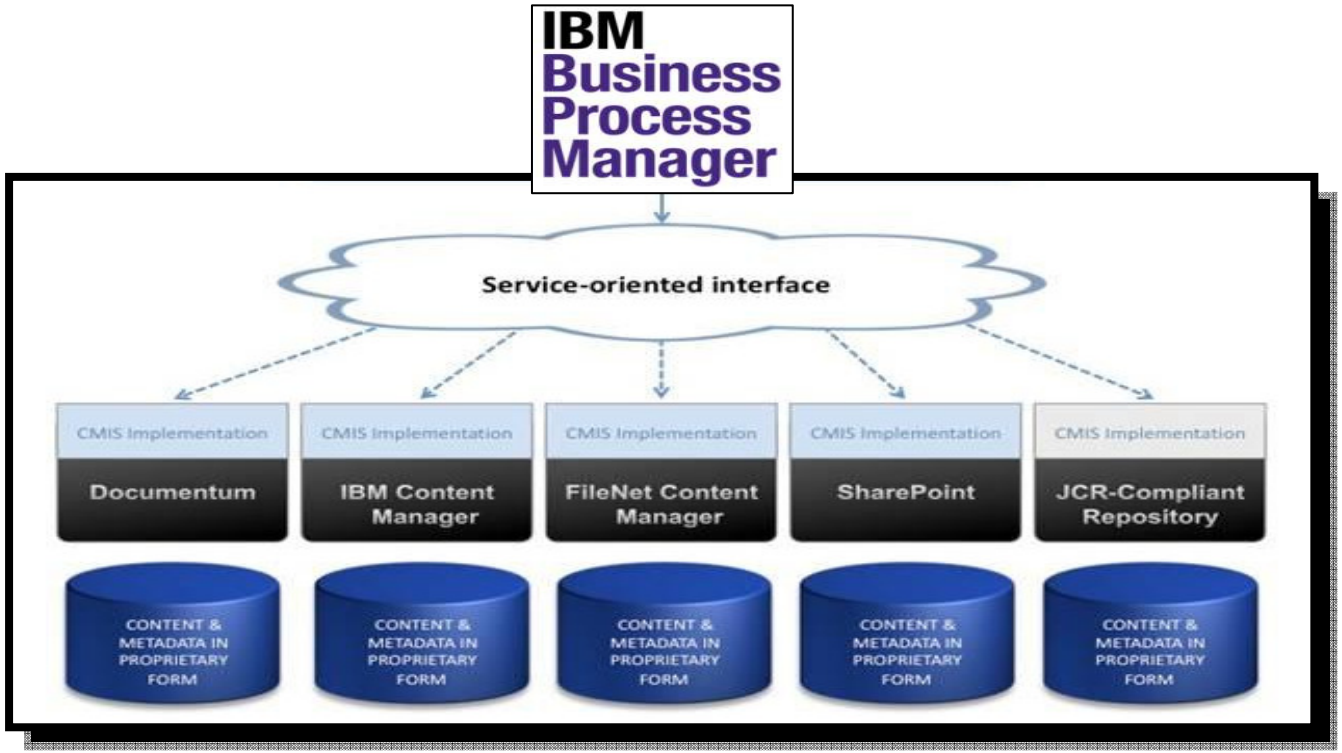
New in IBM BPM v8 – Content Management Interoperability Services (CMIS)

Any CMIS compliant ECM systems can be integrated with IBM BPM



- FileNet V5
- IBM CM8
- Documentum
- SharePoint
- Alfresco
- OpenText
- Vignette

… and more!

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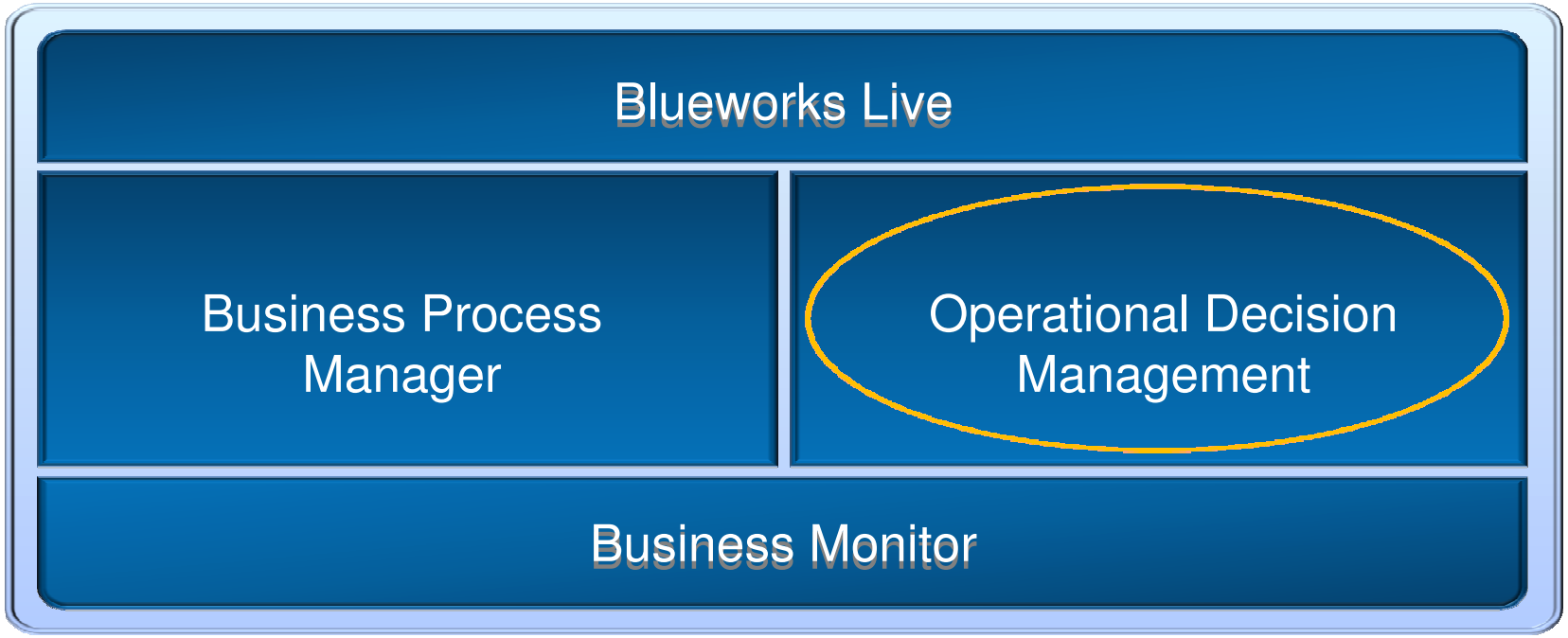
IBM Business Process Management Suite



Work together to deliver effective solutions for business operation improvement

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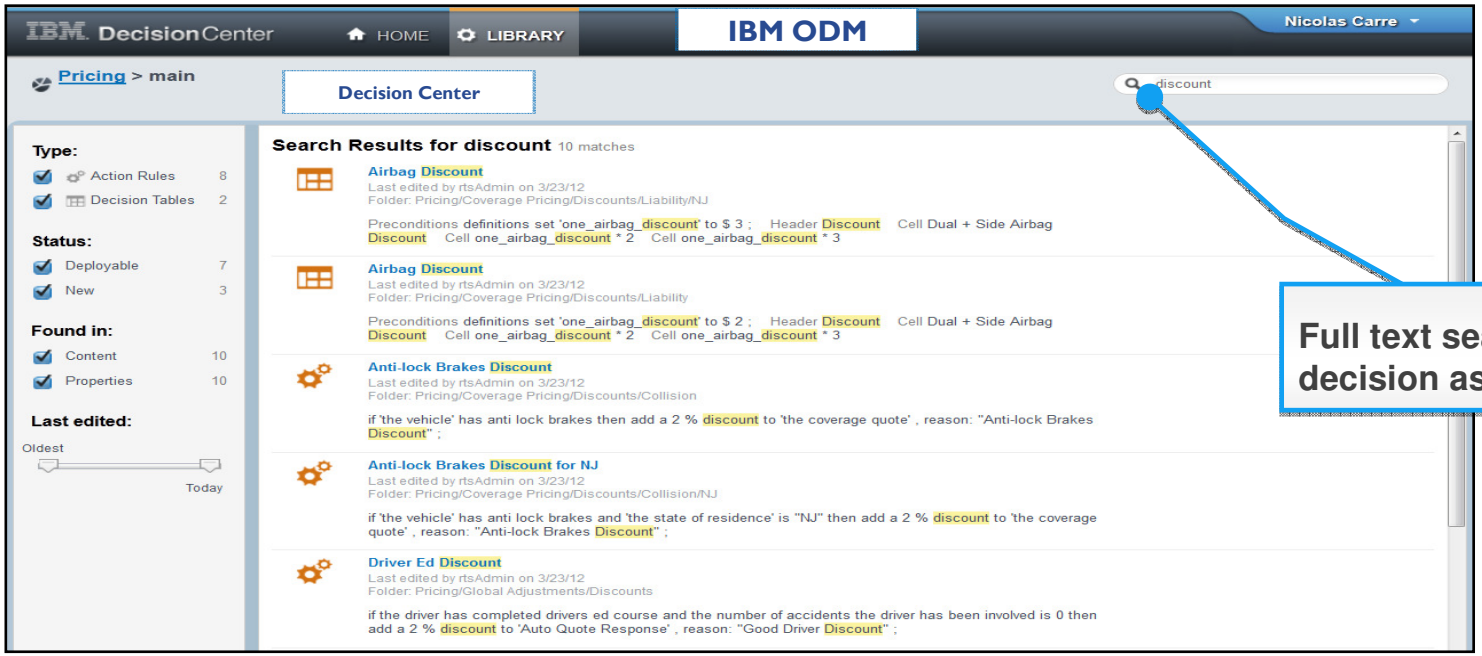
Visibility

Achieve clearer line-of-sight to business operations



Full text search across all decision assets

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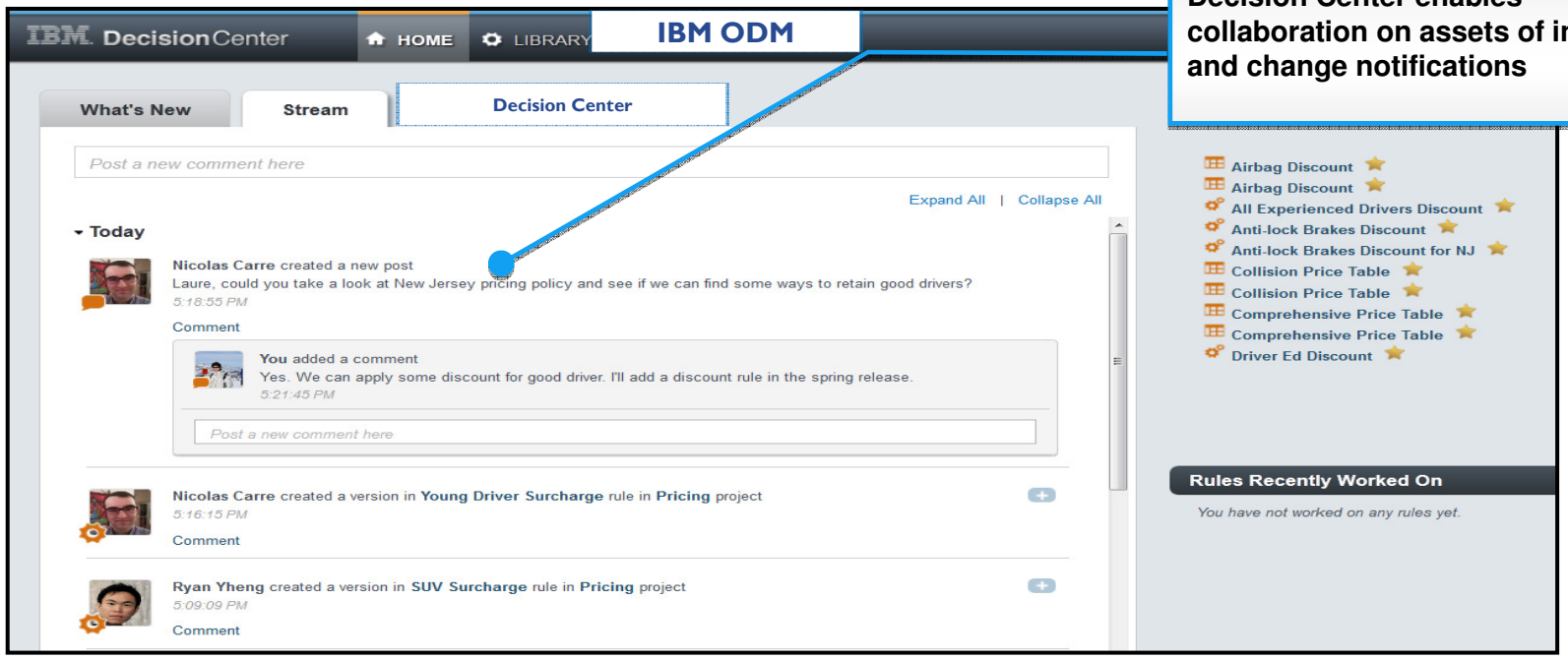
Collaboration
Foster cross-functional and cross-divisional outcomes

Decision Center enables collaboration on assets of interest and change notifications



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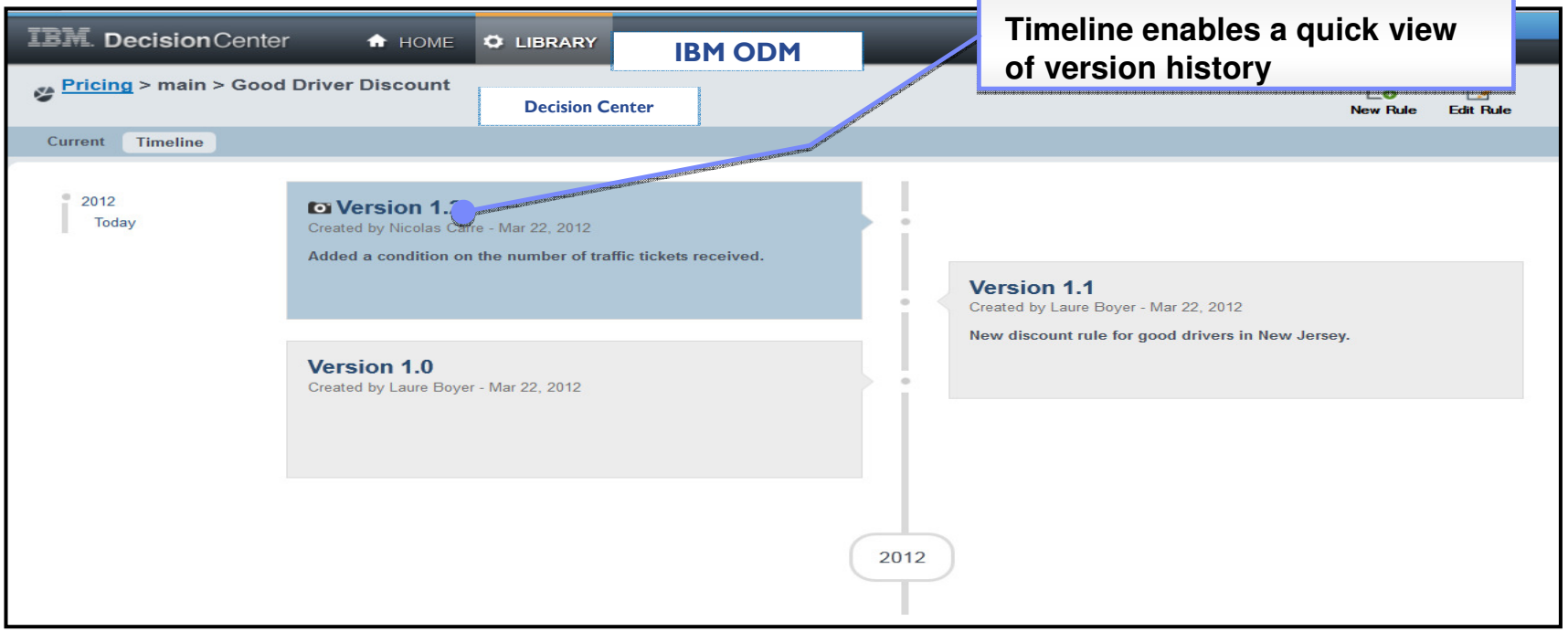
Governance

Align business operations with strategic intent in the face of change



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Advanced passenger processing enhance security and improve responsiveness

Challenges

- Threats to border security are growing while passenger traffic increases, driving need for early detection of risks
- Passenger risk assessment involves data and processes across Carriers, Port Authorities, Immigration, Police, Customs

Benefits

- Enables the agency to identify threats sooner so they can focus attention on high-risk situations
- A near-real-time risk assessment provides enhanced security and speeds up processing

Solution for Process Innovation

- IBM Global Business Services designed and deployed solution that enables data sharing and process automation between various agencies
- System handles over 120 million passenger cross-border movements per annum.

Software Offerings:

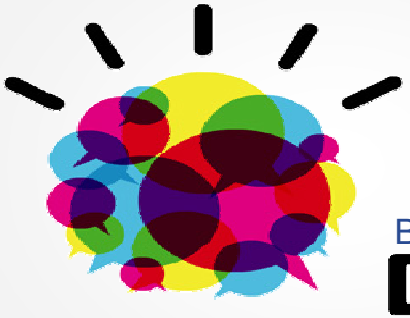
IBM Operational Decision Management

IBM Business Process Manager

"IBM has enabled us to identify threats earlier so that we can more effectively deploy resources at the border, and in some cases prevent travel altogether."

~ Ian Neill, Deputy Director, eBorders

Mobile and Cloud Accelerate Process Innovation



BPM for Mobile

Available on the App Store

Mobile: Deliver process innovation to where your users are

Cloud: Decrease your time to achieve process innovation

New!

New Mobile and Cloud features to achieve process innovation

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  share according to all leading analysts

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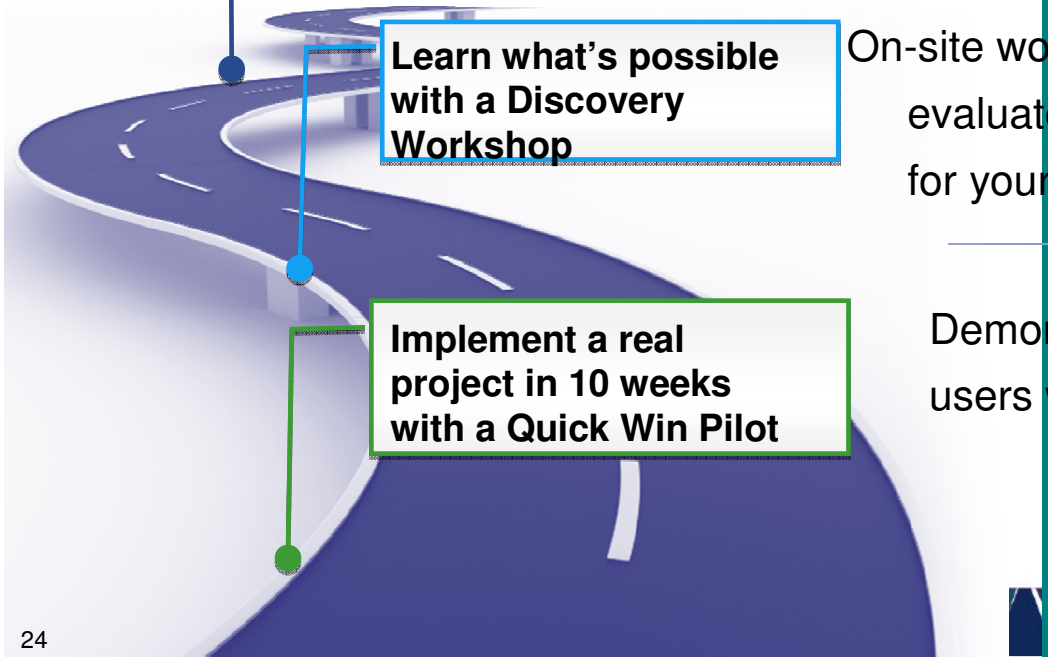
Next Steps



See Process Innovation in Action

Ask your sales representative to see the solution live

Learn what's possible with a Discovery Workshop

On-site workshop with business and IT stakeholders to evaluate the applicability of BPM and Business Rules for your project

Implement a real project in 10 weeks with a Quick Win Pilot

Demonstrate immediate value to your LOB end-users with your first 'Quick Win' in 10 weeks

धन्यवाद
Hindi

多謝
Traditional Chinese

Grazie
Italian

ขอบคุณ
Thai

Gracias
Spanish

Merci
French

Спасибо
Russian

شكراً
Arabic

Obrigado
Brazilian Portuguese

Danke
German

多谢
Simplified Chinese

நன்றி
Tamil

ありがとうございました
Japanese

감사합니다
Korean

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