



Discovering the Value of SOA for WebSphere Business Process Management

# ProcessArt

**BPM – WebSphere Business Modeler v6**  
**Enabling ISVs and SIs**



*SOA on your terms and our expertise*

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# Agenda

- **IBM Industry Business Process Model Templates**
- **IBM WebSphere Process Improvement Workshop**
- **...more information**

**Enabling  
IBM  
Business  
Partners!**



# IBM Industry Business Process Model Templates

# IBM Industry Business Process Model Templates

Home | My Page | Project Map | Foundry Map | Code Snippets | **Industry Process Model Database**

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Language

- [Aerospace Process Models](#) [\[Add document here\]](#)
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- [Training Process Models](#) [\[Add document here\]](#)

Idea: Community over time adds more and more industry specific process models for others to be used as samples in various sales and/or consulting engagements

Follow this link:

[https://w3.opensource.ibm.com/docman/?group\\_id=1756](https://w3.opensource.ibm.com/docman/?group_id=1756)

# Discovering the Value of SOA for WebSphere Business Process Management

## Business Modeling - 0\_DSL Provisioning (Future) HL - IBM WebSphere Business Modeler Advanced Version 6.0.1

Edit View Navigate Search Project Modeling Run Window Help

100%

Business M...

Project Tree

Aerospace

Banking - ATM

Banking - Mortgage Application

Cross Industry - Account Verification

Healthcare

Industrial - Supplier Forecasting

Insurance - Business Life

Retail - Invoice Payment

Telecommunication - Provisioning

Business items

Processes

Current

0\_DSL Provisioning (Current) HL

Enter & Release Order (Current)

Pre-Qualify Customer (Current)

Future

0\_DSL Provisioning (Future) HL

0\_DSL Provisioning (Future) HL Simulat

0\_DSL Provisioning (Future) HL Defa

Current - 25 Tokens per day - 4 we

Enter & Release Order (Futu

Pre-Qualify Customer (Future

ExternalEntitiesModel

Resources

Organizations

Classifiers

Reports

Queries

Predefined resources

Outline

Diagram Specification Visual Attributes Page Layout

Attributes - 0\_DSL Provisioning (Future) HL

Simulation Control Panel Errors (Filter n

Items) Dynamic Analysis

General Cost and Revenue Duration Inputs Outputs

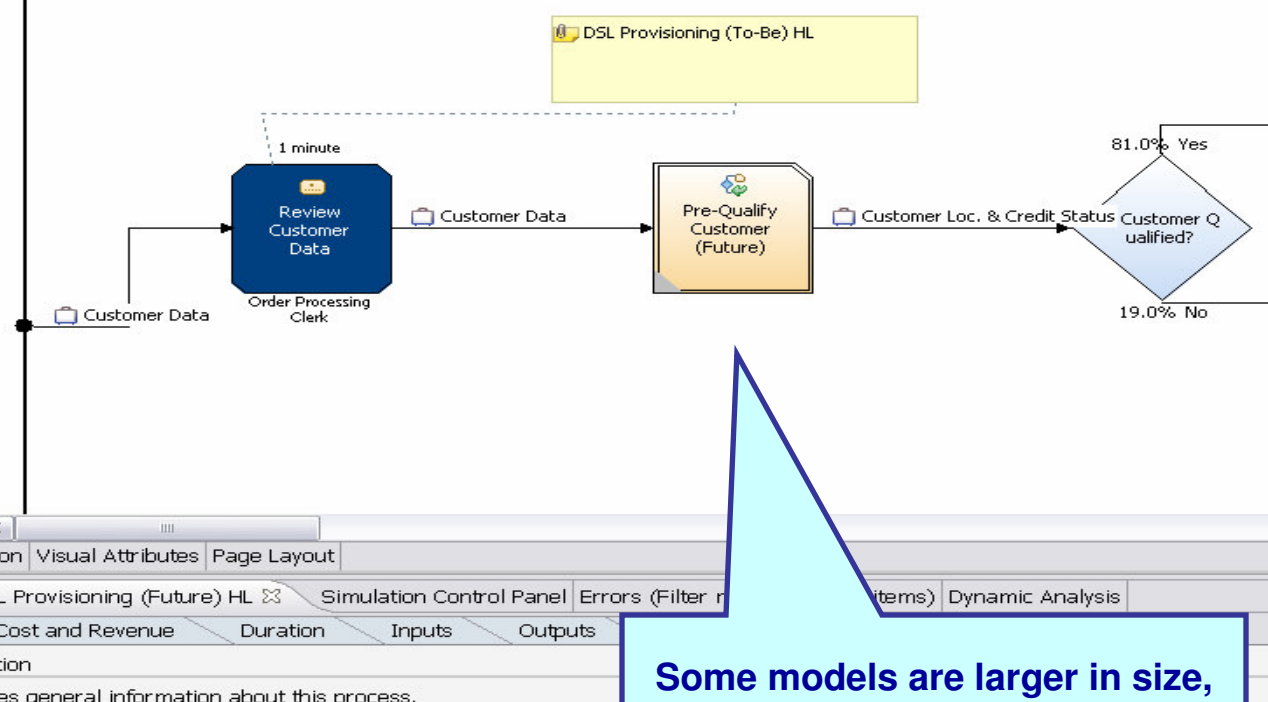
General information

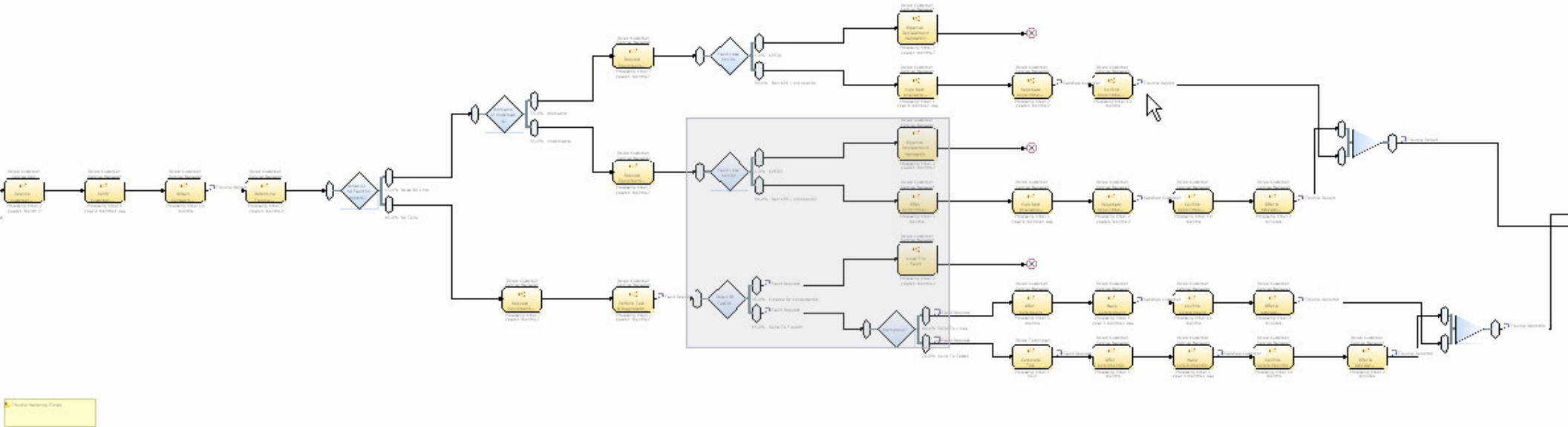
ection provides general information about this process.

Models from different industries can be used better demonstrate WB Modeler capabilities with models know to the industries.

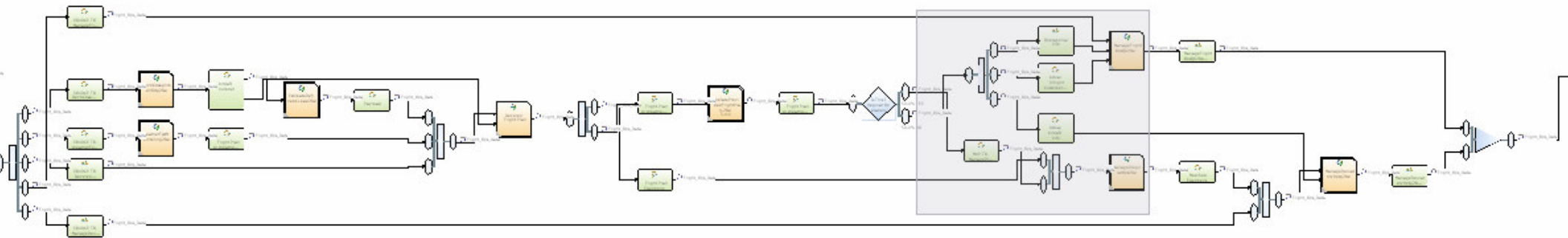
Some models come with current and future process models to allow to demonstrate process improvements.

Some models are larger in size, with sub processes, all allow to run simulation for further analysis.





**Process models vary in size and complexity, as well as in richness of assignments behind the model itself (with respect to business items, resources, classifiers, etc).**



# Discovering the Value of SOA for WebSphere Business Process Management

Business Modeling - 5.0 Manage Flt. Ops. & Plng~ - IBM WebSphere Business Modeler Advanced Version 6.0.1

The screenshot displays the IBM WebSphere Business Modeler interface. On the left is a Project Tree with a hierarchy including Aerospace, Business items, DocumentModel, Cost, Default Data Structure, Flight\_Ops\_Data, and Processes. The main workspace shows a process flow diagram with nodes: 5.7 Weather Fcst. & Monitoring, 5.1 Develop AC Assignment. & Rtg~, Default Data Structure Plan w/ Weather Info 1, Aircraft number, and 5.2 Estimate & Refine AC Load. A Properties panel at the bottom right shows details for the selected process, including its name and description.

**Some models come with many (global) objects to be reused.**

**All these models can be used and adapted for specific customers – not for production, but to show that business process modeling can be done easily with WB Modeler, once the process itself is known.**

General	Cost and Revenue	Duration	Inputs	Outputs
<b>General information</b> This section provides general information about this global process.				
<b>Name</b> 5.2 Estimate & Refine AC Load				
<b>Description</b>  				

# Discovering the Value of SOA for WebSphere Business Process Management

- Resources
- Agent
- Automatic
- Cockpit Crew
- Crew Chief
- Crew Planner
- Crew Scheduler
- Curriculum Developer
- Dispatcher
- Irregular Ops Manager
- Load Controller
- Maintenance Controller
- Marketing Analyst
- Meteorologist
- Ops Control Manager
- Route Planning Analyst
- UserRole
- Consumable
- ExternalEntity
- Software
- AC Routing\_Tracking
- ANNAGENT
- ARTAUTOMATIC
- CARLIEPLANNER
- CCREW
- CHARLIECHIEF
- Crew Scheduling
- CSCHEDULER
- DEFAULTMANAGER
- Employee 1
- Flight Following
- Flight Planning
- Flight Reporting
- Flight Tracking
- IRREGMANAGER
- JOEDISPATCHER
- LOADMAN
- MAINTPERSON
- Manage Flt Emerg
- MARKETMAN
- Operate Flight
- OPSGUY
- Reservations

- Organizations
- Aircraft Maintenance
- Airline Planning
- Airport Operations
- Crew Planning
- Crew Scheduling
- CRM
- Dispatch
- Flight Crew
- Flight Ops
- Flight QA
- Inflight Services
- Irregular Operations
- Load Control
- Maintenance Control
- Marketing
- Meteorology
- Operations
- Operations Control
- Reservations
- Location
- LocationTreeStructure
- OrganizationTreeStructure
- LocationTree
- Organizati Tree

- 24 Hour Calendar Overtime working intervals
- 24 Hour Calendar Special non working intervals
- 24 Hour Calendar Special working intervals
- 24 Hour Calendar Standard non working intervals
- 24 Hour Calendar Standard working intervals
- 24 Hours calendar Overtime working intervals
- 24 Hours calendar Special non working intervals
- 24 Hours calendar Special working intervals
- 24 Hours calendar Standard non working intervals
- 24 Hours calendar Standard working intervals
- Standard Calendar Overtime working intervals
- Standard Calendar Special non working intervals
- Standard Calendar Special working intervals
- Standard Calendar Standard non working intervals
- Standard Calendar Standard working intervals
- Test Calendar Overtime working intervals
- Test Calendar Special non working intervals
- Test Calendar Special working intervals
- Test Calendar Standard non working intervals
- Test Calendar Standard working intervals

**Some models have a number of calendars defined assigned to individual resources and roles.**

**Data objects are defined and used to flow through the business processes.**

**Customized classifier help to better describe and analyse processes and activities.**

**Some models come with fully described organizations, as well then assigned to tasks and processes.**

**Some models come with a large catalog of used resources.**

- Business items
- Damage Report
- Payment
- Payment Denial
- Proof of Delivery
- Purchase Order
- Shrink Report
- Vendor Invoice

- Classifiers
- Application Usage
- Customer Perspective
- Exception Path
- Governance
- Labor Type
- Re-Work
- User Interface
- Work Medium

**Idea: Use these samples to show opulence of business process modeling.**





# WebSphere Process Improvement Workshop

# WebSphere Workshops

## WebSphere Process Improvement Workshop

- Line of Business led workshop focused on a specific business process where customer is experiencing business pain
- Includes modeling of a “current state” and an improved “future state” process
- Input/Qualification: Customer time/resource commitment and identified process
- Deliverables: As-Is and To-Be process models and analysis results

## WebSphere Integration Architecture Workshop

- Technical workshop focused on a specific business problem, its implication on the technical environment, and the technical architecture required for a solution
- Input/Qualification: Customer time/resource commitment
- Deliverables: High-level services oriented solution architecture that leverages both existing assets and IBM products provided in Results Summary and Strategic Outlook documents

## WebSphere Business Value Assessment

- Business case assessment using solution definition comparison techniques
- Uses proven method to identify benefits and costs including reuse
- Input/Qualification: Required WIN Plan for engagement. Due to limited resources, this workshop is reserved for IBM WebSphere’s larger opportunities.
- Deliverable: A complete TCO/ROI customized analysis by LOB or Project.

## WebSphere Process Improvement Workshop

A 3 to 4 day educational and problem-solving work session during which we document a current business process, define a high level technology-enabled alternative process, and compare the two using WebSphere Modeler's advanced simulation capability

### Activities

- Establish process boundaries and link the process to business goals and benefits
- Model the activities that make up the current "As Is" process including decisions, failure points and exception paths
- Document resources, roles, along with duration and revenue/cost values.
- Identify changes to the process that would result in an improved, workflow-and/or services-enabled alternative and model the future "To-Be" process
- Develop simulation cases and perform static and dynamic simulation analysis
- Discuss Key Performance Indicators (KPIs) and implementation attributes

### Deliverables

- "As Is" and "To Be" simulation results and comparative reports, process diagrams

### Participants

- Customer: LOB executive sponsor, business process SMEs, IT architects
- IBM or IBM Business Partner: WebSphere Integration Solution Architects, Process Integration SMEs, Industry Architects/SMEs

(some) IBM Business Partners were trained already to give this workshop to their customers.

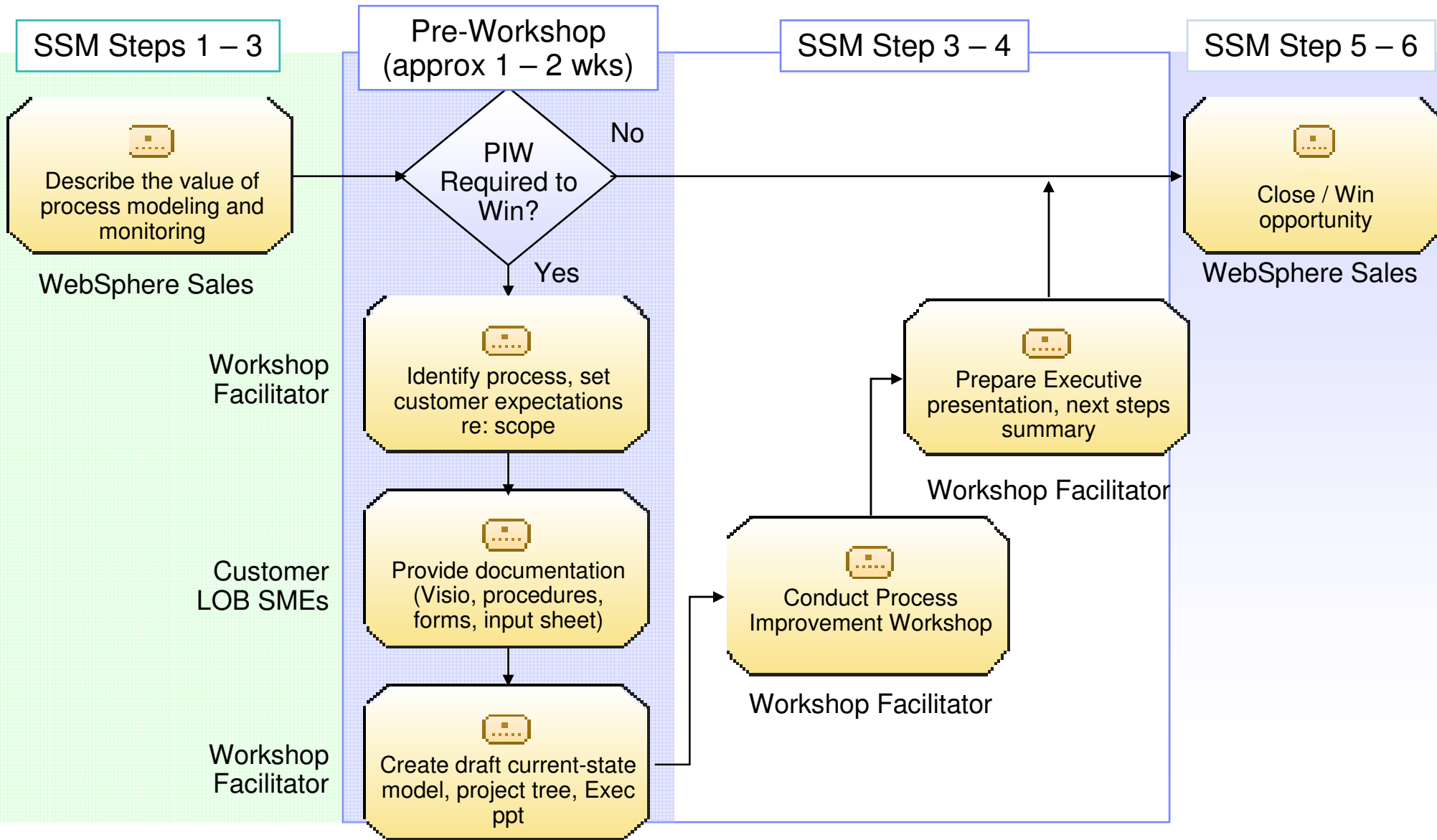
# WebSphere Process Improvement Workshop (PIW)

<b>Description</b>	A 3 to 4 day engagement designed to document the benefits of an improved business process and to demonstrate the value of the WebSphere Business Modeler and the IBM software portfolio. During the workshop a limited-scope current-state model is developed and compared to one or more future-state alternatives enabled through IBM software.		
	<b>Duration</b>	<b>Cost</b>	<b>Customer Sponsor</b>
	With Customer: 3 – 4 days Total: 4 – 5 days	No-charge, Est. value = \$25K-\$50K	LOB executive (e.g., CFO, CMO)
<b>Objectives</b>	<b>Customer</b>		<b>IBM/IBM Business Partner</b>
	Model, analyze and improve a limited-scope business process using WebSphere Business Modeler to develop an improved understanding of modeling best practices including simulation and reporting.		Demonstrate WebSphere Business Modeler capability while opening door to larger opportunities for WID, WPS, and Monitor.
<b>When to Use</b>	Customer has process improvement initiatives planned or underway and funded, or an active Six Sigma program (do not use if you cannot obtain client sponsorship)		
<b>Client Deliverables</b>	<ul style="list-style-type: none"> <li>Current-state and future-state business process models</li> <li>Business justification for the investment (optional, through process simulation and analysis)</li> </ul>		
<b>Next Steps</b>	If a business case or ROI is needed to justify investment, propose a WebSphere Value Assessment workshop. If a more detailed solution architecture is needed, propose an Integration Architecture Workshop.		

Follow this link:

<http://w3.webahead.ibm.com/w3ki/display/WISA/Modeling+and+Process+Improvement+Workshop+for+Architects>

# WebSphere Process Improvement Workshop process





**...more information**

## WB Modeler Homepage

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Software > Business Integration > WebSphere Business Modeler

WebSphere software

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- Buy online

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- E-mail us

or call us at **877-426-3774**  
Priority code: **104CBW63**

**Products**

- WebSphere Business Modeler Basic**  
A low-cost entry edition providing basic modeling to capture data for enterprise departments and individual users who do not require the full capabilities of WebSphere Business Modeler Advanced.
- WebSphere Business Modeler Advanced**  
Bridges the gap between line of business and IT providing robust functionality for process modeling, enterprise modeling, essential data and artifact modeling, organization modeling, resource modeling, timeline and location modeling, and business process analysis.
- WebSphere Business Modeler Publishing Server**  
Provides the ability to publish business process models to a Portlet-based server where multiple subject matter experts can view and review the information simultaneously through a standard Internet browser.

**Events**

- WebSphere Live for SOA
- Service Oriented Architecture from IBM

**Highlights**

- WebSphere Business Modeler Advanced  
Download V6.0.1 trial
- 2005 Websphere Integration Technical Forum
- SOA Design and Development

Start from here to find reports, product information, success stories, trials, demos, etc....

Follow this link:

[http://www-306.ibm.com/software/integration/wbimodeler/index.html?S\\_TACT=103BGW01&S\\_CMP=campaign](http://www-306.ibm.com/software/integration/wbimodeler/index.html?S_TACT=103BGW01&S_CMP=campaign)

# Web Modeler on IBM Developer Works

developerWorks > WebSphere > Technical library >

## Technical library view

Related links: [Redbooks](#) | [Forums](#) | [Support knowledge base](#)

developerWo

WebSphere soft

**Product:**

**Topic:**  **Type:**

**Keyword:**

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42 results [Hide summaries](#) Sort by: [Relevance](#)

Title	Type	Date
<a href="#">An end-to-end solution using WebSphere Business Integration V6.0 products: Part 3. Monitor the execution of business process applications</a> Part 3 of this series guides you through the steps to create the business measures model in WebSphere Business <b>Modeler</b> Advanced Version 6.0, monitor the business processes by using WebSphere Business Monitor V6.0 and import the monitoring results back into WebSphere Business <b>Modeler</b> .	Articles	03 Oct 2006
<a href="#">Getting SOA right from the start: Business process modeling and assembly</a> This article from IBM's Mainstream Magazine walks through business process modeling, key performance indicators (DPI), and role-based products as part of your SOA strategic planning process. Helpful to software architects and developers, business analysts and software project managers.	Articles	26 Sep 2006
<a href="#">WebSphere Business Modeler certification prep, Part 5: Performance management</a> Prepare for the IBM Certification Test 990, Modeling Business Processes with IBM WebSphere Business <b>Modeler</b> Advanced V6. This tutorial covers: general business measure concepts, designing efficient and suitable business measures using the Business Measures editor, determining logical placement of measures, and building aggregate measures and KPIs. It is the fifth and final tutorial in the series.	Tutorial	26 Sep 2006
<a href="#">WebSphere Business Modeler certification prep, Part 4: Create reports to determine whether the business model meets the business requirements</a> Prepare for the IBM Certification Test 990, Modeling Business Processes with IBM WebSphere Business <b>Modeler</b> Advanced V6. This tutorial examines the generation of static and dynamic analysis reports using predefined and customized report templates to generate reports. It covers how to apply the appropriate WebSphere Business <b>Modeler</b> reporting features to print and export reports and diagrams. You will also learn how to use predefined queries, and how to create and execute custom queries. It is the fourth tutorial in a series of five tutorials.	Tutorial	12 Sep 2006
<a href="#">WebSphere Business Modeler certification exam 990 prep, Part 3: Analyze and validate business processes</a> This tutorial can help you prepare for the IBM Certification Test 990, Modeling Business Processes with IBM WebSphere Business <b>Modeler</b> Advanced V6. This tutorial explains how to use the simulation task list to validate process flow within the model, and how to apply comparison features to evaluate the impact of change to the model. You will learn about debugging the process flow, evaluating process time, and identifying potential process bottlenecks. You will also learn how to identify process improvement opportunities, analyze associated costs, analyze resource allocation, and validate that a model meets requirements. It is the third tutorial in a series of five tutorials.	Tutorial	05 Sep 2006
<a href="#">WebSphere Business Modeler certification exam 990 prep, Part 2: Simulate business practices</a> This tutorial can help you prepare for the IBM Certification Test 990, Modeling Business Processes with IBM WebSphere Business <b>Modeler</b> Advanced V6. This tutorial highlights how to develop an in-depth process model capable of simulation. It demonstrates the effects of varying combinations of modeling style and simulation settings on simulation outputs, and explains how resources are applied and accounted for by the simulation engine. This tutorial also addresses how to quantify risks and benefits of a future process design based on simulation data, process design goals, and using statistical distribution to describe allocation of resources in the model. It is the second tutorial in a series of five tutorials on WebSphere Business <b>Modeler</b> .	Tutorial	29 Aug 2006

...even more material to learn about Web Modeler

Follow this link:

<http://www-128.ibm.com/developerworks/websphere/zones/businessintegration/>



# WB Modeler Certification

<p><a href="#">Home</a>   <a href="#">Products</a>   <a href="#">Services &amp; solutions</a>   <a href="#">Support &amp; downloads</a>   <a href="#">My account</a></p> <p>Professional certification &gt; Certifications</p> <p><b>Professional Certification</b></p> <p><a href="#">About the program</a></p> <p><a href="#">About the member site</a></p> <p><b>Certifications</b></p> <ul style="list-style-type: none"> <li>• By product</li> <li>• By role</li> <li>• Test information</li> <li>• Updates and revisions</li> </ul> <p><b>Policy</b></p> <p><b>Process</b></p> <p><b>News</b></p> <p><b>Contact</b></p> <p><b>Related links</b></p> <ul style="list-style-type: none"> <li>• Member site sign in</li> <li>• Mastery tests</li> <li>• Training</li> <li>• Linux certification</li> <li>• Business Partner Training and certification</li> <li>• IBM Press</li> </ul>	<p>Professional certification &gt; Certifications</p> <h2>IBM Certified Business Process Analyst - WebSphere Business Modeler Advanced V6.0</h2> <p><b>Certified for</b></p> <p><b>Job Role Description / Target Audience</b></p> <p>This certification is intended for an intermediate-level business analyst who designs business models and processes. This professional observes real life processes and gathers information to create business process models. They perform organization and resource modeling, analyze processes considering a variety of dimensions, build accurate and realistic simulations, create reports, and build business measures to address productivity and performance management.</p> <p>This certification applies to business analysts who use IBM WebSphere Business Modeler Advanced V6.0 for process modeling, analysis, simulation, and reporting. These individuals have developed skills in Business Process Management (BPM) and Business Activities Management (BAM) practices.</p> <p>It is expected that this individual will be generally self-sufficient and able to perform the tasks involved in the role with limited assistance from peers, product documentation and vendor support services.</p> <p>To attain the <b>IBM Certified Business Process Analyst - WebSphere Business Modeler Advanced V6.0</b> certification, candidates must pass <b>1 test</b>. To prepare for this test, based on the <b>job role</b> and <b>test objectives</b>, refer to the Recommended educational resources under <b>Core Requirements</b> below.</p> <p><b>Recommended Prerequisite(s)</b></p> <p><i>(Note: Knowledge and skills one needs to possess before beginning to prepare for this job role certification)</i></p> <ul style="list-style-type: none"> <li>• Significant practical experience designing business models.</li> <li>• Experience with business process simulation and analysis.</li> <li>• Extensive practice observing real-life processes and gathering information to create process models.</li> <li>• Practical experience in addressing productivity issues and performance management.</li> </ul>	<p><b>Test registration</b></p> <ul style="list-style-type: none"> <li>→ Pearson VUE (testing worldwide)</li> <li>→ Prometric, Inc., formerly Sylvan Prometric (testing worldwide)</li> </ul>
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Once educated, try the WB Modeler certification test to demonstrate proven expertise!

Follow this link:

<http://www-03.ibm.com/certify/certs/mqbawsbmav6.shtml>

# IBM IFW – Information FrameWork

## How do SIs and ISVs take advantage of IFW?

**For SIs:**  
 IBM does not license the models to SIs. However, SIs can implement the IFW model for their clients when they sign the 3rd party agreement to the clients IMLA.

**For ISVs:**  
 IBM does license ISVs for the Industry models; there's a charge for this. IBM also needs to agree a go-to-market plan with these ISVs.

Contact eMail ID:  
**IBM Industry Models/Ireland/IBM@IBMIE**

**Information FrameWork**

The Information FrameWork is a family of data, process and object models to help financial institutions transform cross-enterprise architectures.

Information FrameWork models identify and define over 80% of the data, process and software component requirements of a universal financial institution, operating in an international environment. The Information FrameWork model set is highly detailed, customizable and built on open industry standards including UML and XML. Data can be mapped from one model to another. By providing a set of predefined business templates, a framework enables the scoping, specification and design of information solutions to business challenges.

IBM can help you with:

- Defining requirements
- Completing architectural specifications and design
- Evaluating application system packages and providing a gap analysis
- Developing data warehouses and data marts
- Integrating applications across the enterprise
- Developing a message-based architecture
- Automating and streamlining business processes

Currently the Information FrameWork contains (see links for further information):

- Banking Data Warehouse Models
- Critical Business Process Models
- Object Models

**Or contact: Thomas Gannon/Ireland/IBM@IBMIE**  
 Business Development Manager, Industry Models & Assets, IBM Software Group

This is an IBM Solution Offering. IBM Business Partners however are eligible to use these assets - based in agreements with IBM.

## Follow this link:

<http://www-03.ibm.com/industries/financialservices/doc/content/component/software/397443103.html>

# Summary and Where to Go

*Companies are combining the principles of Business Process Management (BPM) with the flexibility provided by SOA to move their levels of innovation and operational excellence higher. SOA software elements from IBM such as business dashboards, service repositories, tools, and rules engines help accelerate process improvements. And since software alone is not enough, IBM can also provide the expertise to deliver BPM through process knowledge, industry methods and models needed to make SOA-enabled BPM truly valuable.*

IBM and IBM partners provide the overall solution to Business Process/Performance Management, founded on SOA.

Jointly, we ensure managers:

- ▶ Can see what is currently happening
- ▶ Can put what's happening into context
- ▶ Can take actions to make changes quickly

[www.ibm.com/software/info/bpmsoa/](http://www.ibm.com/software/info/bpmsoa/)





The end