

Snowed-in in Amsterdam

The IBM BPM story as seen from the window of the Amsterdam airport

Mihnea Galetianu

Chief Storyteller, IBM BPM





From zero to process excellence award in just one year with IBM Blueworks Live

“I don't remember if we ever talked about this or not. But, we had zero processes when we started with **Blueworks Live** [...] I honestly can say that the **Blueworks Live** software was on the podium with us when we accepted the award.”

– *Business Analyst upon receiving Process Excellence Award*



BPM

The Journey



Nearly 90% reported – *“we don’t really have a process”*

Laugh?
Cry?

Process

Inputs



Output

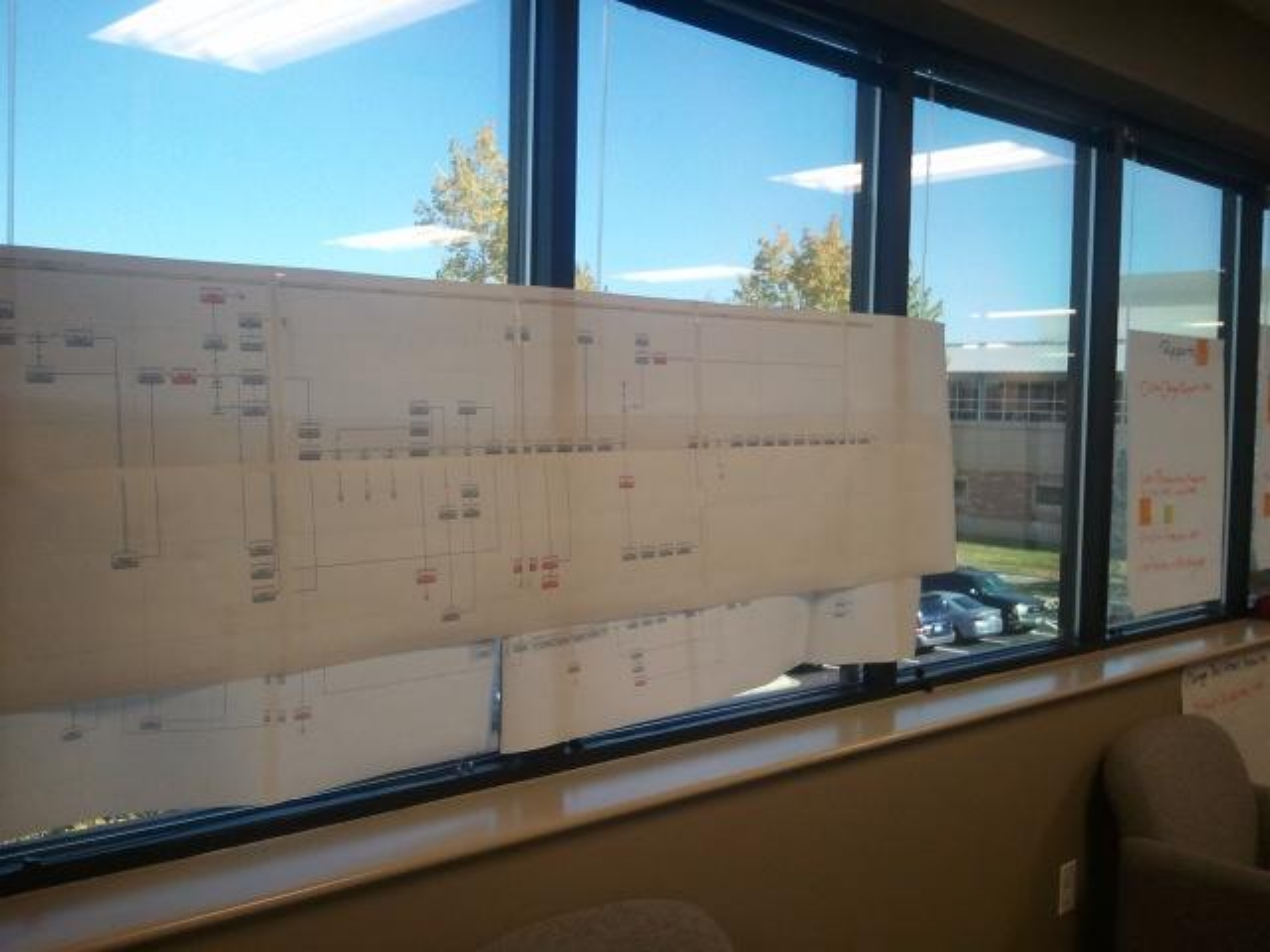


Customers



Supplier





What is your story?





Miguel Rio-Tinto


Espirito Santo Financial Group CIO



**BANCO
ESPIRITO
SANTO**

What words did you hear?

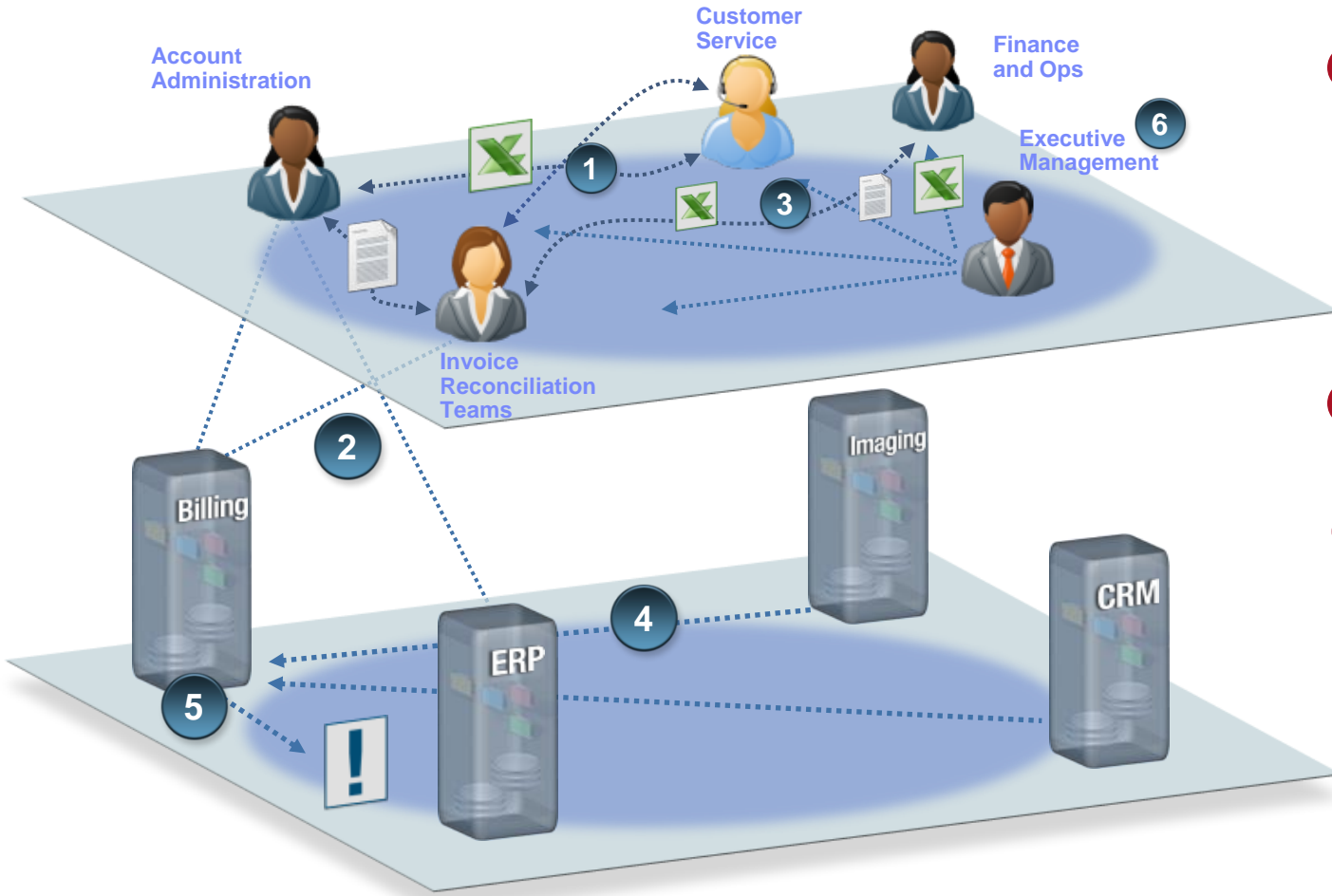


- 
- ▶ **efficient** bank
 - ▶ customer satisfaction as **strategic** goal
 - ▶ **measure** is the magic word
 - ▶ **flexible** provider on the back end
 - ▶ deploy quickly
 - ▶ **minimal intervention from IT**
 - ▶ BPM is not about IT
 - ▶ BPM is about **putting tools in the hands of users**
 - ▶ BPM is key to our **business strategy**

Defining BPM

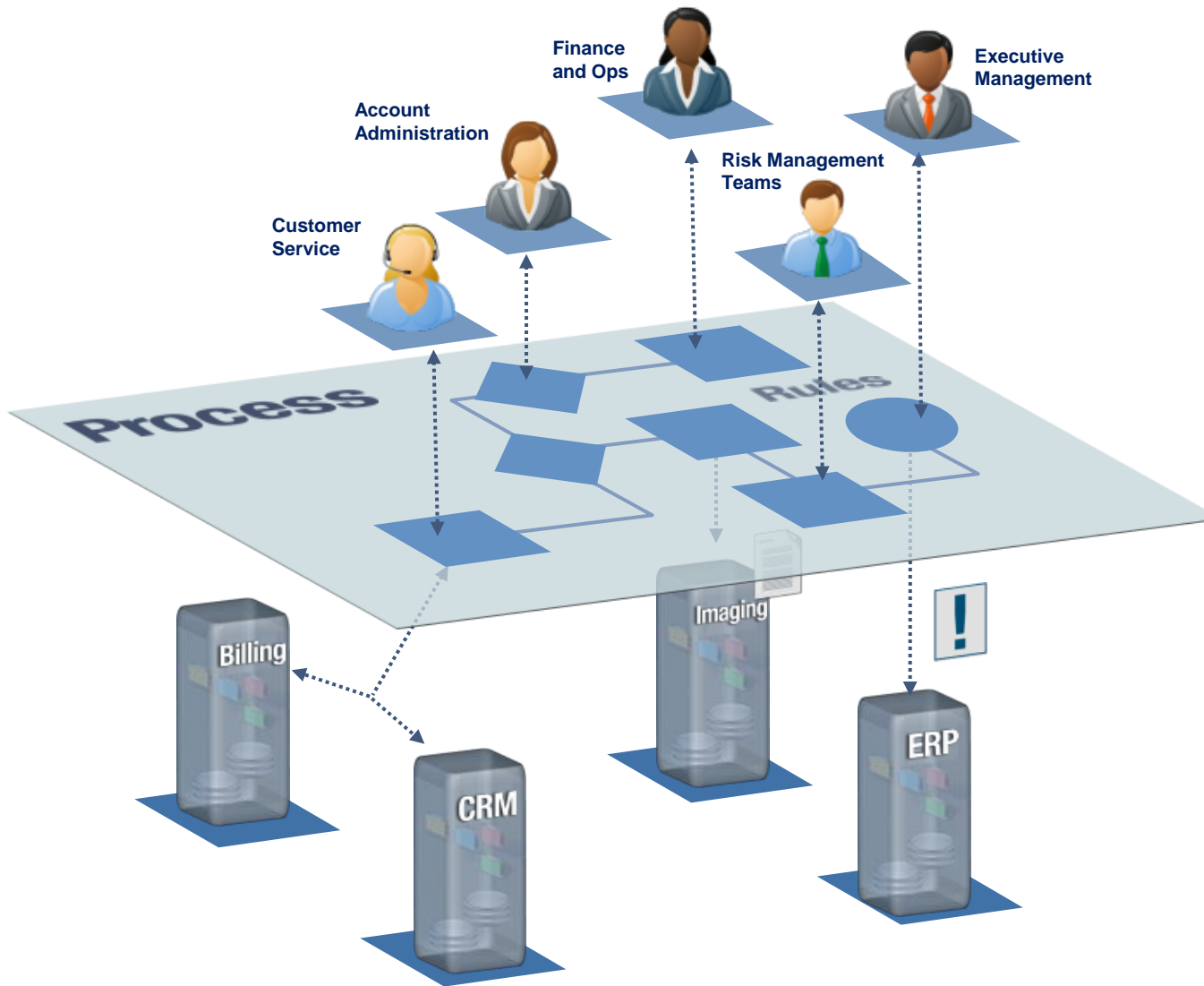


Typical process problems



- 1 Unstructured Tasks and Communication (ex Paper or email)
- 2 Inefficient Working Environment Spans Systems
- 3 Inconsistent Prioritization
- 4 Incomplete or Inaccurate Data Flow Between Systems
- 5 Lack of Control Over System and Business Events (Exceptions)
- 6 Poor Visibility Into Process Performance

BPM brings order to the chaos

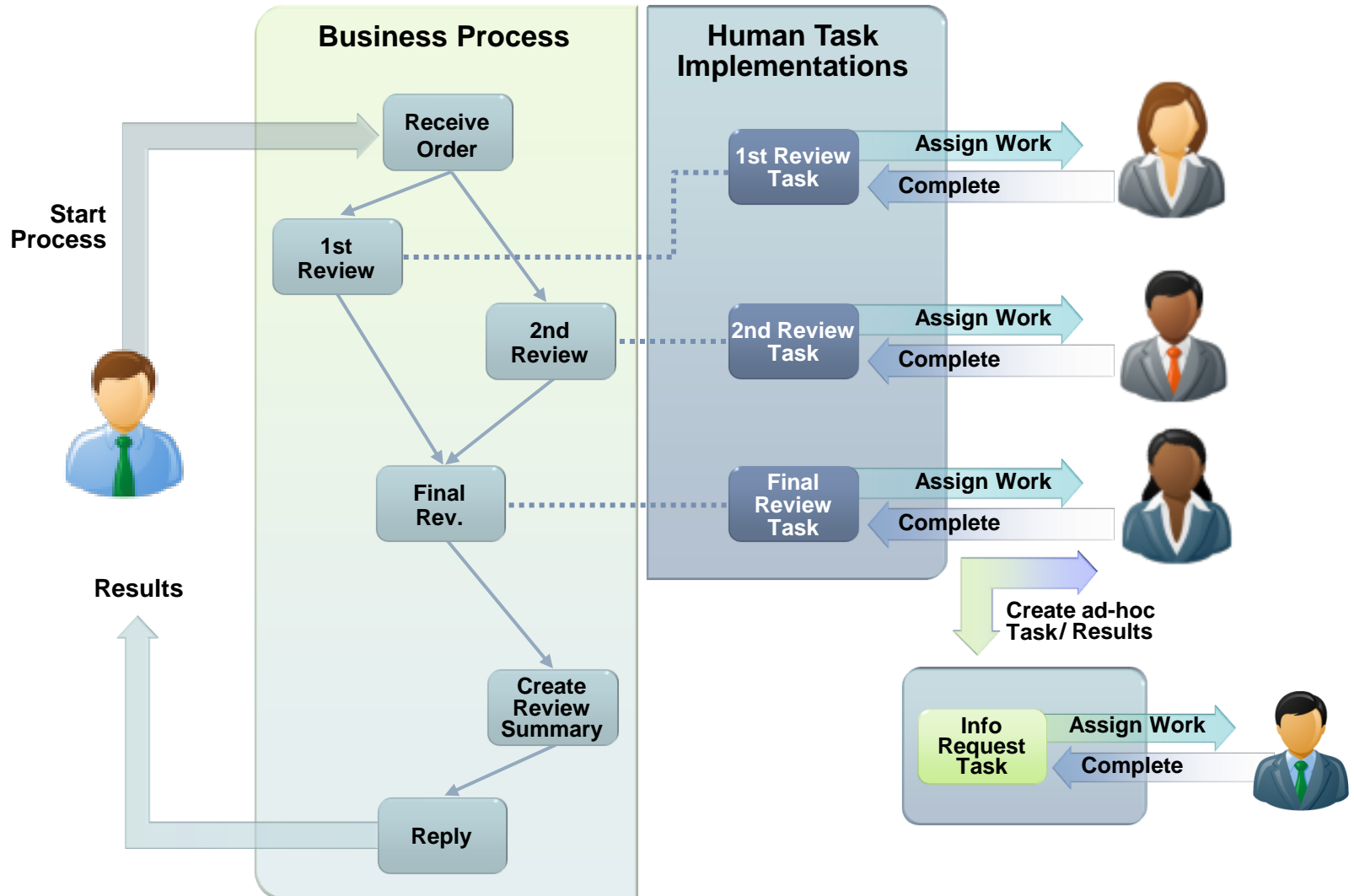


- 1 Automate workflow & decision making
- 2 Reduce errors and improve consistency
- 3 Standardize resolution across geographies
- 4 Leverage existing systems and data
- 5 Monitor for business events and initiate actions
- 6 Real-time visibility and process control

Customer Benefits:

- Huge Reduction in Manual Work, Errors
- Faster, More Consistent Issue Resolution
- Easier to Manage the Business
- Consistent Case Handling

BPM streamlines human tasks



Key Elements of IBM's Vision for BPM



Dramatically improve operations

China Mobile centralizes process management and ***brings down errors by 50%***



Give direct control of an organization's processes to its line of business

Bank achieves speed to market gains with ***200 processes built by business users***

Enable repeatable success for clients

World's leading grocer accelerates the completion of requests by ***over 400%***



Increase our customers' ability to change and innovate

JB Hunt added ***\$870K in revenues*** annually by automating its billing processes.

Improve organizational decision making

Travelers reduces ***risk assessment and rate changes by 95%***



Lincoln Trust achieves rich teaming between business and IT

By leveraging IBM BPM

Challenge

Paper overload

- 100,000+ client requests per month each generating a paper-based process instance

Poor IT-business relationship

- Knew paper problem was a process problem but limited IT/Business collaboration prevented improvement

Results

- **\$2.2 million** in savings to date
- **120% ROI** in one year
- **25% increase** in employee productivity
- **50% - 75%** reduction in cycle times

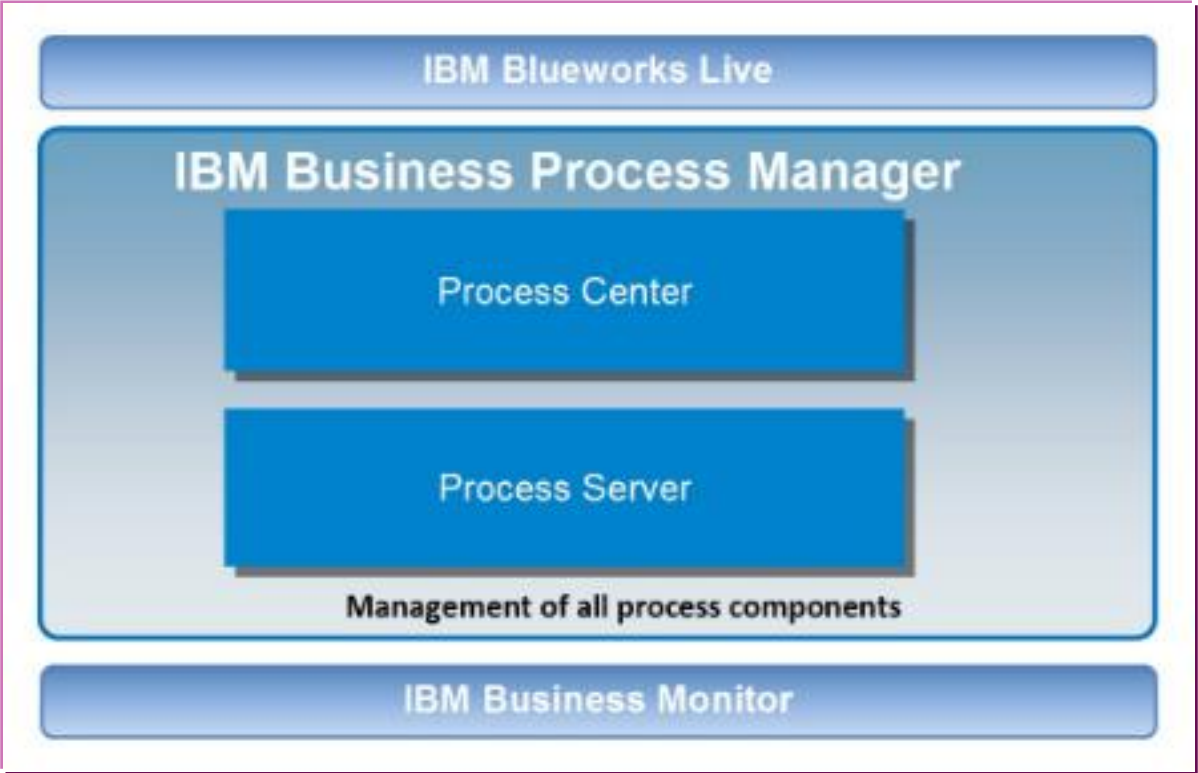


Lincoln Trust developed an aligned process focus across the company, removing physical paper from 145 company processes

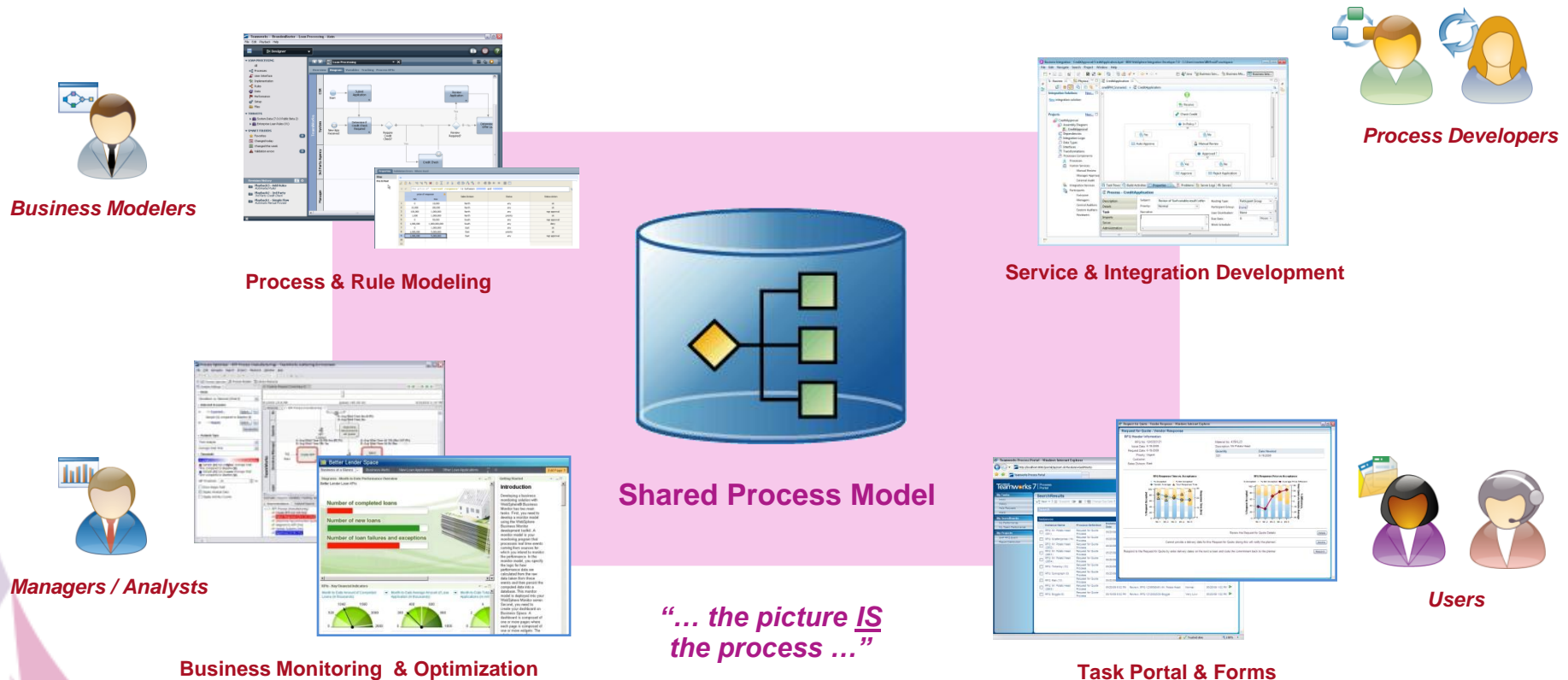
IT teams implemented automated workflows for 15 processes including service requests, plan establishment, and distributions

The IBM BPM Differentiators



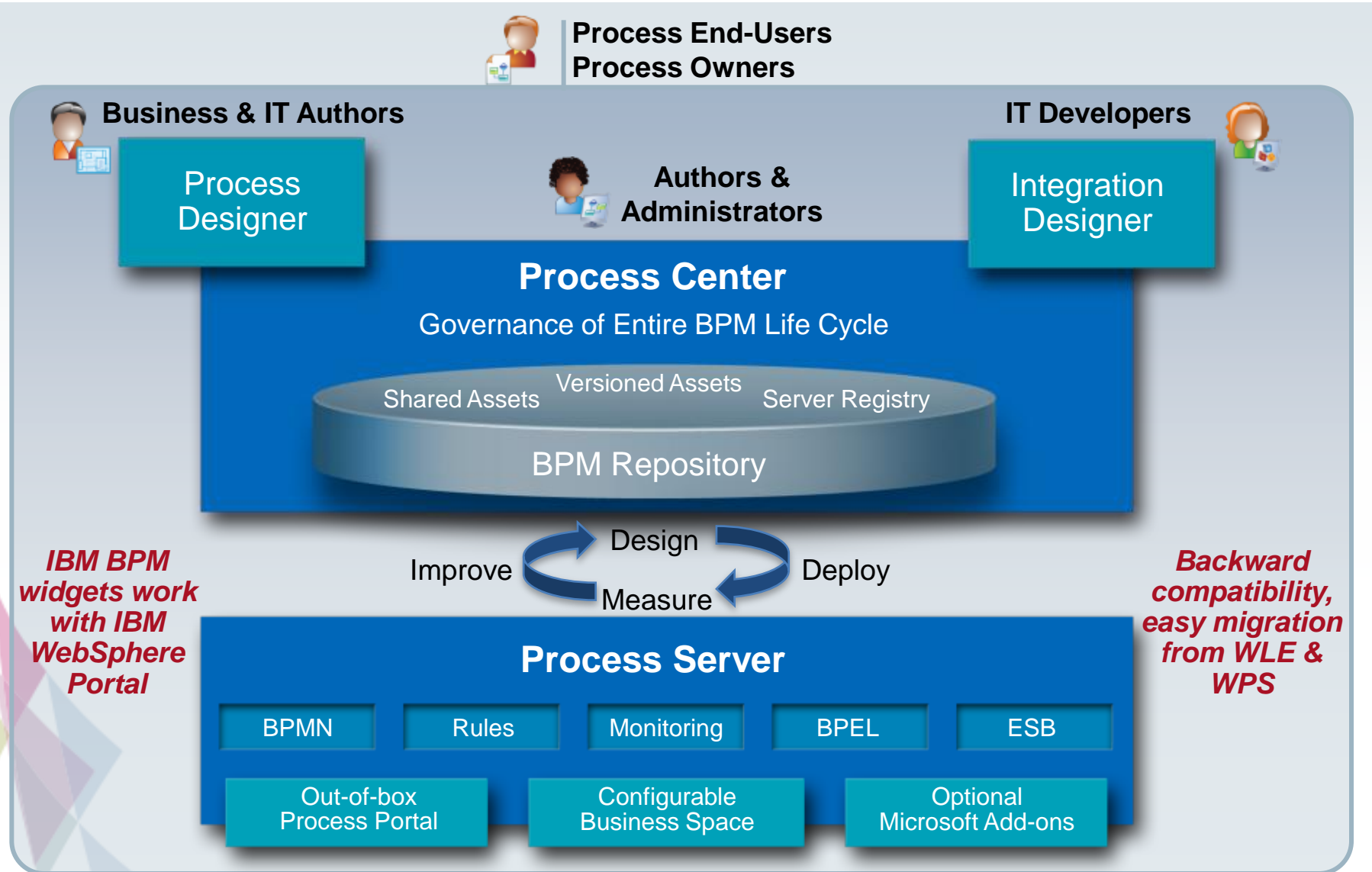


IBM BPM “Shared Model” Architecture



- Single shared process model – assets are always in synch
- Single integrated platform – everything you need in one offering
- Lower technical effort – less development time, cost, risk

IBM Business Process Manager V7.5



Introducing a new solution to a complex problem

Embrace complexity, adapt quickly and exceed expectations

Simplicity

Simple, easy-to-use modeling using standard BPMN

Immediate “playback” for rapid collaboration

Process rule editor uses **ILOG** language

Visibility

Real-time process scoreboards

“**Heat maps**” show bottlenecks in process model

Real-time reports delivered within **process “coaches”**

IBM
Business
Process
Manager

Power

Industry standard **BPEL orchestration**

Built-in ESB and integration adapters

Transaction support

Governance

Single repository of all process assets

“**Toolkits**” for sharing assets

Simple snapshot **versioning** (1-click)

Centralized deployment control center (1-click)

Simplicity for business-led change



Simplicity for deep business user engagement

Process Designer



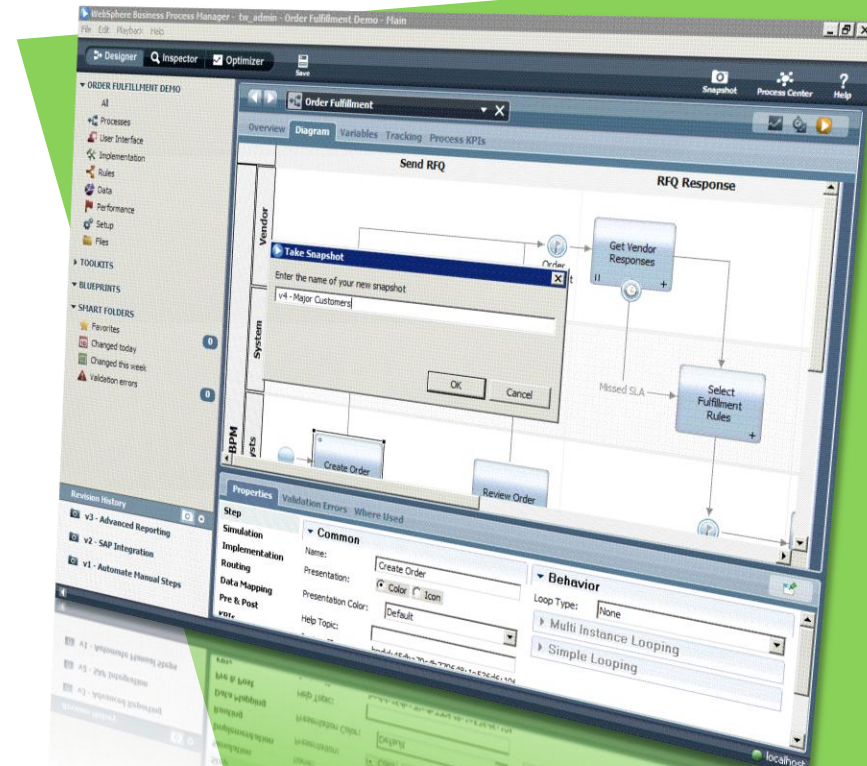
Process Designer provides a single model-driven design environment that simplifies collaboration on process design and analysis

- Simple **standards-based** tool allows every team member - including nontechnical users - to **collaborate** on process design and analysis
- **Graphical** end-user view of process status to understand the current position in the process
- Explicit event modeling defines **workflow** and **exception handling**

Validate process requirements and changes faster

Built-in Playback

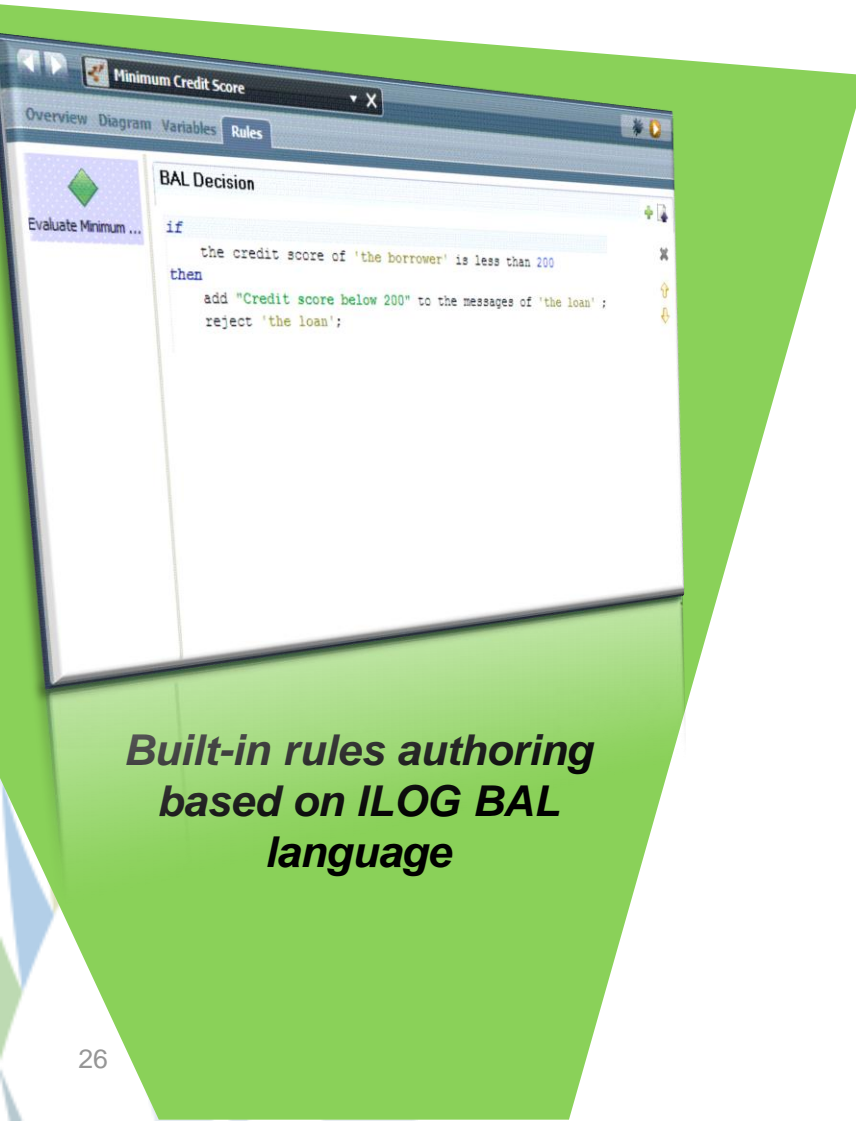
- **Instantly** step through and review the current process design by actually executing it
- Playback executes with a **single click**
- **Nothing** to compile or install.
- Allows playback of **incomplete** and **completed** processes



Playback feature simplifies process review

Simplicity for business decisions

Integrated rules authoring



- Expresses business logic in an accessible manner using syntax that is *easily understood*
- Easily *export rules* content to WebSphere ILOG JRules

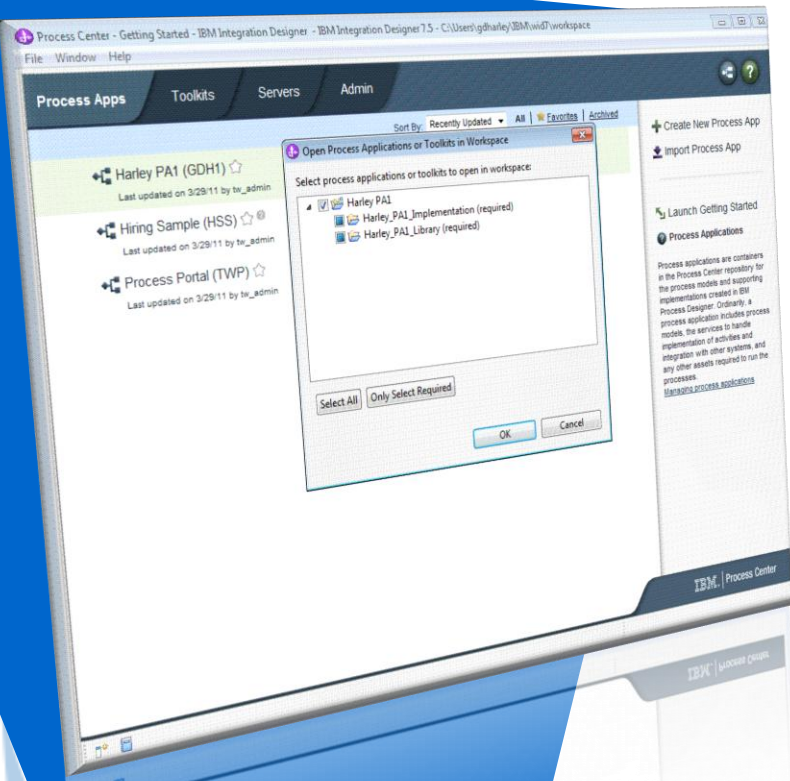
Power for robust processes that
scale quickly



Powerful integration capabilities

Integration Designer

- Eclipse-based tool that **simplifies integration** with visual editors and built-in test support
- Simplifies integration development through **pattern-based authoring**
 - **Visually construct reusable SOA services**, data transformations, BPEL orchestrations, and integration to applications and backend systems
 - Intuitive drag-and-drop editors enable **rapid building** of business integration solutions

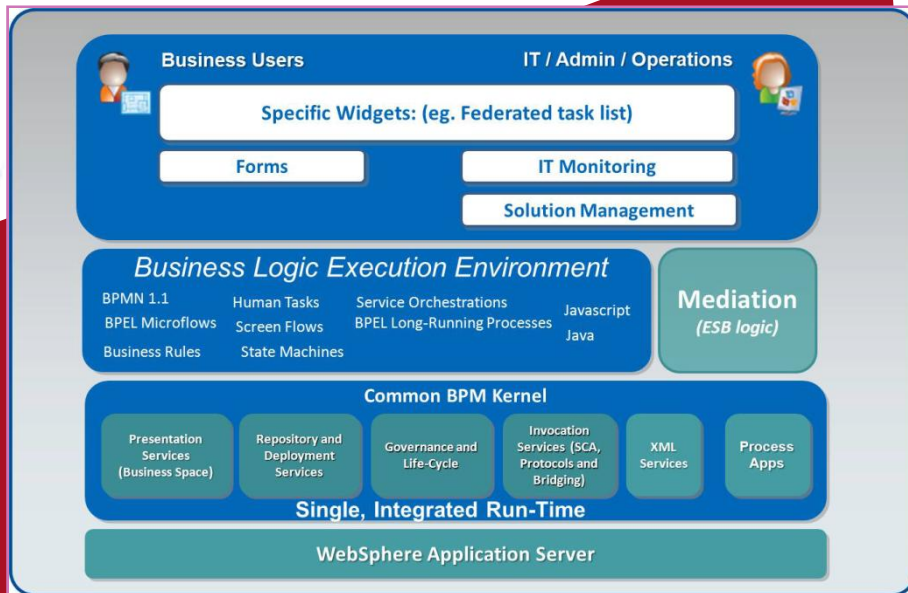


Easily build *reusable* SOA services, orchestrate services, and access backend systems

Confidently execute mission-critical solutions

Process Server

- Execute processes **consistently, reliably, securely**, and with **transactional integrity**
- High **scalability and availability** with extended support for **high-volume** process automation and **high quality-of-service**
- Rich **repair and recoverability capabilities**, such as automatic retries, manual repair, compensation, store & forward



Single BPM runtime to support the full range of business processes, service orchestration, and integration

Governance for managing change confidently



Manage change confidently with built-in governance

Process Center

- A **scalable** repository and control center for organizing and managing **all** process artifacts, applications, and services created as part of a BPM program
- 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

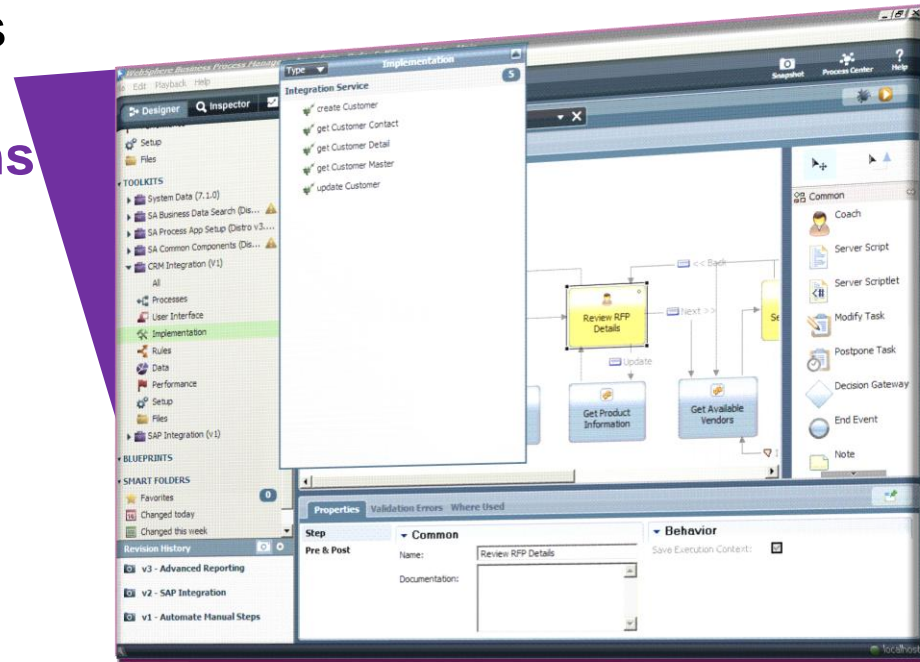


Centralized control for governing deployment of process and services to production runtime

Easily manage multiple process versions

Toolkits, Snapshots, Back-in-time versioning

- Toolkits manage independent versions of process artifact libraries, **reused across multiple process applications**
- Snapshots capture the state of all process artifacts at a specific point to **reduce version management complexity** with a single click
- Back-in-time versioning **restores any historical snapshot** of a process with just one click



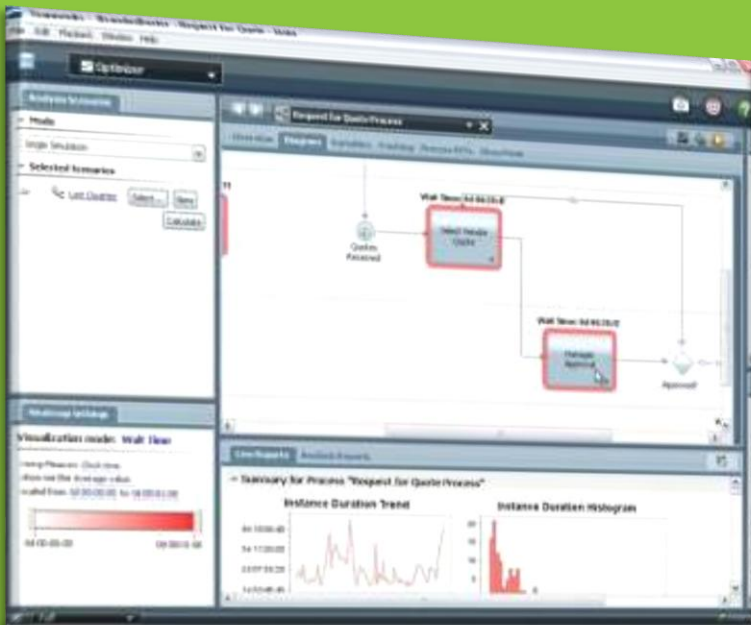
Centralized tools to install and track deployed versions of multiple processes across various runtime

Visibility to optimize processes



Get real-time visibility with built-in performance data

Performance Data Warehouse

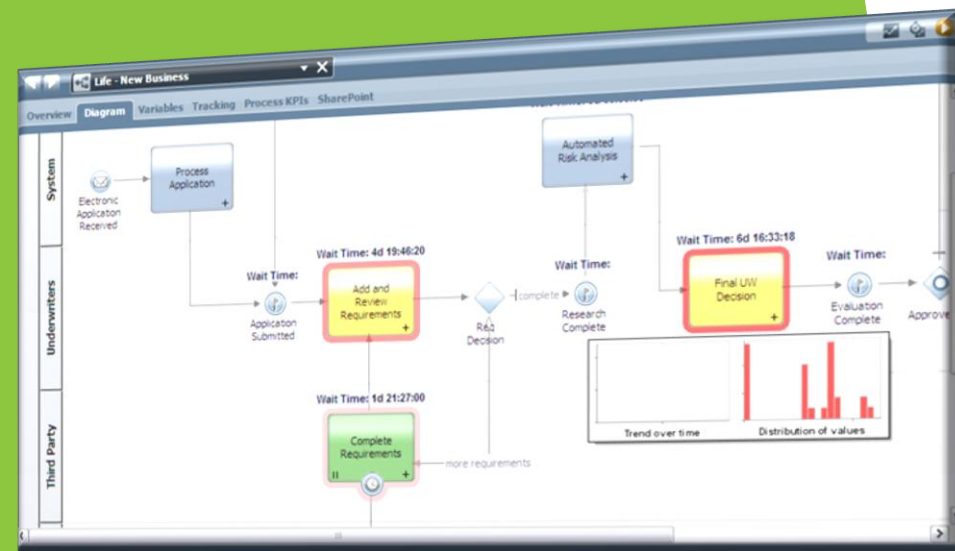
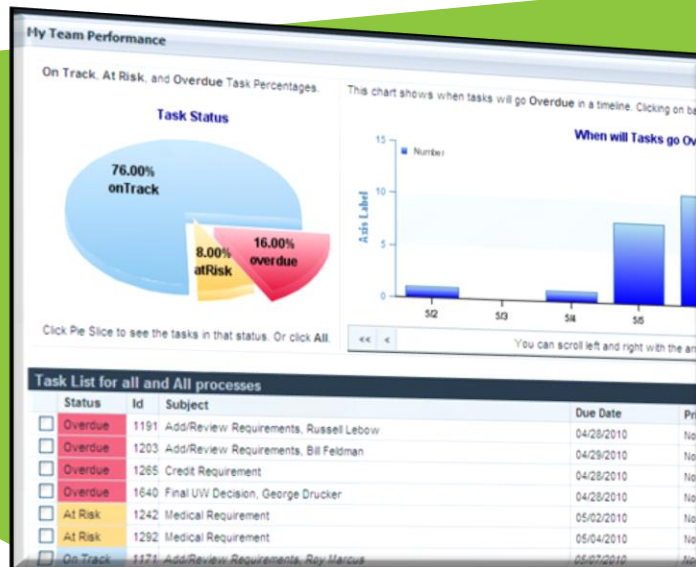


- Empowers business users to optimize business processes with **process monitoring and analytics**
- **Automatically gathers** and **correlates** performance events and business data
- **Real-time scoreboards** provide visibility into work-in-progress and the ability to take corrective action when necessary

Optimize processes for greater business value

Process Optimizer

- **Real-time scoreboards** provide visibility into work-in-progress and the ability to take corrective action when necessary
- **Detects bottlenecks** and **performance thresholds** and displays them using visual heat map overlays



Quickly execute tasks consistently for increased productivity

Process Coaches and Federated Task List

- Guides end users through tasks *consistently* and *accurately*
- *Accelerates* task completion

- Federated task list provides *visibility across all process participants*

Business Space - My Work - Mozilla Firefox

Business Space - My Work

Managing My Teams Tasks

My Tasks

Name	Description	Date
CollectCreditInformation	Credit request	11/25/2010
AssessRisk	Review Credit Score	11/25/2010
To-do	Anne gives you a To-do...	11/25/2010
Question	Jim sends the following...	11/25/2010
To-do	John gives you a To-do...	11/25/2010

Available Tasks

Name	Description	Date
Approval	Steve requests your ap...	11/25/2010
RequestCreditHistory	Search database for Cr...	11/25/2010
Approval	Alex requests your app...	11/25/2010
Inquiry	Dave sends the followi...	11/25/2010
To-do	Anne gives you a To-do...	11/25/2010

Task Information

Question: CollectCreditInformation

Applicant

First Name: Morten
Last Name: Mosler
Address: Somewhere in Canada
Account Type: Credit
Account: 3245234

Application

Reference ID: 1234-23-4-5-665
Credit Limit:
Reason:

Human Workflow Diagram

Process Coach

Check Status - Mozilla Firefox: IBM Edition

Federated Process and Task Management

Processes

Process definition name	Descriptive name	Status	Start date	Starter	Completion date
Order Handling	Order 107 for customer undefined	In progress			
Order Handling	Order 108 for customer undefined	In progress			
OrderingProcess		In progress	Apr 1, 2011 6:04:22 PM	gerhard	
OrderingProcess		In progress	Apr 1, 2011 6:05:29 PM	gerhard	
OrderingProcess		In progress	Apr 1, 2011 6:05:25 PM	gerhard	
OrderingProcess		In progress	Apr 1, 2011 6:04:53 PM	gerhard	

Process Information

Tasks

Name	Due date	Status	Priority
Initiate Delivery	Apr 3, 2011 6:04:25 PM	Available	Low
Submit Order		Completed	Very hi

Federated Task List

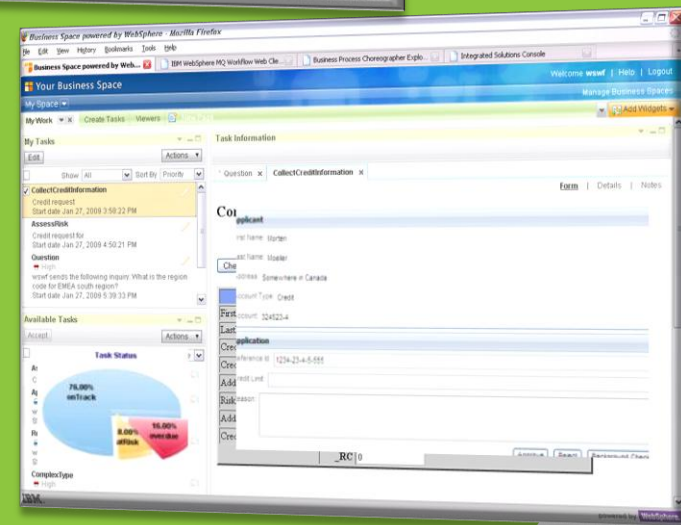
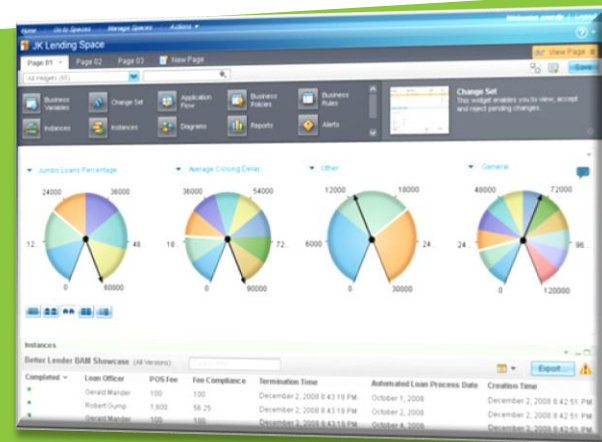
Create an integrated and customized user experience Unified Business Space for Tasks, Forms, Reports

User Tasks

Alerts

Performance
Data

- **Flexible** and **customizable** interface for performing tasks, managing work items, tracking performance, and responding to events
- Create **custom themes** to define the overall structure, appearance, and behavior
- Widgets are **compatible** with IBM WebSphere Portal Server



Make process improvement everybody's business

Discover and document your most critical business assets in Blueworks Live

- Through a simple and intuitive **browser based interface**, **empower everyone** to participate in the discovery and documentation of business processes
- **Iterate and implement process change** in an environment built from the ground up with wide spread collaboration in mind
- Act upon opportunities to **automate** simple processes without sacrificing the **visibility and governance** over day to day tasks you would naturally execute via email

New!

Discover and document the rules the drive your business through simple and easy to understand decision tables in the context of your processes



Process Developers

Call Center Managers

VP, Operations



Process Outline

- Give presents?
- Make toys
- Pre-flight check
 - Fur suit clean/ironed
 - Pack bag
 - Load bag in sleigh
 - Check weather
 - Have Rudolph lead sleigh?
 - Pack Pipe
 - Kiss Mrs. Santa Claus
- Roll Call
 - Dasher
 - Dancer
 - Prancer
 - Vixen
 - Comet
 - Cupid
 - Donner
 - Blitzen
 - Rudolph
- Deliver presents
 - Drink egg nog
 - Eat Cookies

Santa Claus is Coming to Town



Give presents? ☆

Details Decision Problems Documentation Attachments Comments

Decision Description

Who gets presents this year?

Decision Table

Give Presents?

Considerations		Conclusions	
Behavior	Sleep Patterns	Naughty or Nice?	Present
Crying	Sleeping	Naughty	coal
Crying	Awake	Naughty	null
Pouting	Sleeping	Naughty	coal
Pouting	Awake	Naughty	null
Bad	Sleeping	Naughty	coal
Bad	Awake	Naughty	null
Good	Sleeping	Nice	Check Christmas Letter
Good	Awake	Nice	Visions of sugar plums + Check Christmas Letter

Overrides for great product teams

Considerations		Conclusions	
Team	Release Delivered?	Naughty or Nice?	Present
Blueworks Live Team	Halo	Nice	Anything they want

Stream Experts Participants

Most Experienced Experts

- Craig Moser [Get Help](#) | [Chat](#)
- David Van [Get Help](#) | [Chat](#)
- Jeff Brent [Get Help](#) | [Chat](#)
- Lei Zhang [Get Help](#) | [Chat](#)
- Adam Cotner [Get Help](#) | [Chat](#)
- Chris Walk [Get Help](#) | [Chat](#)

Experts Recommended by the Subject Matter Experts Group

- Terry Smith [Get Help](#) | [Chat](#)
- Lei Zhang [Get Help](#) | [Chat](#)
- Simon Davison [Get Help](#) | [Chat](#)

Chris Walk
 Product Manager
 507-445-4525
chris.walk@yourcompany.com

Chris has completed 30 similar tasks and takes 1.5 days on average.

Built-in Process Analytics



Activity Detail

Activity Name: Approve or Reject Requisition
Start Date: Sept 10, 2011 10:30 am (EST)
End Date: Sept 10, 2011 11:00 am (EST)
Owner: Chris Walk

Most Experienced Experts

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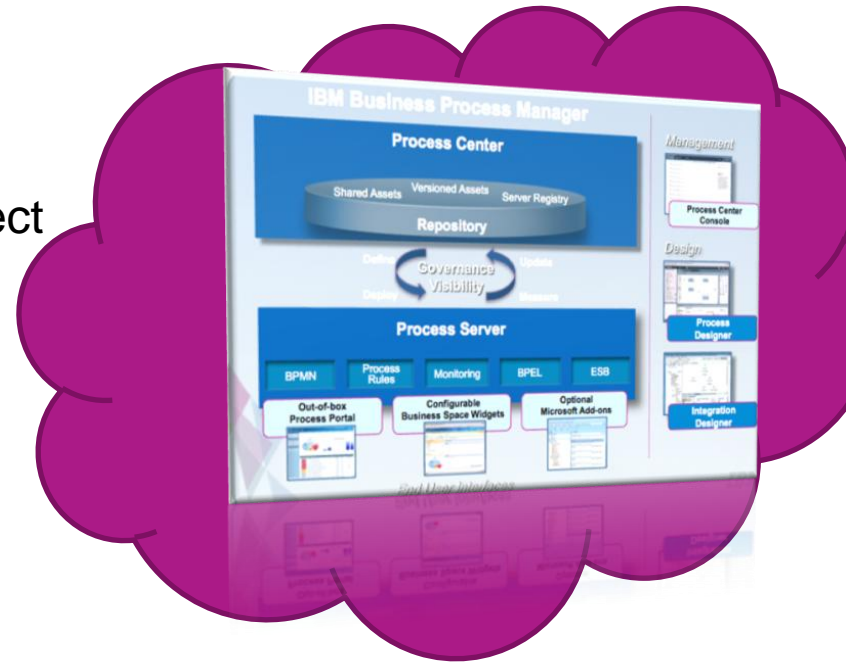
(5) Find job candidates

New!

Push your BPM initiative to the next level, *into the cloud*

The discipline of business model agility demands an agile infrastructure

- Gain the simplicity, visibility, governance and power of the **most comprehensive** BPM platform **without sacrificing capital and resource budgets**
- Kick off that ever important initial BPM project within **minutes versus weeks** by turning to the **IBM Smart Cloud Enterprise**
- Leave the **scalability and security** of your infrastructure up to IBM while maintaining **control over the service level agreement** required by your business
- **Bring your own licenses or pay as you go**, you can now take resource constraints out of the project to program roadmap and you can focus on **delivering business value**



Coming February 2012

IBM

Take your business with you wherever you go

New!

Your business doesn't stop just because you're not there

- **Get closer to your operations** through **on the go visibility** into how, when and by whom process work gets done
- **One view into all work assignments**, whether your process execution engine is Blueworks Live, on premise or cloud Business Process Manager or a combination thereof, delivers **unprecedented control** that will guarantee **on time completion**
- **Extend, enrich and customize** the mobile process experience by leveraging a **comprehensive set of process engine APIs** and the **complete source code of the IBM BPM Mobile App**



Coming April 2012

Think big

Start small

Scale fast

“Complexity should not be viewed as a burden to be avoided; we see it as a catalyst and an accelerator to create innovation and new ways of delivering value.”

**Juan Ramon Alaix, President,
Pfizer Animal Health**



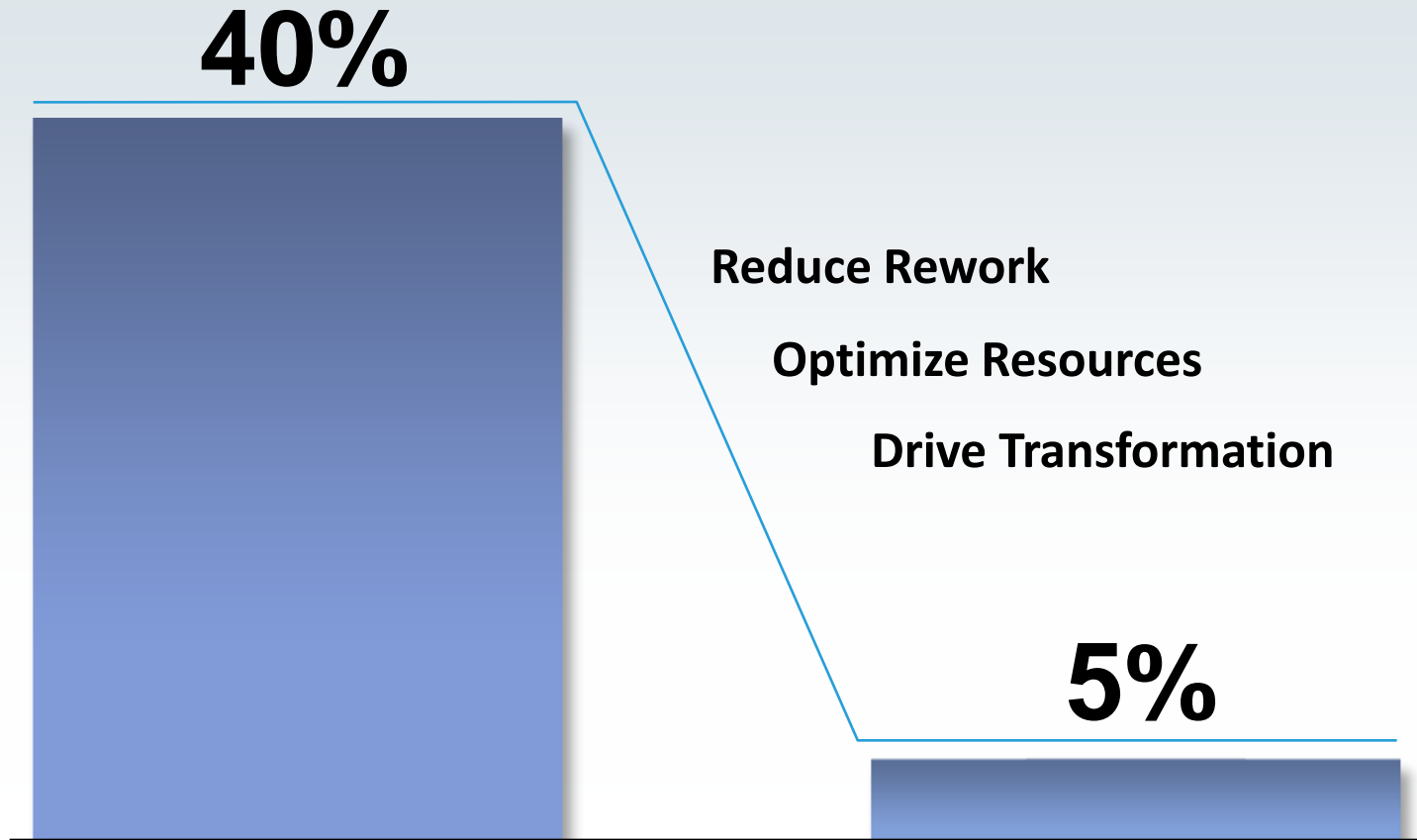
Get on the path to repeatable success

IBM delivers the fastest path to process improvement (10 weeks or less)



- Engage experts that focus on **BPM adoption and client success**
- Partner with a global solution-focused practice with **unparalleled expertise**
- **Flexible engagement models** to optimize access to expertise with **low total cost of ownership**

BPM is about dramatically increasing productivity of your employees in support of broader transformation



The Promise of BPM: Reduce rework by *up to 35%**

*Source: IBM Internal Analysis of 200 customers




The world's most productive countries are also the happiest

Forbes
com

In Pictures: The World's 10 Happiest Countries



No. 2: Denmark

CLOSE 

The world's lowest business startup costs, excellent education, unrestricted civil freedoms. Danes have overwhelming faith in their government and in each other, and report the highest standard of living in the world.

[Read Full Story](#)

Thinkstock

BPM practitioners need to start thinking of themselves as designers more than anything else




Architect Frank Gehry is seen in front of his latest creation, the Cleveland Clinic Lou Ruvo Center for Brain Health, in Las Vegas.
(AP Photo/Isaac Brekken)

BPM practitioners need to start thinking of themselves as designers more than anything else

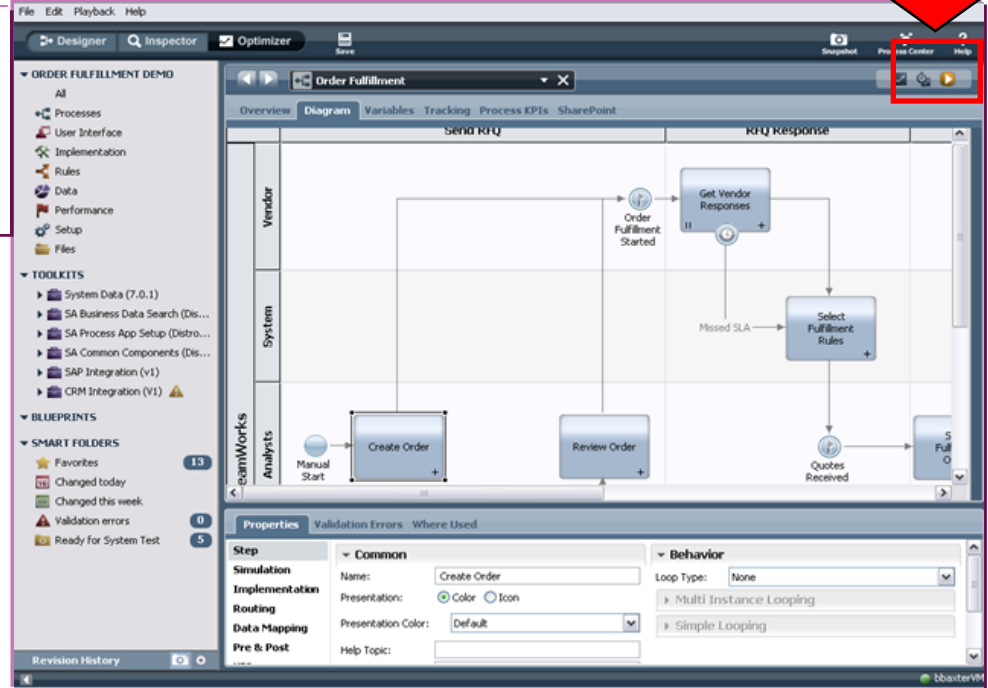
Skill: *Empathy*

em·pa·thy

noun /'empəTHē/ 

1. The ability to understand and share the feelings of another

Tool: *Prototyping*





Get started today

- Visit [IBM Blueworks Live](#) to learn more about BPM and capture business designs
- Contact IBM for a [Business Process Improvement Workshop](#)
- Ask your rep about a Quick Win Pilot
- Join us for IBM Impact 2012 conference – April 29 to May 4th in Las Vegas

ibm.com/bpm

