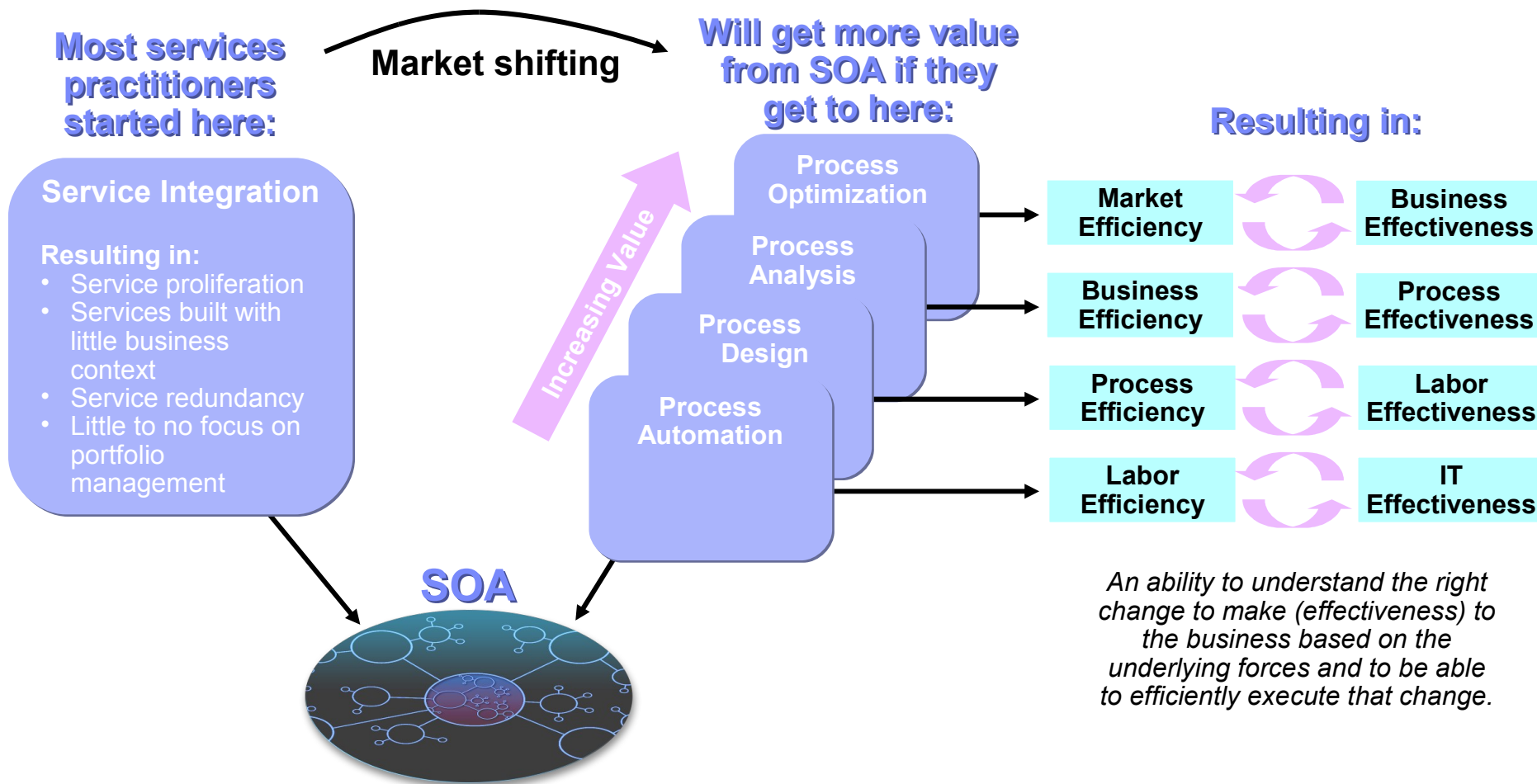


Business Agility

Vodafone Day



To improve the utility of SOA investments, we need to shift customer focus on placing their reusable component architecture in the context of improving business processes.



Classifying the levels of process sophistication can help practitioners determine the right level of investment value for their situation

Seek the
right level
of Business
Value

Level 5 Agile

Business and IT are **converged** and have collaborated are prepared to handle **unpredicted** changes. Agile operating model in place that responds to unpredicted changes in business markets. **Dynamic** and context aware processes, services, and policies. Continuous **Optimization** and sustained innovation occurs. Business analytics flag and **proactively** alert when business results are out of range and **dynamically** identify what could be changed

Level 4 Dynamic

Business driven process **optimization**. Business users can make **frequent** and regular business changes (processes, information, rules, or events). Business performance is **measured** and updated for **continuous improvement**. Business and IT can make frequent changes as IT model represents how the business operates

Level 3 Standardized

Business Architecture defined. Business performance **metrics** are monitored and measured. Business Processes are standardized, **explicit**, **visible**, and **reusable**. **Governance** models in place for process management & improvement. Portfolio of business policies, rules, processes and services is managed.

Level 2 Awareness

Some level of process documentation and automation of human tasks. Business process **integration** is minimal. Execution **traceable** to strategic objectives. **KPI's** defined but not adequately leveraged. **Governance** framework loosely defined.

Level 1 Initial

Business processes are **ad-hoc** and **workflows** are **minimally automated**. Business users are **dependent** on IT to make process changes. Process **redundancy** is the norm. Business processes locked in application. Processes and KPI's minimally documented. **Metrics** are not available and rarely used to track performance.

Sophistication
and Investment

Achieving higher levels of business outcome requires the inclusion of key indicators of business agility in the design of business processes ...



Business Events

Create an awareness of things occurring in your business in the markets you serve.



Business Analysis

Ensure you have insight to market conditions that affect your business results.



Business Collaboration

Leverage insight from your human network.



Business Information

Have a clear understanding of the business information that matters to you.



Business Decisions

Manage your business decision and the criteria they depend on to ensure you are responding rapidly to changing conditions.



Business Content

Treat the active content of your processes as an asset.



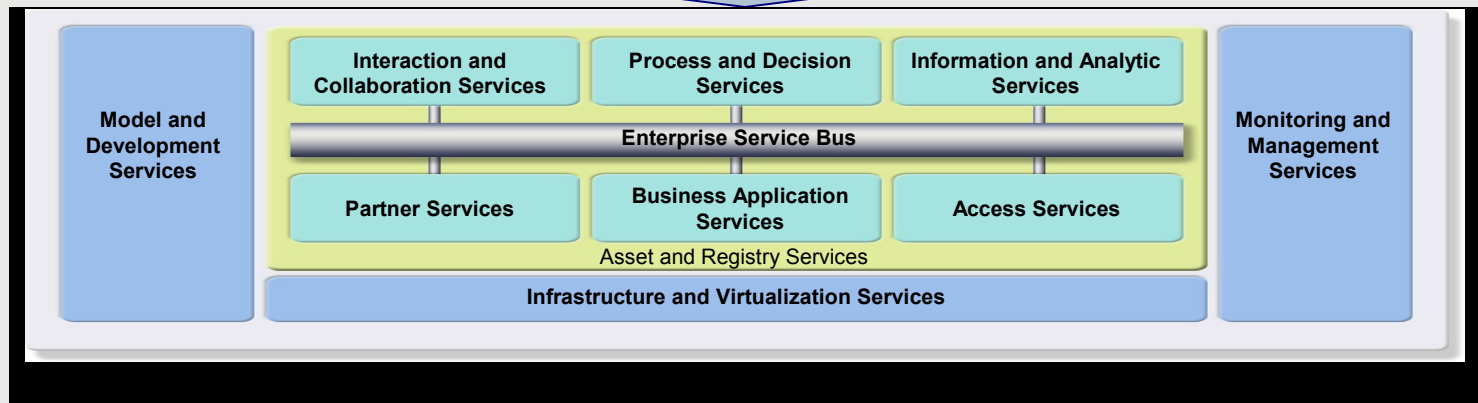
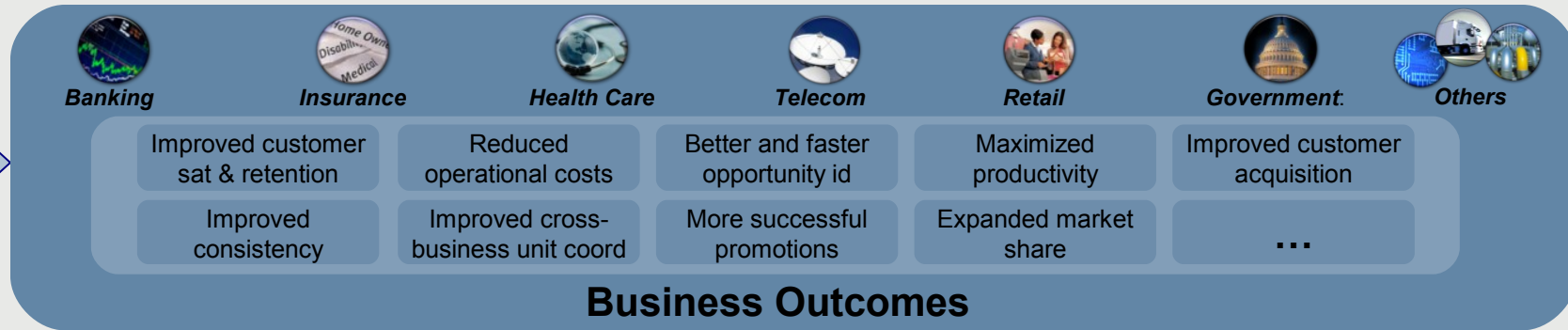
Business Monitoring

Measure your results against top business outcomes.



Business Processes

Document and analyze your business processes to ensure they are achieving your desired business outcomes.



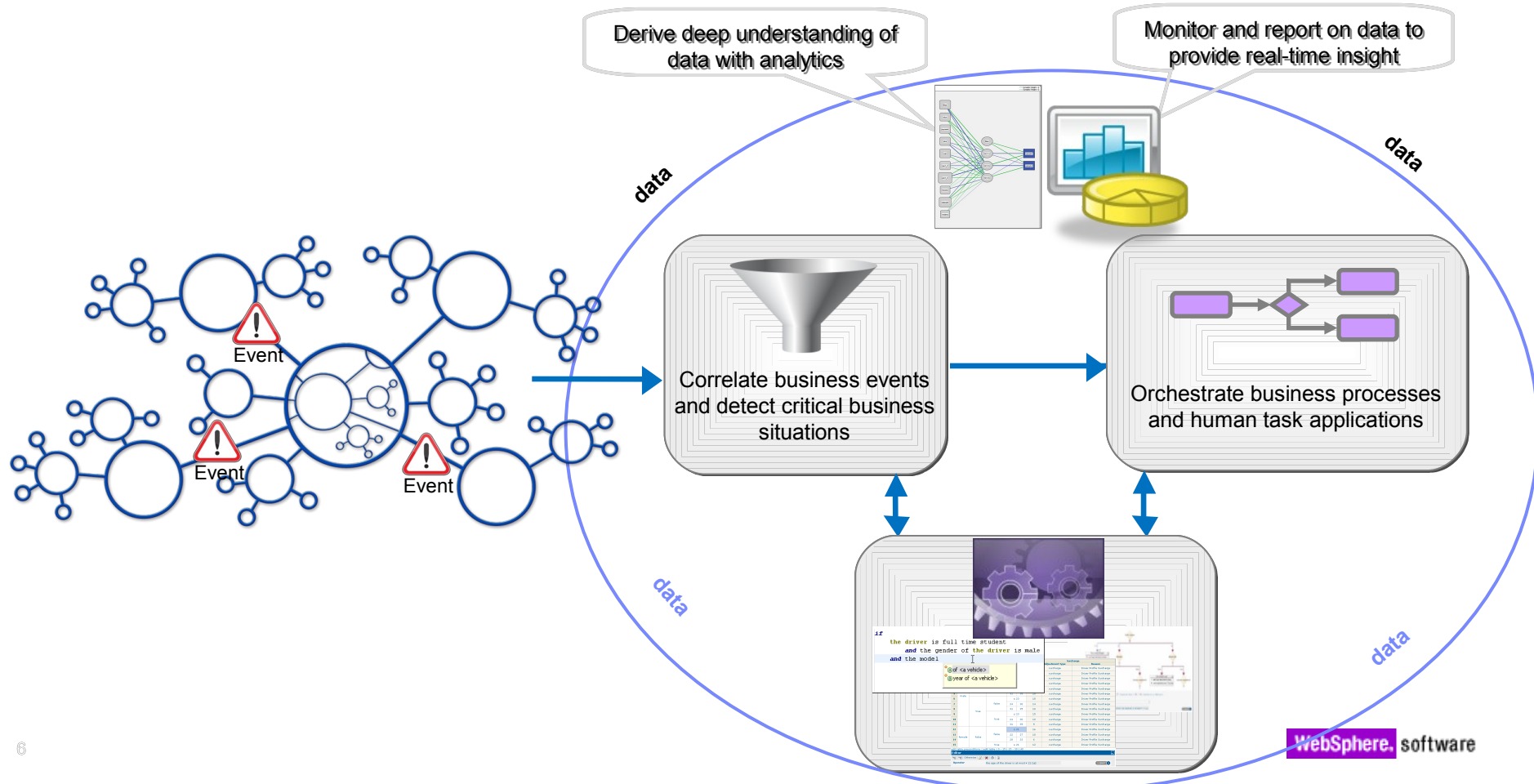
Key Technologies for Process Improvement

Business Process Management improves the orchestration of people and systems

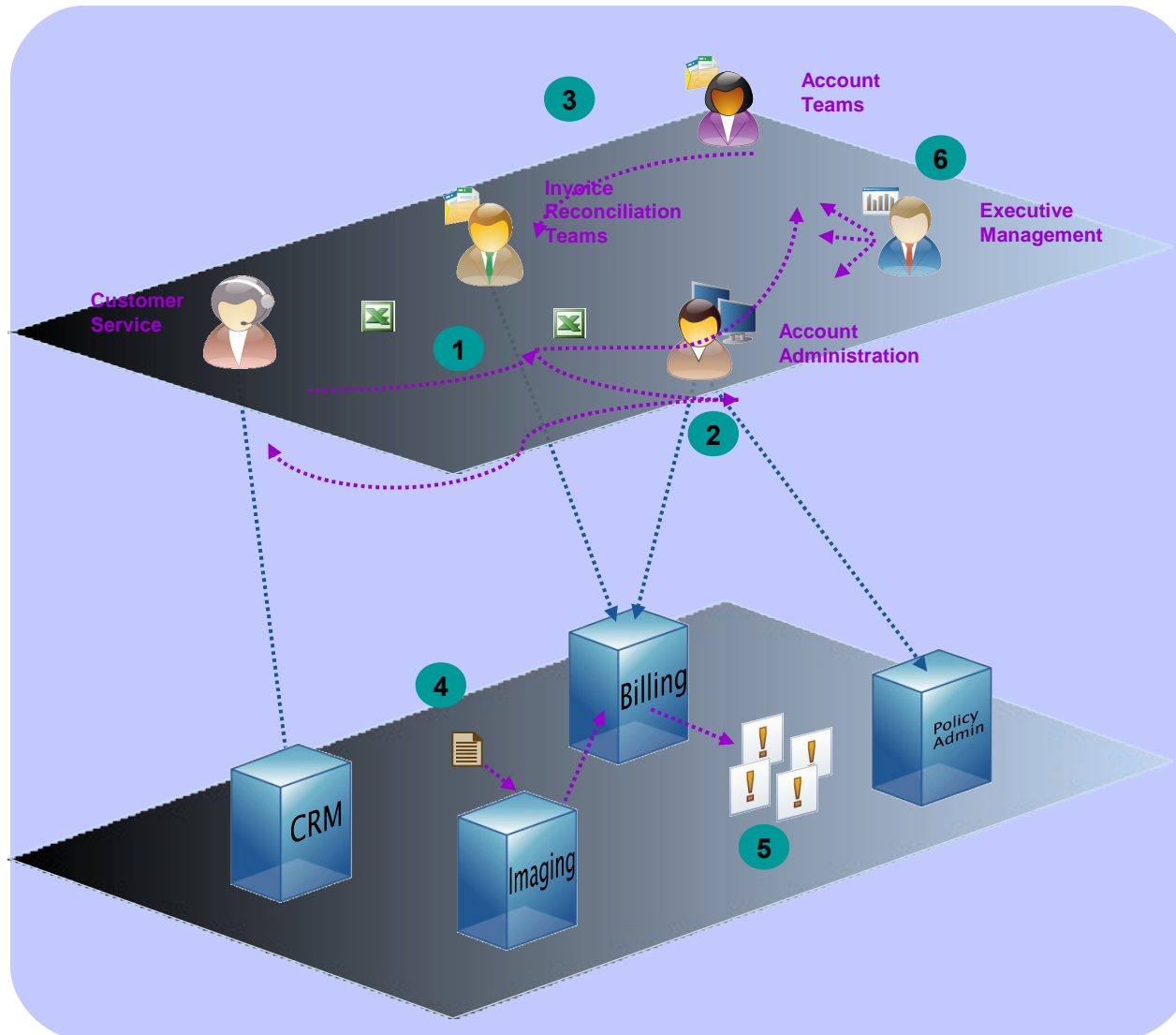
Business Event Processing improves situational awareness and response

Business Rule Management improves the quality of automated decisions

Visibility and Analytics enables continuous process improvement

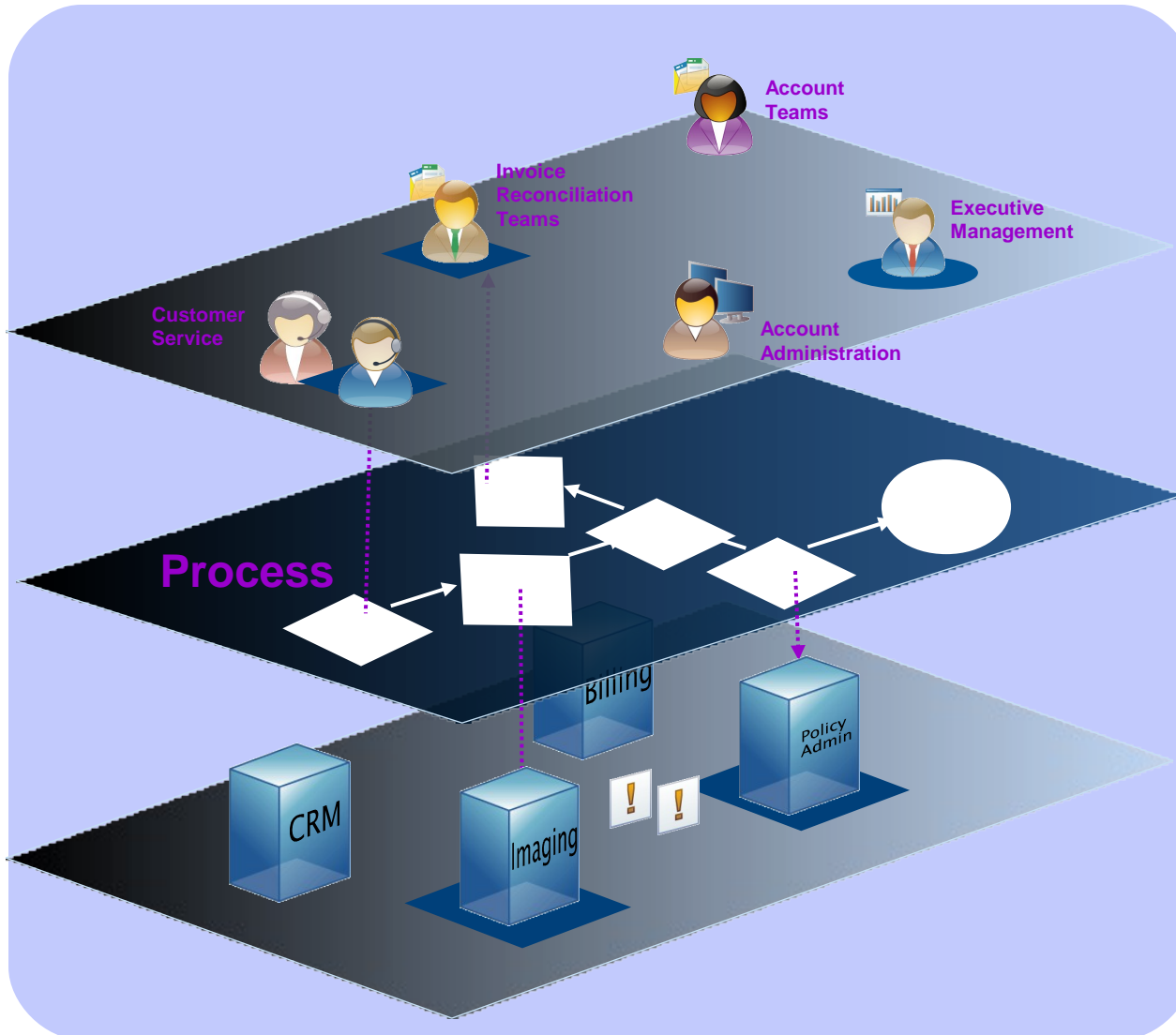


Instead of Manual, Ad-hoc Processing ...



1. Informal 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 Provides Managed, Flexible Process



Automatically Prioritizes and Routes Work

Guides users through decisions

Standardizes resolution across geographies

Leverages existing systems and data

Monitors for business events and initiates action

Real-time visibility and process control

Business rules support the end-to-end order fulfillment process

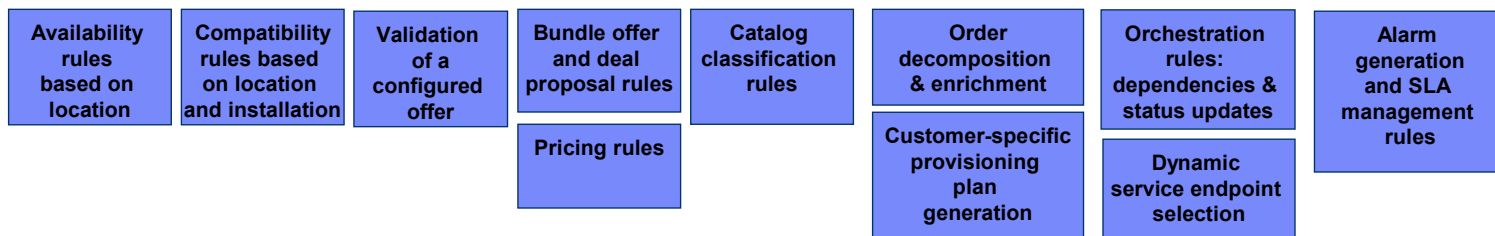
Actors



Process



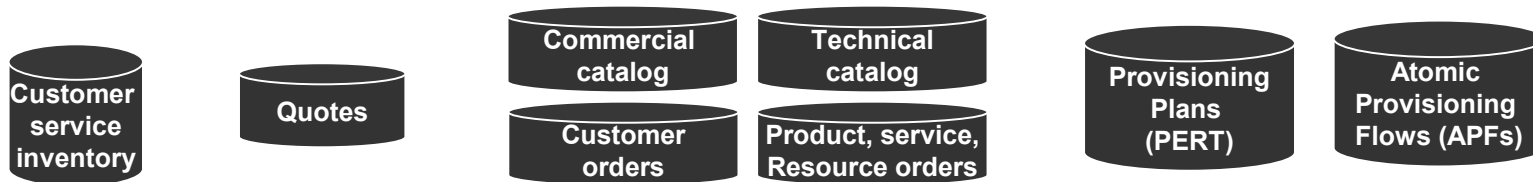
Rule-based decision points



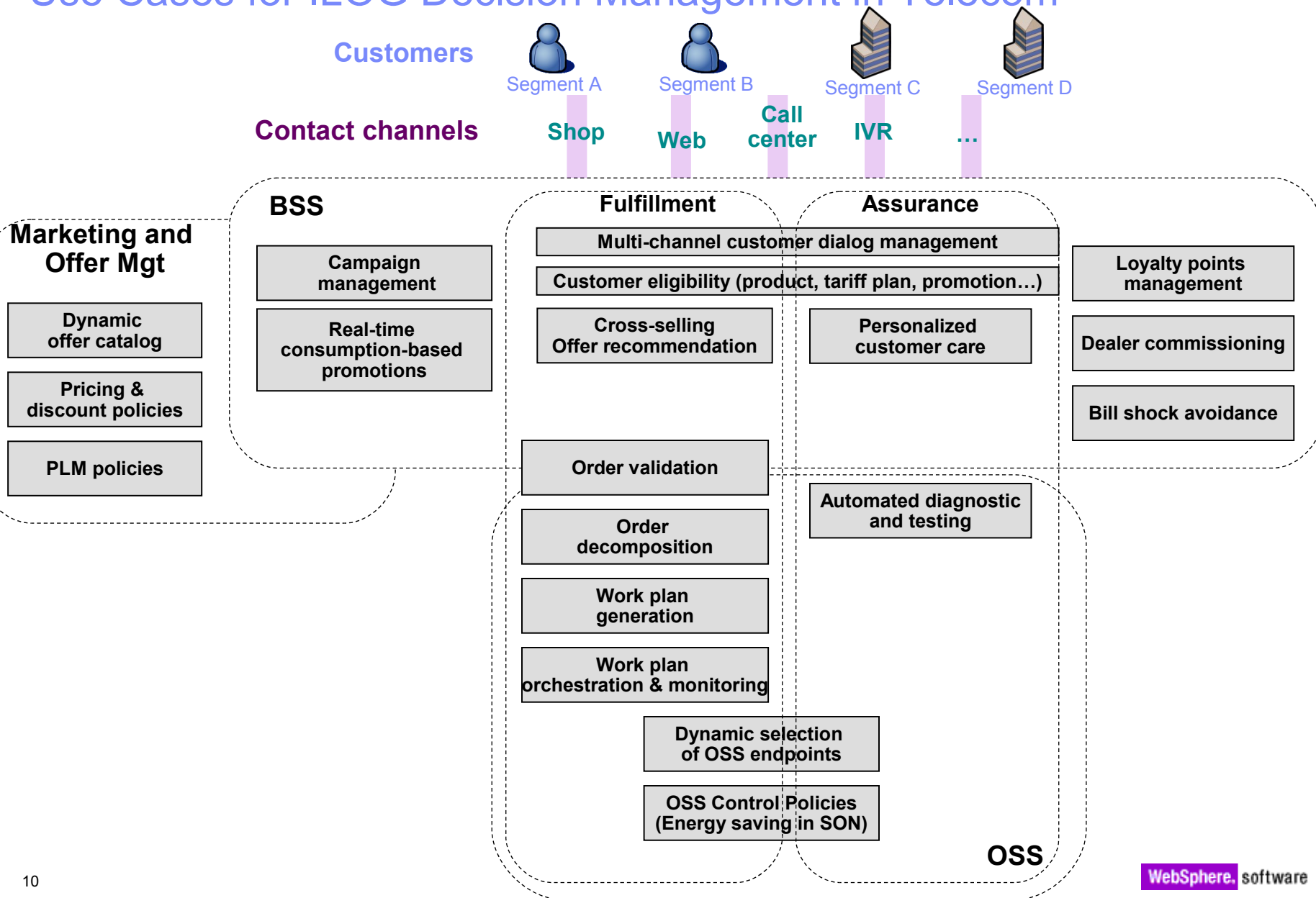
Rule owners



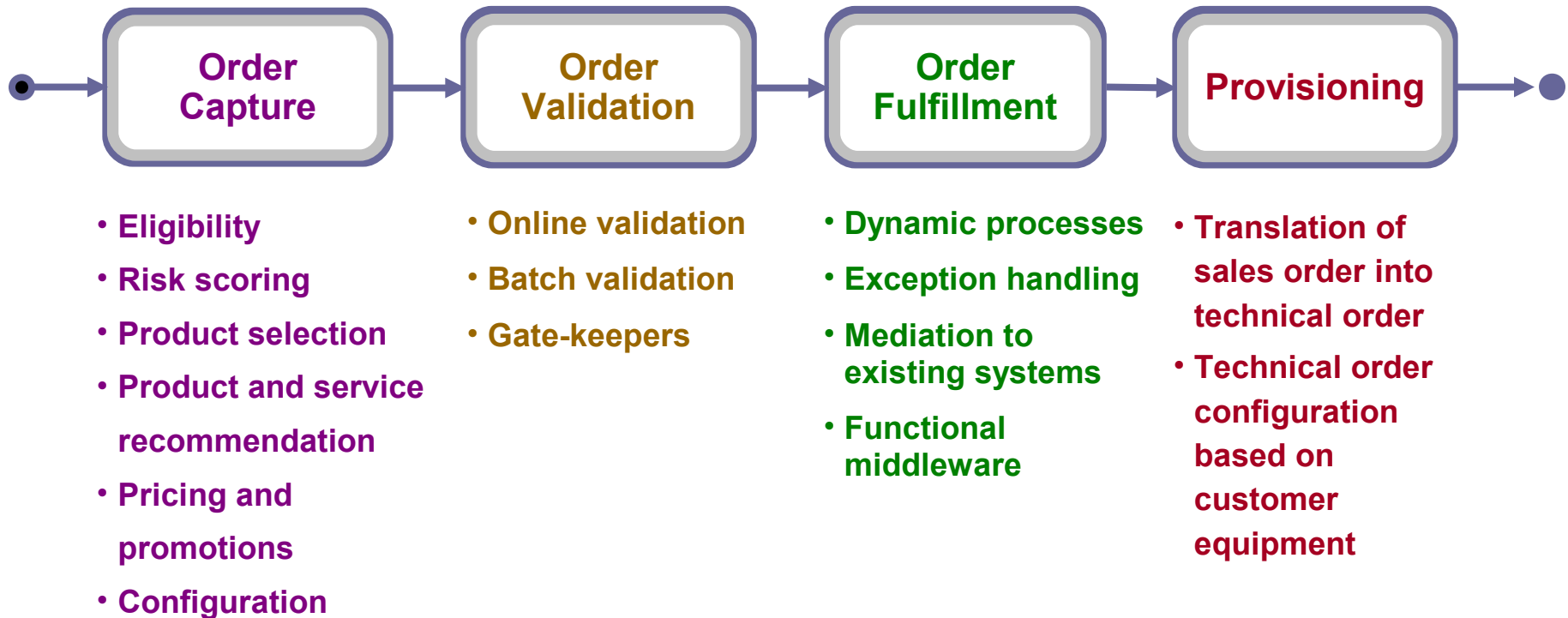
Data



Use Cases for ILOG Decision Management in Telecom



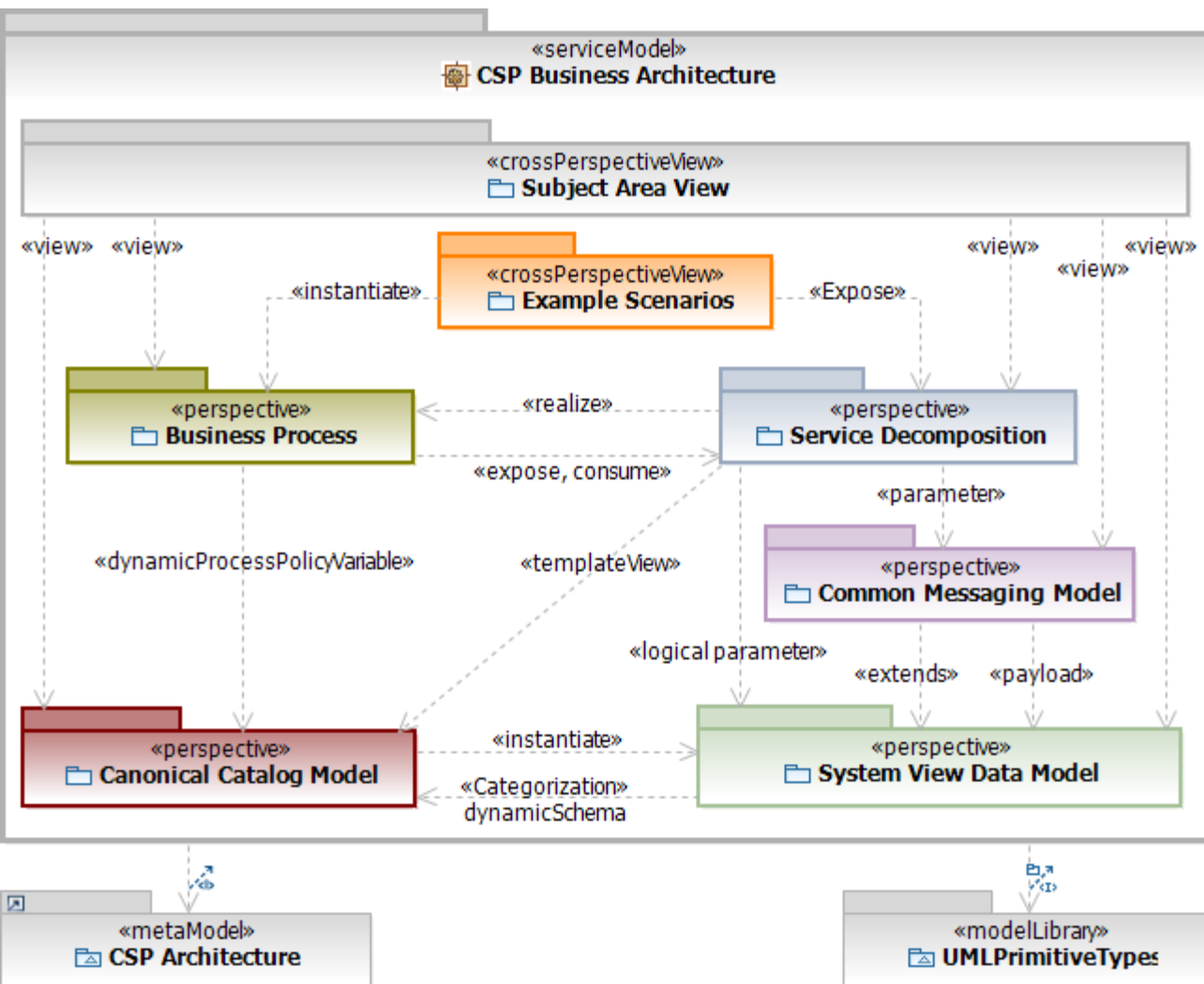
ILOG Decision Management throughout order management processes



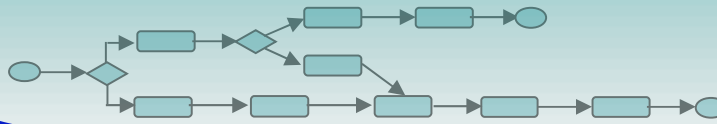
Dynamic Applications Are “Catalog-Driven”



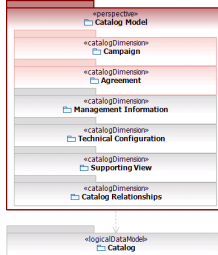
CSP Business Architecture Top Level Perspectives



Product Life Cycle Management



Product Definition



Product Catalog

Product Information Storage

Product Information Management

Offerings
Component Templates

Resources
Resource Templates
Price Plans

Enterprise Service Bus and Business Process Management WebSphere Dynamic BPM + Telecom Content Pack

Offerings
Product Templates

Offerings
Component Templates

Service
Templates

Resources
Resource Templates

Product Templates
Service Templates

Price Plans

Offerings

CRM

Order
Management

Network Inventory
Management

Billing

Manual Population

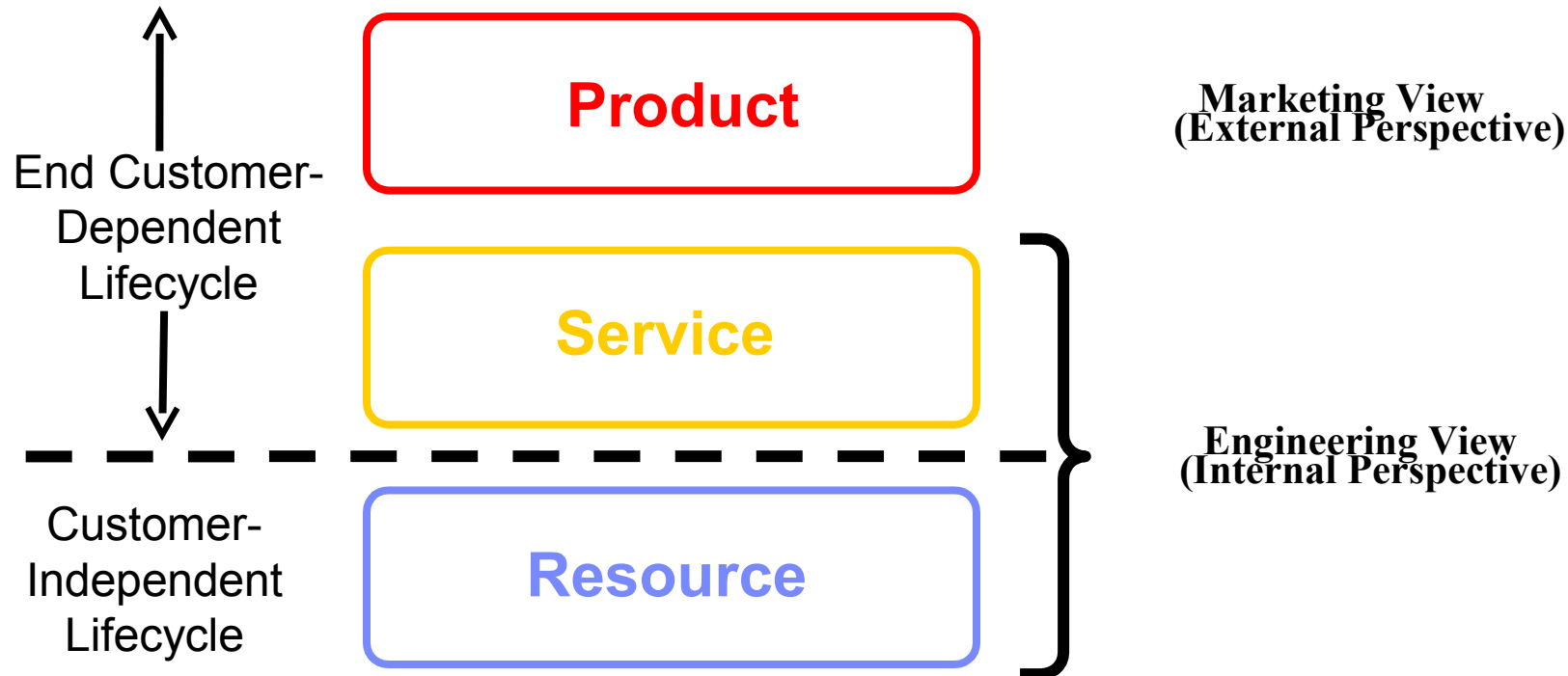
API Level
Invocations

Portal

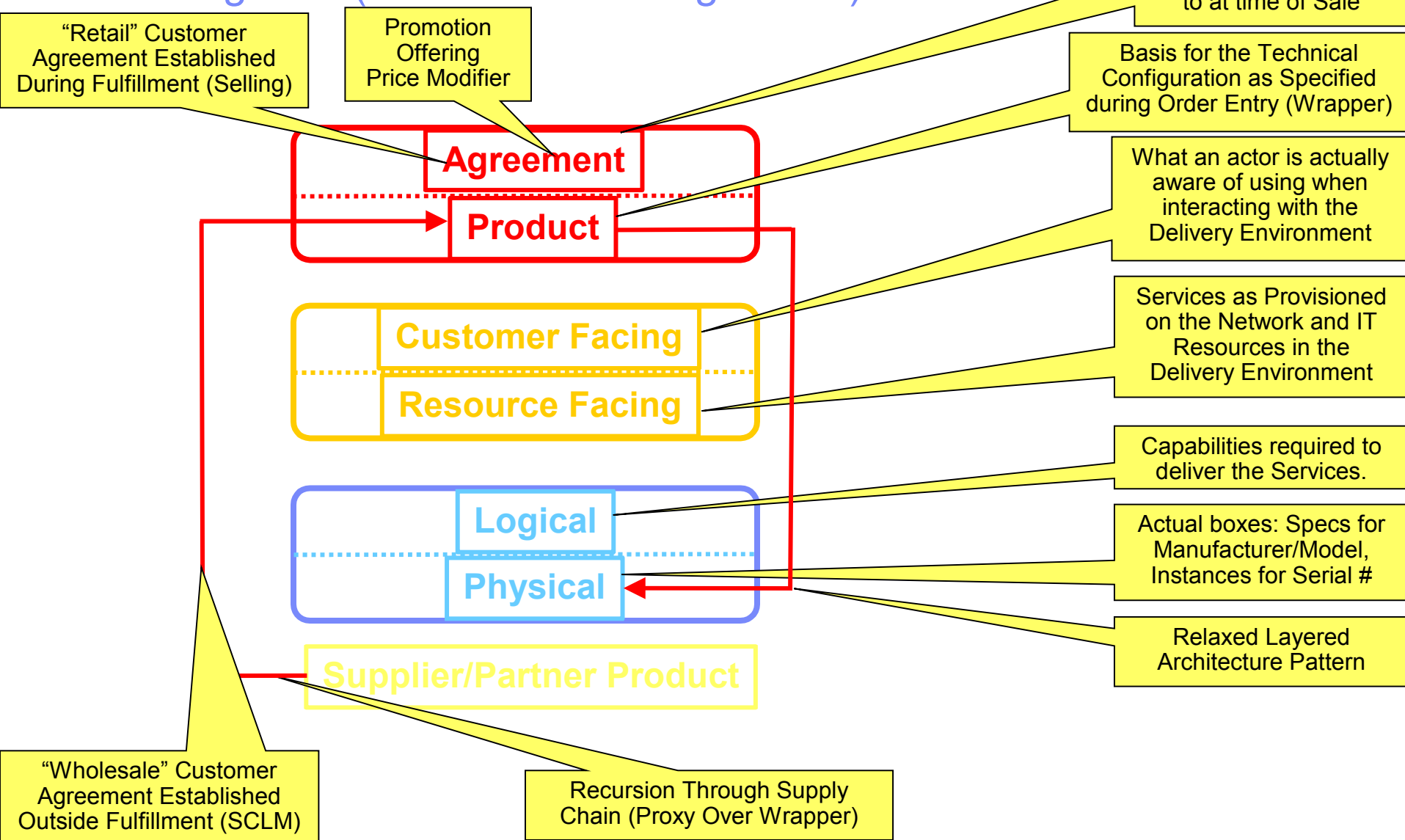
Browsing

Content View
of Catalog

Telecom Product Virtualization in the Age of Convergence (Canonical Catalog Model)

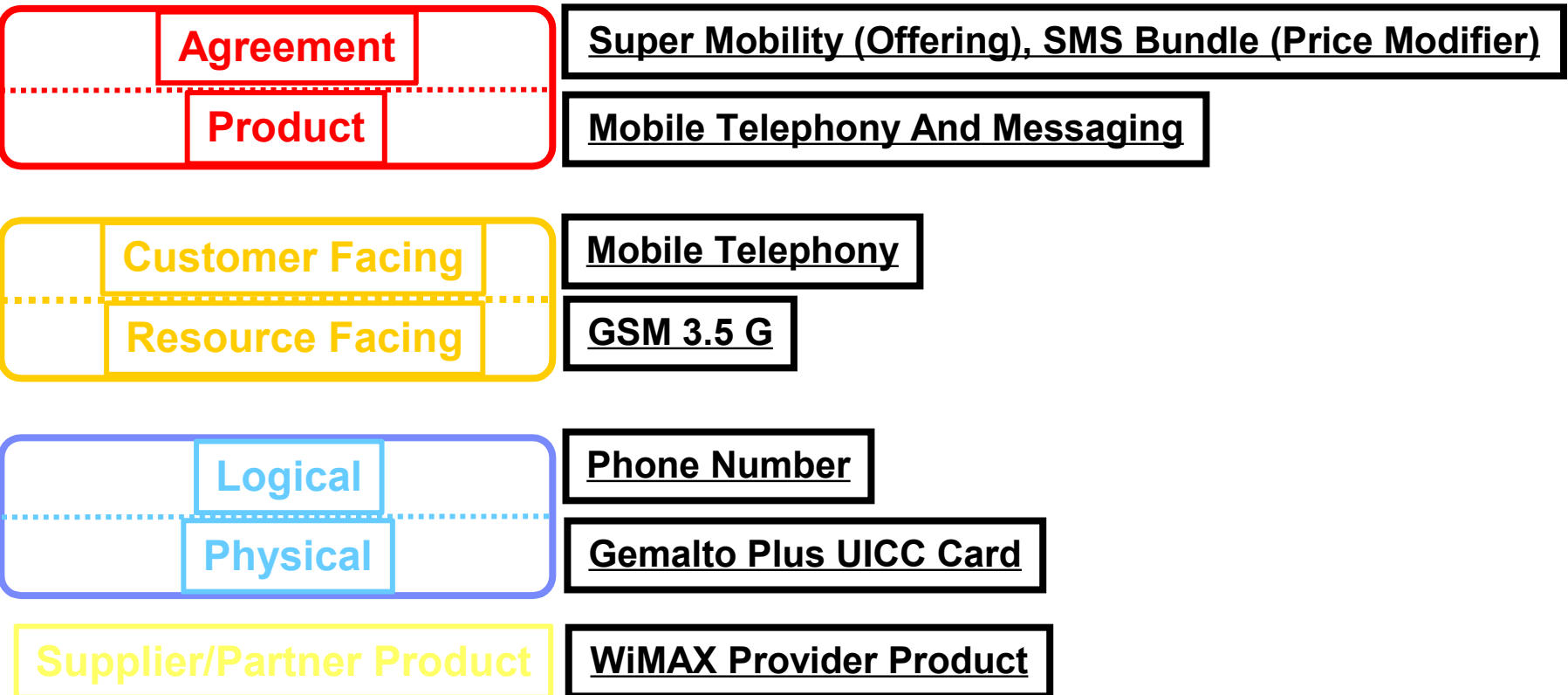


Telecom Product Virtualization in the Age of Convergence (Canonical Catalog Model)

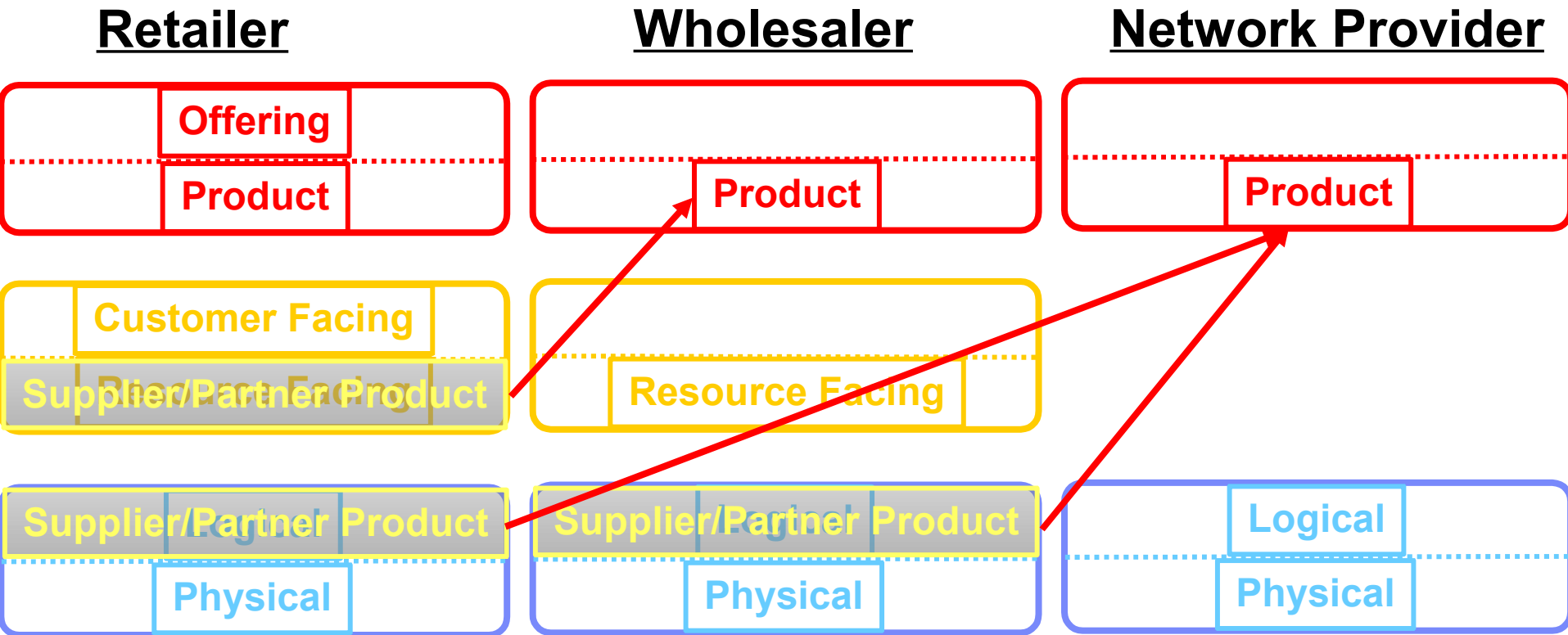




Telecom Product Virtualization in the Age of Convergence (Canonical Catalog Model)



Catalog Stack Distributed Across The Supply Chain



Thank You!

