central&easterneurope

SALES TRAINING
Istanbul, Jan 2013

WebSphere

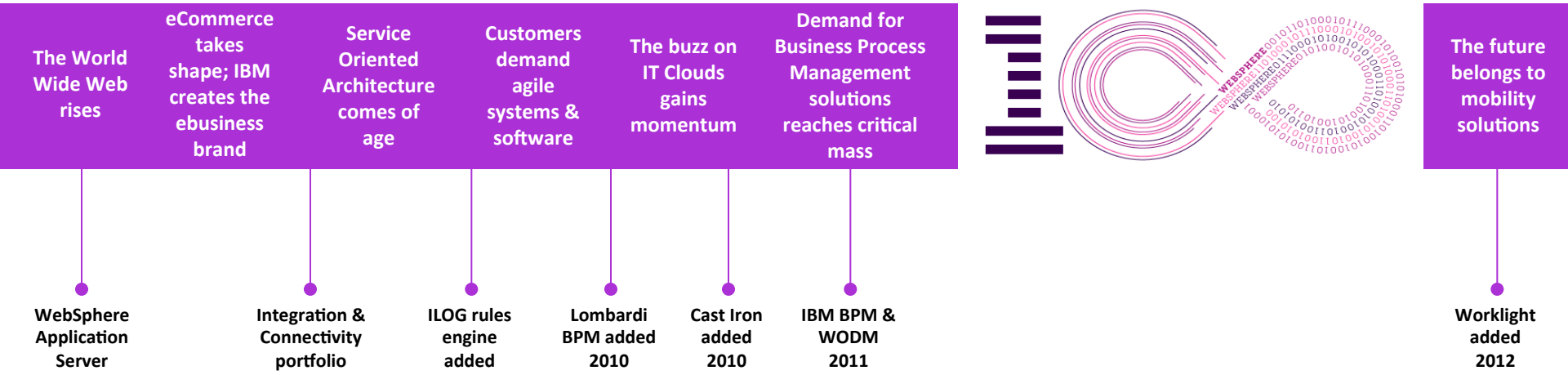
IBM BPM & WODM

Identifying & Prospecting

Growth of the wS portfolio

WebSphere has grown in step with the technical innovations that have fed the IT boom – and in many cases, has been the reason for those innovations.

http://www-03.ibm.com/ibm/history/ibm100/us/en/



How WebSphere works: Building the dynamic enterprise

What is a dynamic enterprise?

It's about execution
- Responsiveness
- Adaptability
- Creativity

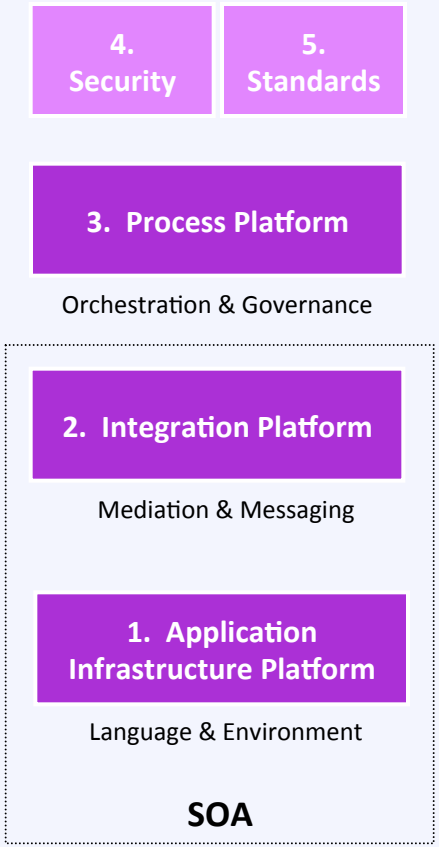
It's about finances
- Revenue streams
- Costs
- Opportunities

It's about impact
- Business-IT alignment
- Value
- Innovation

Why do companies want to become dynamic businesses?

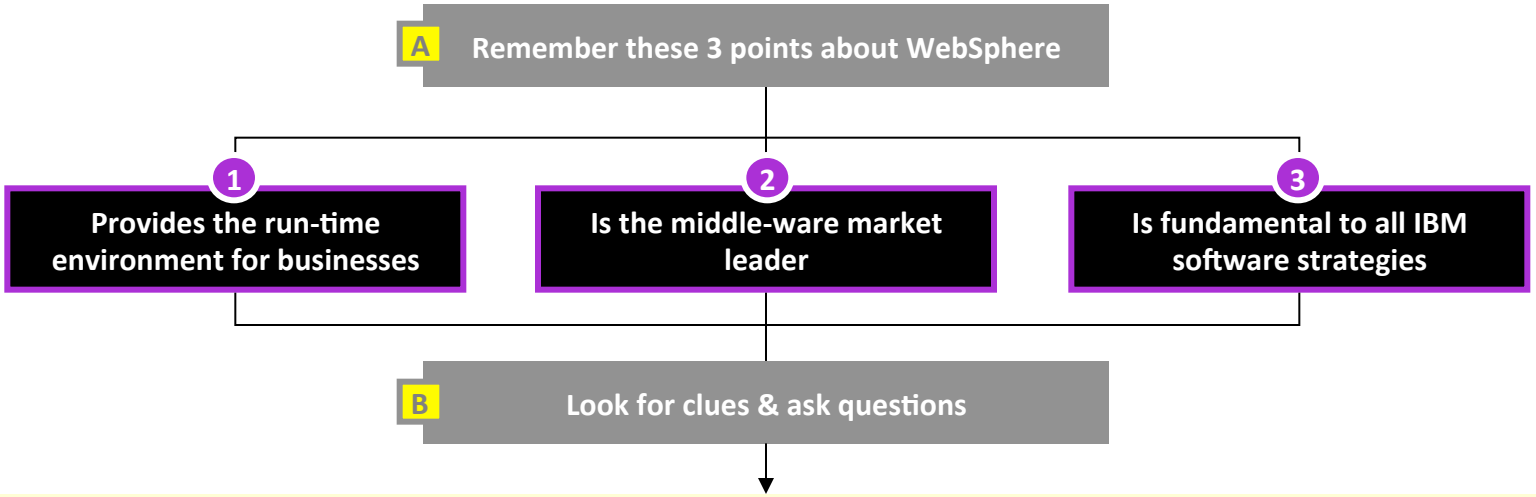
- Meet customer expectations
- Handle unknown or disruptive factors
- Apply technological advances
- Manage cost
- Comply with mandates
- Pursue market choices
- Meet corporate strategic objectives

Which technology components create a dynamic enterprise?



Derived from IBM C-suite study findings

How to sell WebSphere

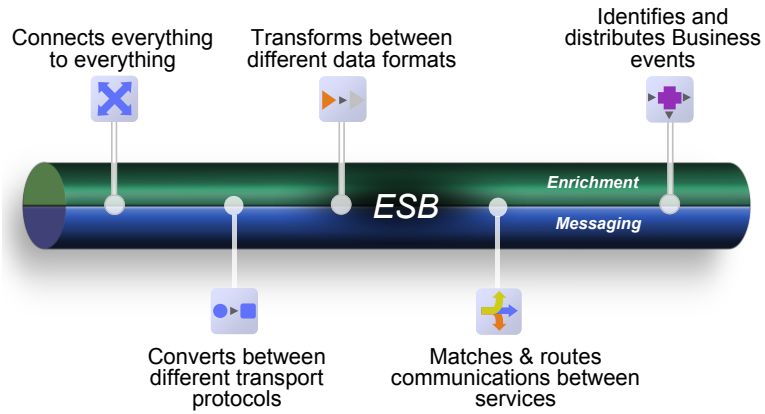


1. Can the business rapidly respond to changing conditions?
2. Is the ITO able to reuse its software assets and services?
3. Do lines of businesses have the capacity to cut operational and maintenance expenses?
4. Can the CIO ensure the mission-critical operations don't fail?
5. Do business users have visibility into their core processes? Are they able to analyze the performance metrics?
6. Is the time to market to implement simple changes in process logic affecting competitiveness?
7. Does the CIO worry about integrating diverse systems?
8. Is time being wasted on unnecessary or manual tasks?
9. Is the infrastructure flexible enough to adapt to changing internal priorities and needs?
10. Are there too many point-to-point connections among applications and software creating a spaghetti mess?
11. Is complying with industry standards and government rules becoming increasingly difficult?
12. Are deployment costs in a multi-vendor environment creating risk and insecurity?
13. Are business and IT able to collaborate to execute strategy?
14. Is the CTO confused or unsure about the cloud strategy?
15. Is the business ecosystem getting access to fast, reliable and flexible access to information?
16. Is the CIO under pressure to better manage or reduce TCO?
17. Can IT deliver on the business strategy?
18. Do developers have an easy and resourceful environment?

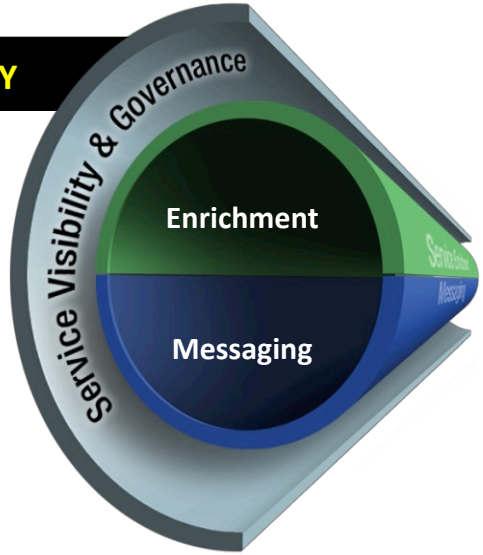
C If any of these is an issue, team-up to create an IBM software value proposition

The Portfolio

INTEGRATION



CONNECTIVITY



Product Names

WESB
MQ
DataPower
Message Broker
WSRR
MQ FTE
Adapters
Cast Iron
Portal
WAS ND
CICS
Virtual Enterprise
Hypervisor Edition
Compute Grid
sMash
Extreme Scale
WAS for zOS
CloudBurst
Partner Gateway
WPS
IBM BPM
WBM
Blueworks Live
WODM
ILOG J-Rules
WBE
Worklight

Incomplete list

FOUNDATION

BPM

The Ensemble

The relevance of Business Process Management

Organization Perspective

1 Can your organization adapt to changing market conditions rapidly?

- Rapid response to meet expectations
- Targeted effects
- Global sourcing & partnerships

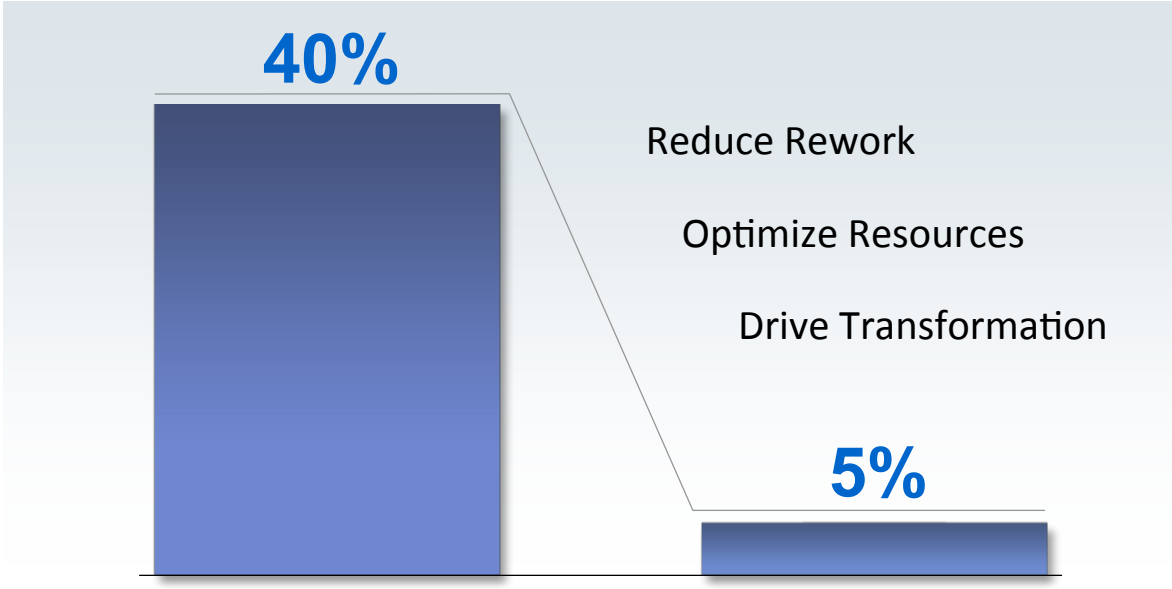
2 Can your processes handle change, uncertainty and complexity?

- Simpler, business-led change
- Process visibility & governance
- Optimized processes & decisions

3 Is your technology foundation flexible and resilient enough to handle change?

- Tight business & IT partnership
- Systems & data interconnections
- Performance, reliability & security

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

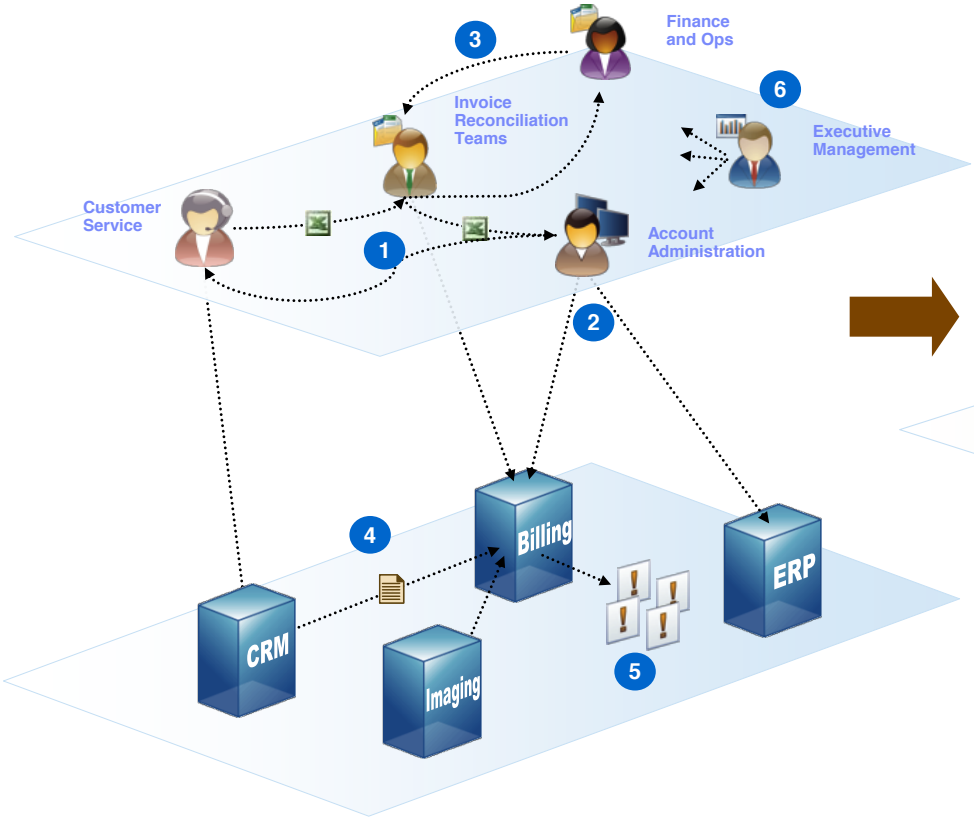


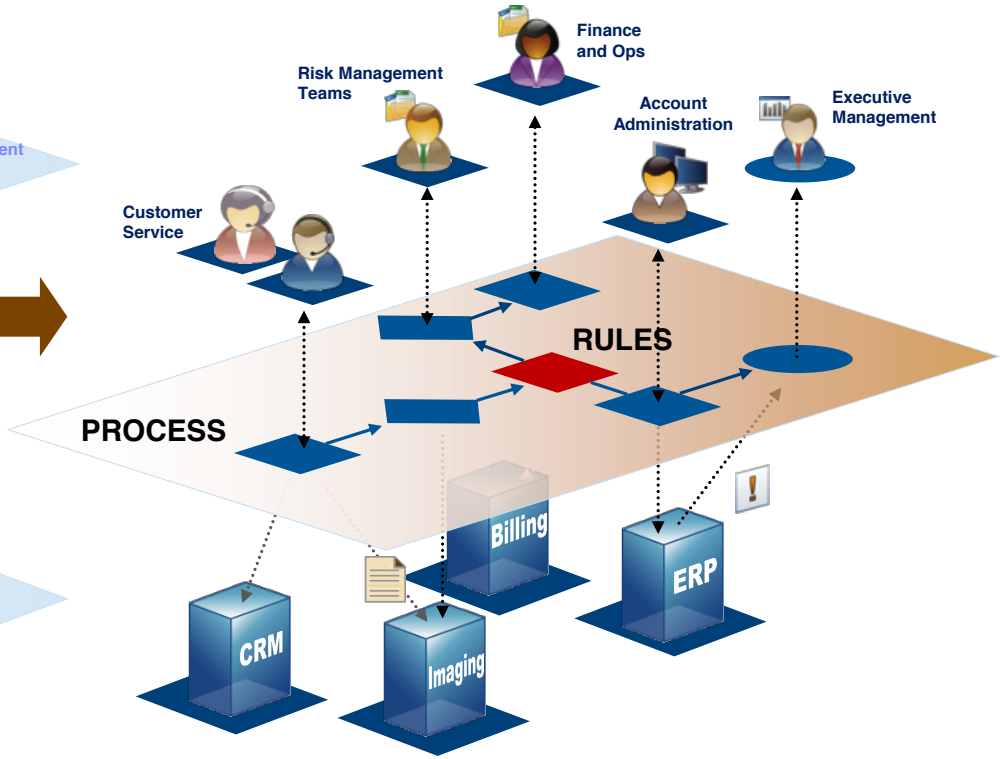
The Promise of BPM: Reduce rework by ***up to 35%****

*IBM Internal Analysis of 200 customers

From chaos & complexity to order & simplicity

Organization Perspective



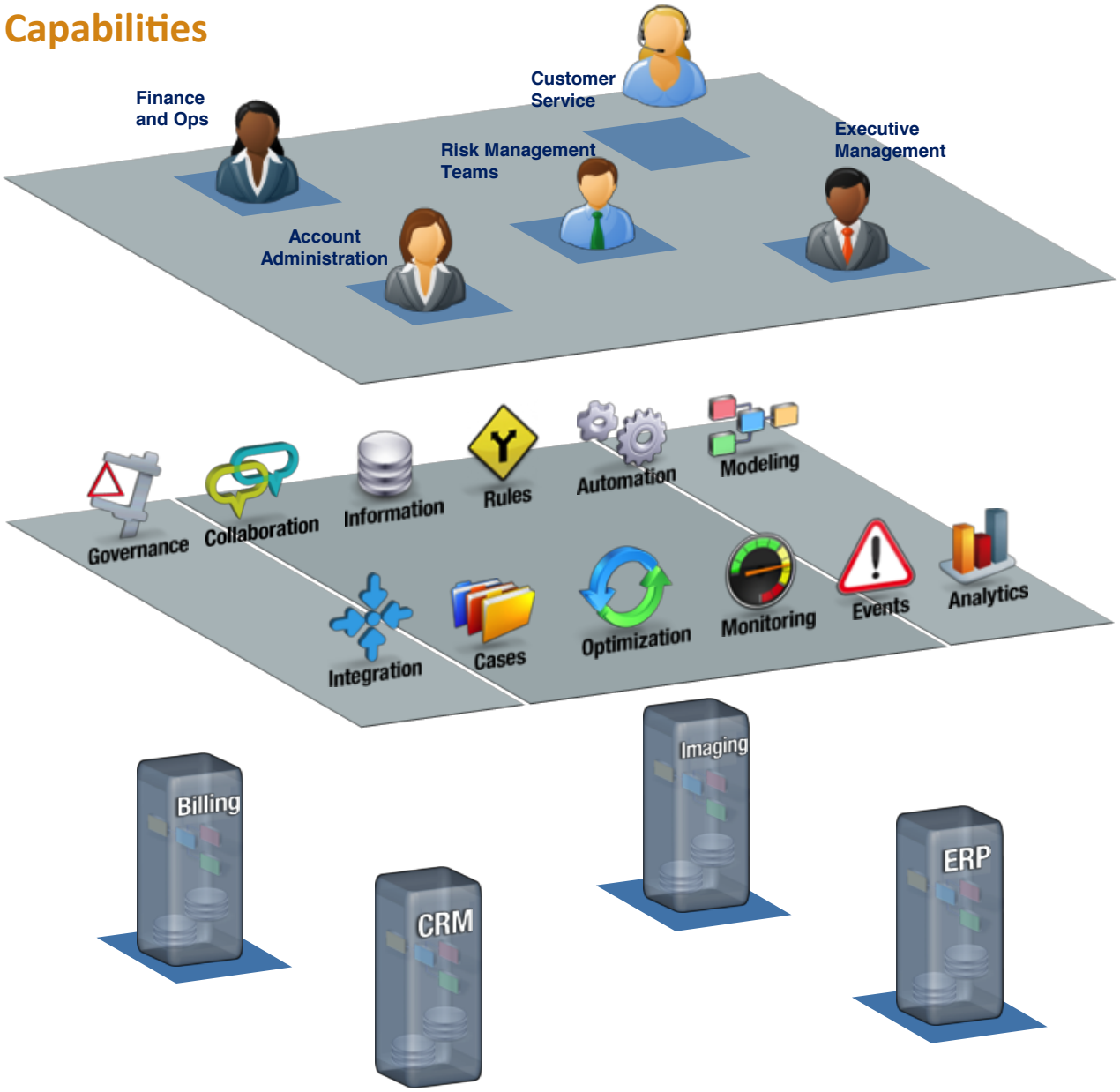


Customer Benefits

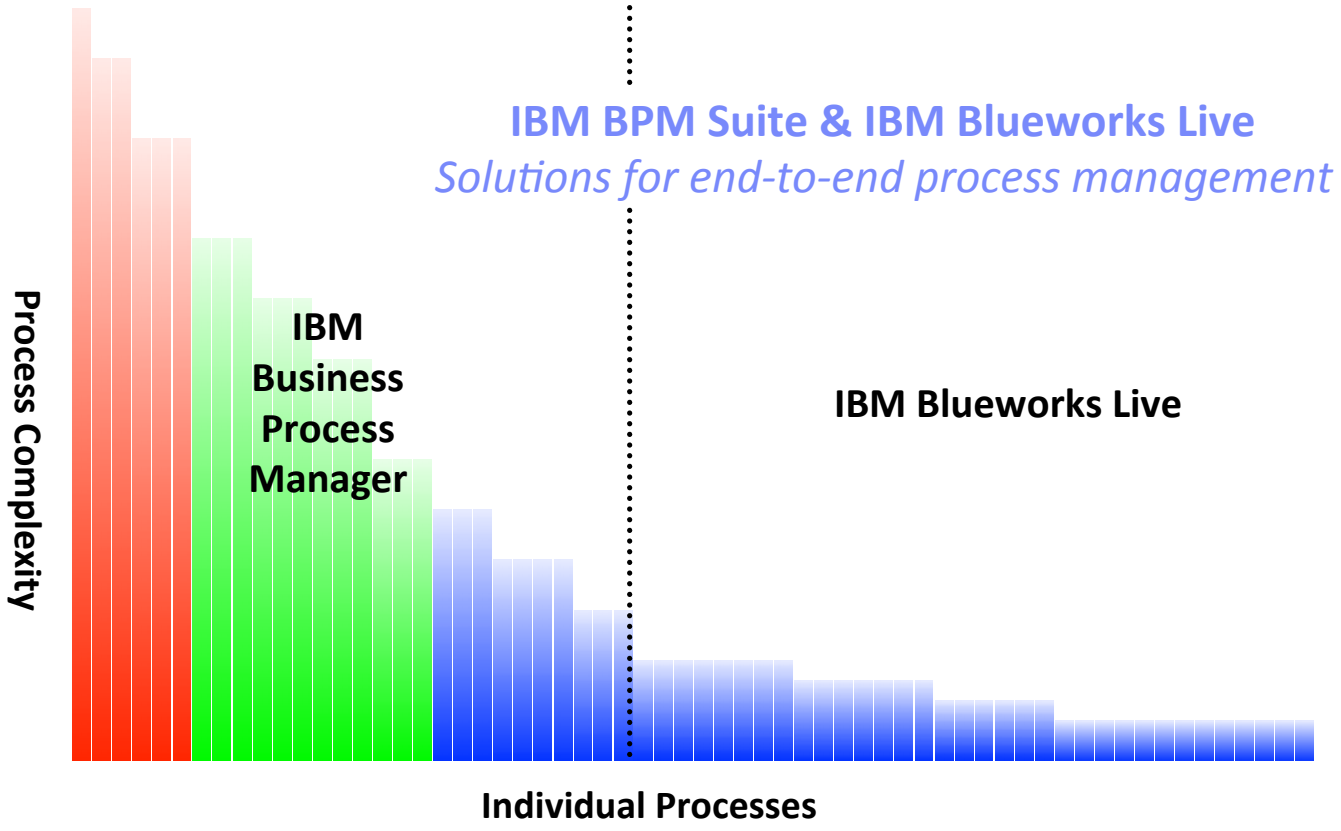
- Reduction in manual work & errors
- Faster, more consistent issue resolution
- Easier to manage the business
- Consistent case handling

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

Essential BPM Capabilities



IBM BPM covers the full spectrum of process needs



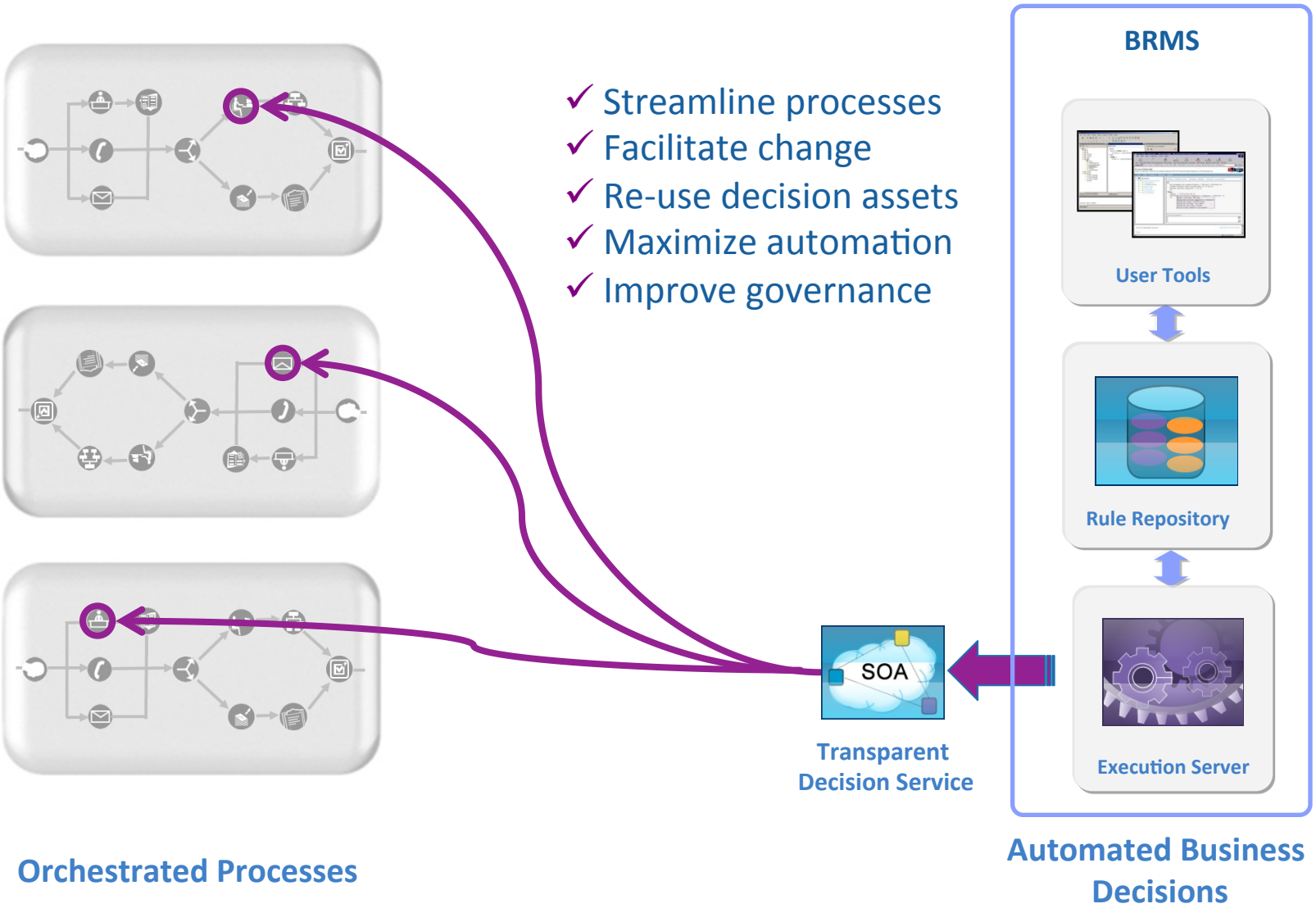
Business Process Manager

- Built for high to medium complexity processes
- For all processes requiring integration
- Seamless integration with Blueworks Live modeling
- Targeted at IT and super-business users

Blueworks Live

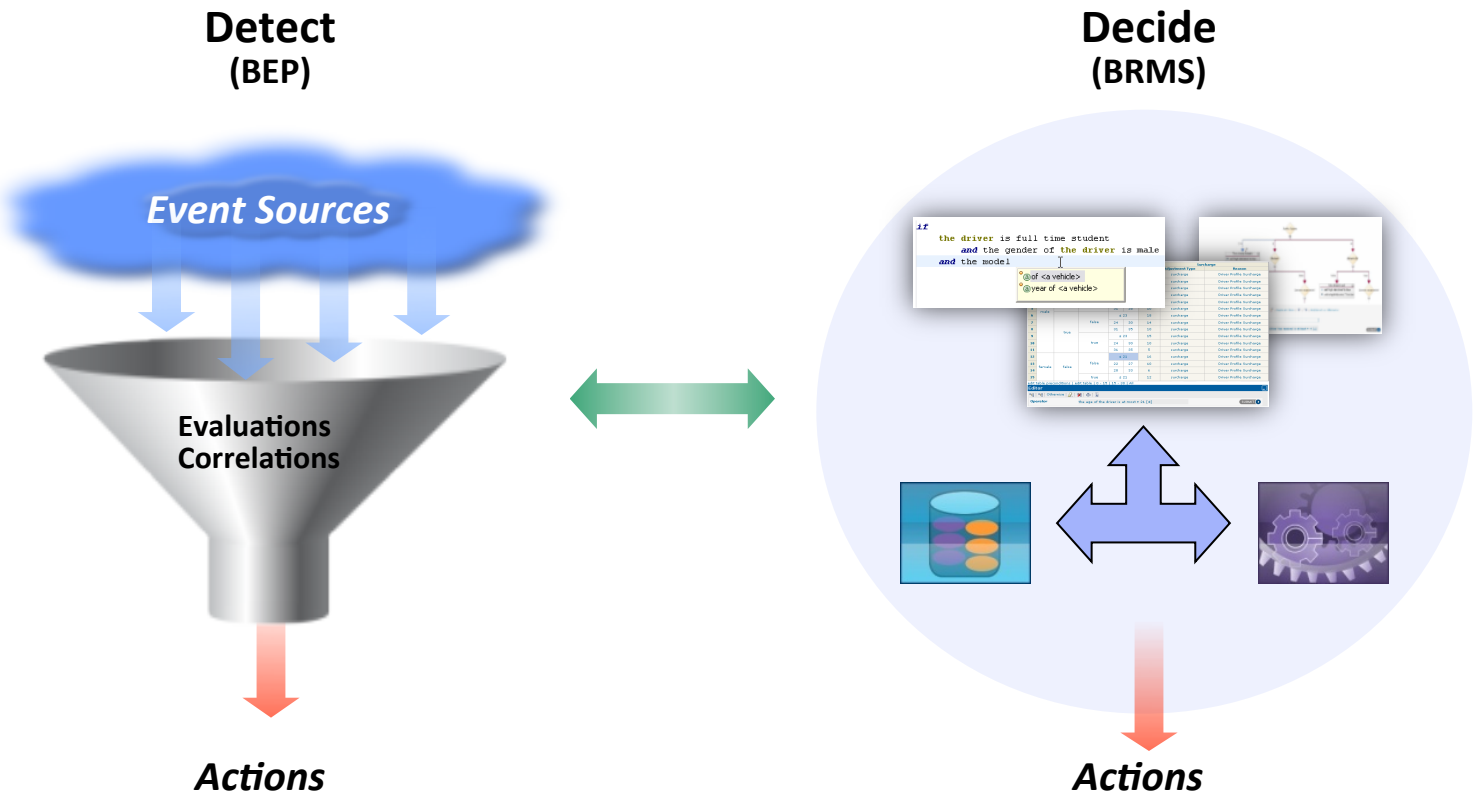
- Built for low to medium complexity processes
- Typical applications are to manage processes run over eMail and documents
- Targeted at business roles for BPM authoring

Business Rules: Make changes at the speed of business



- ✓ Streamline processes
- ✓ Facilitate change
- ✓ Re-use decision assets
- ✓ Maximize automation
- ✓ Improve governance

Business Events: Gain insight for decisive actions



- BEP - Detects when events or patterns of events occur to notify people or systems to take action
- BRMS - Decides business outcome through execution of business rules against available data

BPM and WODM: Complementary in business process solutions

WODM

IBM BPM

Sophisticated, managed policies

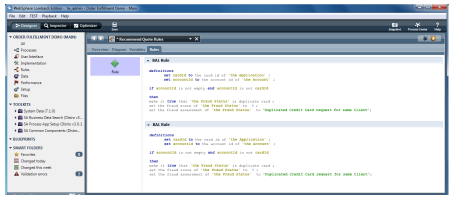
Eligibility rules

Credit rules

SOA

SOA

Decision Services



Process-specific BAL rules

Teamworks

System

Approvers

Credit Request

Check Eligibility

Eligible?

Y

Credit Risk Assessment

Determine Approval Team

Approved?

Y

Update Credit Records

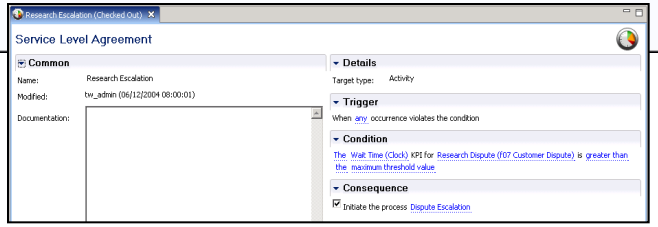
End

No

No

Credit Review & Approval

Escalate Review



IBM BPM

Process-specific SLA / Escalation rules

Rules in BPM and WODM: Different but complementary

IBM BPM

Rules for business processes

- Flow decisions (BPMN gateways)
- Task routing (user, group or role)
- Activity looping ('voting' rules)
- Exception or timer events
- SLA monitoring rules

Rules in Business Action Language (BAL)

Rules for in-process data

Rules defined by process authors

WODM

Rules focusing on critical, complex, strategic business decisions and policies

Larger numbers of rules, specifying many interrelated business goals and constraints

- "If X is true, then Y must be true"
- When presented with input data, rules determine a best solution that satisfies all rule interdependencies

Rules managed centrally, possibly by a separate team

Rules shared easily across many applications and many processes

Common Patterns for IBM BPM

Typical Questions	Patterns	Outcomes
▪ Is there an excess of manual work? ▪ Are activity sequences performed differently?	**Workflow**	▪ Improved efficiency / effectiveness ▪ Consistent and repeatable processes
▪ What are people doing? ▪ Could they be doing it better?	**Business Activity Monitoring**	▪ Visibility into productivity ▪ Identified opportunities for improvement
▪ Is excessive time spent in different applications / systems? ▪ Are training / ramp-up costs high?	**Unified Front-end**	▪ Improved task efficiency / effectiveness ▪ Lower training costs
▪ Is there unnecessary rework? ▪ Do exceptions require disproportionate attention?	**Exception Handling**	▪ Reduced rework ▪ Reduced effort with increased flexibility
▪ Do projects take too long to deliver? ▪ Is there a backlog of projects?	**Application Development**	▪ Improved IT reactiveness ▪ Reduced backlog

Common Patterns for WODM

Typical Questions	Patterns	Outcomes
▪ Is there an excess of manual work? ▪ Are processes slowed by need for individuals to make decisions?	**Workflow, Straight Through Processing**	▪ Improved efficiency / effectiveness
▪ Are key policies inconsistent across channels? ▪ Do decisions vary based on who is involved?	**Business Activity Monitoring**	▪ Single decision no matter which application is requesting ▪ Best practices enforced
▪ Is missing / erroneous data causing process delays? ▪ Do exceptions require human attention?	**Exception Handling**	▪ Staff doing less tedious, low-level work ▪ Customer satisfaction improvement
▪ Do projects take too long to deliver? ▪ Are simple policy changes slowing down development?	**Application Development**	▪ Improved IT reactiveness ▪ IT focusing on strategic objectives ▪ Business now owns policy changes

An example for WODM: Business Rules and Event Rules

An auto insurance company has 2 requirements for a new project

1. Provide more detailed coverage pricing, in real-time, and to make it dependent on a wide-array of business data.

2. Follow-up on potential customers who have declined a quote from any channel (web, call center, office) a certain number of times, and are not yet customers.

WODM: Different scenarios have different requirements

1. Provide more detailed coverage pricing, in real-time, and to make it dependent on a wide-array of business data.
   - ✓ Adjust logic within an application
   - ✓ Return a fixed-set of information
   - ✓ Must be easy-to-use but have sophisticated governance

2. Follow-up on potential customers who have declined a quote from any channel (web, call center, office) a certain number of times, and are not yet customers.
   - ✓ Adjust logic across multiple applications
   - ✓ Decision criteria is time-based
   - ✓ Dependency on occurrence, and absence, of events

WODM: Different requirements, different types of decisions

Decision rules provide contextual and situational awareness

Business Rules

1. Provide more detailed coverage pricing, in real-time, and to make it dependent on a wide-array of business data.
   - ✓ Adjust logic within an application
   - ✓ Return a fixed-set of information
   - ✓ Must be easy-to-use but have sophisticated governance

Contextual

Event Rules

2. Follow-up on potential customers who have declined a quote from any channel (web, call center, office) a certain number of times, and are not yet customers.
   - ✓ Adjust logic across multiple applications
   - ✓ Decision criteria is time-based
   - ✓ Dependency on occurrence, and absence, of events

Situational

Operational Decision Management helps solve many common business problems

Identify opportunities to increase profitability

Personalized Product Recommendations

Promotions & Loyalty Programs

Automated Sales Commissioning

Enforce consistency to ensure compliance

Claims Validation

Payment Authorization

Eligibility Determination

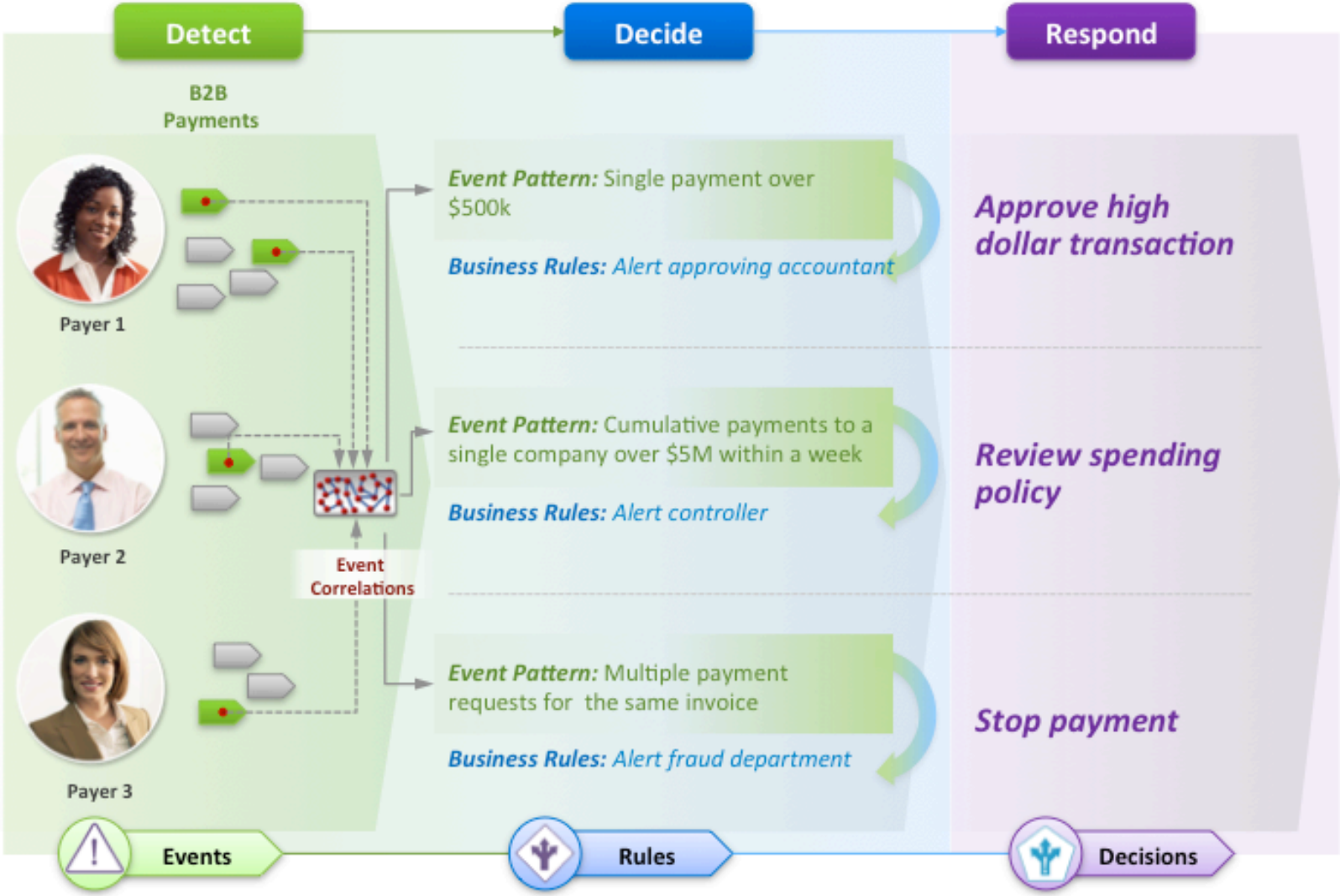
Leverage information to manage risk

Underwriting and Credit

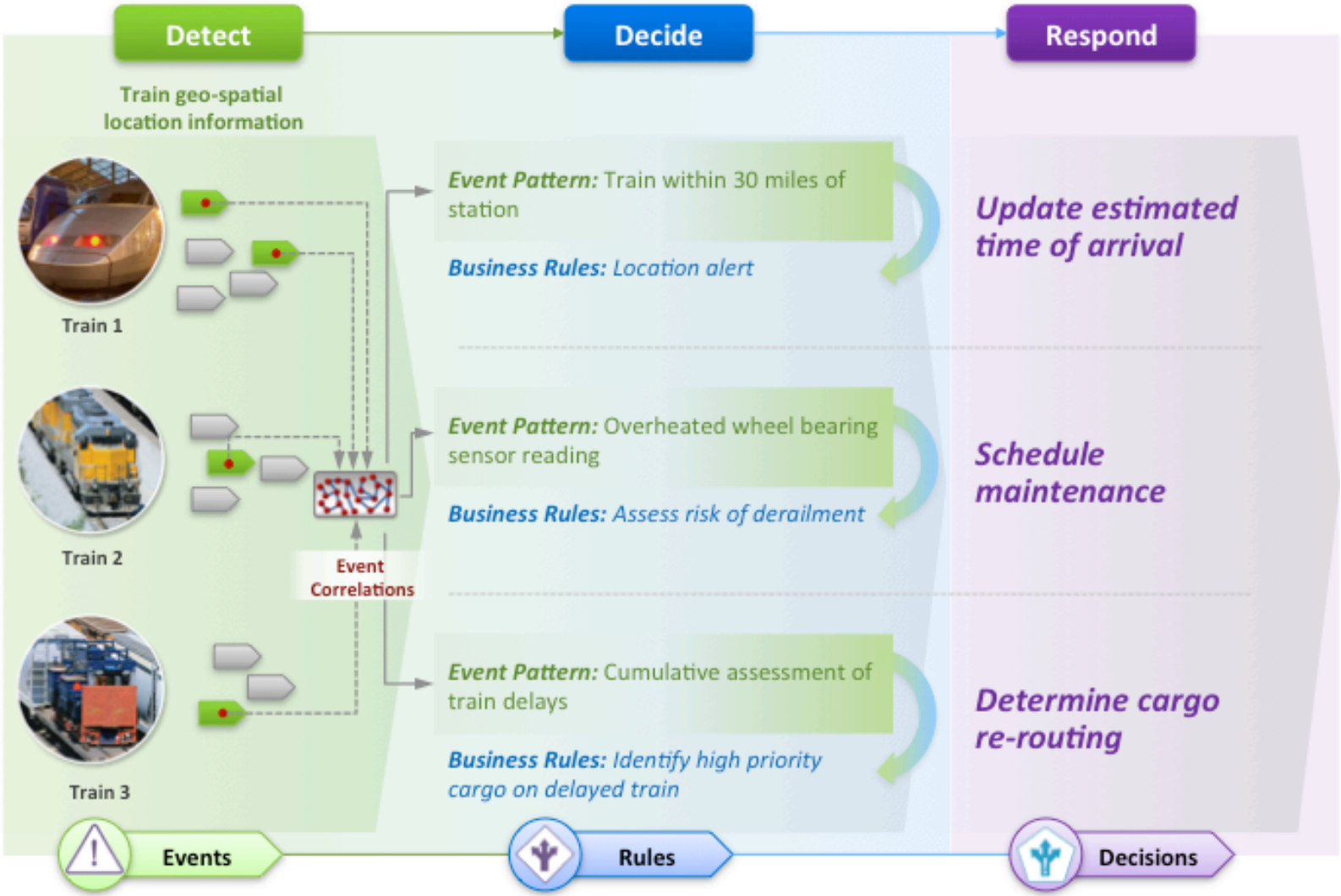
Border Control

Physical Infrastructure Monitoring

Use Case: Payments Processing
Financial corporate payments notification



Use Case: Logistics
Transportation real-time logistics support



Patterns Driving Processes & Decisions | Examples of problem recognition

Customer Problem	Pattern	Customer Benefit
▪ Managing RFQs from creation to order fulfillment was time-consuming and manually intensive ▪ Exposing the underlying SAP systems to suppliers would have posed security risks and would have required overwhelming changes	Unified Front-end	▪ Single system for RFP creation and issuance: cycle time reduced by 80% ▪ Web-based front-end guides vendors step-by-step ▪ 250% productivity improvement to support additional suppliers
▪ Loan applications and customer service changes were manual processes, lacking visibility and control. Customers were not satisfied. ▪ Development and deployment of new business capabilities was taking too long. Competitors were able to provide market-leading innovations. ▪ Backend systems were too rigid to support quickly changing business requirements	Business Activity Monitoring Exception Handling Application Development	▪ Visibility through real-time dashboards ▪ Capabilities like work routing, task prioritization, and alerts were added ▪ Customer satisfaction scores increased from 88% to 95% due to fewer mistakes and better customer experience

Identifying BPM and ODM Opportunities | Main Points

1. Majority of processes are simple, repetitive & plentiful
2. Every organization has process pain-points
3. Look for patterns which can be quantified
4. Pain-points are not so different among companies…
5. But the solution fit and value propositions will be
6. Tell the story. Tell THEIR story

Workable Leads

1. **Identifying the lead**

2. **Generating the lead**
   - Marketing events
   - Third-party trade shows & advertising
   - Seminars and workshops
   - Existing customer base

3. **Converting the lead**
   - Value proposition
   - History of success
   - Solution pitch

4. **Engaging the prospect**
   - Show and tell
   - Deeper investigation
   - Solving specific problems
   - Gaining trust

Telling the Story

Qualifying the Prospect

1. Identify the Pain or opportunity

Project

What is the problem?
Does it match any of the patterns for IBM BPM products?
Can the customer benefit across all the patterns?

Program

Is the customer trying to change how they do business?
Is there a portfolio of projects / problems to solve?
Do these match the patterns for IBM BPM products?

2. Anticipated Payback

Is there benefit in addressing this initiative?
Have those benefits been enumerated (qualitatively / quantitatively)?

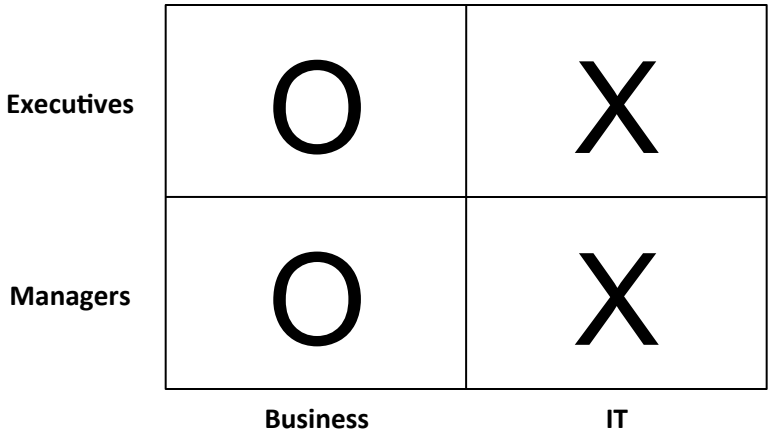
3. Appropriated Payment

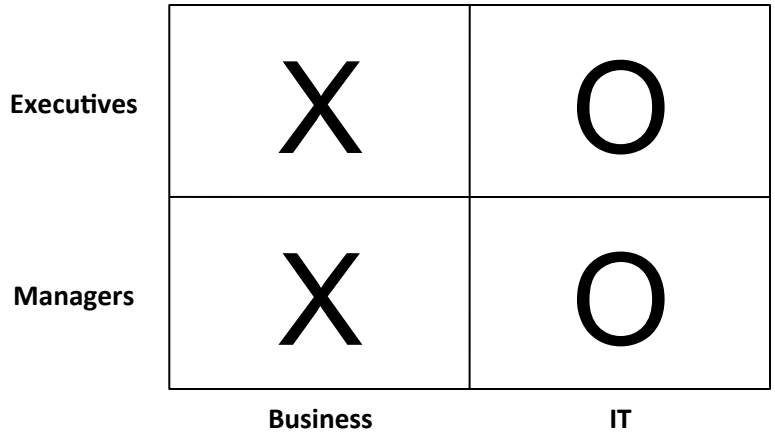
Has funding been secured or allocated for this initiative?
What is the source of that payment?
Do adversaries / naysayers lose if this initiative moves forward?

4. Defined Priority

Is this initiative prioritized as something important?
Is there a sponsor or champion who cares?
At what level of the organization is this initiative visible?

Who's interested in BPM/ODM projects?





Profile: IT-centric

Typical Characteristics:

- Technology-based evaluation
- Criteria focuses on existing infrastructure and practices

Typical Tactics:

- Drive for business involvement
- Highlight programmatic elements of IBM BPM vision

Profile: Business-centric

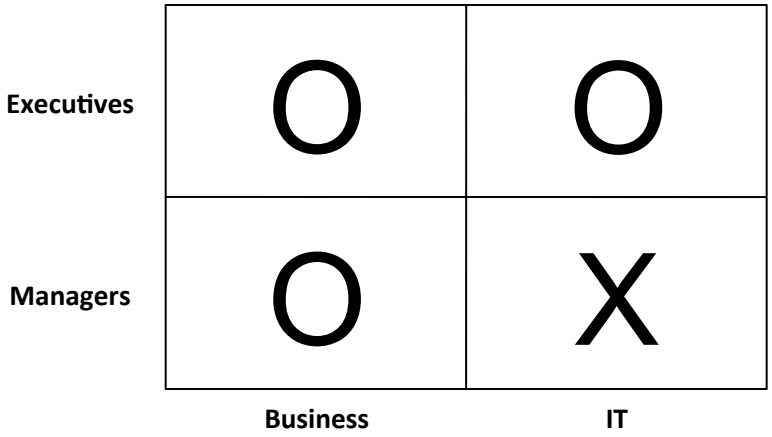
Typical Characteristics:

- Frustrated business takes decision in own hands
- Skepticism by IT leadership and stakeholders

Typical Tactics:

- Demonstrate how business and IT are both needed
- Highlight governance capabilities of products

Who's interested in BPM/ODM projects?



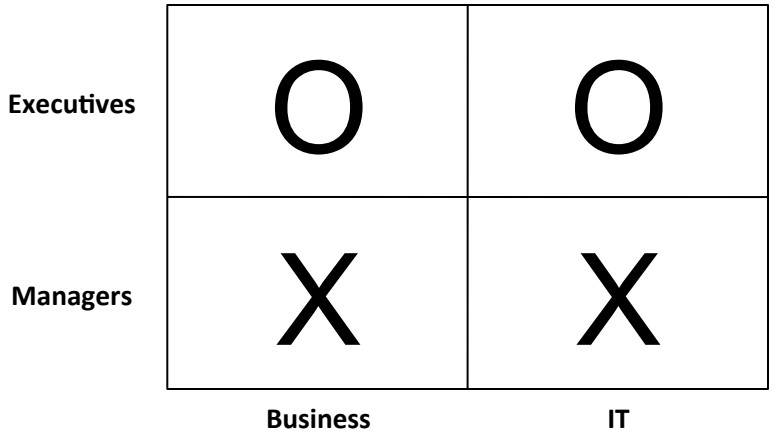
Profile: Closed IT-evaluation

Typical Characteristics:

- Preferred tool already identified
- Vision limited to immediate projects

Typical Tactics:

- Drive for executive / strategic involvement
- Expand possibilities supported by a leading platform



Profile: Project-led

Typical Characteristics:

- Budget already established for a project
- Expectations set around scope / features required

Typical Tactics:

- Drive for executive / strategic involvement
- Expand possibilities supported by a leading platform

Common problems with BPM projects

1. What to target
2. Automating bad processes
3. Not engaging business users and owners
4. Using complicated tools and methods
5. Modeling without documentation and rules
6. Inability to 'preview' the result of the model
7. Versioning & change management
8. Hard-coding services
9. Deploying processes
10. Not being able to analyze and monitor processes
11. Not planning for organizational change
12. Politics
13. …

Messaging for the customer | 5 things to know about IBM BPM 8.0

1. You can start anywhere in the portfolio
2. Backward compatibility with WLE and WPS
3. Migration paths from WLE and WPS to 8.0
4. All your investments are protected
5. Configurations match typical entry points to 8.0

Messaging for the customer | Increase business value progressively

PROJECT → PROGRAM → TRANSFORMATION

Efficiency

Take time and cost out of the process

Reduced development time *by 40%*

Saved more than *$100M* with improved efficiencies and higher levels of customer service

Effectiveness

Work smarter to deliver higher revenue and profit

Drives *$3.6M* in additional revenue and saves *$2.7M* by integrated sourcing processes with real-time inventory visibility

Cut "engineering" time of designers on car systems *by 20% in one year*.

Agility

Outmaneuver competitors with rapid response to change

Line of Business Personnel Launch Campaigns in Two Days Instead of Months

Speed to market gains of *over 50%*

Messaging for the customer | Transform your business

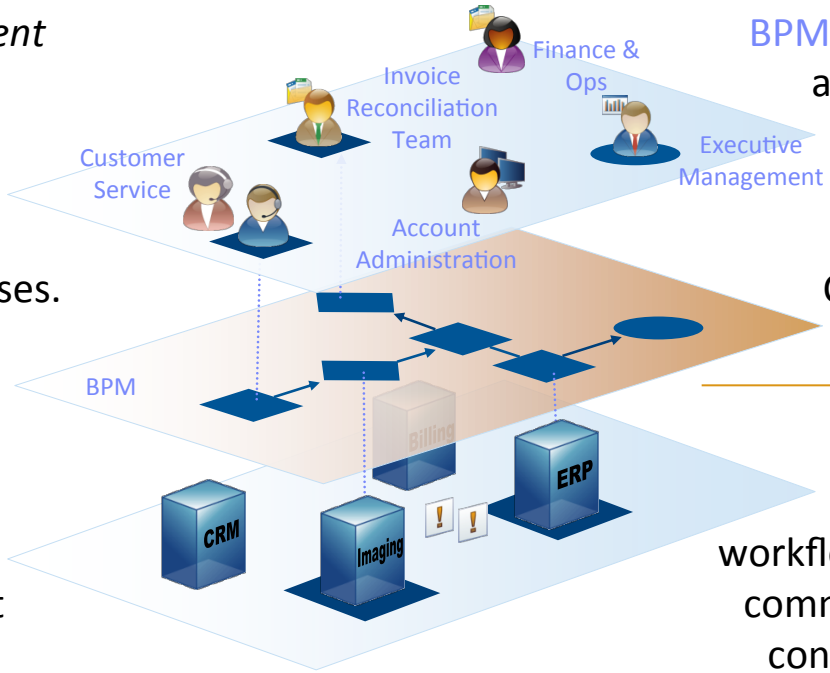
- Start Doing
- Think Big, Start Small, Scale Fast
- Cultivate Business-IT Collaboration
- Add Capabilities as Needed
- Manage Your Total Cost of Ownership

Messaging for the customer | How to start doing

Blueworks Live	▪ Cloud-based authoring of simple business processes ▪ Public expert community and ready templates ▪ Private workspace for teaming
Migration Services	▪ Migration tools and technical assistance to migrate to Business Process Manager ▪ Assessment, planning & execution of the upgrade or replacement ▪ Tailored documentation of the new environment
Solution Mentoring	▪ Collaboration on projects to build capability and capacity ▪ Full project life-cycle mentoring ▪ Real deliverables and results
On-Demand Consulting	▪ Deep BPM expertise on as-needed basis ▪ Quarterly subscription to help your team learn IBM BPM ▪ IBM enterprise-wide assets and staffing to do the heavy lifting (turnkey services)
Technical Enablement	▪ On premise or IBM lab training ▪ Fee-based implementation of a sample project ▪ Partner network for guidance and enablement
Assessments	▪ Business Value Assessment ▪ Proof of Technology or quick win pilot ▪ Architecture or technical workshops

Recap | The IBM Cookbook

Business Process *Management* is a discipline consisting of software, techniques and expertise to improve performance, visibility and flexibility of business processes.



BPM provides a layer for control and visibility. It enables four key outcomes:

- Business Agility
- Operational Efficiency
- Continuous Improvement
- Innovation

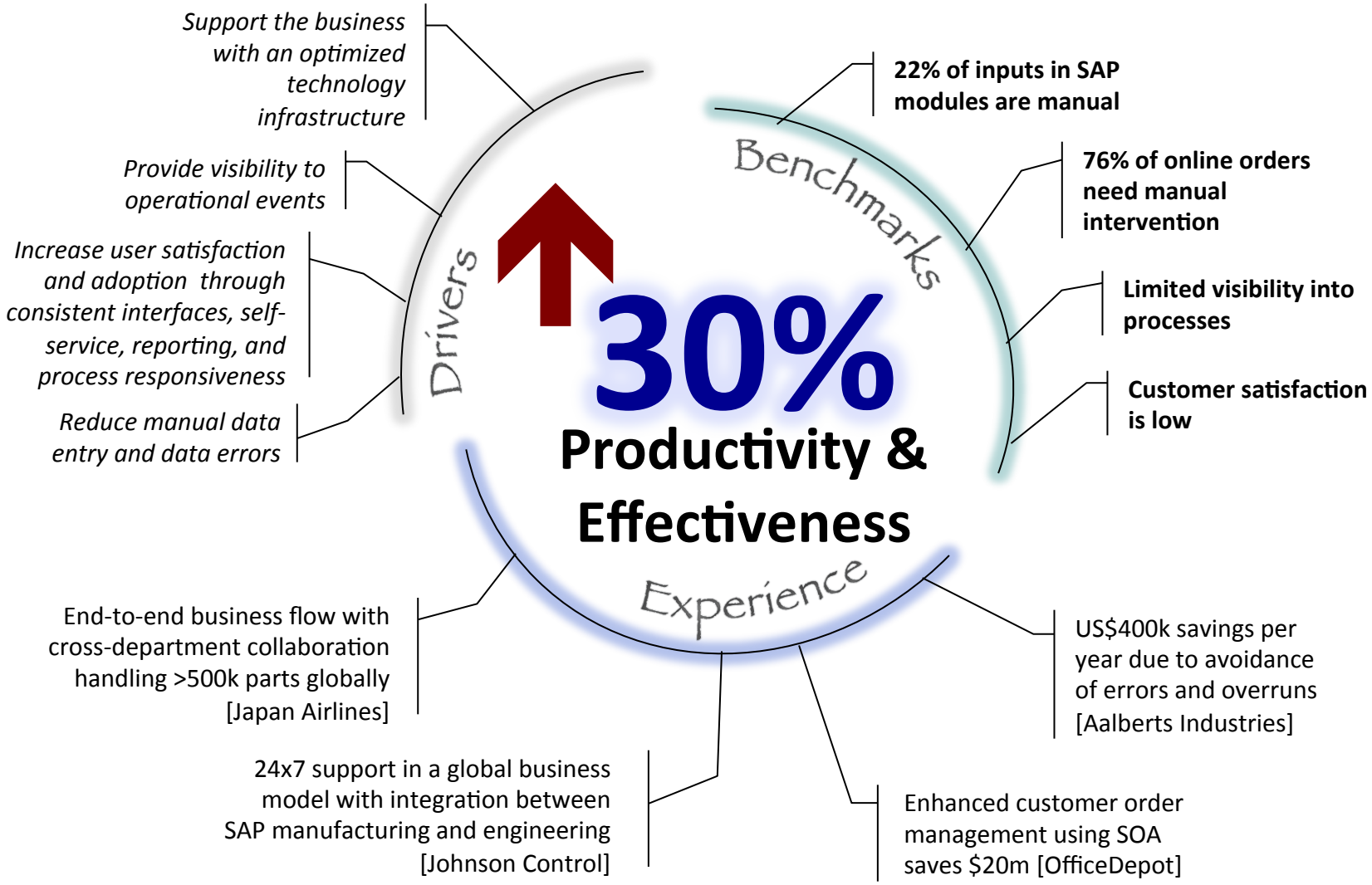
Tool-Kit

- Fit-for-Purpose analysis
- Executive Briefing
- Business Value Assessment
- Total Cost of Ownership
- Proof of Technology/Concept
- Technology/Architecture Workshop
- References
- Competitive Analysis
- Skills enablement

Typical Problems Areas

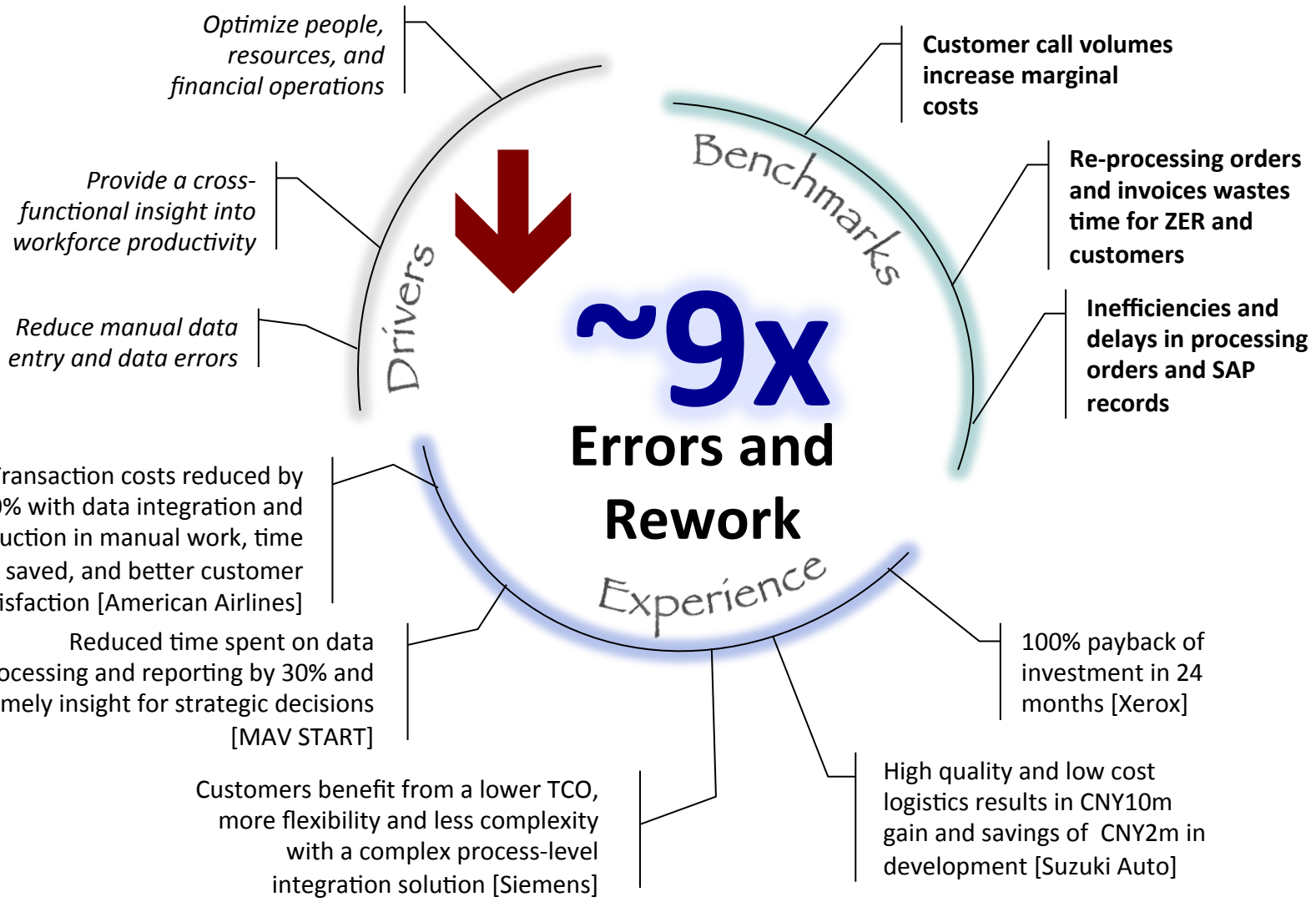
manual and ad-hoc tasks • workflows • workspace • informal communications • point to point connections • data flow among systems • responsiveness • standards • exception events • performance • decision logic • change management • application development • project execution

Manufacturing, Logistics, Supply Chain | Improve Process Efficiencies



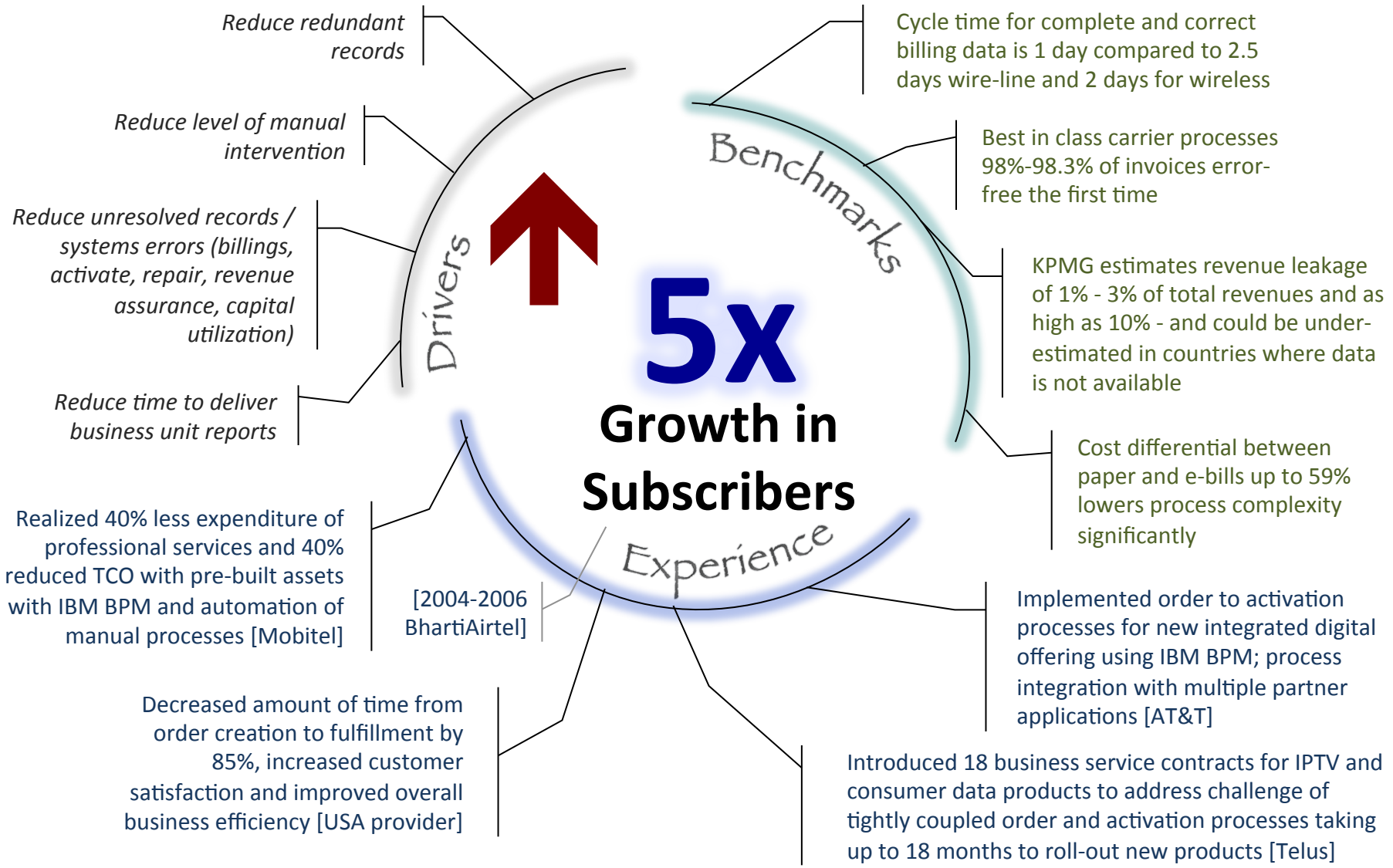
More information on these benchmarks and references provided upon request

Manufacturing, Logistics, Supply Chain | Decrease Operational Costs



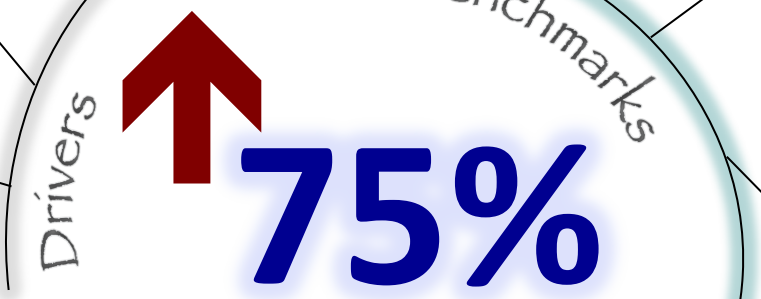
More information on these benchmarks and references provided upon request

Telco Industry KPI | Improve Process Automation



More information on these benchmarks and references provided upon request

Telco Industry KPI | Increase Average Revenue Per User (ARPU)



Increase revenue from data and value added services

Increase cross-sell and up-sell

Increase adoption rates of all promotions

Best in class customer satisfaction values for wire-line and wireless is 97.4%. This is 2% higher than typical operators

Best in class wireless carrier attributes 12.1% of revenue growth to the top 20% of customers compared to 5.5% for a typical wireless carrier

A single view of the customer enables a carrier to cross-sell, up-sell and capture more of the customer wallet share

Impact of having abilities to identify new sources of revenue are 13-14% in short-term and 16-17% in long-term compared to 8-9% of revenues in as-is mode

Improved average adoption rate of value-added offerings by 10% and doubled its successful business referral rate by 50% [Beijing Mobile Communications]

[Globe Telecom]

Faster time to market by 60% with a BPM SOA implementation [Telekom Slovenia]

Reusing services across lines of business increased agility and reduced time to market by more than 85% for new offerings [Globe]

Reduced sales to delivery process cycle and increased revenues with effective up-sell and cross-sell capabilities [TSTT]

More information on these benchmarks and references provided upon request

Learn more about WebSphere

1. PartnerWorld: http://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/pw_home_pub_index
2. WebSphere external website: http://www-01.ibm.com/software/websphere/
3. BPM & WODM: http://www-142.ibm.com/software/products/us/en/category/BPM-SOFTWARE
4. Join the WebSphere User Group: http://www.websphereusergroup.org/
5. Attend e-learning broadcasts
6. Get invited to attend WebSphere Sales School
7. Search YouTube videos

Getting Settled
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TURKEY TEAM

Umit Sile, Istanbul, Ankara
Telco, Insurance, 5 Banks, General Business, Energy

Gozde Topuz, Ankara
Public Sector & all Ankara accounts

Esra Aveci, Istanbul
Banks, Isbank & subsidiaries, Transport & Retail

CEE TEAM

Randolph Moorer, Prague
Director of wS Sales, CEE

Eduard Dolgalev, Moscow
Sales Leader for RCIS

Marko Raubar, Ljubljana
Sales Leader for SEE & Turkey

Andrzej Rybacki, Warsaw
Sales Leader for Central Europe, Poland & Baltics

Sales, Channel & Technical Leaders
Konstantin Yurov, Moscow
Peter Brabec, Vienna
Hrvoje Zivko, Zagreb
Donald Seymour, Prague

Business Agility | wS Solutions
Achal Prakash, USA

January 2013
The 2013 team is still being finalized

Don’t fly solo.
Keep us informed.
Engage us.
It’s a partnership.

Thank you.

aprakas@us.ibm.com