

Smarter Process in the Age of the Customer

Ann Thye
Smarter Process



61% of CIO's say that their IT budgets will increase in 2015





“We saw a revolution with wireless in the 80s, and the Internet in the 90s, and it transformed industries. Companies that were on the early edges won. The companies that weren’t on the early edges started to lose.”

Jeff Kagan, IT analyst, national broadcast media



2015

A new revolution

which will again transform industries!



What are the new forces which will transform the industries?





What about operational efficiency?



cloud

mobility

social media

big data





...what about customer centricity?



cloud

mobility

social media

big data

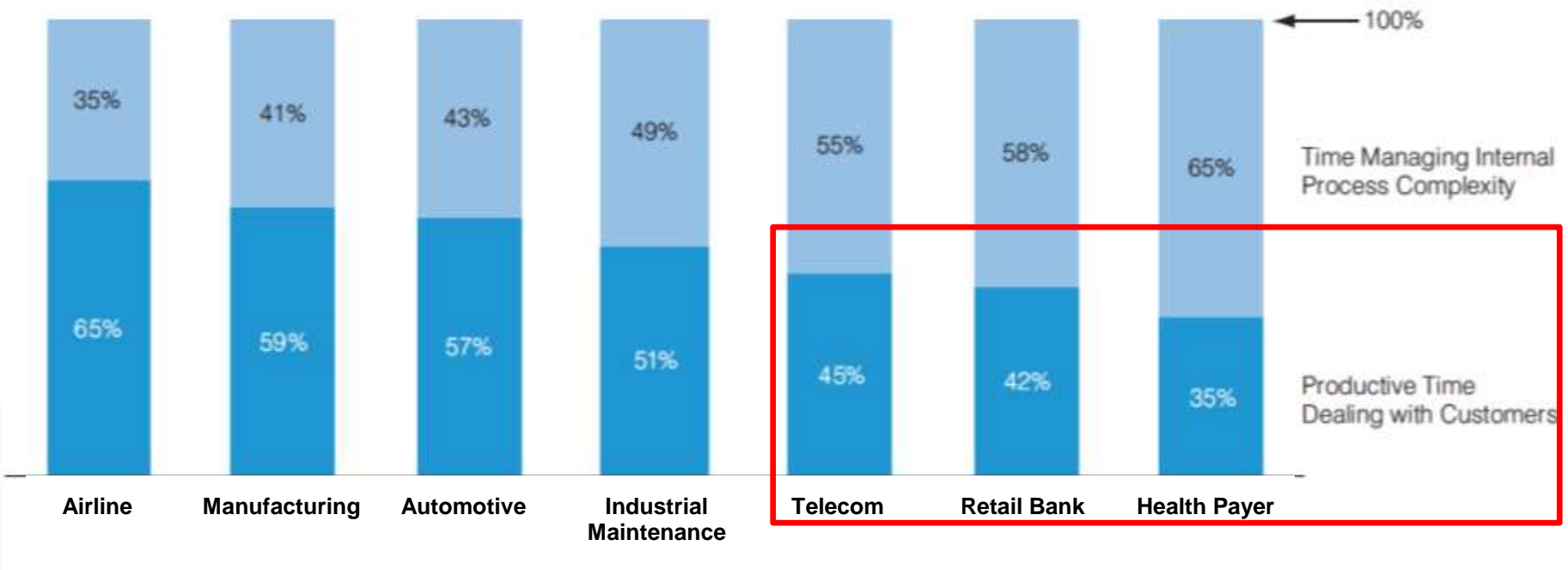






More than **50%** of time is spent managing complexity in service-centric industries

COMPLEXITY MANAGEMENT VS. PRODUCTIVE TIME



Typical Process Problems



Poor visibility into business processes



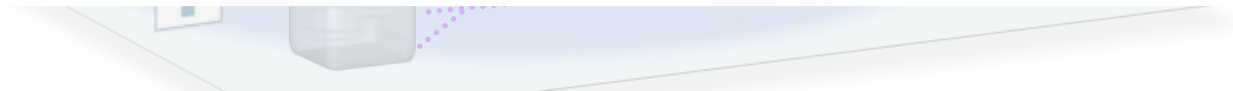
Significant amount of rework due to exceptions



Lost productivity due to unstructured tasks or inconsistent prioritization



Inefficient work environment spanning multiple systems



Inability to change processes as frequently as business demands



Challenges of Process Management : Claims



Policyholder

What happened to my claim?

Policyholder

If you were waiting for me to provide some information, why didn't you chase me?!

Claims Handler

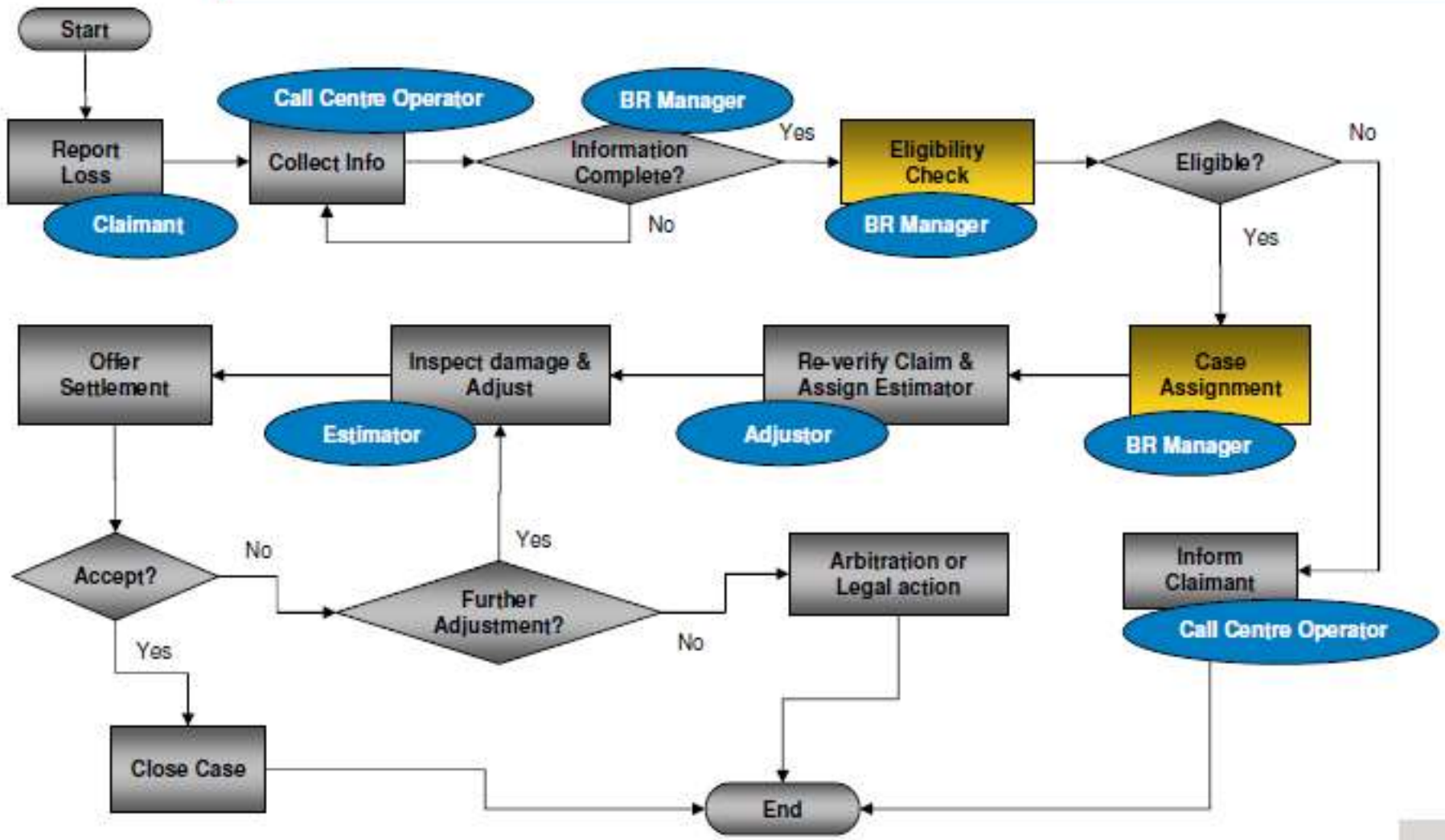
Would it actually just be cheaper to settle now?

Broker

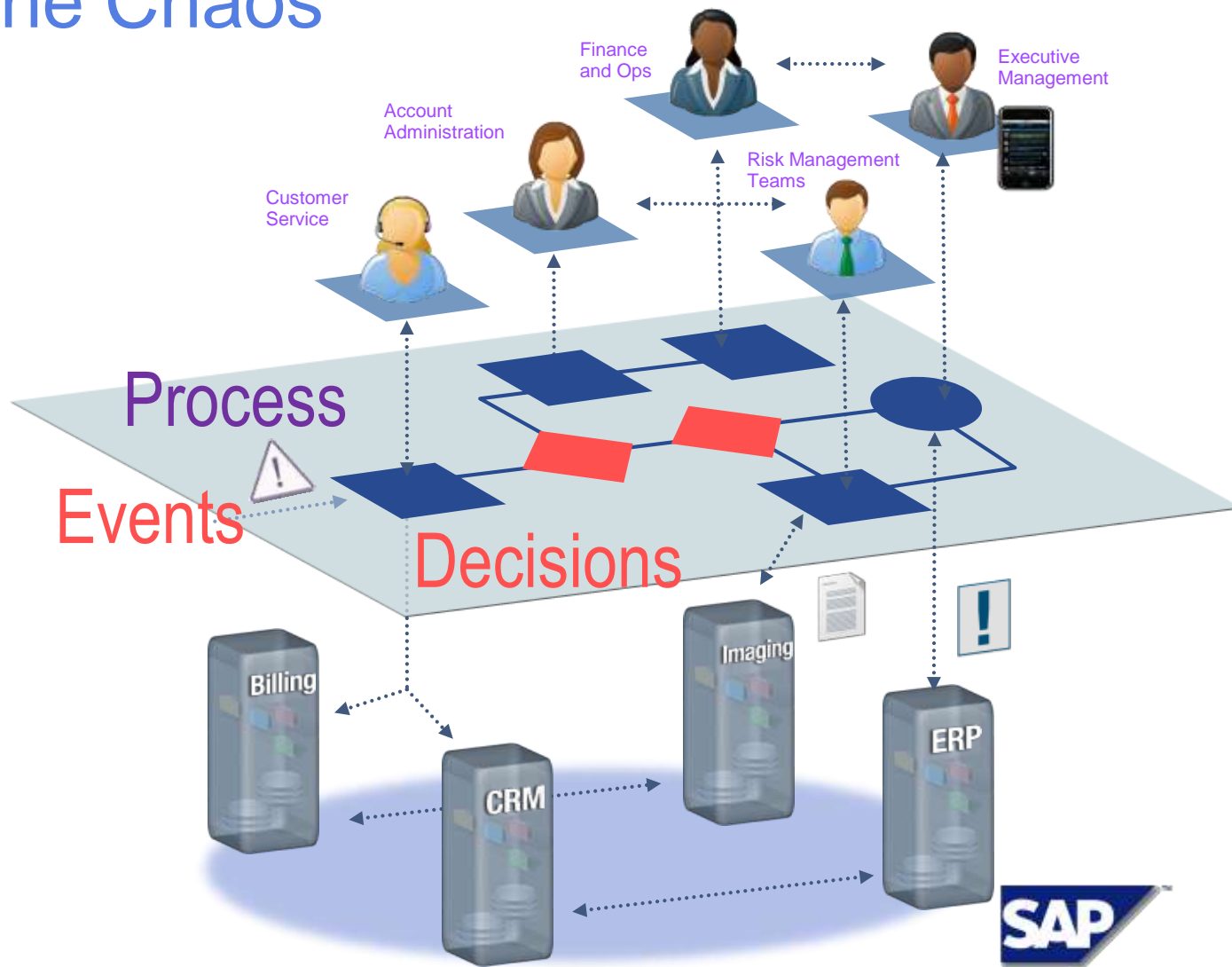
Why do I spend longer chasing claims than selling new business?



Insurance Claim Case Assignment



BPM brings Order Into the Chaos



“

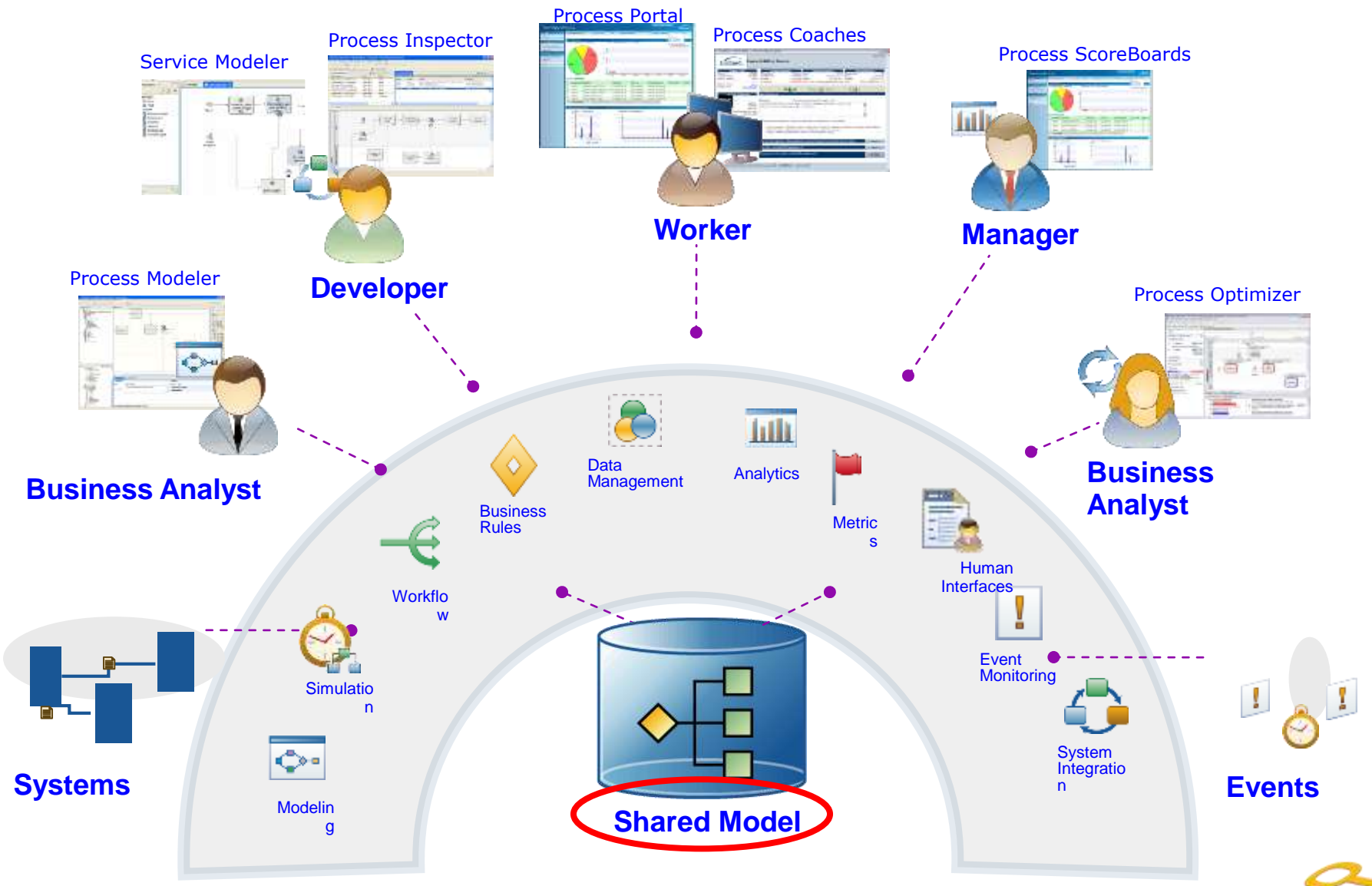
IBM BPM customer references are among the most advanced in BPM maturity. They demonstrate **broad adoption of BPM across an organization**

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Actionable Insights with Smarter Process



Modelling, Blueprinting

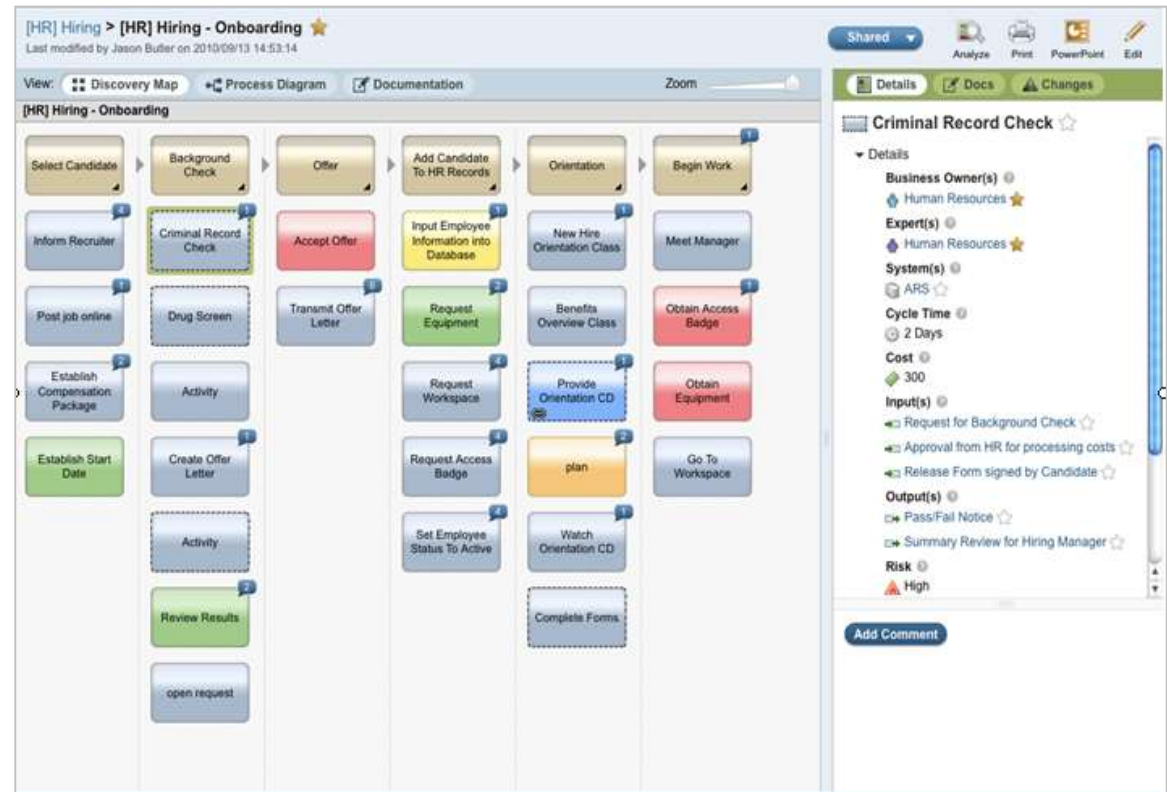


What It Offers

- Insight into processes
- Evergreen documentation
- Rich template library
- Graphically model decisions
- Capture key characteristics
- Collaborate with others
- Track and review changes
- Share documentation
- Find interesting decisions
- Identify candidates for automation

Benefits

- Easy for novices, rich for experts
- Keeps everyone current and engaged
- Participation of Business and IT



Hundreds of Pre-built Process Templates to Choose From ...

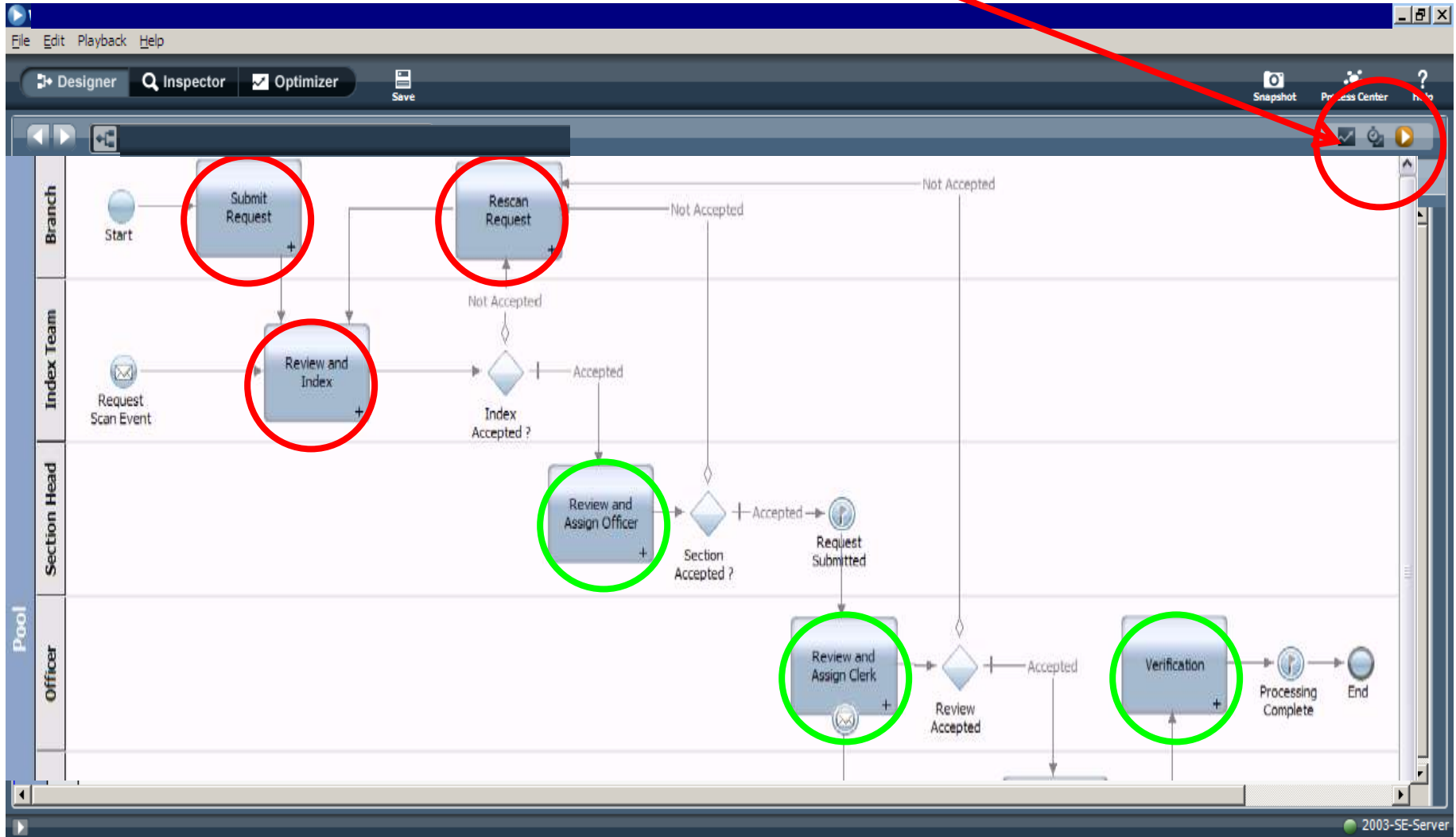


Process Center : Playback

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Process Modelling to Playback Instantly



Instantly Realise Playback from Process Modelling without Coding



IBM BPM Support for Mobile



- Text
- Text Area
- Mobile Ready**
- Button
- Checkbox
- Date Time Picker
- Decimal
- Horizontal Section
- Image
- Integer
- Output Text
- Radio Buttons
- Select

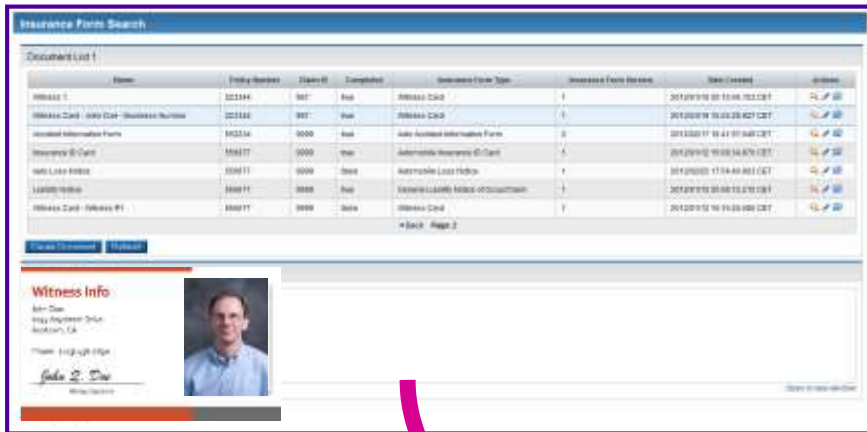


Consistent Document Management for BPM



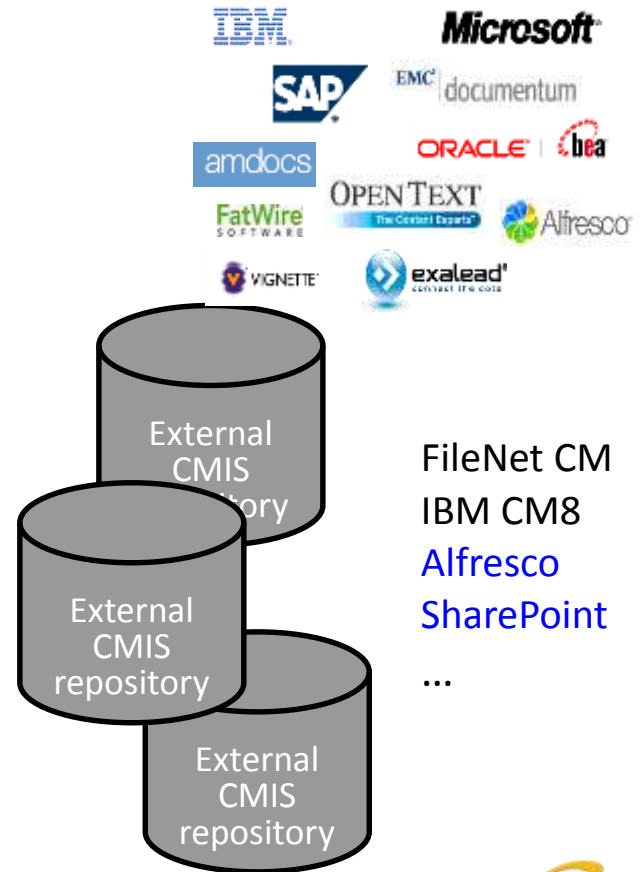
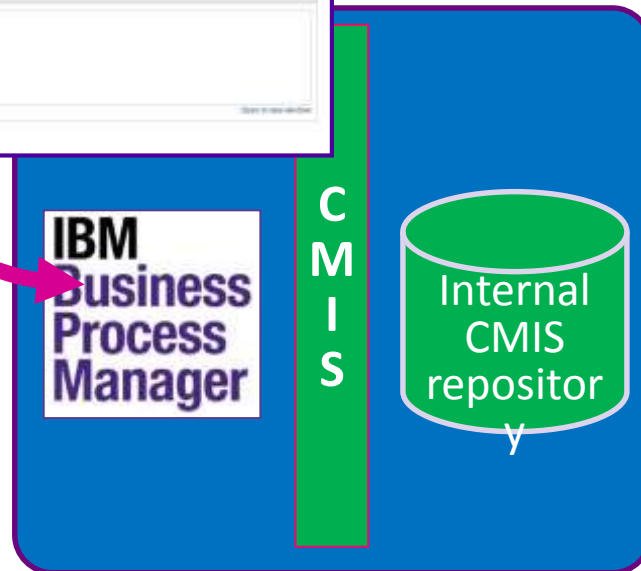
Uniform storage and access of process-related documents

- **New internal repository** provides the same CMIS-based access as external ECM systems
- “CMIS Toolkit” now delivers a single, consistent way of accessing all process documents
- Migration / backward compatibility with previous IBM BPM versions



CMIS Toolkit

- Document List
- Document Viewer
- C/R/U/D services



CMIS = Content Management Interoperability Services





Actionable Insights with Smarter Process

Service Modeler



Process Inspector



Process Portal



Process Coaches



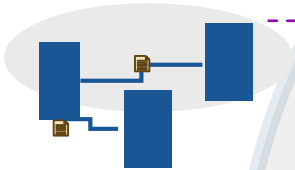
Process ScoreBoards



Process Modeler



Business Analyst



Systems

WORK TEAM PERFORMANCE PROCESS PERFORMANCE Lee Xavier

Process Performance Dashboard > Credit Rebilling

Overview Diagram Data Filter

Activity Status for Open Instances

Receive Request

```

    graph TD
      Start((Start)) --> Submit[Submit Credit/Rebill EO Forms]
      Submit --> Access[Access Credit/Rebill Forms in EO]
      Submit --> Provide[Provide More Documentation]
      Access --> Assemble[Assemble and Analyze Credit Package]
      Assemble --> IsCredit{Is Credit Valid?}
      IsCredit --> Deny[Deny Credit]
      IsCredit --> End(( ))
      Provide --> Deny
  
```

Instances Visible to Me

- Credit Rebilling 123953
Due: July 20, 2012 at 2:12 p.m.
Age: 2 days 7 hours
- Acme Rebill 4
Due: July 21, 2012 at 9:56 a.m.
Age: 1 day 7 hours
- Acme Rebill 5
Due: July 21, 2012 at 12:32 p.m.
Age: 1 day 4 hours
- Credit Rebilling 123956
Due: July 22, 2012 at 11:31 p.m.
Age: 1 day 7 hours
- Credit Rebilling 123970
Due: Today at 5:45 p.m.
Age: 1 day 2 hours
- SWK Rebilling 15
Due: July 24, 2012 at 8:15 a.m.
Age: 7 hours 10 minutes
- Acme Rebill 8
Due: July 25, 2012 at 5:15 p.m.
Age: 3 hours 3 minutes
- Acme Rebill 10

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Actionable Insights with Smarter Process

Service Modeler Process Inspector Process Portal Process Coaches Process ScoreBoards

WORK TEAM PERFORMANCE PROCESS PERFORMANCE Gerhard Pfau

Team Performance Dashboard >
Reviewers

Overview Team Tasks Type a search filter

Quick Stats

3 Overdue 6 At Risk **9** Open Tasks **389** Tasks Completed Today

Turnover Rate

■ New tasks ■ Completed tasks ● Change in number of tasks in progress

Hours

Roster

People at the top of the roster have open tasks in the task list.

	Gerhard Pfau All Open Tasks: 1 All Tasks Completed Today: 108
	Stephan Reinhardt All Open Tasks: 6 All Tasks Completed Today: 31
	Benjamin J. Storr All Open Tasks: 1 All Tasks Completed Today: 34
	Gerhard Langhoff All Open Tasks: 1 All Tasks Completed Today: 37
	Stephan Reinhardt All Open Tasks: 1 All Tasks Completed Today: 31

IBM

Process Optimizer



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Events





Gartner: IBM #1 in BPMS market share 2014

IBM was named the **number one vendor in BPMS software** with a 29 % share, **more than the next 4 vendors combined**

Over **5000** BPM customers worldwide and growing

Over **1000** certified business partners

Over **15 years** of industry leadership

IBM market leader for 13 consecutive years

