IBM

INCREASE business agility with the IBM Business Process Management Suite

In a world that is becoming smarter — more instrumented, interconnected and intelligent — companies today are subject to accelerating market shifts. Economies and commodity markets are swinging rapidly, barriers to global competition are disappearing, and empowered customers are changing preferences and expectations faster than businesses can respond. It is clear that businesses are struggling to adapt.

To survive in this new world, businesses must find ways to work smarter. They need increased agility to dynamically adapt and embrace rapid change in their dynamic business networks of customers, partners, suppliers, employees and other stakeholders. Business strategy, the processes that execute it and the IT systems that support it are the engines that can drive agility in your business. Business process management (BPM) is the discipline that helps you to achieve a dynamic business network, by enabling your organization to effectively manage, monitor and flexibly optimize business processes across their life cycle.

With BPM, companies are better positioned to swiftly capitalize on new business opportunities, outmaneuver competitors and drive sustainable
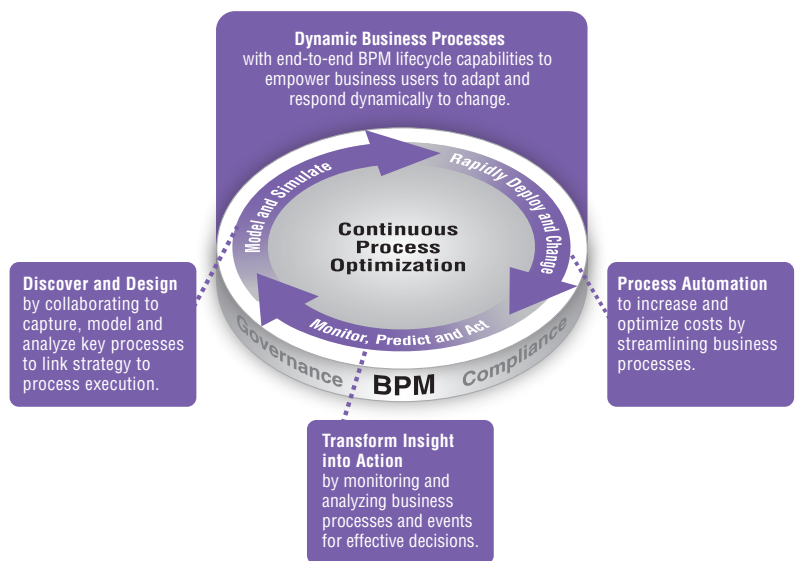
performance advantages. It helps bridge the gap between business and IT by providing a common discipline to collaborate around business processes, allowing you to work smarter and implement changes more rapidly. A dynamic business network requires dynamic business processes that are:

- **Explicit** — documented, understood and agreed upon.

- **Visible** — with process performance that is available in real time, measurable and actionable.

- **Easily changed** — with tasks, activities and endpoints that are flexible and quickly adjusted.

- **Interconnected** — network-aware and connected to the right services at the right time.

- **Driven by the business** — with contextual process management that is governed and extended to all stakeholders.

The IBM Business Process Management (BPM) Suite can help you build dynamic business processes, with comprehensive offerings that

Optimize Business Performance
By adopting dynamic business process management

Dynamic Business Processes with end-to-end BPM lifecycle capabilities to empower business users to adapt and respond dynamically to change.

Model and Simulate

Rapidly Deploy and Change

Continuous Process Optimization

Discover and Design by collaborating to capture, model and analyze key processes to link strategy to process execution.

Process Automation to increase and optimize costs by streamlining business processes.

Monitor, Predict and Act

Governance

Compliance

BPM

Transform Insight into Action by monitoring and analyzing business processes and events for effective decisions.

support continuous process improvement and agility, such as:

- Graphical process modeling tools that foster collaboration between business and IT stakeholders.

- Process analysis and simulation to run advanced "what if" scenarios before deploying process changes.

- Capabilities to change processes rapidly and deploy them directly, with minimal disruption.

- Process monitoring to gain real-time insights that drive smarter, faster decisions.

- A role-based, collaborative user interface that enables both business and IT stakeholders to view, manage, share, collaborate and implement process changes faster.

Begin the BPM journey by addressing immediate business needs

IBM provides BPM offerings that support targeted improvement and rapid return on investment (ROI), enabling you to begin at the starting point that addresses your most immediate business needs. For example, you can begin with a simple departmental work-flow project, and then incrementally expand that to end-to-end process automation across your business network. Leveraging IBM's SMART SOA™ approach, the IBM BPM Suite is designed to help you reuse and share assets throughout your processes, further helping you to optimize business performance, increase agility and reduce costs.

The IBM BPM Suite addresses the full spectrum of business needs across processes of any size and complexity, whether they are highly structured or ad hoc. Based on thousands of customer engagements around the world, IBM

has identified some common customer adoption patterns:

- Discover, document, analyze and improve business process design.

- Automate manual processes to increase efficiency and optimize costs.

- Monitor and analyze processes, systems and business events for more effective decision making and to uncover new process improvement opportunities.

Improve business process design through discovery and analysis

Improving business process design begins by illuminating the processes that drive your business and then designing innovative solutions that meet high-priority objectives, such as continuous process improvement or increasing competitive advantage. Discovery helps uncover missed opportunities for growth and greater efficiencies, while avoiding the pitfalls of unidentified problems and bottlenecks. This starting point into BPM allows your entire team of experts — business leaders, business analysts, process owners, IT and other key stakeholders — to work together to target the right processes, create the right metrics and explore the best opportunities for projects with a high ROI.

Optimize performance and reduce costs through process automation

This common starting point into BPM is one of the simplest and fastest ways to optimize performance. Automating manual steps for "straight-through" processing increases productivity, reduces errors, lowers costs and reduces the need for manual intervention for exception handling, content management, compliance and

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Mobitel uses BPM to reduce complexity and deliver services more quickly

Challenge: Mobitel, Slovenia's largest mobile communications company, develops innovative mobile solutions to keep pace with Slovenian customer needs as well as the highly competitive mobile telecommunications market worldwide. The company needed a way to manage its complex environment to support fast product implementation.

Solution: Mobitel used the IBM BPM Suite to implement dynamic BPM powered by SMART SOA, to speed time to market and reduce the costs of new product launches. To speed deployment while increasing business agility, Mobitel deployed products from the IBM Service Provider Delivery Environment (SPDE) framework, which can be extended with new capabilities to enhance the business value of their systems.

Benefits: Today, process modeling facilitates collaboration between the business and IT to refine business processes, and process monitoring helps measure human tasks and KPIs. Through a BPM and SOA competency center, Mobitel writes new business services once and reuses them as developers access the services they need. The company now enjoys the benefits of introducing new services — such as a self-service portal — much more quickly, which greatly enhances customer satisfaction.

other common tasks. With process automation, a financial services company was able to reduce internal mail processing time by 70 percent, while a large specialty retailer reduced invoice processing time from hours to seconds. Process automation spans across any number of disjointed IT systems, information, and human tasks and orchestrates them into an optimized process flow that:

- Is model-driven versus hardcoded, making it easier and faster to deploy changes.

- Includes human workflow management capabilities to streamline manual tasks.

- Includes broad process integration capabilities to connect to disparate IT systems and information.

- Leverages standardized, reusable process components in a service oriented architecture (SOA), which can be quickly recombined into new processes.

Activate content within the context of a process

Some automated processes are document-intensive and rely on enterprise content management (ECM). Organizations can use the IBM BPM Suite to turn information into active content by managing, storing, and sharing content and documents that are part of a business process to bring the right information to the right people at the right time and in the right context.

Take informed, decisive action using comprehensive business insight

Lack of insight into business processes causes increased exceptions and the inability to react to problems before they escalate. But having the ability to access insight — and act on it

quickly — can pay dividends. A state government agency was able to leverage process insights to reduce the exception backlog for tax returns by 80 percent.

The IBM BPM Suite can deliver business process visibility through highly customizable, role-based dashboards and alerts. You can aggregate real-time process performance information, alerts, and other relevant data, and establish and monitor key performance indicators (KPIs) and process analytics to assist business leaders in measuring performance (through business activity monitoring). Business event processing enables you to sense and respond to actionable patterns in both internal and external events.

Business activity monitoring tracks productivity, task completion times, staffing and skill requirements to help establish goals and KPIs based on strategic objectives and continue to monitor and refine processes as needed.

Business event processing helps you sift through the millions of business events that occur each day, decide which are important and act accordingly.

By delivering all this valuable information, the IBM BPM Suite empowers business users to rapidly make process changes within governance guidelines set by key stakeholders, rather than relying on IT to perform every function.

Continuously optimize processes across the BPM life cycle

IBM BPM Suite helps businesses dynamically respond to change, driving sustainable performance advantages by managing a process across its life cycle, from modeling through simulation, deployment, monitoring, change and back again — continuously. This helps business and IT stakeholders identify new areas
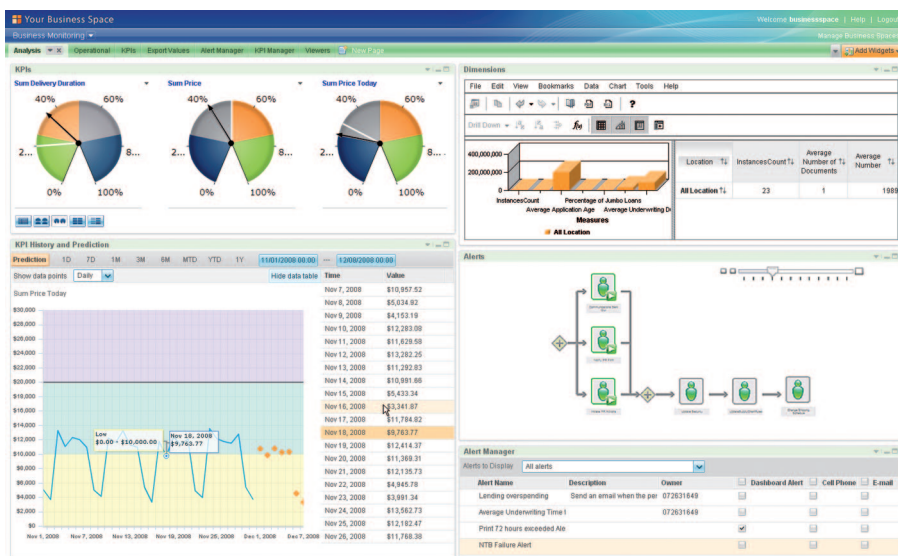
A common user interface within the IBM Business Process Management Suite taps into multiple products to facilitate role-based value.

IBM BPM Suite and Foundational Offerings
Making it easier to get started
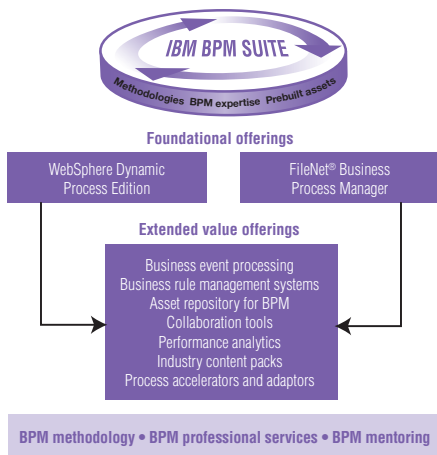
for process improvement, efficiently share and collaborate around new optimization ideas, and rapidly simulate their impact on processes through various "what if" scenarios before deployment.

Because it is based on SMART SOA, service orientation and flexible connections inherent within the IBM BPM Suite help to support dynamic change as well. For example, traditional packaged and custom applications and their associated data are often hardcoded and require customization to change. The IBM BPM Suite links services to create a flexible, easy-to-change application built dynamically around your business processes. The ability to quickly adapt to changing marketplace conditions is critical as you position your organization for long-term success.

Realize faster time to value with services, accelerators and more

IBM provides foundational offerings and accelerators to help you realize faster time to value. Foundational offerings can be deployed individually or together to address a wide range of scenarios involving systems,

applications, content, people and decisions. Optional extended-value offerings expand the value of the IBM BPM Suite and include business rules, analytics, a BPM asset repository, accelerators and collaboration tools.

IBM BPM BlueWorks — Get started at no cost using this set of cloud-based BPM tools and content. Business users can create, share and collaborate with prebuilt BPM content and contributions from BPM experts around the world, to move quickly from strategy mapping to process execution.

IBM WebSphere® Industry Content Packs for BPM — Content packs provide a rich set of prebuilt, industry-specific process assets and scenarios to accelerate and enhance delivery of BPM solutions for healthcare, telecommunications, insurance, banking and industrial product life-cycle management. Based on leading industry standards, they ensure faster ROI, consistency and reuse across the business.

Choose IBM solutions to manage and continuously refine business processes

IBM is the leader in BPM market share*, and offers an unrivaled combination of best-in-class BPM and SOA products and services, as well as the largest ecosystem of BPM partners. These, plus deep industry knowledge and the broadest available range of industry solution accelerators, are the reasons IBM has helped more than 5,000 customers in 30 countries increase their agility with dynamic business processes.

For more information

For more information about how the IBM BPM Suite can help you continuously optimize business processes, contact your IBM representative or IBM Business Partner, or visit
ibm.com/bpm

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