



# Harness the POWER OF CHANGE with dynamic business process management.



Rapidly changing economic conditions, aggressive and low-cost global competitors, more complex regulatory requirements and industry consolidation are driving transformative change at a pace faster than most organizations have ever encountered. The mandates to businesses today: respond rapidly to competition, capitalize on new market opportunities and reduce exposure to risk.

A 2008 IBM survey of more than 1,000 CEOs revealed that 87 percent of them believe fundamental change is required within the next two years to drive innovation in their businesses. What's more, they said that becoming a globally integrated enterprise is inevitable.\*

IBM customers have made it clear why managing change is top of mind. Here are a few common concerns heard from business leaders today:

- Corporate acquisitions cause overlaps and duplications in systems.
- Legacy systems make it difficult to document activities for compliance regulations.
- Packaged application implementations have driven up the change request backlog, instead of down.

The business feels IT is being slow and unresponsive, and the pace is damaging the organization's competitive position in the marketplace.

It's clear that change is the only constant in business. Yet most organizations are unable to effectively manage the processes that underlie even modest business changes, much less to plan for responses to the whirlwind of external and internal mandates.

The good news is that business process management offers a cohesive set of capabilities and best practices that can help swing the pendulum in the other direction. Although traditional approaches to business process management can yield strong business results through speed and efficiencies, advances in

*dynamic process management*, which leverages service oriented architecture (SOA), can spur a quantum leap in your ability to respond quickly and effectively to change and business needs, resulting in an agile enterprise. This market-leading offering is available through IBM WebSphere® Dynamic Process Edition.

A core offering in the IBM Business Process Management suite, WebSphere Dynamic Process Edition lets you harness the power of change by enabling you — continuously and dynamically — to optimize your business processes. The software also helps you better align IT with the business, by sharing, discovering and reusing business processes.





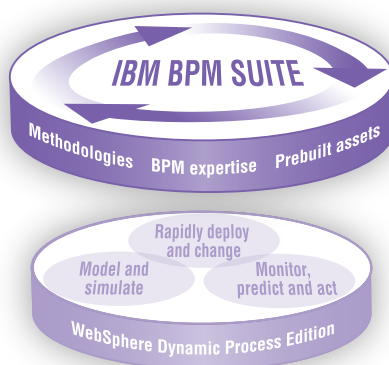
# Leverage a competitive weapon: rapid response to change

Whether your company offers a first-rate customer advantage program, a hyper-efficient patient billing application or the industry's fastest online banking service, your key differentiators are contained in your business processes. WebSphere Dynamic Process Edition integrates with existing business applications and systems to help you use these differentiators as a more powerful weapon against your competition.

WebSphere Dynamic Process Edition:

- Provides powerful simulation and rapid deployment capabilities to help you optimize processes and continually refine them over time. Use process best practices to reuse or share existing resources and simply configure necessary changes when needed.
- Enables you to gain end-to-end process insights and make process changes in real time. Increased process visibility, tracking and monitoring foster collaboration between business and IT.
- Facilitates process change through business service policy configurations versus recoding applications — unlike other vendor offerings.

Armed with these new capabilities, you are better able to rapidly respond to the accelerating pace of change in the marketplace and to seize competitive opportunities.



*WebSphere Dynamic Process Edition enables IT and business users to model and simulate processes; make fast process changes and rapidly deploy those changes; and monitor, predict and act on business processes on a day-to-day basis.*

Use WebSphere Dynamic Process Edition to:

## Model and simulate business processes

End-to-end process modeling and simulation tools help facilitate collaboration with stakeholders to design best-in-class business processes. Modeling business processes in “current” state and “desired” state helps your understanding of how best to optimize them.

## Rapidly deploy and change business processes

Shareable, reusable business services driven by business service policies enable you to

define, manage and execute changes to business processes through configuration. A business service is a business function whose execution can be adapted at run time based on business policy and user context. A business service policy is a protocol or method representing any constraint a business has imposed upon itself or to which it must comply, such as regulatory issues or service level agreements. Both business services and business service policies are simple, more accurate and far less costly than hard coding. Working with policies enables you to react quickly to changing business needs, providing an ever-increasing return on investment (ROI). Business service policies also enable improved modeling, visibility and monitoring within the larger business process.

## Monitor, predict and act on business processes

End-to-end process monitoring and analysis tools help you better understand areas where you can improve, visualize and evaluate key performance indicators. Customizable dashboards give business users insight into process performance, and multidimensional analytics help predict future process performance. So when your business is ready to make a change, WebSphere Dynamic Process Edition enables you to make swift and informed decisions.

# A change that before may have taken months to complete can be reduced to hours.

## Increase ROI for existing IT assets

WebSphere Dynamic Process Edition helps incrementally improve your company's ROI by using the IT assets you already have and bringing them into a "dynamic environment" in which you can continuously make sound business improvements. Reusing and/or sharing of business services further escalate ROI, making it as dynamic as the process it optimizes.

In addition, process modeling and simulation help mitigate risk and avoid wasted time and money by ensuring that process outcomes will meet business objectives — before you make the changes. You can keep business processes aligned with business objectives by delivering real-time visibility into end-to-end processes and notification and alert capabilities to help you take action faster.

Lastly, WebSphere Dynamic Process Edition delivers faster ROI. A change that before may have taken months to complete can be reduced to hours, so your company, your customers and your competition experience immediate impact.

## Gain competitive advantage and foster innovation

To achieve true innovation — the kind of differentiation that sets you apart from the competition — IT and business must work together. WebSphere Dynamic Process Edition delivers on this goal with:

*Customizable dashboards* that enable business users to intervene and modify business rules and business variables in deployed processes. Whereas before, users might have requested a daily or weekly report on business processes

from IT, they can now access process metrics in real time on their dashboards. They also can participate in, understand and take an active role in optimizing those business processes alongside IT teams.

*Collaboration features* help IT work with business users to model and simulate, change, deploy and monitor processes.

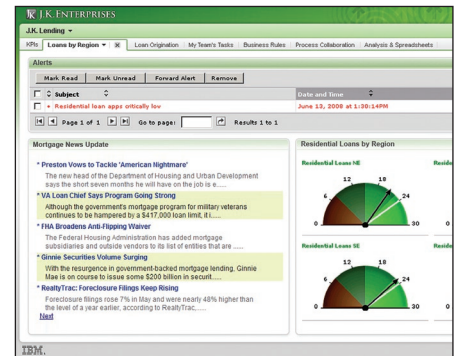
*Business user tools* enable business users to make direct changes to business process outcomes, such as a customer service escalation feature.

These powerful features enable organizations to better respond to competition, enter a new market or add an outsourcing provider with little impact to IT.

## Combine business process management with SOA

Combining business process management with SOA is becoming an imperative for companies that want to maintain leadership in their industry. Used together, they offer the highest levels of agility, flexibility and process optimization without reinventing the wheel each time a process change occurs. WebSphere Dynamic Process Edition enabled by SOA:

- Improves how you design, manage and optimize your business processes, resulting in greater agility and flexibility.
- Enables efficient solution building, sharing and reuse of existing assets.
- Provides holistic toolsets for full service and process visibility, tracking and monitoring.
- Offers the tools you need to deliver innovative, differentiating processes.



Dashboards empower business users to intervene with and change deployed processes.

## Insurance carrier boosts productivity and lowers costs with dynamic business process management

**Challenge:** An insurance firm had inflexible legacy IT systems, and a large and continuously changing product line.

**Solution:** They deployed a business process management solution enabled by SOA and accelerated time to market with an IBM Industry Content Pack designed for the insurance industry. They also created an automated, on demand IT infrastructure that can outsource key functions.

**Results:** Within six months, the company experienced 52% asset reuse; 16 times the initial quote volume; a 4% net increase in premiums; and lower operating costs due to reduced call center traffic and manual processes.



## Start small and expand process transformation at your own pace

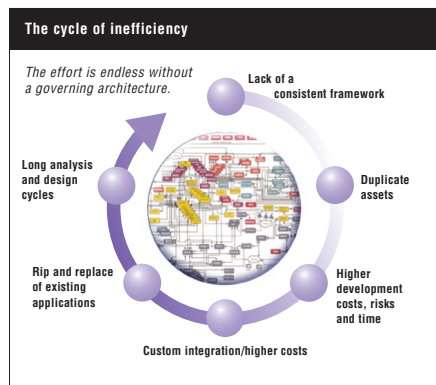
Whether the business outcome you seek involves small refinements to business processes — like automation — or a complete re-engineering of a process to decrease overhead, IBM can support your goals. You can begin by focusing on a discrete business process area and then reusing those processes within other areas. Or, you can take dynamic process management a step further — to process transformation — by:

- Using IBM industry accelerators.
- Building a process into composite business applications or other processes.
- Using industry solutions infused with prebuilt, configurable industry frameworks to even further accelerate time to value.

The IBM approach to dynamic process management enables you to incrementally execute on your ongoing business transformation and optimization efforts with confidence, fully supported by software, services, accelerators and deep industry knowledge.

## Begin your journey to dynamic process management with IBM

To break the cycle of inefficiency, IBM offers unmatched expertise, complete with market-leading business process management and SOA methodologies, a wealth of consultants and services, and the industry's largest business process management partner ecosystem.



*Lack of a consistent framework to quickly build flexible applications that meet changing business needs can be damaging to the business.*

WebSphere Dynamic Process Edition empowers business and IT to collaborate to achieve innovation, greater marketshare and a stronger competitive foothold.

WebSphere Dynamic Process Edition and IBM Industry Content Packs are just some of the assets available through the IBM Industry Process Acceleration Framework, an SOA foundation to help you transform and rapidly enable fast and flexible industry-specific processes. In addition, IBM can help implement industry-specific solutions for health care, insurance, banking and telecommunications with IBM Industry Content Packs. Designed to accelerate and optimize solution development, the content packs are based on technical standards, SOA models and services specific to those industries.

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\*"The Enterprise of the Future," IBM Global CEO Study, May 2008.

### For more information

To learn more about how to effectively manage business processes with WebSphere Dynamic Business Process Edition, please contact your IBM representative or IBM Business Partner, or visit [ibm.com/websphere/integration](http://ibm.com/websphere/integration)

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