

# *IBM BPM Solutions Addressing the Enterprise Business Process Management*

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20 iulie 2011, Universitatea Politehnica din Bucuresti

# *Agenda*

- **Business Process Management**
- IBM Featured products for BPM
  - IBM Business Process Manager
  - IBM Case Manager
  - IBM WebSphere Decision Server
- **Conclusions**



# *Business Process Management*

- BPM is a discipline that leverages software and services to provide total visibility into your organization.
- Discover, document, automate, and continuously improve business processes to increase efficiency and reduce costs
- IBM Business Process Management (BPM) software and services empower organizations of all sizes to not only meet but exceed their customers' expectations, not only react to, but anticipate shifts in their marketplace, and all of this while keeping costs under control.

# *Getting Started With BPM*

- To get started with BPM, you must be focused on delivering business value. Take an incremental approach that allows you to quickly prove value with a single project, build competency and skills, and extend across the enterprise.

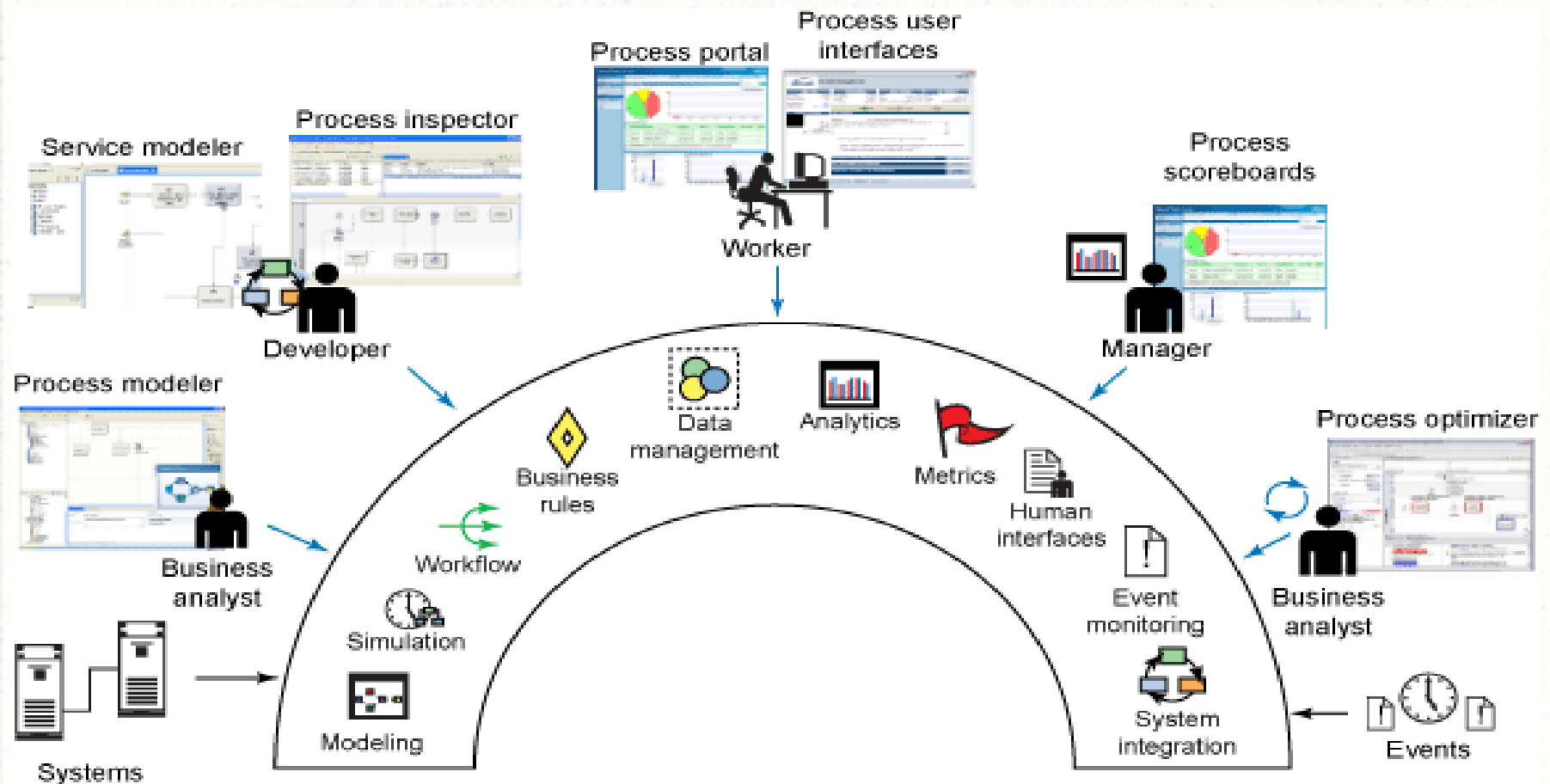




# *Getting Started With BPM*

- Start with business value
  - Successful process improvement initiatives start with business value. Organizations must understand the business goals and strategy and analyze their current processes to identify the processes that will deliver the greatest return on investment.
- Begin with a short-term, initial project
  - Process improvement initiatives must deliver some quantifiable successes or stakeholder commitment and project funding can dry up. By starting with a manageable project you can develop process improvement skills, and deliver value to the business quickly, ensuring commitment, funding, and success of subsequent projects.
- Extend process improvements across the business
  - Once you have successfully completed an initial project, then you can start expanding to additional projects, leveraging and sharing your expertise along the way to truly build a process improvement program within your business.

# *BPM Capabilities*



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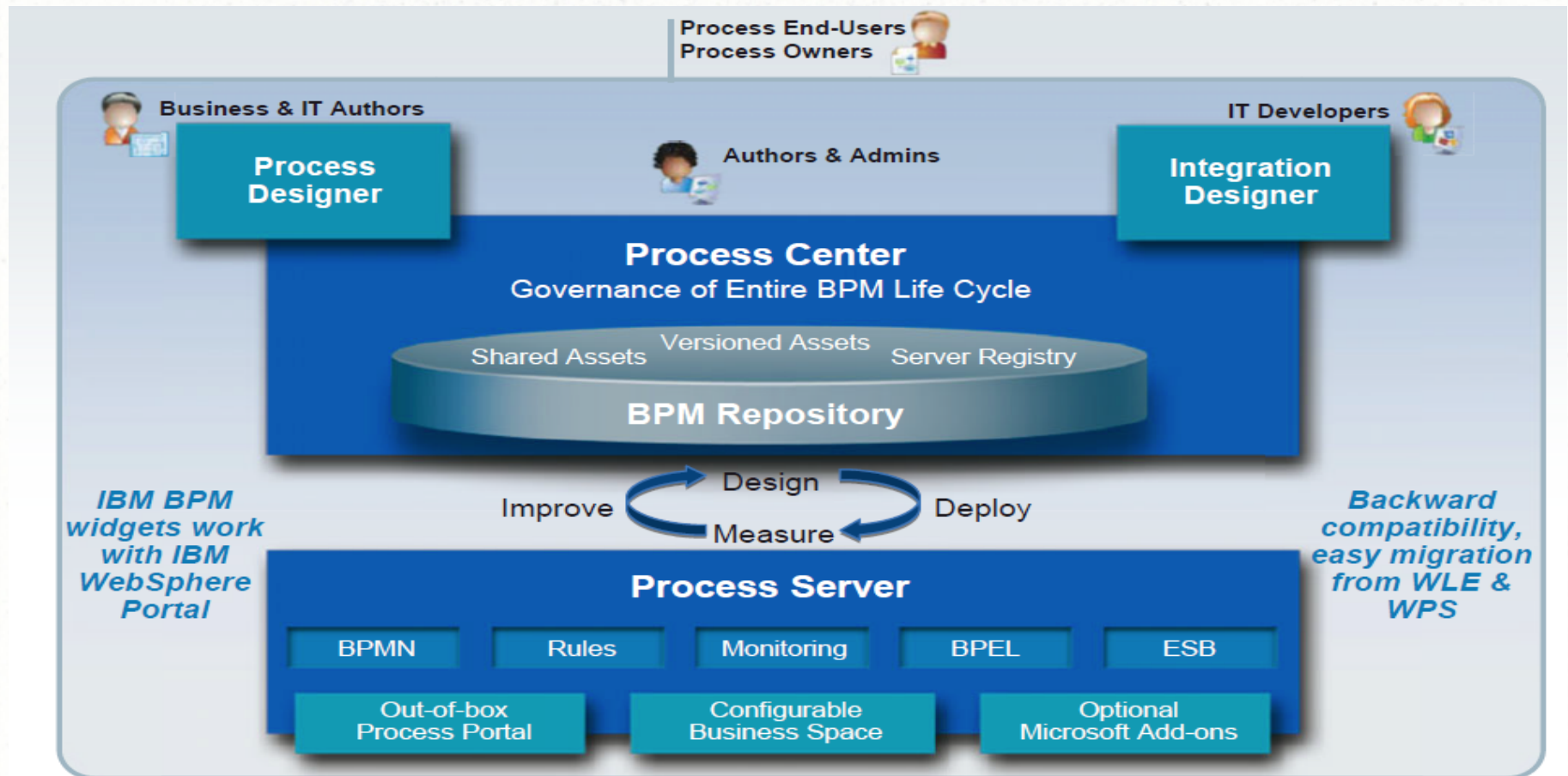
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# *IBM Business Process Manager*

- IBM Business Process Manager provides complete visibility and management of business processes with support for high-volume automation, with high quality-of-service
- IBM's single BPM platform provides simplified installation and configuration, a Process Center as common point of control through a unified programming model and combined process and integration authoring tools to build and deploy a solution.



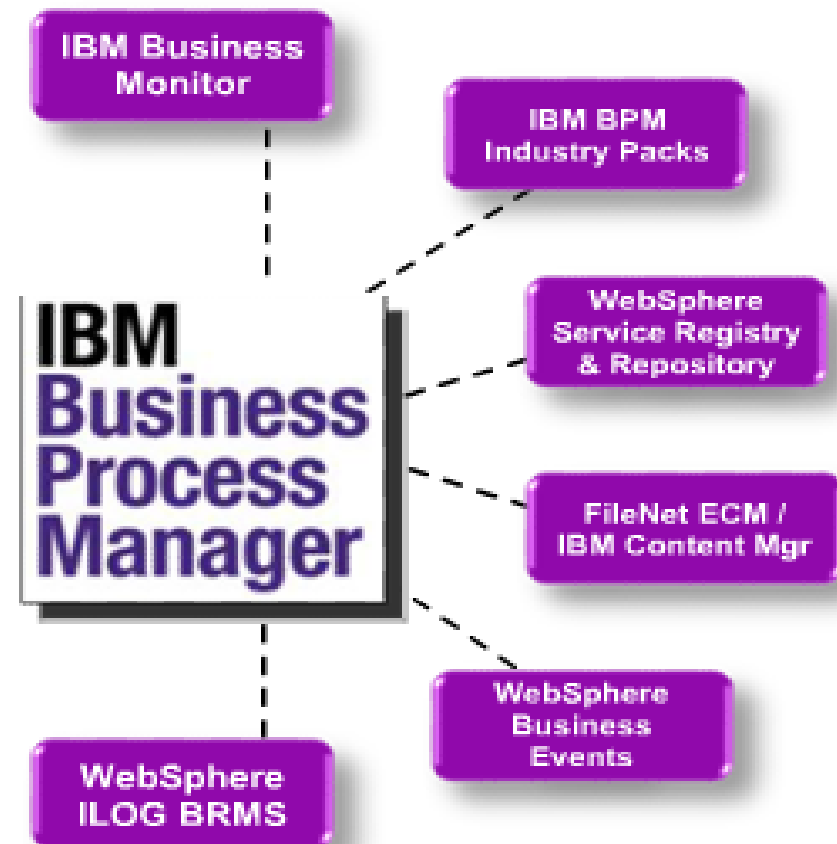
# IBM BPM Architecture



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# *IBM BPM Integration*

- Monitoring model export for IBM Business Monitor integration
- New IBM BPM based assets added to IBM BPM Industry Packs
- Built-in browser for WebSphere Service Registry and Repository
- Built-in connector for FileNet ECM or IBM Content Mgr
- Process "triggers" can be initiated from WebSphere Business Events
- Built-in connector to WebSphere ILOG JRules for executing rules external to the Process Application





# *IBM BPM Features*

- IBM Business Process Manager features market-leading capabilities for:
  - Full business-user participation, through simplified, easy-to-use tooling.
  - Increased business and IT collaboration, enabled by a unified, model-driven environment.
  - Efficient and effective user-task management, through dynamic, “smart” user interfaces (UI).
  - High-integrity orchestration and integration, achieved through built-in service-oriented architecture (SOA) components.
  - Fine-grained process visibility, enabled by built-in monitoring and analytics.
  - High scalability and availability, delivered through the embedded IBM WebSphere®Application Server.
  - Complete BPM lifecycle governance, enabled by a unified BPM asset repository and control center.

## *IBM BPM Benefits*

- With IBM Business Process Manager, you can expect to achieve real business value, such as reduced time, effort and risk; working smarter; and becoming more competitive.
- The following slides provide actual examples of benefits realized by organizations using the IBM BPM solution.



# *IBM BPM Benefits - Efficiency*

- Eliminated manual data entry, resulting in 98 percent reduction in time required to add new employee data into human resource (HR) systems—from nine hours to 10 minutes
- Reduced process cycle time for processing compensation of 12,000 sales representatives by 77 percent—from 30 days to seven days
- Reduced manual work by eliminating 80 percent of work required to handle invoice exceptions by the appropriate resolution teams



## *IBM BPM Benefits - Effectiveness*

- Handled exceptions promptly, increasing the rescue rate of distressed shipments from five percent to 70 percent and yielding USD 2,000,000 in saved revenues
- Improved decision making by reducing invalid and incorrect billing disputes by 10 percent, saving millions of dollars of credits that would otherwise have been written off and achieving project payback in six months



## *IBM BPM Benefits - Agility*

- Achieved faster regulatory compliance, by changing customs-related processes after 11 September 2001 to comply with federal regulations within 90 days
- Supported new business models, by enabling manufacturer to add, monitor and change shipping partners, as needed, in less than 10 minutes

# *IBM Case Manager*

- IBM Case Manager unites information, process, and people to provide a 360-degree view of case information and achieve optimised outcomes.
- With Case Manager, knowledge workers can extract critical case information through integrated business rules, collaboration, and analytics -- all of which enhance decision making ability and leads to more successful case outcomes.



# *IBM Case Manager Benefits*

- Provides a foundation for capturing organizational best practices through templates and an extensible infrastructure for meeting specific vertical and horizontal needs, reducing the time-to-value. Leveraging modern Web 2.0 concepts, dynamic case-oriented applications can be assembled or reassembled from components, fostering reuse and rapid deployment.
- Improves time-to-value through business user focused design capabilities, including reusable templates and interview-style interfaces for case construction.



# *IBM Case Manager Benefits*

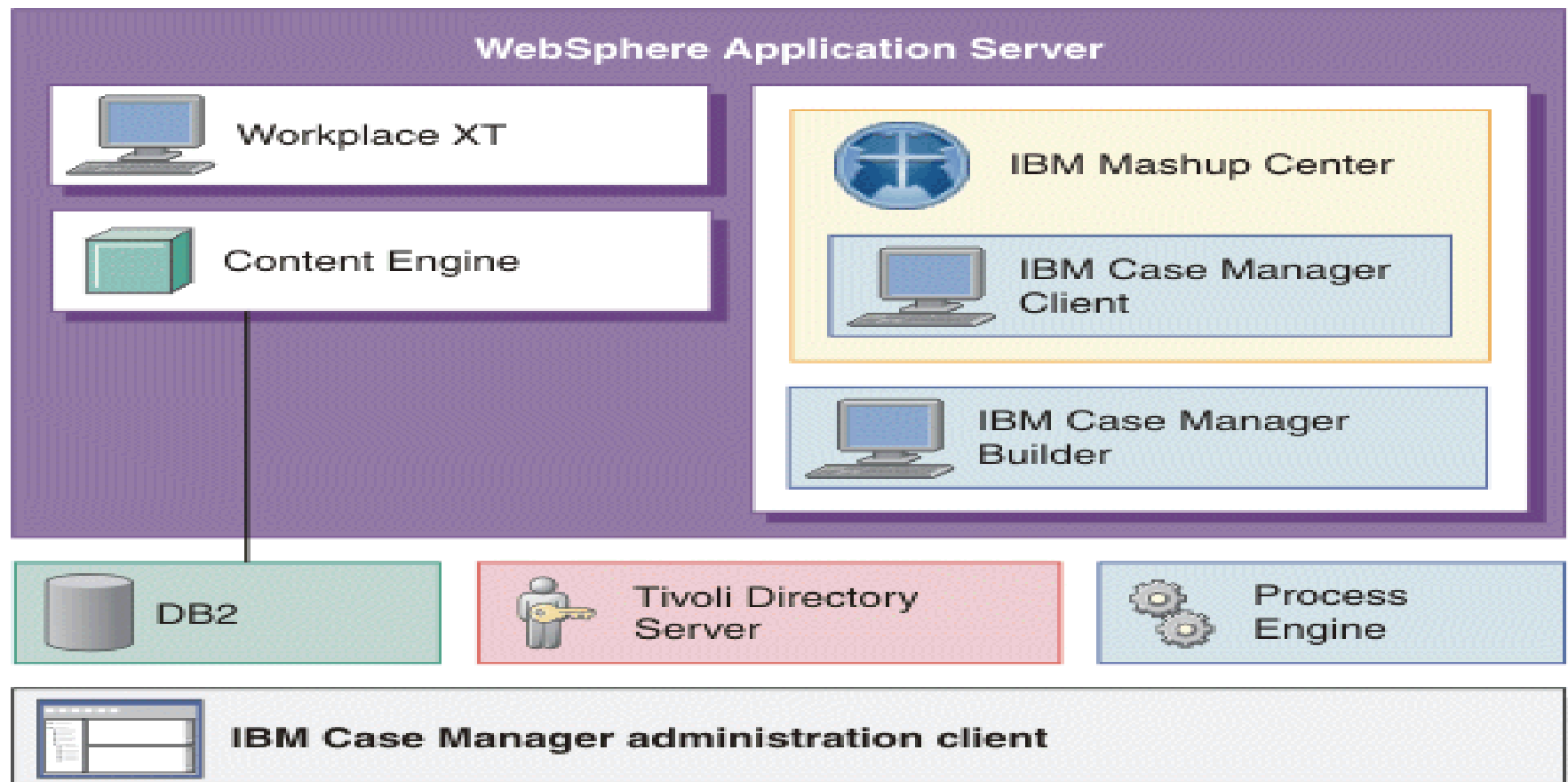
- Capitalises on organizationally established business process management facilities. Case workers can easily create and participate in ad-hoc work-flow as well as structured processes.
- Empowers knowledge workers with real-time and historical case metrics as well as integrated sentiment and content analysis to optimise case workloads and help remediate situations affecting cases.
- Provides sophisticated decision management capabilities through a simplified and integrated business rules management approach.
- Maximises case worker productivity by simplifying collaboration through integrated social networking and communications capabilities.



# *IBM Case Manager Architecture*

- Single-system architecture
  - IBM Case Manager provides an installation framework where you can install all of the components, including product prerequisites such as FileNet P8, DB2, and WebSphere Application Server, on the same system.
  - The single system architecture for IBM Case Manager is ideal for development environments or production environments for small businesses.
  - For a single system architecture, IBM Case Manager Comprehensive Installation Program can install only DB2 as the database and Tivoli® Directory Server as the LDAP server.
  - The following slide shows the typical architecture of IBM Case Manager on a single server.

# *IBM Case Manager Architecture – Single System*

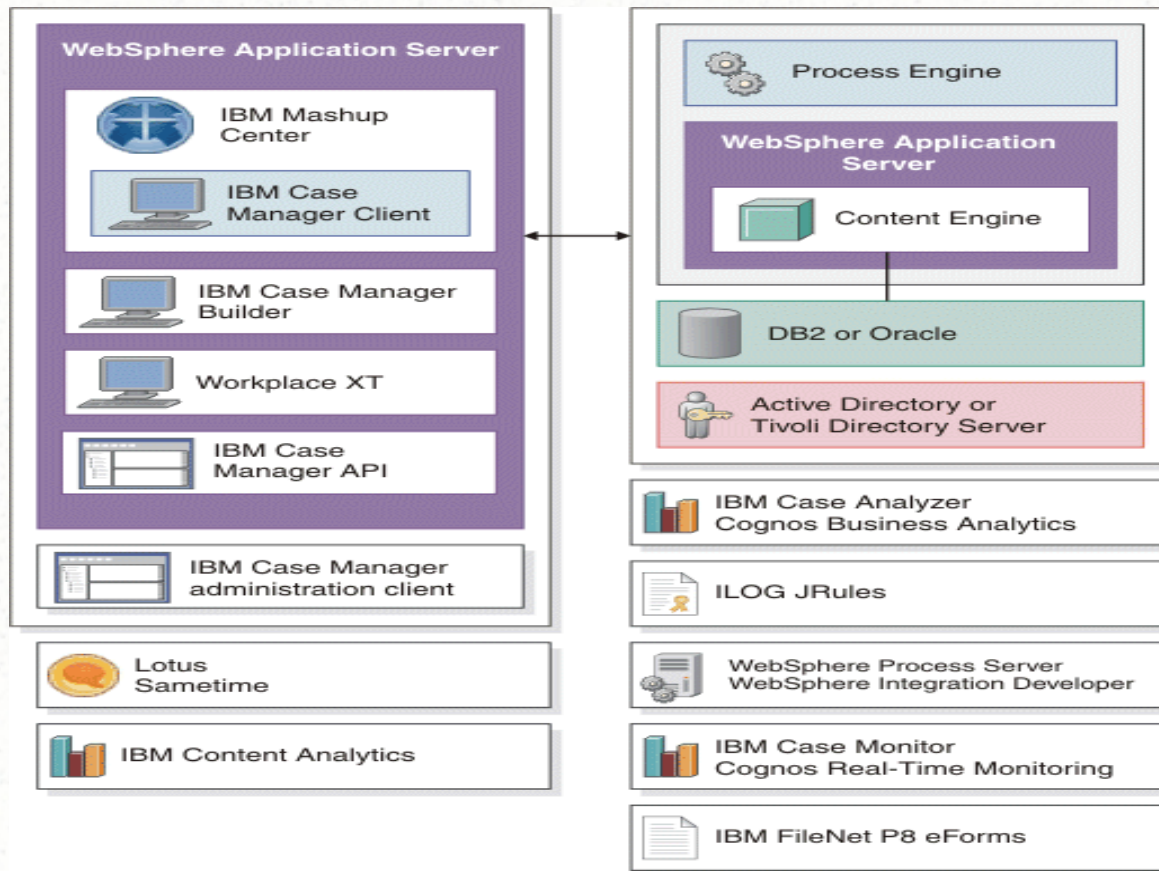




# *IBM Case Manager Architecture*

- Distributed system architecture
  - IBM Case Manager can be installed in a distributed architecture where IBM Case Manager is installed on a separate system from the database engine.
  - The IBM Case Manager installation program installs Case Manager Builder, Case Manager Client, the IBM Case Manager administration client, and the IBM Case Manager API.
  - The distributed system architecture is ideal for large production environments.
  - For a distributed system architecture, IBM Case Manager can use either DB2 or Oracle as the database and Tivoli Directory Server or Active Directory as the LDAP server.
  - The following slide shows the typical architecture of IBM Case Manager in a distributed environment and the features that IBM Case Manager can integrate with.

# *IBM Case Manager Architecture – Distributed System*





# *WebSphere Decision Server*

- WebSphere Decision Server combines business rules management and business event processing technologies in a single offering.
- By bringing these technologies together, organizations can flexibly create solutions that use event-based data patterns to initiate automated decision responses such as determining risk, fraud, promotions, and prioritizations.

# *WebSphere Decision Server Features*

- Detect event-based business situations occurring across applications and systems
- Automate precise, context-specific decisions in response to detected event patterns
- Easily implement changes for event and knowledge-based rules
- Initiate actions across transactional and process-oriented business systems



# *WebSphere Decision Server Benefits*

- The combination of Business Event Processing and Business Rules Management technologies provides a number of benefits related to the improvement of business outcomes within critical operational systems:
  - Make better decisions on offers and promotions, through the ability to understand and respond to customer actions that cross systems and channels (web, call center, branch/store, etc.).
  - Improve responsiveness to customers using time-based data pattern recognition, which is used to determine the appropriate action within a process.
  - Reduce risk from fraud by correlating and reacting to events that would be difficult to connect through standard analysis and monitoring.



# *WebSphere Decision Server Components*

- WebSphere Decision Server is a combined offering of the following two products:
  - IBM WebSphere Business Events - designed specifically for managing business events flowing across systems with the goal of providing timely insight and response. WebSphere Business Events detects, evaluates, and responds to the impact of business events based on the discovery of actionable event patterns occurring over time.
  - IBM WebSphere ILOG JRules - designed for the development and deployment of rule-based applications for Java and service-oriented architecture (SOA)-based environments. JRules is used to automate fine-grained and highly variable decisions used by business systems, while reducing the time, effort, and cost of application development and ongoing maintenance.



# *IBM WebSphere Business Events*

- IBM WebSphere Business Events helps businesses detect, evaluate, and respond to the impact of business events based on the discovery of actionable event patterns.
- Improves line-of-business insight and awareness around event driven business conditions
- Enables business users to define and manage business events that facilitate taking timely, proactive actions



# *IBM WebSphere Business Events*

- Reduces total cost of ownership (TCO) through codeless implementations, enacted by business users, often without incurring IT development or implementation costs
- Provides the ability to detect, decide, and dynamically react to simple and complex relationships between people, events, and information
- Increases business agility by enabling faster responsiveness to customers, suppliers, and changing market needs



# *IBM WebSphere ILOG JRules*

- IBM WebSphere ILOG JRules provides functionality to build and deploy rule-based applications for Java, mainframe and SOA-based environments.
- Developers can easily build and deploy rule-based applications that automate fine-grained, variable decisions used by business systems, while reducing the time, effort and cost of application development and ongoing maintenance.



# *IBM WebSphere ILOG JRules*

- A comprehensive development environment for rule-based applications that is built on the Eclipse IDE (Rule Studio).
- Powerful functionality, including: auto correction in rule editing; conflict and redundancy detection; wizards and configuration tools for creating testing frameworks; and source code control integration.
- The ability to easily extend rule projects for ongoing management to business users through IBM WebSphere ILOG Rule Team Server.

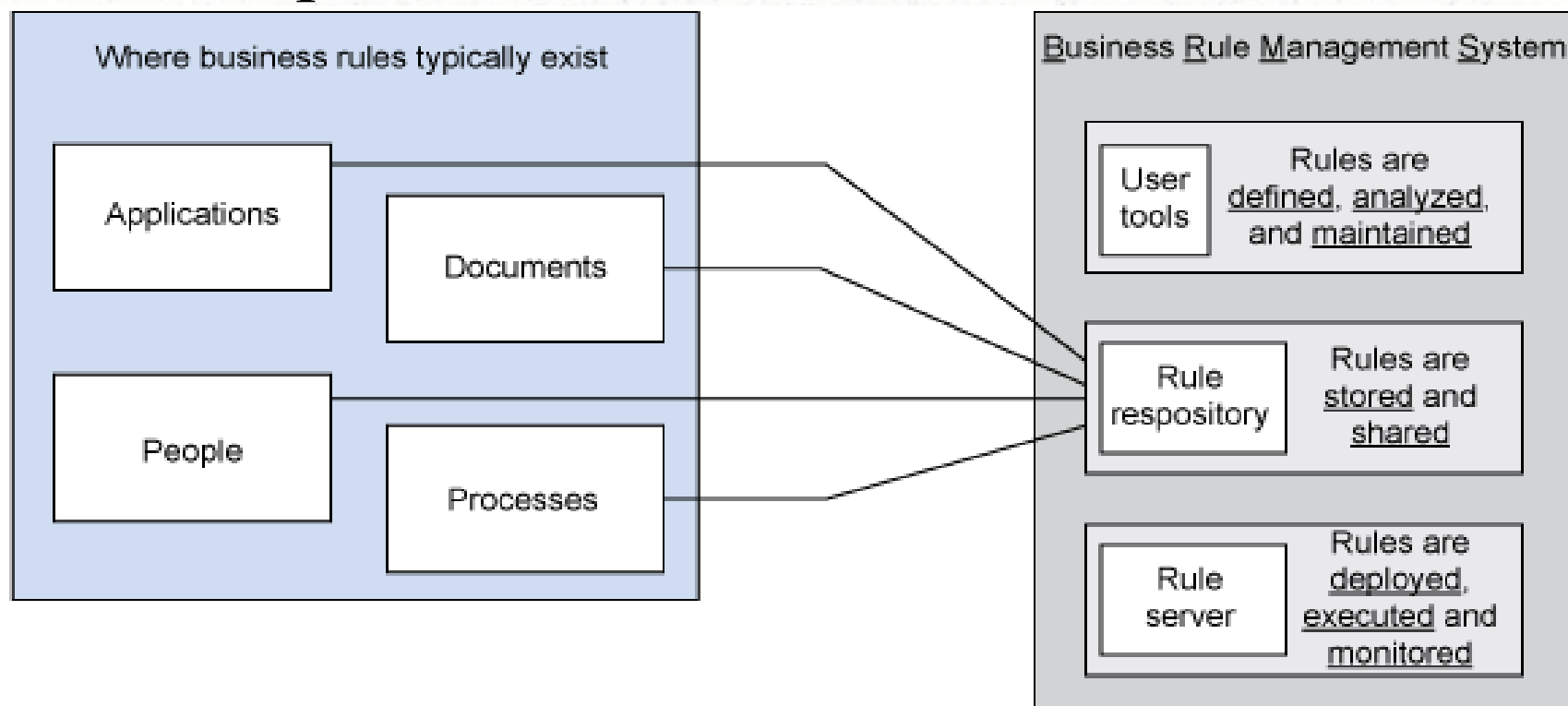


# *IBM WebSphere ILOG JRules*

- A robust, scalable and secure execution engine for rule-based applications, with a managed deployment and monitoring environment (Rule Execution Server).
- A complete set of execution capabilities, including: a high-performance and scalable rule engine, providing either inference or sequential-based rule execution; hot deployment of changes into production without having to restart the server; one-click deployment of rule sets as web services for SOA-based integration; monitoring through the administration web console or through JMX-based connectivity to enterprise system management tools, such as IBM Tivoli.

# *ILOG JRules*

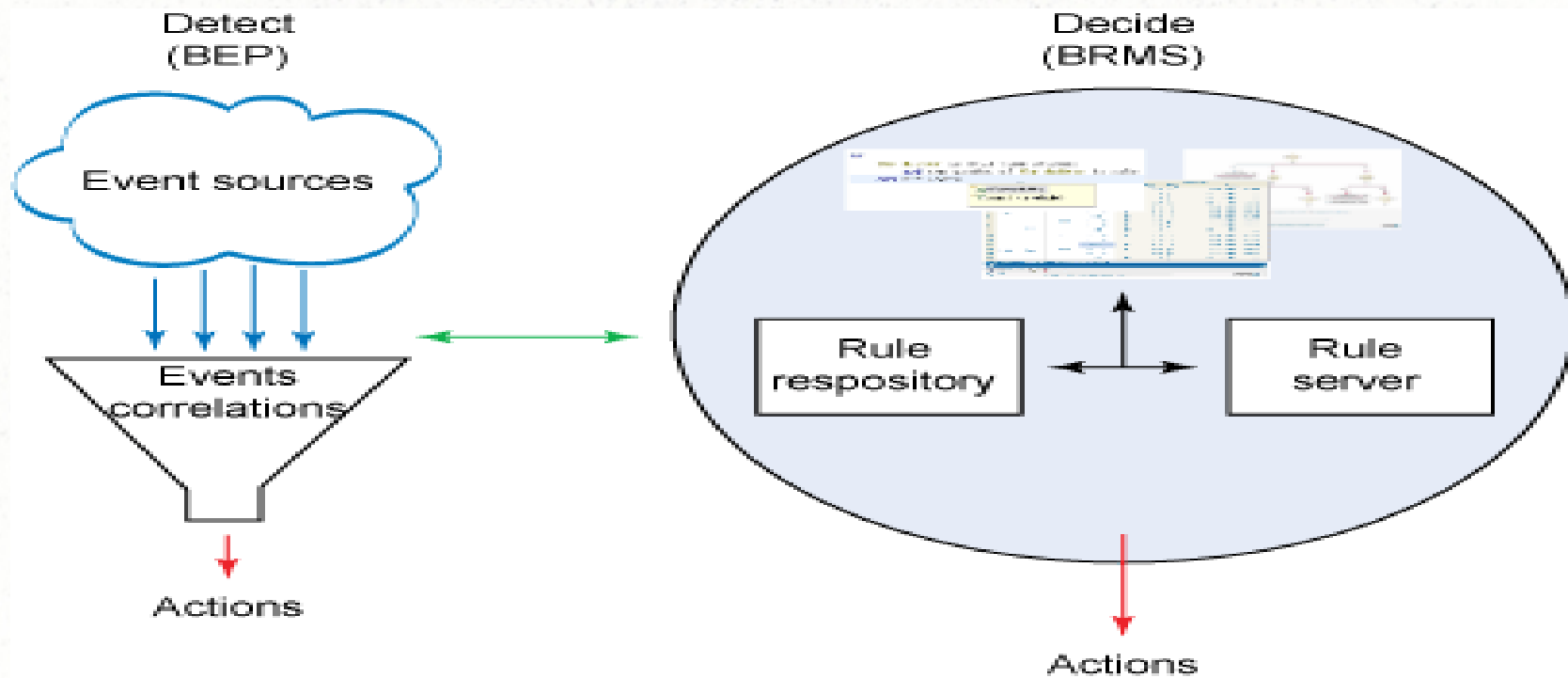
- WebSphere ILOG JRules: A BRMS





# *WebSphere Decision Server*

## Business Events and ILOG Jrules Interaction



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# *Conclusions*

- Adopting BPM involves a paradigm shift and entails using practices not often familiar to the implementing organization.
- BPM requires delivering value and implementing IT projects differently than traditional IT projects. Successful customers adopt an iterative development approach with frequent milestones and regular reviews including frequent collaboration among business and IT users.
- Adopting BPM may also involve skills not readily available. For example, experienced business analysts are often in short supply.