

Working smarter with Dynamic Business Processes



Yesterday's best in class... is no longer good enough



Workforce:
26% more productive
in a decade



Oil Recovery Factor:
Up 15 points since
1970s



Supplier Lead Time:
62% faster in 2 years



Dock to Stock:
50% faster in 2 years



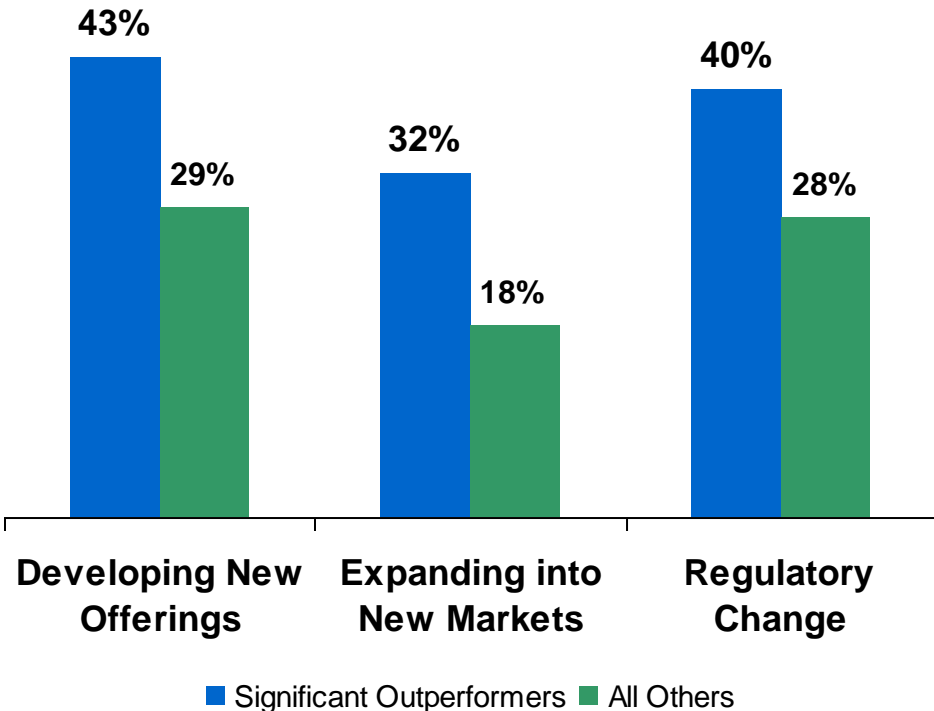
IT Services:
25% faster in 2 years

Tomorrow's leaders must find new ways to grow

Global business executives agree: Top performers focus on growth

Top performers focus on growth while others focus on stabilization...

...And are **3x** more likely to have work practices that are:



Dynamic:

- **2x** greater use of process automation and modeling

Collaborative:

- **3x** greater use of collaborative workspaces

Connected:

- **9x** greater use of SOA

We are reaching a process inflection point

Dynamic change

Extensive and
inclusive business
networks

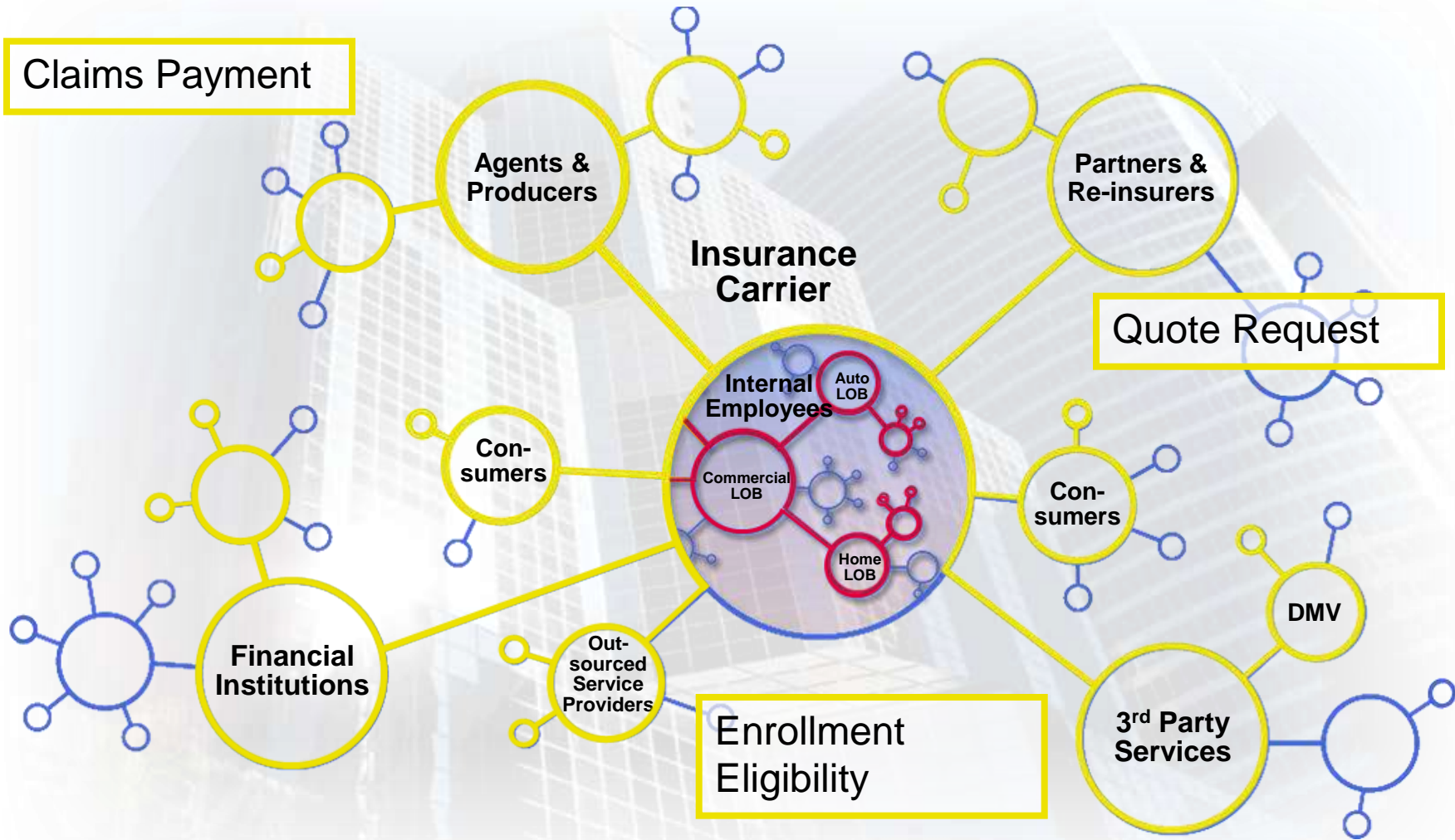
Ad-hoc, dynamic
tasks

Social and contextual
capabilities

Business and IT
convergence

Take control of your processes to fuel new growth while optimizing costs and drive **Greater Business Agility**

Processes must be optimized across your broad business network

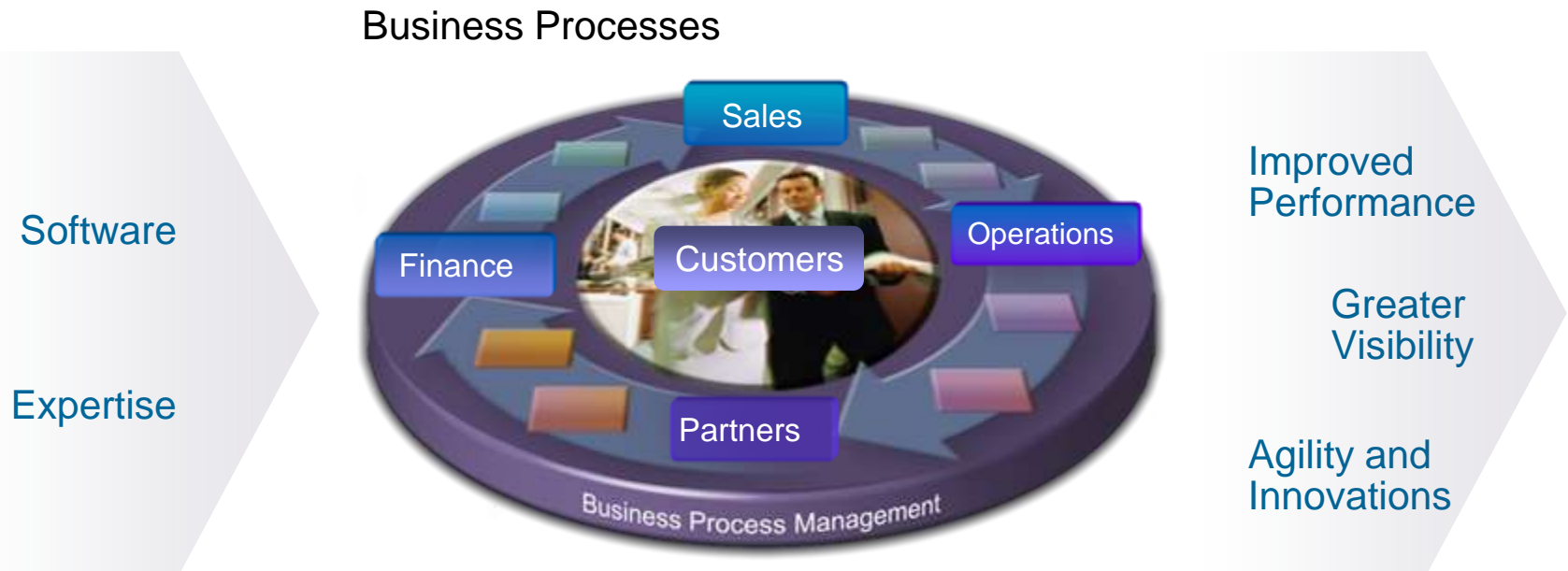


Drive process performance by aligning the engines of agility



What is *Business Process Management* ?

BPM is a discipline consisting of software and expertise to improve the performance, visibility, and agility of business processes and facilitate business innovation



BPM continuously improves processes and aligns functions that span business, IT systems, manual tasks, and information

BPM empowers business and IT to embrace change *and continuously optimize key business processes*

Deploy, Execute, and Change

- Automate business processes to improve efficiency and profitability
- Adapt and collaboratively respond to change

Model and Simulate

- Align business strategy and IT execution
- Assess, capture, and analyze core value processes



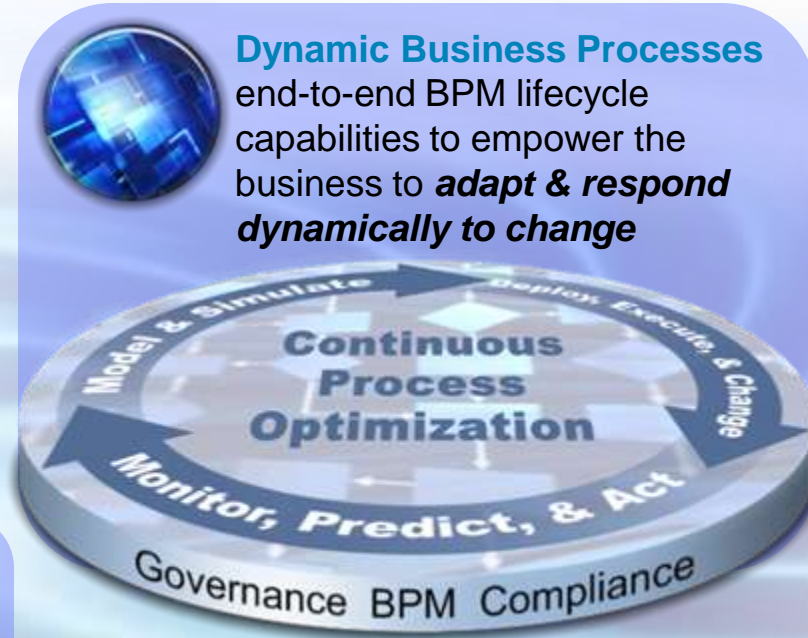
Monitor, Analyze, Predict and Act

- Business users monitor business performance and define new alerts based on KPIs

Governance and Compliance

- Maintain business and IT consistency as well as organizational and regulatory policy
- Manage and reuse IT administered services to streamline development and deployment

Organizations address critical business needs with BPM



Dynamic Business Processes
end-to-end BPM lifecycle capabilities to empower the business to **adapt & respond dynamically to change**



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



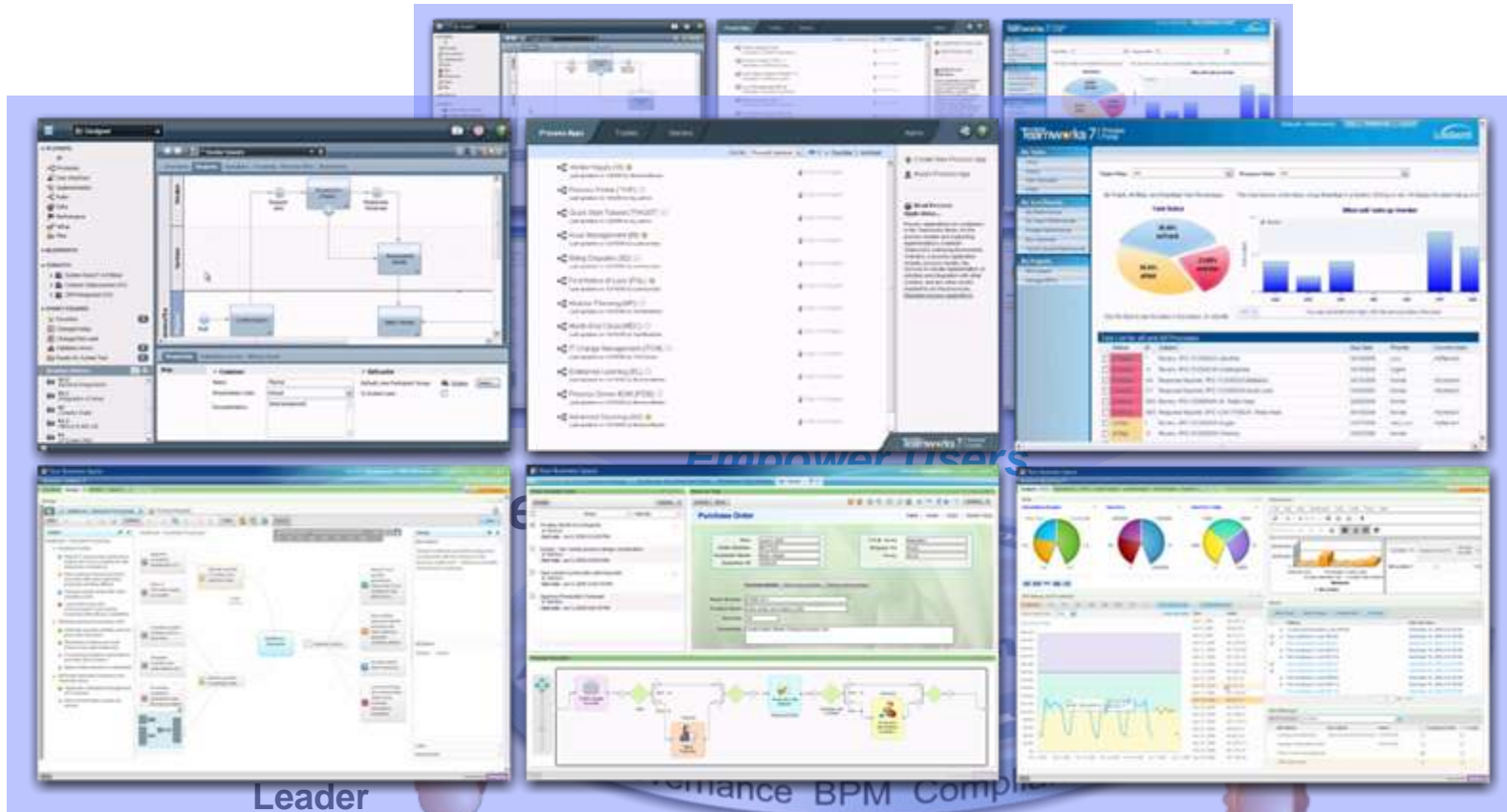
Transform Insight into Action by monitoring and analyzing business processes and events for **effective decisions.**



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

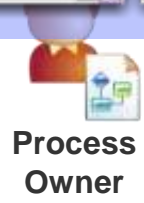
All BPM approaches can deliver ROI in less than 12 months

Empower business users throughout the process lifecycle *with role-based tools that increase alignment with IT*



Business Users

Leader



Process Owner



Business Analyst



IT Architect



IT Developer

Discover & Design **business process improvement**



- Understand and document processes to drive improvement
 - Large US bank reduced process activities by **60%**
- Increase collaboration across the business
 - US financial services firm saved **\$5M** through process consolidation across depts.

Discovering & Designing agile product sourcing



uses modeling & simulation to transform demand-driven inventory sourcing

Client Pains

- Inefficient and costly product sourcing process
- Limited visibility into inventory across stores

Real Results

- **\$3.6 million** in additional sales
- **\$225,000** monthly savings
- ROI in **6 months**

Transform Insights into effective Actions

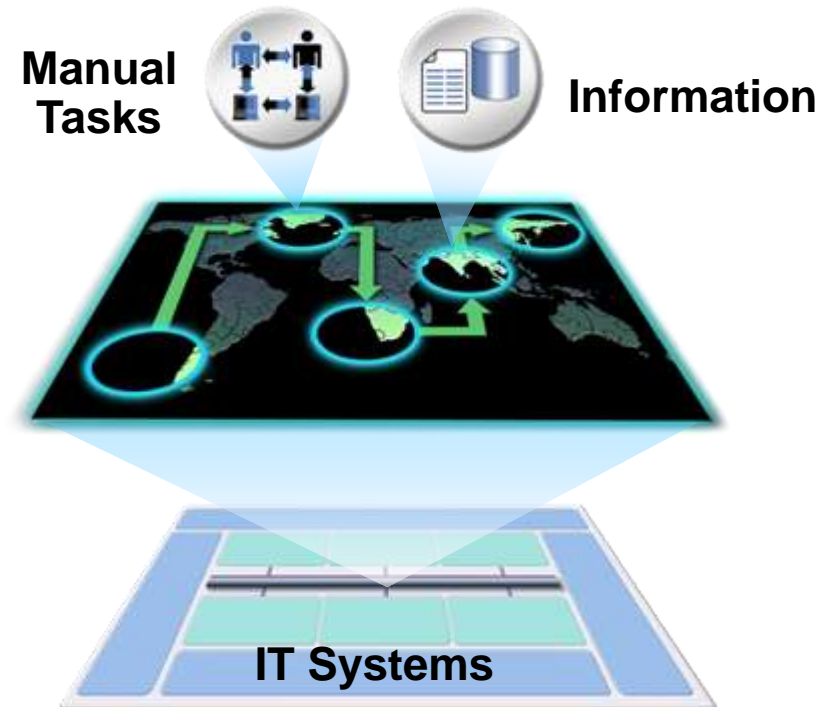


- Leverage insights for smarter decisions
 - UBench reduced administrative costs **40%**
- Quickly react to threats and opportunities
- Reduce costly exceptions
 - NY State Tax reduced exception backlog **80%**

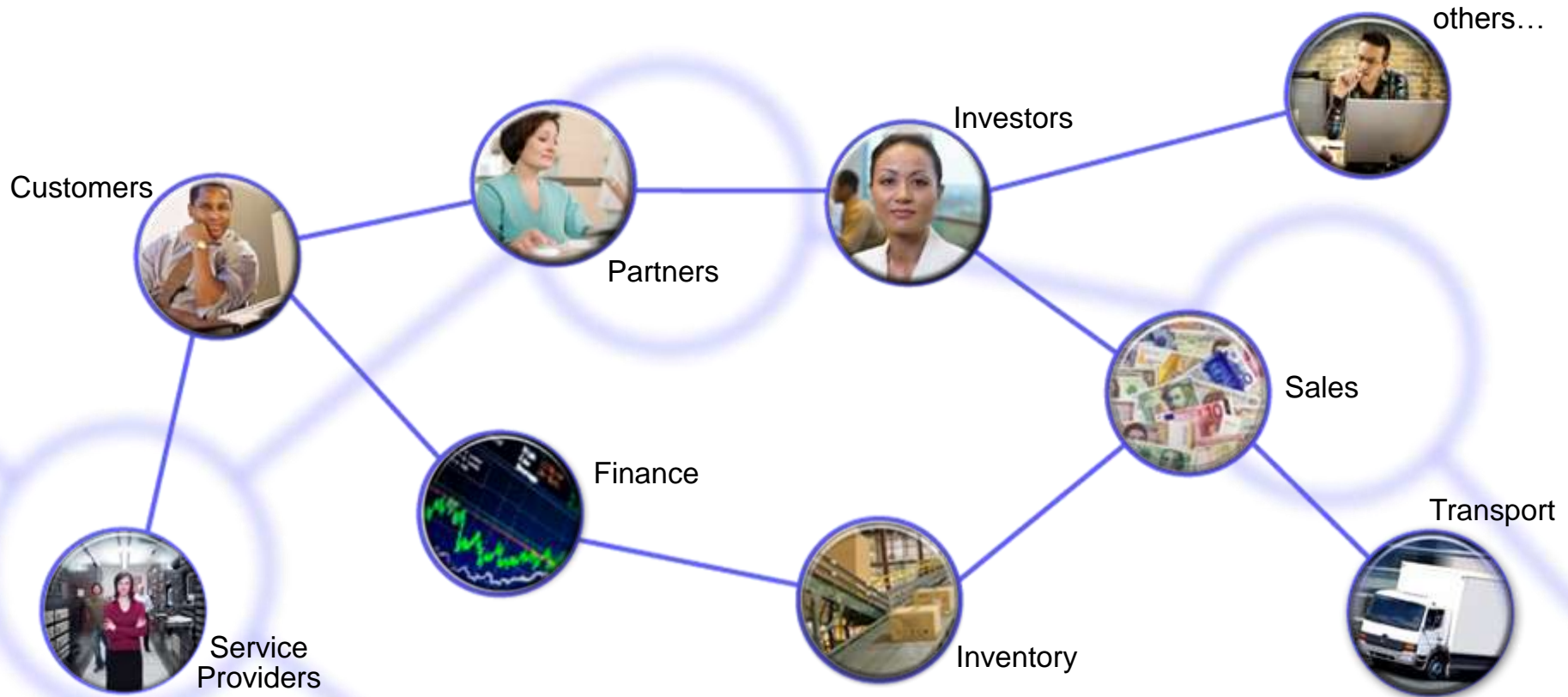
Optimize performance with Process Automation



- Reduce process costs
 - TradeMerit reduced handling costs **63%**
- Streamline processes
 - Airbus reduced handling time **75%**
- Ensure consistency and compliance

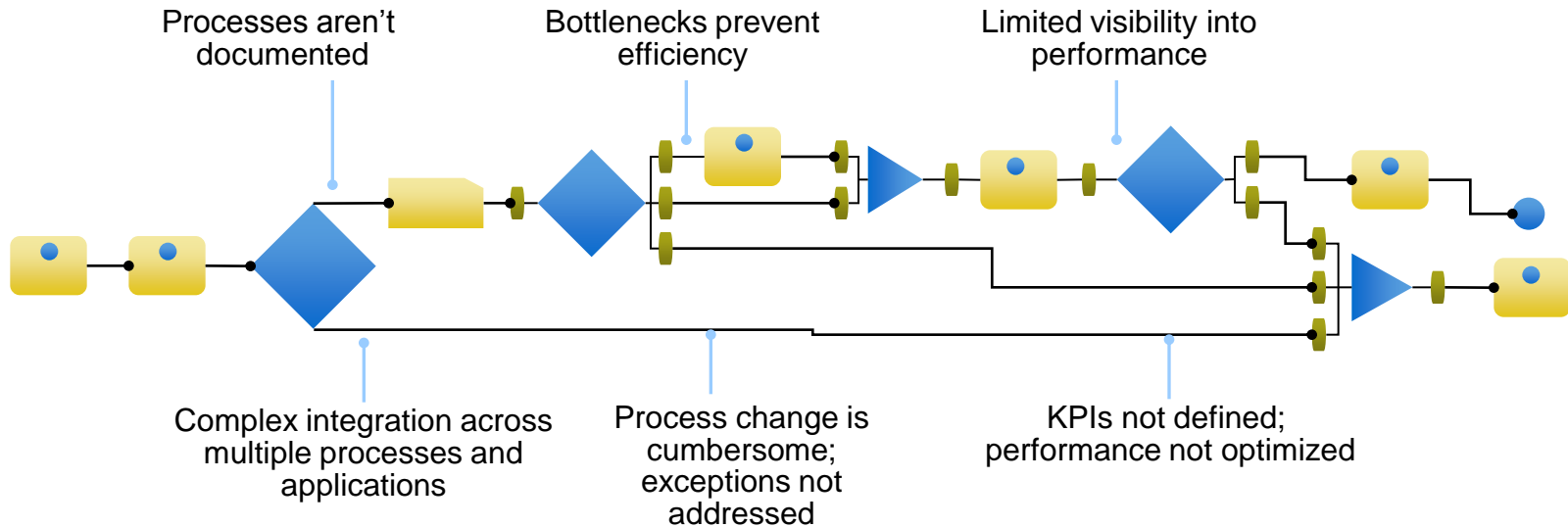


Seamlessly connect people, processes, and information across your business network



Easily adhere and adapt to changing industry standards

BPM Solves Common Business Challenges



Your BPM journey...

- ...can start with simply **documenting current processes**
- ...proceeds into **simulation**, new process design and substantial **process automation and human-centric workflow management** support
- ...or it can start with **monitoring current processes** to find opportunities for business optimization

In short, your journey into BPM can **start anywhere and grow anywhere**

"IBM understands, embraces and is the undisputed leader in the 'holy grail' of modularity of processes and services for sharing, reuse and best practice adoption. Processes and services available through IBM, its partners and affiliates is the best representation of delivering on the promise of service-orientation that exists."



*"From a functional perspective, the combined IBM BPM technology offering, spanning WebSphere and FileNet technologies and the new BPM BlueWorks environment, enables customers to get their hands on a lot of strong capabilities ... the combination of these tools and technologies provides a very **solid functional foundation for most of the process scenarios you're likely to come across in your BPM initiative.**"*

- MWD BPM Vendor Capability Comparison, Dec 2008



"IBM has upped its game in BPM and is becoming a stronger human-centric BPM contender. Business space and BPM BlueWorks paint a new face on IBM that will attract more business-oriented customers that were frightened by the previous generation of tech-heavy IBM BPM offerings."

- http://blogs.forrester.com/business_process/2009/05/not-your-daddys-ibm.html

"IBM retained a leadership position ... based on the comprehensive nature of its BPM product portfolio."

- Forrester Integration-Centric BPMS Wave, 2008/9

*"IBM is **taking the dynamic process idea to another level**"*

"Cool' is not a word I would normally apply to IBM's BPM software, but for the new BPM BlueWorks offering ... the term is appropriate. IBM bills BPM BlueWorks as a BPM community in the cloud, and it is that, plus a lot more."

<http://www.brsilver.com/wordpress/2009/05/06/ibm-takes-bpa-to-the-cloud/>
<http://www.brsilver.com/wordpress/2009/01/22/ibms-dynamic-bpm-edition/>



Bruce Silver Associates
Independent Expertise in BPM

"IBM WebSphere Business Modeler and Business Monitor are intuitive for business users and analysts, facilitating their involvement in the design, monitoring, and analysis phases of process improvement life cycles."

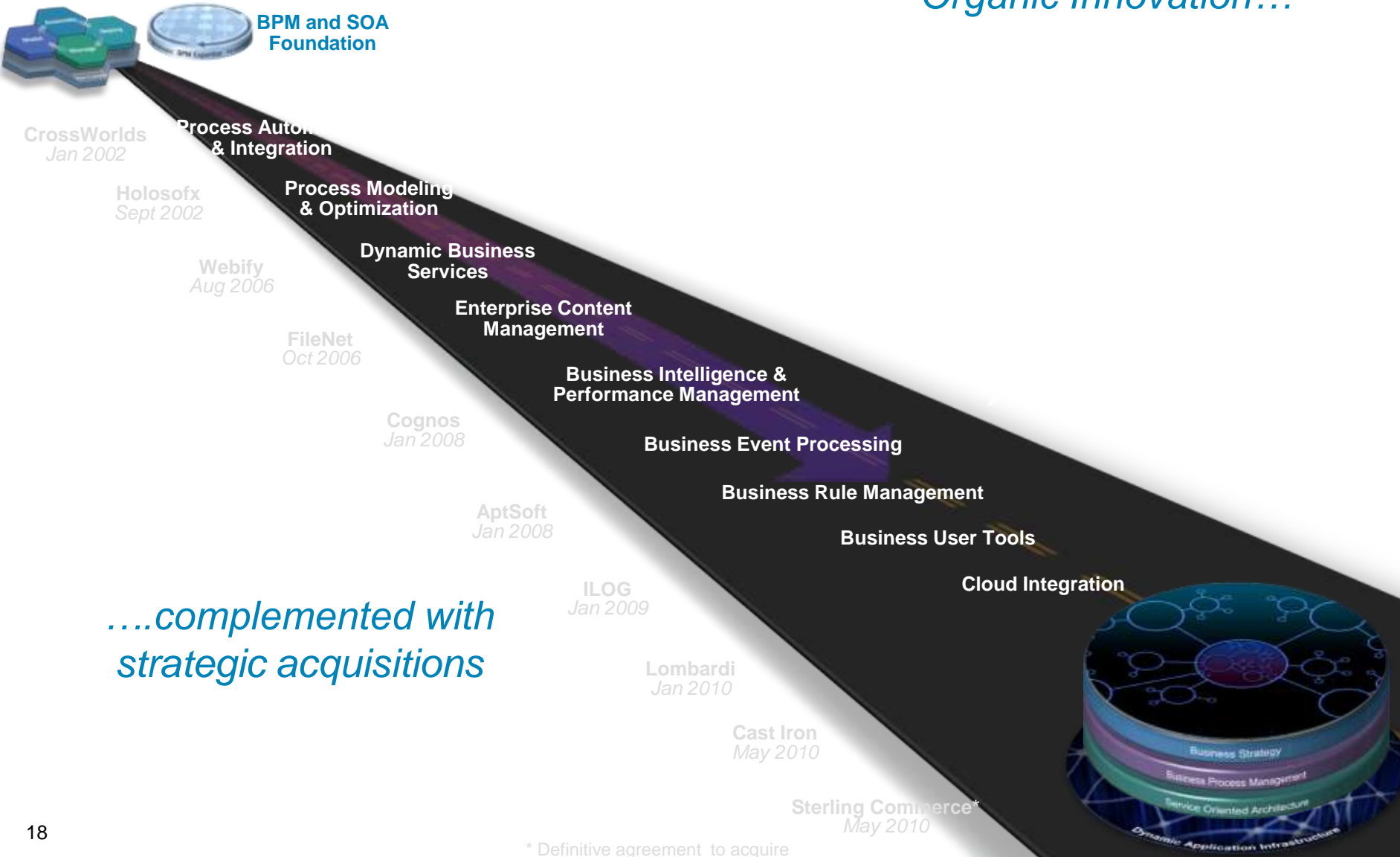
-Gartner, Inc., "Magic Quadrant for Business Process Management Suites", Feb 2009

"IBM takes BPM to a higher level. The BlueWorks initiative offers templates for specific industries via cloud. IBM tomorrow will extend its ambitious effort to play a central role in managing the business processes of its customers by significantly extending its business process management capabilities both on premise and in the cloud."

<http://www.ctoedge.com/content/ibm-takes-bpm-higher-level>

Acquisitions and Organic Growth Targeted at Business Agility *Accelerating World Class Leadership to Help Clients*

Organic Innovation...



....complemented with strategic acquisitions

* Definitive agreement to acquire

Increase your agility with IBM BPM

#1 in BPMS market share

Over **5000** BPM customers
in over 30 countries and growing

- Market leading products
- Deep industry knowledge and pre-built assets
- Largest partner ecosystem
- Global reach and scale



Only IBM has the *Business Expertise* and *Technology Platform* to get you there

Agility boosts financial performance

Higher Revenue Growth



Greater Returns



Agile businesses that actively converge business and technology have

- **7%** higher earnings per share growth
- **45%** higher ROI

than their industry peers

Get started building dynamic business processes today



- Visit [BPM BlueWorks](#) to learn more about BPM and capture business designs
- Begin documenting your BPM projects in [Blueprint](#)
- Measure your business agility with the [Business Agility Index](#)
- Contact IBM for a [Business Process Improvement Workshop](#)

ibm.com/bpm

धन्यवाद
Hindi

多謝
Traditional Chinese

Grazie
Italian

ขอบคุณ
Thai

Gracias
Spanish



Merci
French

Спасибо
Russian

شكراً
Arabic

Obrigado
Brazilian Portuguese

Danke
German

多谢
Simplified Chinese

நன்றி
Tamil

ありがとうございました
Japanese

감사합니다

The Future for BPM is NOW

“82% are planning to *invest in real-time technology* by the middle of 2010”



Source: Latest Vanson-Bourne Survey on Operational Responsiveness

“....seeing large *budgets being set aside for BPM projects* in 2010...; 66% say *BPM* experiencing the highest interest and adoption rates within the enterprise...”



Source: Clay Richardson, Senior Analyst, Feb 10, 2010

“By 2014, *business process networks (BPNs)* will underpin 35% of new multi-enterprise integration projects”



Source: Predicts 2010: BPM Will Expand Beyond Traditional Boundaries, Janelle B. Hill, Benoit J. Lheureux, Elise Olding, Daryl C. Plummer, Bill Rosser, Jim Sinur, Gartner, ID Number G00172856, 19 November 2009

Process Improvement is a Top Priority for CIOs

5 Years in a Row!

2010

2006 - 2009

Business expectations for IT focus on improving current operations and performance

Business expectations Ranking of business priorities CIOs selected as one of their top 5 priorities

Ranking	2009		2008	2007	2006	2012
Improving business processes	1	↔	1	1	1	2
Reducing enterprise costs	2	↑	5	2	2	7
Improving enterprise workforce effectiveness	3	↑	6	4	-	6
Attracting and retaining new customers	4	↓	2	3	3	3
Increasing the use of information/analytics	5	↑	8	7	6	8
Creating new products or services (innovation)	6	↓	3	10	9	1
Targeting customers and markets more effectively	7	↑	9	-	-	9
Managing change initiatives	8	↑	12	-	-	12
Expanding current customer relationships	9	↓	7	-	-	11
Expanding into new markets or geographies	10	↓	4	9	-	4
Consolidating business operations	11	↑	13	14	-	15
Supporting regulation, reporting and compliance	12	↑	14	13	-	16
Creating new sources of competitive advantage	13	↓	11	8	-	5

Top 10 Business Priorities	Ranking
Business process improvement	1
Reducing enterprise costs	2
Increasing the use of information/analytics	3
Improving enterprise workforce effectiveness	4
Attracting and retaining new customers	5
Managing change initiatives	6
Creating new products or services (innovation)	7
Targeting customers and markets more effectively	8
Consolidating business operations	9
Expanding current customer relationships	10

Source: Gartner, 2010 CIO Survey