



# Process Automation Overview

## Process Automation

*Business Overview Presented By:*



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# Process Automation Overview

Change is Accelerating . . . . Will You Keep Up?



## CEOs Worry About Their Business Agility

**98%** of CEOs expect their business models will need to change

***Agile businesses have 29% higher earnings per share.***



*"We have seen more change in the last ten years than in the previous 90."* Ad F. Scheepbouwer, CEO KPN Telecom  
Source: IBM Global CEO Study 2008



# Process Automation Overview

Organizations are constantly *“raising the bar”* by continuously improving their business processes

*CIO's top priority over last three years:  
“Improving Business Processes”*

Source: Gartner, “Making the Difference: The 2008 CIO Agenda,” Jan. 2008



# Process Automation Overview

BPM provides benefits across  
a broad spectrum of business processes:

- Structured, Simple-n-Local
  - Employee On-boarding
  - Merchandising
- Structured Complex-n-Global
  - Payments
  - Claims
- Un-Structured, Simple-n-Local
  - Contracts
- Un-Structured, Complex-n-Global
  - Supply Chain
  - Case Management



# Process Automation Overview

Leverage BPM to address *critical business needs*

## **Business Needs**

“Greater efficiency and reduced costs”

“Real-time visibility for smarter decisions and actions”

“Faster and easier to respond to change”

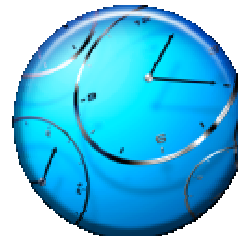
## **Common BPM Adoption Patterns**



**End-to-End  
Process Automation**



**Transform Insight  
into Action**



**Adapt and  
Respond Dynamically**



# Process Automation Overview

## Collaborate through Process Modeling

*Fully understand impacts before deploying!*

*Successful BPM Projects requires the active participation of business experts and IT personnel in the Process-modeling exercise*

- Business users benefit through collaboration with coworkers, partners and customer across the value chain
- Collaboration capabilities improve productivity and drive rapid innovation for increased ROI
- Leverage collaboration capabilities in the WebSphere Business Process Management products







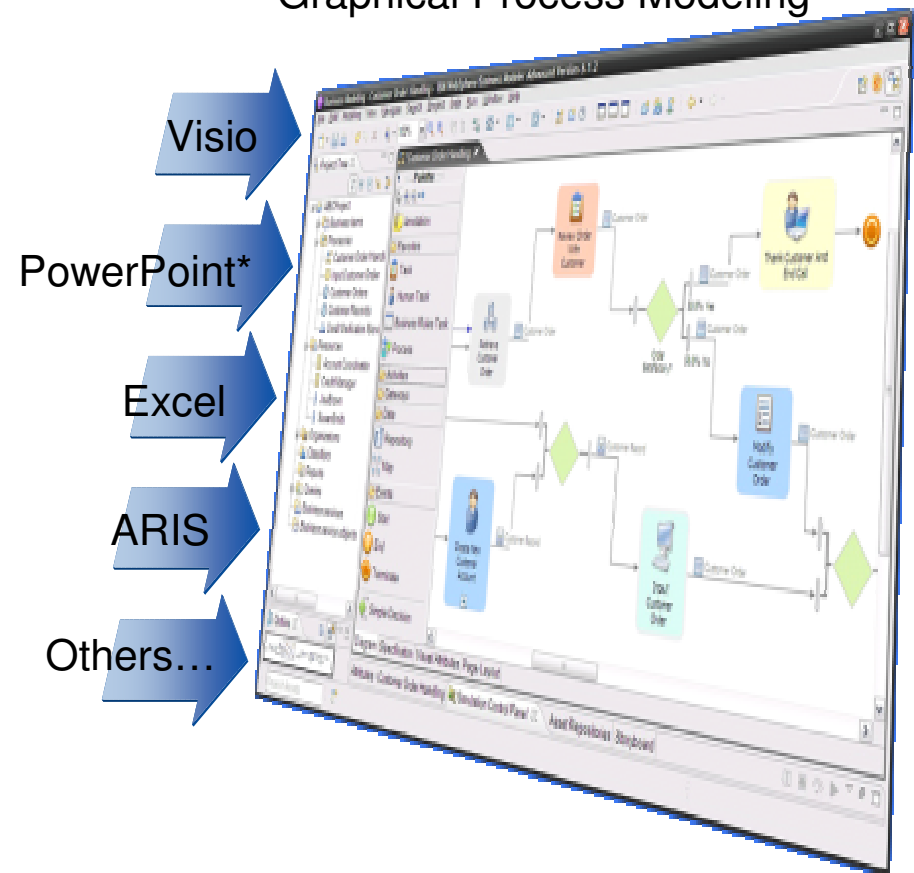
# Process Automation Overview

## Rapidly Converts Business-User Expertise into Action

Documenting with *process-modeling* enables collaboration and quick deployment!

- use of common *tools*
- import content
  - simulate-n-deploy rapidly
- easier collaboration
  - fewer misunderstandings

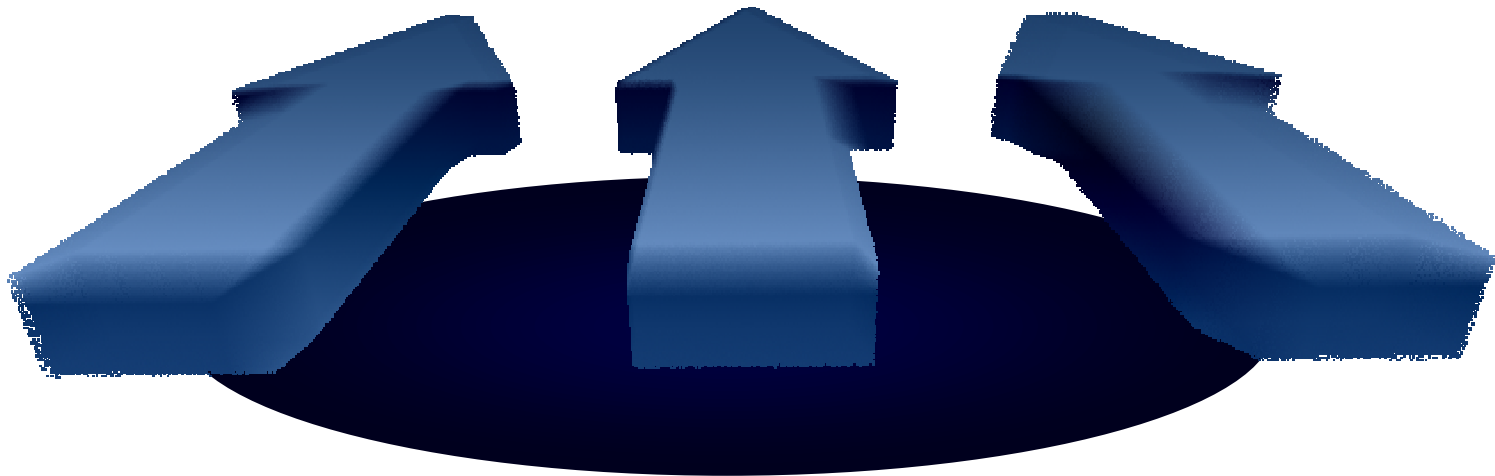
### Graphical Process Modeling





# Process Automation Overview

Improve Business Performance - Reduce Costs



**Streamline business activities**

Claims Lifecycle  
Management  
*Healthcare*

**Simplify or Eliminate Exceptions**

Spare Parts  
Replenishment  
*Aerospace and Defense*

**Ensure consistency and compliance**

Global Payments  
Processing  
*Banking*

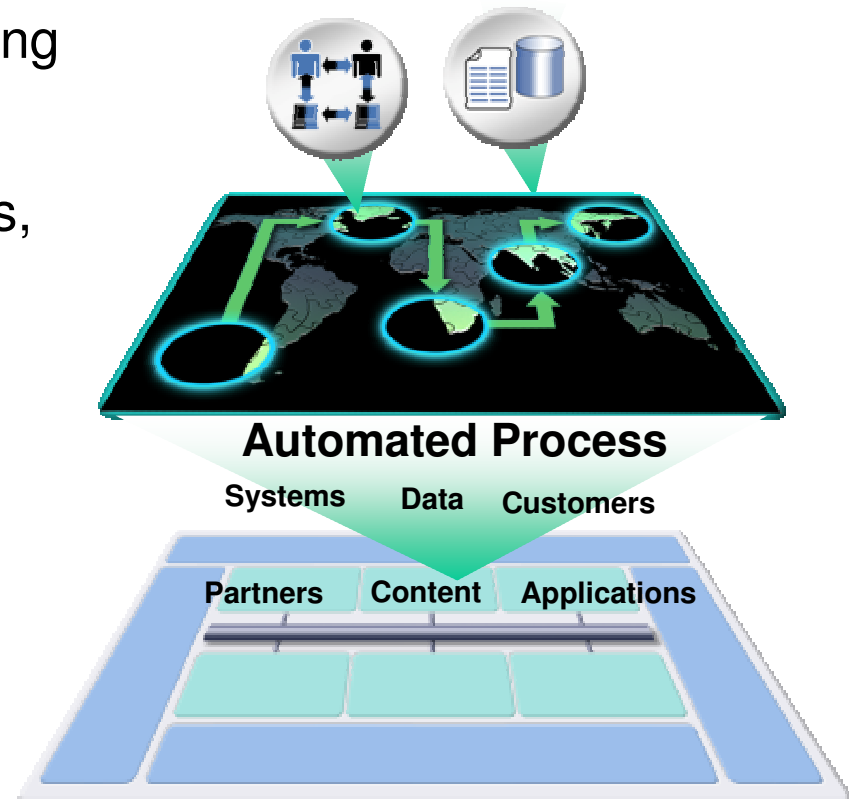




# Process Automation Overview

## Process Automation

- Streamlines processes across existing assets and infrastructure
- Seamlessly automates manual tasks, IT systems, and information
- Complements and extends current applications
- Leverages reusable process components
  - ✓ Eliminates duplicate data entry
  - ✓ Shortens process cycle times





# Process Automation Overview

End-to-End Process Automation  
increases business value by spanning silos

**Business results can include:**

- Lower costs
- Reduced cycle time
- Greater consistency
- Easier to manage



Source: North American company supply chain process

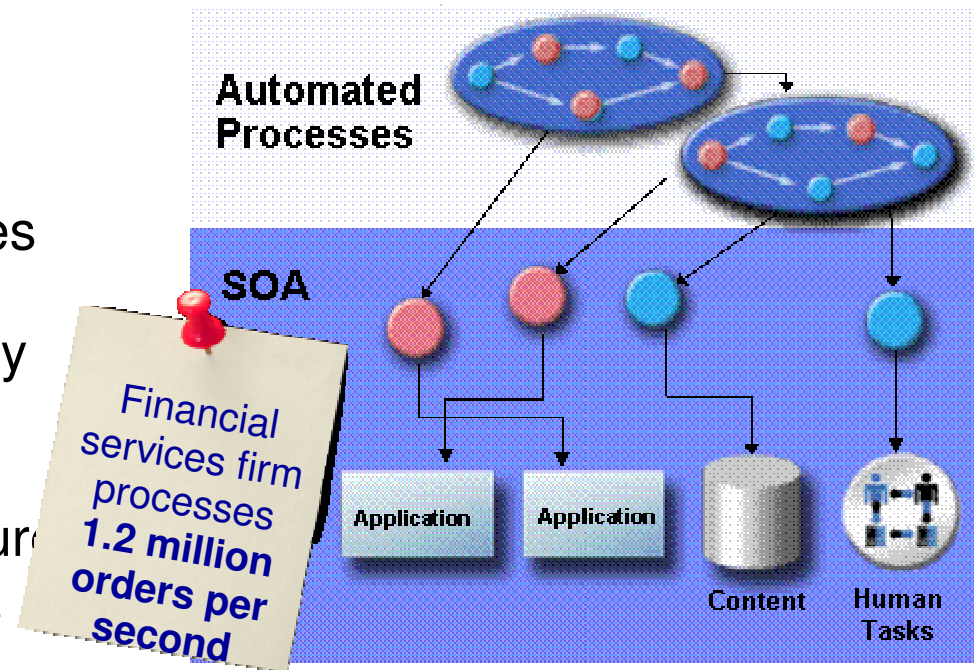


# Process Automation Overview

## Process Automation provides process integrity

- Businesses live by their Service Level Agreements
- Scalability to allow for future growth
- Accommodate demanding, transaction intensive processes
- SOA enabled process flexibility
- Consistency and recovery to safeguard against system failure

***Best of Both: Flexibility combined with scalability and reliability***



Source: IBM results for market leading U.S. financial services firm.  
Measured from gateway to order matching engine and back



# Process Automation Overview

## Process Automation increases efficiency and productivity

- Streamline human interaction to reduce cycle time
  - ✓ Full automation where possible
- Minimize human touch for processes requiring human interaction
  - ✓ Presents the right information at the right time to the right people
- Provides flexibility to dynamically engage knowledge workers where needed
  - ✓ Skip, jump, repeat or insert activities



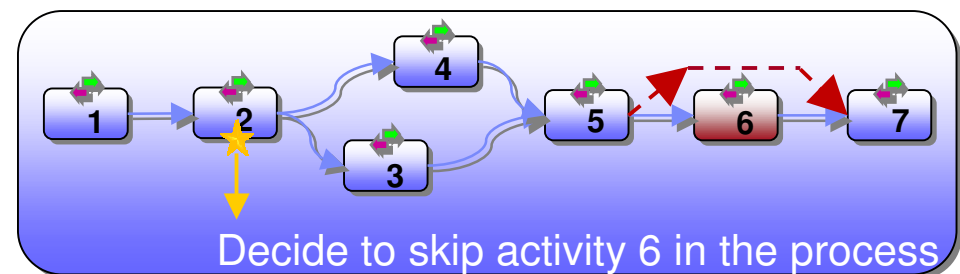
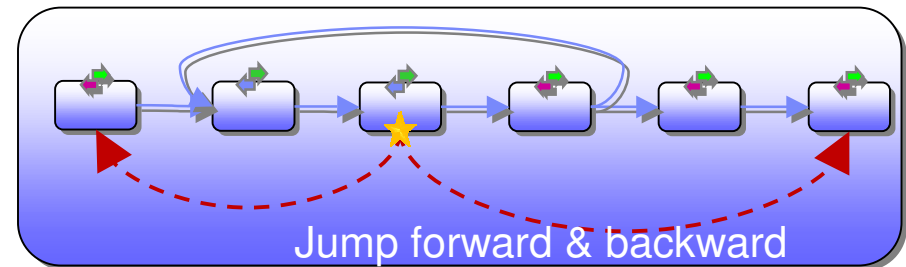
Source: Large Chinese Telecommunications firm



# Process Automation Overview

## Process Automation Simplifies or Eliminates Exceptions

- Respond to changing business needs with greater flexibility
- Dynamically assign roles based on runtime context
- Support for ad-hoc human collaboration
- Multi-level escalation mechanisms





# Process Automation Overview

## Process Integration Ensures Compliance

### **Consistency: Do what you say, say what you do:**

- Prove that processes are doing what you claim they do
- Process integrated with governance, security, workplace and organizational policies



### **Confidence: Processes run as designed**

- Full audit trail of what was done by who, where and when
- Closed loop end-to-end process optimization capability
- Process agility and flexibility to enable faster response time

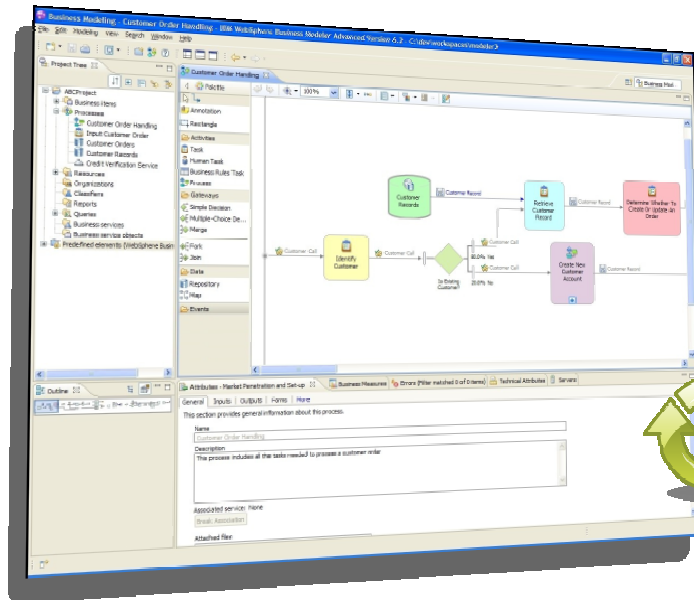
Source: German financial company governance project





# Process Automation Overview

## Process Automation Enables Faster ROI.



### Faster modeling to execution

*Interact & test process designs & forms in managed sandbox, using role-based business spaces.  
Import PowerPoint process diagrams.*



### Interactive Process Design

**Quickly define, test, and deploy complete BPM solutions**

- New processes are implemented quickly and correctly
- Reduced confusion between business and IT
- Greater business insight into daily work activities
- Less strain on IT people and infrastructure



# Process Automation Overview

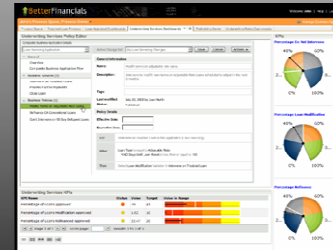
Process Automation Helps Align Roles-n-Stakeholders  
To Business Goals, Objectives and Performance



***Business  
Leader***



**Manage and Monitor from desktop and/or  
mobile devices**



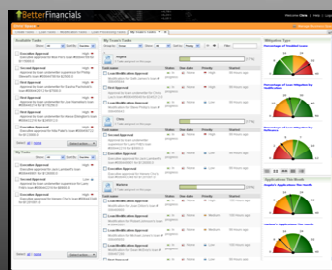
***Business  
Analyst***



**Modify rules, policies and processes**



***Business  
User***



**Review KPIs, manage task lists and  
staff productivity**



***Process  
Owner***



**Analyze metrics, optimize process  
models and dashboards**

*Empowers Line of Business with minimal IT involvement*



# Process Automation Overview

Combining the power of BPM and SOA in one engine

*Robust platform that is easy to deploy*

- Complete toolbox for building composite applications
- One easy-to-learn end user interface, based on Eclipse technology
- Design that is built for reuse and flexibility
- Reach to any services across your enterprise to extend the scope of solutions quickly and easily.
- Integrated server built on an open standards-based ESB.



Supports process choreography across applications, systems, and people

- Flexible Infrastructure Enables Process Change
- Assemble and Execute mission critical processes



# Process Automation Overview

## Empowering business users with collaboration tools *Visualize, document, and model business processes*

- Easy-to-use BPM tool for business users to graphically model, analyze, simulate human workflows and automated business processes
- Empowers business users beyond modelling
  - Visualize and storyboard user interaction
  - Simulate execution of processes with detailed statistical analysis tools
  - Optimize business operations by running "what if" scenarios
  - Define Metrics, KPIs, Counter
- Enables collaboration and information sharing on BPM projects



### Modeler enables faster deployments and return on investments

- Provides integrated industry content to jumpstart solution development
- Deploy and run human workflows on a Process Server



# Process Automation Overview

Process Automation delivers a range of powerful business outcomes



*Application processing time  
cut from 2 weeks to 2 days*



*Reduced retail order  
errors by 89%*



*Processing time reduced from 32  
hours to less than 30 minutes*



*Lowered supply chain paper  
handling costs by 63%*





# Process Automation Overview

## Automate critical emergency response processes



**City of Madrid,  
Spain**

### Government Pains

- Poor coordination between safety and security personnel

### Smarter Business Outcomes:

- Real-time, coordinated deployment of police, fire and ambulatory emergency response teams and assets
- Automated delivery of crucial information to the right teams



Automate processes across disparate IT systems and mobile devices in a secure environment with extremely high availability and reliability





# Process Automation Overview

## Process Automation is happening in your industry



**Retail:** Customer Loyalty, Merchandising, web transactions, customer experience, Real-time Demand Signaling



**Banking:** Customer Profitability, lowering of costs across multiple business channels, regulatory compliance, self service



**Government:** Customer Payments, Legal and social services, implementing legislation and regulatory compliance



**Insurance:** Analytics for Cross-Sell and Up-Sell opportunities and Risk Management, claims processing



**Electronics:** Supply Chain Analytics, Plant Floor Automation and Preventive Maintenance



**Telco:** Service provisioning, customer loyalty, regulatory compliance



**Health Care:** Cost vs. Care Analysis, health monitoring, Claims, Therapeutics ...



**Consumer Products:** Demand Planning; Maintenance, Repair and Overhaul (MRO); and Promotion Analysis



**Financial Markets:** Straight through processing, stock trading, Management and Compliance Dashboards



**Automotive:** Customer Analytics, Preventive Recall and Quality Management



# Process Automation Overview

धन्यवाद

Hindi

多謝

ขอบคุณ

Thai

Спасибо

Russian

Gracias

Spanish

Thank You

English

شكراً

Arabic

Merci

French

Obrigado

Brazilian Portuguese

Grazie

Italian

多谢

Simplified Chinese

Danke

German

நன்றி

Tamil

ありがとうございました

Japanese

감사합니다

Korean