Business Agility In Action

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Organizations Face the Challenge of Accelerating Market Shifts

- Rising consumer expectations compel improvements in speed and personalization
- Rapid swings in economic and commodity markets highlight lack of adaptability
- Lower barriers to entry in a digital, flat world, enable fast and easy access by new competitors

How do businesses evolve to adapt and respond dynamically?
The perceived business network
...is significantly broader
Achieving a dynamic business network presents challenges

3% of companies report they have achieved “process excellence”

68% of executives report that integration challenges impede collaborative relationships with partners

85% of CEOs require more visibility into their businesses

Businesses are restrained by organizational silos and rigid IT systems
…and tremendous opportunities

A large bank reduced redundant process activities by 60%

An air freight company reduced partner integration time by 50%

A retailer gained real-time inventory visibility across 500+ outlets and reduced data integration costs by 20%
Organisations Must be as Dynamic as their Markets
Service-orientation seamlessly integrates…

Processes

People

Information

across the business network

Can even be used to reduce traffic congestion!
Flexible process automation increases agility and enables rapid change

- Rapidly deploy changes throughout the enterprise
- Manage and automate process decisions
- Extend rule authoring to business users

Can automate and easily manage low-level claims decisions

*Business rules drive flexible process automation and can become the “repository” for the organisation*
Business Agility Best Practices

**Discover** Insights that enable innovation

Enhance awareness and understanding across processes and ecosystems

**Maximise** the value of business interactions

Access rich information and applications at the right time and in the right context

**Optimise** productivity and resources

Broadly flexibly and continuously automate and govern processes
Agility in order fulfillment

*Discover insights that enable innovation*

Jennifer

*Production Manager*

Delight customers: 3-day lead time, high service levels, 1-day change order cycle time. **Jennifer**

Deliver highly agile processes to reduce change order cycle times, and quickly shift production or change suppliers.

Unlock information across internal & external systems for real-time visibility into operations.
Discover insights that enable innovation

- Understand and continuously improve business processes to drive innovation
- Extend network visibility inside and outside the organization
- Empower people with a consolidated, actionable view of business activities

64% of high growth CIOs actively integrate business and technology to drive innovation
Discover insights that enable innovation

*In your industry*

**Insurance**: End-to-end claims processing visibility to reduce fraud and payouts to ineligible claims

**Transportation**: Real-time visibility into resources and location information to improve forecasts and meet 95% on-time delivery goals

**Utilities**: Integrate billing applications with smart meters for flexible pricing, and improved billing accuracy
Agility in customer loyalty

Maximize the value of business interactions

Growth through acquisition: Integrate operations and maintain 96% customer satisfaction, and 97% retention rate.

Track customer and influencer activity across retail channels and social media to customize loyalty offers.

Integrate applications and services for timely access to customer activities and data.
Agility in claims payments

Optimize productivity and resources

Low cost leader: Streamline operations, automate 80% of data collection, and reuse 90% of information assets.

Automate end-to-end claims processes to eliminate duplicate tasks and manual hand-offs, and optimize human workflow.

Reuse services across processes with robust governance to ensure compliance.

Outsourced Service Providers

Financial Institutions

Rob

Claims Supervisor

Providers

Patients

Claims Payments

BPM

Strategy

Audit

Underwriting

Finance

Rob

Patients
Optimize productivity and resources

- Flexibly automate and manage processes with business rules
- Effectively manage workflow to increase productivity
- Reuse and govern services to drive efficiency and compliance

70% of CIOs say that business process management is a top priority
Robust governance ensures compliance across your business network

- Associate policies with processes and shared IT services
- Implement policy changes quickly

Payments processes consistently comply with privacy policies and standards
What can be said about BPM with SOA that hasn’t already been said?

- SOA is the dominant implementation approach for BPM
- BPM is the “killer application” for SOA
- BPM and SOA are converging
Evolving issue in the BPM market has been how to reflect “Business Intent”

- Quickly implementing what the business needs…
- by those who know the needs best…
- with quick and persistent improvement
Lombardi Company Overview

- “Lombardi has helped customers across numerous industries adapt to changes as their business processes evolve”
- Founded 2000
- Recognized as a leader in BPM software for Global 2000 companies by key IT analyst firms
Lombardi: BPM on Every Desktop

Programmers  IT Staff and Analysts  Business Users
IBM is the industry leader in SOA

Largest Customer Base with Smartest Outcomes
- 8000+ Customers

Strongest Ecosystem
- 7420 SOA community business partners
  - Up 48% Year to Year

Unparalleled expertise and investment
- Trusted thought leadership and guidance
- Trained IBM SOA community over 100K
- Broadest, Deepest portfolio of offerings
IBM is the industry leader in BPM

Most Customers
- Over 5000 BPM customers and growing
- Largest Marketshare (Gartner Dataquest)

Market Leader
- Market Leading Products
- Deep Industry Knowledge and pre-built assets
  - Leader in setting industry-wide standards

Global Reach
- Largest Partner Ecosystem with over 2500 partners
- Customers in over 30 countries