Managing Content Centric Business Processes and Gaining Control

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Global Market Forces are Impacting Everyone

**Access to Capital & Credit Crunch**
- Consolidation
- Operational efficiency
- Agility

**Excess of Information**
- Single source of truth
- Insight
- Just-in-time content
- Rapidly Growing Compliances

**Volatile Energy Costs**
- Operational efficiency
- Paperless drives value

**Emerging Markets Global Competition**
- Leapfrog technology
- In “the cloud”
- Operational flexibility

**New Customer Demands**
- Speed and agility
- Customization
Organizations Want Agility for Better Outcomes

**Reduce Costs**
- Automate manual processes
- Reduce complexity
- Reduce the cost of change
- Reduce errors and exceptions
- Minimize cost of legal and regulatory compliance

**Increase Flexibility**
- Reduce process cycle times
- Implement faster change
- React quickly to threats and opportunities
- Reduce risk and respond rapidly to changing regulatory and legal requirements

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

IBM ECM

Product Guiding Principles

Pervasive and Persuasive User Experience
Access, collaborate, and influence business decisions in new ways, surfacing content in context to support decision-making.

Business Agility
Provide the right information to the right constituents at the right time in the right context to enable better decisions faster.

Compliant Information Management
Automate & enforce compliance lifecycle policies with content collection and archiving, advanced classification, records management and eDiscovery search and analytics.

Trusted Content Intelligence
Discover new business insight from content and deliver it to processes, applications, and BI tools, powering better business decisions.

Active Content
Deliver information that is unified, accurate and in context with critical business processes and policy management.

Content Anywhere
Manage content anywhere without requiring content migration.
Integrated Enterprise Platform

Agile ECM Framework

Business Process Management Services
- Modeling & Simulation
- Business Activity Monitoring
- Content Centric Processing
- Industry Models & Rules
- Process Choreography

Compliance & Discovery Services
- Rights Management
- Legal Holds
- File Plan
- Content Collection
- Archiving

Enterprise Content Services
- Content Analytics
- Classification
- Capture
- Search
- Security
- Forms
- Reports
- Documents
- Digital Assets
- Images
- Web Content

Federation & Integration Services
WHERE??

*The Use Cases*
Employee Lifecycle Management

- Recruit
- Hire
- Orientation
- Review
- Training & Certification
- Status Change
- Rehire
- Retire

Indicates areas where business process management can significantly reduce costs and improve efficiency

* Includes employment agencies, insurance providers, medical providers, government agencies, unions, etc.

** Includes IT, ERP, human resources, payroll and any legacy systems that may maintain employee data
Accounts Payable / Invoice Processing

- Improve control over expenses and receivables
- Streamline invoicing and payment validation
- Reduce or eliminate manual data entry and associated errors
- Accommodate increased workload without increased staffing
- Eliminate write-offs due to lost invoices
- Improve response time to customers and trading partners
- Cost effective compliance with government regulations
- Reduce physical document storage costs

**Before**

- Vendors Submit Invoices to Customer
- Mail Clerk Sorts Invoices
- Invoices Routed To Processors
- Invoices Prepared For Processing
- Processor Reviews Invoices for Accuracy
- Route Invoices to Approvers
- Invoices Approved for Payment
- Invoices Returned to Processor
- Payments Processed Based on Terms
- Payments Sent To Vendors
- Payment Documents Routed for Filing
- Documents Filed
- Documents Available for Search & Retrieval

Average Invoice Receipt-to-Pay Cycle Time: 2 – 8 weeks

**After**

- Vendor Submits Invoice
- Mail Clerk Scans Invoices
- Invoices Online
- Index Invoices Online
- Invoices Automatically Routed
- Processor Reviews Invoices Online
- Discrepancies Routed Automatically
- Approver Authorizes Invoices Online
- Invoices Auto. Posted to ERP
- Send Payments To Vendor
- Vendor Accesses Portal For Inquiries

Average Invoice Receipt-to-Pay Cycle Time: 1 – 5 days!
Single View of the Customer

Provide a centralized point for managing and securely accessing all relevant customer information regardless of source or format.
Collaborative Project Management

- **Initiation**
- **Planning & Design**
- **Execution**
- **Monitor & Control**
- **Close**

**IBM ECM**
- Budget
- Schedules
- Resources
- Deliverables
- Communications
- Metrics & measurement
- Standards & regulations

**Participants:** accountant, analyst, architect, consultant, contractor, designer, editor, engineer, inspector, legal, marketing, supplier...
Electronic Billing Archiving & Presentment

- **Paper Billing Process**
  - Continued costs of paper resources and negative environmental impact
  - Additional handling and processing costs
  - Increasing cost of post or courier distribution
  - Frequent loss or misplacement of bills

- **Electronic Billing Process**
  - Minimum environmental impact
  - Eliminate handling, processing and distribution costs
  - Convenience - deliver by email, web or cell phone
  - Facilitate online bill payment
  - 24x7 online access to billing statements and account information
  - Eliminate lost bills and reduce late bill payments
  - CSR’s can instantly retrieve customer billing statements leading to faster inquiry resolution
  - Include in billing statements custom marketing offers that are based upon customer profiles
# Manage All Documents Related to Facilities & Assets

<table>
<thead>
<tr>
<th>Plan</th>
<th>Evaluate</th>
<th>Procure</th>
<th>Operate</th>
<th>Maintain</th>
<th>Dispose</th>
</tr>
</thead>
<tbody>
<tr>
<td>market analysis, business plan, cost-benefit, budget</td>
<td>RFx, presentation, proposal, technical spec, bid evaluation</td>
<td>contract, lease agreement, purchase order, invoice</td>
<td>safety procedure, operation manual, license</td>
<td>technical docs, service bulletin, repair record, invoice</td>
<td>regulations, hazardous procedure, disposal record</td>
</tr>
</tbody>
</table>

**Mobile workforce readiness, etc.**
- Planning & scheduling activities
- Service level management
- Facilities management
- Field service & repair
- Audits & inspections
- Asset database
- Work activities
- Spare parts
- Reporting
- Inventory

**ECM, ERP, GIS, SCADA integration**

**IBM ECM**

**IBM Maximo**

**LOB**

**ERP**
Content & Processes Associated with ERP Transactions

**SAP modules & content types**
- **AM**: Technical Docs, Certifications, Inspections, Operations, Warranty
- **EH&S**: Certifications, Regulations, Procedures, Policies, MSDS
- **FI**: Balance sheets, GL reports, Invoices, Budgets, Checks
- **HR**: Resumes, Reviews, Licenses, Training, Photos
- **PLM**: Schedules, Suppliers, Orders, BOM, CAD
- **SCM**: Catalogues, Contracts, Invoices, Quotes, POs
- **Portal**: associate documents & transactions, best of breed process management, archive & retrieve SAP-generated documents, data & reports

**IBM ECM**: best of breed process management
Content Collector Overview
Modular and Extensible ... Powered by Unique Task Routing

Source Connectors
- MESSAGING / EMAIL
  - Microsoft Exchange / PST
  - Lotus Domino / NSF
  - Lotus iNotes / LotusLive
  - Instant Messaging (3rd Party)
- FILE SYSTEMS
  - Microsoft File System
  - Desktops (via Tivoli CDP)
  - Data ONTAP (NetApp / IBM N series)
  - Other File Systems
- OTHER
  - Optim Archive Files
  - SAP Archive File
  - Microsoft SharePoint
  - Lotus Quickr
  - IBM Content Integrator
  - CMIS
  - Tivoli Storage Manager
- CUSTOM SOURCES
  - API Support with SDK

Task Connectors
- INTERNAL TASKS
  - Copy / Move / Delete / Stub
  - De-Duplication
  - Rules-Based Classification
- EXTERNAL TASKS
  - Records Declaration
  - Advanced Context Classification
  - Rendering (3rd Party)
- CUSTOM TASKS
  - API Support / Partner Apps
  - Meta Data Enhancement / Cleansing
  - Encryption
  - System Lookups
  - ILOG Rules Engine (or 3rd Party)
  - Policy Management

Powered by Unique Task Routing

Target Connectors
- IBM NATIVE
  - FileNet P8
  - CM8
  - FileNet Image Services
  - Tivoli Storage Manager
- CUSTOM / OTHER
  - Microsoft File System

* SAP available as specialized connector
** Lotus Quickr connector available today with ECM services
Enterprise Compliance Vision
Integrated Agile ECM Platform for Compliant Information Management
A Common Model for Management of Data, Paper and Content

Data Archiving
SAP Archiving
Paper Conversion
Content Collection
- Email, Messages and Attachments
- Documents from File Systems, SharePoint, Desktops, etc
- Reports and Computer Generated Output

Audited Repository of Record
Manages Lifecycle Securely
Digital Assets Pervade Organizations

**Source**
- Customer service
- Design
- Education
- Facilities
- Human resources
- Manufacturing
- Research & development
- Security & surveillance
- Suppliers
- Video conference
- Video production

**Process**
- Capture
- Collaborate
- Distribute
- Edit
- Index
- Search
- Transcode

**Use**
- Advertising
- Commerce
- Compliance
- Customer service
- Education
- Marketing
- Podcast
- Portal
- Webcast

IBM ECM
ANCEPT MEDIA SERVER
Where We See Challenges in Insurance Companies

- Claims Processing
- Onboarding/Enrollment
- Underwriting
- Cross selling - organic growth
- Customer retention
- Fraud Detection
- Product Agility
- Risk Management - Modeling, Information Mastery
- Silo elimination - Integrating Processes, Acquired Companies and Products
- Compliance - SOX, HIPAA, Solvency II
- Legacy systems upgrades or modernization

**IT Spend is 3-5% of Revenues**

$150B IT Spend Globally
Where we bring proven ROI solutions to your operations
How??

The Technology
**What is “Business Process Management”?**

**Workflow** defines and executes business processes, automates tasks and provides audit trail information.

**BPM** extends workflow by managing the lifecycle of processes through analytics and simulation and provides orchestration between disparate workflow processes.

**Case** is the logical grouping of all information relating to a single business transaction.
FileNet Business Process Manager

- Agile ECM Framework (including mashups and widgets)
  - Web 2.0 dynamic content for contextual collaboration and composite application

- Business Process Framework
  - Configure case management and process applications

- eForms Designer
  - Design intelligent, high-fidelity XML or pure HTML forms

- eForms
  - Leverage intelligent, high-fidelity electronic forms for human steps in processes

- IBM Cognos® Now! Limited Edition
  - Use real-time process monitoring dashboards to display and manage key performance indicators

- Process Designer
  - Provide two design modes for business and IT users with XML Process Definition Language (XPDL) support

- Process Analyzer
  - Implement OLAP-based process analytics and reporting

- Process Monitor
  - Provide preconfigured process performance metrics for use with IBM Cognos Now! Limited Edition software

- Visio Connector
  - Import business process modeling notation (BPMN) designs created in Microsoft® Visio software into Process Designer

- Process Engine
  - Execute event-driven processes across the enterprise

- Process Tracker
  - View work-in-progress processes, manage participants and modify associated content

- Process Simulator
  - Define and run simulation scenarios to identify and optimize processes

- Content Engine
  - Integrate process execution and a content repository for active content
Management Information

Real Time Dashboards

Bespoke views Executive Operational Users

Process Flows

Classify

STP

Exception

Ad Hoc

Automation Analysis Optimisation

Compliance / Audit / Risk

Channel

Visibility

Bespoke views Executive Operational Users

Real Time Dashboards

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Channel
IBM FileNet P8 – Activates Information

• “Active Content” is FileNet P8’s native capability to recognise content-related events and initiate automated responses
  - Changes to content metadata
  - New versions of content
  - Addition or deletion of content
• “Active Content” removes queuing in business processes
Process Analyzer for Business Processes

- **Processes**
  - Workflows
  - Queues
  - Steps
  - Users

- **Reporting Cubes**
  - Workload
  - Workflow processing time
  - Queue load
  - Work item processing time
  - WIP

**Add user defined dimensions & measures**

**Define data** (add or limit data sources)

**Filter data** (limit dimension members)

**Modify chart appearance** (Excel feature)

**Drill-down**

**Keep or refresh data** (Excel feature)
Process Modeling and Simulation

Iterative and continuous improvement

Design processes in MS Visio
Designed process – Document and Diagram Mode

Map objects & import into Process Designer

Design

Refine

Simulate

- Model “what if” scenarios
- Simulate to
- Assess risk mitigation
- Make investment decisions
- Calculate value of improvements
From Process to Performance Management

- Sense
  - Legacy Apps
  - External
  - Internal
  - BPM
  - Events/metrics

- Dashboard
  - Drill Down
  - Analysis

- Escalate
  - Visual Alert
  - Launch Process
  - Send e-Mail
  - Send Page
  - Send SMS
  - Invoke Web Service
Alerts & Events

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<th>Subject</th>
<th>Importance</th>
<th>Alert Activated</th>
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<tbody>
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<td>PHONES Yield Drop at 2004-01-25 03:2...</td>
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Yield Six Hour - Phones

Yield Trends | Yield One Week - Phones | Weekly Yields

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<th>WEEKNO</th>
<th>YIELD_6HOUR</th>
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<td>87.00</td>
<td>78.27</td>
<td>78.27</td>
<td>78.27</td>
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</table>
Real-time updates

BPM Analytic Data with thresholds
Who?

The Customers
Facts
• Australia’s first and oldest bank – est. 1817
• Employs 27,000 in Australia and New Zealand (Sept 30 2006)
• Global assets of $300 million (Sept 30 2006)
• TULO – Transactions & Unsecured Lending Operations

Business Challenges
• Tedious and time consuming paper-work processing
• Replace existing business system & improving business strategy
• Enhance customer service
• Streamline end-to-end business processes
• Limited end-view of business processes
• Inability to balance workloads

Solution
• FileNet Business Process Manager, Content Manager,
• Business Process Framework, Professional Services,
• EAI via MQ to mainframe

Results
• Pronto development and deployment
• Uniting front and backend application providing a common platform
• Work delivery across multiple channels – full visibility, tracking
• Automation of once manual work request
• Reduction of data storage requirements
• Workload balancing through defined rules

Pronto – Enhanced Workflow System powered by FileNet P8

Pronto captures work normally sent by mail, email or fax and electronically delivers this to the teams for loading & processing. Teams at TULO use dual screen PC’s.
Thank You