



IBM FORUM 06

Results through Innovation



Business process choreography

The process of managing your processes

what makes you *
special?



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Ken Matheson

IT Architect
IBM Software

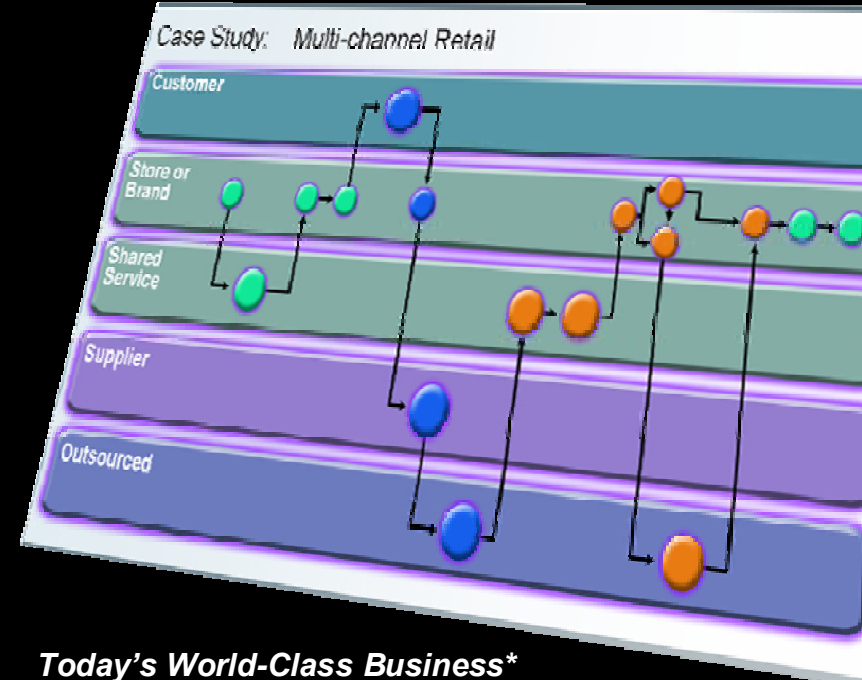
what makes you *
special?

Why SOA for business flexibility and reuse?

What SOA does for business

- Rapid response to changing business conditions
- Monitoring of business processes for optimization
- Allows business processes to be reconfigured quickly and easily
- Protects investments in existing IT systems
- Enables monitoring to capture effectiveness
- Allow reuse to protect investments

*Traditional Business**



*Today's World-Class Business**

*Sources: CBDi



The basics: What is SOA?

... a service?

A **repeatable business task** – e.g.,
check customer credit;
open new account



... **service oriented architecture (SOA)?**

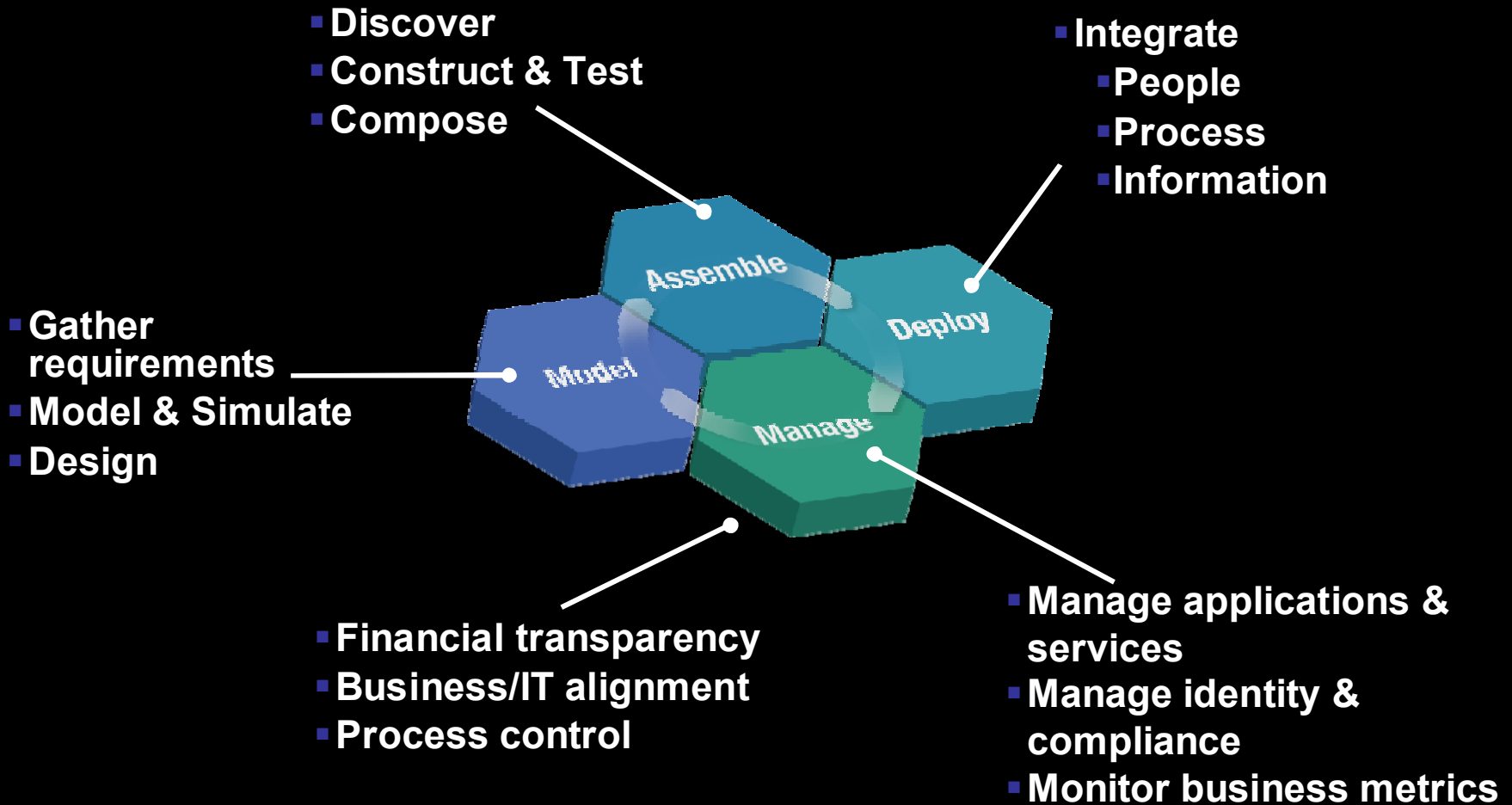
An **IT architectural style** that supports
integrating your
business as linked
services

Gartner

"SOA impacts every aspect of IT and business."



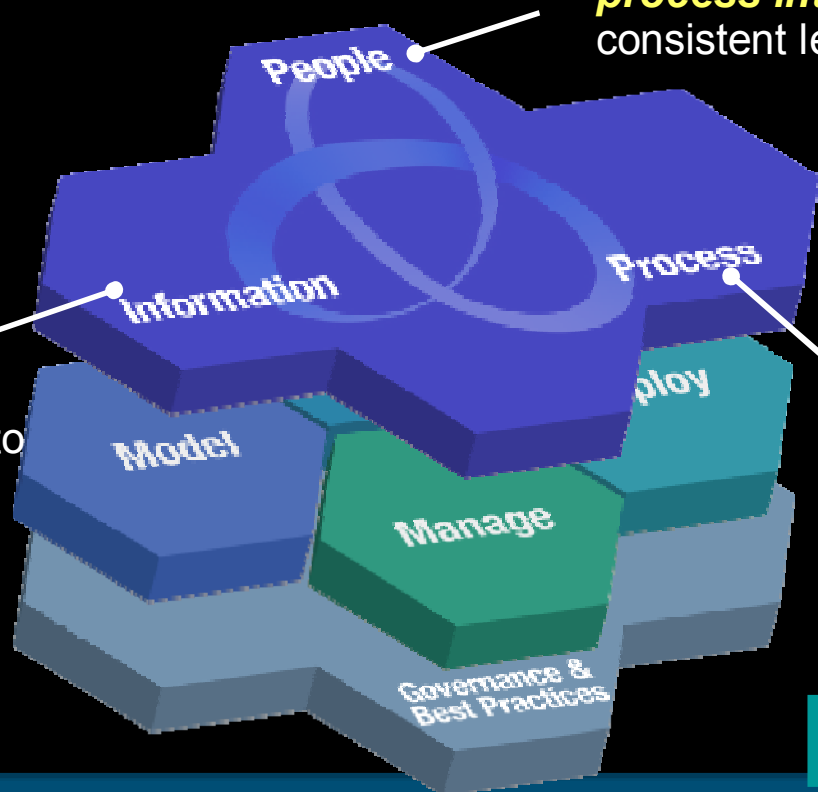
The SOA Lifecycle



IBM's View of SOA: Business Centric

Built on SOA Lifecycle

- Enable **human and process interaction** with consistent levels of service



- Deliver trusted information in **business context** to enable innovation

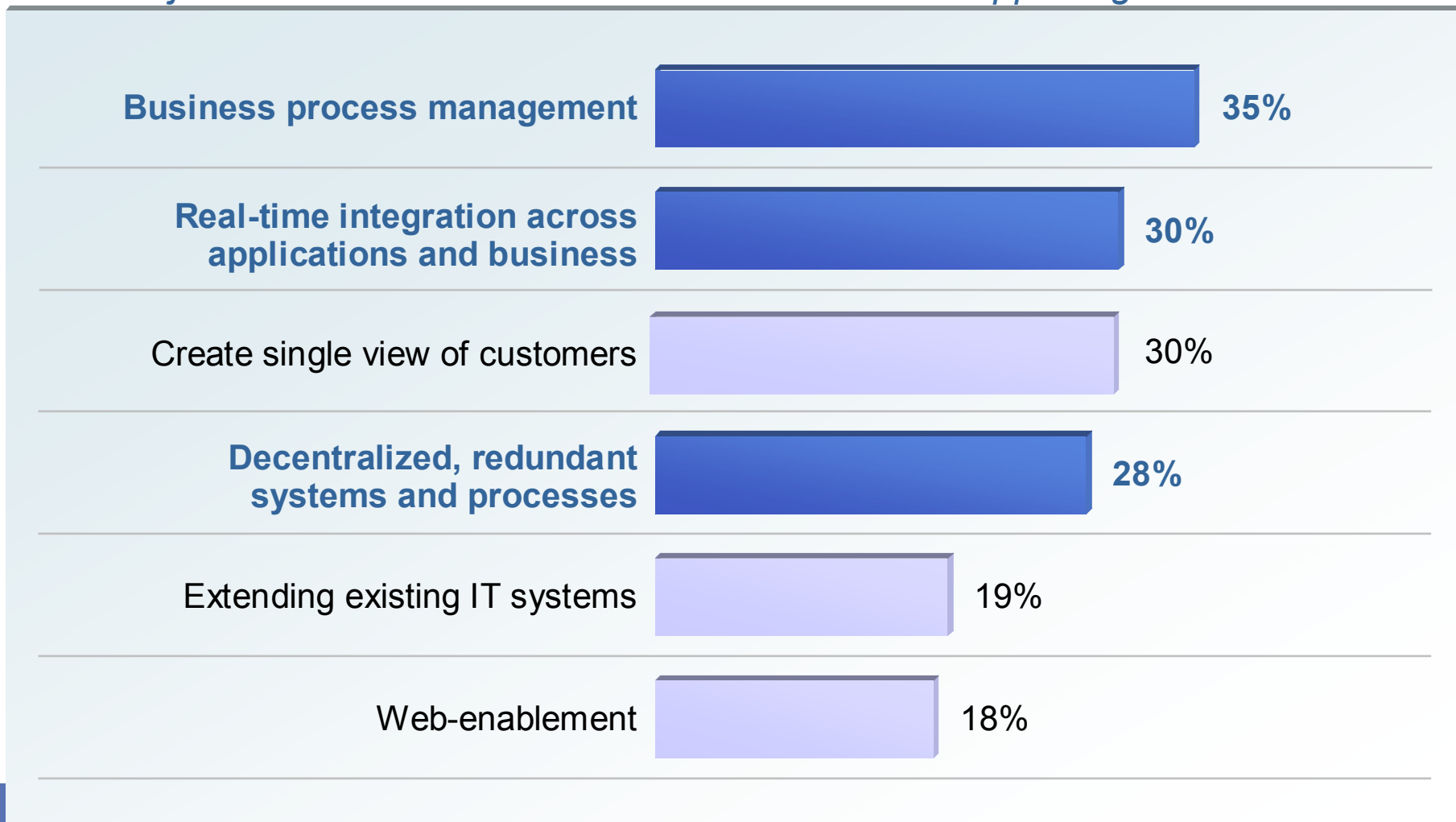
- Achieve greater efficiency and effectiveness with **business model innovation**

A recent study of over 500 customers showed SOA starting points of people, process, information or a combination of all three



Customers are Adopting SOA to Solve Business Problems

SOA Projects Continue to Focus on the Business and Supporting Processes



Process Centric Approach - Greater Value through SOA Business Process Management for Continuous Innovation

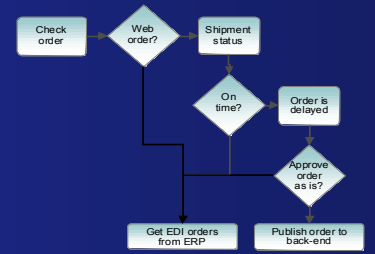
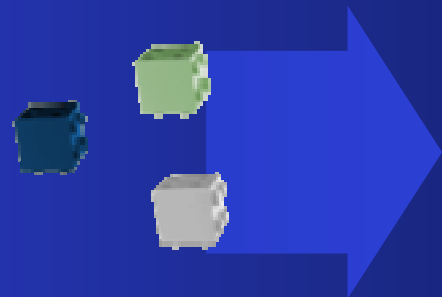


Value

Innovative business models deployed quickly with flexible and optimized processes.
Measure performance to drive improvement.

Why SOA?

Modeled processes, converted into services, are re-used, connected and re-deployed more flexibly and quickly with SOA



“SOA, done right, enables the creation of a common language shared by IT and the broader business stakeholder community..”

- Neil Ward-Dutton



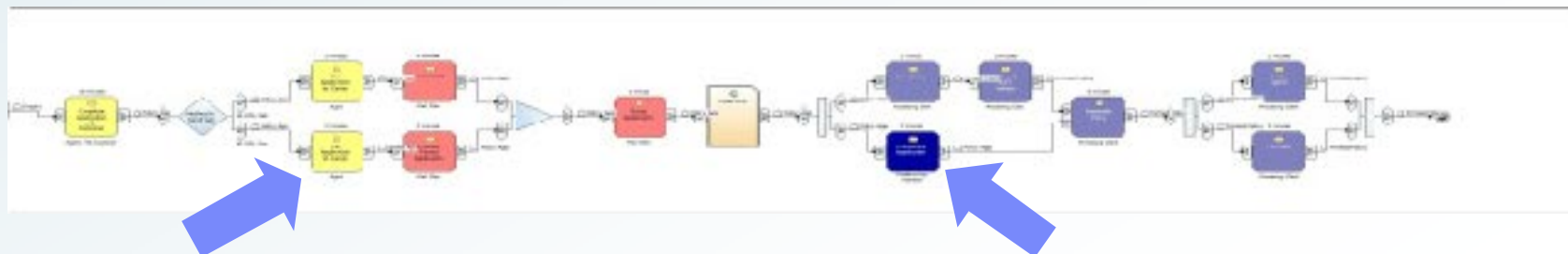
Best Practice

Capture and Modify Your Business Processes to Drive Improvement

**67% of reengineering projects produced marginal or failed results.
Because their impact was not known prior to execution**

Omar Sawy, Redesigning Enterprise Processes for e-business

- Identify the core processes that differentiate your business
 - Import your existing process documentation, or
 - Create a new process model
- Through simulation, Identify the tasks that impact your process performance the most
- Modify your process model to create “To-be” scenarios



Best Practice *(continued)*

Capture and Modify Your Business Processes to Drive Improvement

- **Publish model for collaboration with the process team**
 - Enable participation in reviews and modifications
- **Run simulation again to calculate value of improvements**
 - Compare and analyze Results

Current State – Times & Costs

Case Analysis with Unlimited Resources

Probability	Average Process Time (min:sec)	Average Cost	Case	Case Description
32.91%	10:11	\$5.40	1	Direct mail, Complex
32.10%	3:11	\$1.67	2	Direct Mail, Simple
15.01%	14:11	\$7.56	3	Telemarketing
15.20%	3:21	\$1.77	4	Email, Complex
4.78%	11:11	\$5.93	5	Email, Simple

Future State – Times & Costs

Case Analysis with Unlimited Resources

Probability	Average Process Time (min:sec)	Average Cost
35.57%	8:16	\$4.38
33.03%	1:51	\$0.96
13.51%	7:51	\$4.16
14.50%	1:54	\$0.96
2.39%	8:16	\$4.38

Lower processing time and costs

Real Time Visibility Into Business Performance

Monitor your business

View performance and modify dashboards in real time

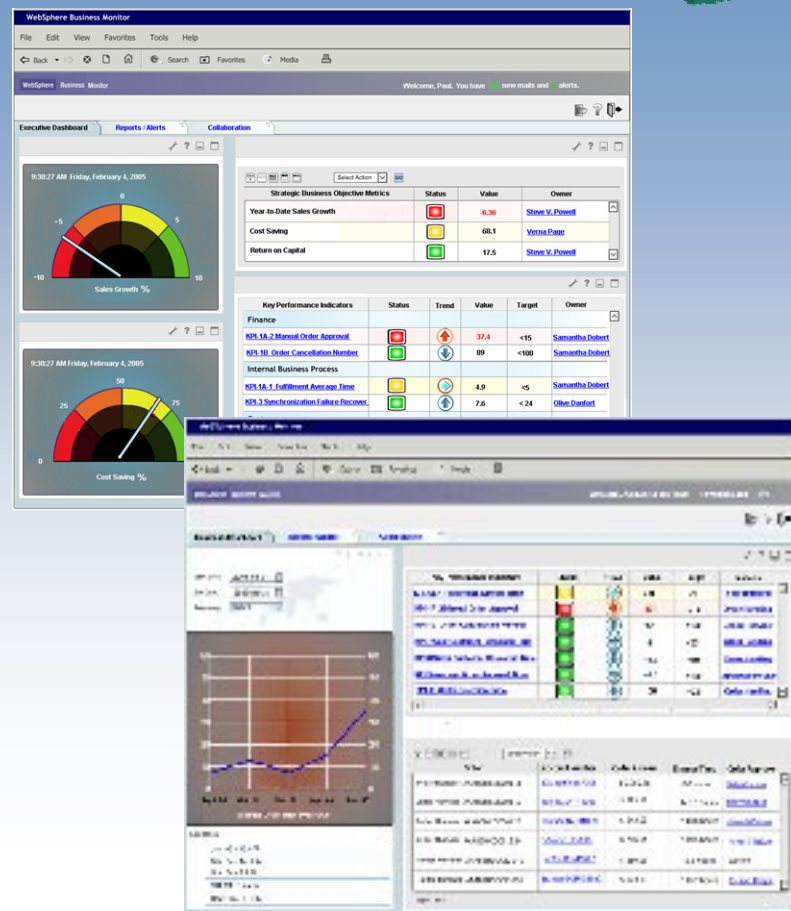
Intervention of in-flight processes

Support continuous process improvement



View Performance And Modify Dashboards In Real Time

- Scorecard view implemented through Key Performance Indicators
- Track and modify business process flows
 - Eliminate redundancies or inefficiencies
 - Identify bottlenecks – balance workloads
 - Reduce latencies
- View information the way you want to see it
 - Management dashboards and reporting capabilities,
 - trending information
 - Tools to customize or define new dashboards
- Monitor different perspectives of business process metrics
 - Cost, time, resources



Intervention Of In-Flight Processes

- Set triggers, notifications and responses to monitor
 - The business analyst has control over the hotspots that require focus
- Alerts received from the monitor server allows for execution of appropriate actions
 - Ability to intervene and change the course of your business based on events and trends as they emerge
 - ✓ Redirect workload
 - ✓ Change process flows based on real needs
 - Corrective actions can automatically be invoked based on pre-defined alert triggers



Support Continuous Process Improvements

- Keep ahead of the competition
 - Respond quicker and make proactive changes to processes dynamically
- Business Innovation and Optimization
 - Improve your business through insight and informed decision making
- Closed-loop monitoring of your business's overall performance
 - Mitigate risks with relevant real-time data
 - Validation of business models
 - Make modifications based upon data sent back to the WebSphere Business Modeler



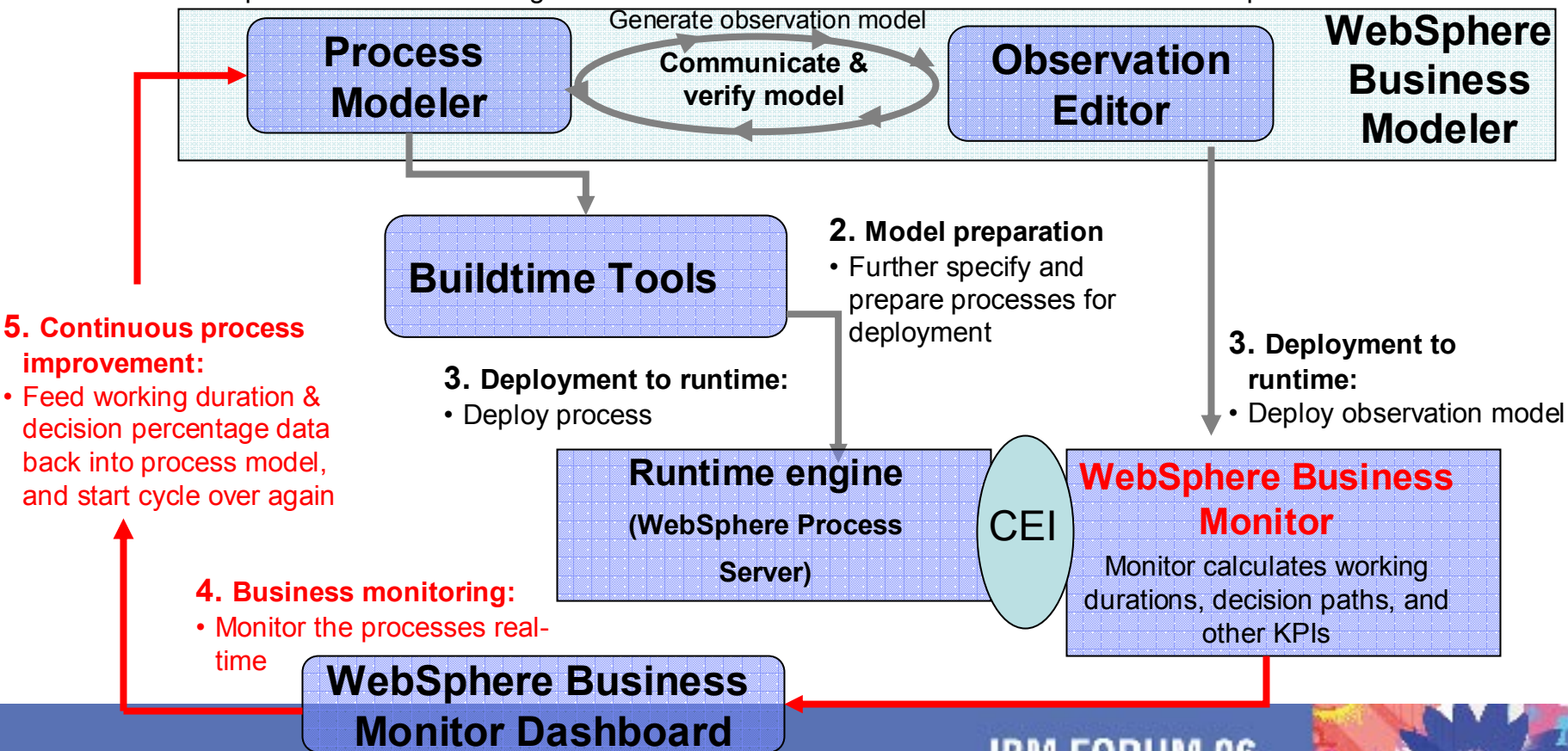
Modeler to Monitor to Modeler

1. Process modeling:

- Build and refine process model
- Simulate what if conditions
- Select processes for monitoring

2. Observation modeling:

- Define metrics, KPIs, events
- Create metrics for capturing working duration and decision paths



2. Model preparation

- Further specify and prepare processes for deployment

3. Deployment to runtime:

- Deploy process

3. Deployment to runtime:

- Deploy observation model

4. Business monitoring:

- Monitor the processes real-time

5. Continuous process improvement:

- Feed working duration & decision percentage data back into process model, and start cycle over again

BPM Methodology is Executed with IBM's SOA Lifecycle

WebSphere Integration Developer

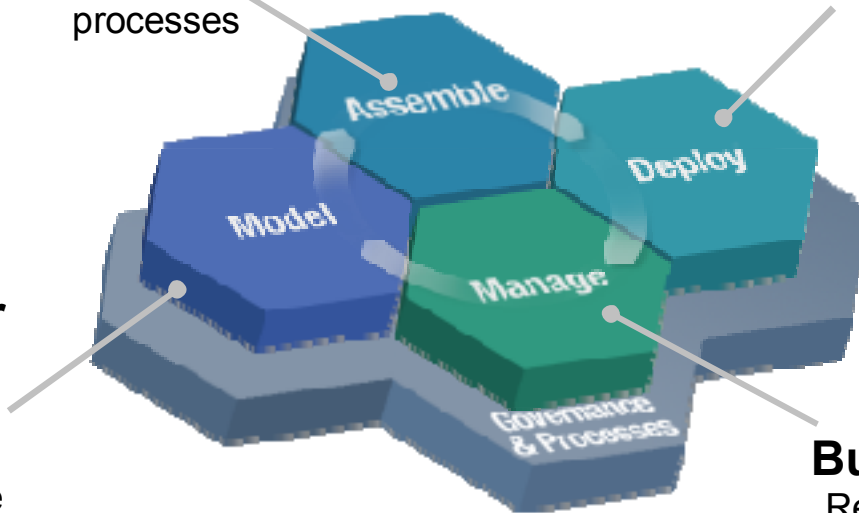
Assemble existing and new assets to execute and manage business processes

WebSphere Process Server

Deployment of models, policies and assemblies to realize business intent

WebSphere Business Modeler

Capture, simulate, analyze, and optimize business models to reduce risk and increase flexibility



WebSphere Business Monitor

Real-time visibility and analysis of business information for timely and coordinated action





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Thank You

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