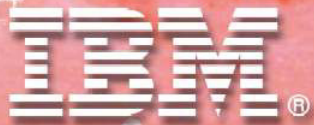




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Results through Innovation



Business process innovation using Enterprise Business Process Management

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special?



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Agenda

1. Why Enterprise Business Process Management?
2. Horses for Courses
3. Challenges in Content Rich Environments
4. Workflow vs BPM?
5. Process Transformation
6. Process Innovation
7. Technology Choices
8. Q&A





Why EBPM?

- Manage Cross Functional Business Processes
- Productivity and cost reduction
- Control and Visibility
- Enable effective Business Processing Outsourcing
- Business Transformation
- Enterprise Agility





Horses for Courses...

Integration Intensive	People Intensive	Decision Intensive	Document Intensive
- Strong Focus on automating processes that integrate systems and applications with limited human interaction	- Strong focus on automating people intensive activities like servicing customers, managing sales, supporting field force workers	- Strong focus on processes that require employees to make business critical decisions based on business rules	- Strong focus on processes that involve extensive use of scanned images for back office processes

Example Processes

- Order Fulfilment, supply chain integration, straight through processing involving database and applications	- Order to cash, employee on-boarding, non-paper based claims processing	- Lending Origination, underwriting, inventory management	- Paper based claims processing, accounts payable, contract management
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Required Features

- Integration tools, transaction management, process modeling, strong SOA support, Development tools	- Task list/workflow portal, Strong UI, Organisational management, integration with packaged apps – e.g. ERP	- Business Rules Engine (integrated on 3 rd party), tools for analysing business data captured from the processes	- Robust native support for document imaging, document management and records management, task list/portal for workflow, event management for changes to documents
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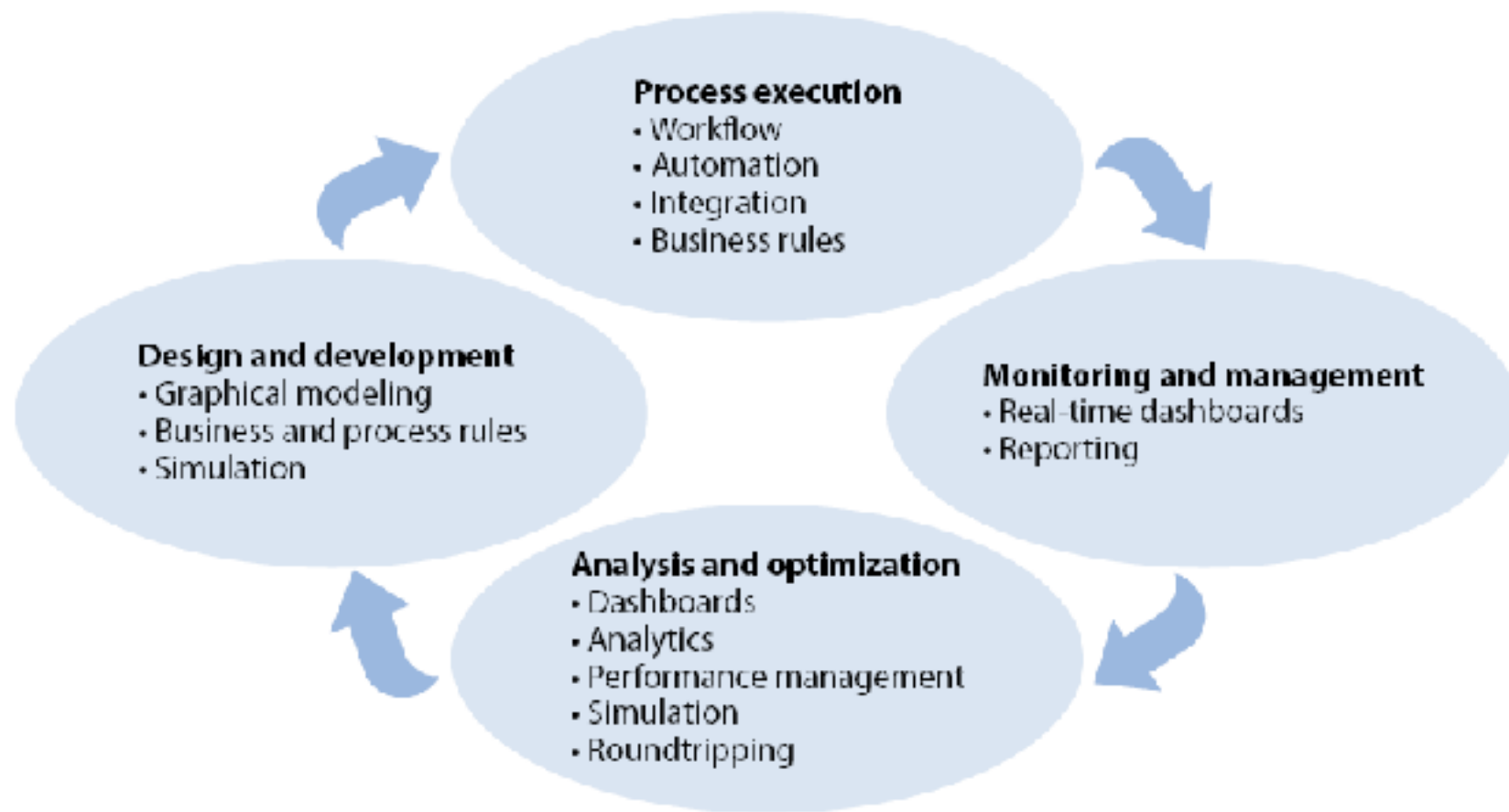
Challenges - Content Rich Environments

- Process integration without content integration will not realise the desired benefits
- Paper is not going away anytime soon
- Even simple processes can require complex content
- Support for “Active Content” is essential
 - Process events triggering content actions
 - Content changes (or state changes) triggering process actions





Workflow vs BPM





Process Transformation

- Insurance Underwriting
 - Paper based
 - Long cycle times
 - Complex decisions required
- Insurance Claims
 - Paper based
 - High volume of low value claims
 - Significant Customer satisfaction driver
- Lending Originations
 - Large amount of semi-related data
 - Highly Competitive landscape
 - Traditionally high cost to process





Process Innovation

- Insurance Underwriting
 - eForms & Straight Through Processing
 - Real time notifications & Self Service
 - Significant opportunity to create distribution channel value
- Insurance Claims
 - Intermediary self service
 - Zero touch, Straight Through Processing
 - Defined and committed customer SLAs
- Lending Originations
 - eForms, real time approval (conditional)
 - Leverage related content to create greater business value
 - Reduced costs





Technology Choices

- WebSphere Process Server
 - BPEL 2 standards based solution
 - Includes rules engine and human task management
 - Best suited to integration intensive process management
 - Can be integrated with:
 - Workplace forms for eForms capability
 - DB2 Content Manager for
- FileNet
 - Undisputed leader in content intensive process integration
 - Ideally suited to traditional paper based processes
 - Seamless content and process integration
 - Tightly integrated eForms
 - IBM acquisition will add integration and collaboration



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Questions??

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Thank You

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