Impact business performance with the processes that define it.
Business process management: Seize opportunity through the power of change

Rising costs, global competition, exploding information, lack of available resources—these are just a few of the hurdles organizations face in today’s business landscape. And in this challenging climate, opportunities and threats come and go faster than ever before. In order to survive, businesses must find ways to work smarter, optimizing costs while attaining higher levels of agility. To maximize your chances for success, you need the ability to continually optimize, streamline and align business processes to meet changing business needs for greater performance and to gain a competitive advantage. Business process management (BPM) from IBM can help.

The right solution allows you to manage, monitor and optimize business processes. This translates into quickly capitalizing on new opportunities, optimizing costs and driving sustainable performance for your organization. Often, it’s the business processes themselves that help create a competitive advantage. To leverage this, you need to bridge the gap between business and IT with a common framework designed to help people collaborate around business processes, enabling faster, smarter business decisions and the ability to implement changes more rapidly, efficiently and effectively.
The IBM BPM Suite can help you realize the full potential of your business processes with a comprehensive offering for continuous process improvement that includes:

- Graphical process modeling tools.
- Process analysis and simulation.
- Capabilities to rapidly change and deploy processes.
- Realtime process monitoring.
- Role-based capabilities.

Understand common BPM adoption patterns
Based on IBM’s experience with more than 4,600 BPM engagements worldwide, we’ve consolidated our clients’ business needs into three distinct categories to better understand how organizations are leveraging BPM today. Individual business needs typically drive organizations toward one or more of the BPM adoption patterns shown below.

End-to-end process automation  ➤ Improve operating efficiency and reduce costs
Transform insight and action  ➤ Capitalize on opportunities and mitigate risk
Dynamic adaptation and response  ➤ Respond to change faster and easier

Business process management adoption patterns
It’s important to understand that these adoption patterns don’t necessarily occur in a linear, sequential fashion; each adoption pattern independently delivers a set of important and unique business values.
Process automation: Optimize costs and improve business performance

A natural starting point for many businesses interested in BPM, process automation is a relatively straightforward idea with a potentially profound impact on your company’s performance. Put simply, your business performance is defined by the processes that drive it. The cost of manually orchestrating every activity of an end-to-end process can be staggering. Worse, it can have a direct, negative impact on customer experience.

By automating processes, you transform manual, disjointed activities into streamlined, repeatable ones with consistent results, saving you time, optimizing costs to make the most of your investments, and allowing your organization to work smarter. You end up with streamlined manual tasks and accelerated overall efficiency, positively impacting quality, cycle times, resource allocation, compliance efforts, cost optimization and—perhaps most importantly—customer service.
IBM can address the spectrum of automation, from straight-through processing to solutions that integrate expert human skills. IBM process automation capabilities include:

- **Full process automation.** For jobs that can be entirely automated without any human interaction, the process is fully automated. This arrangement yields substantial and rapid ROI, eliminates labor and shortens cycle times.
- **Collaborative human workflow.** For jobs that require some level of human interaction, the process is controlled and automated by a process engine that routes process-relevant information, updates back-end systems and presents data to human users.
- **Exception/complex case handling.** For tasks that require further analysis, explicit personal approvals or physical work, full automation is available. But the system is designed to be flexible, allowing employees to intervene and circumvent processes if preferred.

**Enable consistency in compliance**

Given the staggering number of regulations, demanding service-level agreements and complex processes, inconsistency in process is no longer an option. Manual processes don’t just limit your ability to determine whether tasks are performed in the right sequence—they eliminate your ability to prove you’re in line with regulations or internal controls. IBM process automation helps ensure that processes are run consistently, making steps visible, measurable and auditable. Based on service-oriented architecture (SOA), IBM process automation combines the flexibility of loosely coupled open systems with the reliability of tightly coupled systems. The result is an agile infrastructure that offers the integrity to deliver seamless processes spanning disparate systems and legacy systems.
Achieve efficiency within integration

In today’s climate, it’s essential that you integrate employees, business partners and customers. But with differences in systems, applications and interfaces, that integration can be nearly impossible. This limits your ability to provide the right level of service to customers, and it takes away from your potential for profitable operation. With an IBM process automation solution, you potentially avoid hard coding a variety of complex integrations and gain flexibility, agility and optimize your costs. You also know that each step in the process is linked with the same inputs and outputs, helping to ensure consistent responses every time.

Benefit from the business results

To reap the significant benefits of process automation, there are several underlying IT requirements, including support of business process automation and monitoring, high-volume scenarios, mission-critical business processes and open standards. The IBM BPM solution combines process flows, manual tasks and enterprise service bus capabilities in a flexible SOA engine capable of orchestrating assets across applications, systems and people into highly optimized processes. It provides a consolidated view of business process content, enabling contextual collaboration in a security-rich, role-based environment.

Learn more about the benefits of process automation. Read “Driving strategic value with process automation.”
Insight into action: Gain the visibility you need to respond to rapid change

In a business environment characterized by rapid change, you need the visibility to elicit the best response to changes in the marketplace and the agility required to formulate that response in a timely manner. The challenge, of course, is creating differentiation from your competition. But key differentiators are not always limited to individual products or service offerings; they’re often closely intertwined with the business processes themselves. And without visibility into process performance, optimization of those processes becomes a guessing game.

The key to success is a clear and actionable view of all levels of your business processes. You need realtime visibility to mitigate risks and make the most of opportunities—while meeting and exceeding customer expectations and executing at the lowest cost possible.

“We have seen more change in the last 10 years than in the previous 90.”

— A. J. Scheepbouwer, CEO, KPN Telecom
Solutions from IBM can deliver clear, concise, actionable views into operational processes to your organization, extending and enhancing BPM by providing business users with new levels of insight that IBM BPM solutions can help you turn into action. The agility you gain enables you to better take advantage of potential opportunities and more easily overcome unexpected challenges, allowing you to work smarter and gain a competitive advantage. It also reduces the historical barriers to process change and optimization, integrating rich analytic tools and providing end users with:

- **Enhanced insight into business processes**, which enables organizations to fully realize the value of process insight and helps them act on it to make smarter business decisions.
- **Increased visibility into operations**, which delivers a clear, concise, realtime view into operational processes.
- **Improved ability to take action**, which helps business users take insight from those views and put it into action by optimizing processes.

**Leverage deeper process insight**

When you lack a clear view of business processes, you lack a clear view of business opportunities. But by monitoring business activity with an IBM BPM solution, you gain the ability to analyze data across processes and systems with a consolidated view of key performance indicators (KPIs) through customizable, role-based dashboards. KPIs and industry templates defined in IBM BPM solutions enable users to proactively monitor critical indicators.
Gain insight into process performance
With the right level of business intelligence, you extend insight into business processes to show the ultimate impact of process performance. IBM provides that level of intelligence, enabling you to compare past and current operational performance with established metrics. IBM BPM also includes extended offerings that can help you identify crucial business events occurring on disparate systems across the enterprise. With event volumes exploding at exponential rates, this effort can resemble the search for a needle in a global haystack. Business event processing empowers the business to gain the insight necessary to determine when an actionable business event, or pattern of events, from one or more disparate sources across the enterprise, has occurred and then coordinate the right response at the right time—whether the event or event pattern represents an opportunity or a threat.

Take quick, decisive action
Insight is vital, but it’s the action you take in response to that insight that’s key. And if taking action is the key, then the ability to take action quickly is what unlocks true business potential. The IBM BPM Suite works with a flexible, extensible business user interface to enable users to interact with business processes and collaborate across various media, from desktops to mobile devices and Web-based interfaces.

Learn more about transforming insight into action.
Read “Transforming insight into action with business process management.”
Dynamic adaptation and response: Increase business agility

In today’s world, business leaders universally agree on one thing: Change is inevitable. With businesses growing, becoming global and acquiring other companies, this change is leading to potential issues with IT. Companies are dealing with overlaps and duplications in systems. And legacy systems are making it difficult to document activities for compliance regulations.

In these times of constant change, you need a cohesive set of tools that enables you to harness the power of smarter technology, making you more agile and turning IT challenges into business opportunities. While traditional approaches to BPM can yield strong business results through speed and efficiencies, dynamic process management leverages the benefits of SOA to enable you to respond quickly and cost-effectively to change and rapidly evolving business needs, effectively unlocking the power of your own resources to optimize your total return on investment (ROI).
Core offerings in the IBM BPM Suite, including an end-to-end dynamic BPM foundational offering, allow you to harness the power of change by enabling you to optimize business processes, integrating with existing business applications and systems to provide:

- **Powerful simulation and rapid deployment capabilities**, enabling you to optimize processes and refine them over time.
- **End-to-end process insights that enable realtime process changes**, allowing you to foster closer collaboration between IT and your business strategy and objectives through increased process visibility, tracking and monitoring.
- **Rapid process change**, achieved through business service policy configurations rather than through application recording.

**Model, simulate and deploy business processes**

By modeling business processes in “current” state and “desired” state, you gain a better understanding of how you can optimize to increase performance. With an end-to-end dynamic BPM offering from IBM, sharable, reusable business services driven by business service policies enable organizations to define, manage and execute changes to business processes through configuration. End-to-end dynamic BPM from IBM helps you work with business service policies, enabling you to react to changing business needs, providing an ever-increasing ROI and facilitating modeling, visibility and monitoring.

**Monitor, predict and act on business processes**

To better understand how you can improve processes, you need to see them. End-to-end dynamic BPM from IBM gives you comprehensive monitoring and analysis tools, allowing you to better understand areas where you can improve processes, and helping you to visualize and evaluate KPIs. Using intuitive, customizable dashboards, you gain realtime insight into process performance. And multidimensional analytics help predict future performance. All so that when you’re ready to actually make the change, you can do so quickly and confidently.

**Help increase ROI and gain competitive advantage**

The key to optimizing ROI is making the most of what you have. End-to-end dynamic BPM from IBM does just that by using IT assets you already have in place and bringing them into a “dynamic environment.” An end-to-end dynamic BPM foundation from IBM can help you mitigate risk and avoid wasted time and money by ensuring that outcomes meet business objectives. Not only does this solution increase ROI, it also speeds it. A change that before may have taken months can now be completed in hours, enabling an almost immediate impact.

Learn more about end-to-end dynamic BPM from IBM. **Read “Optimizing your business for dynamic change.”**
When thinking about the benefits of BPM, think IBM

IBM is exceptionally positioned to deliver BPM for your organization. Whether your preferred business outcome involves small refinements or a complete overhaul of a process, IBM can support your goals, enabling you to incrementally execute on your ongoing business transformation and optimization efforts with confidence. And with IBM you’re fully supported by software, services, accelerators and deep industry knowledge, including a broad range of industry solution accelerators for insurance, healthcare, banking, government, retail, industrial, telecommunications and more.

As the current leader in BPM marketshare, IBM is recognized for marketplace-leading BPM offerings by numerous analyst firms. IBM provides a nearly unbeatable combination of best-in-class BPM and SOA products and services, as well as one of the largest ecosystems of BPM partners in the world. In fact, IBM has helped more than 4,600 customers in 30 countries improve their business processes—and those numbers expand every day.

For more information

To learn more about the IBM BPM Suite of offerings or to find out how your organization can benefit from BPM, contact your IBM sales representative or IBM Business Partner, or visit:

ibm.com/software/innovate