

IBM Software

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Discover. Interact. Optimize.



Yesterday's best in class... is no longer good enough



Workforce:
26% more productive
in a decade



Oil Recovery Factor:
Up 15 points since
1970s



Supplier Lead Time:
62% faster in 2 years



Dock to Stock:
50% faster in 2 years



IT Services:
25% faster in 2 years

Tomorrow's leaders must find new ways to grow

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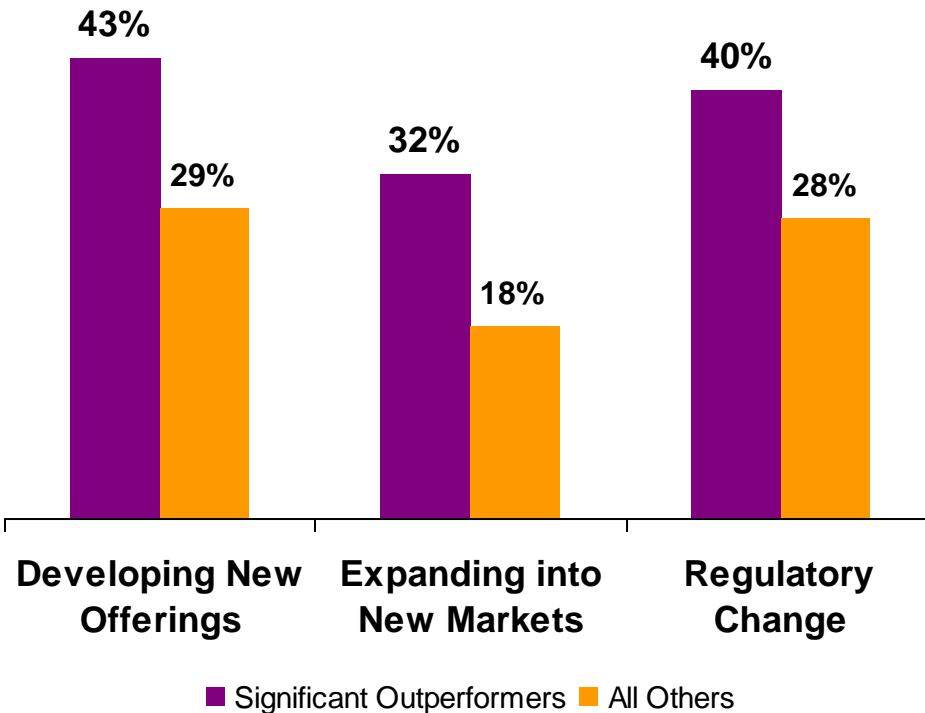
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Global business executives agree: Top performers focus on growth

Top performers focus on growth while others focus on stabilization...

...And are **3x** more likely to have work practices that are:



Dynamic:

- **2x** greater use of process automation and modeling

Collaborative:

- **3x** greater use of collaborative workspaces

Connected:

- **9x** greater use of SOA

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We are reaching a process inflection point

Dynamic change

Extensive and
inclusive business
networks

Ad-hoc, dynamic
tasks

Social and contextual
capabilities

Business and IT
convergence

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Process is everywhere

Account
Opening



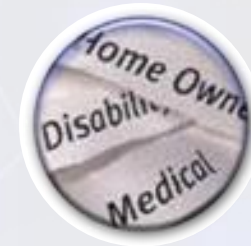
Campaign
Management



Vendor On-
boarding



Claims
Processing



Order
Fulfillment



Customer
Problem Handling



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We must focus on process improvement

To fuel new growth while managing costs organizations must leverage...

- Greater business understanding and measurement
- Rich, integrated information, transactions, and decisions
- Flexibility-enabling technologies

to increase awareness and control over their business processes for

Greater Business Agility



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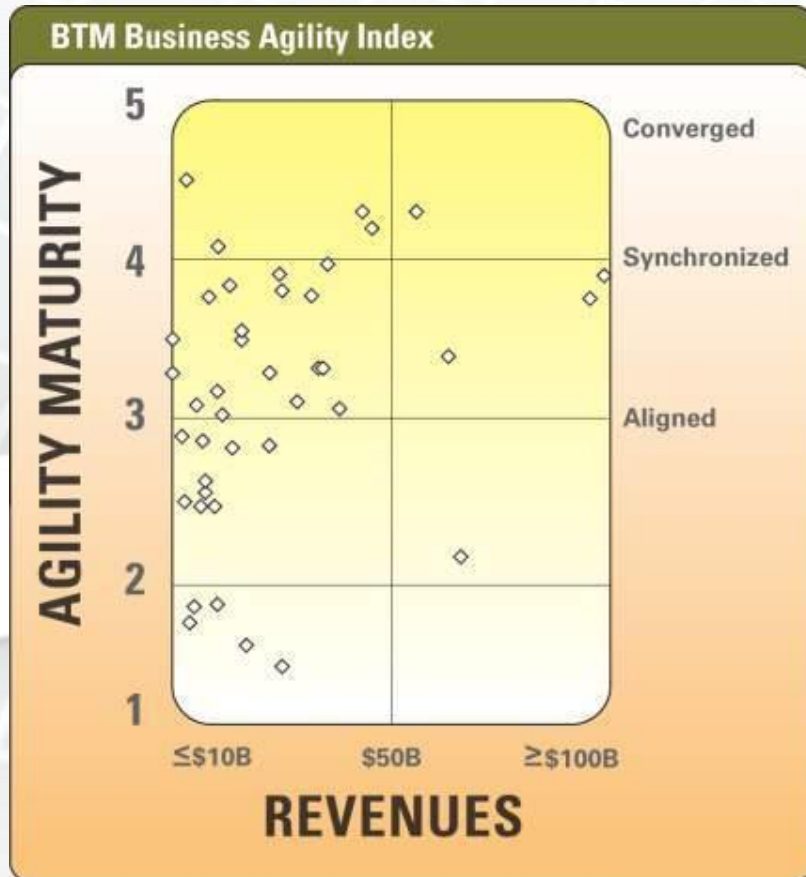
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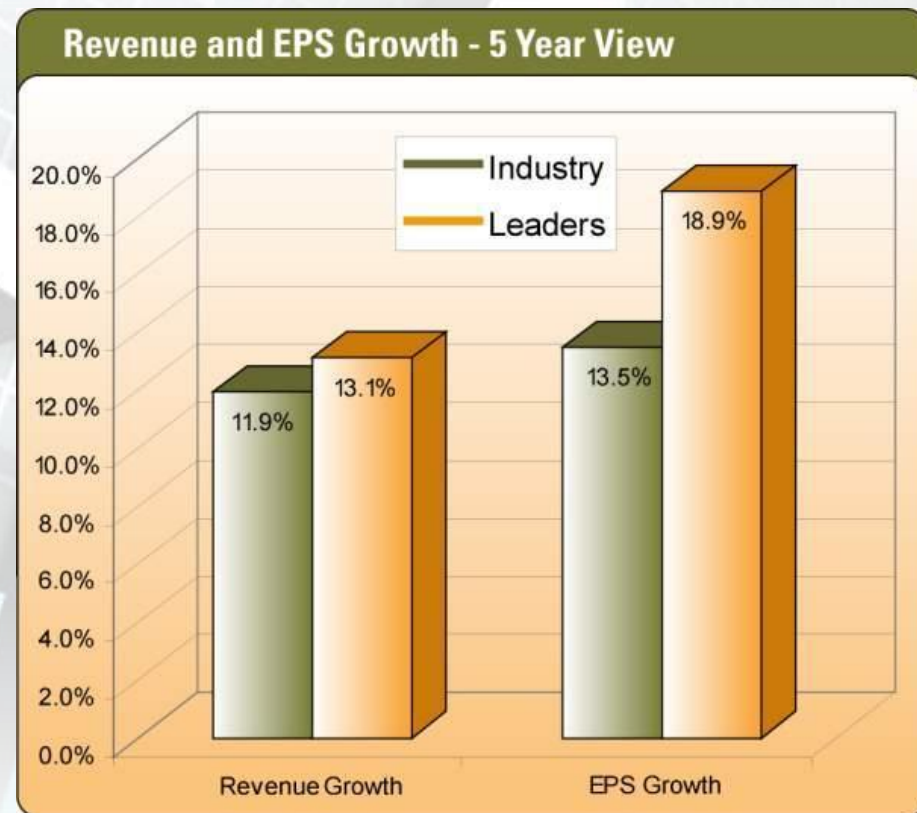


Business Agility is More Than Words

Business Agility Index



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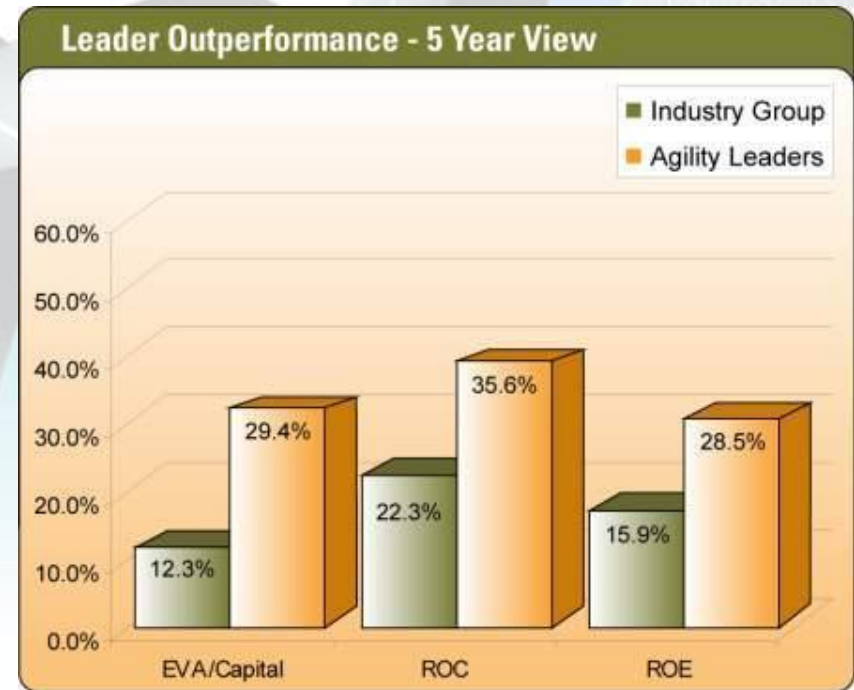
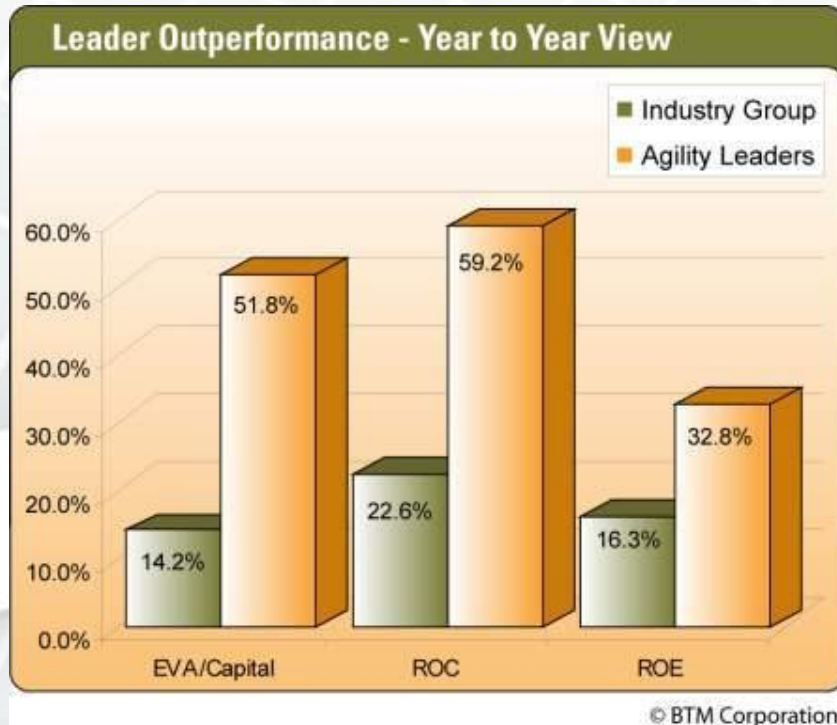
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Agility Leaders Outperform



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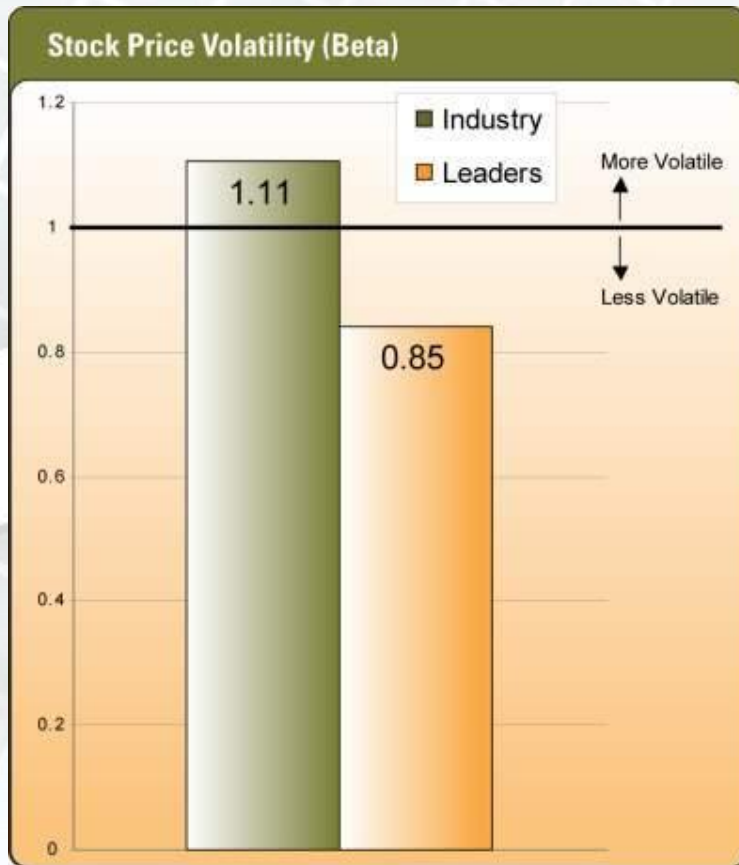
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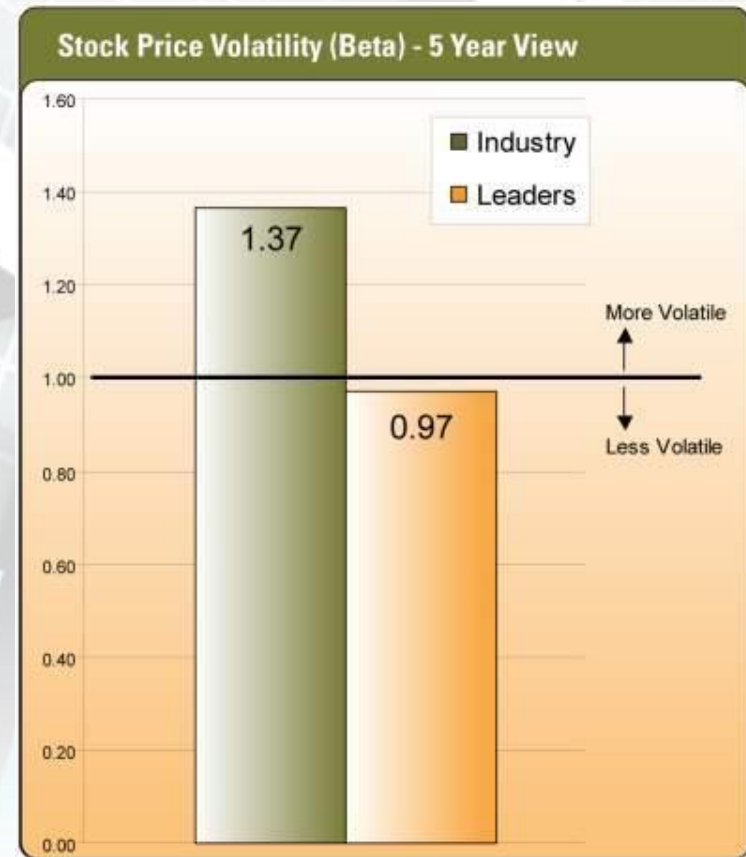


More Consistent Returns

Stock Price Volatility (Beta)



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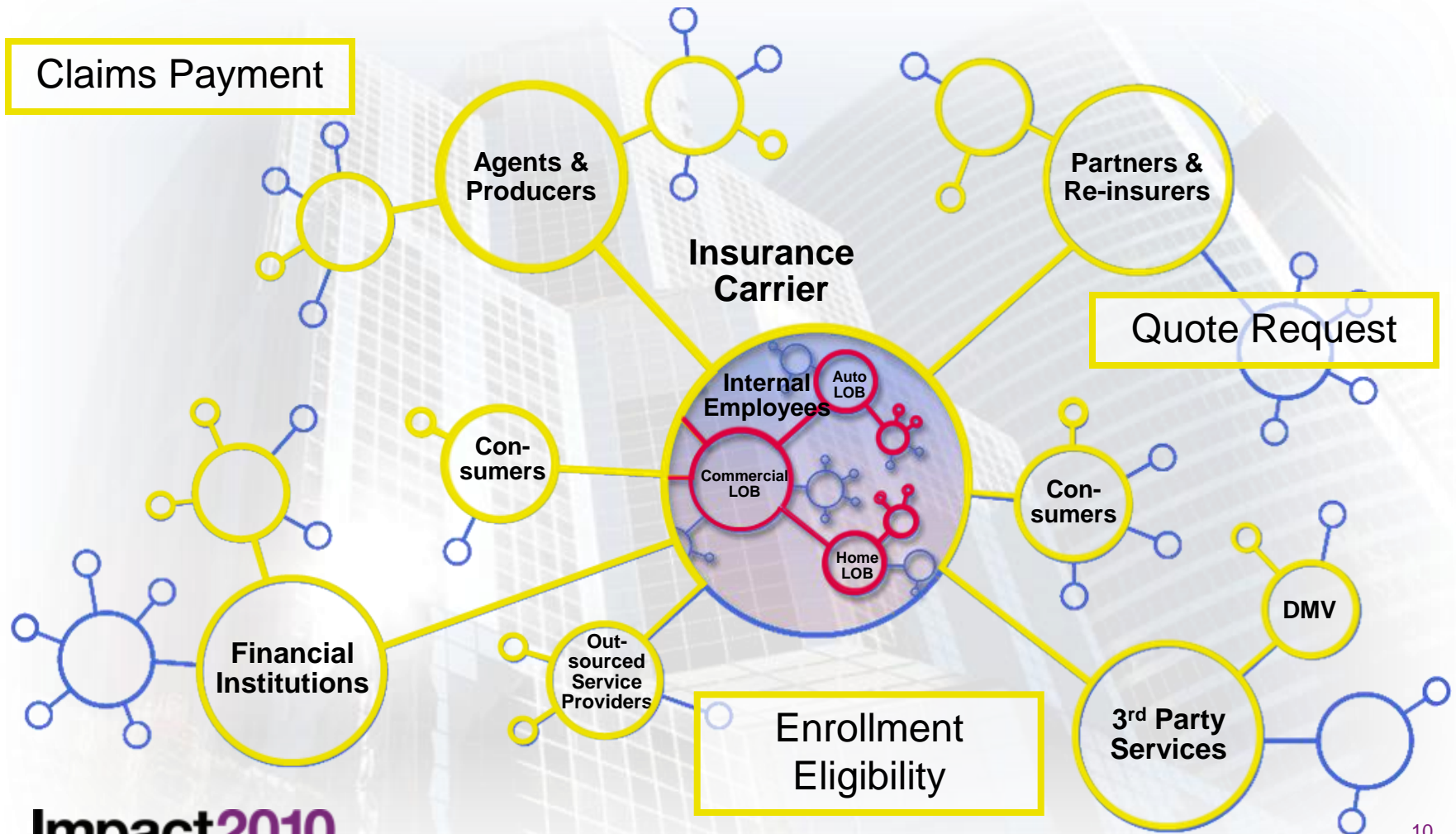
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Organizations strive to optimize processes across their broad business networks



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But rigid IT systems and application silos that underpin processes inhibit agility and performance



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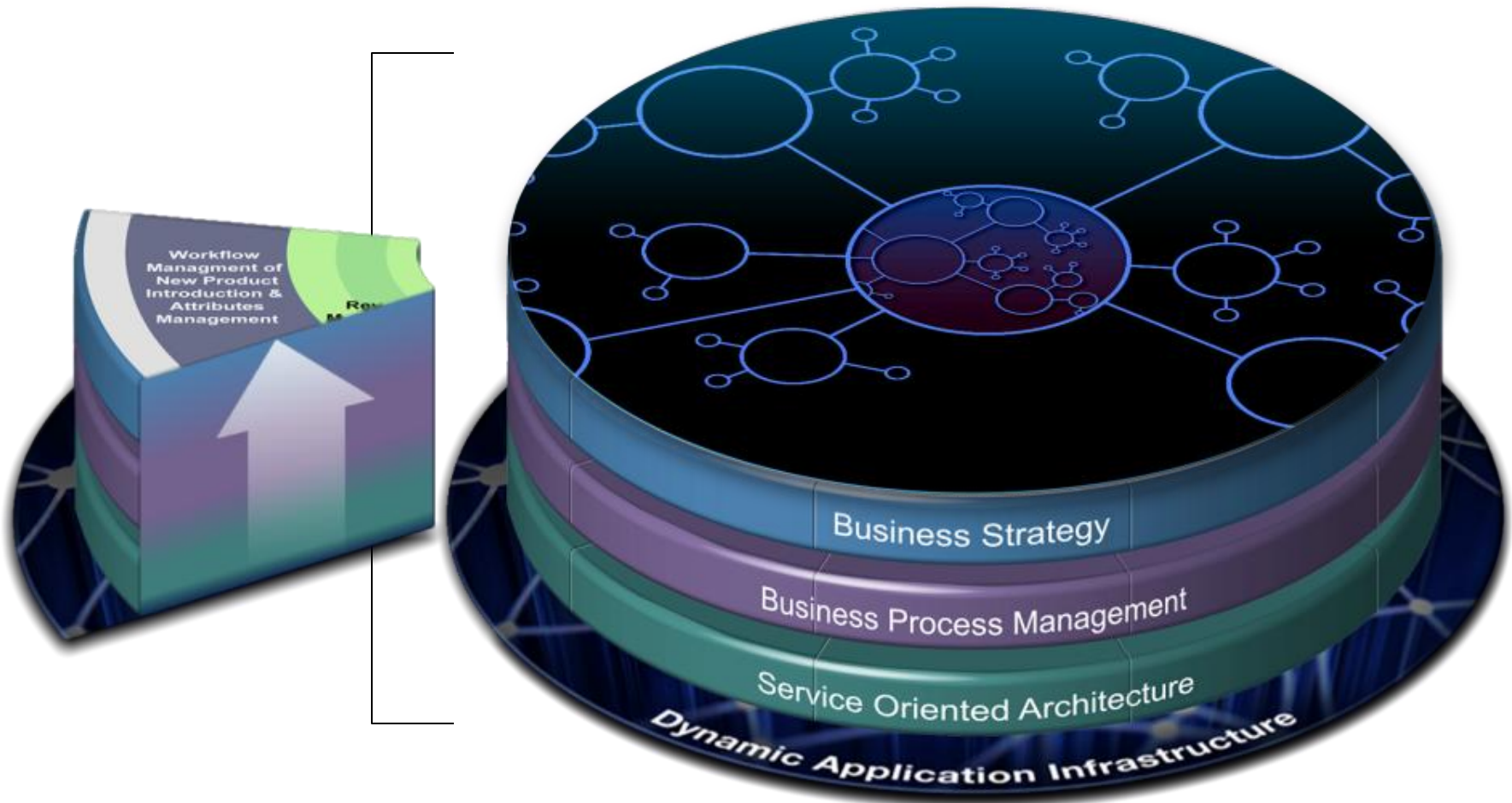
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Drive process performance by aligning the engines of agility

Retail example



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Infuse business processes with “points of agility”



Events



Analytics



Collaboration



Rules



Content



Monitoring

Predictive Analytics

Analyze 18 - 24 year old customer segment to determine the likelihood of campaign response

Collaborative Process Improvement

Add SMS as a new delivery channel to the campaign delivery process

Monitor key KPIs

- Sales increase % due to loyal customers
- % of sales lost

Events

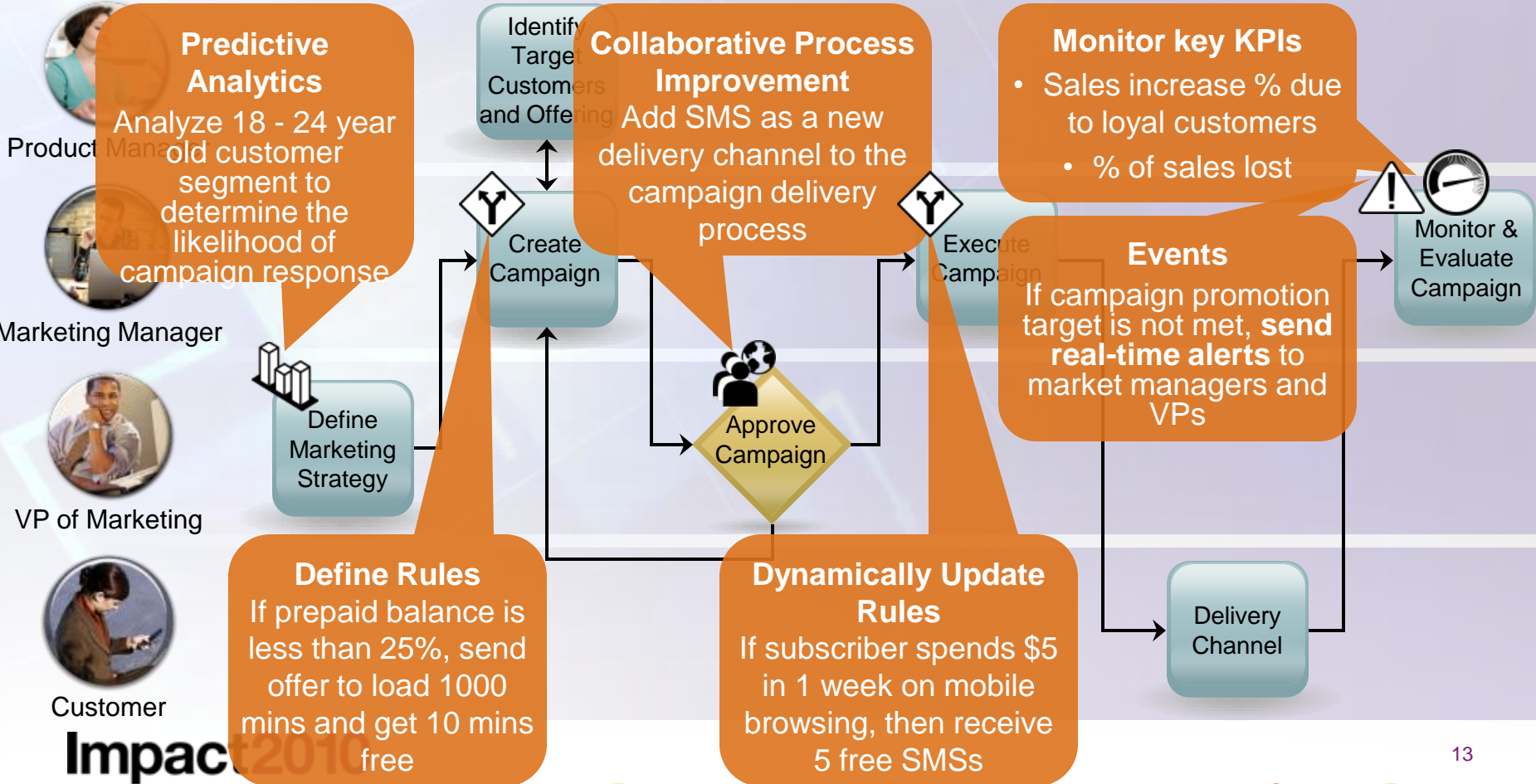
If campaign promotion target is not met, **send real-time alerts** to market managers and VPs

Define Rules

If prepaid balance is less than 25%, send offer to load 1000 mins and get 10 mins free

Dynamically Update Rules

If subscriber spends \$5 in 1 week on mobile browsing, then receive 5 free SMSs



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Aligning the engines of business agility

Unleashes powerful capabilities for process improvement



Events

Detect emerging business situations by capturing and correlating events



Rules

Adapt and respond rapidly by optimizing operational decisions



Analytics

Solve problems and predict outcomes for strategic decisions and actions



Content

Seamlessly integrate active content with automated business activities



Collaboration

Maximize people's interactions across the business network



Monitoring

Monitor activities in real-time to identify improvement opportunities

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Achieve agility and growth today...

Discover Insights that enable innovation



Speed value and innovation with business-led discovery and change

Maximize the value of business **interactions**



Collaborate and connect with rich information in the right context

Optimize productivity and resources



Broadly flexibly and continuously improve and govern processes

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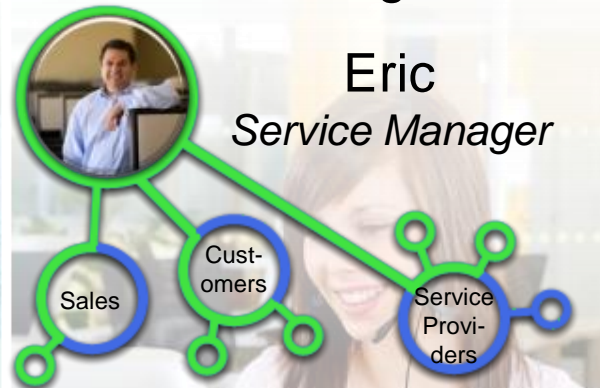
Improve processes across *your* business network

Cross-channel integration



- Increase customer satisfaction to 95%
- Automate cross-channel merchandise returns
- Reuse and extend applications

Customer problem handling



- Deliver 4 minute average call handling time
- Manage and monitor support instances
- Integrate customer activities and data

Corporate payments



- Reduce payment lifecycle by 50%
- Automate payments processing across multiple systems
- Provide connectivity and scalability across systems

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Agility in electricity delivery



created an Intelligent Utility Network to better monitor and manage the electricity grid



Client Pains

- Needed to improve service and reliability
- Limited visibility into 500,000 connected devices

Real Results

- **660 megawatts** of electricity saved through better peak load management
- **Real-time** feedback to customers about energy usage

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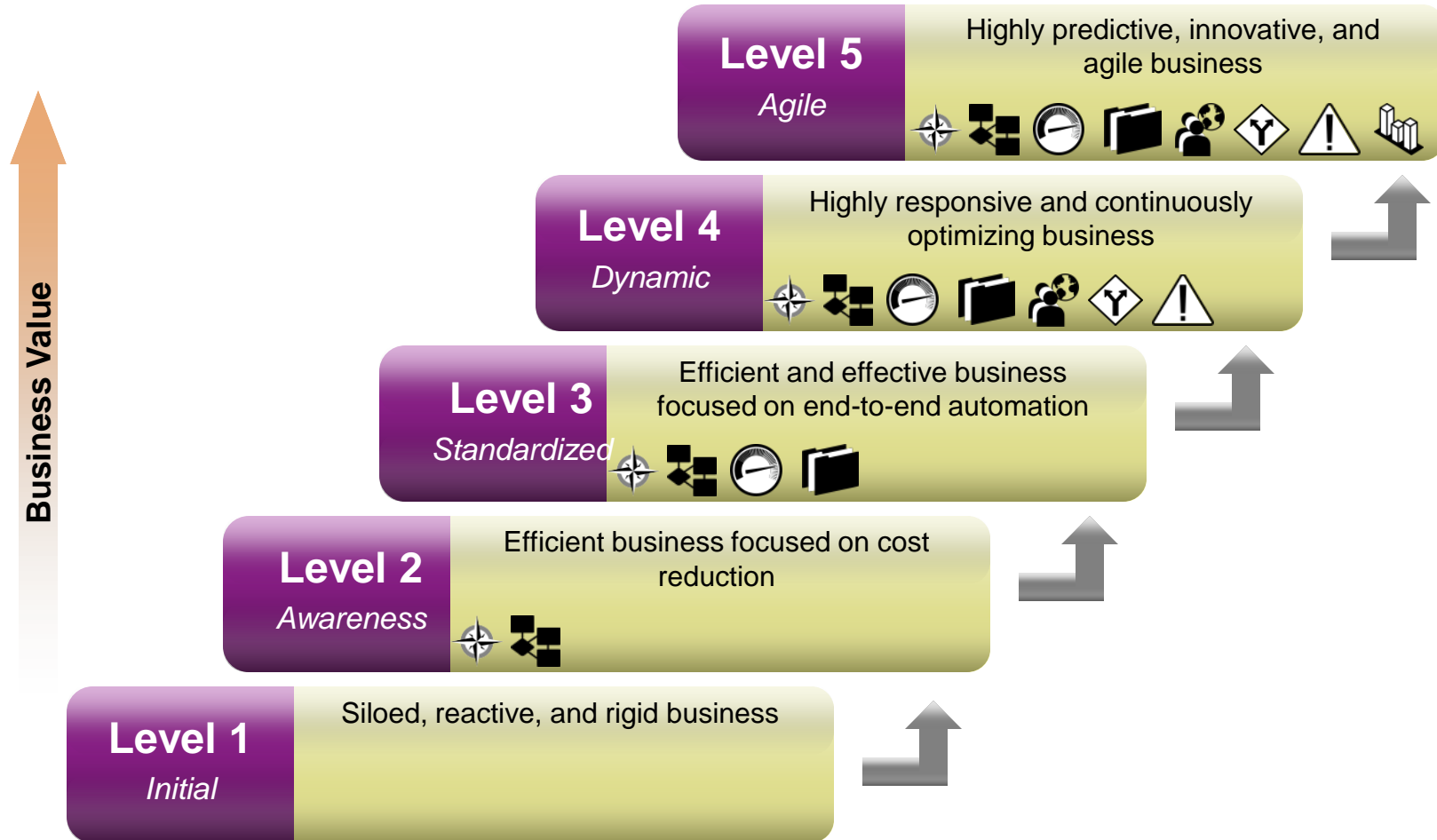


Get on the path to a dynamic business network by assessing your agility

- Understand your organization's capabilities across multiple dimensions of agility
- Capture your improvement goals and desired levels of agility
- Develop a clear roadmap to meet your goals



Powerful process improvement capabilities put you on the path to business agility



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Maturity

Robust processes and infrastructure enable new growth



redesigns core processing architecture to scale operations globally

Client Pains

- Needed to increase capacity and quickly customize services to fuel growth through international expansion

Real Results

- **77% increase** in transaction processing capabilities
 - **25% reduction** in cost per transaction
 - **100%** transaction reliability

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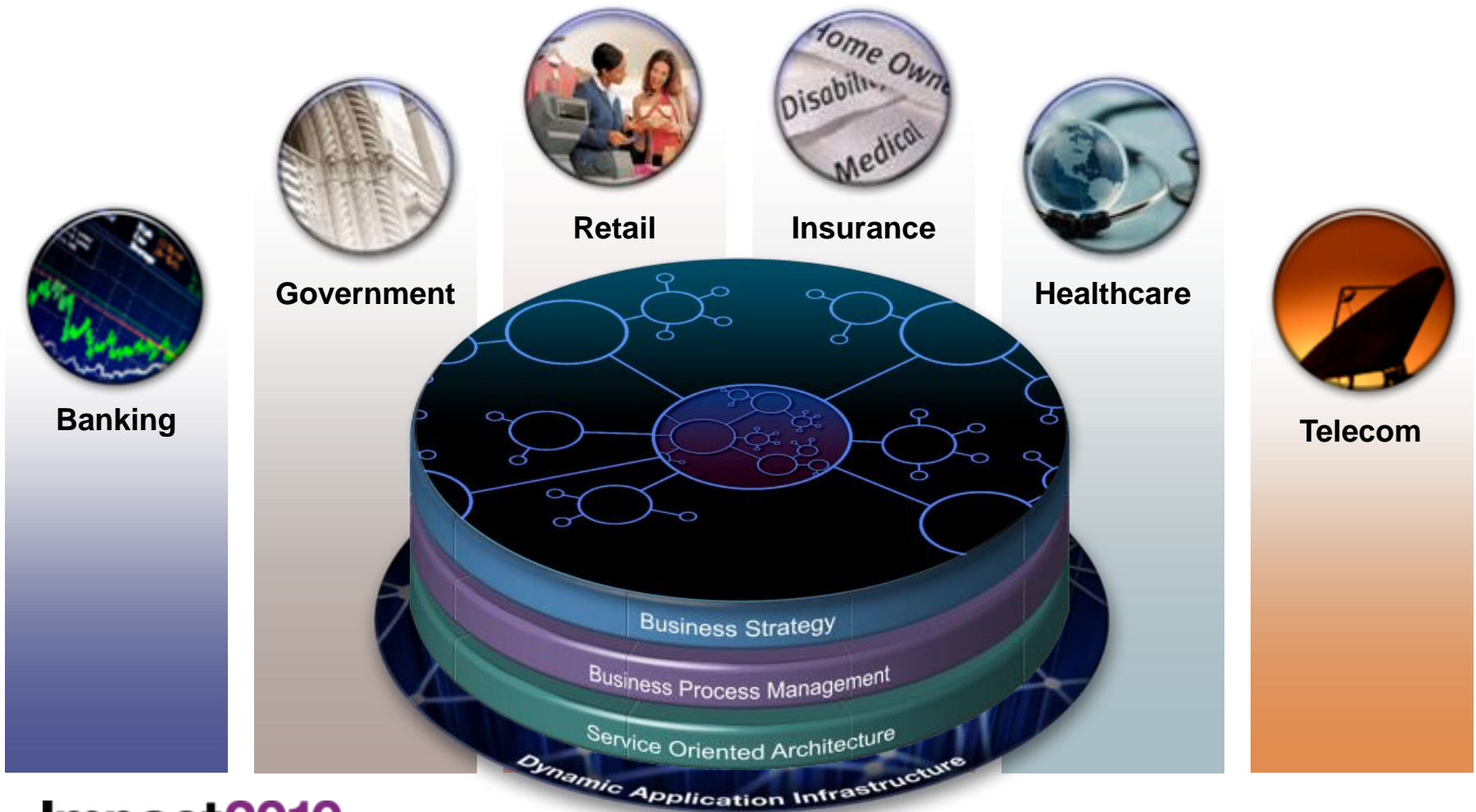
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Accelerate agility in *your* business

with pre-built industry content and accelerators



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Only IBM can extend your agility with deep industry and process expertise

- Align the engines of agility to transform your business with industry assets, best practices, methodologies, and measures
- Speed the development and deployment of market leading BPM, SOA, rules, events, and analytics solutions



IBM Knows Your Business

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