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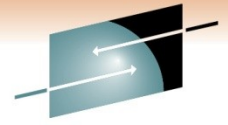
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# An Introduction to Business Process Management: What Is It? Why Should You Care?

David Gómez, Jr., MBA  
Worldwide ACM Technical Professional Leader  
IBM, Software Group

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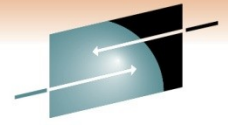


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# Agenda

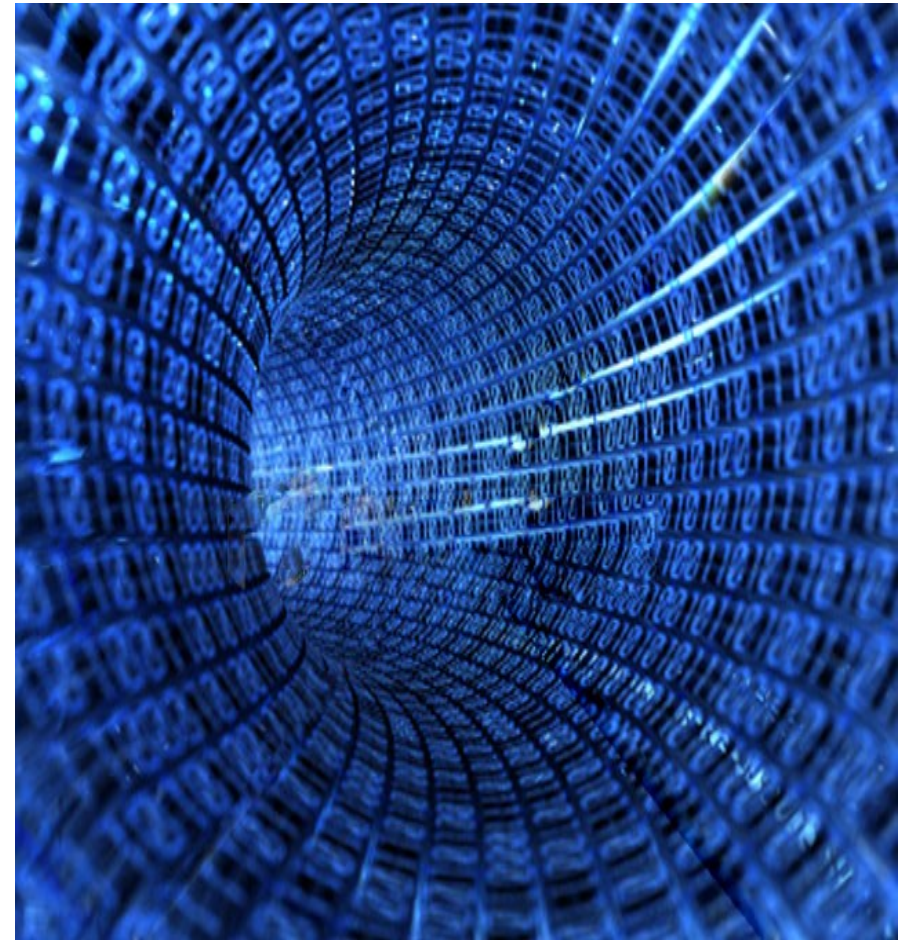
- What is a business process?
- What is business process management (BPM)?
- BPM Themes
- How BPM improves business
- Marketplace successes
- How to get started
- Enabling technologies
- Resources
- Questions and Answers

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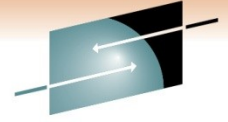


# What is a business process?

- A process is a flow of information through interrelated stages of analysis towards the achievement of an aim.\*



\*Pearce, J. A. II, & Robinson, R. B. (2004). *Strategic management: Formulation, implementation, and control* (9<sup>th</sup> ed.). New York: McGraw-Hill.

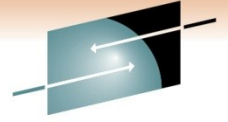


# Processes Explained

- Exist in every industry
  - Education
  - Government
  - Private
  - Not-for-profit
- Core processes
  - Part of the goods or services offered to customers
- Internal processes
  - Part of organizations internal operations



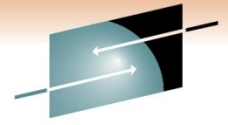
# Sample Process



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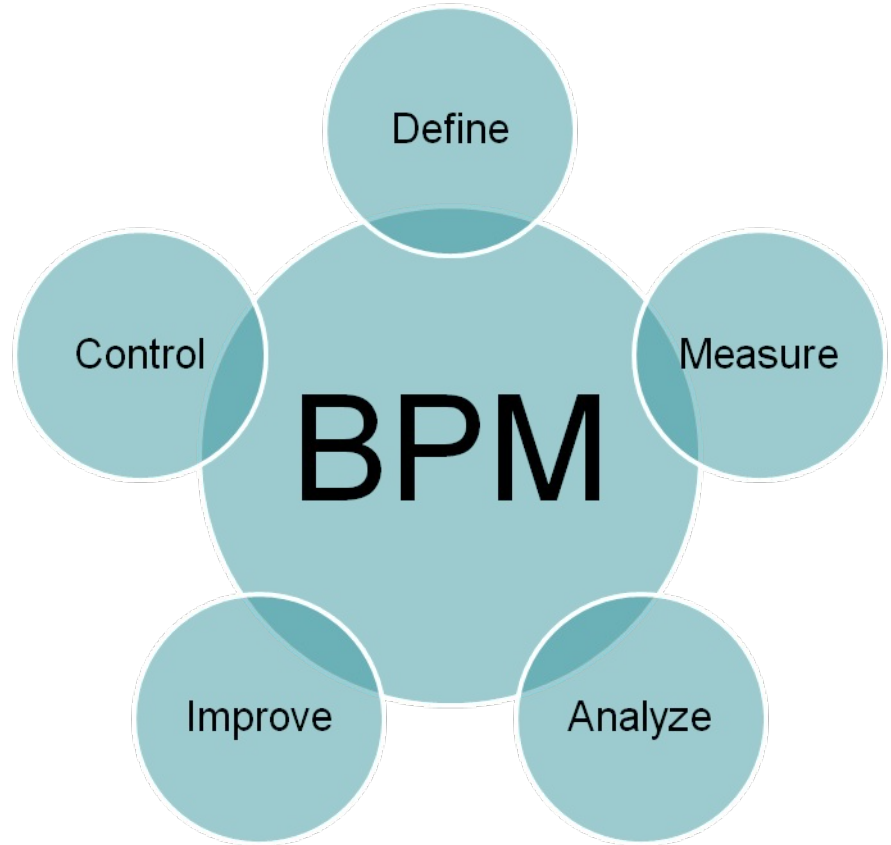


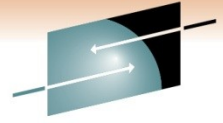
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# What is Business Process Management?

- Aggregate look at business processes from a disciplined perspective
- BPM Disciplines
  - Six Sigma
  - Kaizen
  - Process Re-engineering
  - Continuous Process Improvement





# BPM Themes



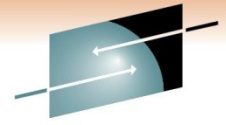
*Knowledge Worker Experience*

*Advanced Case Management*

*Business Process Management*

*Business Process Automation*

*Process Predictability*



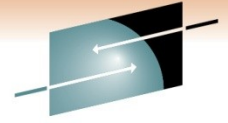
# How BPM Improves Business

- 40% of employees do rework
  - Handling a task more than once
  - Data double entry
  - Etc.
- BPM is about increasing productivity
  - Reduce re-work to 5%
  - Nearly doubling employee productivity





# Marketplace Successes



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# Smart is: increasing revenue, productivity



*Industry context: transportation*

*Value driver: increase revenue, productivity*

*Solution onramp: advanced case management*



## JB Hunt

### Business Challenge

Manual billing. Deliveries made before customers could accept them resulting in delays.

### What's Smart?

Complete billing process visibility. Automated carrier assignment & billing – drivers know when customers can take deliveries and charge automatically if the customer delays delivery.

Multiple forms of information including email and paper are now automatically managed.

### Smarter Business Outcomes

Accurately track and bill charges to the customer, adding \$870K in revenues annually. A 6x improvement in billing staff productivity. Improved record-keeping to ensure compliance.

Increased automatically processed bills from 60% to 90%. One billing clerk now required instead of six.

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# Smart is: improving customer service



*Industry context: automotive*

*Value driver: improve customer service*

*Solution onramp: advanced case management*

## JM Family

*“The major business objectives in our organization are excellence in customer service and increased productivity of our associates. IBM ECM is a key enabler of these objectives.”*

*— Keith Tempinski, Director, Enterprise Content Group,  
JM Family Enterprises, Inc.*

## Business Challenge

Lack of visibility into customer service interactions around automobile loans and leases

Bottlenecks due to many audits in approval steps

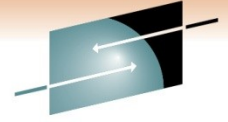
## What’s Smart?

Customer service associates focused on exception-based processes, with greater knowledge sharing across departments

## Smarter Business Outcomes

\$2.1 million annual call center labor savings. Processes cut from days to just minutes. Handle more loans with current resources. Eliminated annual printing of 168k pages for cost savings and environmental benefits.

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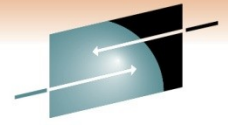
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# How to Get Started



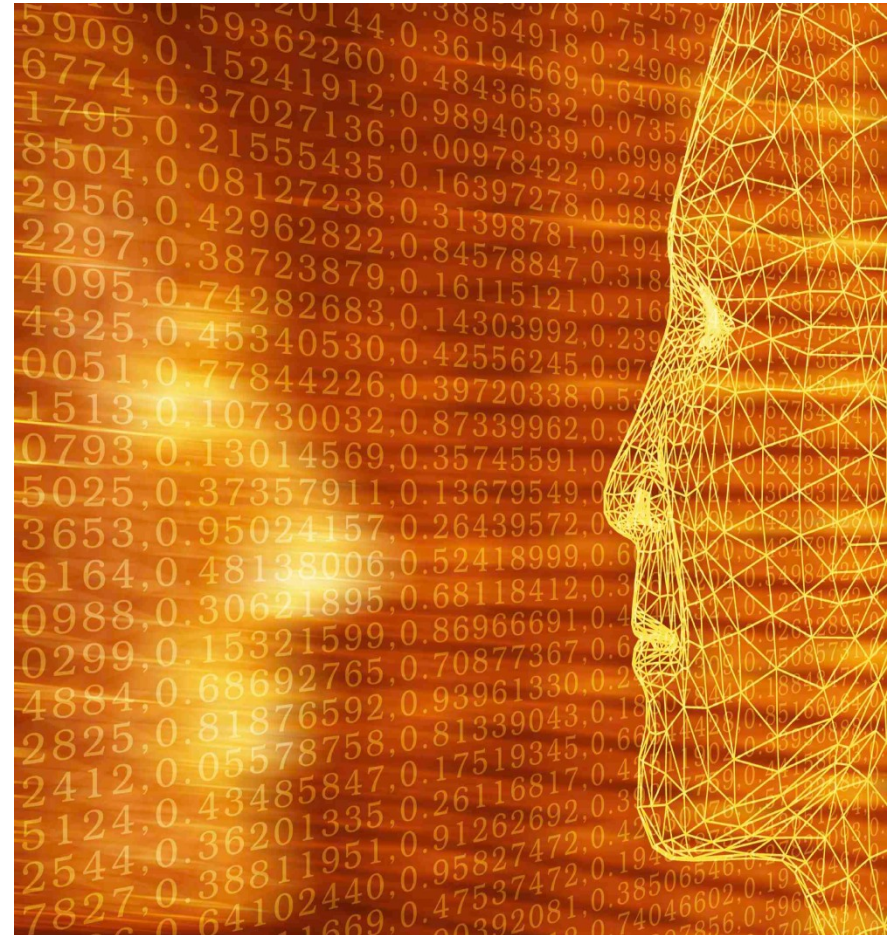
- Identify processes
- Interview participants
- Document processes
- Review with participants
- Get user agreement
- Select an approach
- Implement approach
- Review regularly
- Adjust as needed
- Repeat (Review & Adjust)

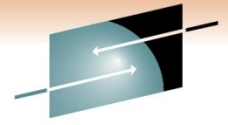
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# Enabling Technologies

- Documenting
  - Business Process Modeling Notation (BPMN)
  - XML Process Definition Language (XPDL)
- Execution
  - Business Process Execution Language (BPEL)
- Systems
  - Business Process Management System (BPMS)



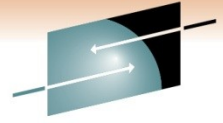


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# Resources

- Workflow Management Coalition
  - <http://www.wfmc.org>
- Business Process Management Initiative
  - <http://www.bpmi.org>
- AIIM
  - <http://www.aiim.org>
- IBM
  - <http://www-01.ibm.com/software/data/content-management/>

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# Questions



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