



IBM Software Group

## Workflow Solutions Bridging Business and IT



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2004 | WebSphere Business Integration

IBM Software Group



## Workflow brings Business & IT Together and Delivers Business Value

The Business optimizes how work is done, analyzes and sets policies

The Business Model is constructed and analyzed

Model



IT provides the underlying infrastructure to support the Business Model

Integrate



Business and IT track business events, show immediate information about business operations, generate alerts to line management through customized dashboards.



## Why Look at Workflow Technologies?

- Can you visualize how work gets done? Do you know what people do the most (you may be surprised)?
- Is the process fast enough from start to finish?
- Too much manual work?
- Too much paper?
- Too many errors?
- Need to ensure policies and business rules followed?
- Are people working effectively?
- Is audit a concern?
- Is it easy to reach into, "to see", and measure the business? In real-time? What can you do with those measurements?
- How do you decide what to change? How do you "business case" changes?
- How easy is it to change how you work? Can you analyze it before making changes? Are changes a programming effort or a business analyst effort?



## The Principal Financial Group

### Business Challenges

- Regulatory changes and business environment changes are continuous but were difficult to deploy
- Business *and* IT Costs and cycle time were increasing

### Solution

- Process Modeling and Simulation using WebSphere Business Integration (WBI) Modeler
- WBI Workflow Engine introduced
  - Enabled Straight Through Processing (STP)
  - Enabled real-time processing
  - Enabled monitoring of process in flight for metrics and analysis at Business and IT levels
- Competitive Differentiator using workflow deployment



### Benefits

- Interactions automated, people involved only when human judgement needed – enabled STP
- Enabled ability to continuously improve the business process and easily adapt to changes
- Metrics captured on customer experience; better operations management (exception based model)
- End-to-end tracking and audit
- Process Quality and Customer Satisfaction much improved.

Courtesy of **Brian N. Cornelison**  
Enterprise Application Integration  
Information Services – The Principal

## Wachovia Bank

### Business Challenges

- Capital Management Group (Personal Trust, Corporate Trust, Insurance and Annuities)
- No coordination of diverse sets of information, limited visibility of process



**“IBM’s Business Process Management bridges the gap between business and IT”**

Scott Fleming, Manager Image & Workflow Competency Centre, Wachovia Bank

### Solution

- Process Modeling and Simulation using WBI Modeler
  - Create and validate the “As Is” model, reengineer the process, create and validate the “To Be” model
  - Simulate the process model and align resources
- Integrate Systems and People using common component philosophy
  - Automated loan origination process with WebSphere Business Integration Server and DB2 ContentManager

### Benefits

- Improved Customer Satisfaction and Reduced cycle time 30-40%
- Implementation time was 10-days for production pilot leveraging WBI Modeler
- Improved communication between Line of Business and I.T.

## Chase Global Investor Services

### Business Challenge

- Bank division needed to further strengthen relationships with best investment customers - Need to manage and deliver services from a wide range of different application environments
- Improve consistency and accuracy of investor service delivery
- Be prepared to deliver new services in a fast growing business

### Solution

- Standard business process management and exception handling across the bank
- Broker information from various information feeds -- integration of diverse business systems
- Built with MQWorkflow and WBI Message Broker

THE RIGHT RELATIONSHIP IS EVERYTHING.®



### Benefits

- Increased throughput while maintaining quality and consistency
- Faster business response, considerably lower integration costs, increased competitiveness
- Fast and easy delivery of new services

## Credit Lyonnaise

*"We seek to optimize the timeframe for introducing new services, dramatically reduce application maintenance and deployment costs and, in addition, to extend communication with our trading partners. This initiative is critical, not only to the growth of our business, but for the future of our customers."*

- Dominique loos, Director of Operations, Credit Lyonnais

### Business Challenge

Streamline trade flow management operations and consolidate pre-trade processes:

- Improve data quality
- Eliminate front to back office manual interventions
- Eliminate failed trades

### Solution

IBM WebSphere Business Integration solution to integrate information from external business partners, brokers and stock exchanges with internal front and back-end systems. Using Straight Through Processing, the solution automates business process flows and increases data integrity.



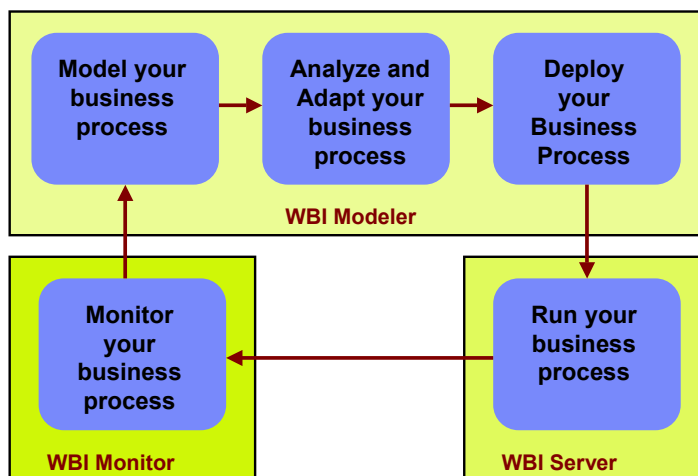
#### Technology Benefits:

- 95% automation
- 20% projected reduction in IT expenditures during the first year

#### Business Benefits:

- 40 percent reduction of back-office headcount
- Increase speed and quality of services

## So, What is WebSphere Business Integration (WBI)?

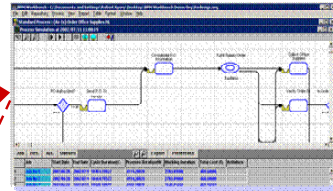
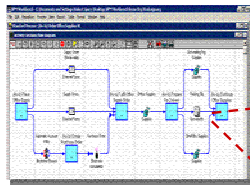


WebSphere Business Integration is a complete process management solution for

- STP and workflow,
- managing human interaction,
- real-time monitoring

## Visualize: WBI Modeler

- Process improvement initiatives are enhanced through WBI Modeler's capabilities for enterprise and process modeling, performance simulation, business analysis and comprehensive reporting.



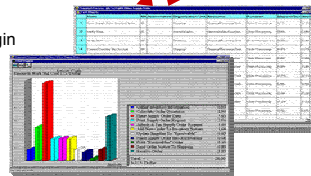
**Business/IT Friendly:** Provides a shared-workspace for Business and IT

**Easy to Use & Intuitive:** Rapidly begin modeling processes

**Animated Simulations:** Identify bottlenecks and watch what-if scenarios

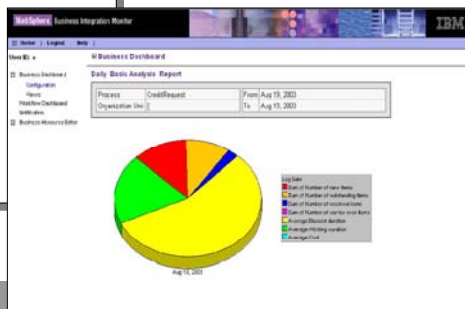
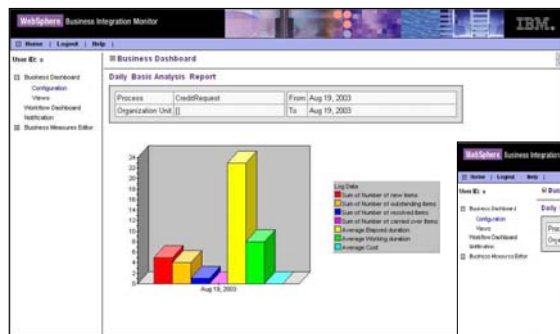
**Powerful Analysis:** Understand detailed time/cost metrics of the process

**Built-in Reporting:** Display information for different purposes and audiences

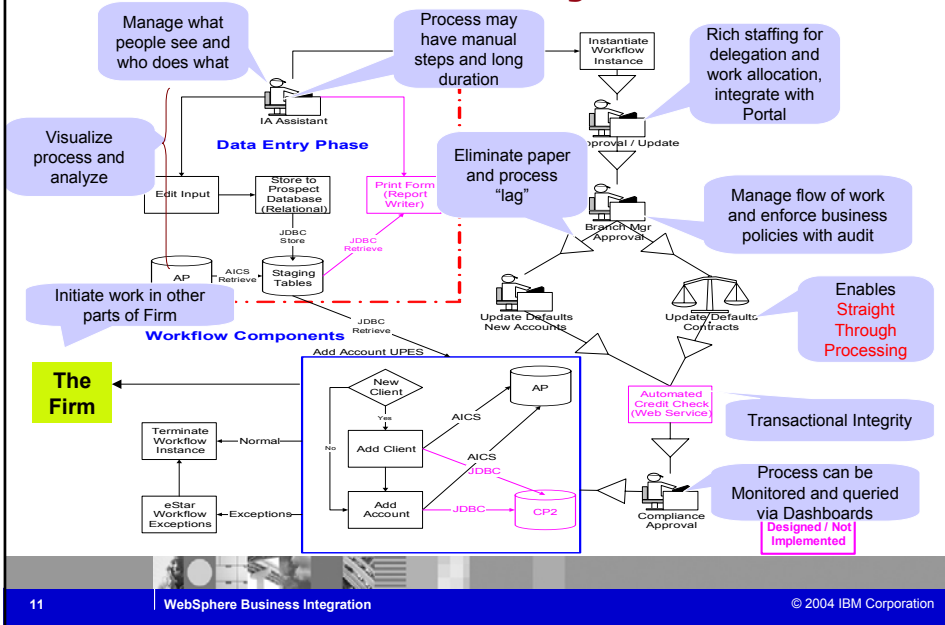


## Business Dashboard: WBI Monitor

- Provides a high-level, strategic view of the automated process
- Provides tactical problem solving on-the-fly for senior management
- Displays Business Measures defined in WebSphere BI Modeler

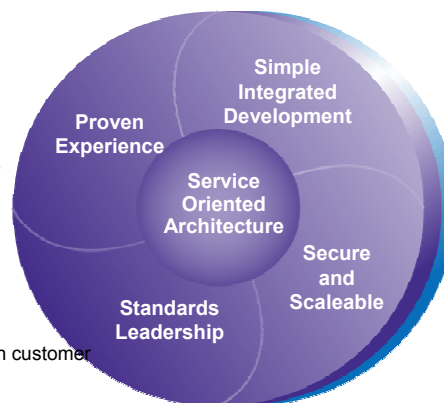


## IBM Securities Industry Services – trade innovator for account management



## Business Integration Qualities from IBM

- **Simple, integrated development**
  - Common tools platform
  - Re-use and unification of assets
- **Secure and scalable deployment**
  - Common and flexible deployment environment
  - Flexible management and security infrastructure
- **Standards leadership**
  - Interoperability
  - Investment protection
  - Freedom of choice
- **Proven experience**
  - SIS and Software Group bring full IBM support in customer engagements
  - Augmented with best practices
  - Improved time to value
  - Risk mitigation
- **Service Oriented Architecture (SOA) enablement**





## Reference Material

For more information concerning the WebSphere  
Business Integration Portfolio, please visit

<http://www-306.ibm.com/software/integration/>