



Business Process Management

A presentation for Claridges

by

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Agenda

Why should business processes drive development?

Part 1 – Business Process Modelling

- Model a process
- Experiment, test and refine a business process
- *WebSphere Business Modeller* tool

Part 2 – Business Process Integration

- Connecting to people - generate user interfaces
- Connecting to services
- WebSphere Integration Developer tool

Part 3 – Running the Business Process

- Using a Portal as a process front-end
- Using Business Space to deliver human tasks



Why should core business processes drive development?

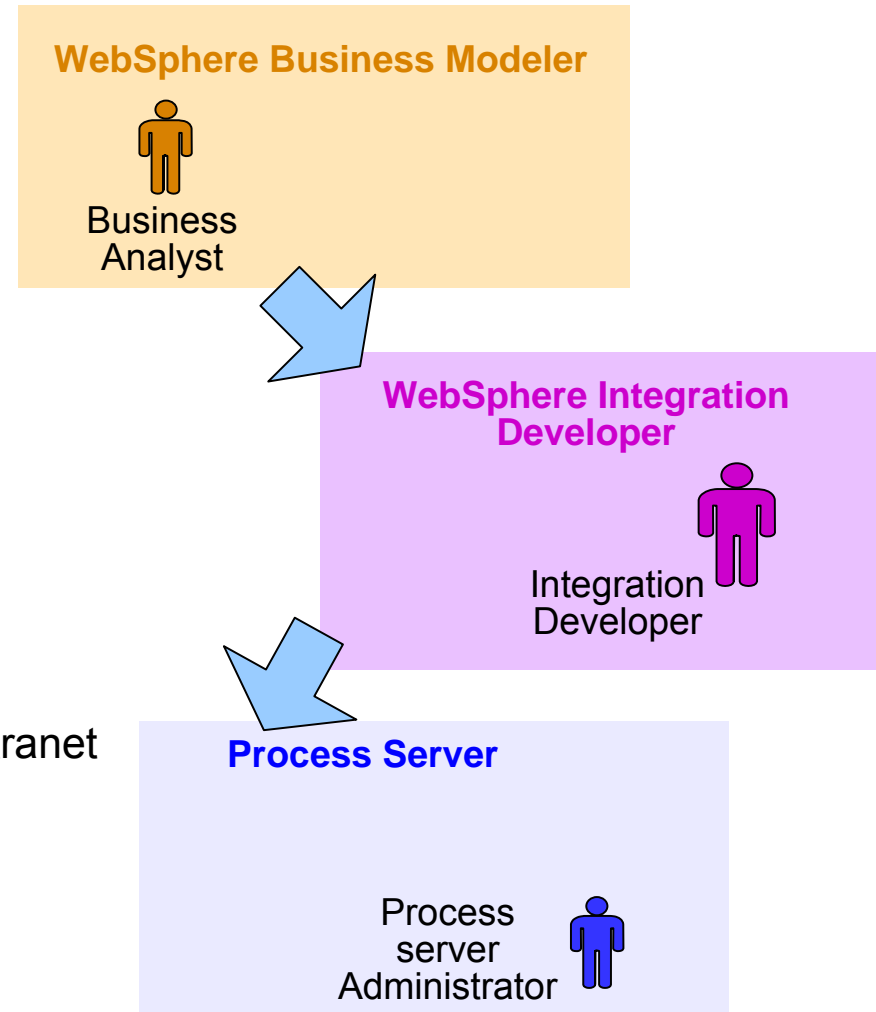
- Development is often driven by a specific need
- Driving development from process improvement can offer huge benefits
- Business processes have developed organically to support growth
 - Often not fully understood
 - Often not fully optimised
- Any changes need to demonstrate immediate ROI
 - Hard figures





What we are talking about: BPM and SOA

- **Model the business process**
 - To understand it
 - To improve it
- **Integrate the process**
 - Connect services
 - Create interfaces for human tasks
 - Test the process
- **Run the process**
 - Install portlets and widgets into an intranet
 - ... or a website
 - ... or a task driven portal





The story - Acme Insurance Industries

- **Heterogeneous IT infrastructure**
 - Modern and legacy applications
 - Variety of technologies (Java and .Net)
 - Some 3rd party services e.g. credit check, postcode lookup etc.
- **Core business processes widely understood..**
 - ...by the people who run them
 - Never been analysed or optimised
- **Suspicion that the processes can be made more efficient**
 - How can we experiment with the process without changing it?



Tom

(Senior Claim Authoriser)



Sam

(Claim Authoriser)



Carl

(Claim Authoriser)



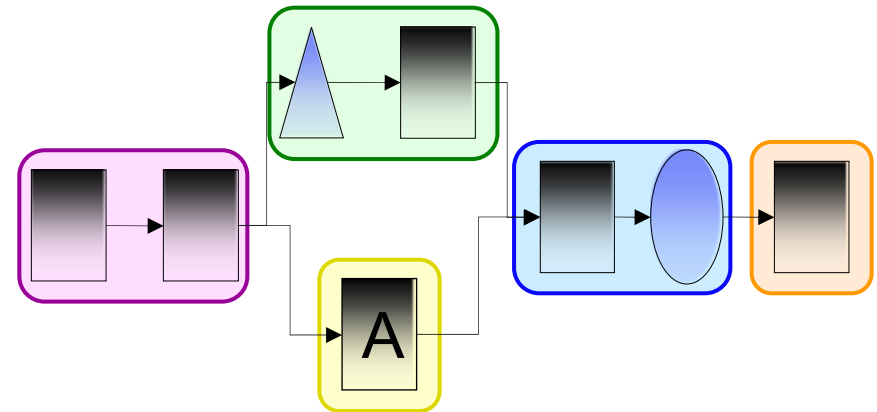
Max

(Claim Authoriser)



Demo Part 1 - Modelling the Process

- Business analysis tool
 - *WebSphere Business Modeler*
 - BPEL modelling tool
- Allows analytical modelling of business processes
- Add **metrics** and **KPI's**
- **Simulate** and **stress test** business processes
- Extremely powerful integration with IBM *build* products
 - ..but wait for **part 2**





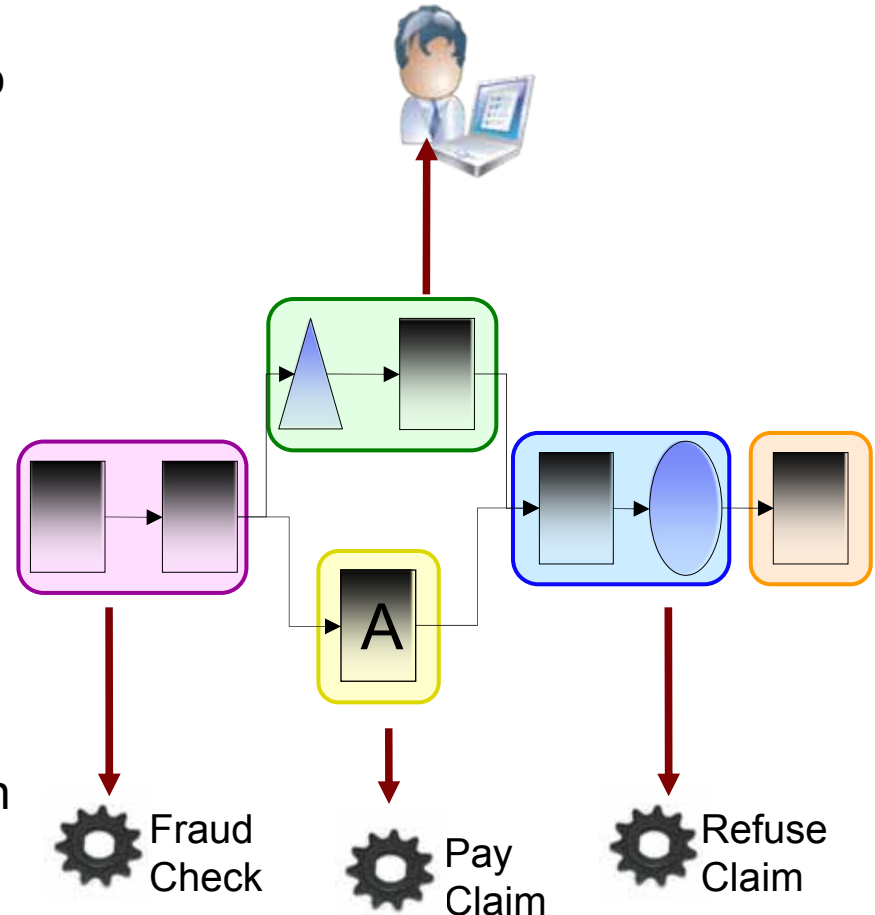
Demo 1 – Modelling a process..





Demo Part 2 - Integrating the Process

- Connecting our service *Endpoints* to our process.
- Integrate using the WebSphere Integration Developer Tool (WID)
- Connect service endpoints to real life services
 - *Web Services, SQL, iSeries, Domino, eMail, FTP, Message Queues, SAP, JDE, Peoplesoft etc*
- Map data types between systems
- Integrated test environments
- Automated user interface generation
 - For human tasks



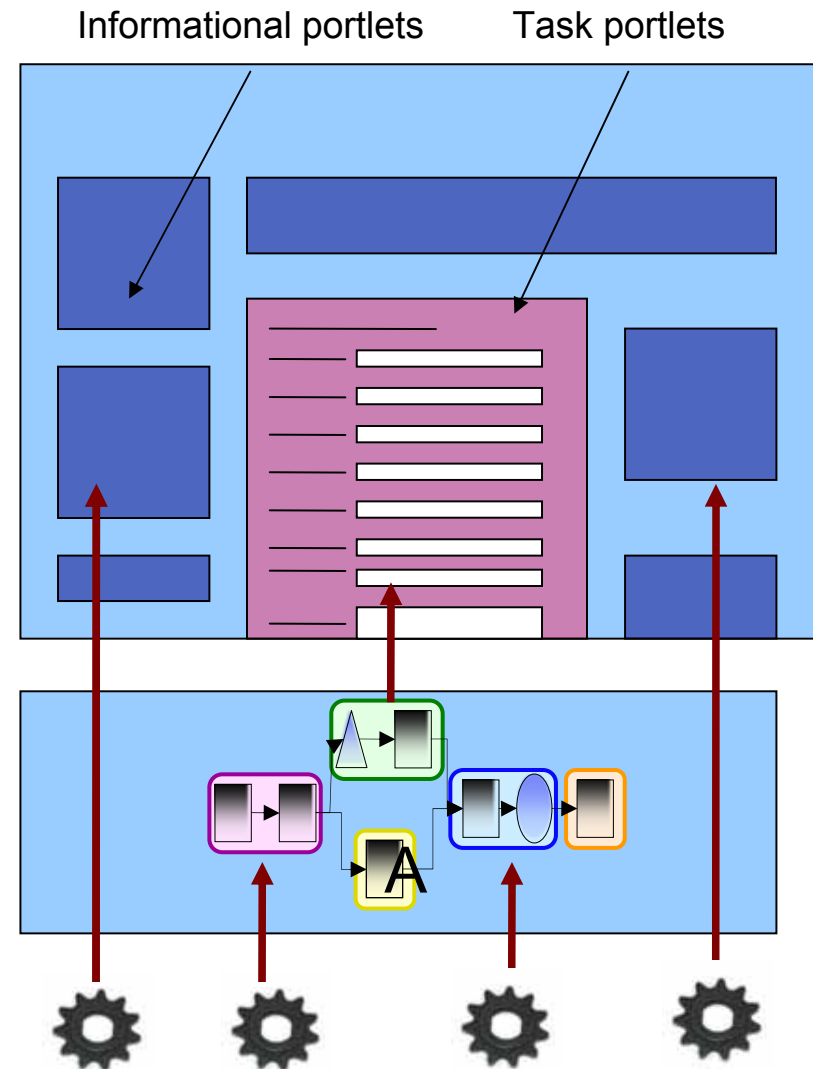


Demo Part 2 - Integrating the Process...



Demo Part 3 - Running the Process

- Main runtime component is WebSphere Process Server
 - Main component is the business process choreographer
 - Built on WebSphere Application Server technology
 - Now includes Business Space
- WebSphere Portal Server
 - The best choice for a SOA user interface
 - Serve extremely versatile web components called *Portlets*
 - Aggregates content from many sources
 - Strong for *web content, collaborative intranets or task driven portlets*



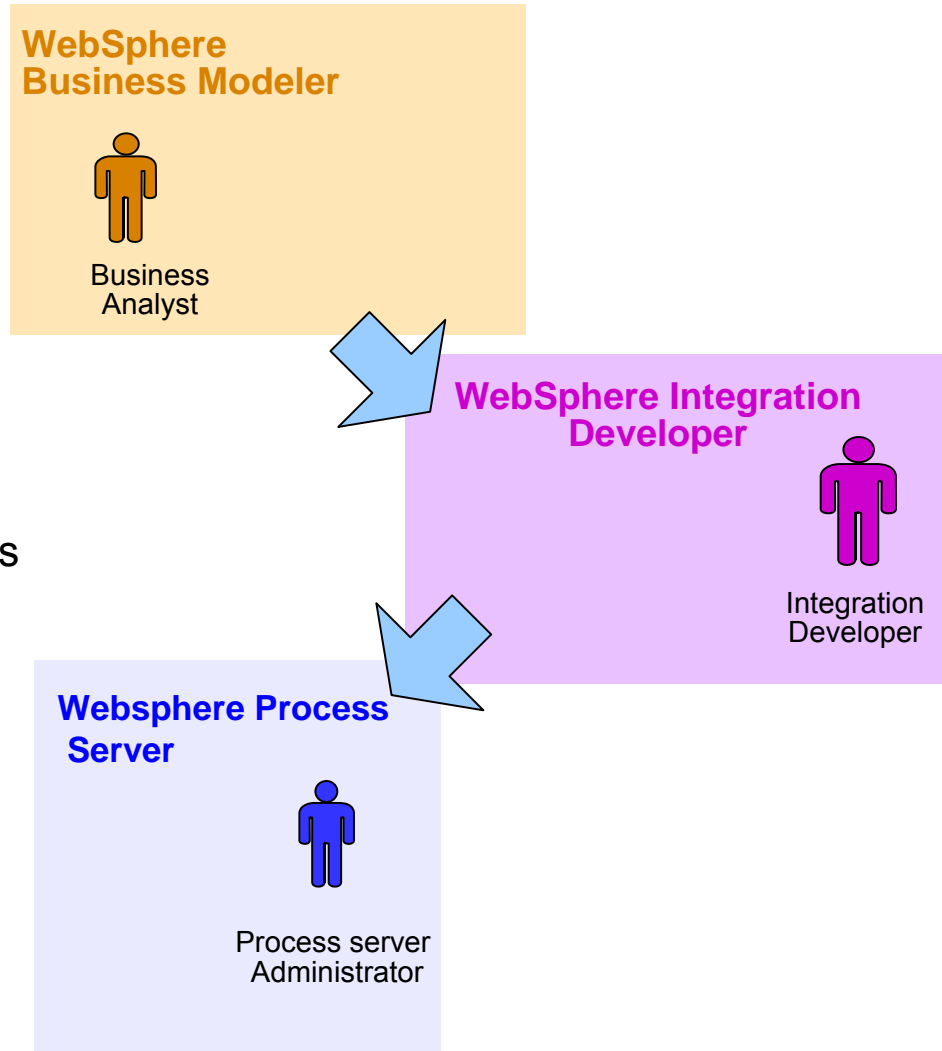


Demo Part 3 - Running the Process...



Summary

- Modelled the business process
 - Understood it
 - Improved it
- Integrated the process
 - Connected services
 - Created interfaces for human tasks
- Ran the process
 - Installed portlets and widgets onto
 - ..a website
 - ..a task driven portal





Summary

- Focusing development on business processes offers us more efficient, stronger businesses
- Business Process modelling
 - Reduce costs
 - Improve efficiency
- Integrate to modern legacy 3rd party quickly and easily
- Deploy onto process and portal server to automate and streamline services further improving efficiency
- **Using BPM, SOA and IBM WebSphere Software we can deliver immediate ROI and immediate bottom line impact**