



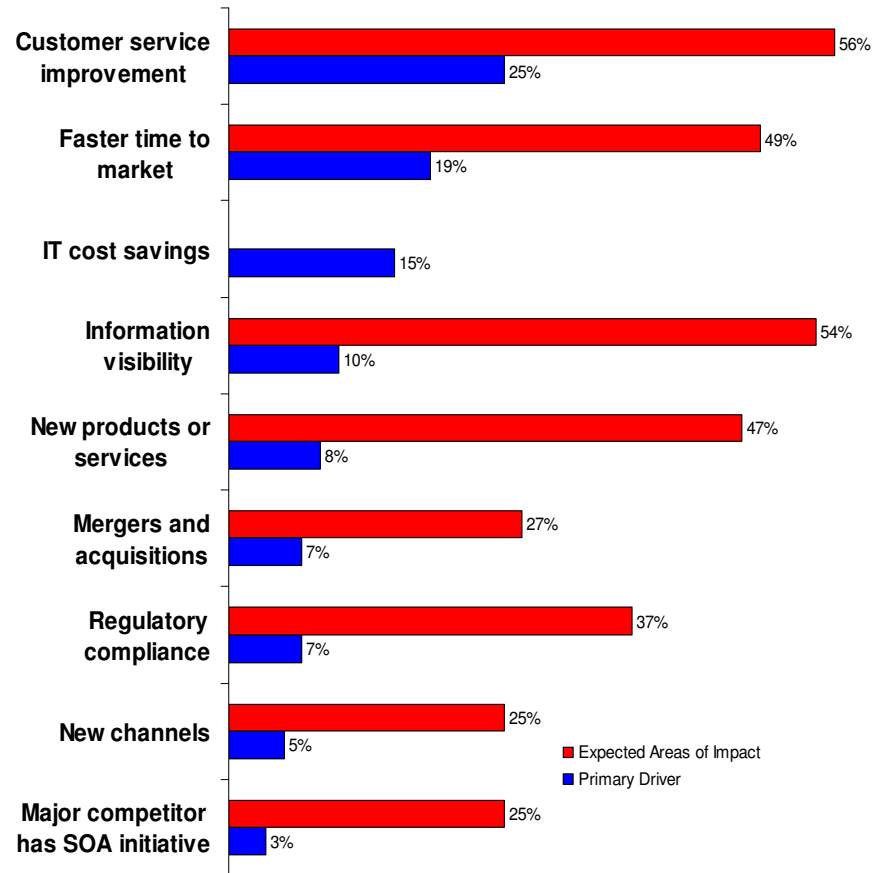
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Communicating the Business Value of Technology Value of BPM

Gregor Rayman – A&C FMW Specialist

A&C Technology Adoption Office – Partner Business Development, ECEMEA

Business Drivers for SOA and BPM



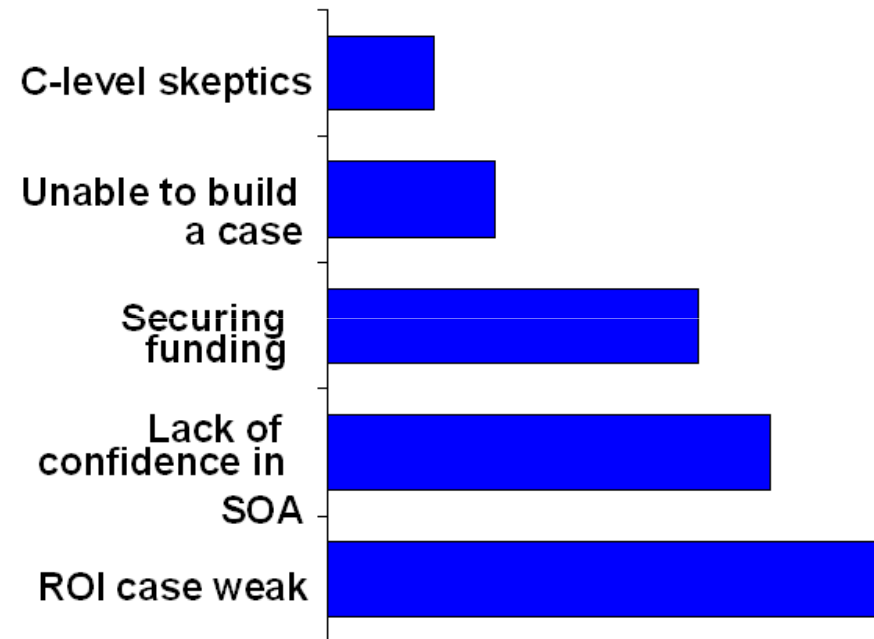
Q. in which areas do you expect to see impact on your business as a result of deployment?

Q. What is the primary driver for the SOA vision in your organization?

But SOA Alone is Hard to Justify

Q. What are the roadblocks to justifying SOA in your organization?

Can you prove the Business Value?



SOA and BPM – Creating Business Integration

BPM

- Process Analysis
- Process Simulation and Optimization
- Business Relevant Monitoring and Process Management



SOA

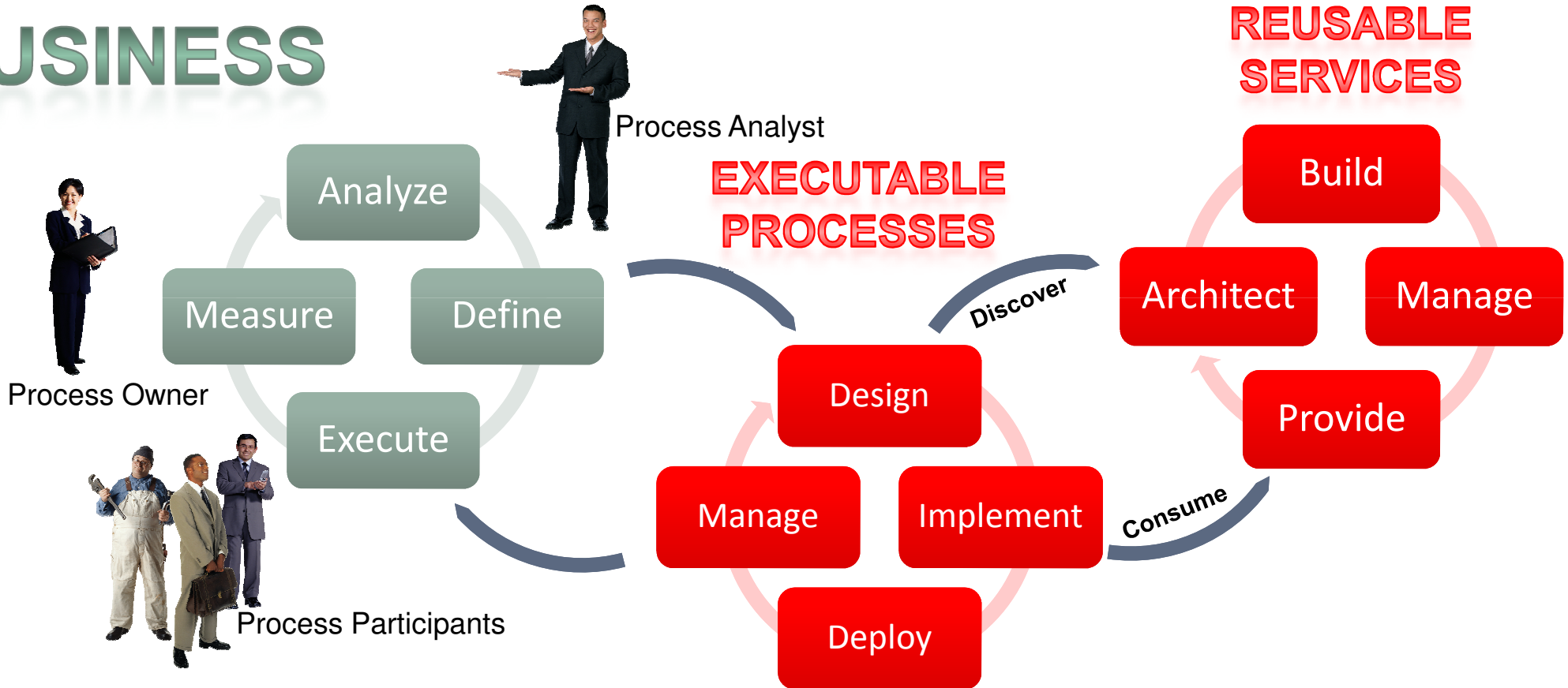
- Integration
- Standardization
- Service Composition
- Service Management
- IT Governance

Business Process and Services Development

Collaboration of Various Stakeholders

BUSINESS

IT



REUSABLE SERVICES

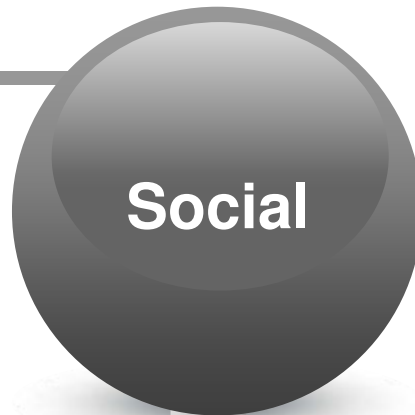
Our Method to Demonstrate Value

If a company benefits from using a technology
And the costs are decreasing by using it,
Then there is value in using this technology

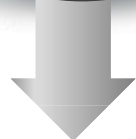




Effective collaboration with social computing, E2.0 capabilities in context of BPM



Social



Unified



Complete



**Oracle
BPM Suite
11g**

All you need to build a reliable, future-proof platform for SOA and BPM, to innovate today and scale from simple to complex processes

ONE unified design time for both business and IT people. Productivity through reduced complexity and bridging the business/IT gap.

Product Centric View - Oracle BPM Suite 11g



Oracle BPM Suite 11g

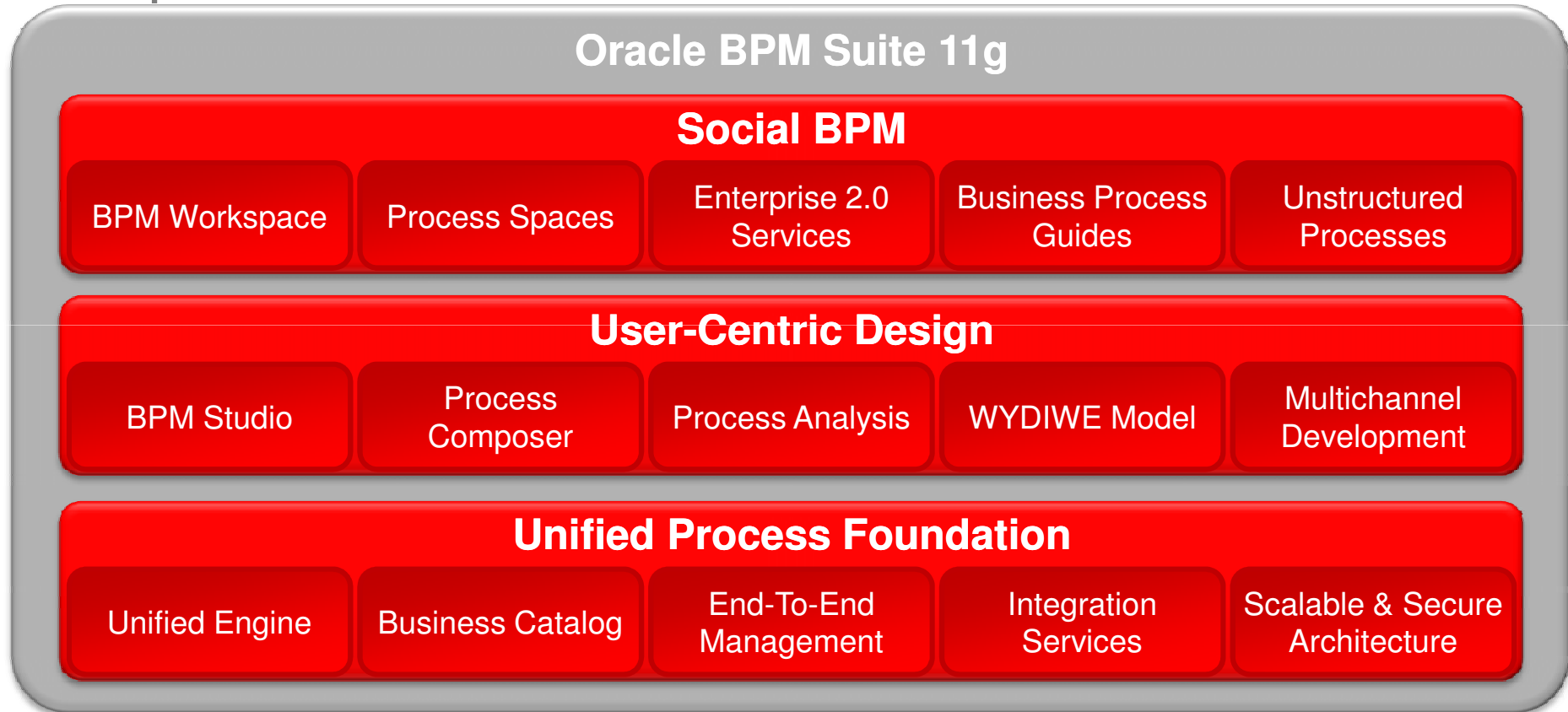
Social BPM

User- centric Design

Unified Process Foundation

Product Centric View - Oracle BPM Suite 11g

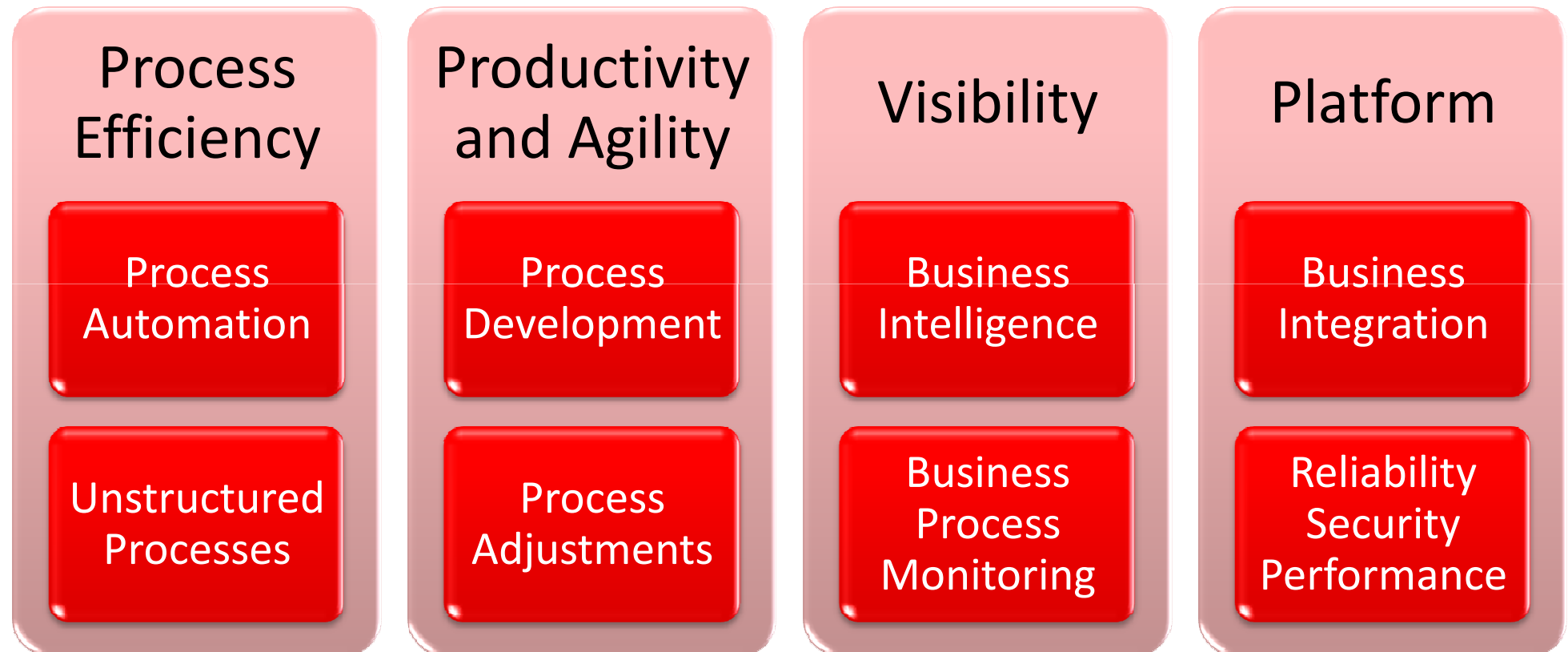
Complete and Unified



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The Business Point Of View

The Benefits of Oracle BPM Suite



Please click on the pillars to go to the chosen topic

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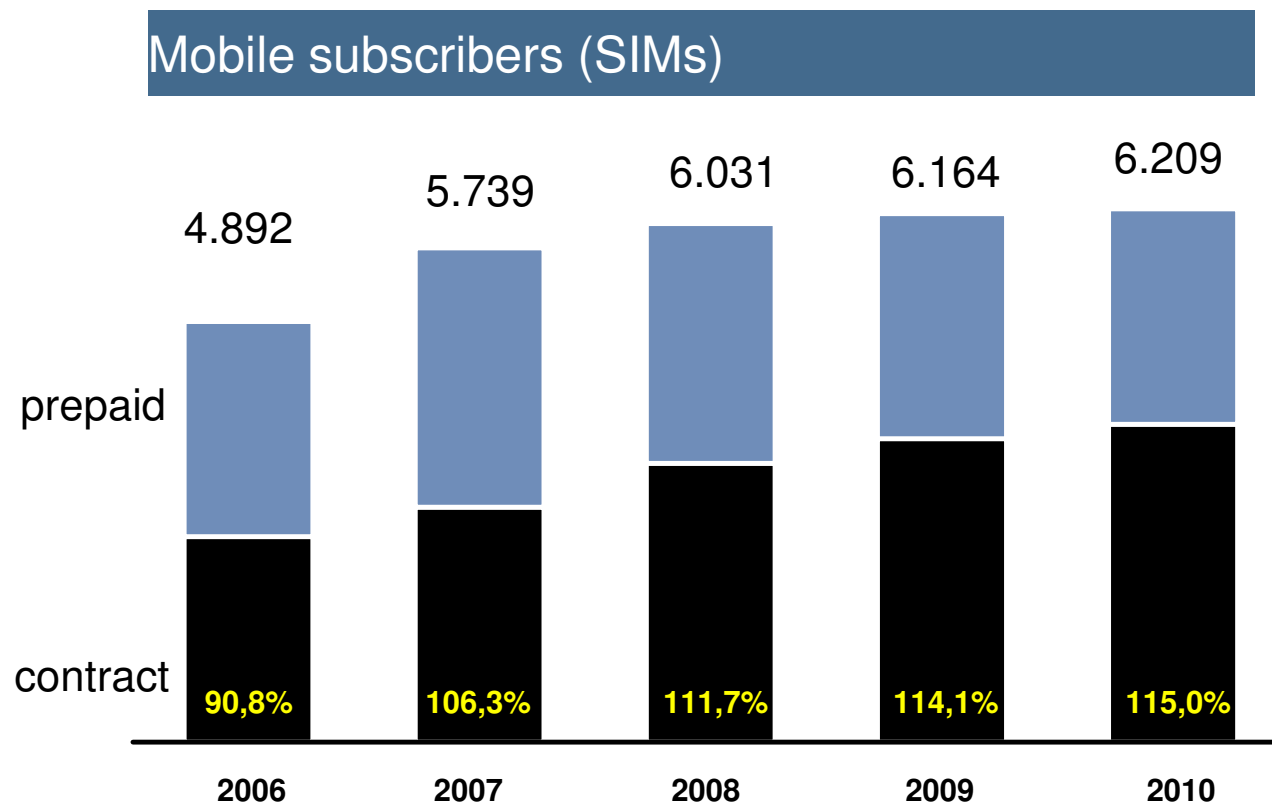
Play All

Too Generic?

Customer Specific Example

Value of Business Process Automation

Sample Telco Case



Value of Business Process Automation

Sample Telco Case

Penetration



- already over 106%
- population will not grow
- no more space for valuable adds

Customers



- loyalty and relationship will be a key
- more retention than acquisition

Revenue



- Cross/upsell - more and more complex offers
- Non-traditional revenue streams

Value of Business Process Automation

Sample Telco Case

GOAL

Cost Reduction

GOAL

Cost Reduction

ORACLE

Value of Business Process Automation

Sample Telco Case

New Revenue Sources

GOAL
New Revenue
Sources

Value of Business Process Automation

Sample Telco Case



Value of Business Process Automation

Sample Telco Case

Possible Differentiators

	Available	Sustainable
Price	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Product	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Marketing / Sales	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Customer Experience	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

- all potential differentiators available at all operators
- only **customer experience** is sustainable for long time (hard to copy)

Value of Business Process Automation

Sample Telco Case



Value of Business Process Automation

Sample Telco Case

**Efficient
Resource
Utilisation**

KBR

GOAL
ue

Efficient **KBR**
Resource
Utilization

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Value of Business Process Automation

Sample Telco Case



Value of Business Process Automation

Sample Telco Case

Most Important Customer Interactions



Highly emotional

- First invoice
- First call to Customer Care
- Claim resolution
- Mobile phone lost or stolen



Only few

- Welcome Call upon first invoice
- Satisfaction call



Key reasons for dissatisfaction

Key processes to improve customer satisfaction

Value of Business Process Automation

Sample Telco Case

Manual Order Capture

TP

GOAL
ue

Manual Order Capture^{TP}

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Value of Business Process Automation

Sample Telco Case

Heterogeneous Applications

TP

GOAL
ue

Heterogeneous^{TP}
Applications

Manual Order
Capture

ORACLE

Value of Business Process Automation

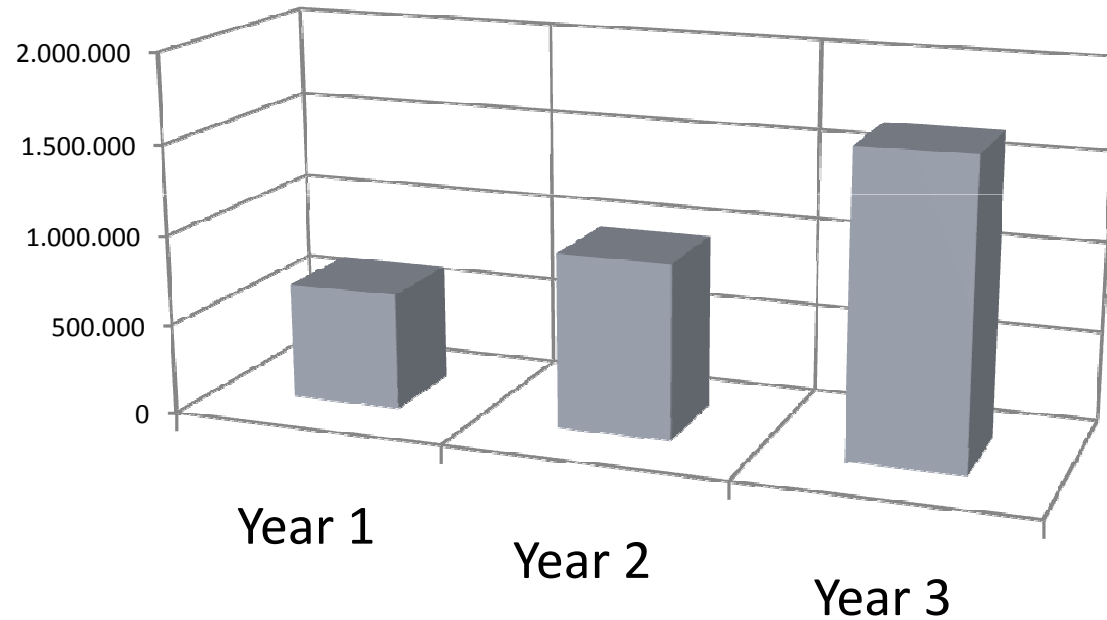
Sample Telco Case

Legitimate Customer
Complaints after Christmas

First Invoice after New or
Prolonged Contract

Recoupments after 1st Invoice

Christmas Campaign



Value of Business Process Automation

Sample Telco Case



Highly
emotional



- Activation
- Migration
- Prolongation

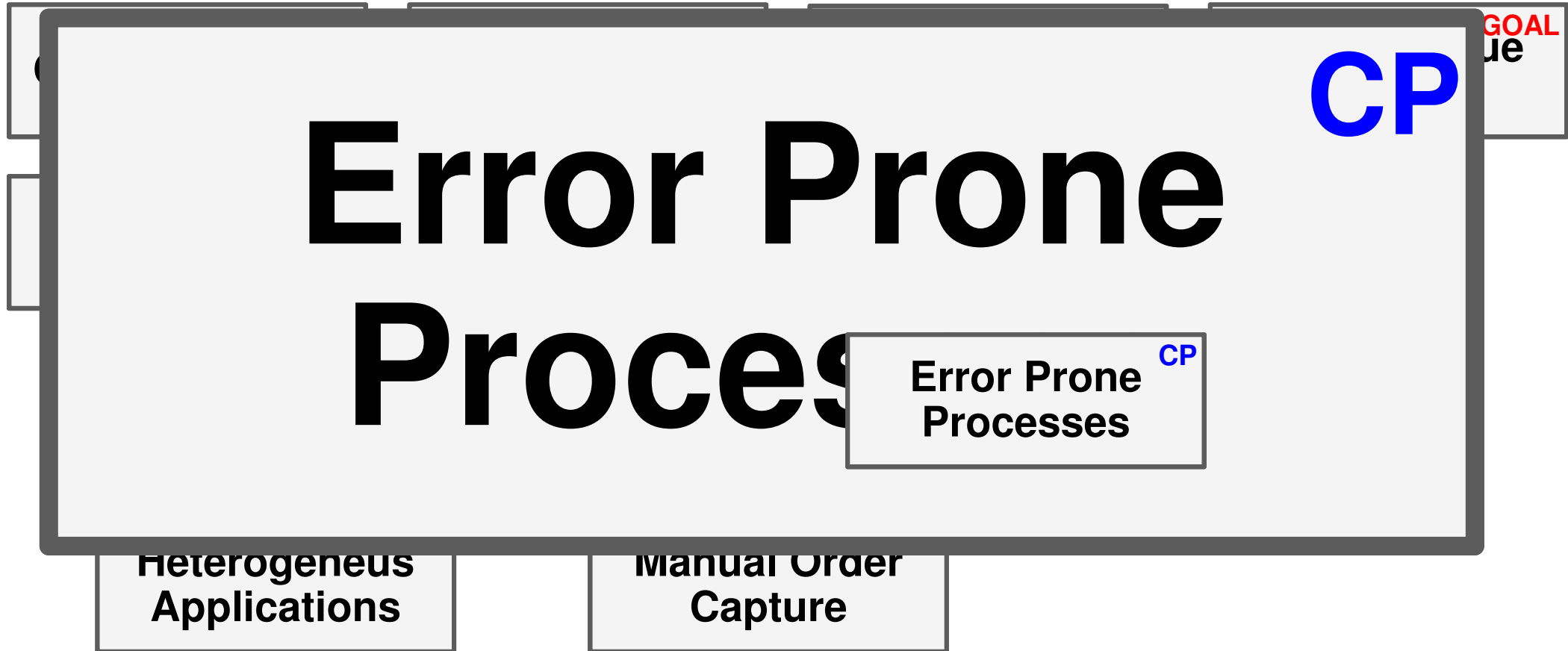
Some order attributes were entered differently to system than proposition required



Customer Satisfaction
Impacted

Value of Business Process Automation

Sample Telco Case



Value of Business Process Automation

Sample Telco Case

High Front- /Backoffice Workload

CP

High Front- CP
Backoffice
Workload

Heterogeneous
Applications

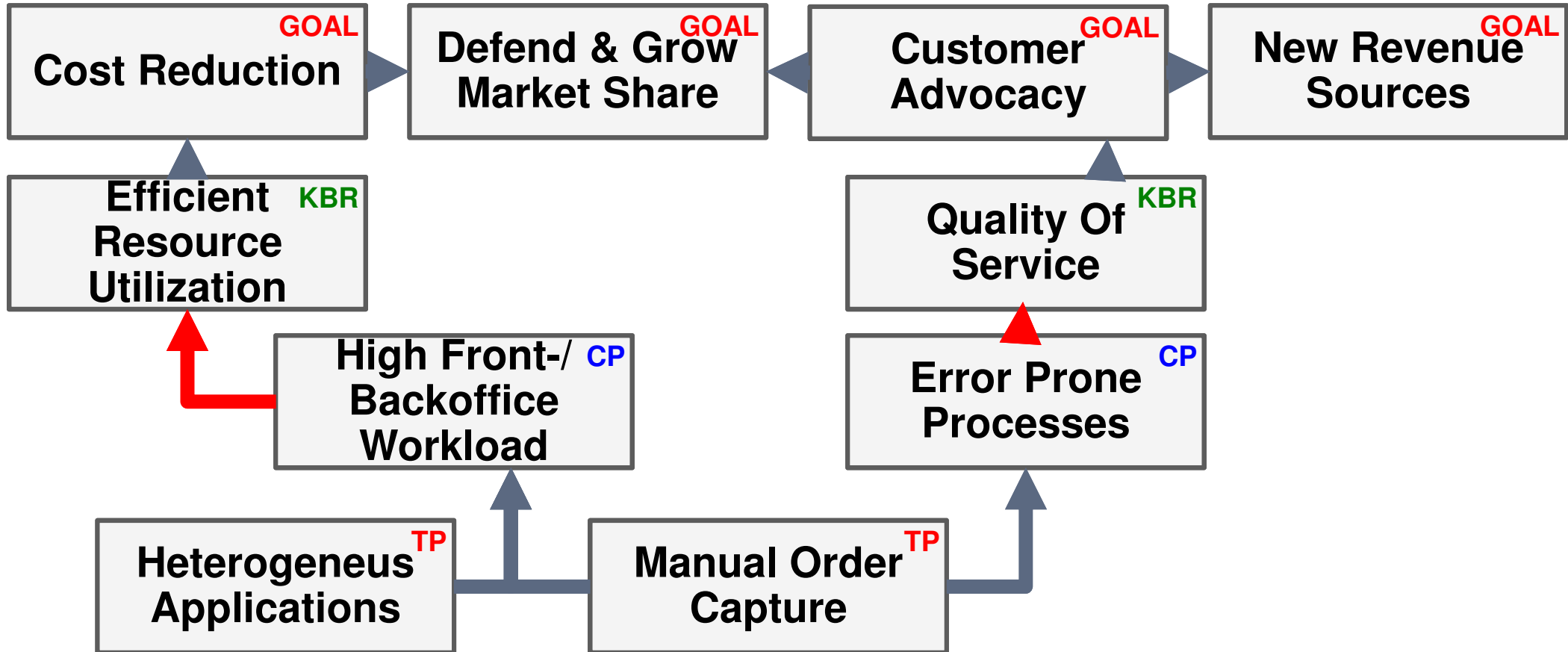
Manual Order
Capture

GOAL
ue

ORACLE

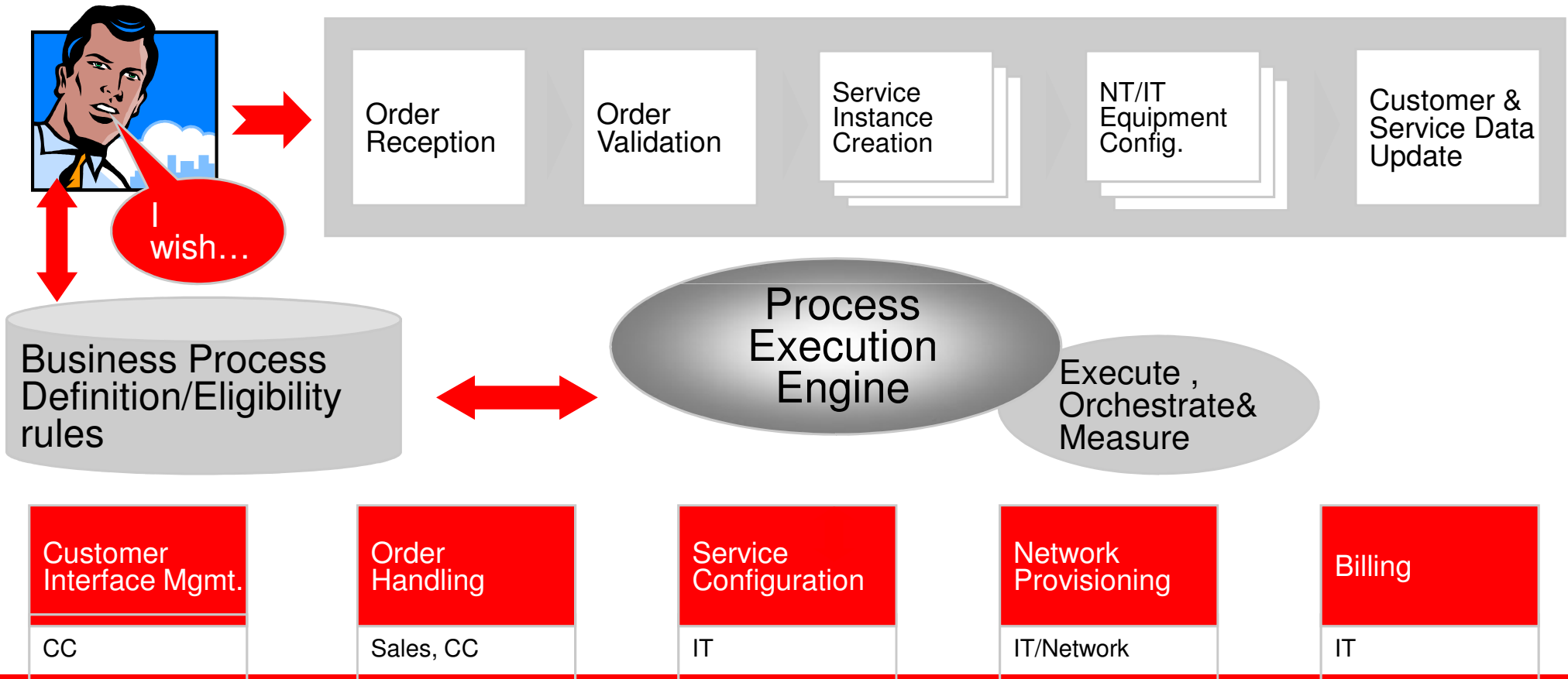
Value of Business Process Automation

Sample Telco Case



Value of Business Process Automation

Sample Telco Case



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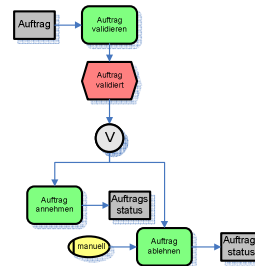
Value of Business Process Automation

Sample Telco Case

First attempt

- Business Processes are Blue Prints for implemented executable Processes
- Interdependency between Processes and IT not transparent
- No integrated description by missing common language
- Low degree of reusability
- High level of dependency

Design

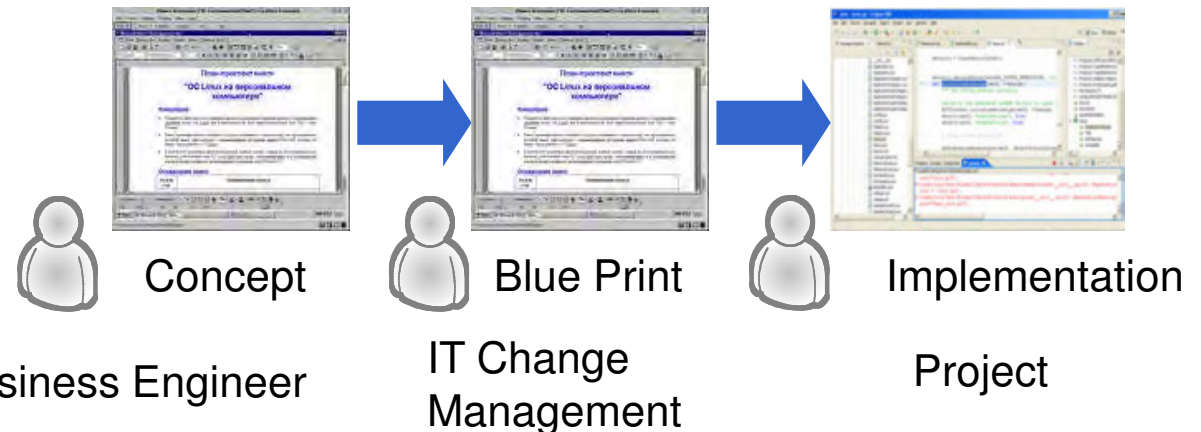


≠

Implementation

```
/* Block comment */
import java.util.Date;
/**
 * Doc comment here for SomeClass
 * @version 1.0
 */
public class SomeClass ( // some comment
    private String field = "Hello World";
    private double unusedField = 12345.67890;
    private UnknownType anotherString = "AnotherString";
    public SomeClass () {
        //TODO: something
        int localVar = "IntelliJ"; // Error, incompatible types
        System.out.println(anotherString + field + localVar);
        long time = Date.parse("1.2.3"); // Method is deprecated
    }
}
```

hand- crafted design

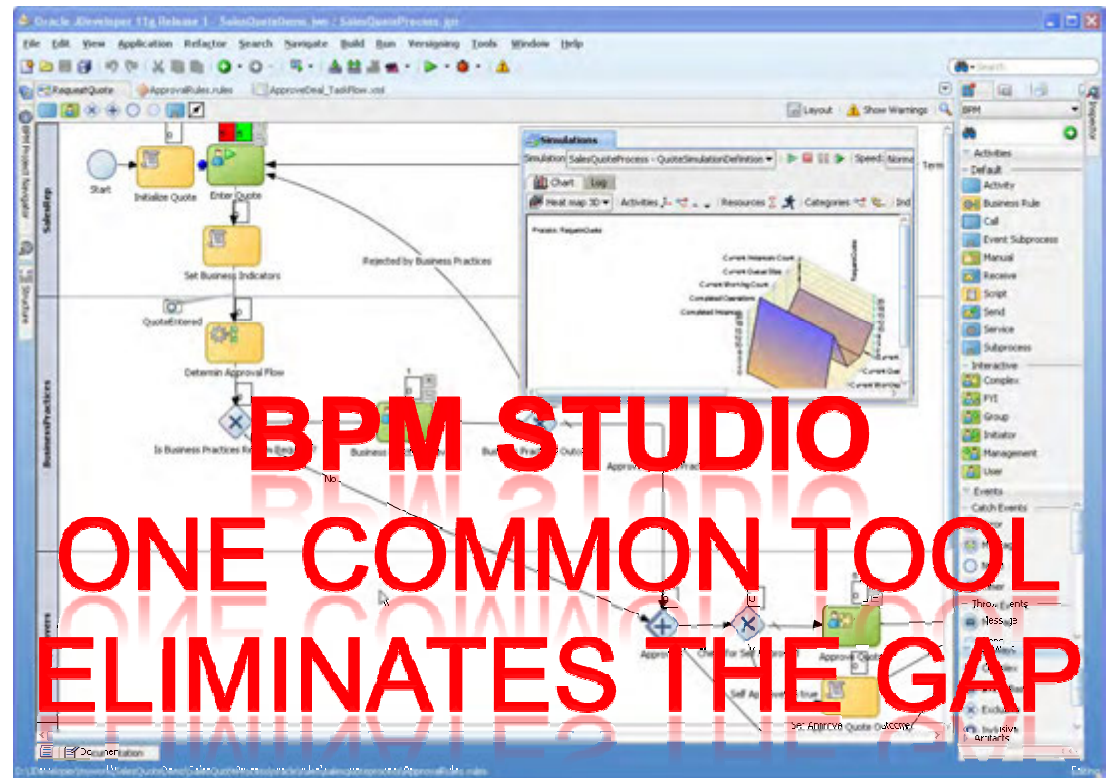


Value of Business Process Automation

Sample Telco Case

BPM Suite Approach

- Business people design executable processes
- Developers implement the technical parts:
 - Integration
 - Services
 - User Interface
- WYDIWYE



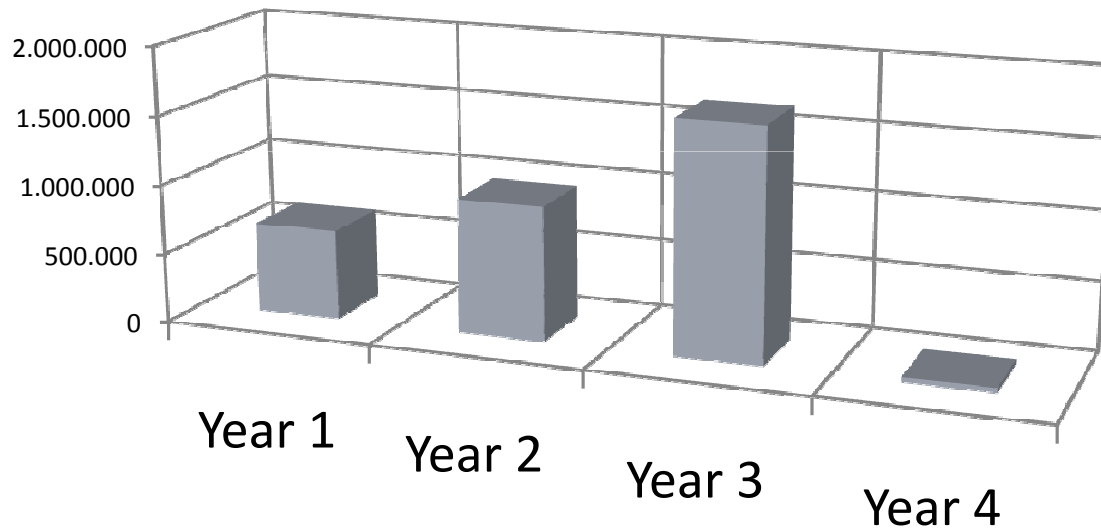
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Value of Business Process Automation

Sample Telco Case

Christmas Campaigns – The BPM Effect

Recoupments after 1st Invoice



Order Capture Errors
Almost Eliminated

Value of Business Process Automation

Sample Telco Case

Further Benefits

- Call agent satisfaction improved from 3.7 to 1.5 (scale 1-5)
- Transaction Duration Time down from 12 to 5 minutes
 - Lower cost, ability to server more customers, improved customer satisfaction
- Training cost and time reduced by more than 70%
- Enabled new sales channels: telesales, e-shop
- Created infrastructure to monitor external processes (couriers)
 - Enabled SLA enforcement, Process Optimization
- Significantly reduced time to market

Applications

Capture

ORACLE

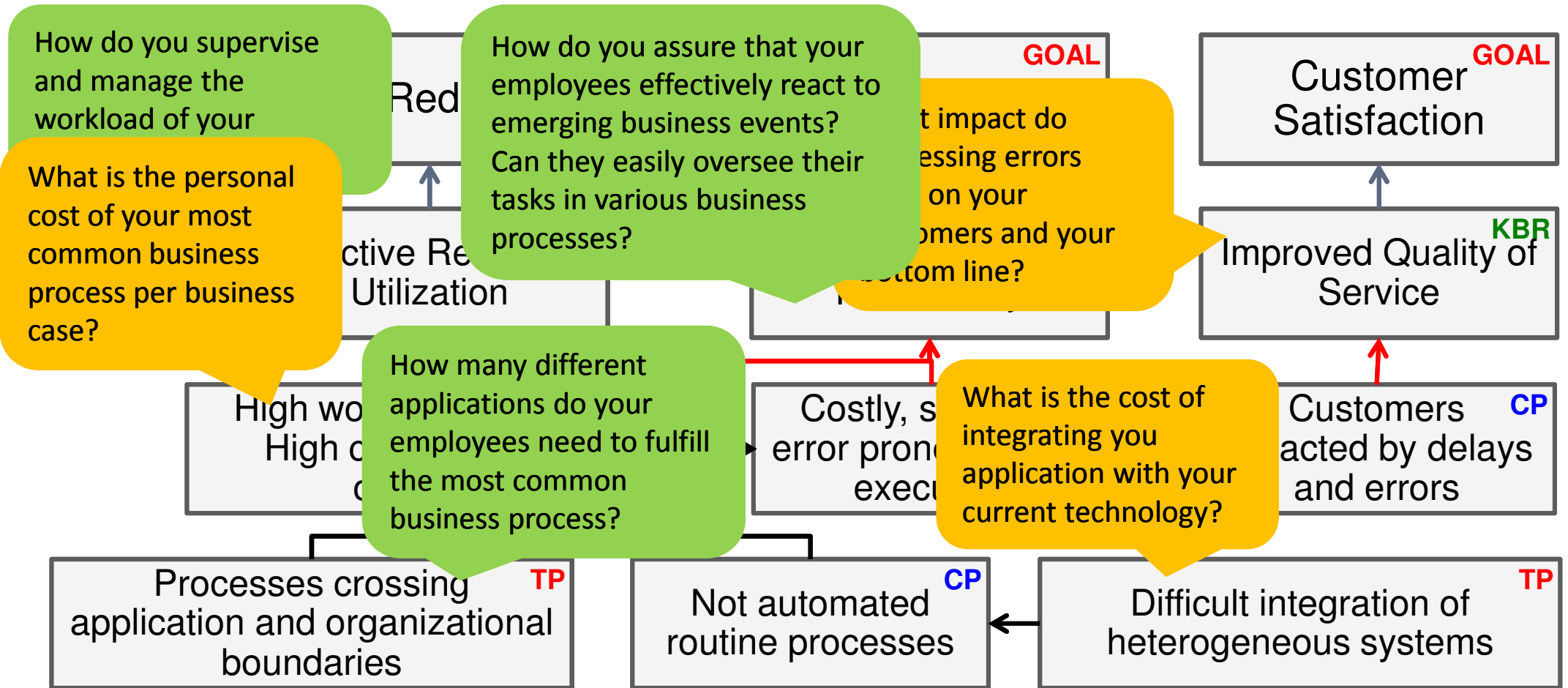
Hardware and Software

ORACLE®

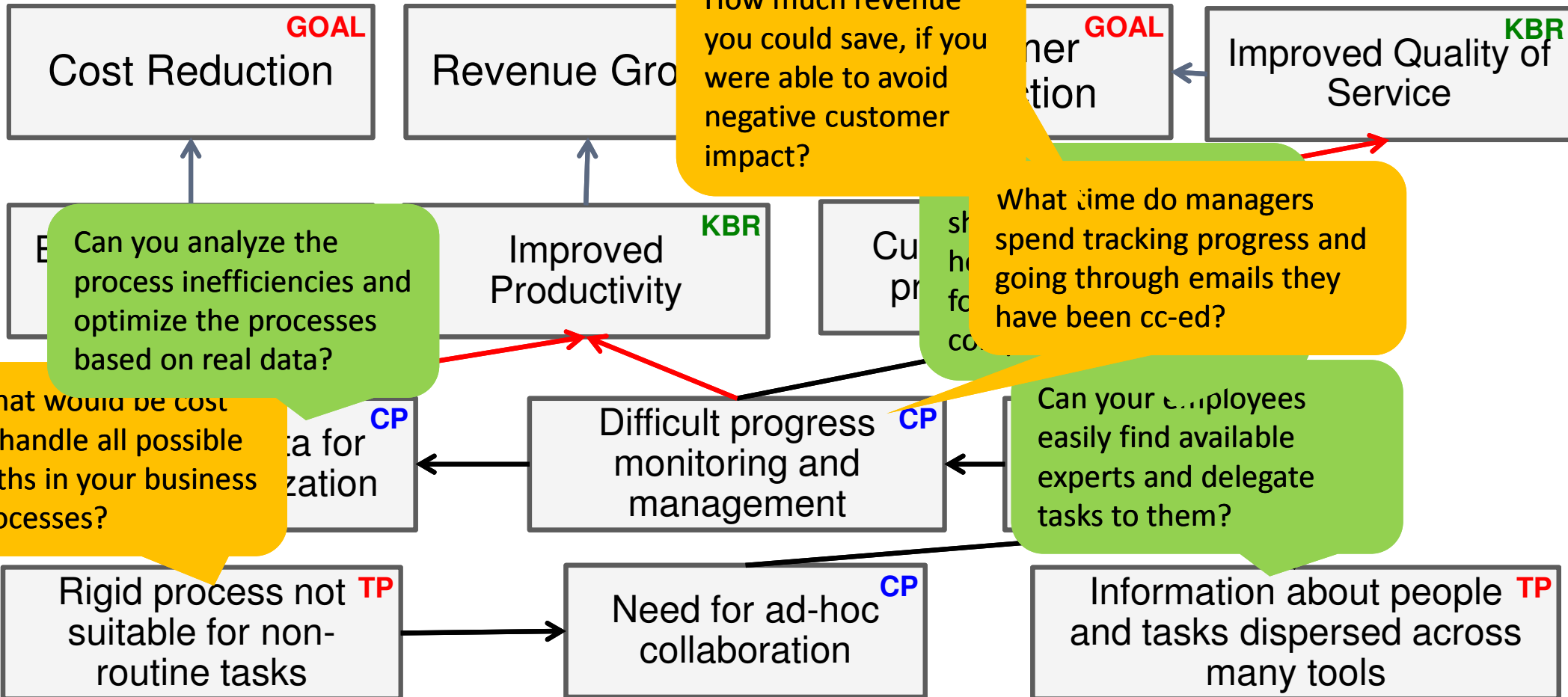
Engineered to Work Together

ORACLE®

Value of Business Process Automation

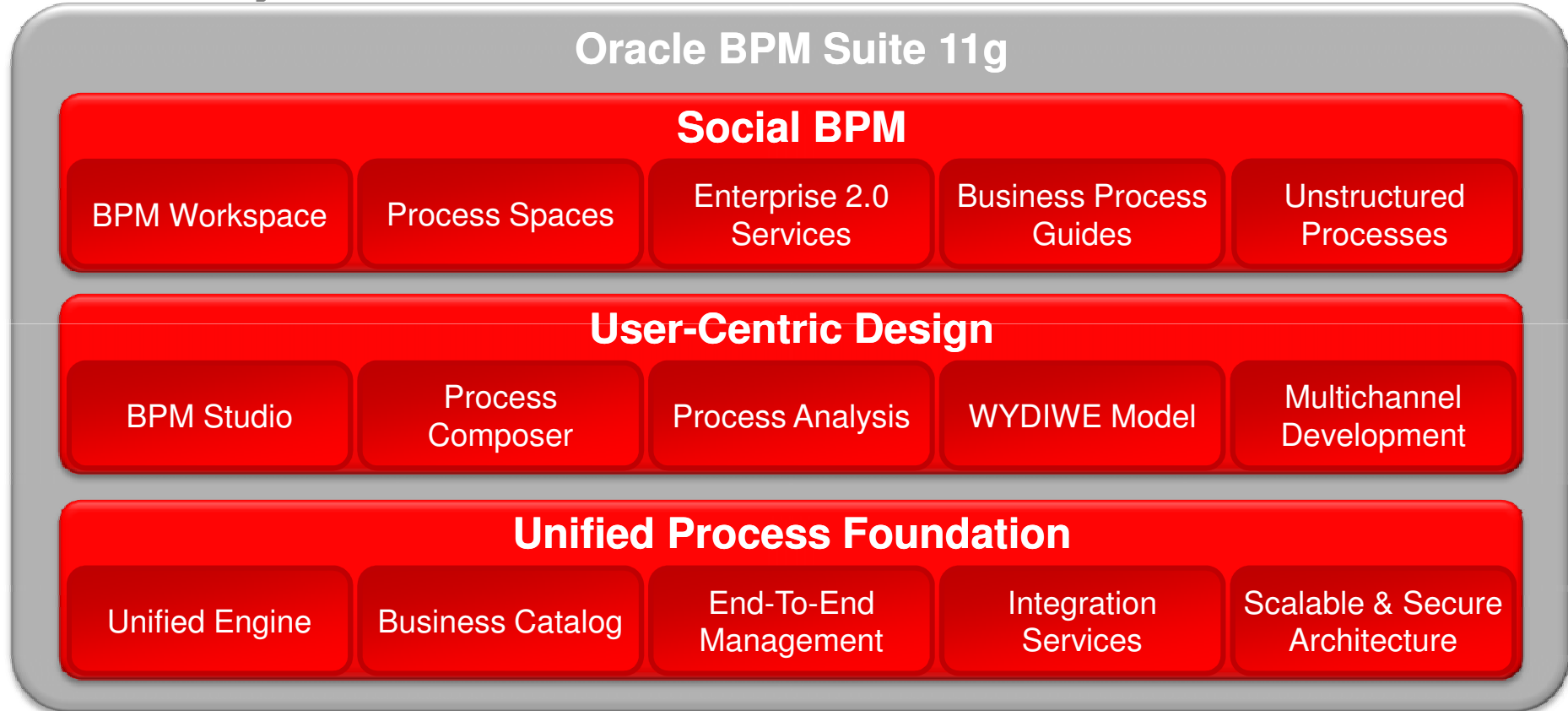


Efficiency in Executing Unstructured Processes



Oracle BPM Suite 11g

Efficiency in both Structured and Unstructured Processes




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Human Workflow as a Service

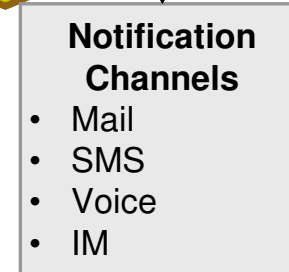
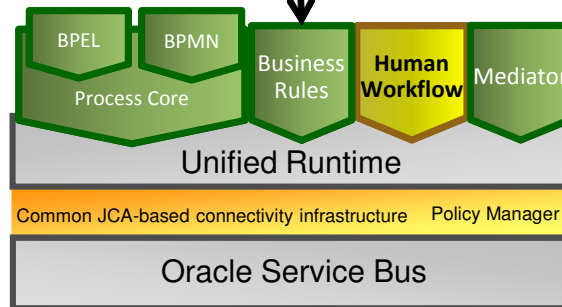
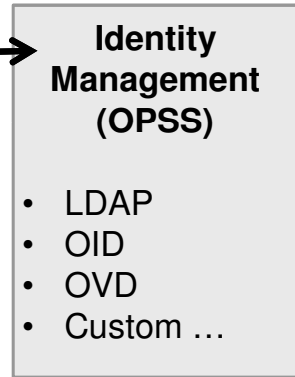
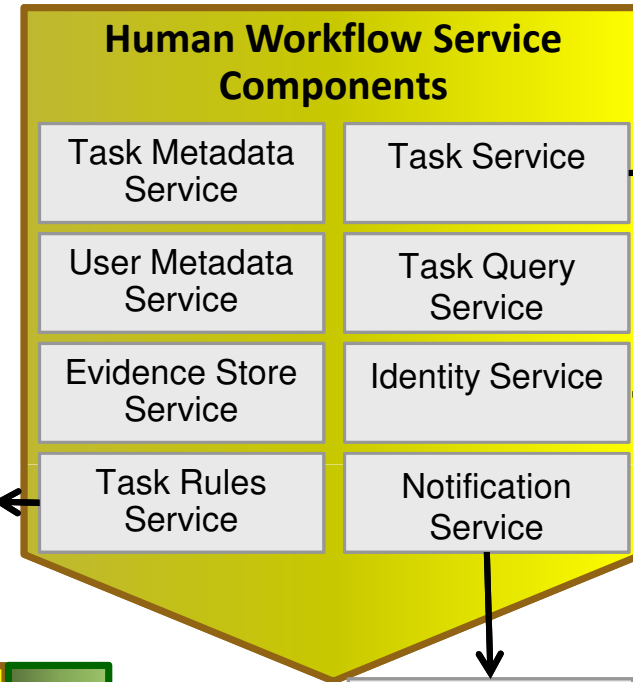
 Design Tasks
Approvals
Rules, etc.
Process Designer



 Views and acts on tasks
End User

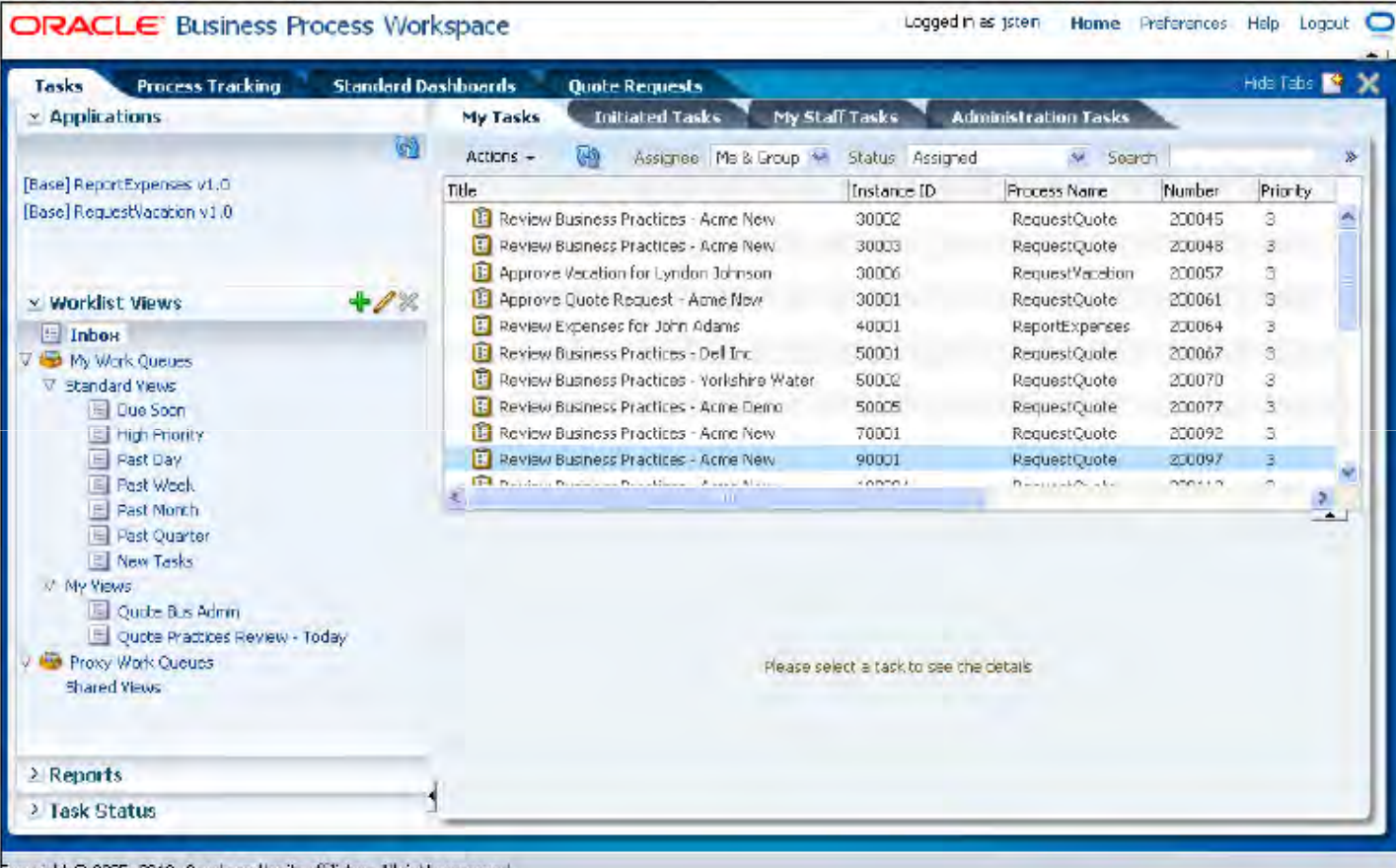
 Monitors progress
Process Owner

 Administrate tasks, workflow ads, errors...
Workflow Admin



Business Process User Interactions

- Task oriented Business Process Workspace
- Process Tracking
- Performance and Workload Monitoring
- Out of the Box Dashboards
- Allows:
 - Ad-hoc task routing
 - Rule based task delegation
 - Sub-Task creation



The screenshot displays the Oracle Business Process Workspace interface. The top navigation bar includes "ORACLE Business Process Workspace", "Logged in as jsten", and links for "Home", "Preferences", "Help", and "Logout". The main interface is divided into several sections:

- Tasks:** Includes "Process Tracking", "Standard Dashboards", and "Quote Requests".
- Applications:** Lists "[Base] ReportExpenses v1.0" and "[Base] RequestVacation v1.0".
- Worklist Views:** Includes "Inbox", "My Work Queues" (with "Standard Views" like "Due Soon", "High Priority", "Past Day", "Past Week", "Past Month", "Past Quarter", "New Tasks"), "My Views" (with "Quote Bus Admin", "Quote Practices Review - Today"), and "Proxy Work Queues" (with "Shared Views").
- My Tasks:** A central table showing a list of tasks with columns for "Title", "Instance ID", "Process Name", "Number", and "Priority".
- Reports:** A section for "Task Status".

The "My Tasks" table contains the following data:

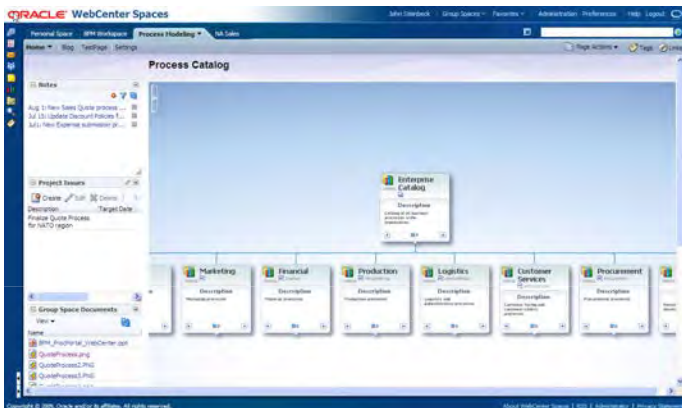
Title	Instance ID	Process Name	Number	Priority
Review Business Practices - Acme New	30002	RequestQuote	200045	3
Review Business Practices - Acme New	30003	RequestQuote	200048	3
Approve Vacation for Lyndon Johnson	30006	RequestVacation	200057	3
Approve Quote Request - Acme New	30001	RequestQuote	200061	3
Review Expenses for John Adams	40001	ReportExpenses	200064	3
Review Business Practices - Dell Inc.	50001	RequestQuote	200067	3
Review Business Practices - Yorkshire Water	50002	RequestQuote	200070	3
Review Business Practices - Acme Demo	50005	RequestQuote	200077	3
Review Business Practices - Acme New	70001	RequestQuote	200092	3
Review Business Practices - Acme New	90001	RequestQuote	200097	3
Review Business Practices - Acme New	40004	RequestQuote	200110	3

At the bottom of the interface, there is a copyright notice: "Copyright © 2005, 2010, Oracle and/or its affiliates. All rights reserved."

Social Business Process Management

Oracle BPM Spaces – The BPM Portal

Modeling

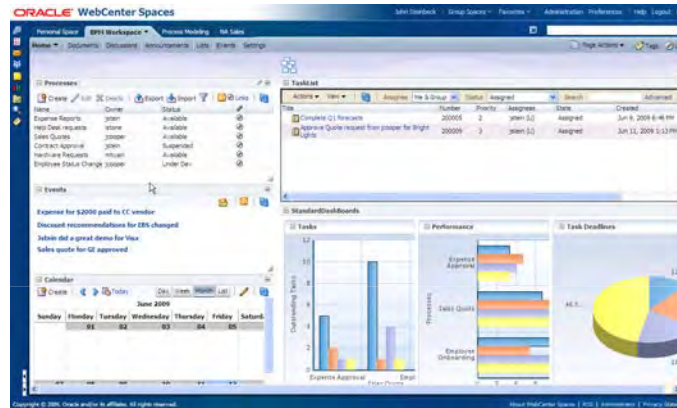


Efficiency through Collaboration

Out of the box collaborative spaces, wikis, portlets, task-flows

Flexible applications based on reusable components

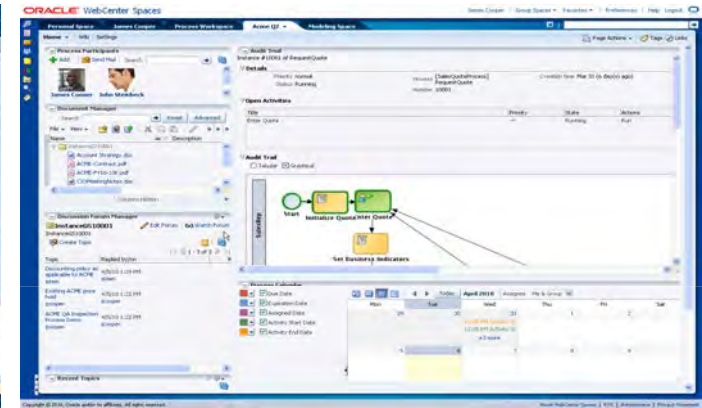
Contextual Workspace



Productivity through Information

Composite process portal providing all task relevant information: documents, dashboards, wikis, presence, calendar, tagging, etc...

Process Instance Inspection



Continuous Innovation

Monitoring and alerting of events, deadlines, usage of group calendars, tagging and searching
Introspection and process auditing

Process Efficiency

Value of Oracle BPM Suite

Value for Customers

Reduced operational cost

Improved productivity and ROI

Better quality of service

Effective resources utilizations

Value for Partners

Become more significant for customer's success

Opportunities for incremental services

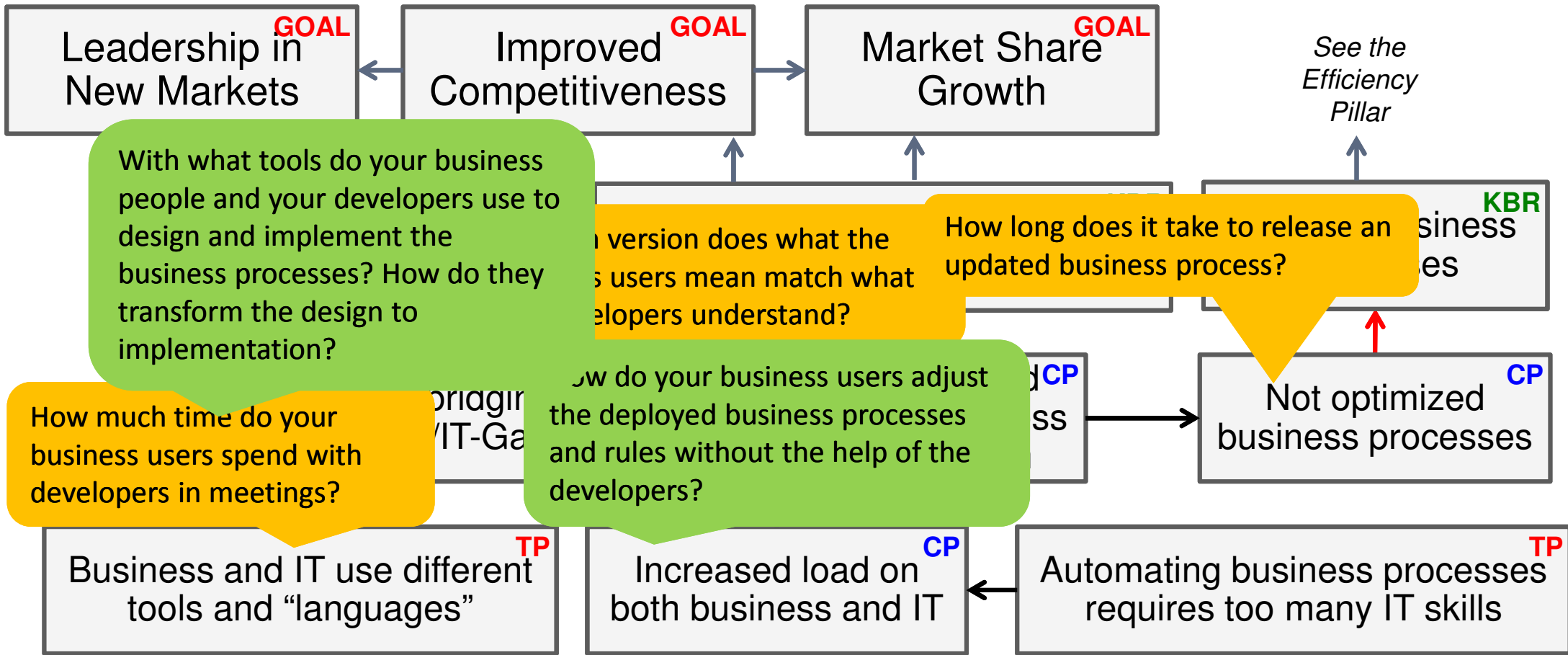
Offer services for customer's processes

Benefits of Oracle BPM Suite 11g

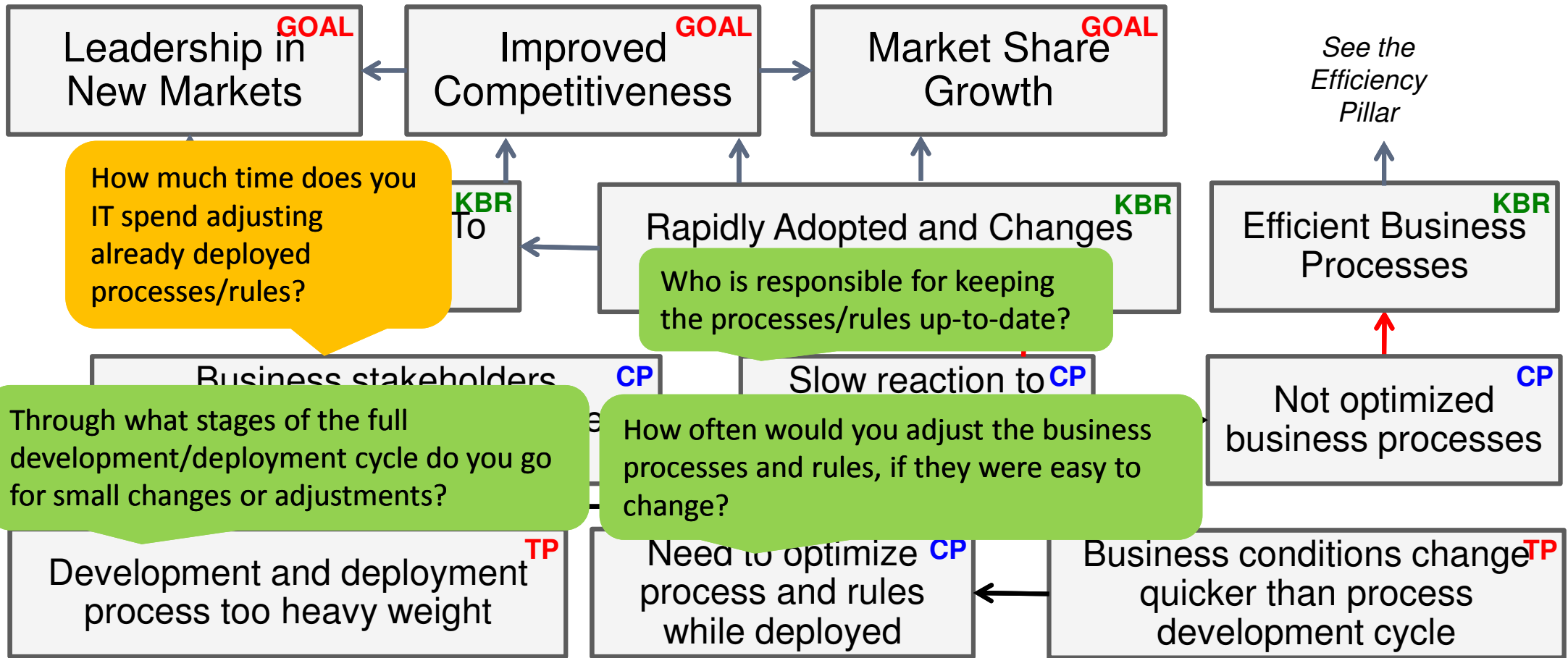
Value in the Core BPM Areas



Agility in Process Development?

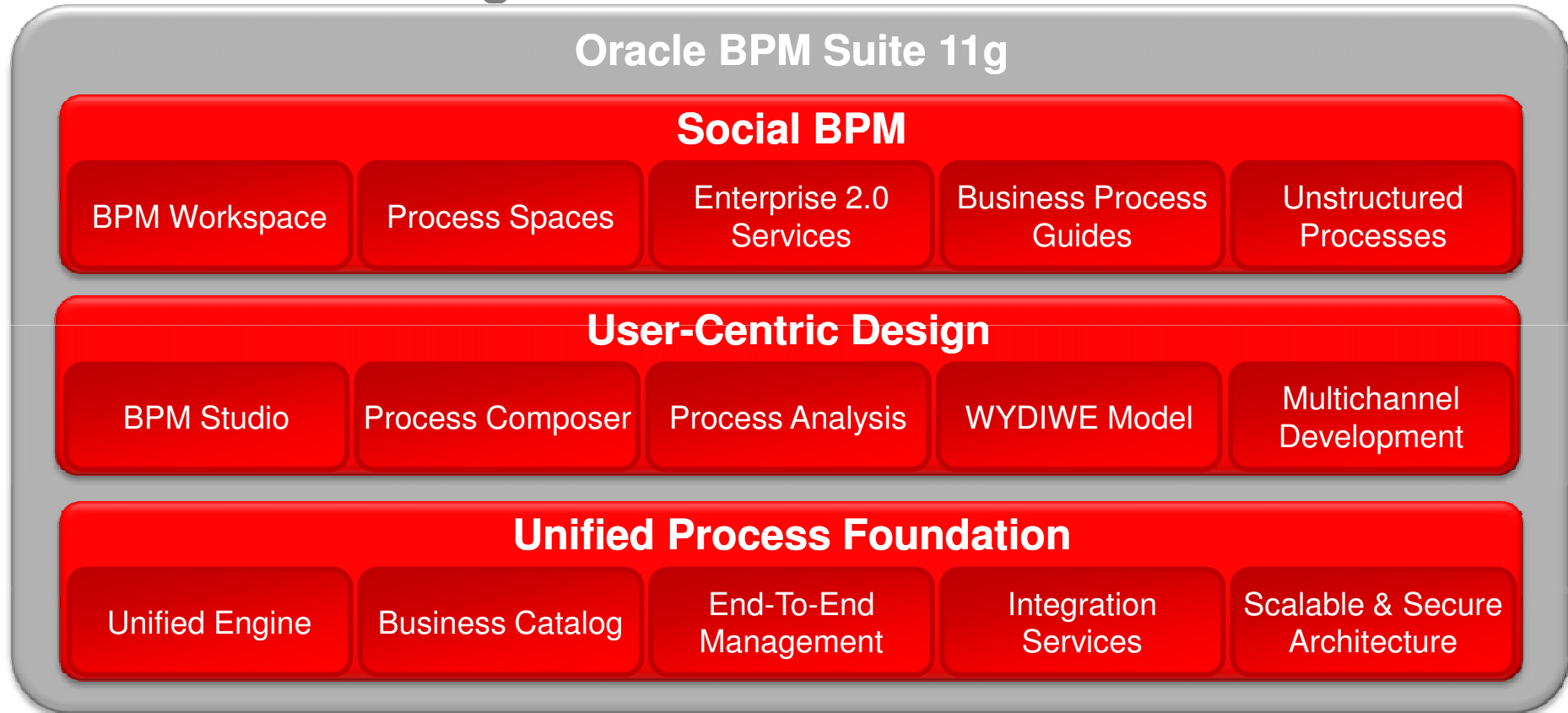


Flexibility in Rules and Process Adjustments



Oracle BPM Suite 11g

Foundation for Agile Business

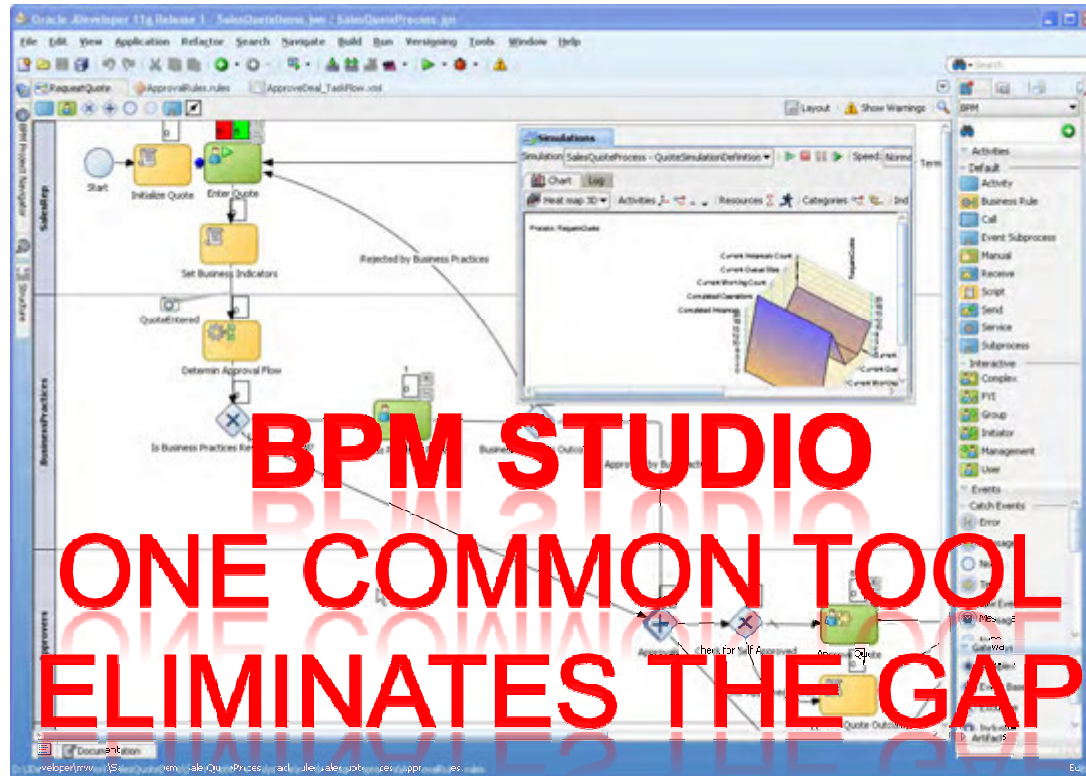


Collaboration Between Analysts and Developers

Modeling Business Process in Oracle BPM Studio

BUSINESS

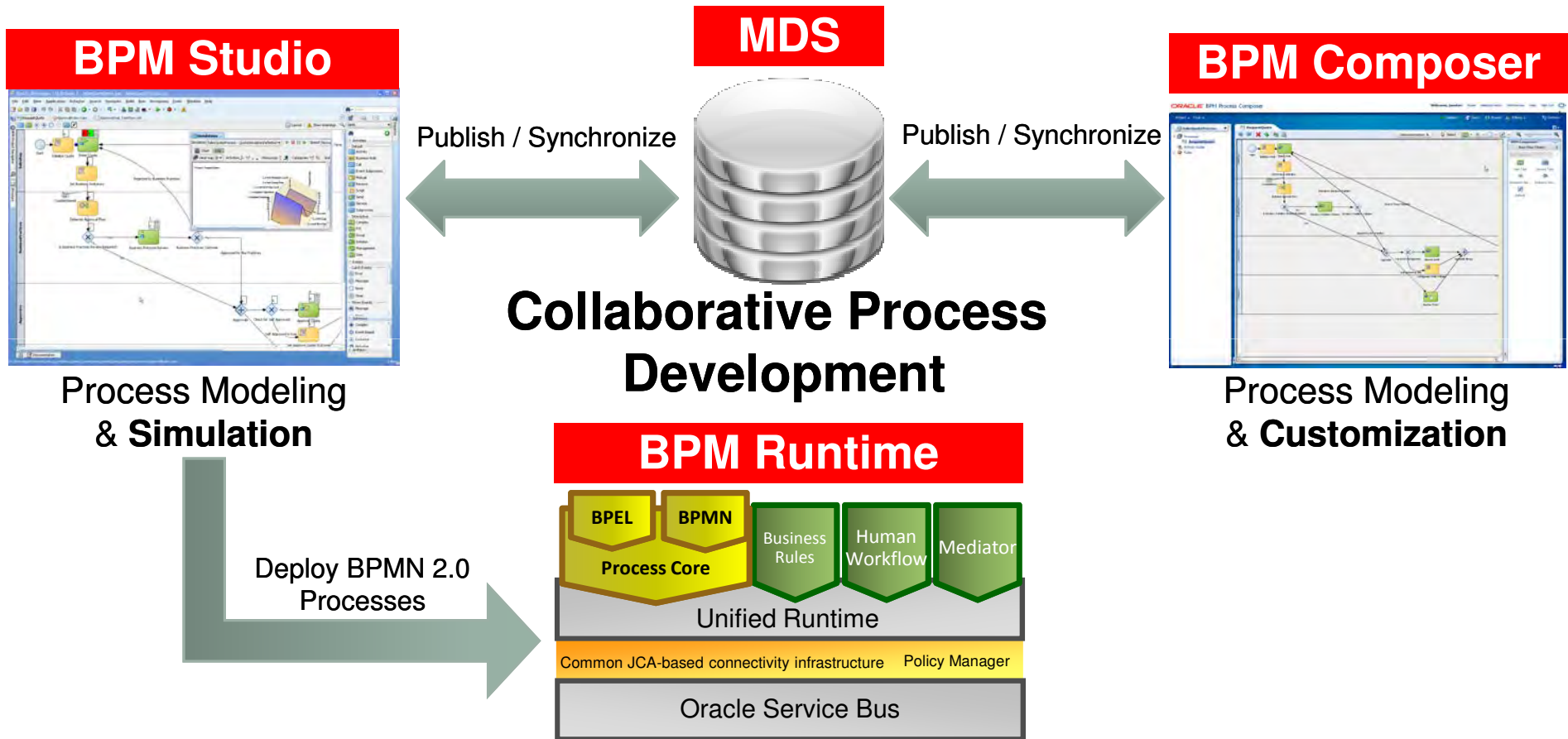
- Uses BPMN 2.0
- Graphical, role-oriented process design
- No Coding
- Defines and uses activities, work-flows, services, business rules
- Simulates and optimizes the the processes



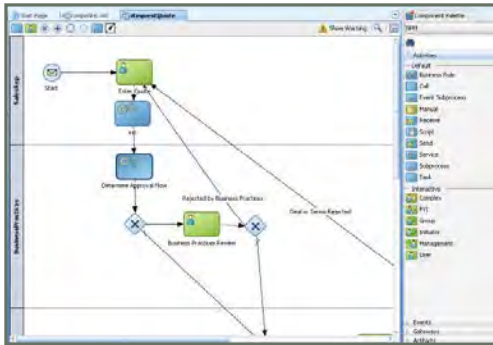
IT

- Uses BPMN 2.0
- Graphical, role-oriented process design
- Adds technical details
- Implements activities, services, tasks forms

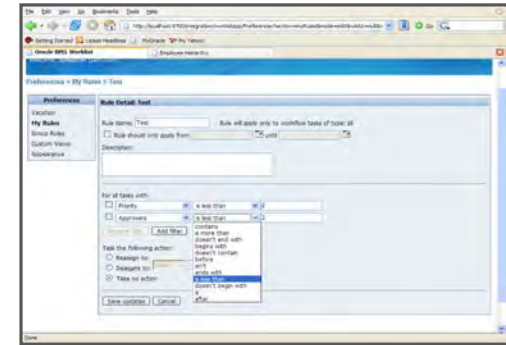
Business Process Modeling



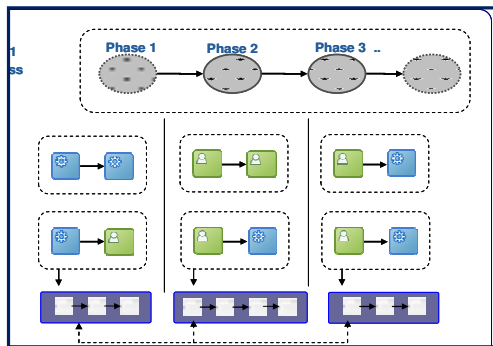
Business Processes and Business Rules



Rules Driven Processes



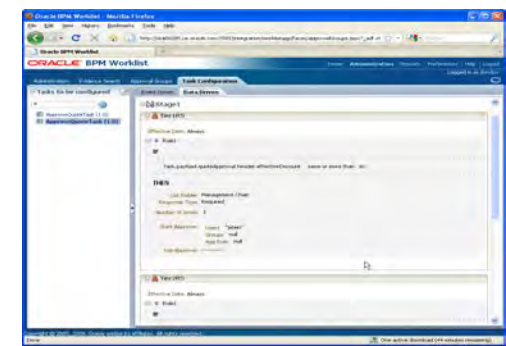
Data Validation



Rules Driven Service Routing

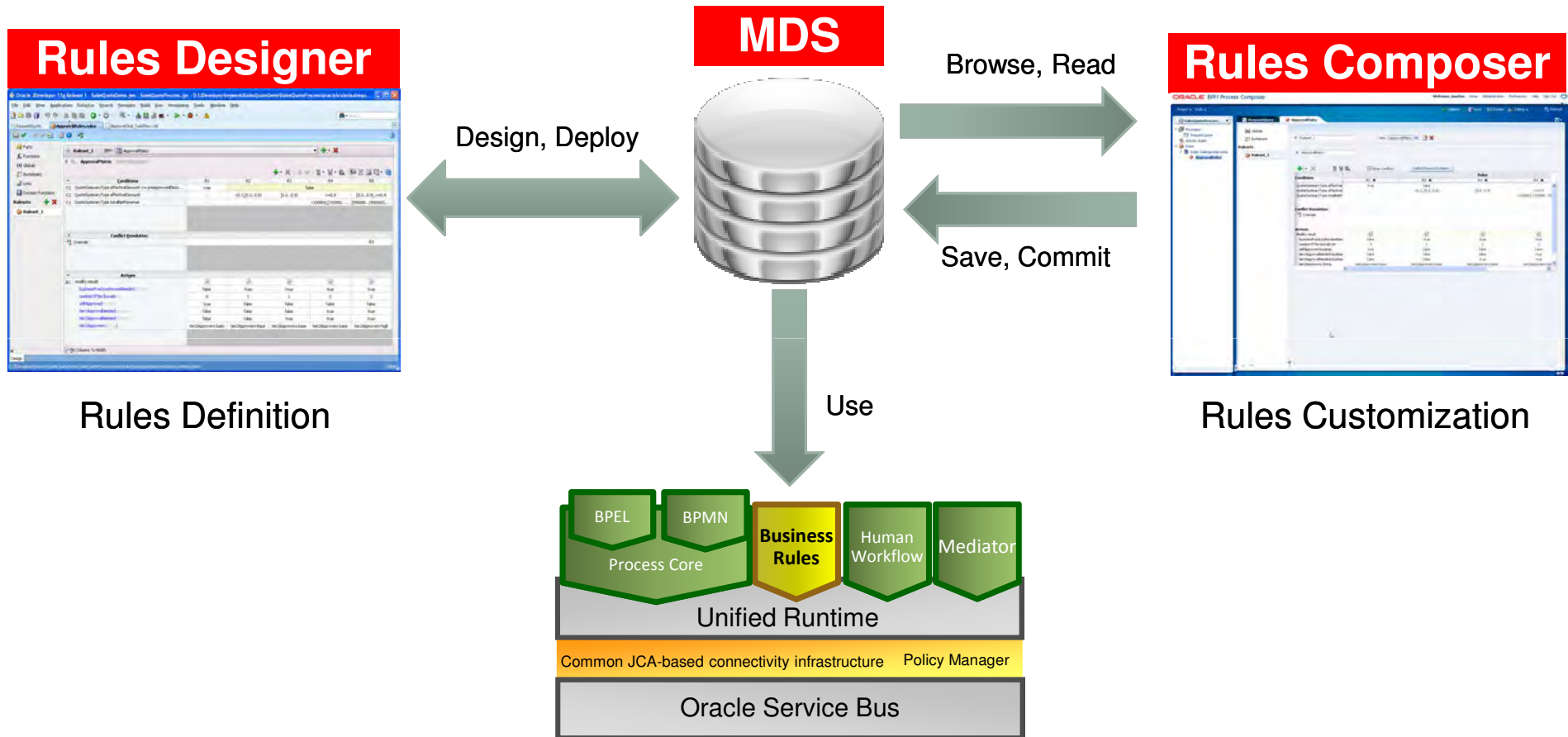


Business Rules



Rules Driven Task Routing
(Delegation, Escalation, Timeouts,...)

Business Rules Management



Productivity and Agility

Value of Oracle BPM Suite

Value for Customers

Faster Time To Market due to close collaboration between the Process Analyst and Developers

Increased Competitiveness

Growing Market Share

Thought Leadership on New Markets

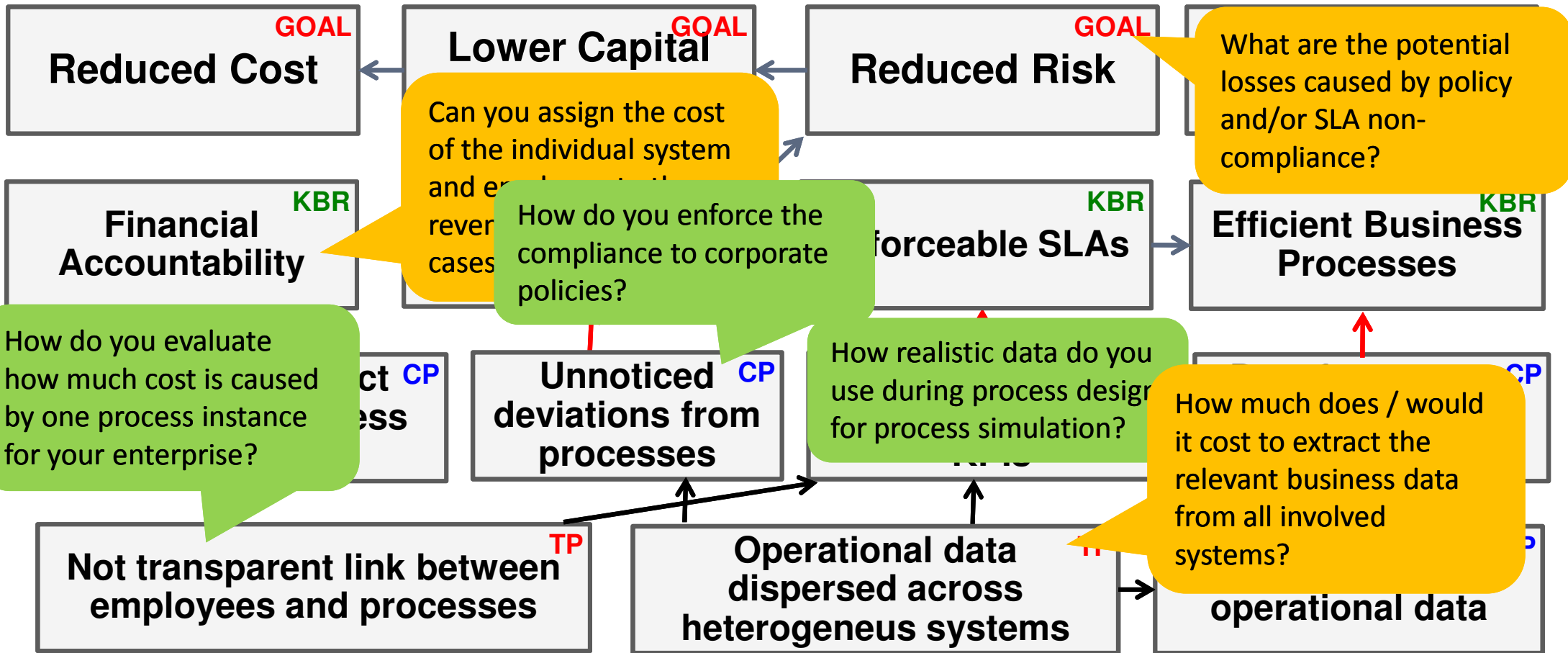
Value for Partners

Provide Higher Value Services for your Customers

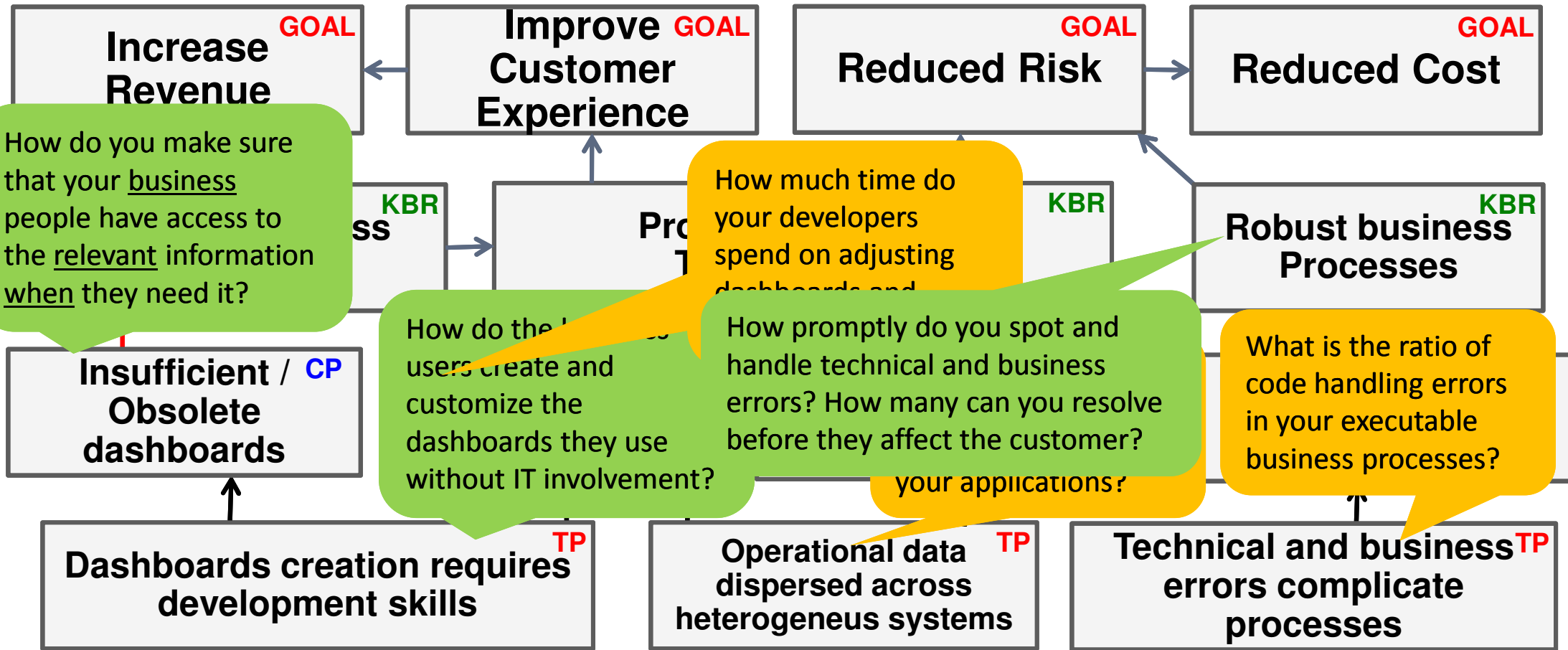
Access to Business Stakeholders and Decision Makers

Incremental service opportunities due to rapid reaction to customer needs

Business Intelligence Insight Into Processes

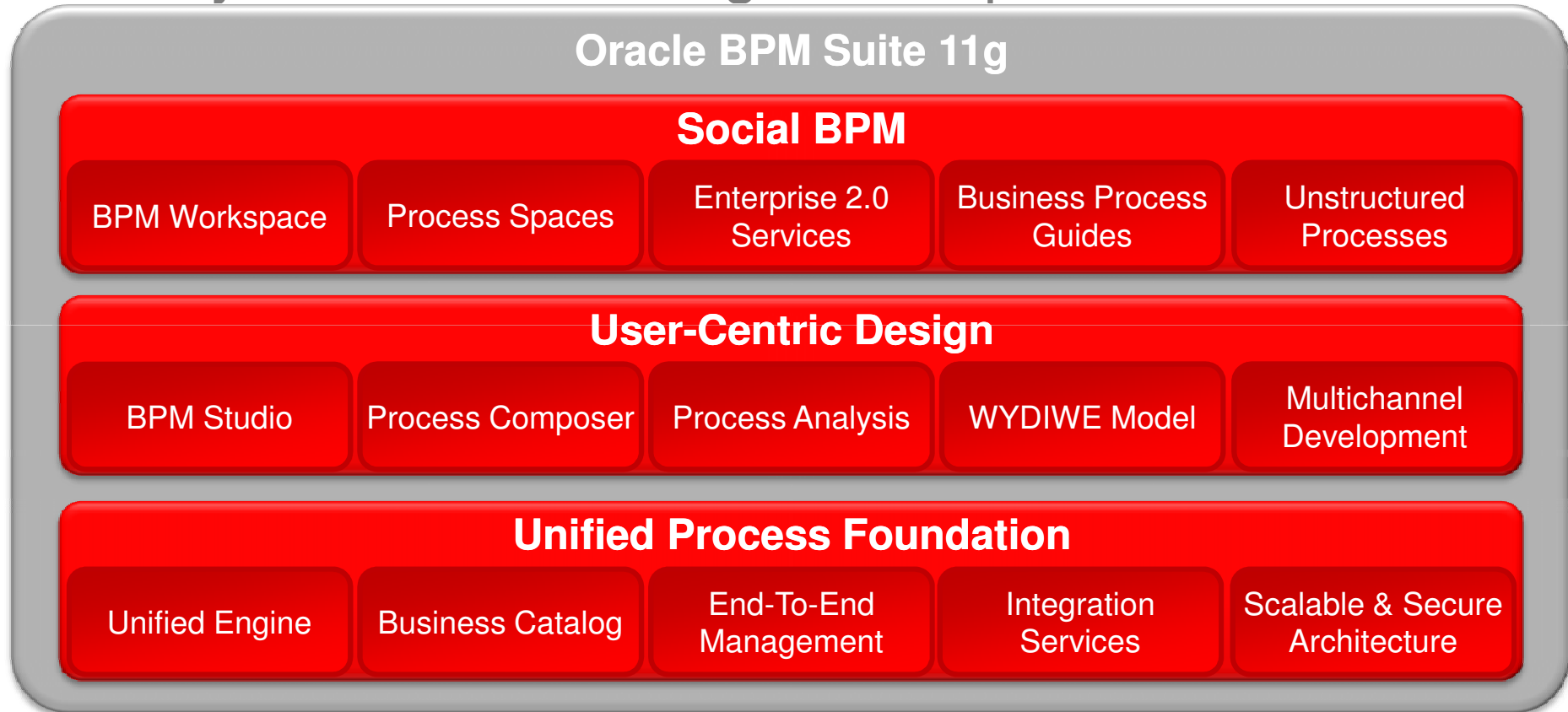


Business Process Monitoring



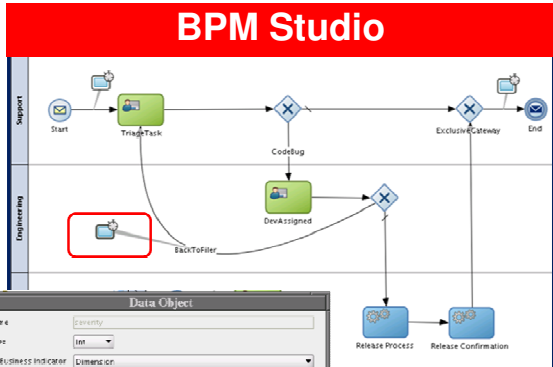
Oracle BPM Suite 11g

Visibility for Process Design and Operations



Business Activity Monitoring & Optimization

BPM Studio



Define Business Indicators
Define KPI, SLA, sensors, alerts
and actions

Monitor business
processes with predefined
and custom dashboards in
real time

Use the gathered data for design-time
process simulation and optimization

BPM Workspace

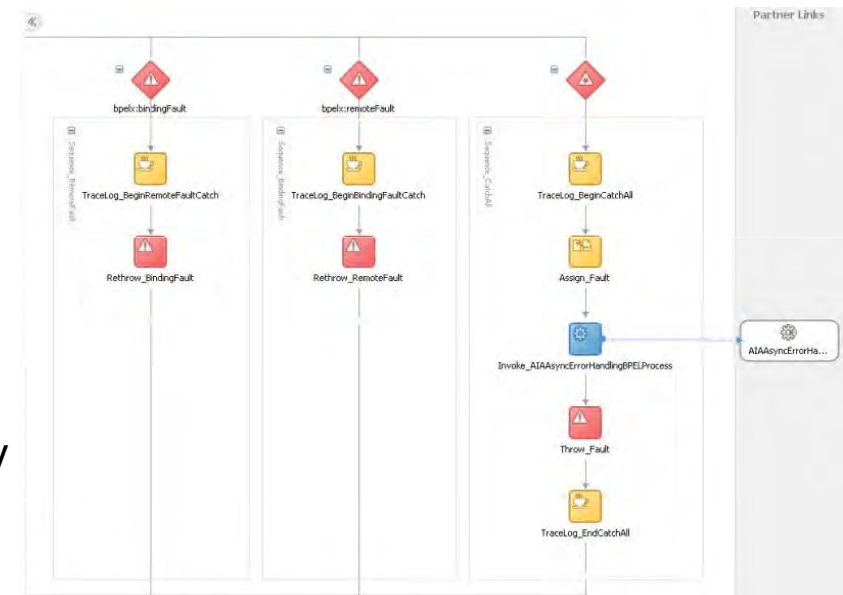


Oracle BAM



Policy Driven Error Handling

- Separates the error handling from the business processes into reusable policies
- Policies for the whole infrastructure, or be specific for process, partner-link or error-type
- Can automatically retry a failed service invocation or move the failing transaction into error hospital for manual resolution
- After the error has been resolved, the process can normally continue
- Enables systematic custom error logging and notifications
- Simplifies the processes, all technical errors can be handled by the policies



Visibility and Transparency

Value of Oracle BPM Suite

Value for Customers

Reduced Risk

More Productively Allocated
Investments

Quicker Reaction to Threats and
Trends

Empowered Business Operators

Value for Partners

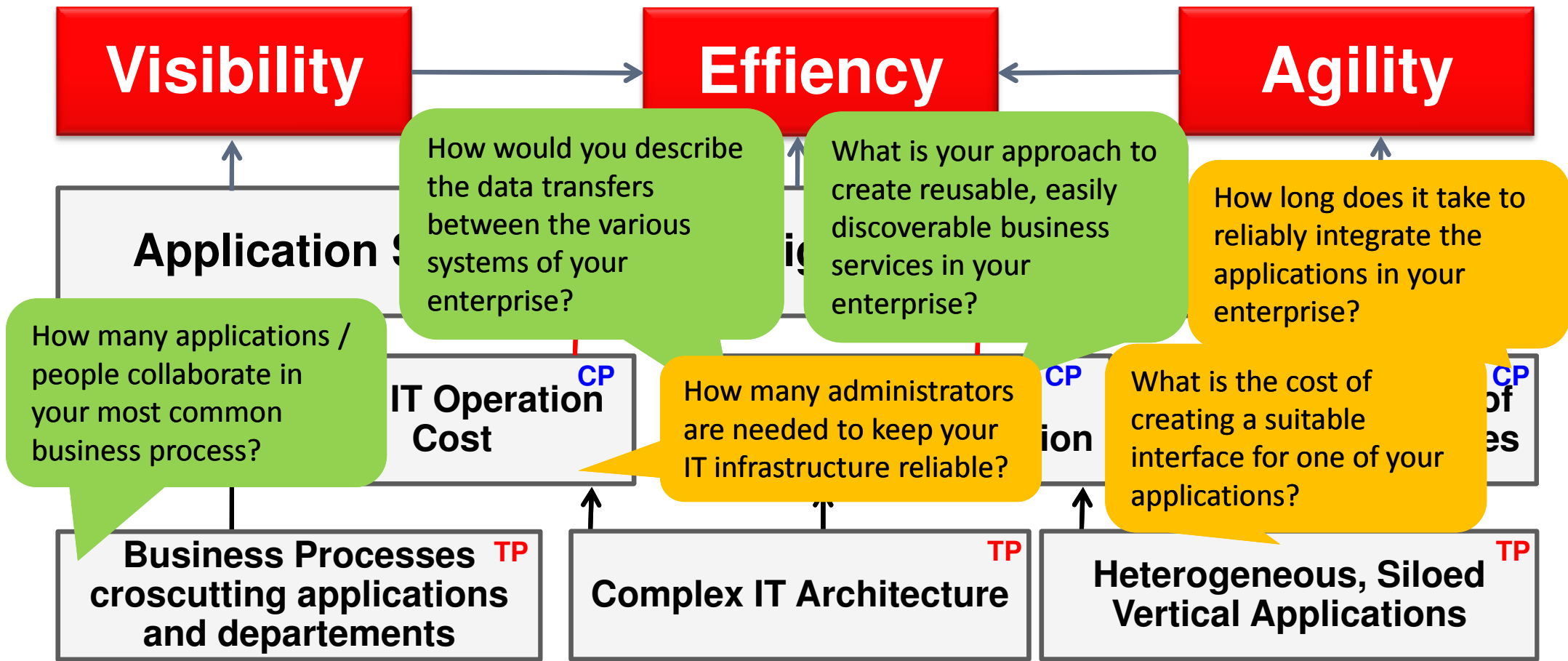
Higher Productivity in Developing
Robust Processes

Provide Higher Value Services By
Bringing the Needed Information
to the Business People

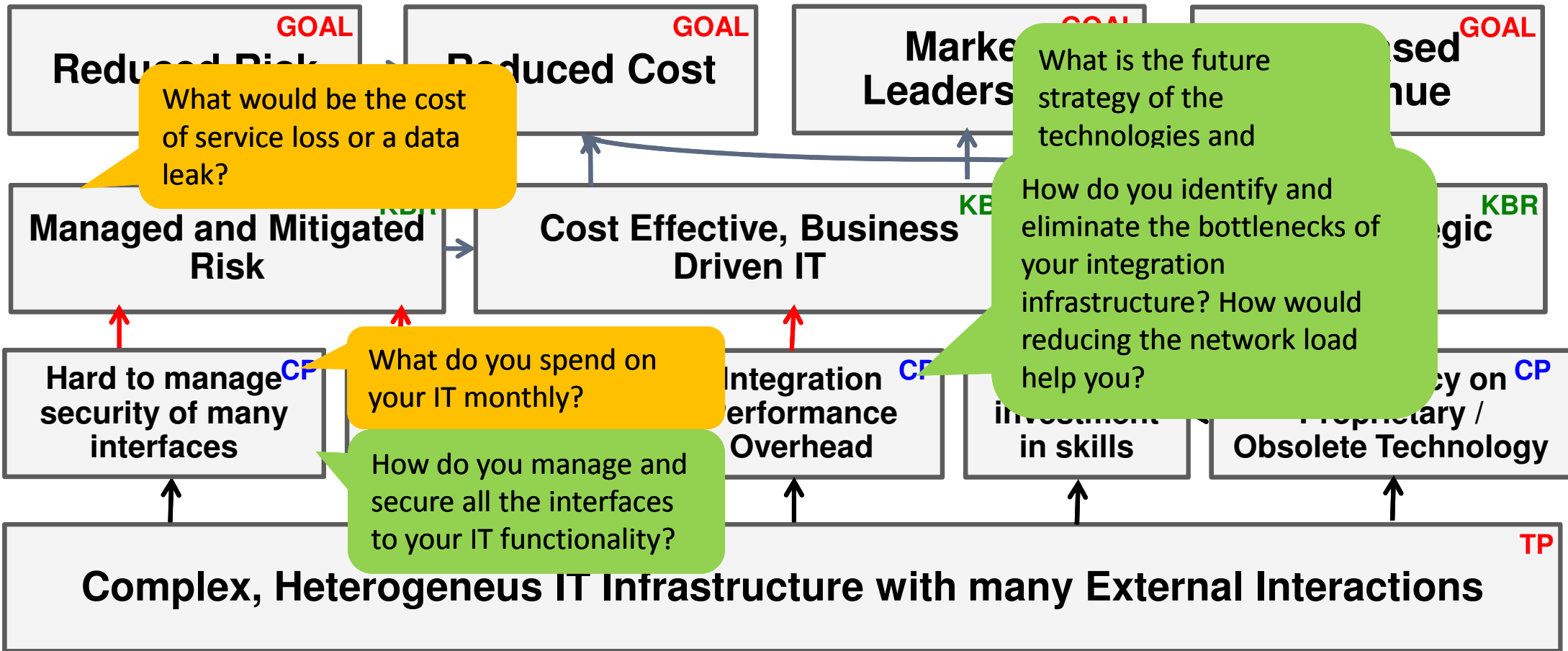
Offer Process Optimization based
on Real Production Data

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Business Integration Value Discovery Map

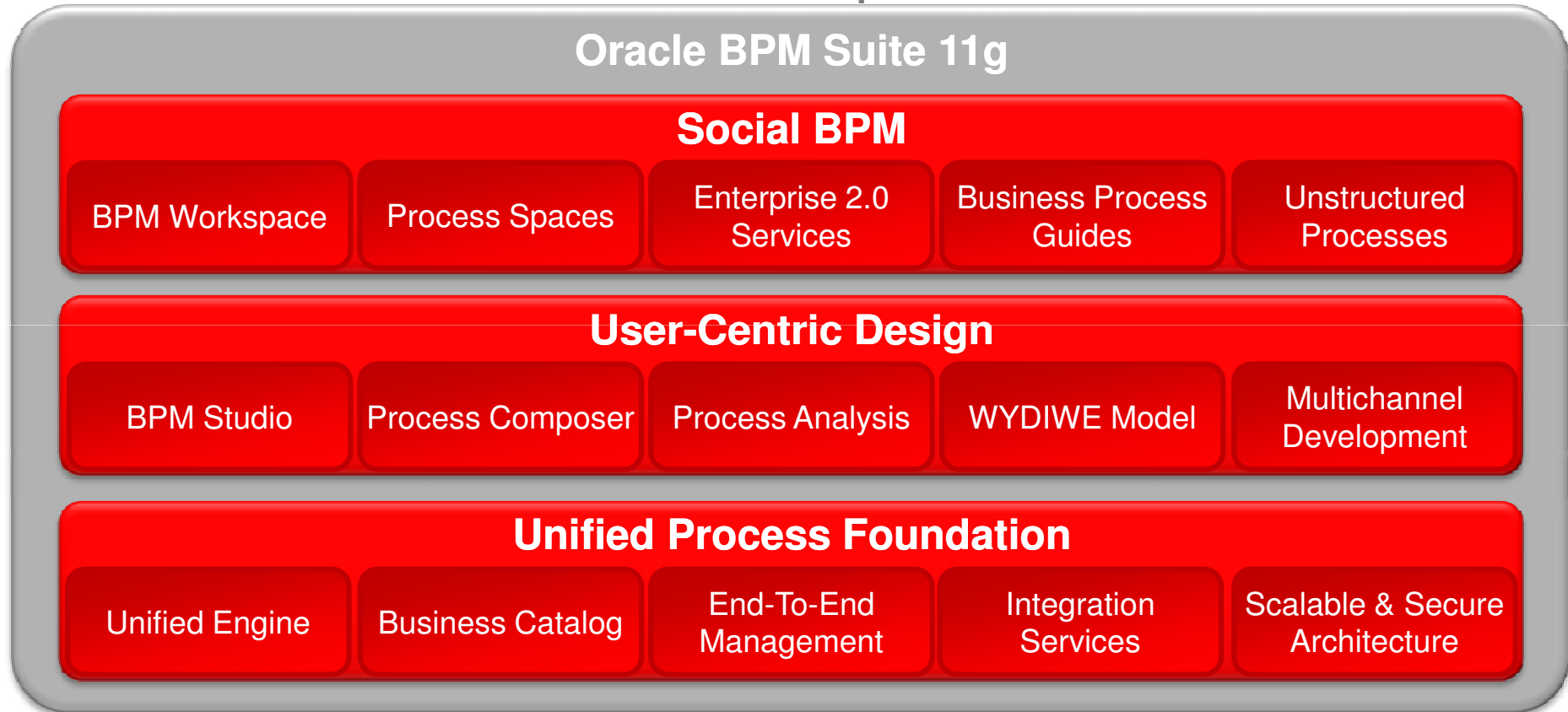


Reliability, Security, Performance



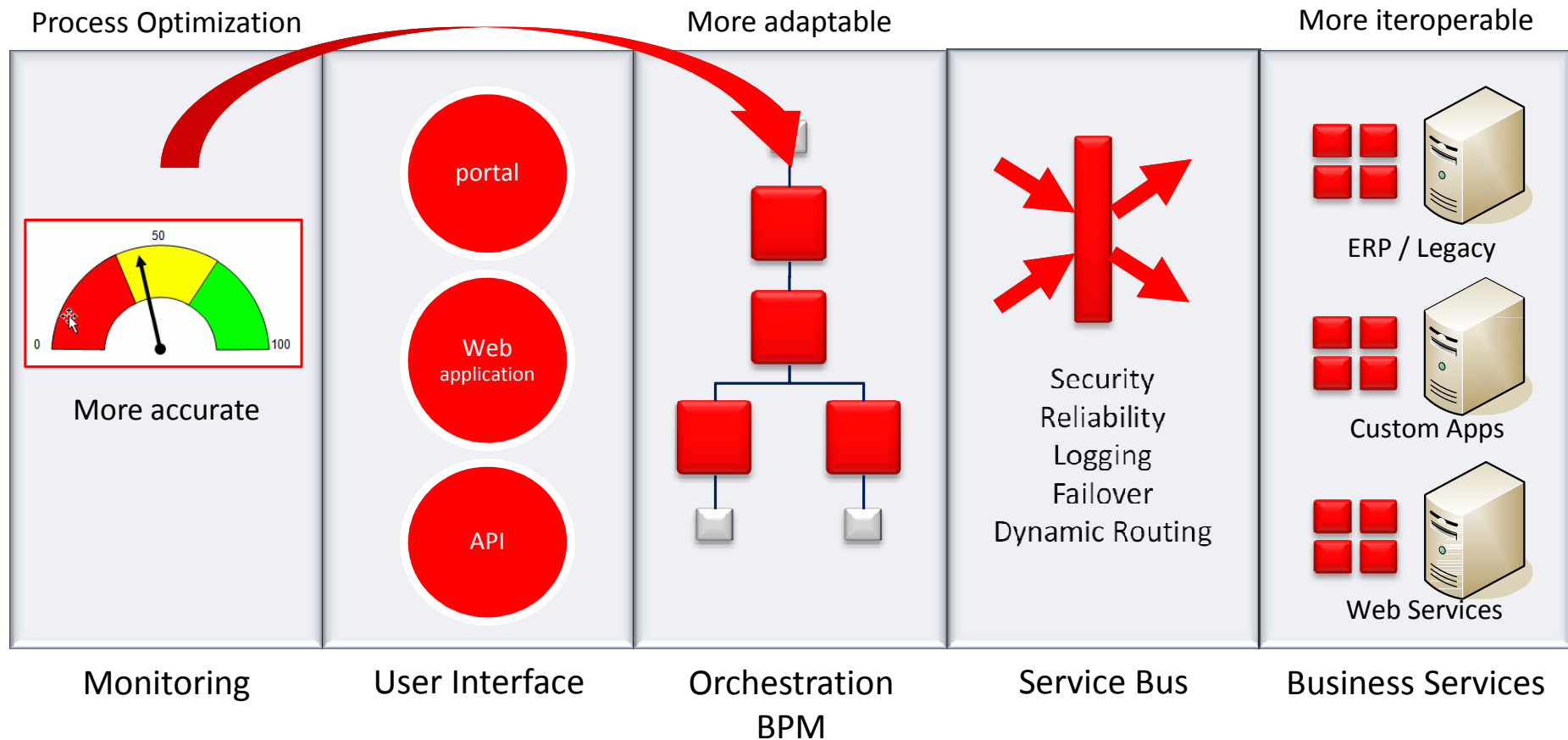
Oracle BPM Suite 11g

SOA-based, Unified, Reliable platform for BPM Success

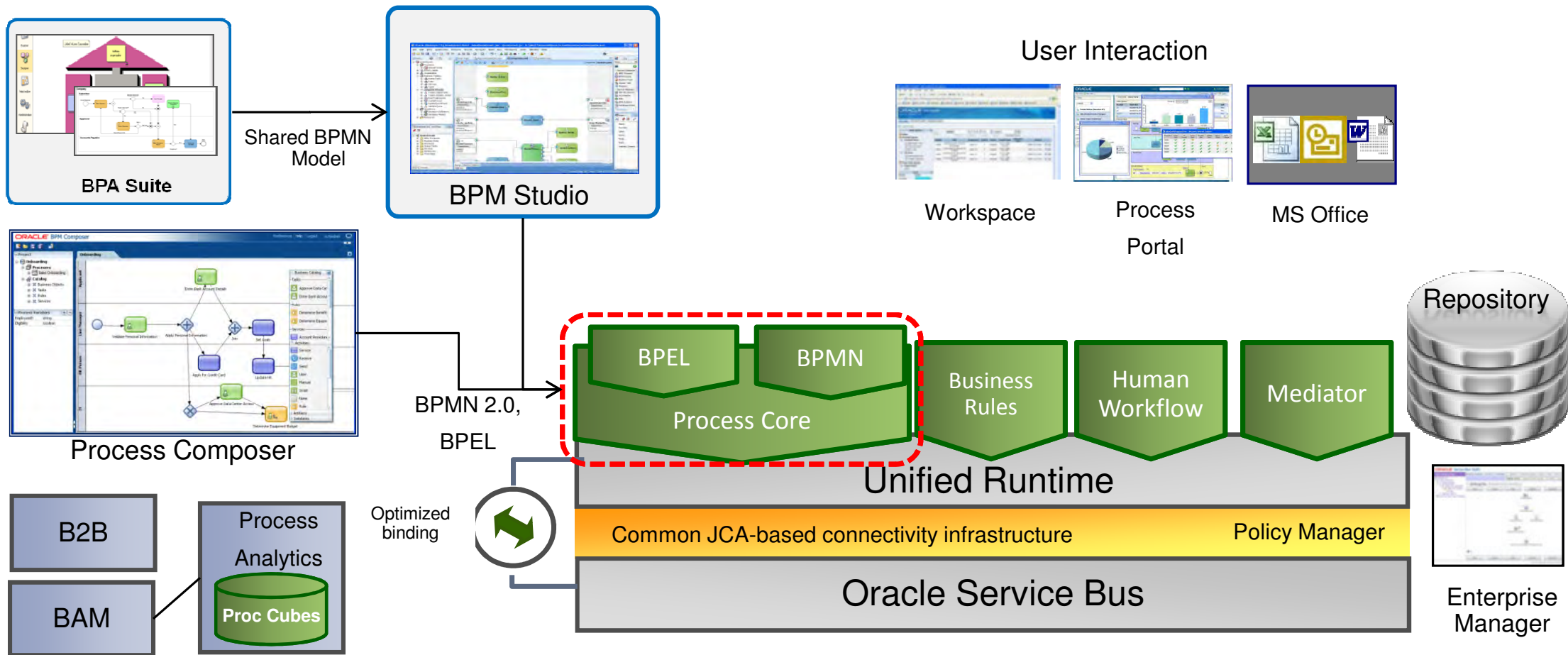


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SOA and BPM Unified – The Fusion Effect

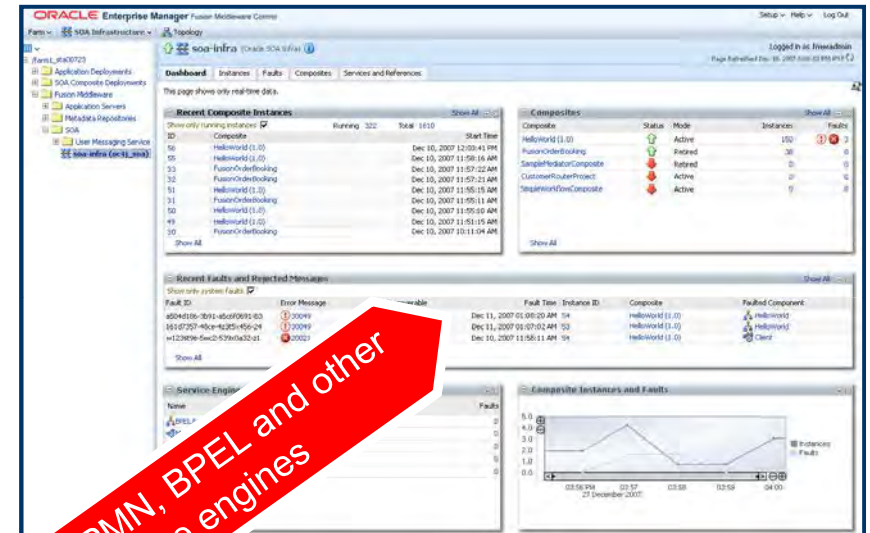
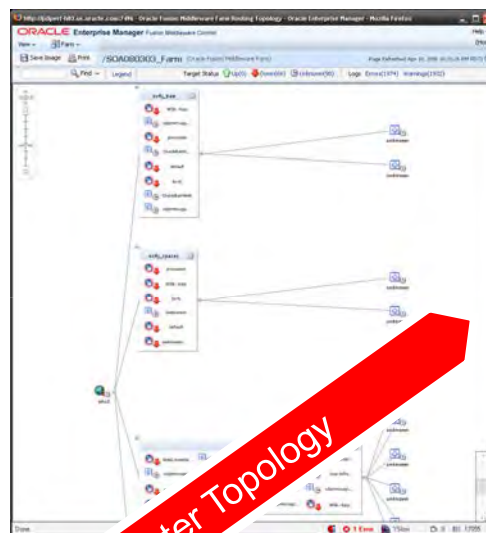
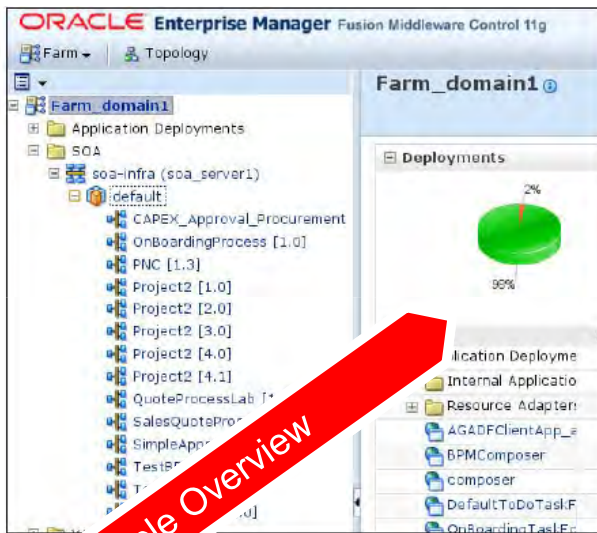


Oracle BPM Suite 11g Architecture Overview



Run-Time Administration and Monitoring

With Enterprise Manager and Fusion Middleware Control



From simple Monitoring to Advanced Top-Down Analysis and Bottleneck Elimination

End-To-End Process Instance Auditing

Across All Layers and All Artifact Types

- BPMN
- External Service
- Human Workflow
- BPEL
- Mediation

Flow Trace

This page shows the flow of the message through various composite and component instances.

ECID: 0000HwKkIGL8LuT6uB7EEH19YUcK0000Ro46108705
Started: Jan 26, 2009 1:05:31 PM

Faults

Select a fault to locate it in the trace view.

Error Message	Recovery	Fault Time	Fault Location	Component
No faults found				

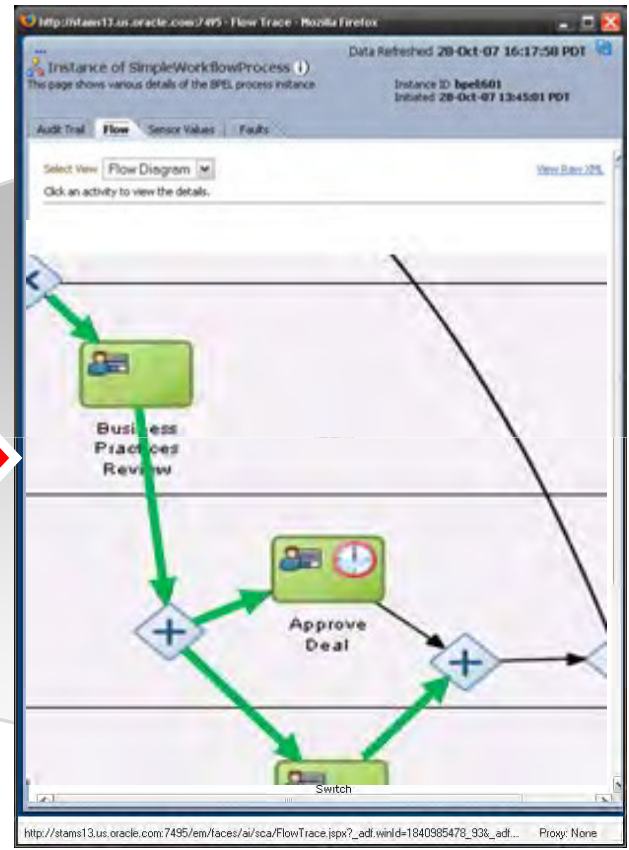
Trace

Click a component instance to see its detailed audit trail.

Show instance IDs

Instance	Artifact Type	Status	Time	Location
OrderProcessor_client_ep	Reference	Completed	Jan 26, 2009 1:05:48 PM	OrderBookingComposite
StoreFrontService	BPEL Component	Completed	Jan 26, 2009 1:06:19 PM	OrderBookingComposite
StoreFrontService	Reference	Completed	Jan 26, 2009 1:06:19 PM	OrderBookingComposite
StoreFrontService	Service	Completed	Jan 26, 2009 1:06:19 PM	OrderSDOComposite of 1
CustomerAndOrderService	BPEL Component	Completed	Jan 26, 2009 1:06:20 PM	OrderSDOComposite of 1
StoreFrontService	Reference	Completed	Jan 26, 2009 1:06:21 PM	OrderBookingComposite
StoreFrontService	Service	Completed	Jan 26, 2009 1:06:21 PM	OrderBookingComposite
CustomerAndOrderService	BPEL Component	Completed	Jan 26, 2009 1:06:21 PM	OrderBookingComposite
CreditCardAuthorizationService	Reference	Completed	Jan 26, 2009 1:06:21 PM	PartnerSupplierComposite
ApprovalHumanTask	Human Workflow	Completed	Jan 26, 2009 1:06:21 PM	PartnerSupplierComposite
StoreFrontService	Reference	Completed	Jan 26, 2009 1:06:25 PM	OrderBookingComposite
StoreFrontService	Service	Completed	Jan 26, 2009 1:06:25 PM	OrderBookingComposite
InternalWarehouseService	BPEL Component	Completed	Jan 26, 2009 1:06:25 PM	OrderBookingComposite
PartnerSupplierMediator	Mediator Component	Completed	Jan 26, 2009 1:06:25 PM	OrderBookingComposite
PartnerSupplierService	Reference	Completed	Jan 26, 2009 1:06:25 PM	OrderBookingComposite
ExternalPartnerSupplier_client_ep	Service	Completed	Jan 26, 2009 1:06:25 PM	PartnerSupplierComposite
ExternalPartnerSupplier	BPEL Component	Completed	Jan 26, 2009 1:06:25 PM	PartnerSupplierComposite
EvaluatePreferredSupplierRule	Decision Service Comp	Completed	Jan 26, 2009 1:06:25 PM	OrderBookingComposite
StoreFrontService	Reference	Completed	Jan 26, 2009 1:06:25 PM	OrderBookingComposite

Business Process Audit Trail



Unified Foundation, SOA Based BPM

Value of Oracle BPM Suite

Value for Customers

Reliable, Secure, Performing Platform

Lower Cost due to Simpler Architecture and Higher Administrators' Productivity

More Market Agility due to Flexible Architecture and Reusable IT Assets

Future-Proof, Standard Based IT

Value for Partners

Higher Productivity due to Simpler IT SOA-Based Environment

Offer More Stringent SLA, higher Security thanks to Reliable Infrastructure

Future-Proof Skills, Availability of Experts

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