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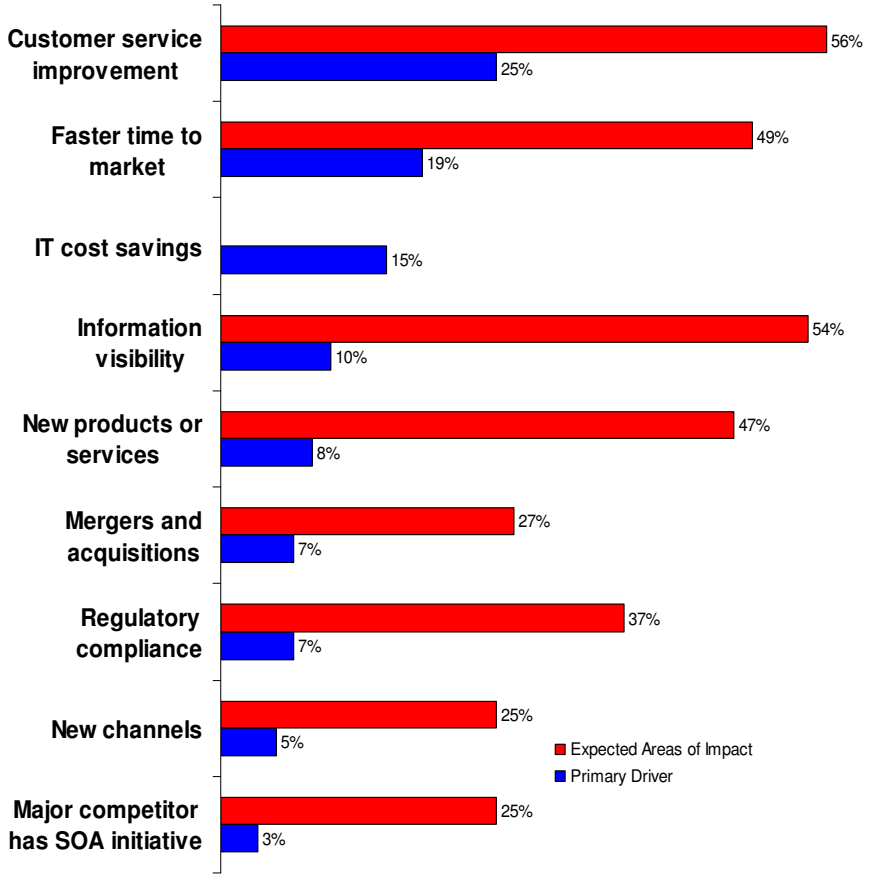
Communicating the Business Value of Technology Value of BPM

Gregor Raýman – A&C FMW Specialist
A&C Technology Adoption Office – Partner Business Development, ECEMEA

Business Drivers for SOA and BPM

- Efficiency
- Agility
- Efficiency
- Visibility
- Agility
- Integration
- Reliable Platform
- Agility



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?

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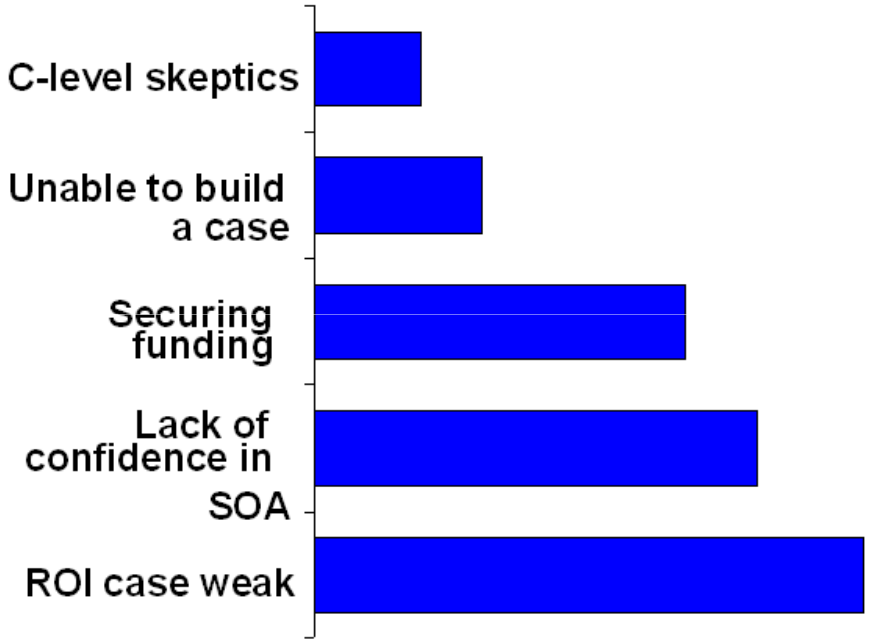
But SOA Alone is Hard to Justify

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



Can you prove the Business Value?

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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

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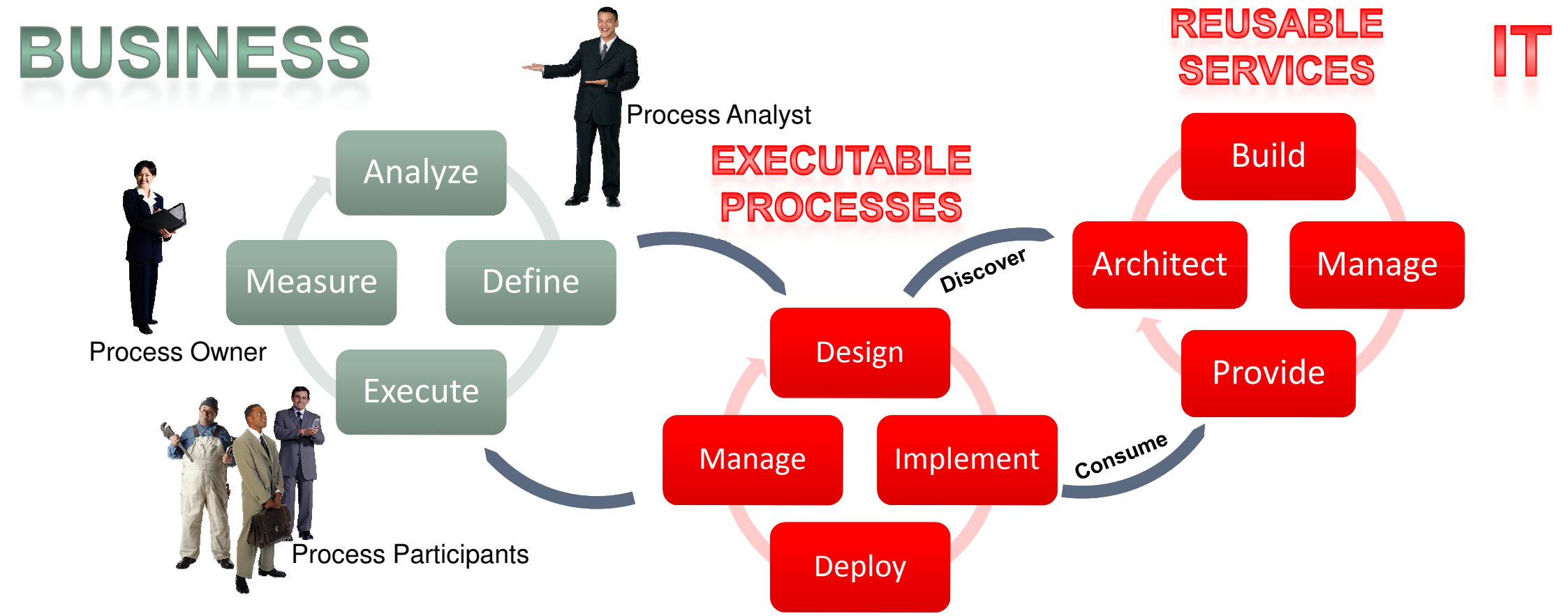
Business Process and Services Development

Collaboration of Various Stakeholders



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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

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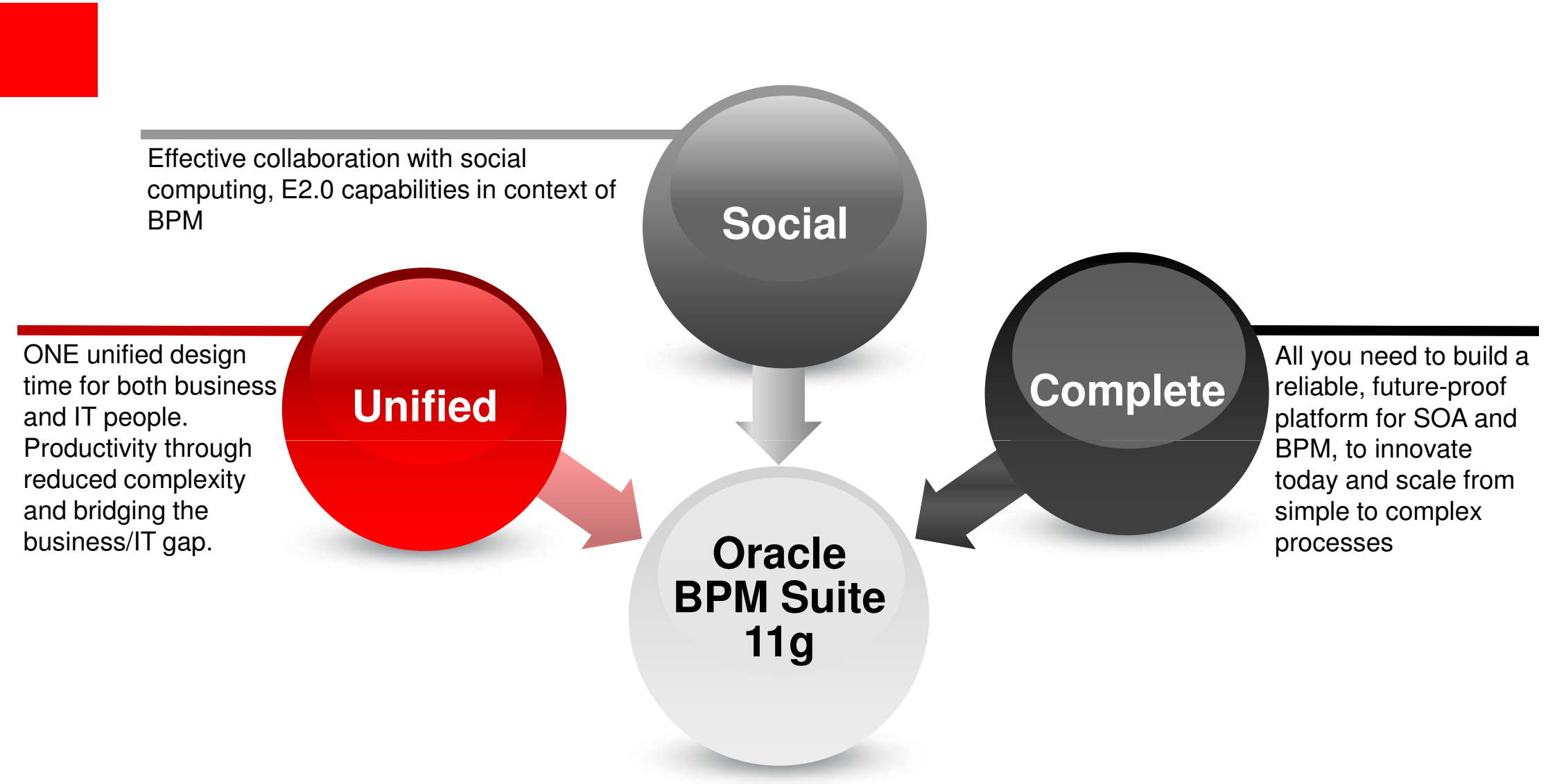

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Product Centric View - Oracle BPM Suite 11g

Oracle BPM Suite 11*g*

- Social BPM
- User- centric Design
- Unified Process Foundation

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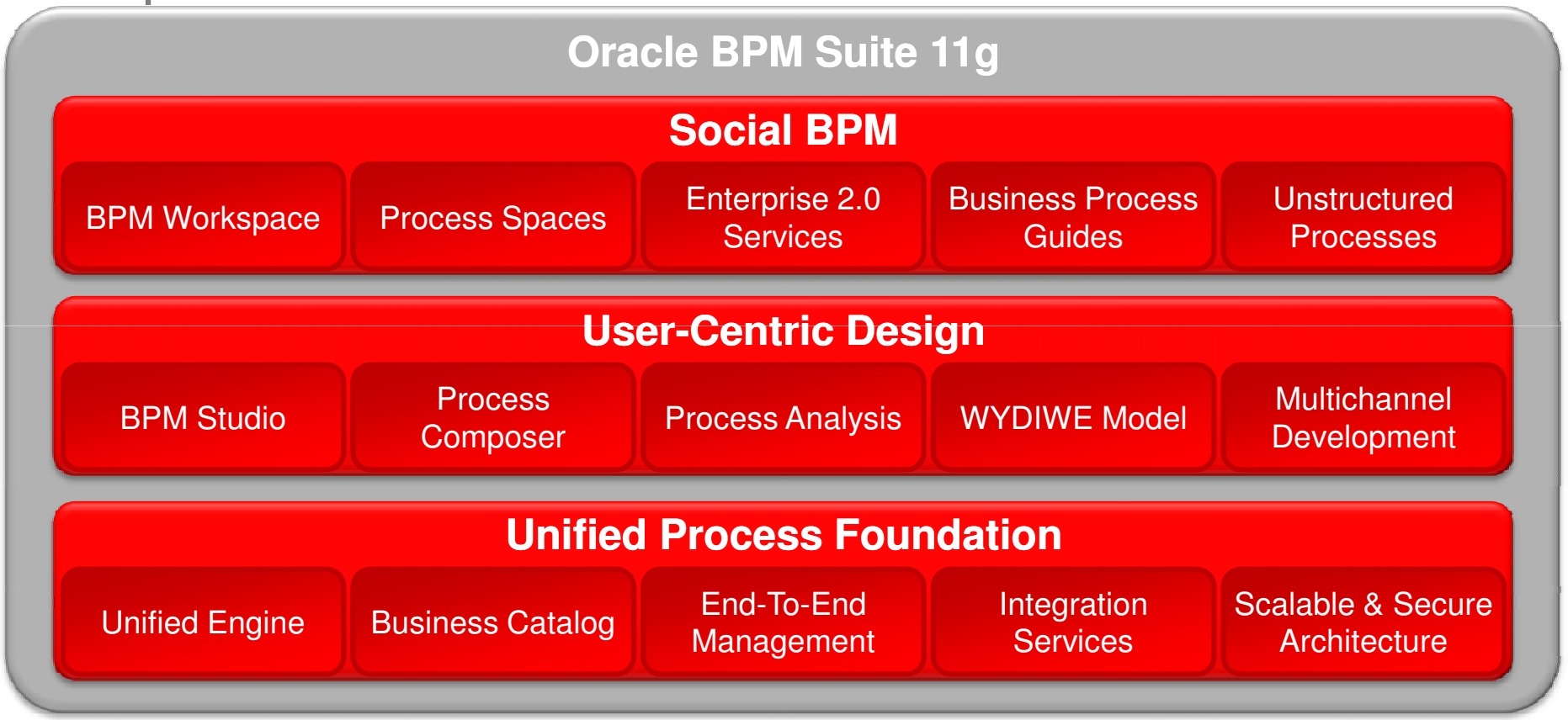
Product Centric View - Oracle BPM Suite 11g

Complete and Unified



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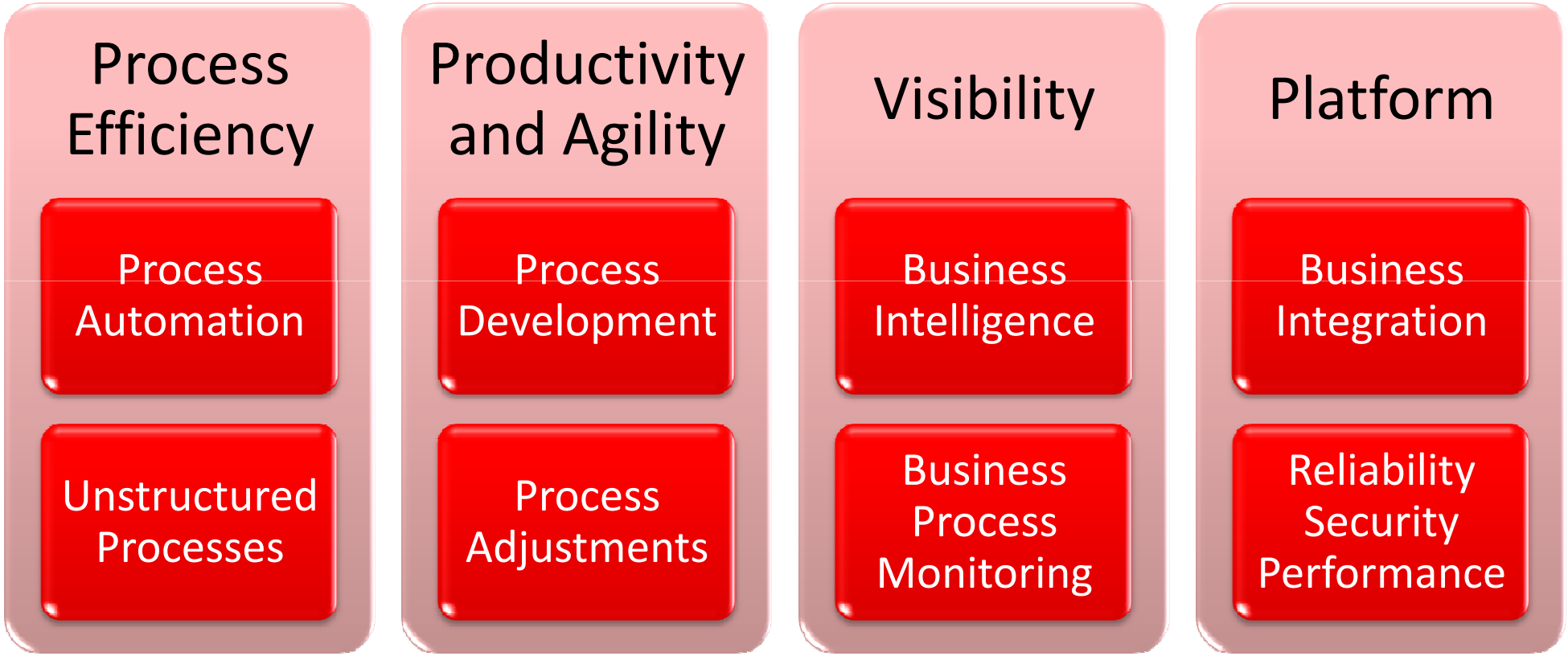
The Business Point Of View

The Benefits of Oracle BPM Suite



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Please click on the pillars to go to the chosen topic

Play All

Too Generic?

Customer Specific Example

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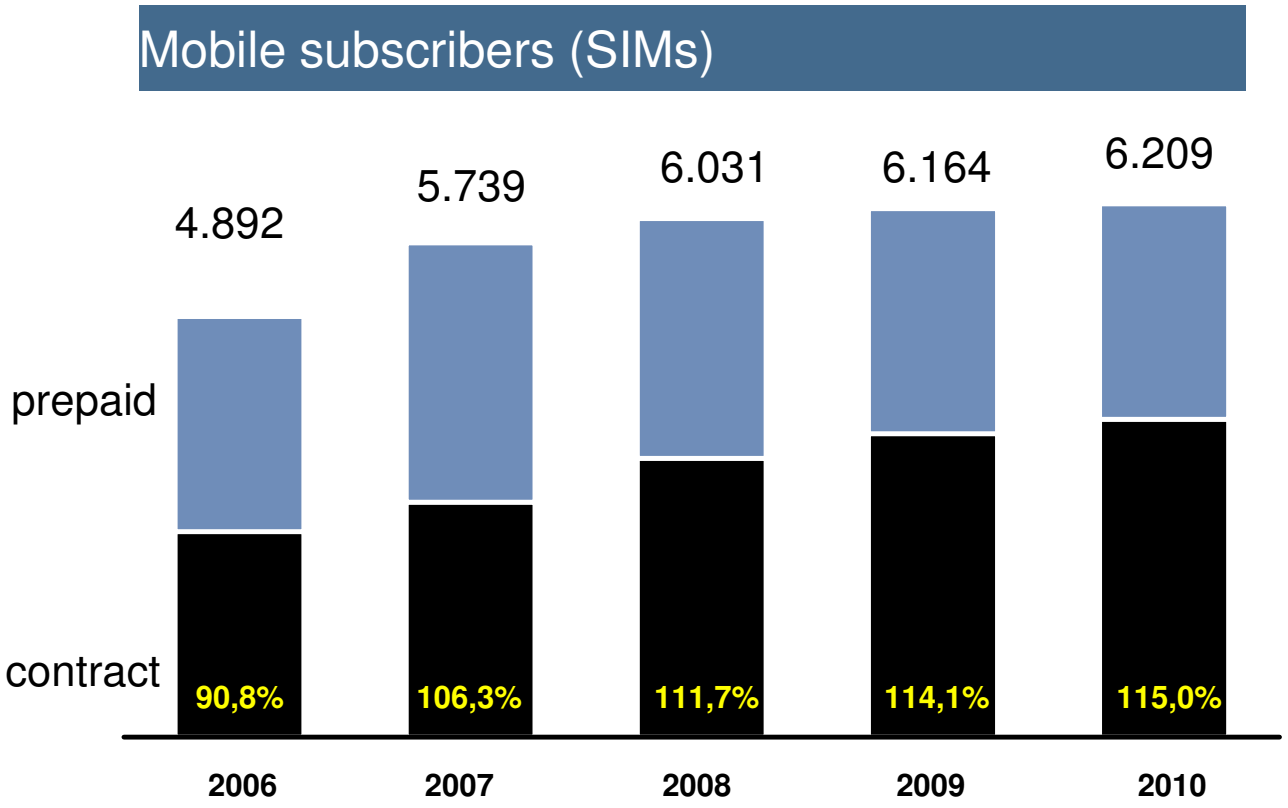
Value of Business Process Automation

Sample Telco Case



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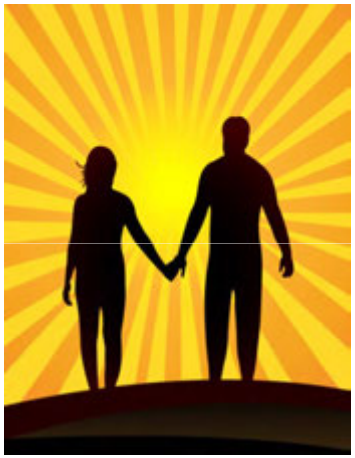
Value of Business Process Automation

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

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Value of Business Process Automation

Sample Telco Case

GOAL

Cost Reduction

GOAL

Cost Reduction

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Value of Business Process Automation

Sample Telco Case

GOAL
New Revenue Sources

New Revenue Sources

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Value of Business Process Automation

Sample Telco Case

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Value of Business Process Automation

Sample Telco Case

Possible Differentiators

	Available	Sustainable
Price	☑	☒
Product	☑	☒
Marketing / Sales	☑	☒
Customer Experience	☑	☑

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

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Value of Business Process Automation

Sample Telco Case

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Value of Business Process Automation

Sample Telco Case

GOAL

Efficient KBR

Efficient Resource Utilization KBR

Efficient Resource Utilisation

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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

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Value of Business Process Automation

Sample Telco Case

Manual Order Capture TP

Manual Order Capture TP

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Value of Business Process Automation

Sample Telco Case

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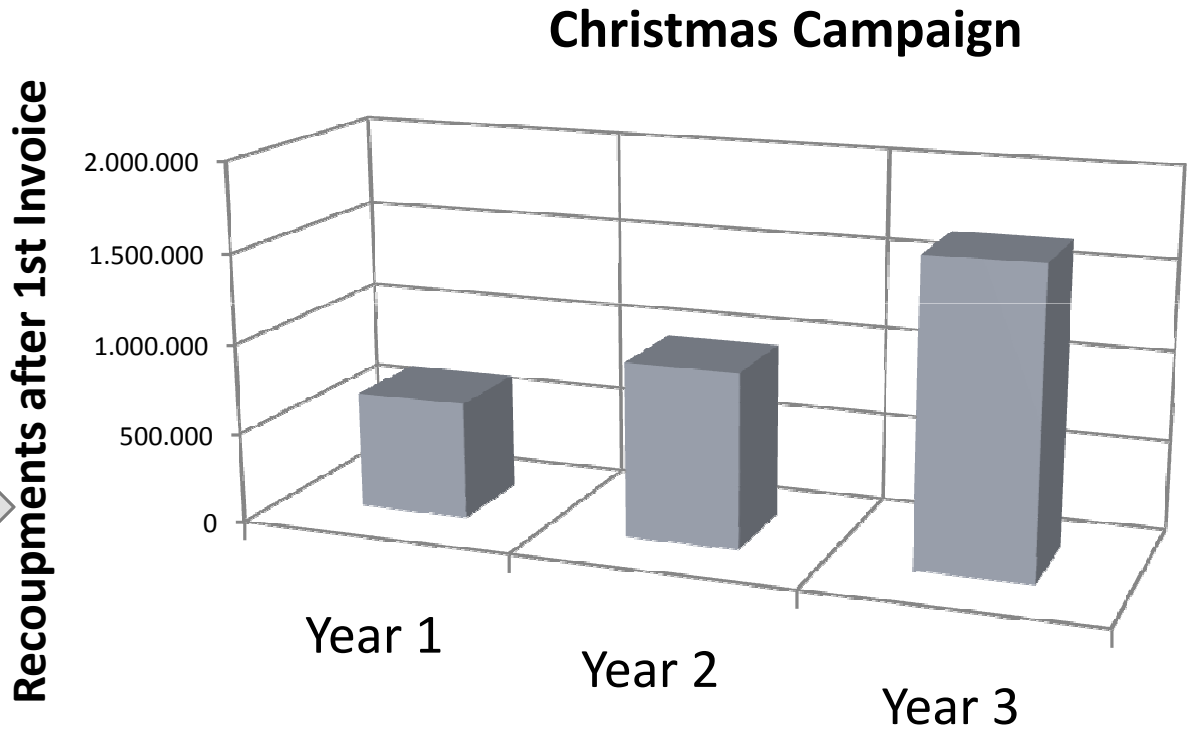
Value of Business Process Automation

Sample Telco Case

Legitimate Customer Complaints after Christmas

First Invoice after New or Prolonged Contract



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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

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Value of Business Process Automation

Sample Telco Case

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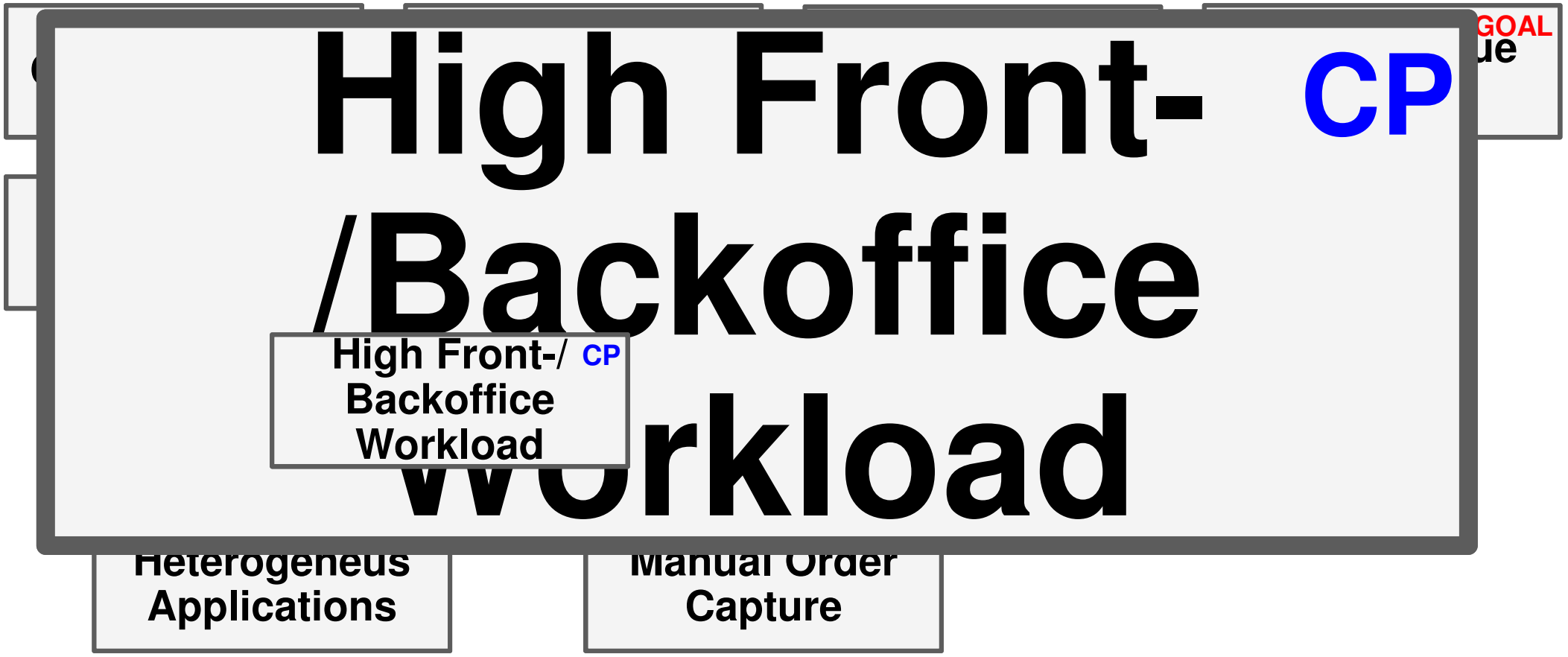
Value of Business Process Automation

Sample Telco Case



High Front-/Backoffice Workload CP

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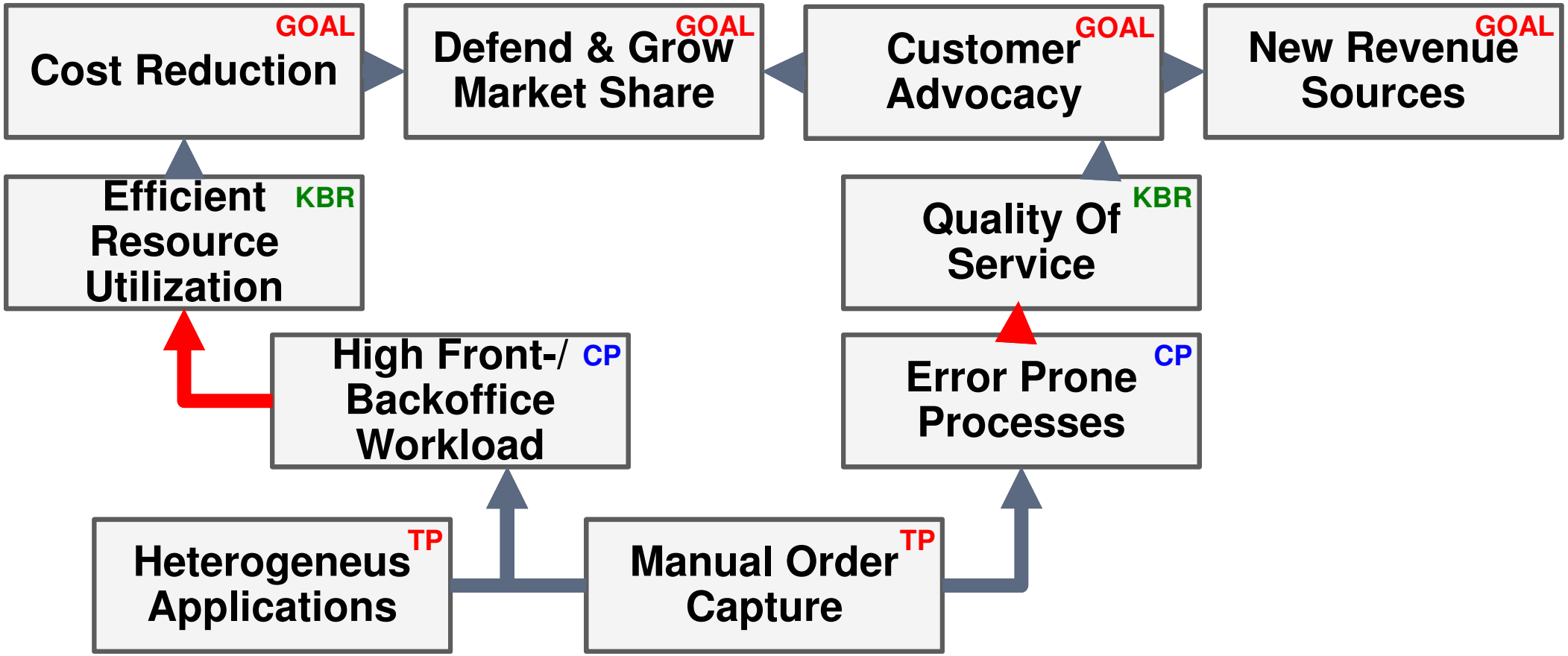
Value of Business Process Automation

Sample Telco Case



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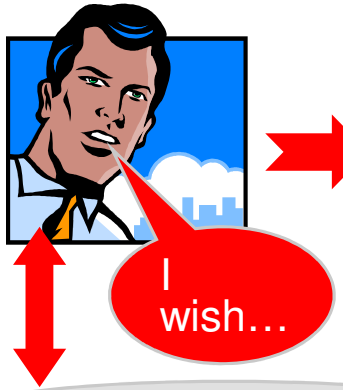
Value of Business Process Automation

Sample Telco Case



Order Reception → Order Validation → Service Instance Creation → NT/IT Equipment Config. → Customer & Service Data Update

Business Process Definition/Eligibility rules ↔ Process Execution Engine

Execute , Orchestrate& Measure

Customer Interface Mgmt.	Order Handling	Service Configuration	Network Provisioning	Billing
CC	Sales, CC	IT	IT/Network	IT

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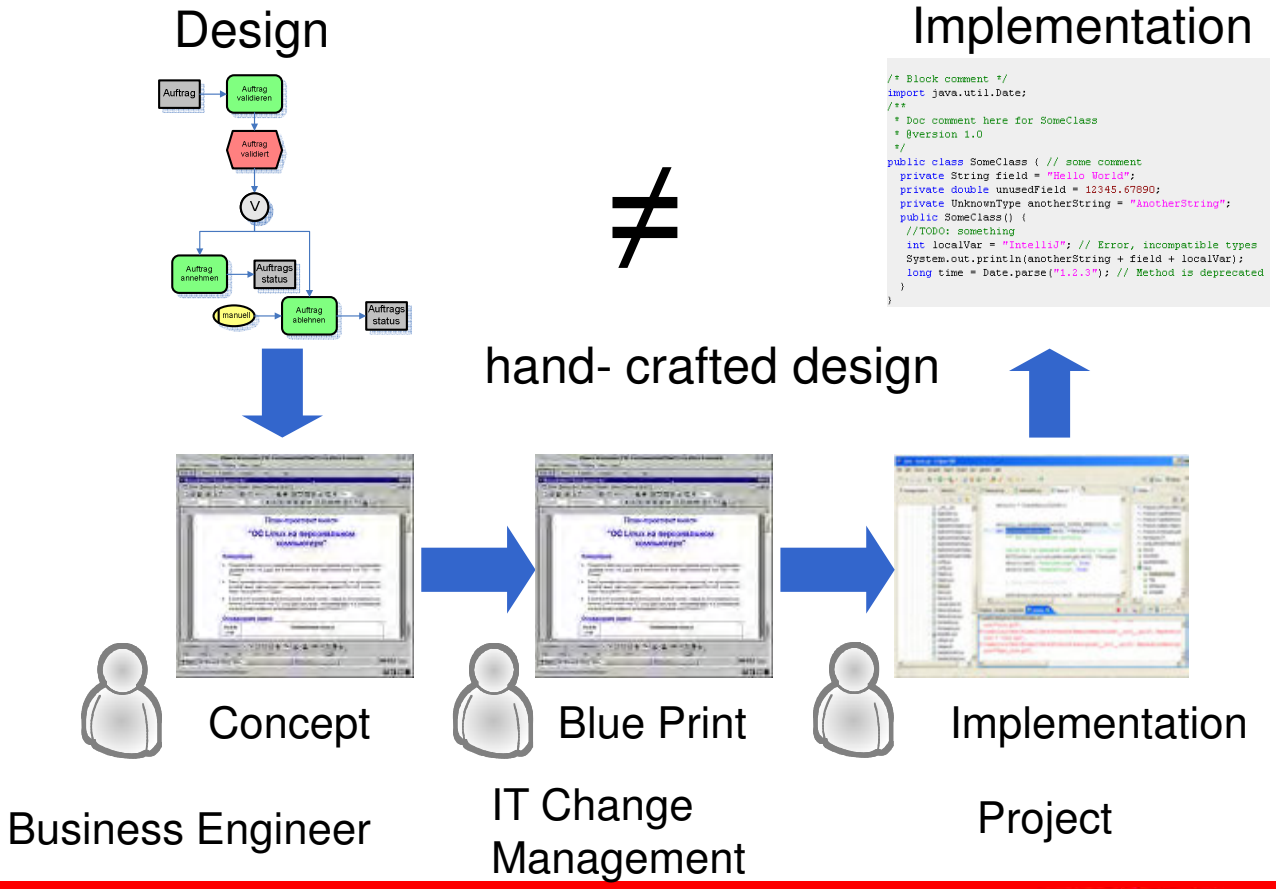
Value of Business Process Automation

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



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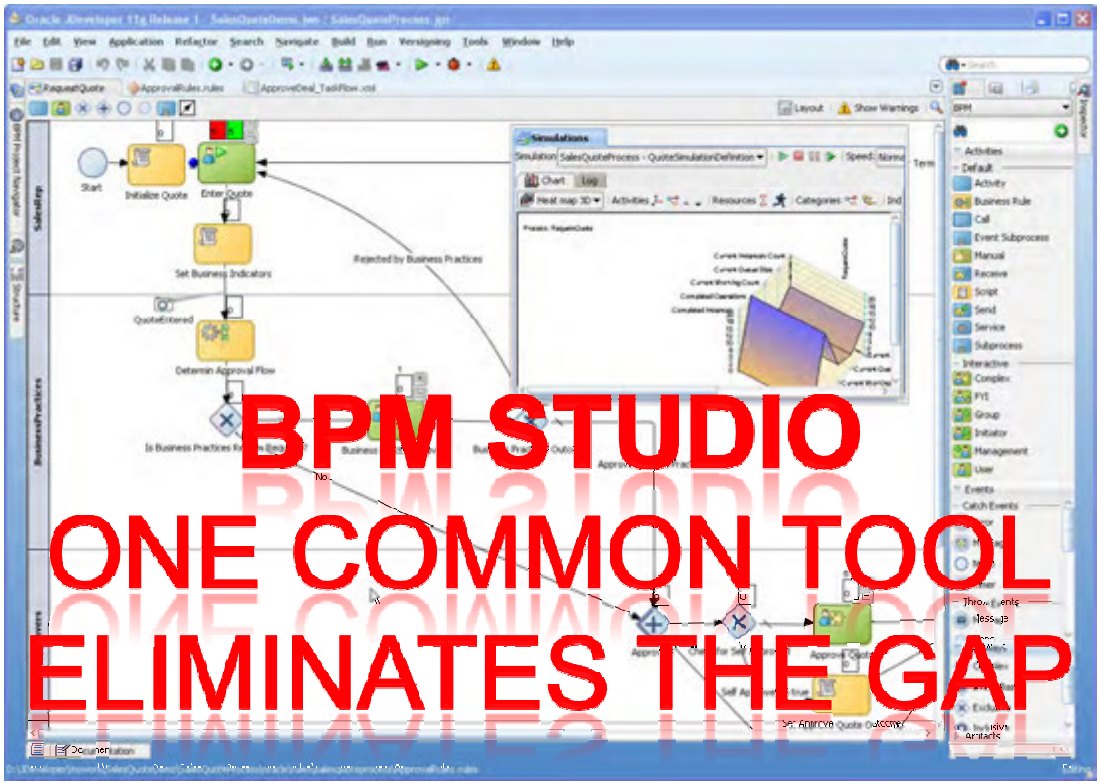
Value of Business Process Automation

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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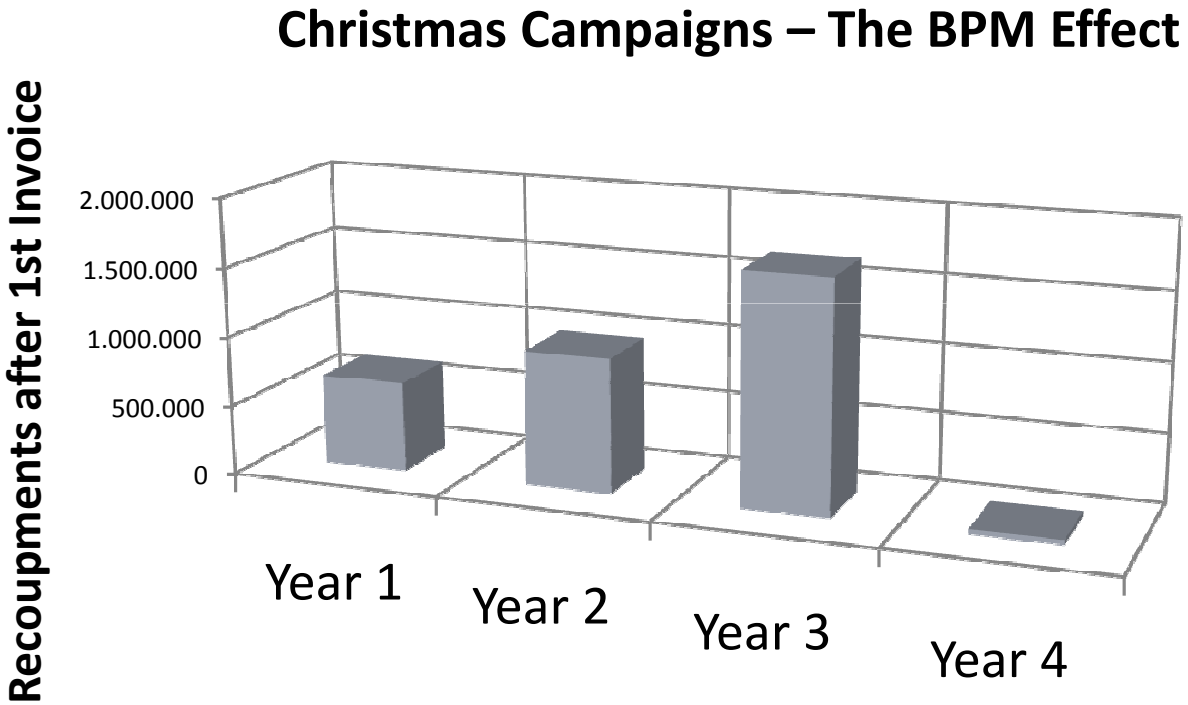
Value of Business Process Automation

Sample Telco Case



Order Capture Errors Almost Eliminated

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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

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Hardware and Software

ORACLE

Engineered to Work Together

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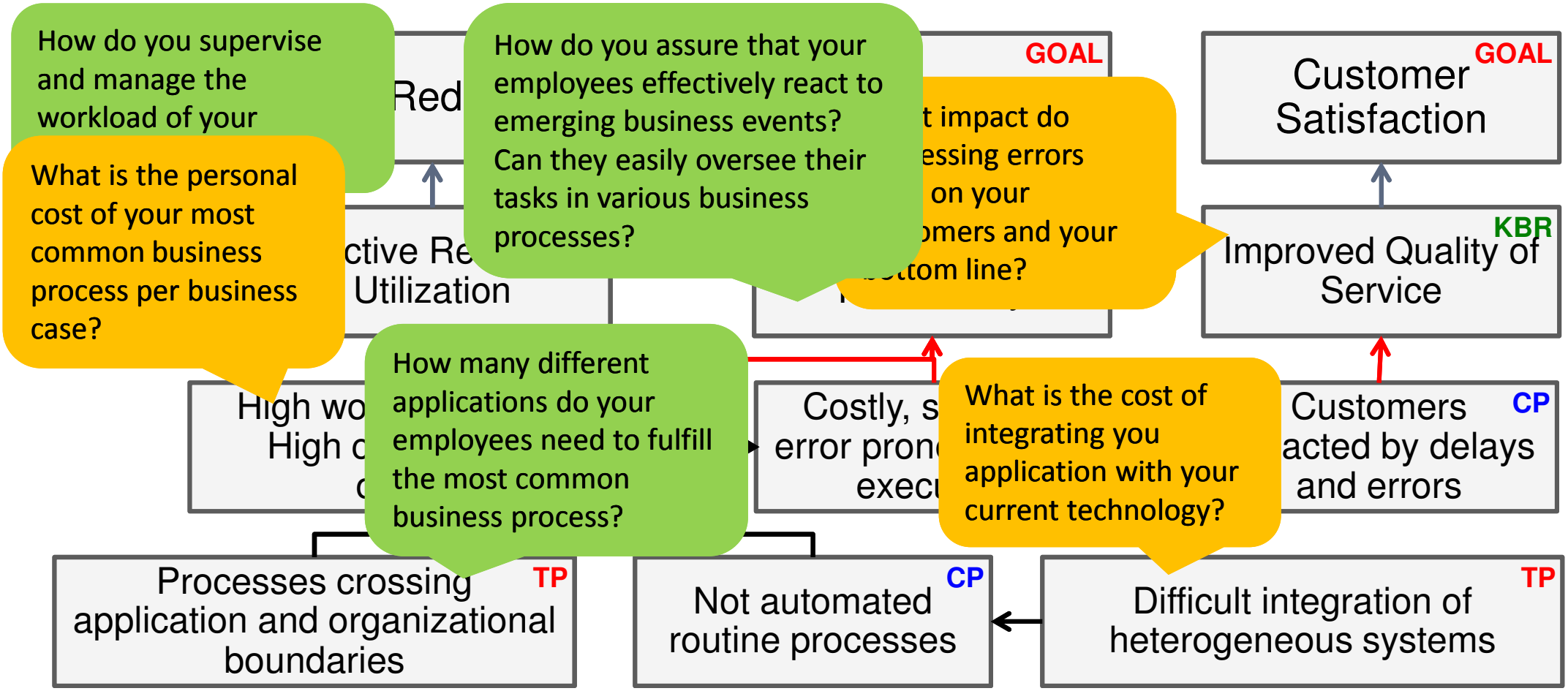
Value of Business Process Automation



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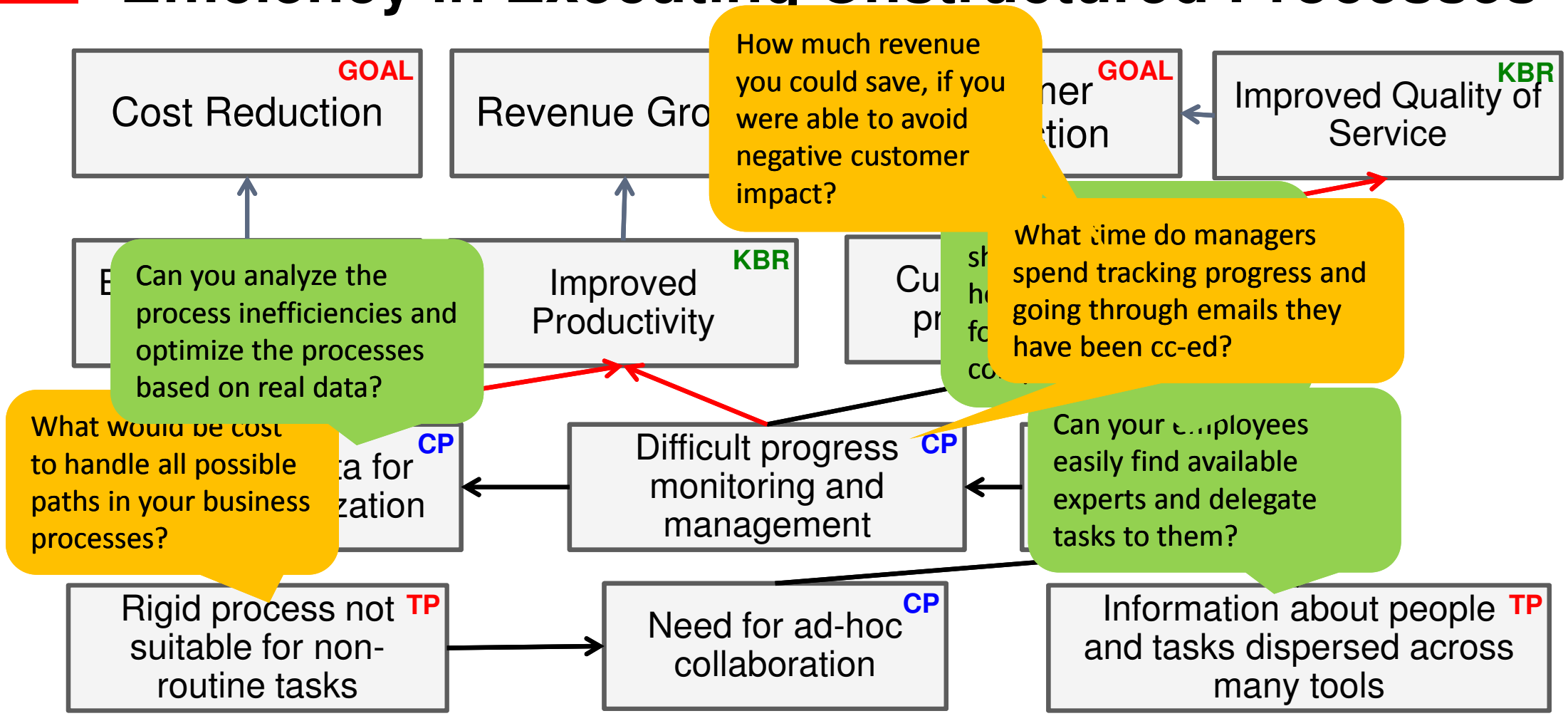
Efficiency in Executing Unstructured Processes



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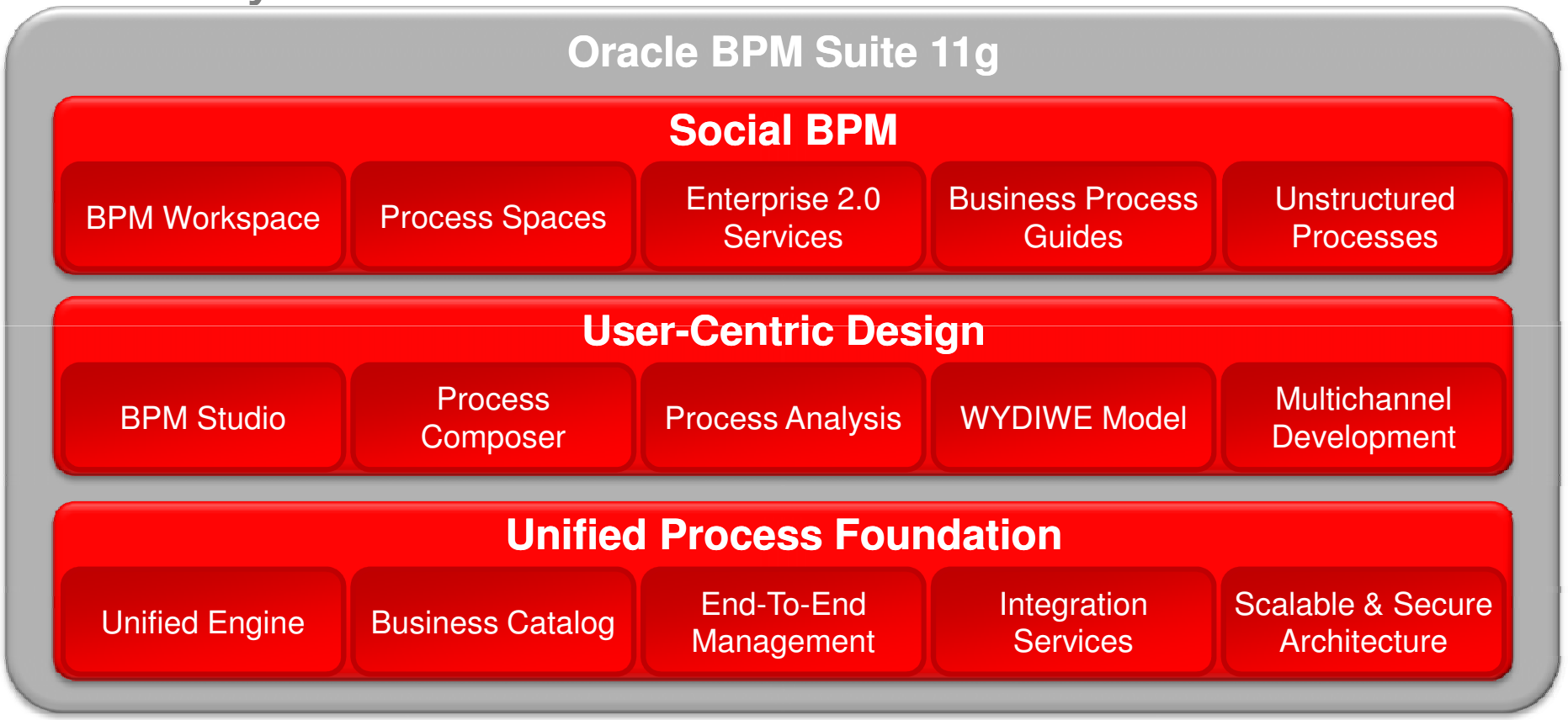
Efficiency in both Structured and Unstructured Processes



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Human Workflow as a Service

Design Tasks
Approvals
Rules, etc.

Process Designer

Views and
acts on tasks

End User

BPM Work Space

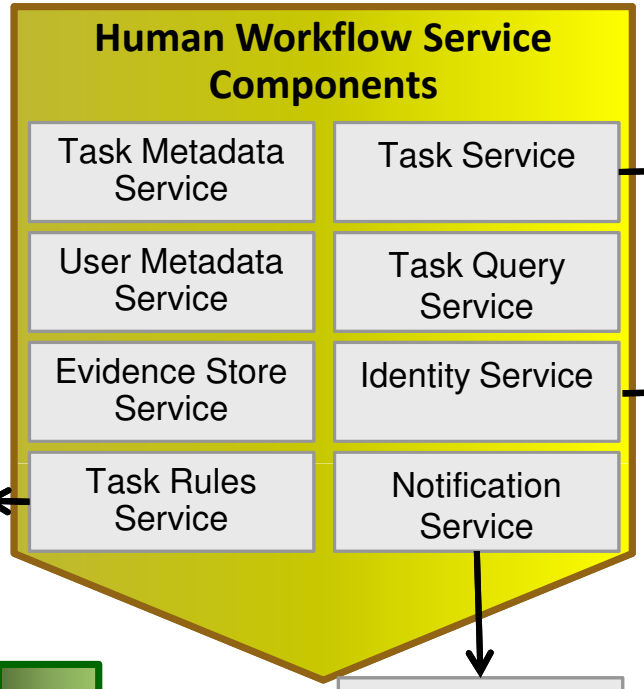
Monitors
progress

Process Owner

Process Portal

Administrate
s
tasks, worklo
ads, errors…

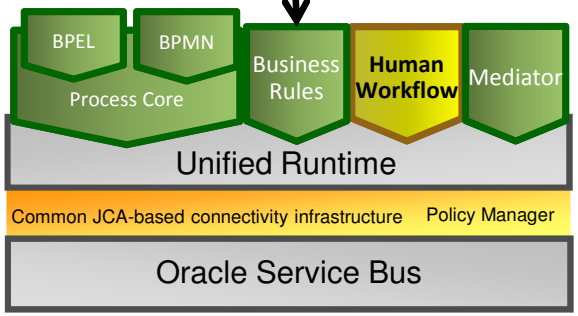
Workflow Admin



Identity Management (OPSS)

- LDAP
- OID
- OVD
- Custom …

Decision Service (Business Rules)



Notification Channels

- Mail
- SMS
- Voice
- IM

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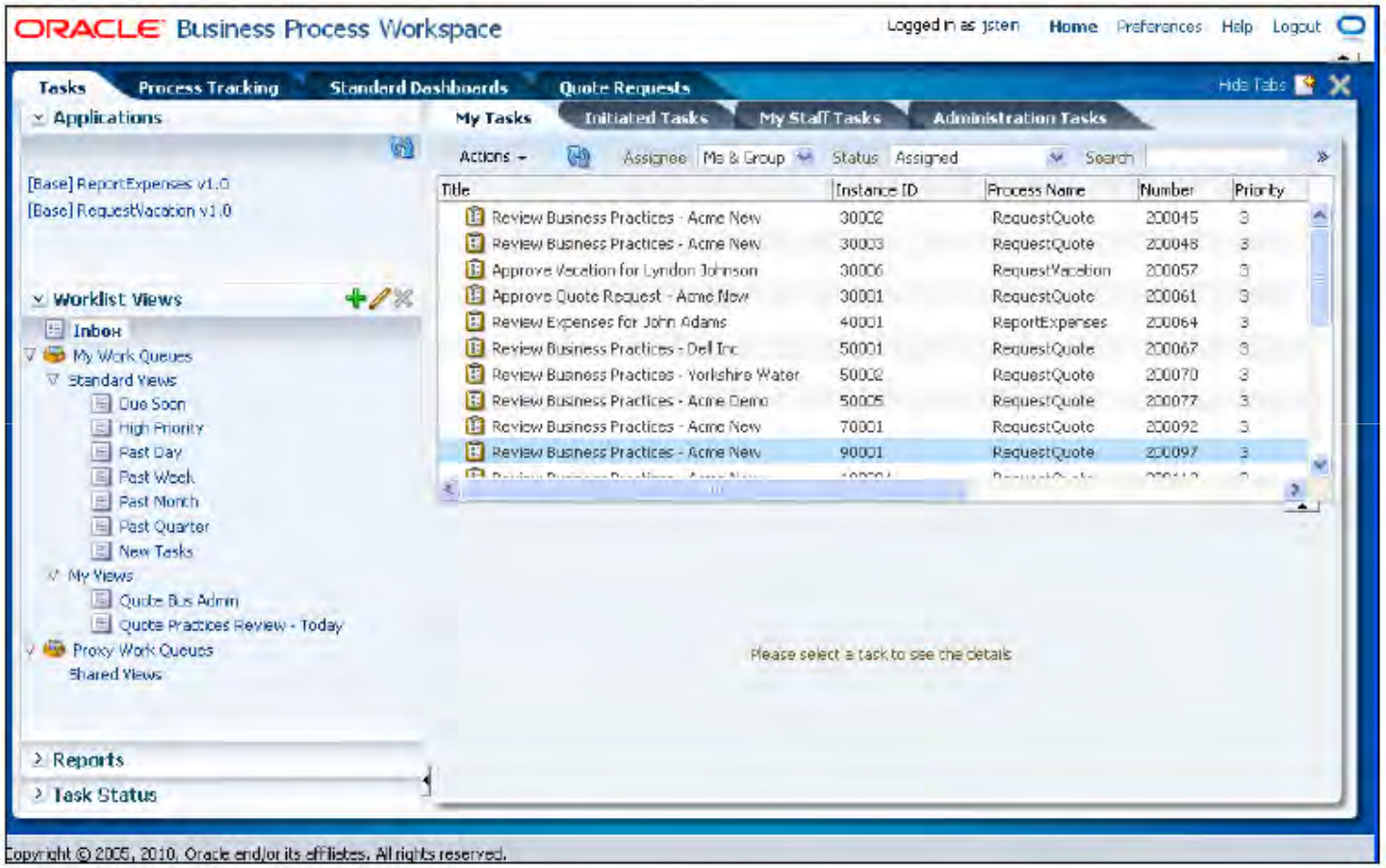
Business Process User Interactions

- 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



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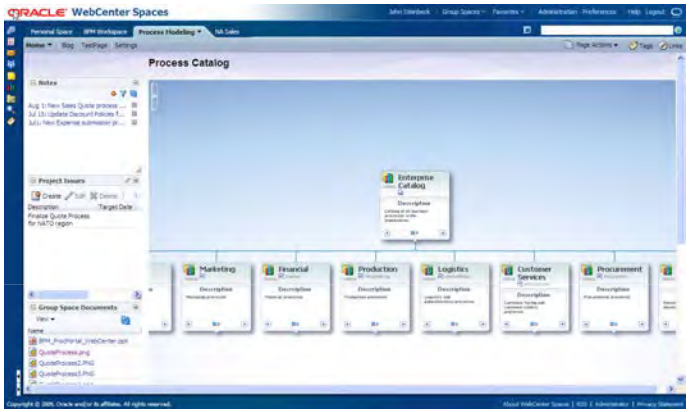
Social Business Process Management

Oracle BPM Spaces – The BPM Portal

Modeling

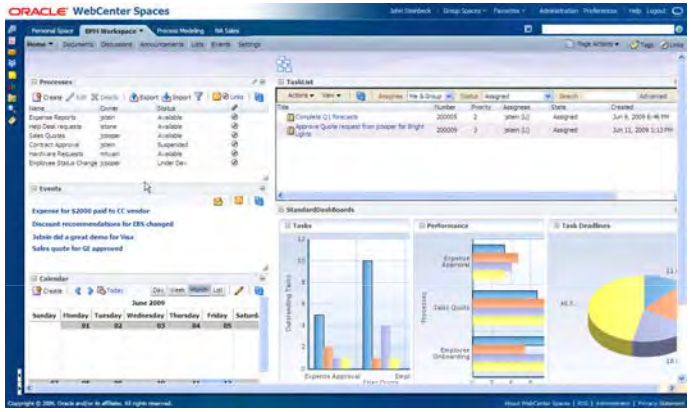


Efficiency through Collaboration

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

Flexible applications based on reusable components

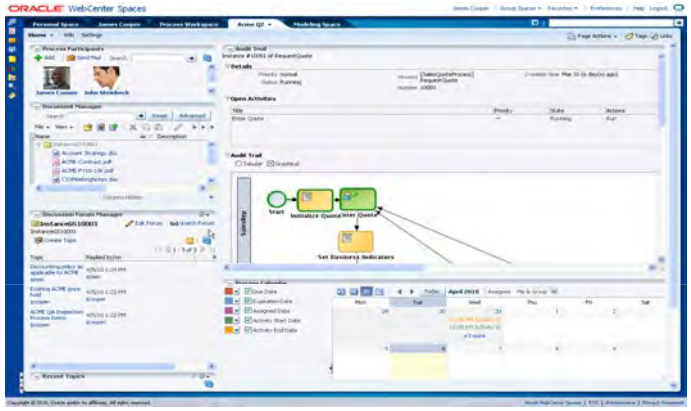
Contextual Workspace



Productivity through Information

Composite process portal providing all task relevant information: documents, dashboards, wikis, pres ence, 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

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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

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Benefits of Oracle BPM Suite 11g

Value in the Core BPM Areas

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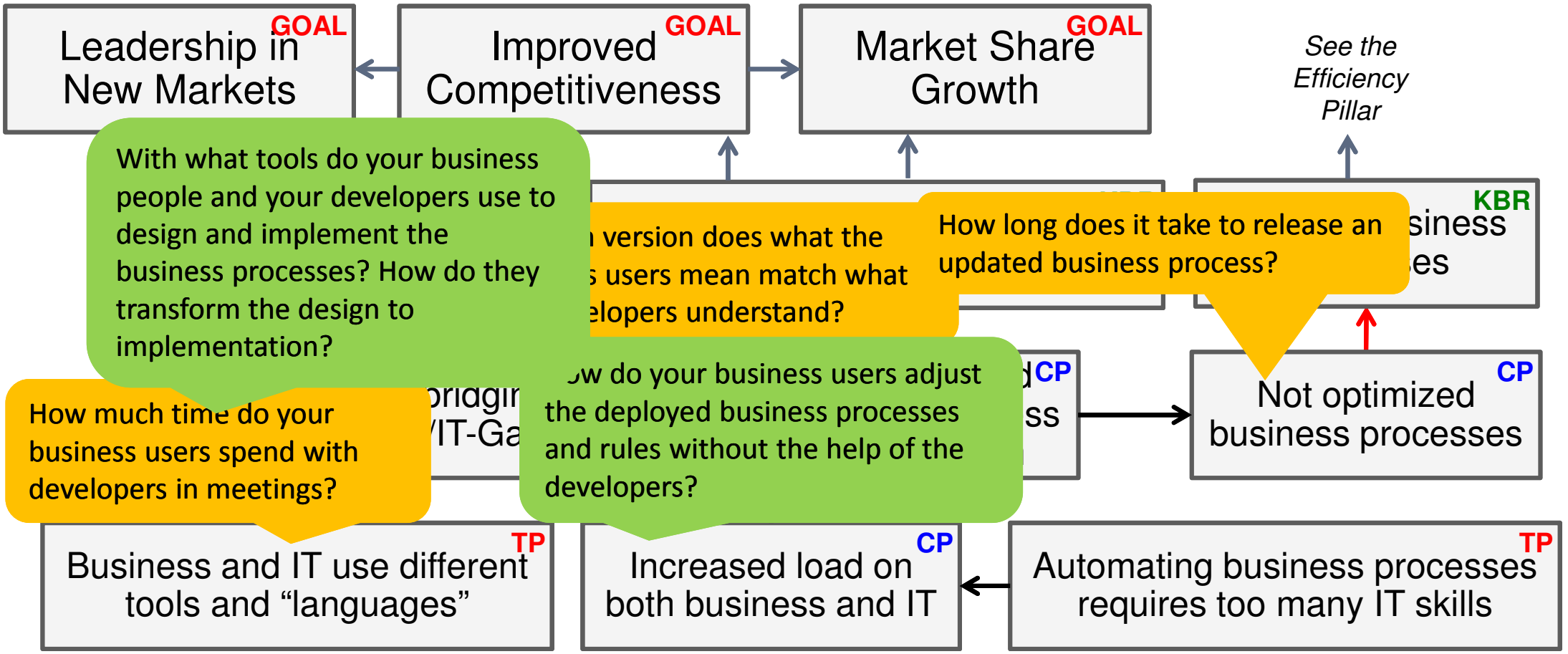
Agility in Process Development?



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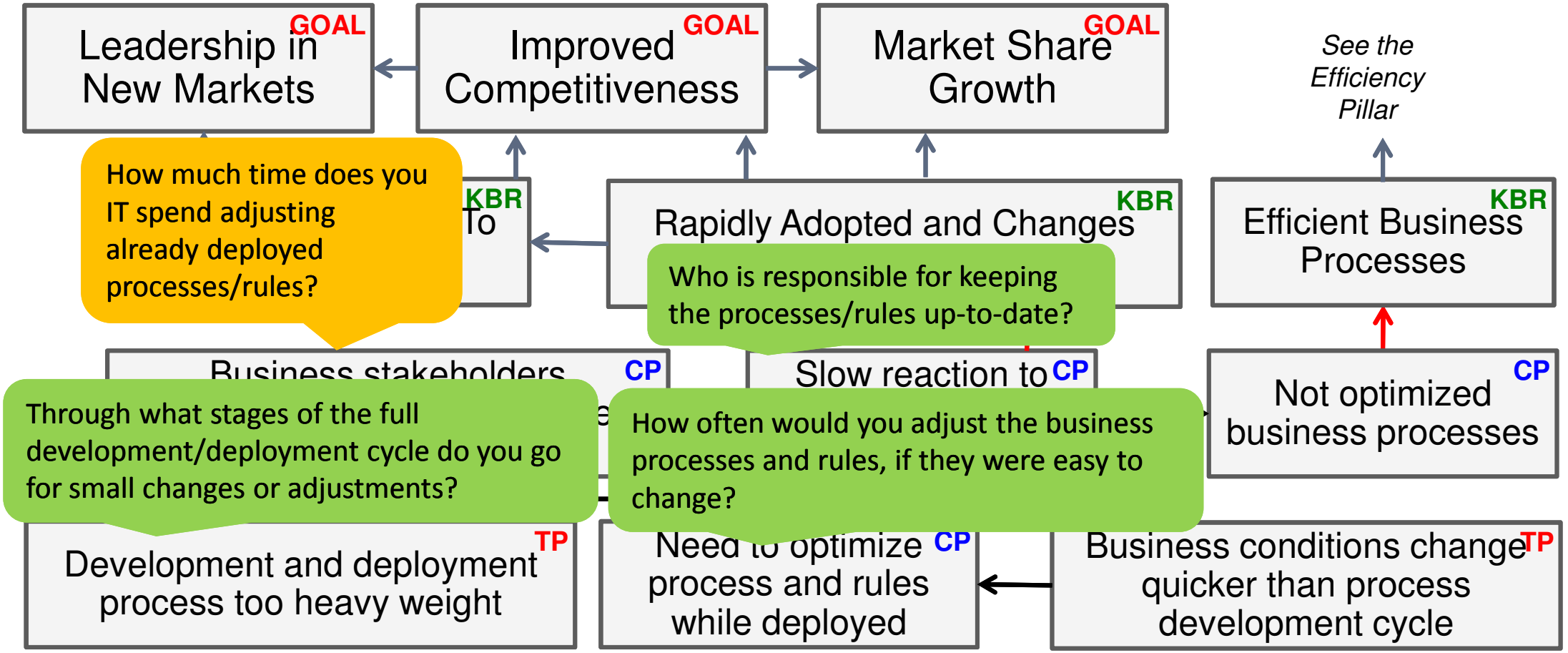
Flexibility in Rules and Process Adjustments



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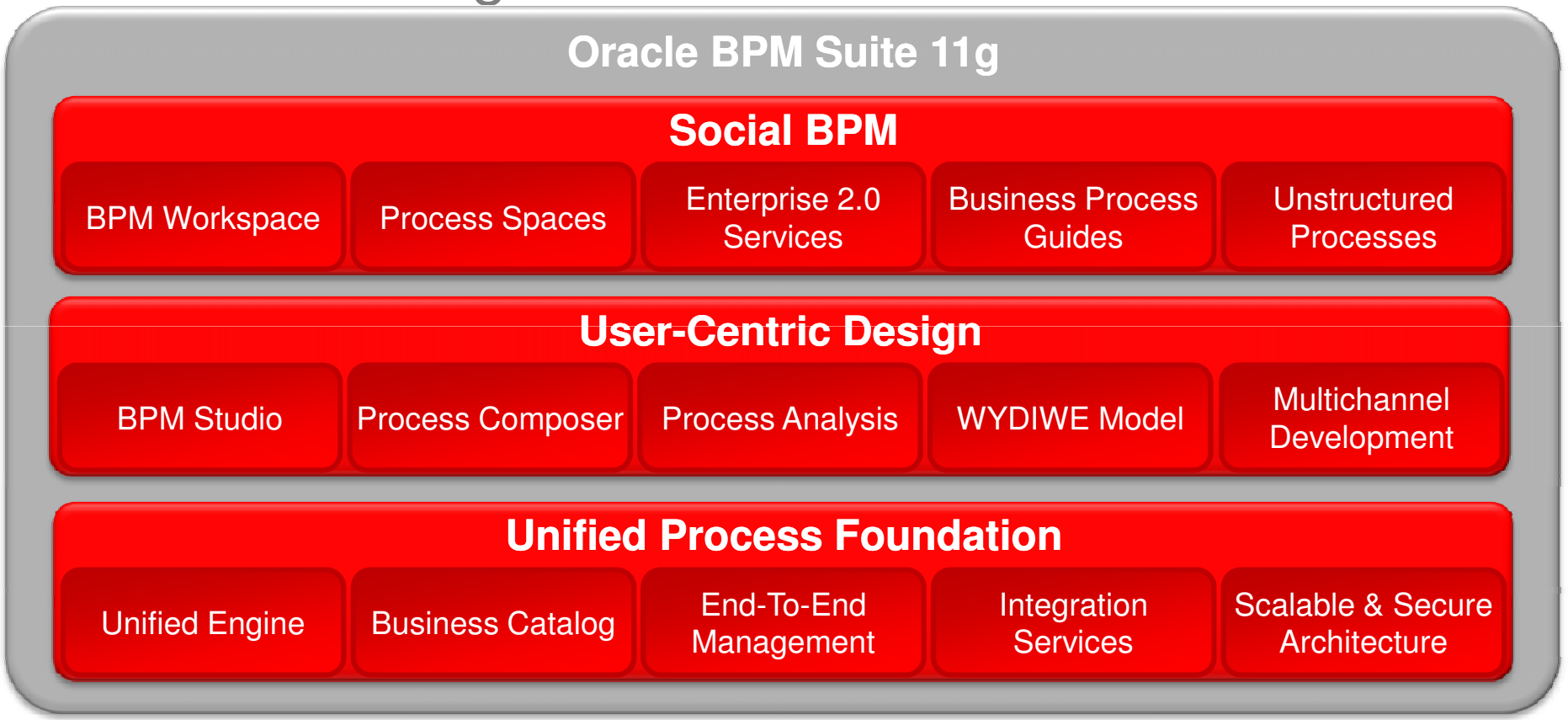
Foundation for Agile Business



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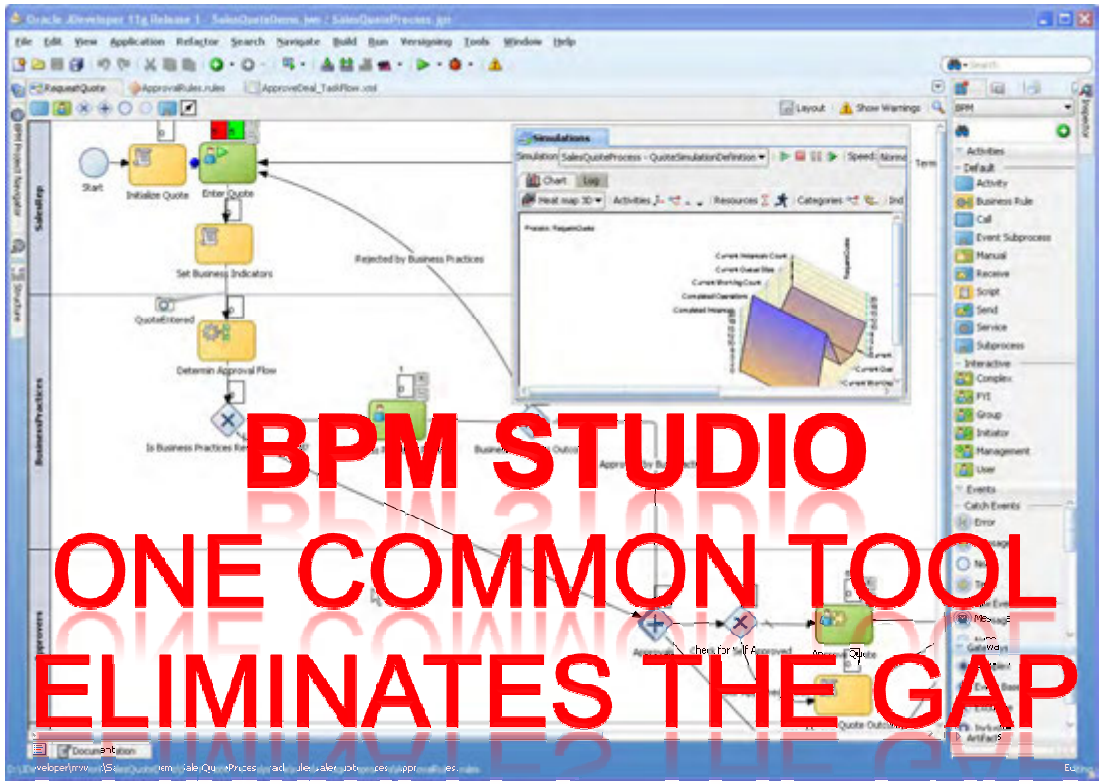
Collaboration Between Analysts and Developers

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

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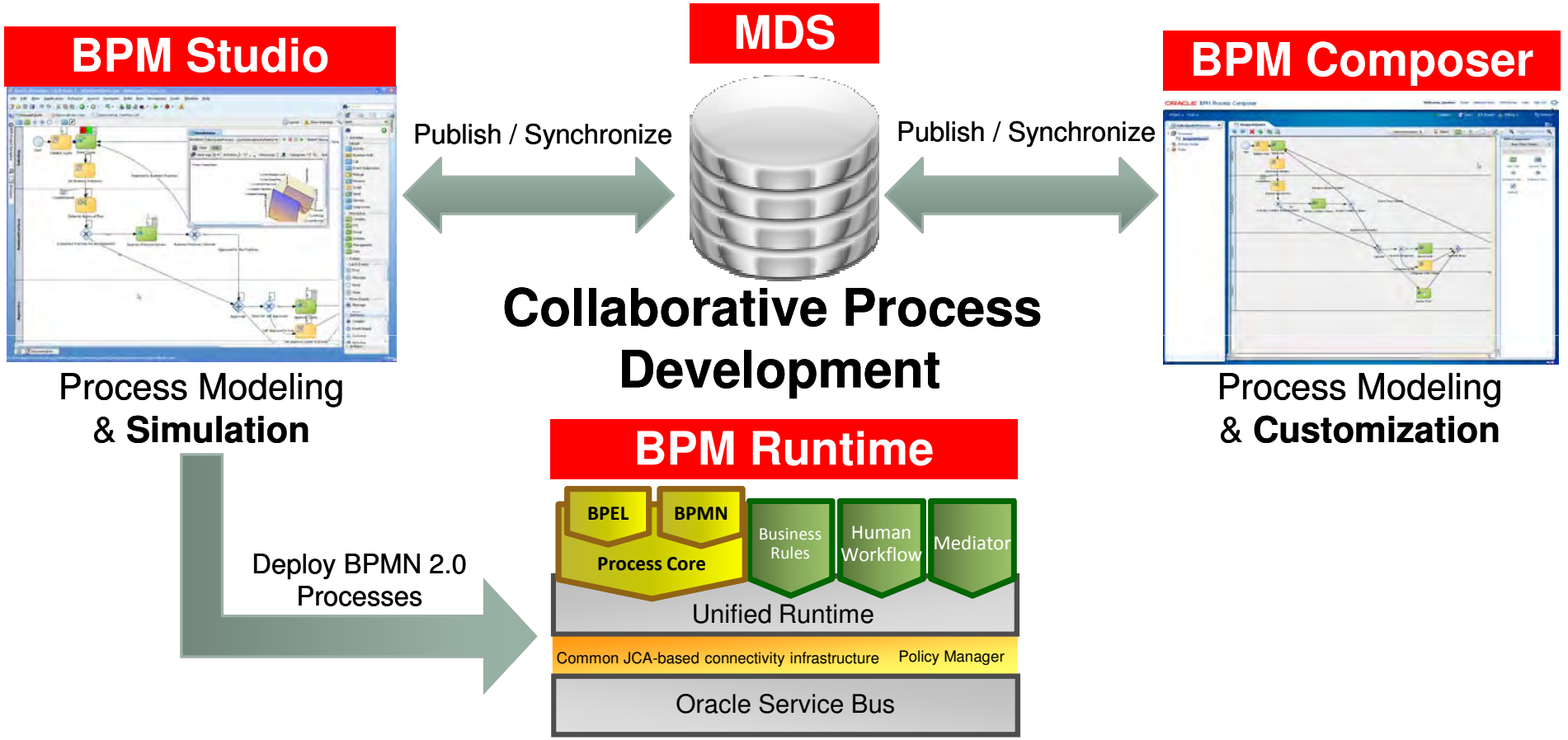
Business Process Modeling



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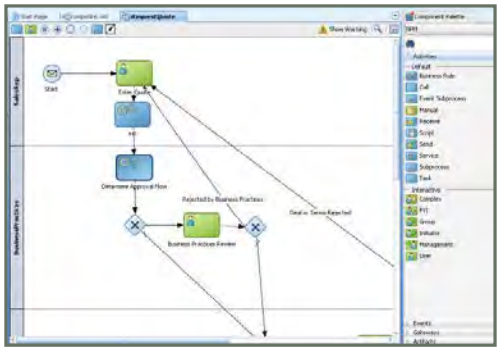
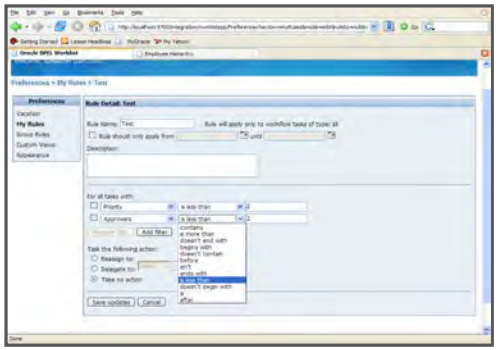
Business Processes and Business Rules

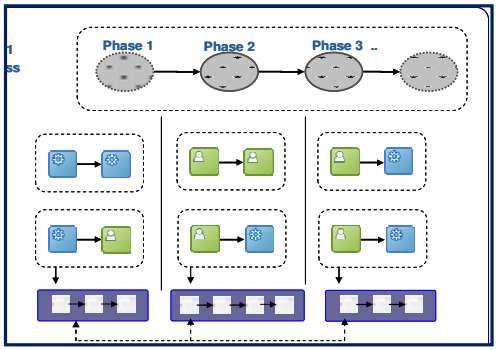


Rules Driven Processes

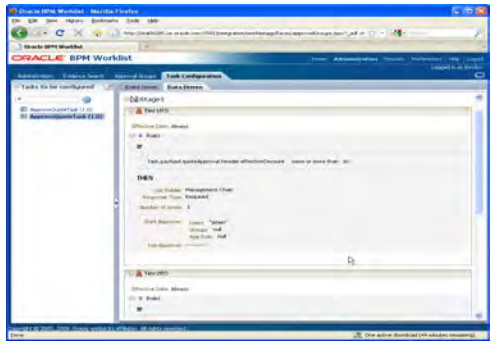


Data Validation

Business Rules



Rules Driven Service Routing



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

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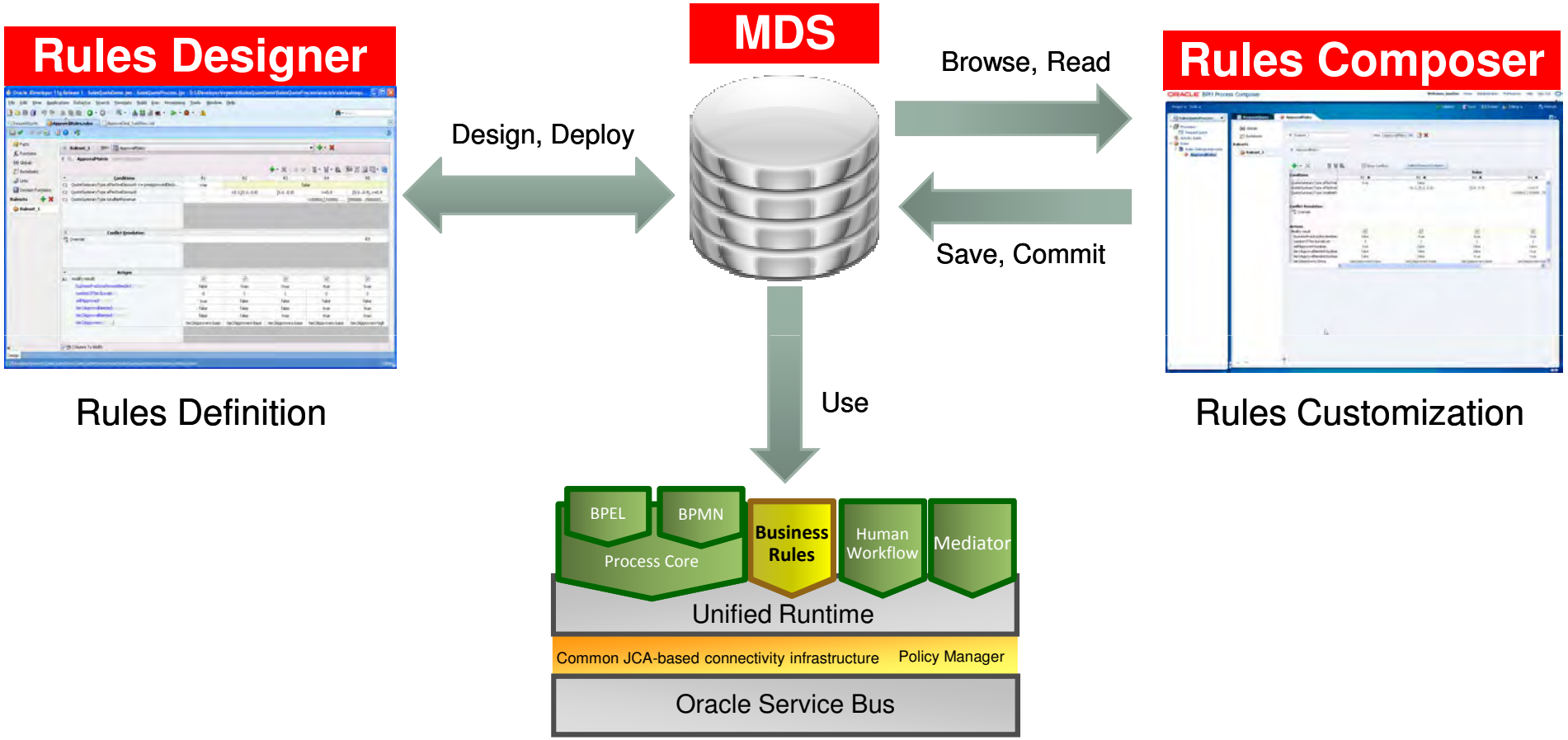
Business Rules Management



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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

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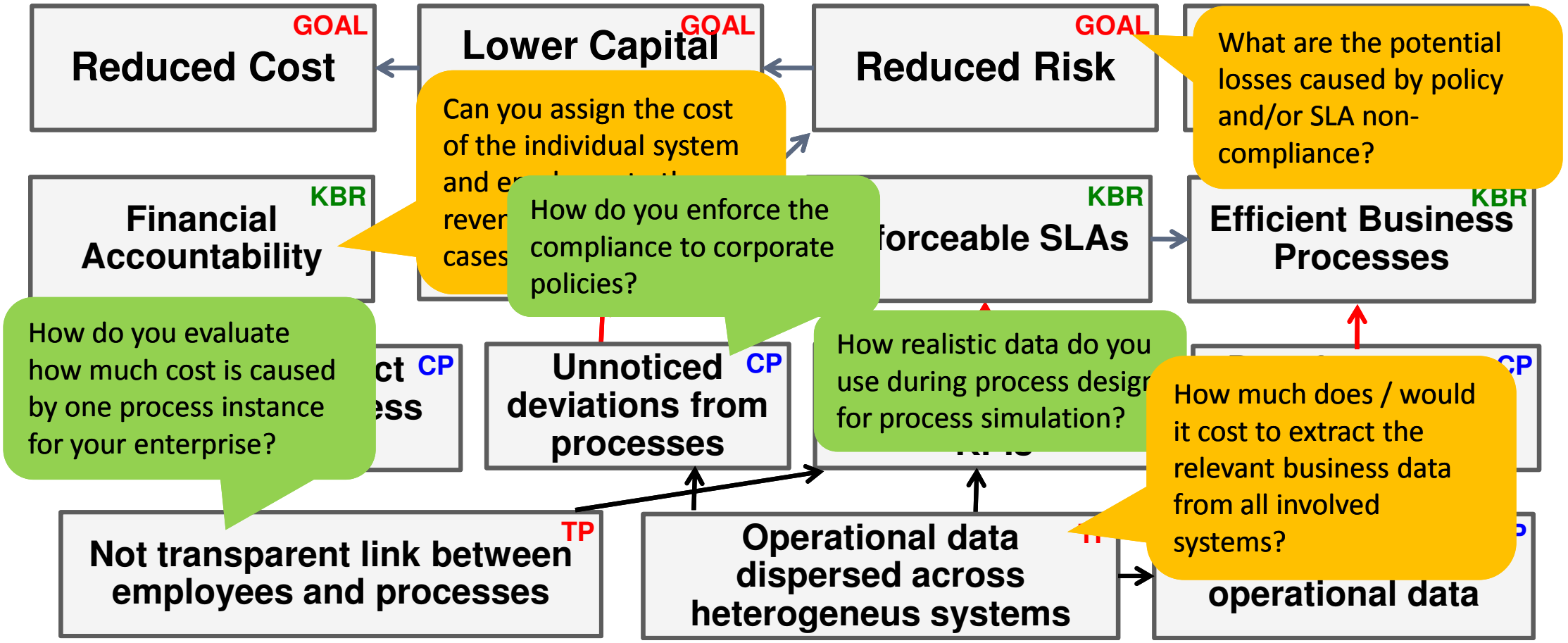
Business Intelligence Insight Into Processes



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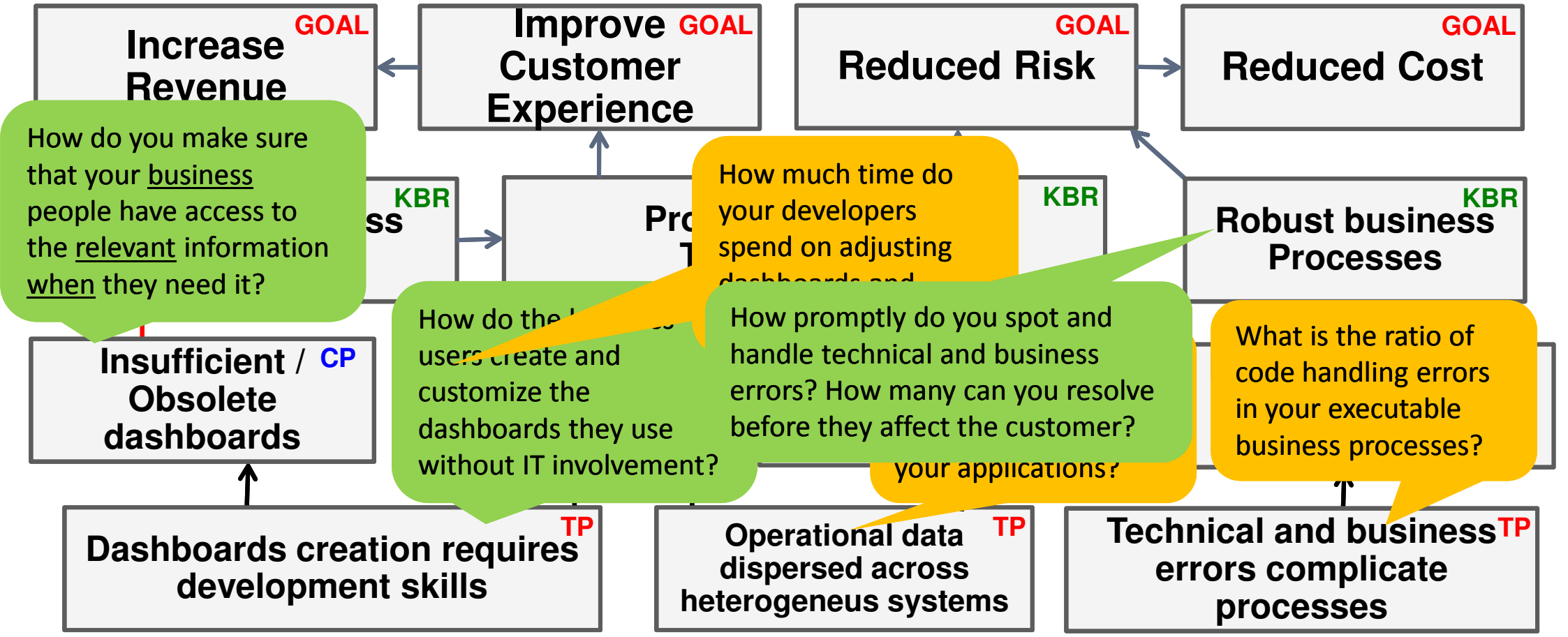
Business Process Monitoring



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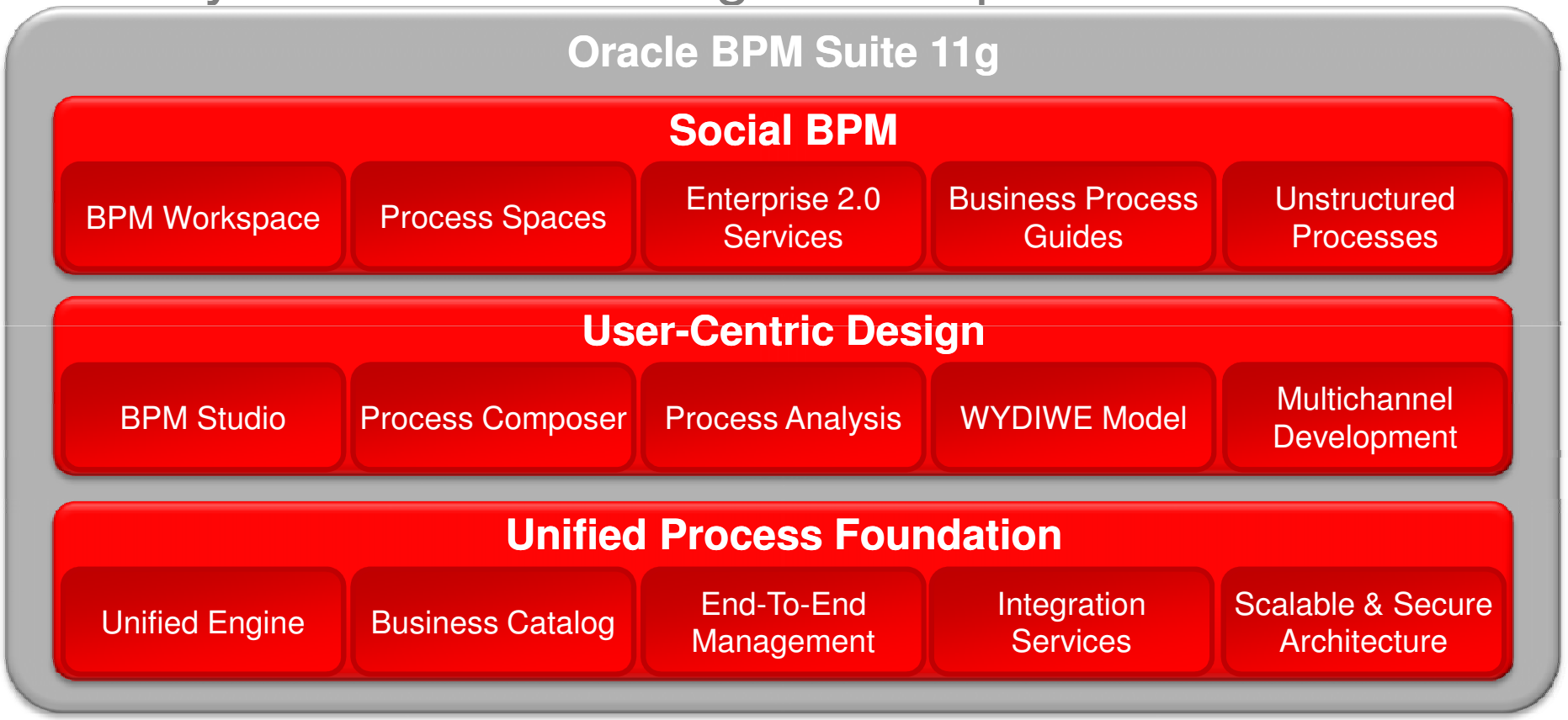
Visibility for Process Design and Operations



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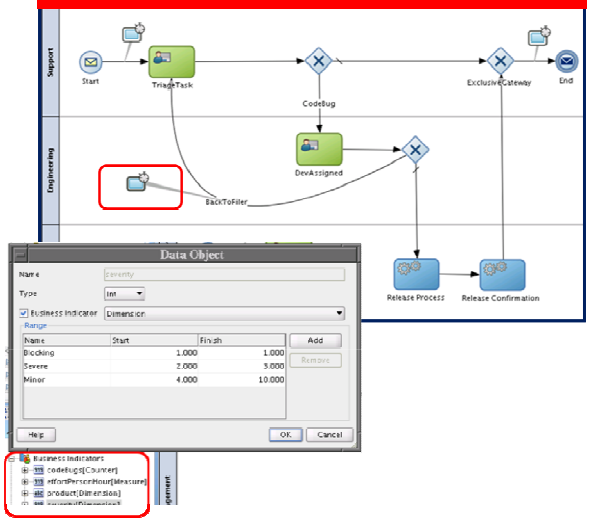
Business Activity Monitoring & Optimization

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

predefined

Oracle BAM

custom

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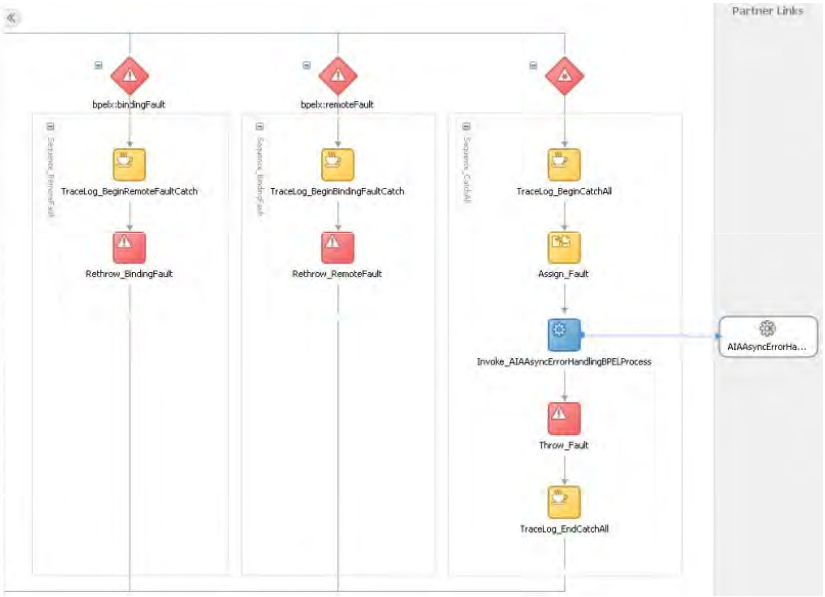
Policy Driven Error Handling

- 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



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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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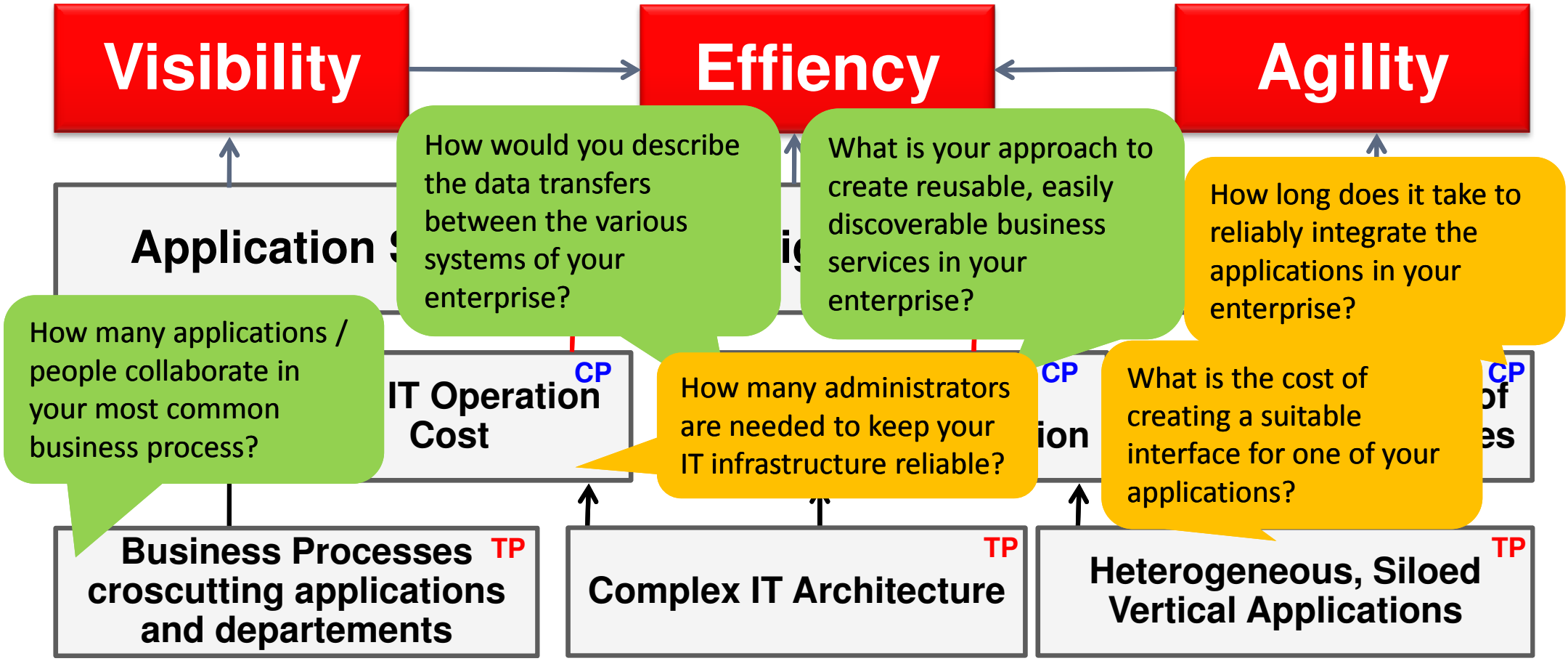
Business Integration Value Discovery Map



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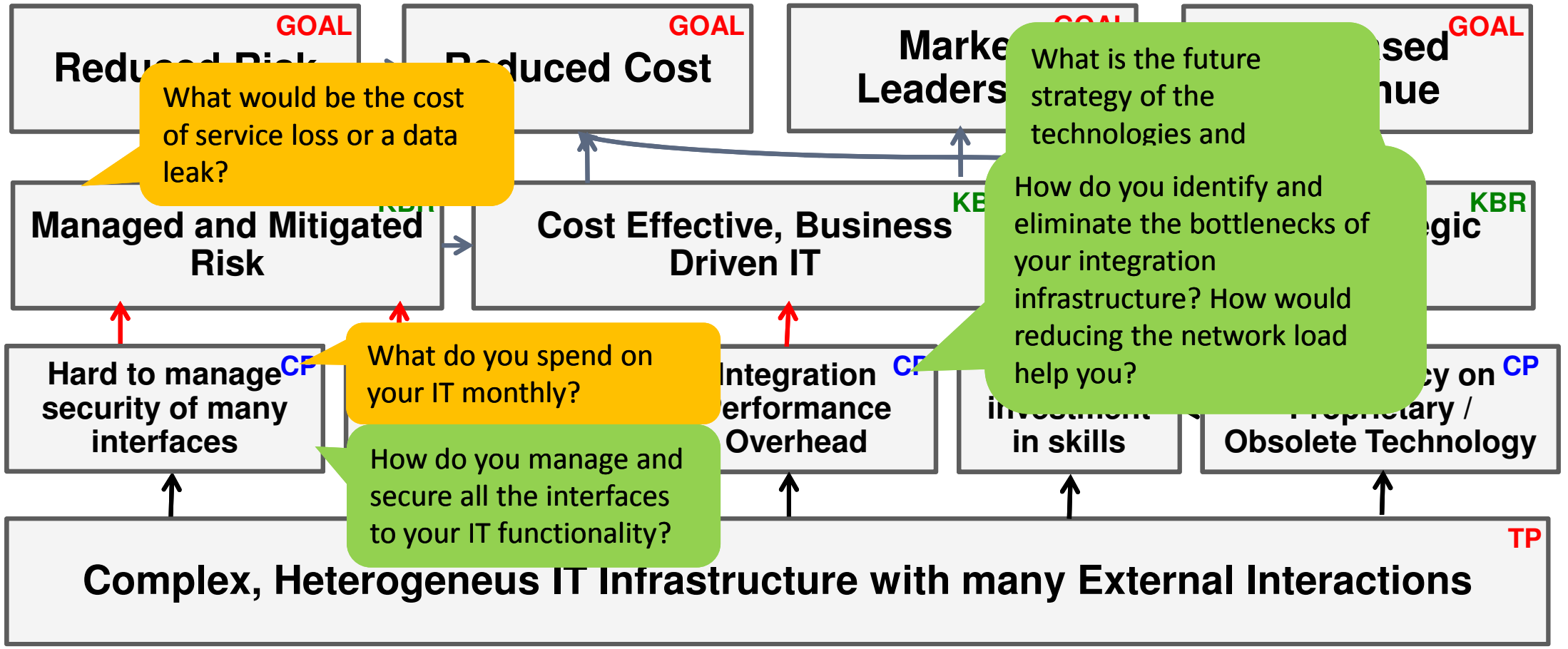
Reliability, Security, Performance



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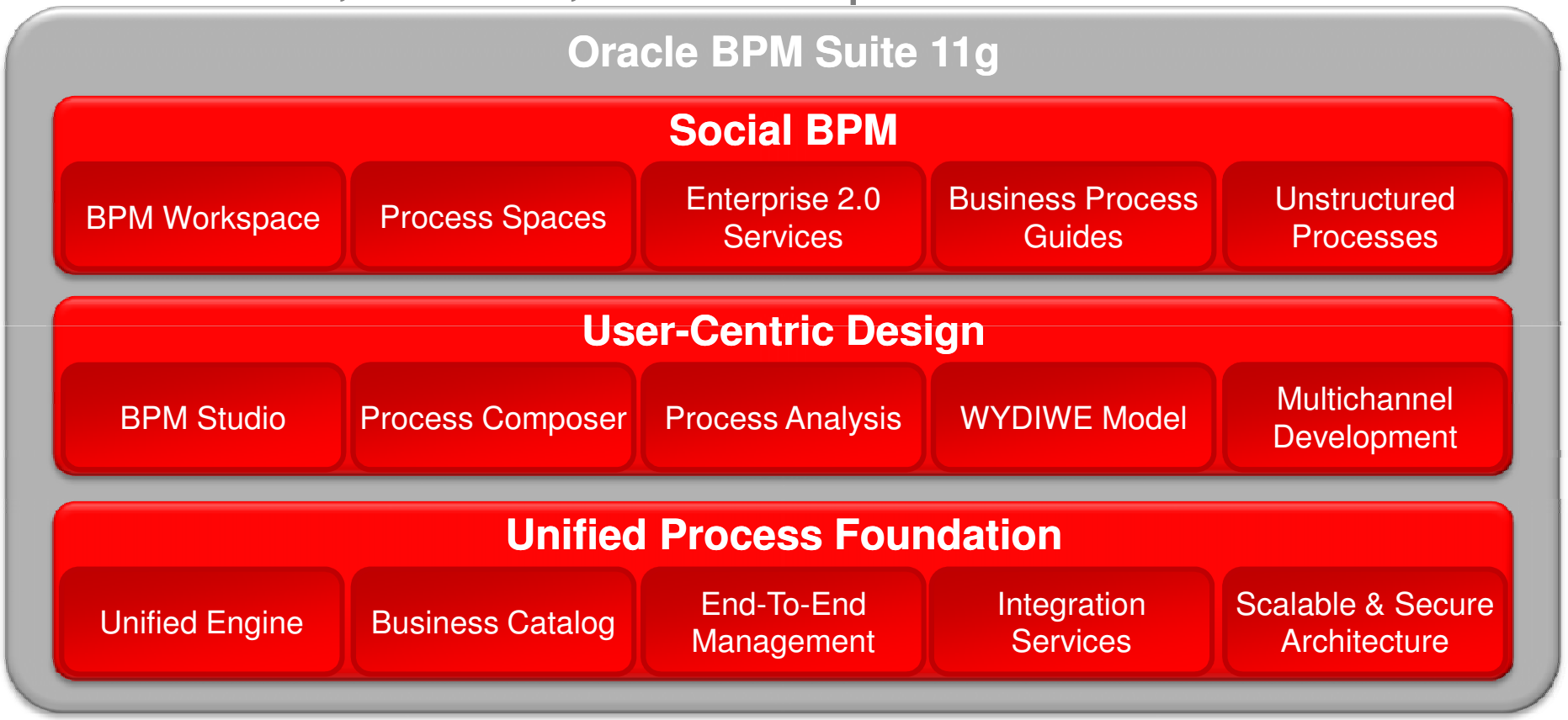
Oracle BPM Suite 11g

SOA-based, Unified, Reliable platform for BPM Success



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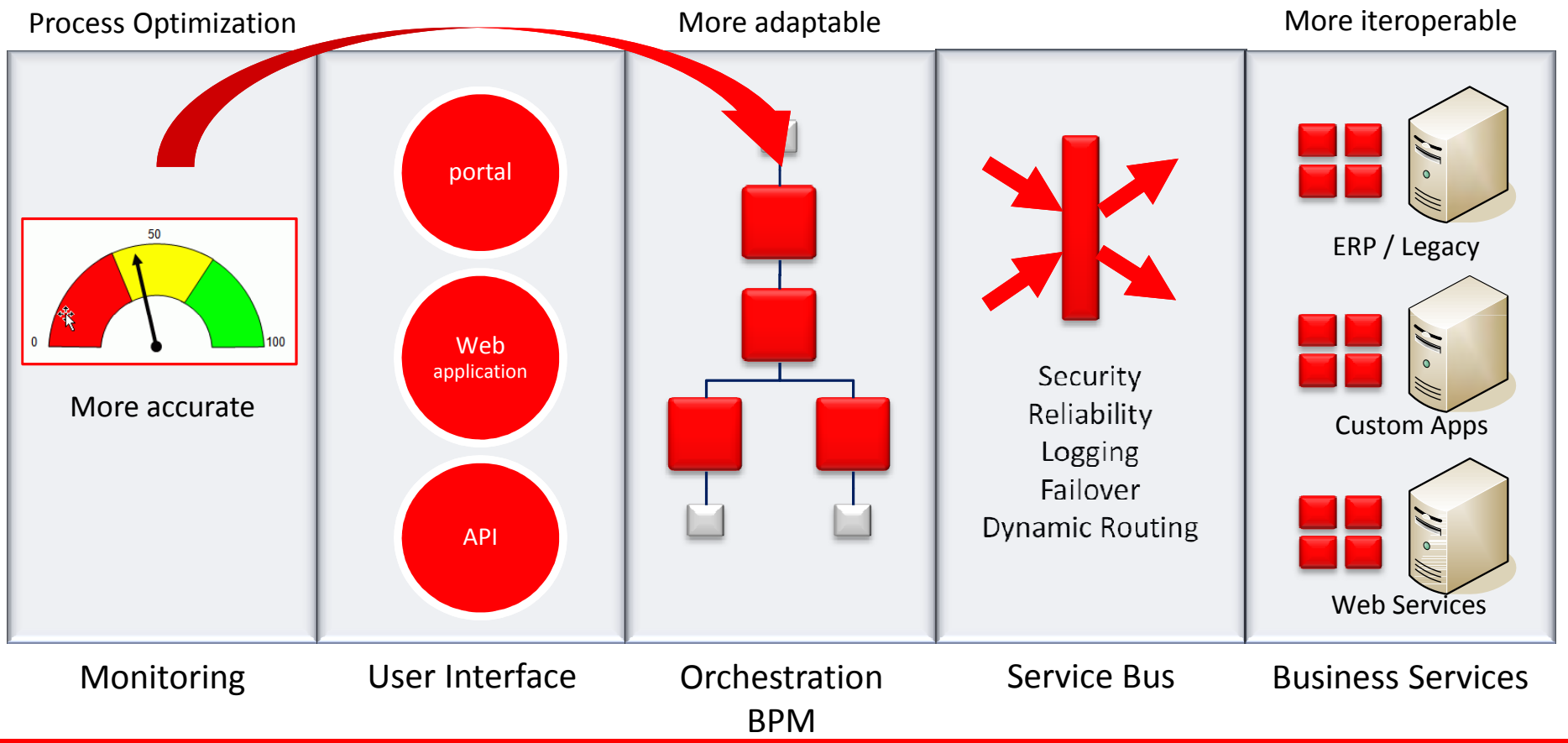
SOA and BPM Unified – The Fusion Effect



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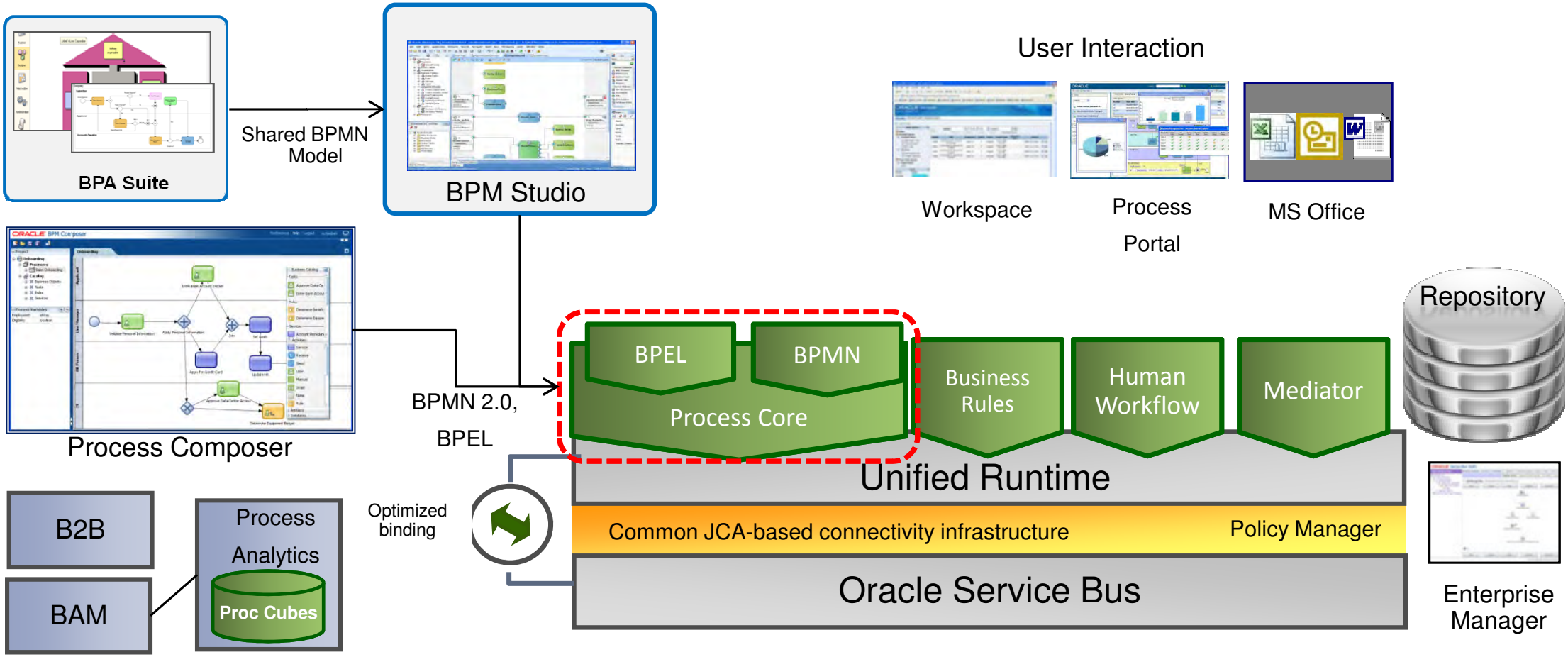
Oracle BPM Suite 11g Architecture Overview



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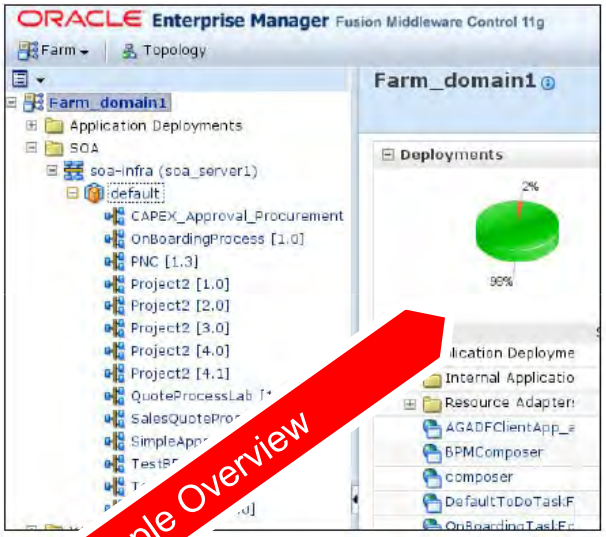
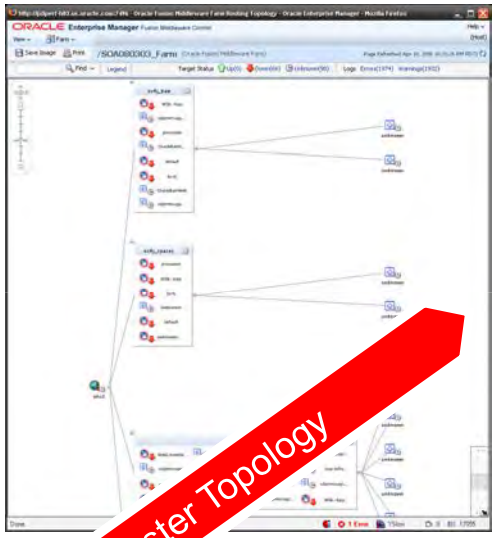
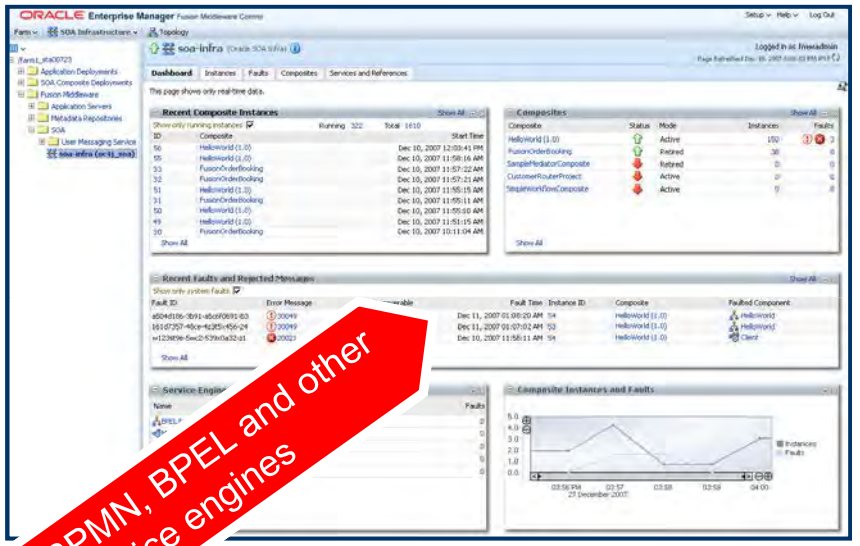
Run-Time Administration and Monitoring

With Enterprise Manager and Fusion Middleware Control







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

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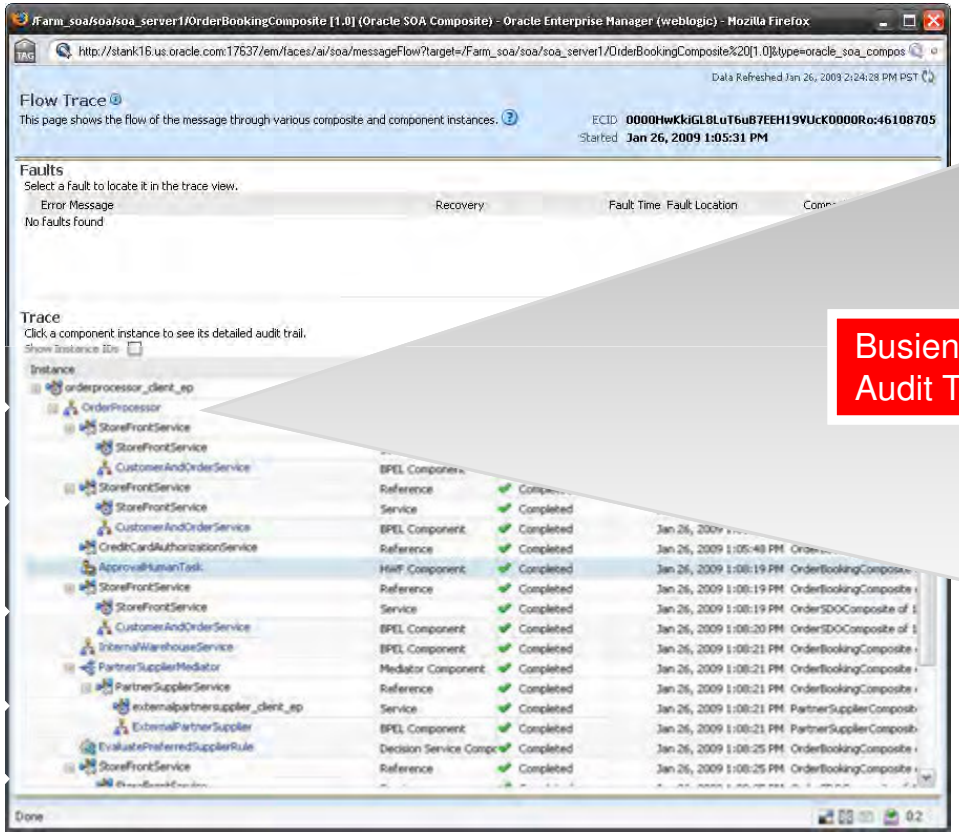
End-To-End Process Instance Auditing

Across All Layers and All Artifact Types



BPMN

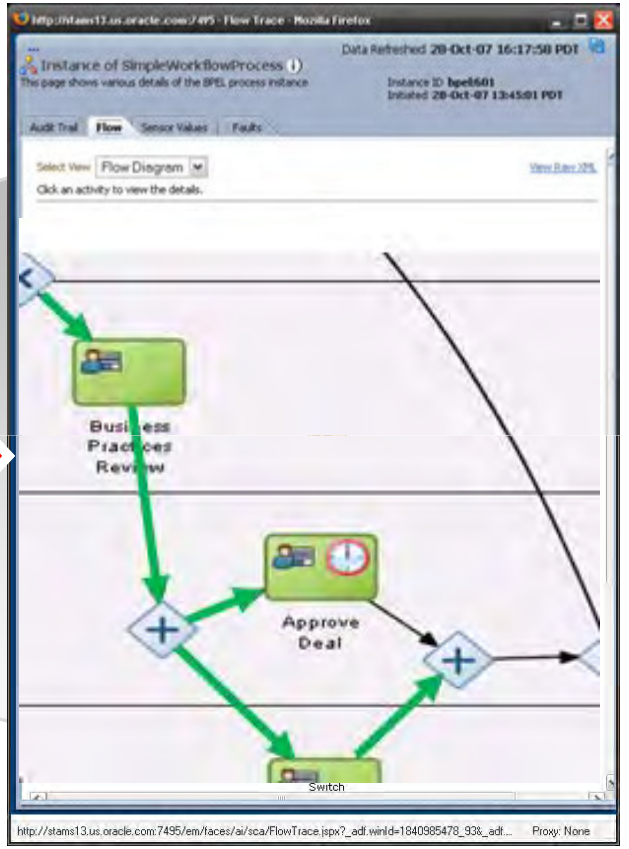
External Service

Human Workflow

BPEL

Mediation

Busienss Process Audit Trail



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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 Expersts

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