Business Process Management in Digital Transformation Projects

Hosted by: Marlaina Lombardi, IIBA
Presented by: Phil Simpson, Jboss Product Marketing Manager, Red Hat

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- Agile Extension to the
- *BABOK® Guide*
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- Access to webinars on the latest topics

OUR DRIVER

"Unite a community of professionals to create better business outcomes"

- IIBA Core Purpose

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BUSINESS PROCESS MANAGEMENT IN DIGITAL TRANSFORMATION

Phil Simpson
Sr. Principal Product Marketing Manager, Red Hat
September 27, 2017

ABOUT ME

- Sr. Product Marketing Manager at Red Hat
- Responsible for JBoss BPM Suite and BRMS
- >20 years in software product management & marketing
- ~15 years in BPM
- IIBA member!

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ABOUT RED HAT

MORE THAN
90%
of the
FORTUNE 500
use
RED HAT
PRODUCTS & SOLUTIONS*

~10,500
EMPLOYEES

S&P
500
COMPANY

85
OFFICES

35
COUNTRIES

NYSE
RHT

THE FIRST
$2 BILLION
OPEN SOURCE COMPANY
IN THE WORLD

F7149-061417

*Red Hat client data and Fortune 500 list, 2016

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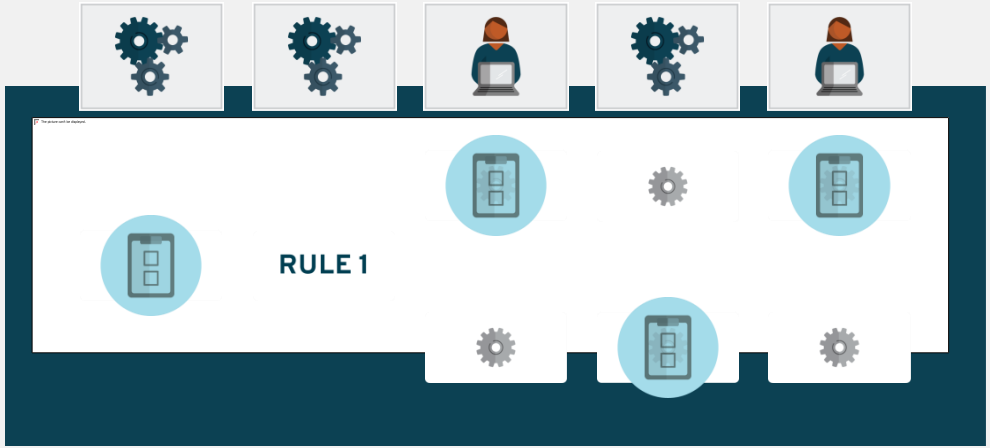
SOME TERMS

- A **business process** is an activity or set of activities that will accomplish a specific organizational goal.
- **Business process management** (BPM) is a systematic approach to making an organization's workflow more effective, more efficient and more capable of adapting to an ever-changing environment.
- A **Business Process Management System** (BPMS) is a software system that enables modeling and automation of business processes



http://searchcio.techtarget.com/definition/business-process-management

‘TRADITIONAL BPM’

- Document “as-is” and “to-be” processes
- Sometimes use a BPMS
- Generally long duration, large budget projects
- Large cross-functional teams
- Focus on efficiency, cost savings, formal methods, governance

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A QUICK POLL...

How do you use BPM tools within your organization?

- To better understand and communicate about key business processes
- To automate internal business processes
- To automate external (i.e. customer facing) business processes
- To support new applications that require BPM capabilities
- We are not currently using BPM tools, but are looking into options
- We do not have any current plans to adopt BPM tools

WHAT'S HAPPENED?

"...now we have to compete against new disruptive startups that are hiring kids fresh out of college drinking loads of Mountain Dew!"

(CIO @ Global Insurer)

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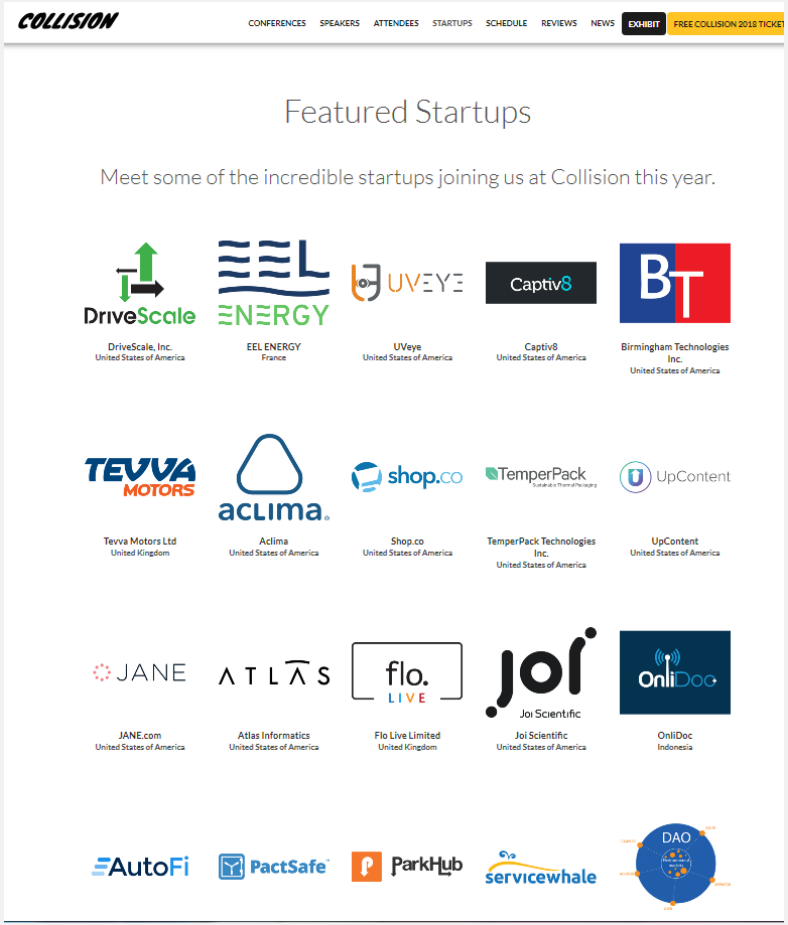
HE MEANS THIS GUY...

AND ALL OF THESE...



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Treating
business processes as
assets that can be
adapted,
automated and
re-designed
is key to
innovation and digital transformation.

Only about 37% of most typical business processes have been digitized.
Source: McKinsey

DX REQUIRES A NEW BPM

Focus:	Efficiency, cost control	→	Customer acquisition, revenue generation
Method:	Waterfall	→	Agile
For:	Employees	→	Customers
Deliverable:	Document/BPMN	→	Application

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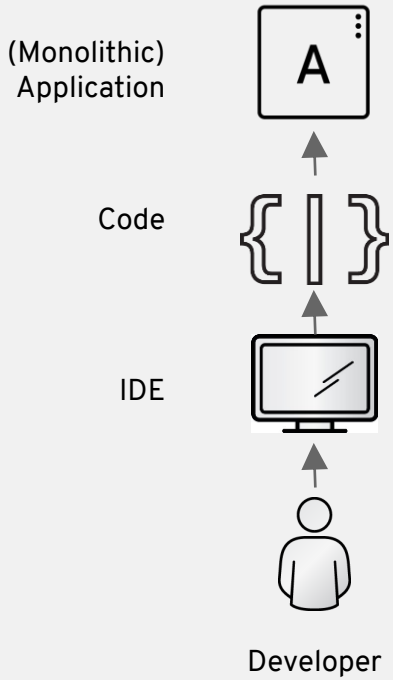
BPM FOR APPLICATION DEVELOPMENT?



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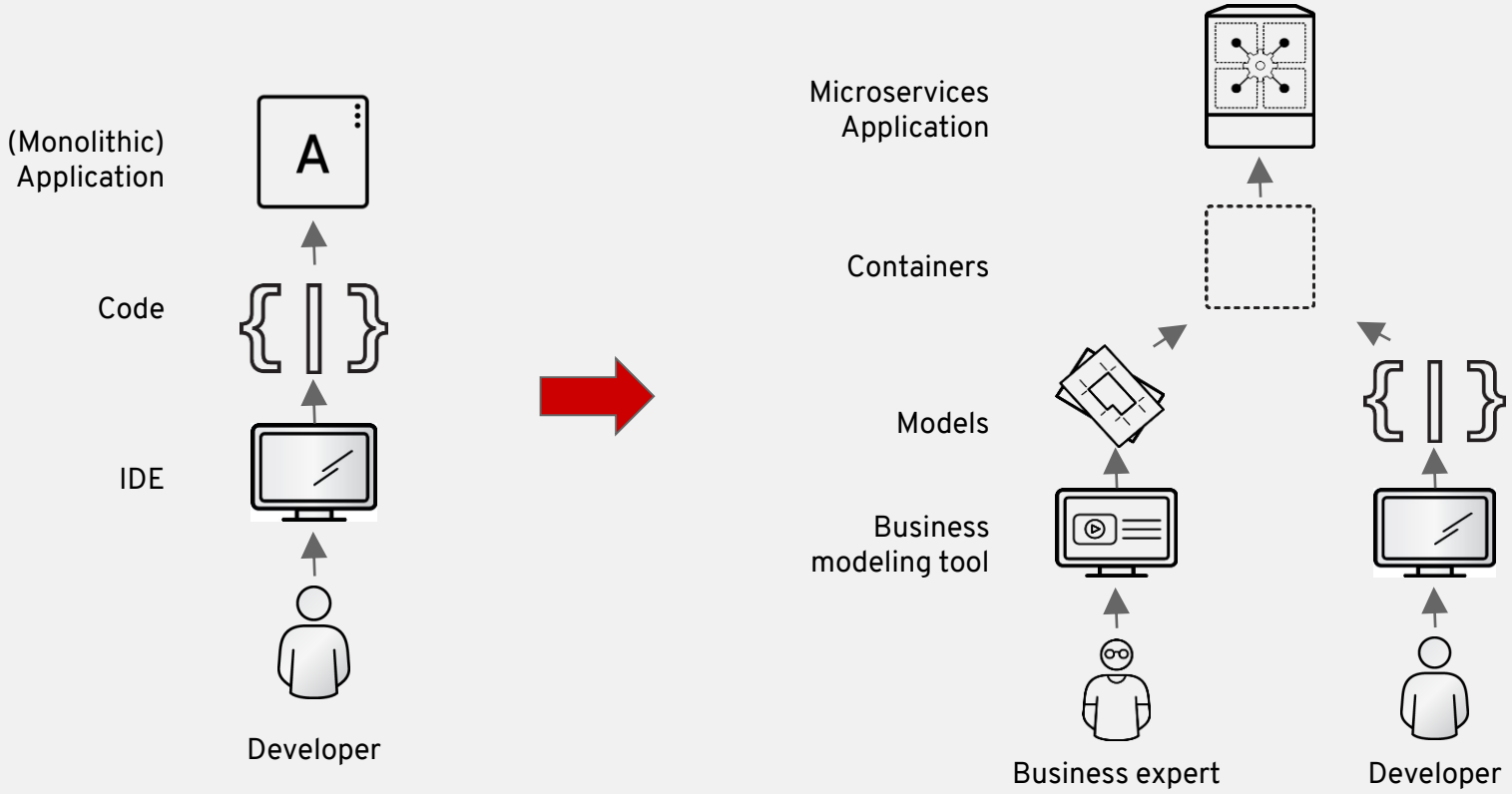
BPM FOR APPLICATION DEVELOPMENT?



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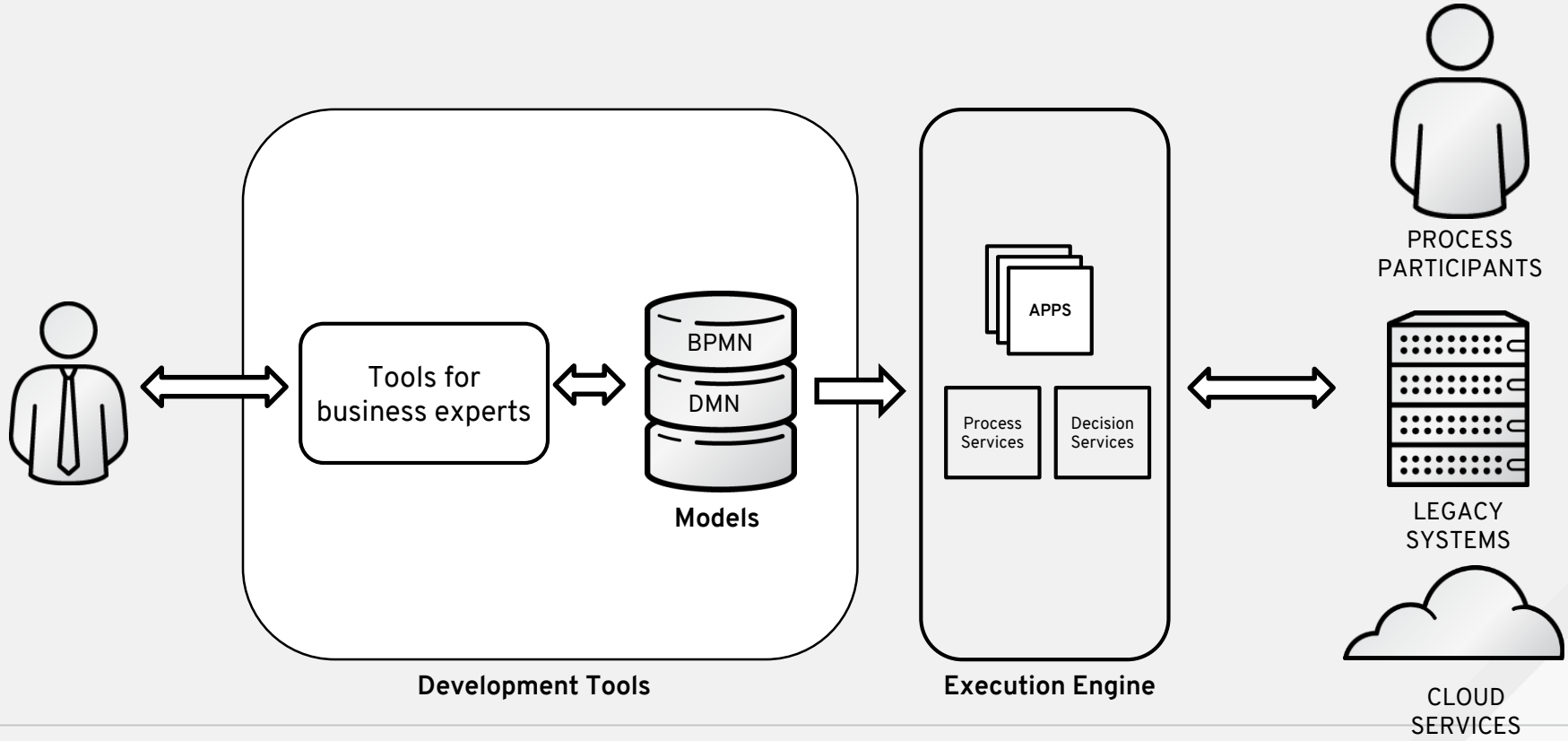
BPMS FOR APP DEVELOPMENT



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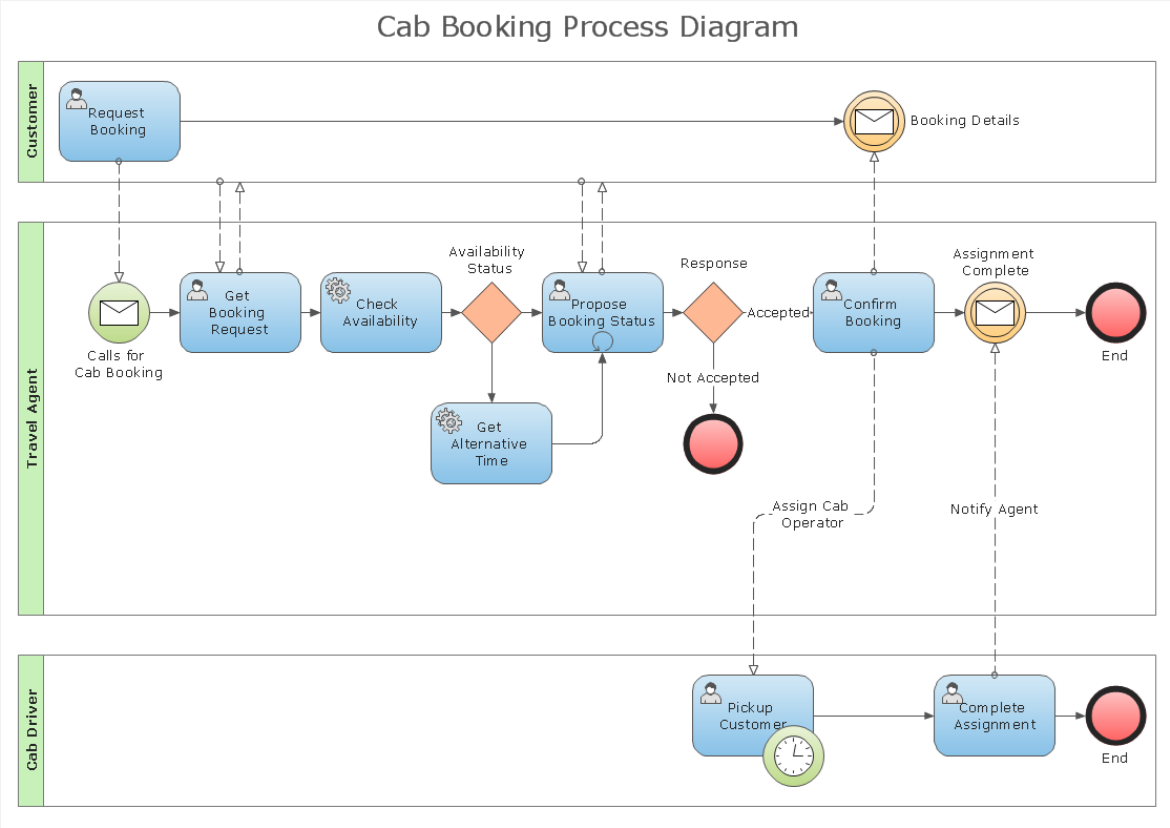
Business Process Model and Notation (BPMN)



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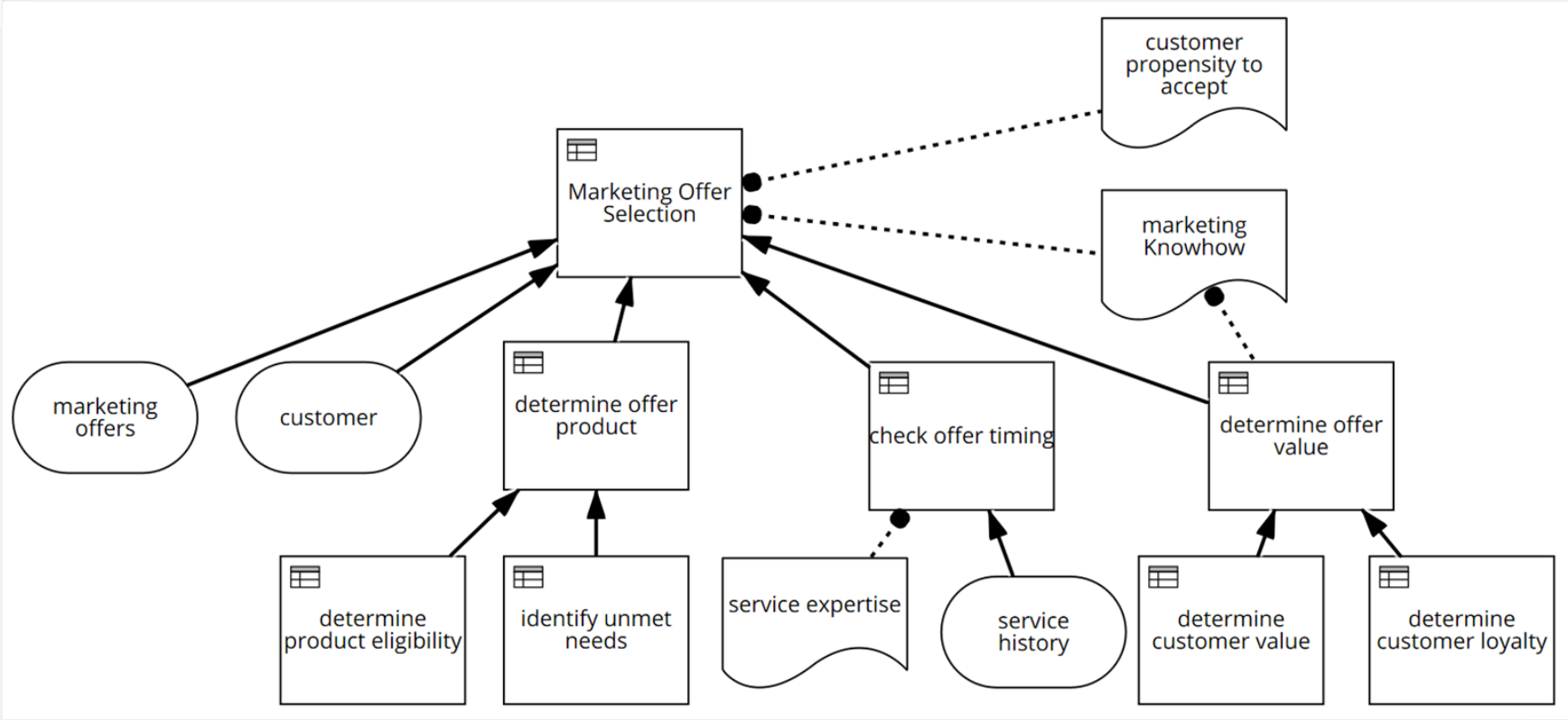
Decision Model and Notation (DMN)



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MORE TECHNOLOGIES FOR DX

BPM

RPA

RULES

AI

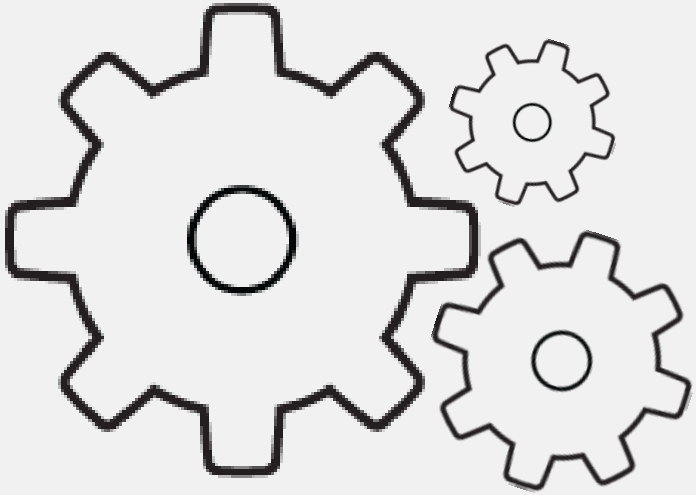
API

LOW-CODE

MOBILE

INTEGRATION

ANALYTICS



OPEN SOURCE

OPEN APIs

OPEN ARCHITECTURE

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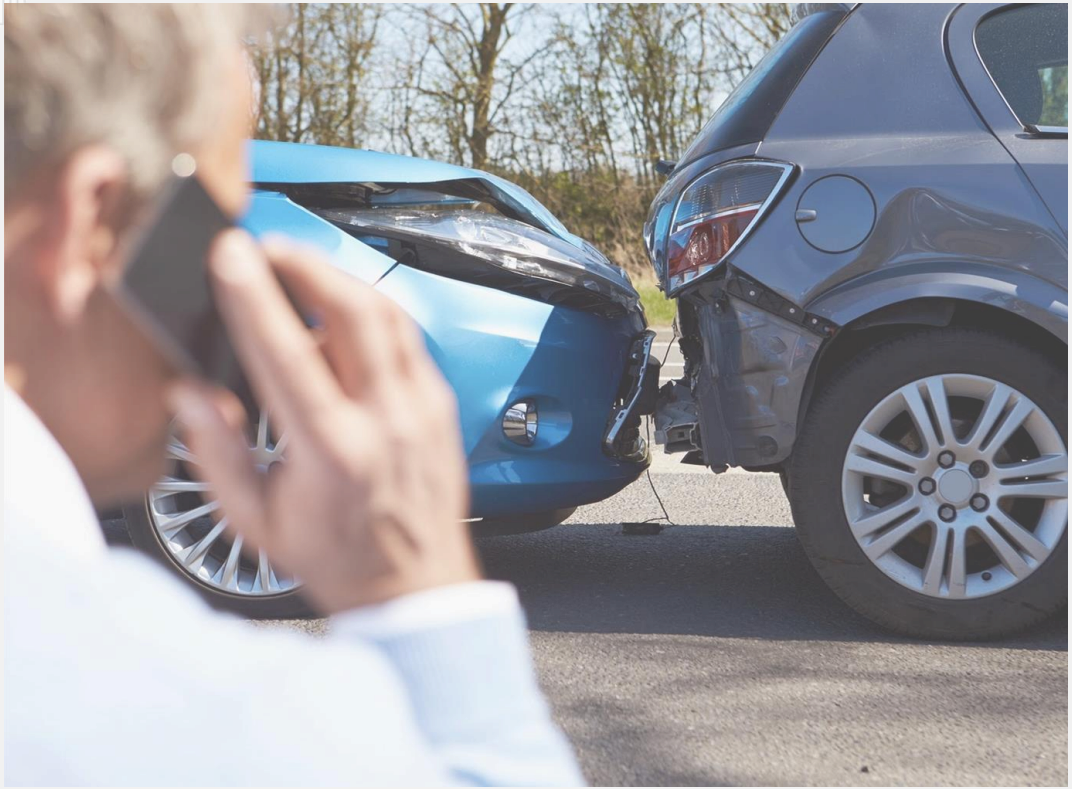
EXAMPLE: SELF-SERVICE APPLICATIONS



- Expose back-office transactions and processes directly to end users.
- Mobile & BPM are key technologies.

Benefits

- Better customer service
- Reduces transaction processing cycle and cost
- Eliminates manual processes
- Streamlines workflow
- Improves data capture

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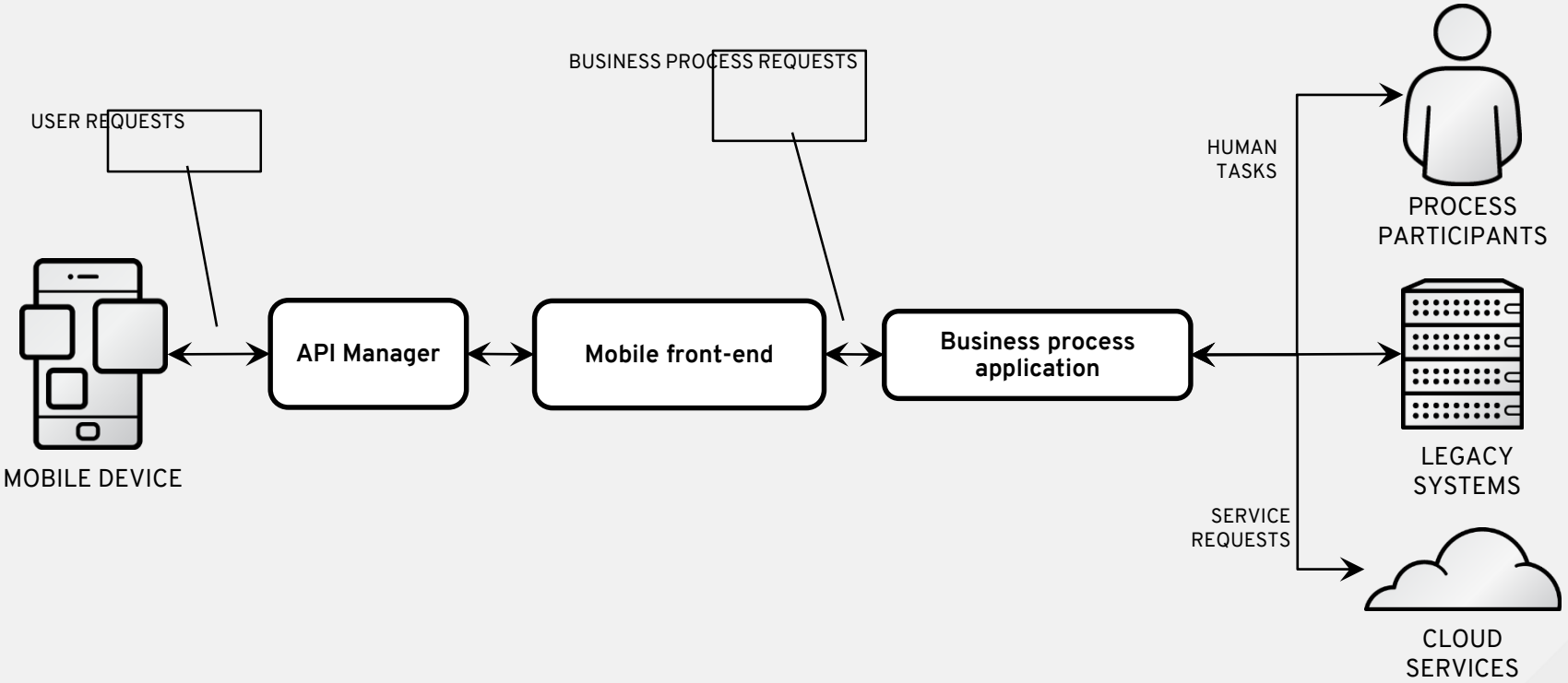
SELF-SERVICE APPLICATIONS



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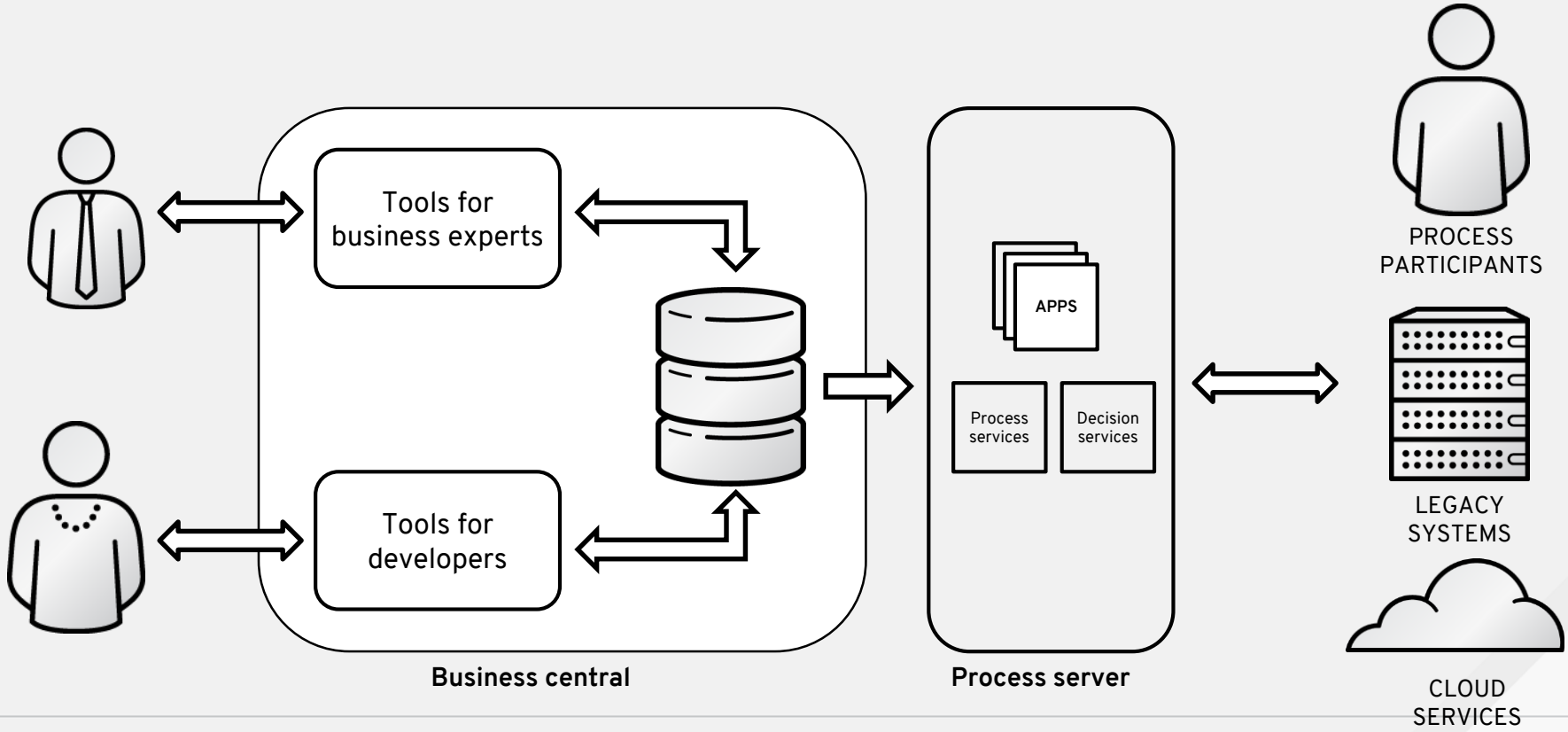
RED HAT BPM SUITE



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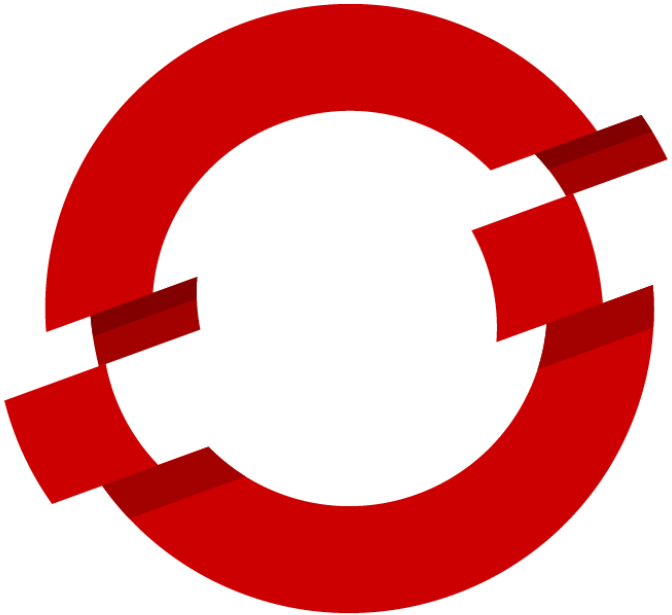
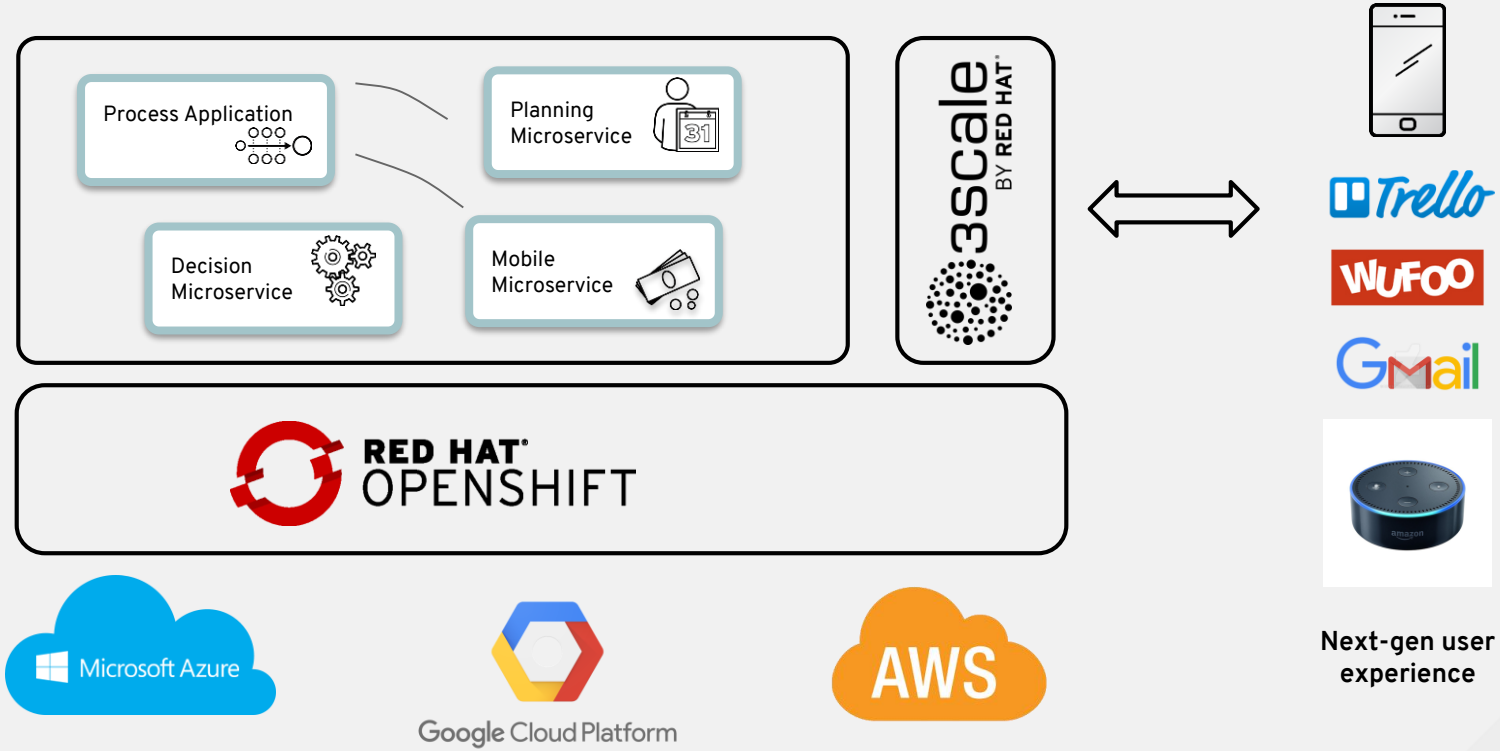
RED HAT'S SOLUTION IS DIFFERENT

When combined with Red Hat OpenShift, Red Hat products enable business & IT to build, deploy, and manage truly modern, secure, scalable process-driven applications and fully supporting DevOps practices, microservices architectures, and modern user experiences.



RED HAT®
OPENSHIFT

BPM-BASED MICROSERVICES APPLICATIONS



RAILINC HELPS FREIGHT RAIL INDUSTRY OPERATE MORE EFFICIENTLY

RAILINC

CHALLENGE:

The complexity of managing the business rules and processes that support Railinc's applications reduced the company's agility and increased response times to customer requests.

PRODUCTS USED:

RED HAT® JBOSS®
BPM SUITE

RESULTS:

- simplified process of developing and managing applications by enabling seamless knowledge transfer between developers, business analysts, and customers
- Projected to reduce business rules and process application errors and time to resolution by 34%
- Projected to reduce initial development costs by 13%, business rules change costs by 41%, and workflow change costs by 28%

> *Open source technologies help support Railinc's culture of innovation. They give our developers maximum flexibility to create solutions for the freight rail industry, and they cost less than other, more rigid technologies.*
>
> **- JEANINE BRADLEY**
> *Sr. Manager of Rules and Process Management, Railinc*

HEALTHESYSTEMS MODERNIZES BUSINESS PROCESSES AND RULES MANAGEMENT

CHALLENGE:

Healthesystems needed to keep up with changing state healthcare requirements and customer demands. The company decided to update its compliance reporting application to make critical business processes and rules easier to access and change for its compliance analysts and operators.

PRODUCTS USED:

RED HAT® JBOSS®
BPM SUITE

RED HAT®
TRAINING +
CERTIFICATION

RESULTS:

- Faster business processes, resulting in a quicker time to market
- Able to react more quickly to evolving state reporting regulations for workers' compensation, resulting in higher customer and employee satisfaction
- Simplified process helps analysts make better decisions and write more effective requirements

"We like the low cost of ownership and high flexibility of Red Hat's solution... Red Hat JBoss BPM Suite was easy to integrate with existing technologies. Other tools we evaluated weren't as customizable.

- SAM ALEXANDER
Enterprise architect, Healthesystems

WANT TO LEARN MORE?

Here are some additional resources.

- Open source BPM & rules: drools.org, jbpm.org
- redhat.com/bpmsuite
- developers.redhat.com -> product downloads
- Middlewareblog.redhat.com

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November 8-9

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And join us for our next webinar...

October 25

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