



Realign Process & Data

To Improve your Customer-Centricity

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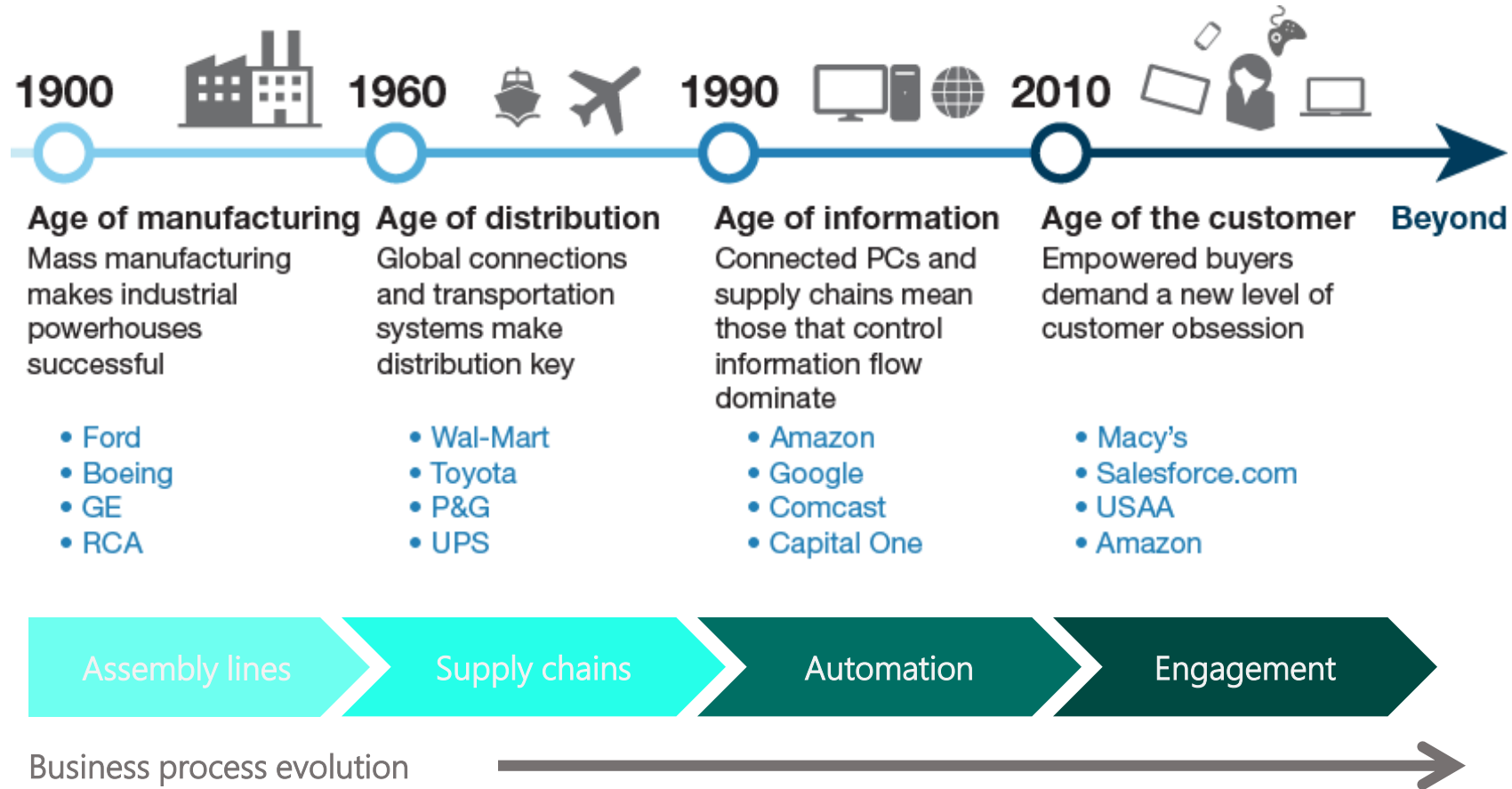
Realign Process And Data To Improve Customer Experience

Clay Richardson, Principal Analyst



September 17, 2014

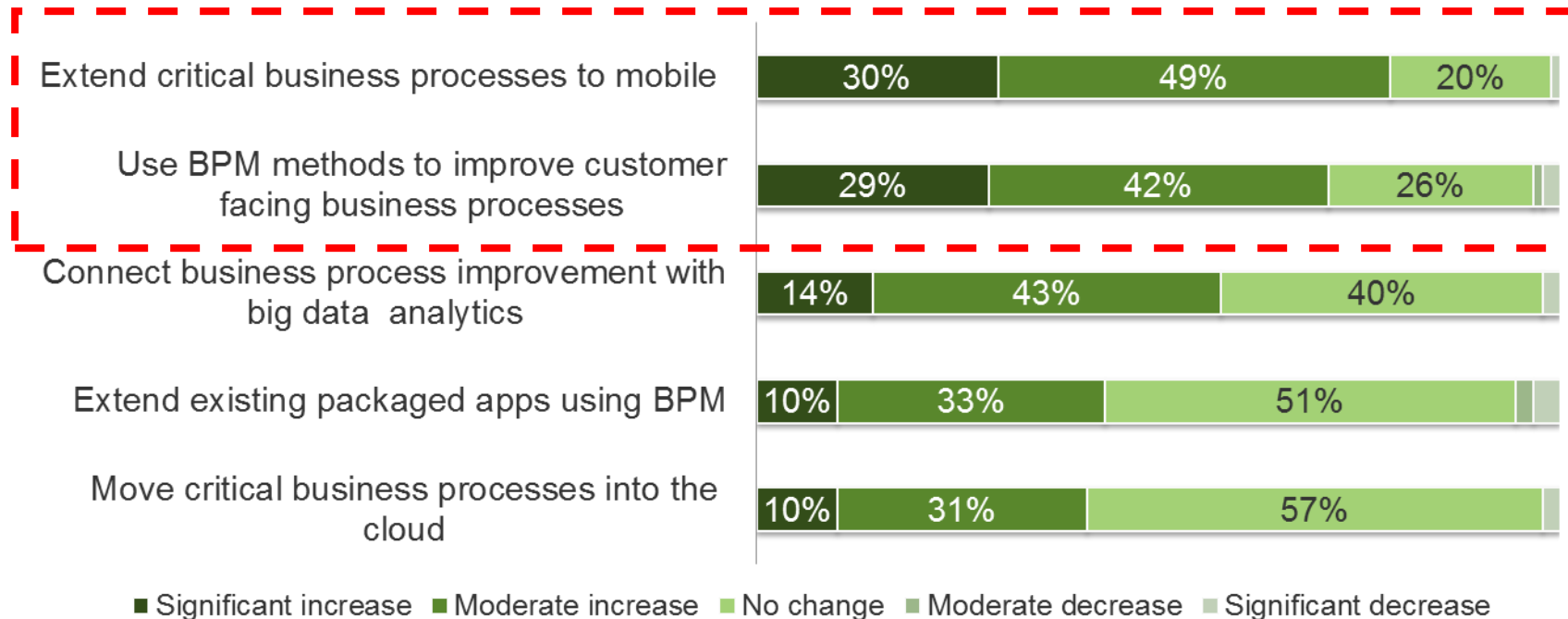
Age of the customer reshapes focus of process change efforts



Source: Adapted from October 2013, "Competitive Advantage In The Age Of The Customer", Forrester report

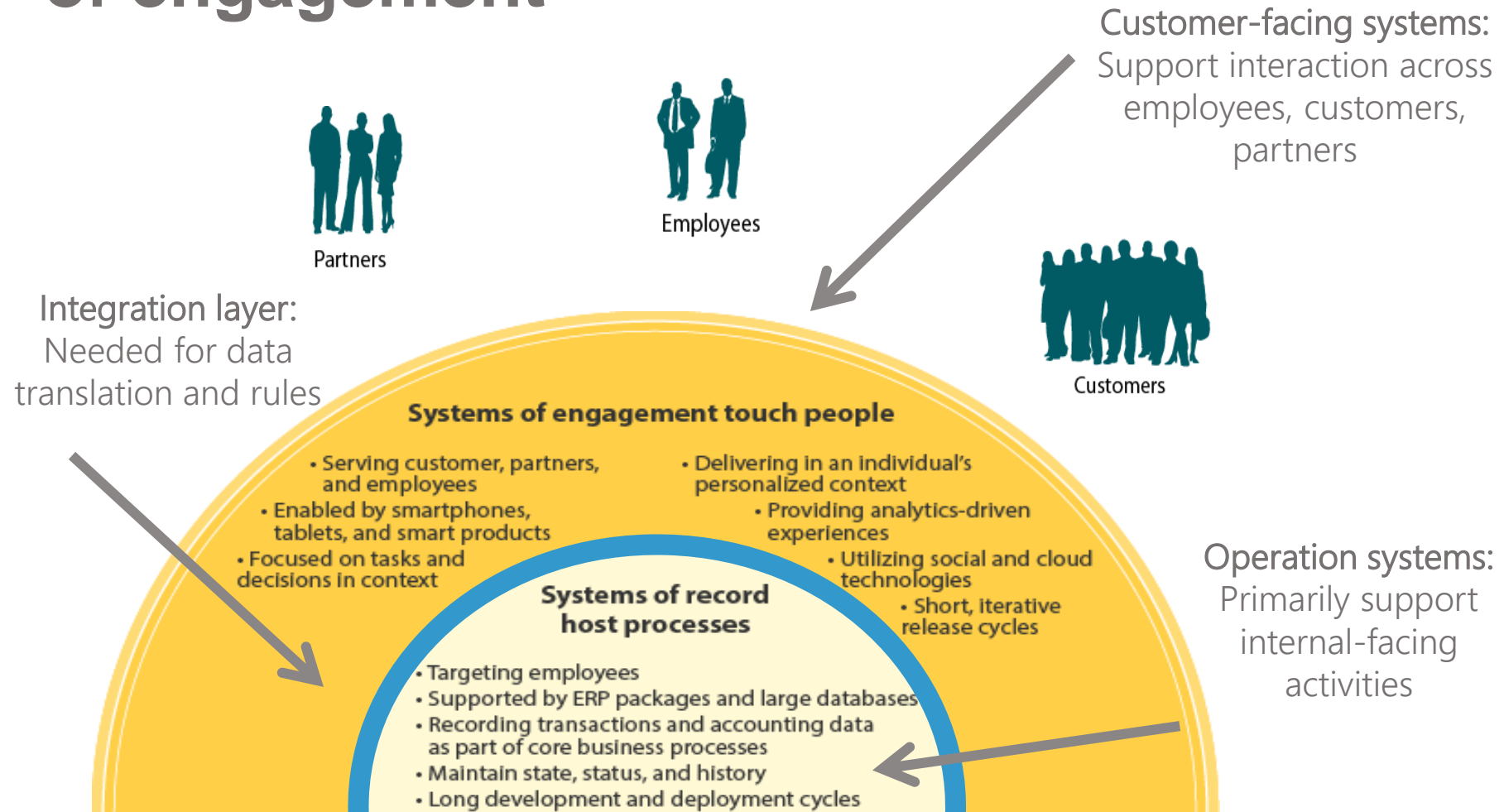
BPM investments shift to focus on mobile and customer experience

Over the next 12 months, do you expect to see an increase or decrease in demand for the following BPM related activities?



Source: Q3 2013, Global State of Enterprise Architecture Online Survey, Base: 90 EA Professionals

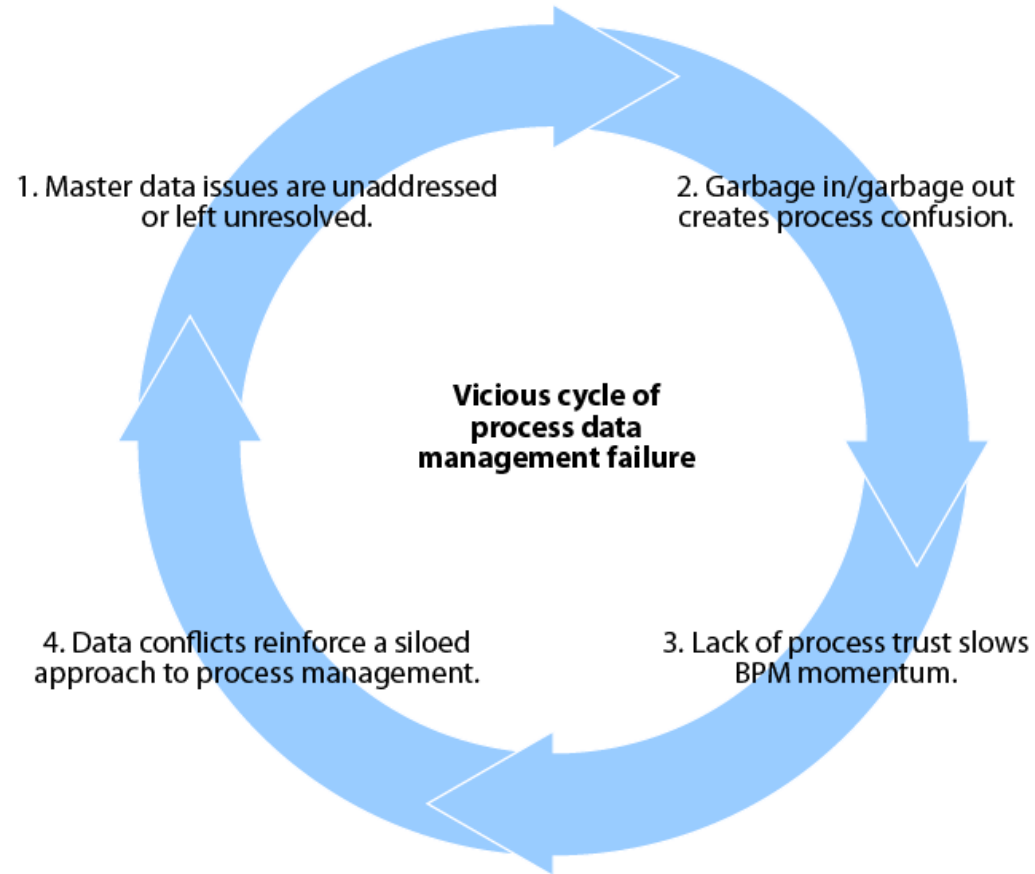
BPM software not optimized for systems of engagement



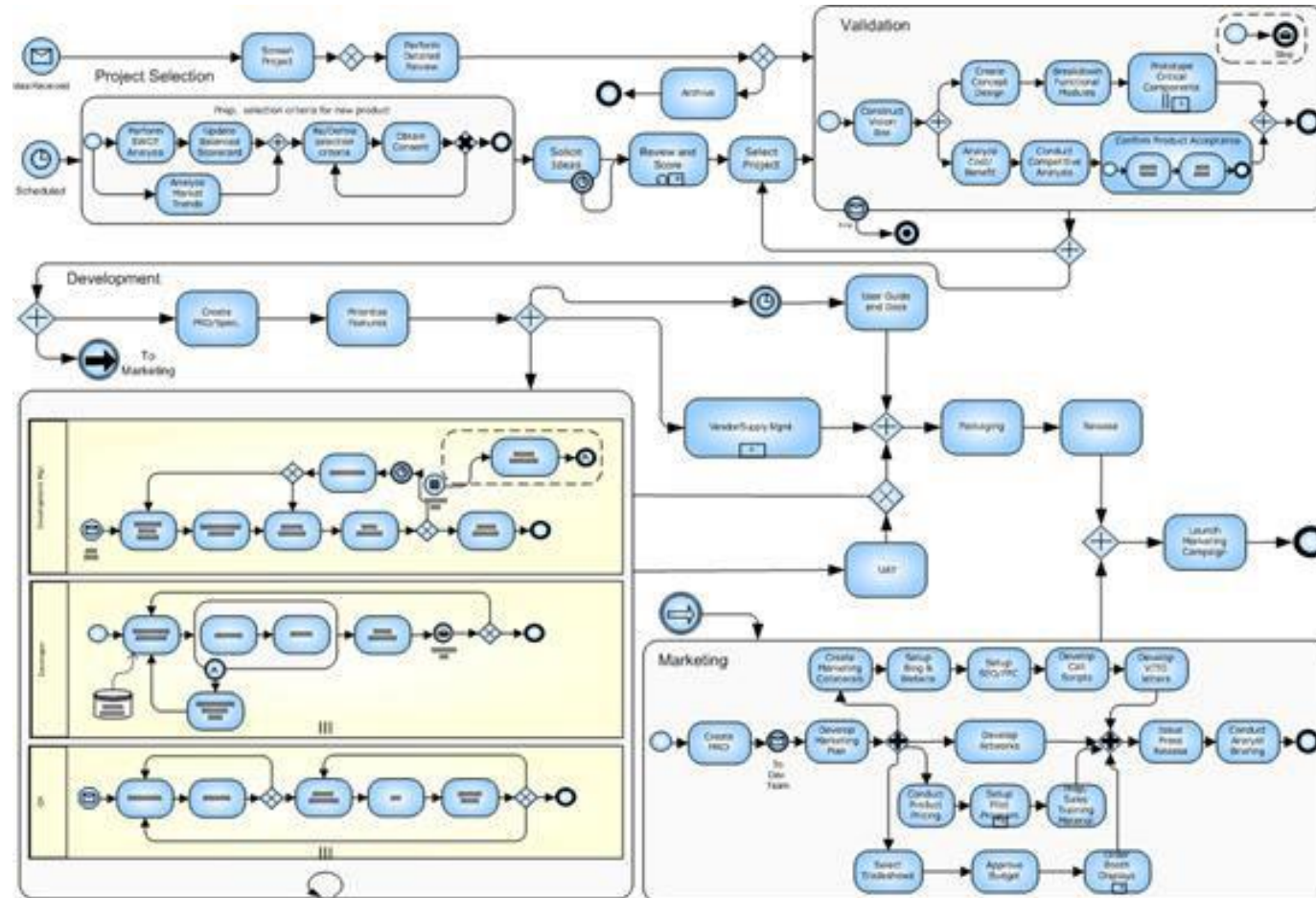
Challenge #1: Customer data lives in disconnected enterprise silos



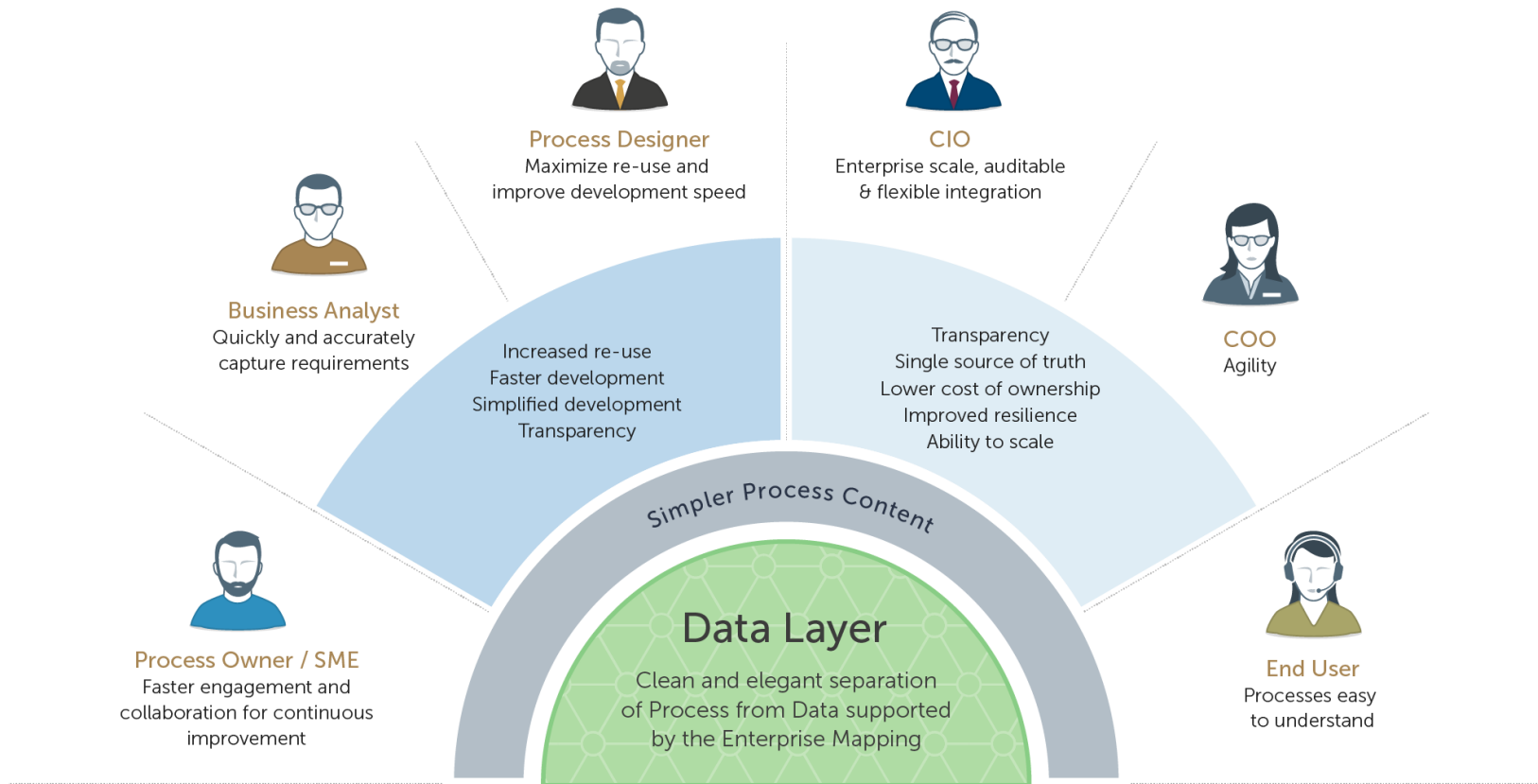
Challenge #2: Data quality issues create mistrust of process decisions



Challenge #3: Process model complexity cripples speed of change



Process stakeholders have different expectations for accessing data



Source: Bizagi

Alignment of process and data required to quickly adapt processes to changing customer expectations



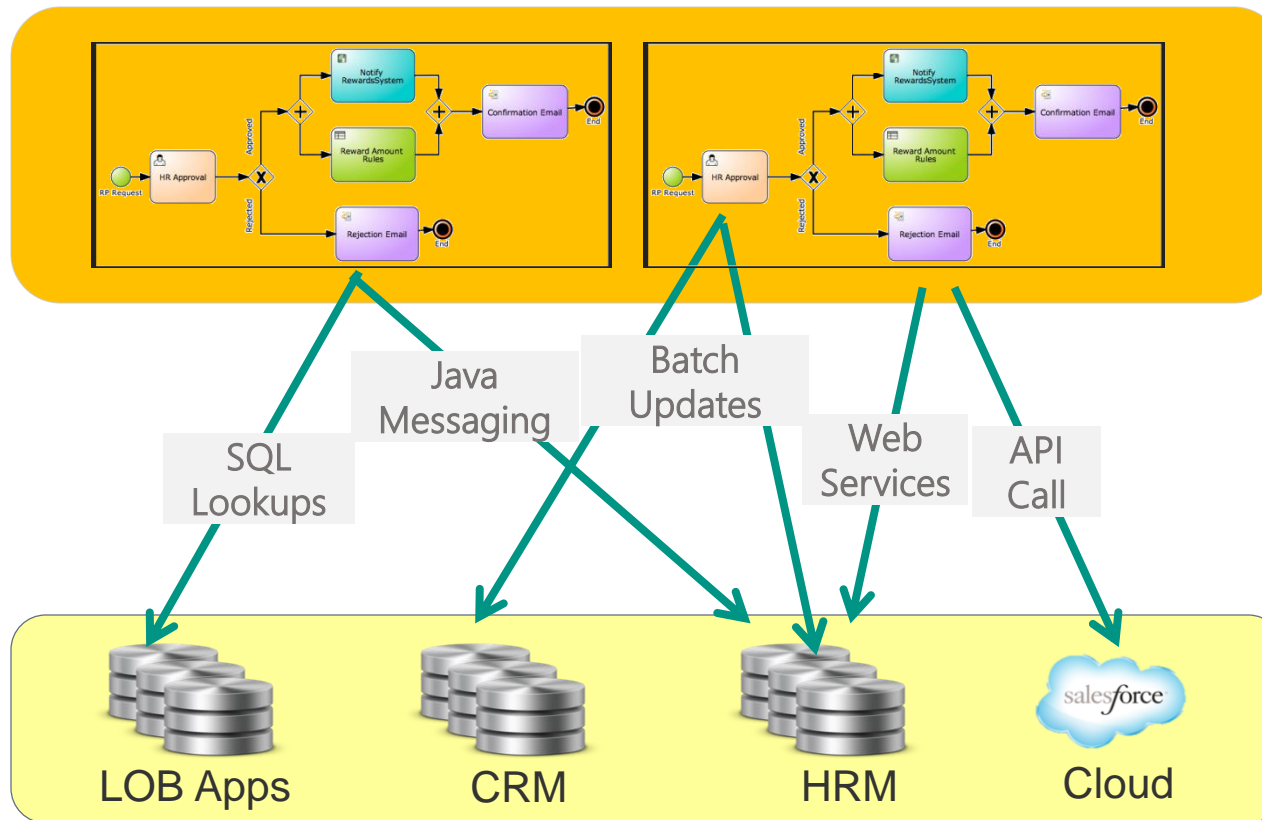
Data virtualization can help bridge new requirements for process and data

› *Data virtualization*

provides virtual views that represent information in forms that applications and users need while hiding the true complexity of data.

Source: August 2014, “Forrester’s Data Taxonomy Tool” report

Add a virtualized data layer to remove complexity for BPM

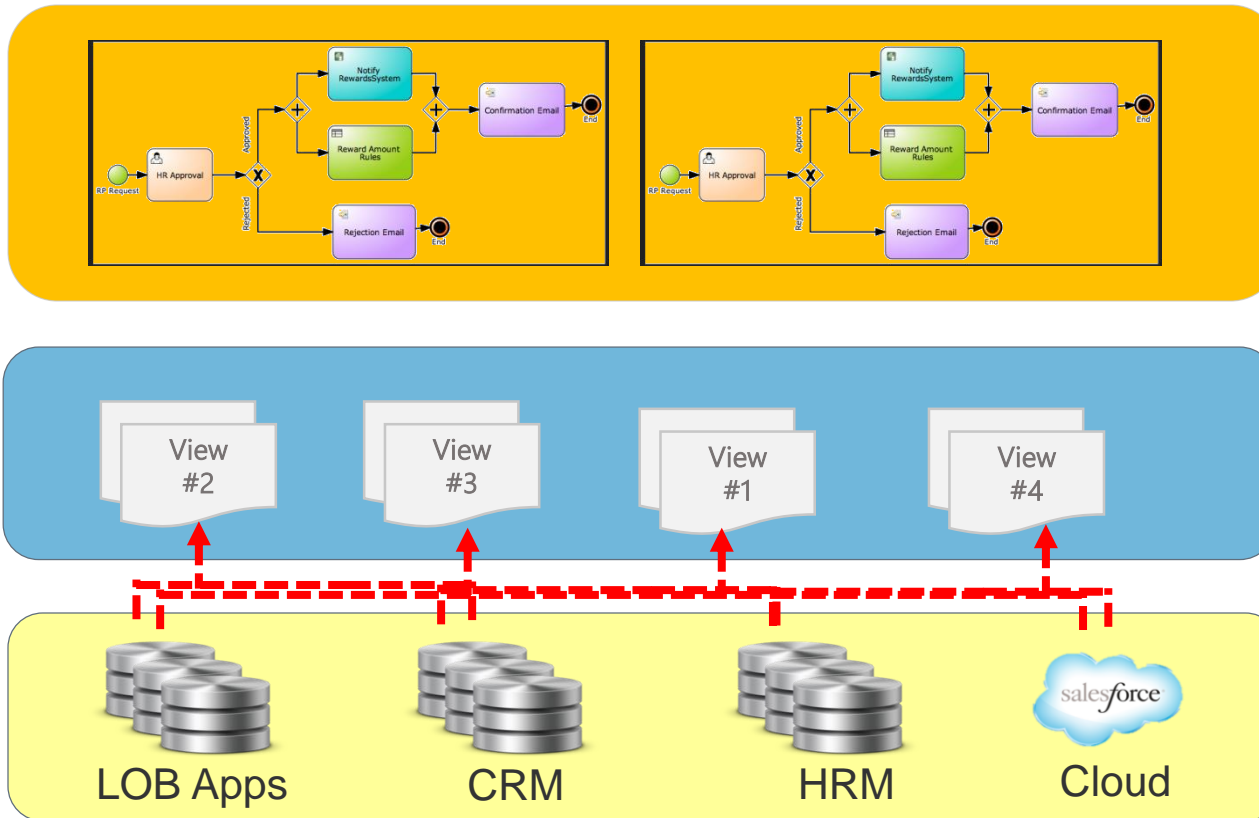


Systems
Of Engagement

"Mess Of Many"

Systems Of
Record

Add a virtualized data layer to remove complexity for BPM



Systems
Of Engagement

Virtualized Data
Views

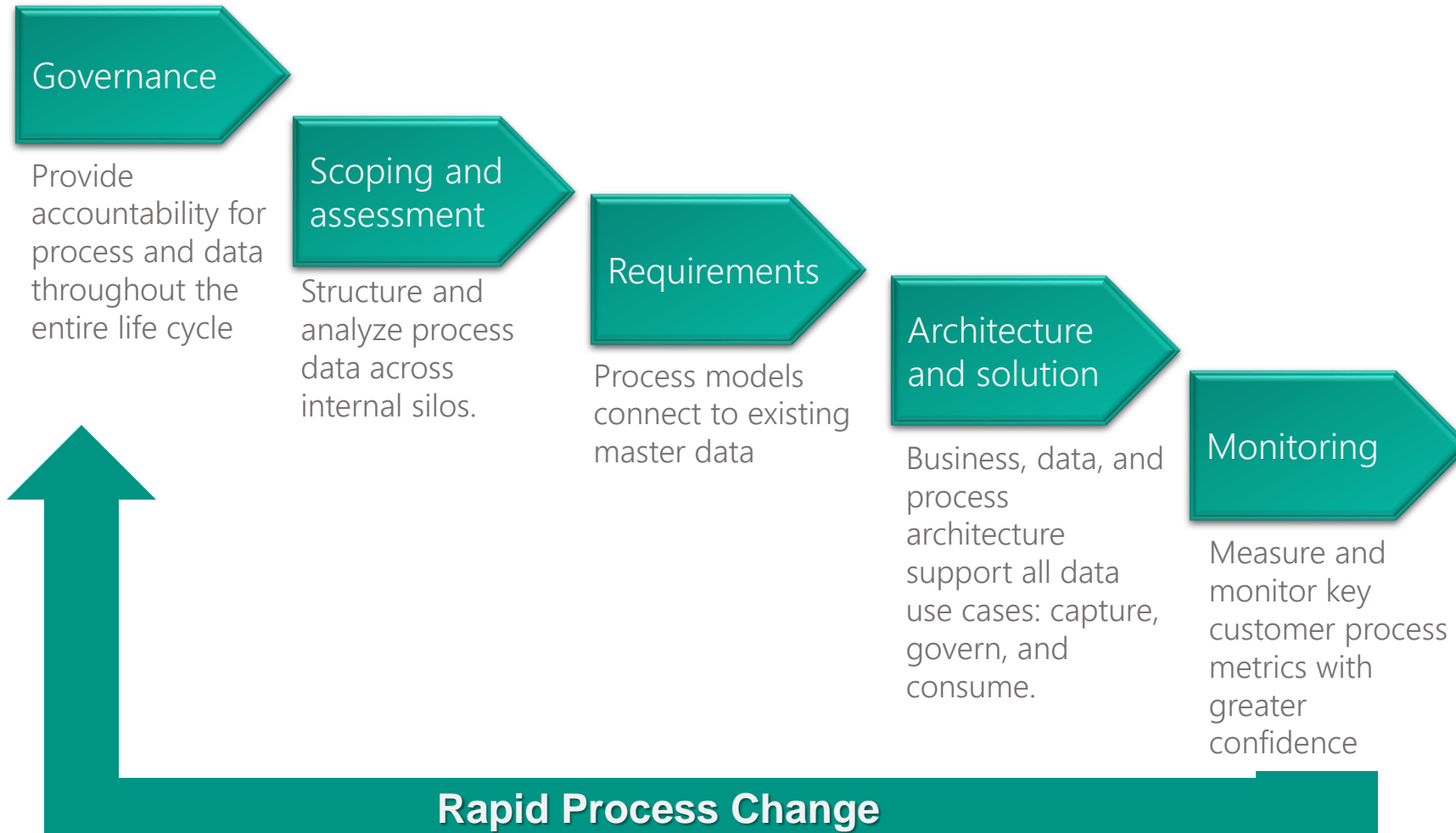
Systems Of
Record

Data virtualization is now a critical requirement for process modeling and rapid process change

Evaluation Criteria	Criteria Explanation	Scale Explanation
Modeling components	What are the product's visual modeling capabilities for business processes — including support for people, events, metrics, cases, and system interactions?	5 = Support for commonly used process modeling objects including roles, activities, events, metrics, cases, and system interactions; in addition to graphical modeling of data structures from across cross multiple data sources (i.e., data virtualization) that will be used by business process models. 3 = Support for commonly used process modeling objects including roles, activities, events, metrics, cases, and system interactions. 1 = Basic modeling palette for modeling human and system interactions. 0 = Only supports modeling for human interactions.

Source: March 2013, “The Forrester Wave™: BPM Suites, Q1 2013

Five steps to align process and data for customer experience



Recommendations

- › Treat data a first class citizen from the start when launching new process change initiatives
- › Evaluate data architecture and data quality requirements for each process project
- › Prioritize BPM solutions that provide visual modeling of data separate from process
- › Move detailed data integration flows and data management rules into virtualized data layer

Thank you

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Bizagi takes care of business processes

So you can take care of your business

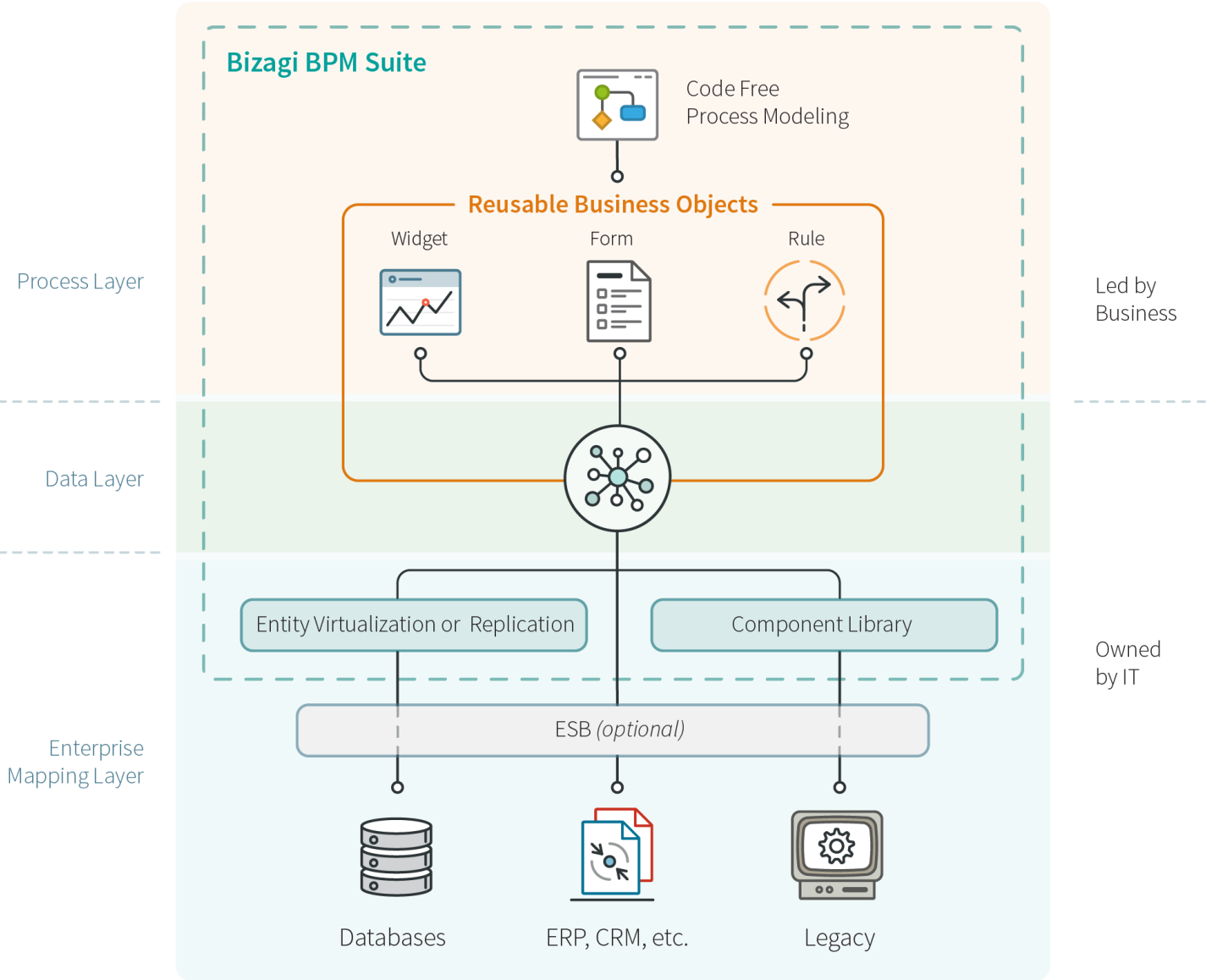


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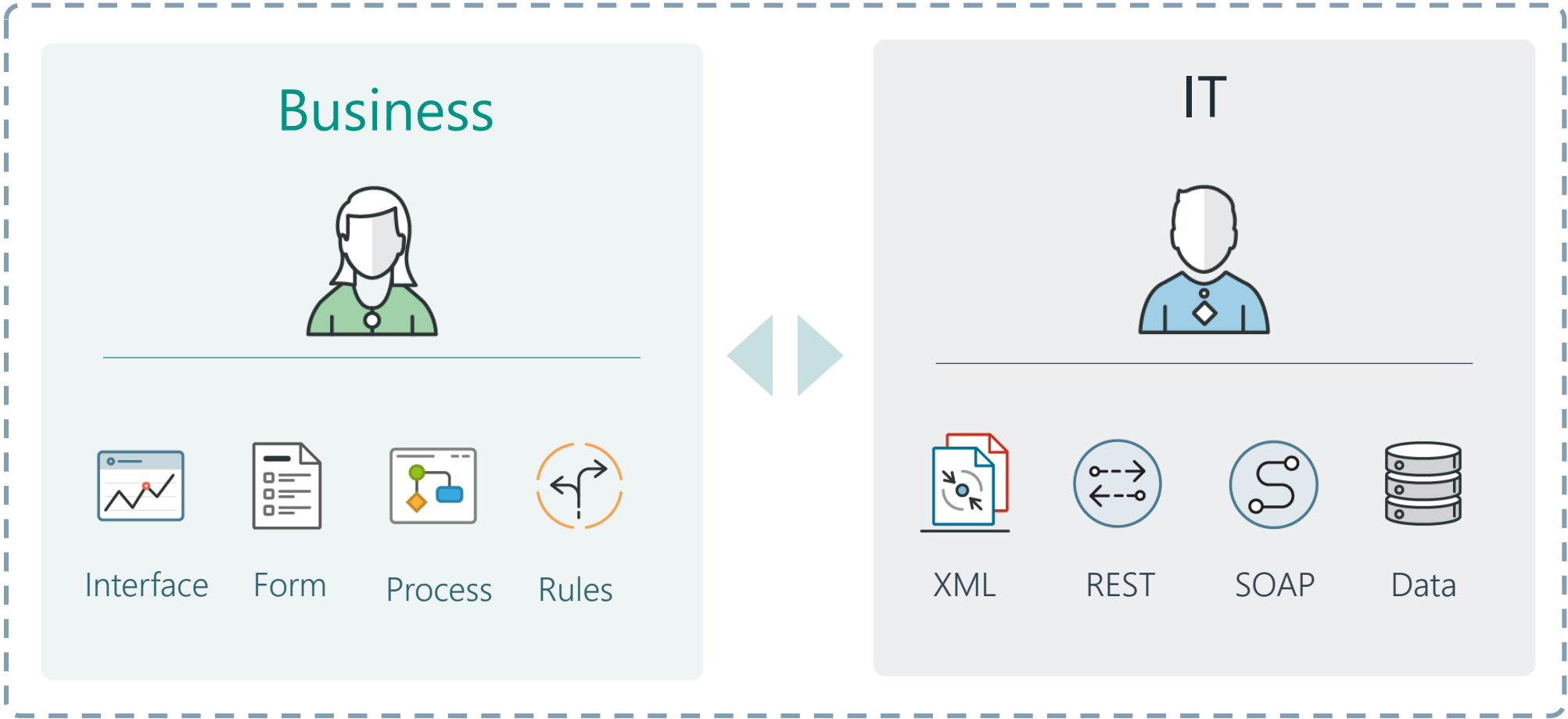
“Bizagi’s business entity virtualization is a key factor for enabling simplicity. It helps us to deal with complex, relational data, stored across multiple systems, but treats all the data the same way, as if it is local. This significantly simplifies the work, promotes reuse and accelerates development.”

Eduardo Gonzalez, Collaboration & Workflow IT Manager, adidas Group

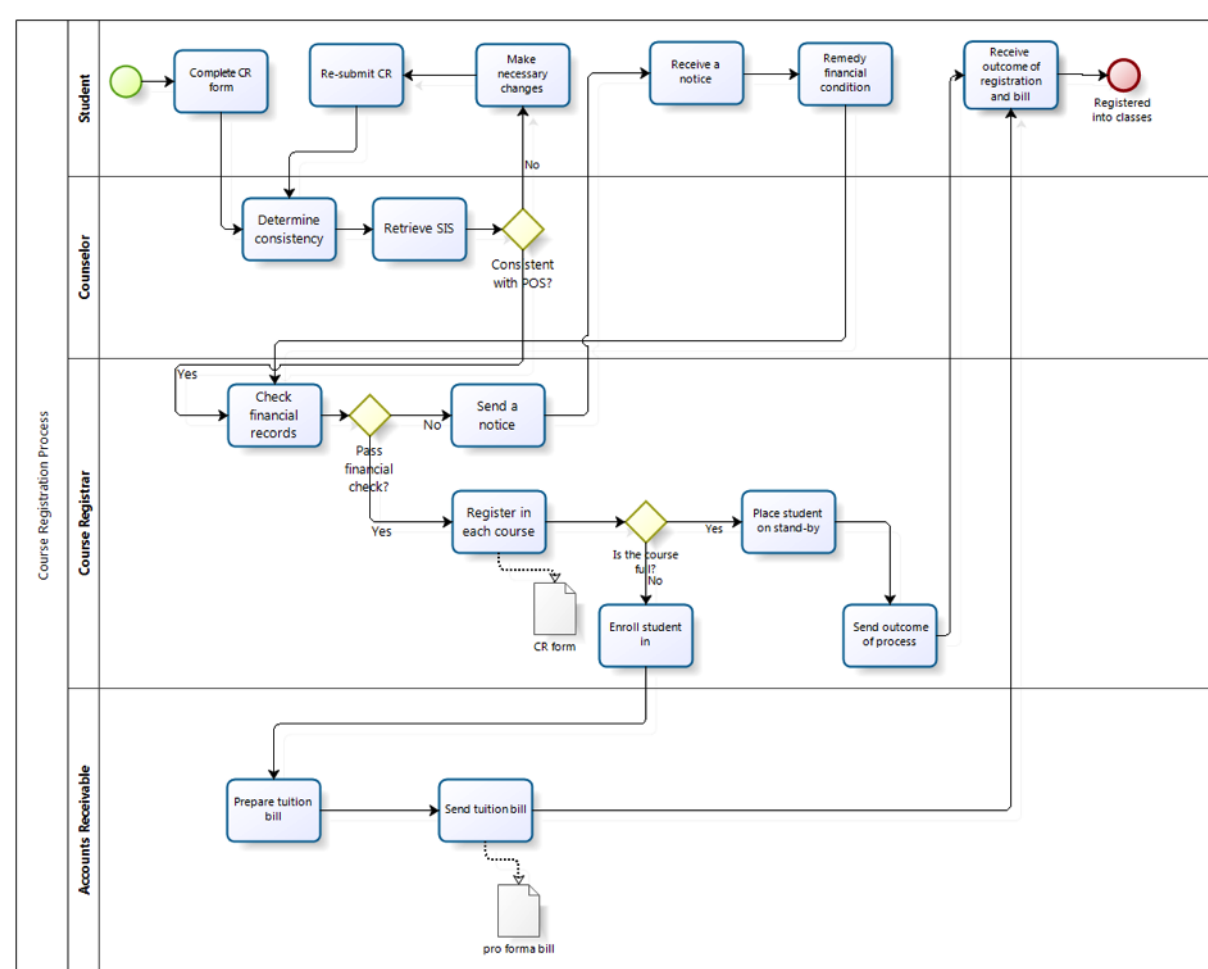
BPM Stack



Bizagi binds Business and IT together



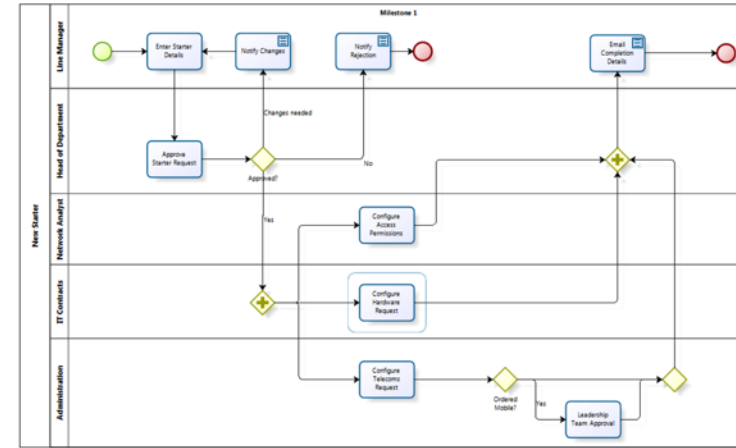
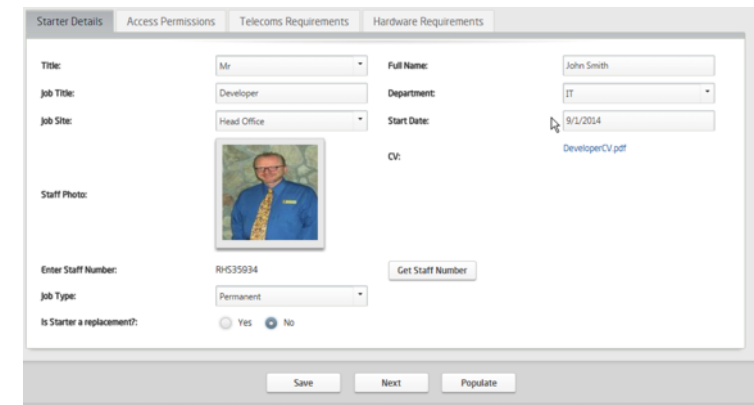
The process is the application



Product demonstration

Onboarding Process

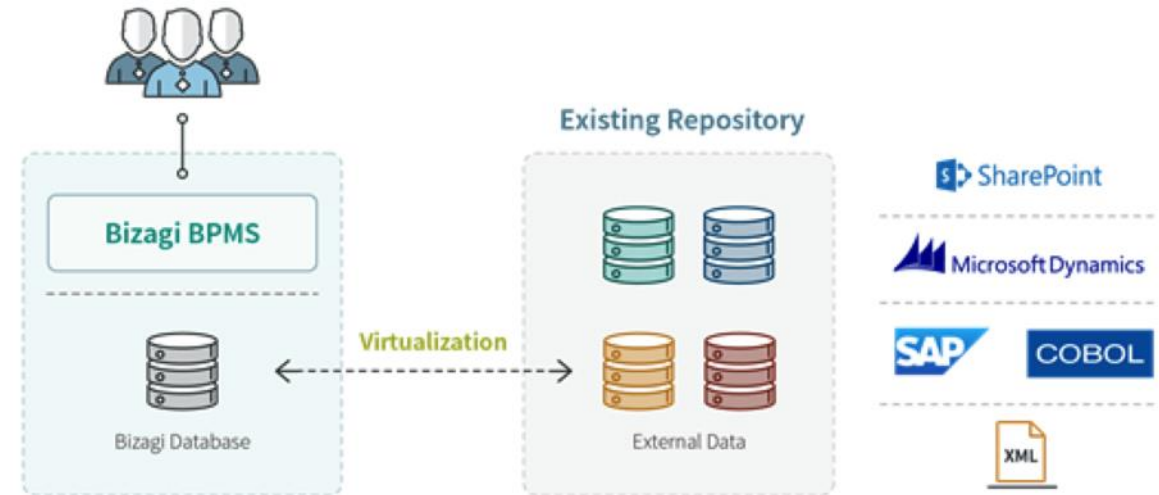
- Add data virtualization to an existing employee onboarding process
- Change the initial screen of the process to allow a search/retrieve against this back end data
- Show the new result on both the desktop and mobile device

The screenshot shows a web-based form for entering starter details. The form is organized into tabs: 'Starter Details', 'Access Permissions', 'Telecoms Requirements', and 'Hardware Requirements'. The 'Starter Details' tab is active, showing fields for Title (Mr), Job Title (Developer), Job Site (Head Office), Staff Photo (with a photo of a man in a blue shirt), Enter Staff Number (RHS35934), Job Type (Permanent), and Is Starter a replacement? (No). Other fields include Full Name (John Smith), Department (IT), and Start Date (9/2/2014). A CV link is provided for 'DeveloperCV.pdf'. At the bottom, there are 'Save', 'Next', and 'Populate' buttons.

Data Virtualization

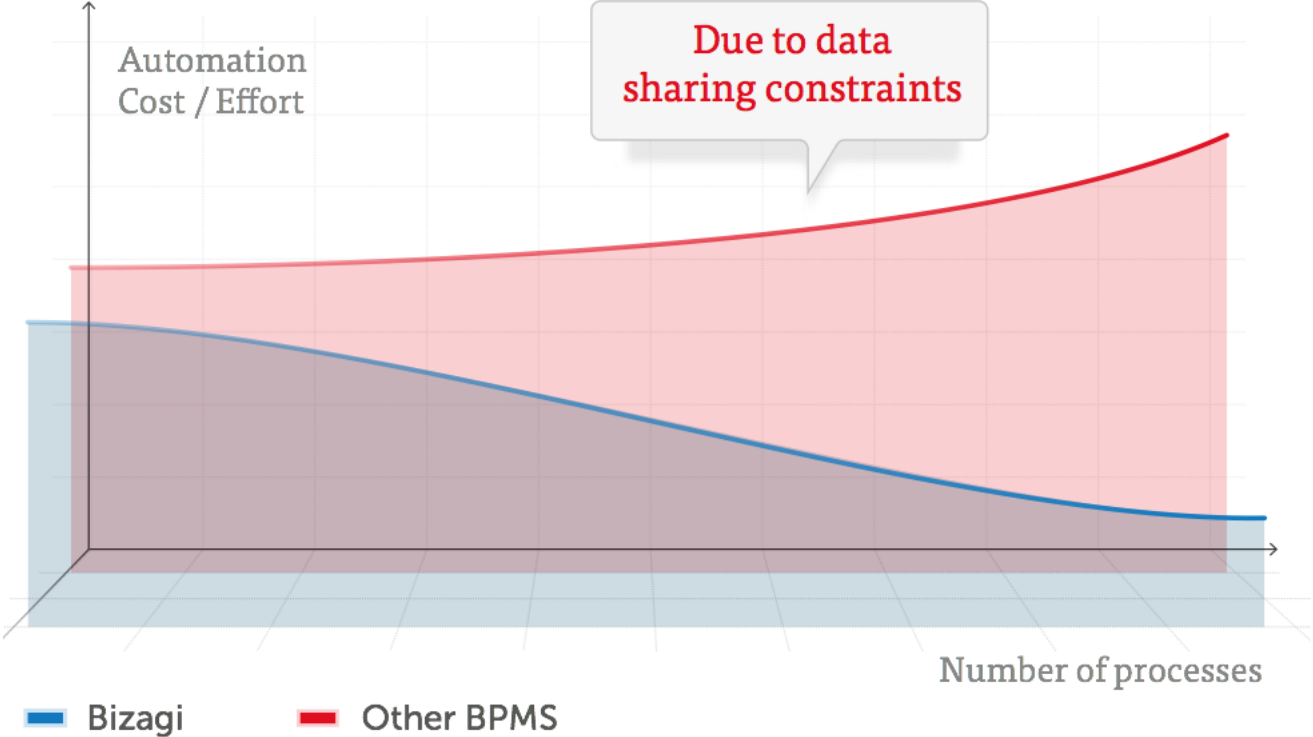
- Powerful integration mechanism to integrate existing data sources into Bizagi's shared data model
- SQL & Oracle by default
- Can be extended to connect to *any* data source, not just databases e.g. Cobol, XML, SharePoint, SAP, CRM



Long term benefits



Enterprise-wide BPM





- BPMS deployed across supply chain, retail, marketing, finance & eCommerce
- 346,000 cases a year
- SMC operational costs reduced by 60%
- Supplier On-Boarding improved by 50%



ABENGOA

- BPMS platform automates 400 processes connecting 149 companies and 14,000 employees in multiple languages & time-zones
- Process Factory: 40 processes in 3 months
- Integration with SAP, PeopleSoft, Lotus Notes and mobiles.
- Compliant with regulations





Prince Sultan Military Medical City

- 80% human errors reduction
- Staff productivity up by 60%
- Subsequent processes delivered 60% faster with data virtualisation
- Seamless mobile interface to backend Hospital Information System (H.I.S)



Conclusion

- A rigid architecture and a 'hard coded' approach to data will inevitably lead to 'Spaghetti BPM'
- Bizagi's layered architecture and central virtualized data model delivers clean business processes and increased collaboration
- Re-use of interfaces, subroutines, forms and rules, meaning less coding and faster development
- Greater ability to scale with lower cost of ownership

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