

IBM Blueworks Live

Make process improvement everybody's business



Highlights

If someone asked you where the latest version of a critical process powering your organization is documented, would you know how to answer? What if change is required in a daily process, would you know who all the stakeholders are that the change needs to be communicated to? Too often we choose status quo over action because we are simply in the dark as to the consequences of change. After over 300,000 processes that have found a home in IBM Blueworks Live™, we can definitely tell you that process innovation should and can be limited by only your imagination. Thousands of daily Blueworks Live users are finding that access to specialized skill or the right knowhow no longer get in the way of rolling out change.

- **See**
 - Through comprehensive dashboards, you gain an unprecedented level of visibility over processes that you would normally run over email
- **Map**
 - Discover, model and document everything from simple to complex processes and rules

Understand

- Analytic tools give you quick access to the key dimensions impacting your business
- **Believe**
 - Built as a collaborative solution powered by the cloud, you can rest assured that all times the people that need to be in the know, are in the know
- **Act**
 - Business-led change has never been closer to reality than in a tool designed from the ground up with the business user in mind

“ Helped us on our way to transforming our sales process from reactive to proactive providing us with the standardization, visibility and agility that we need to be competitive.”

— Tuukka Heinonen, Business Services, TeliaSonera

Managing complexity, both internal and external, is by far the highest priority in organizations of all sizes and in every industry. In “Making the world work better—The ideas that shaped a century and a company”, Jeffrey M. O’Brien proposes that IBM’s ability to reach the 100 year mark rested to a large extent on its ability as a company to see, map, understand, believe and act. You too now have access to a tool that will empower you to not only navigate through, but capitalize on the complexity in which your business operates. Get started today with a free 30 day trial at <http://www.blueworkslive.com>.

One shared repository of your most critical business assets

Process and rules made simple

With IBM Blueworks Live you are always only a click away from the latest documentation of a critical process or business rule driving your business. Through browser based tools that were designed to be simple enough for the masses, yet powerful enough to satisfy the requirements of an avid process analyst, Blueworks Live makes discovering and capturing of everything from the most basic to the most complex process or business rule easy and fun.

“Using IBM Blueworks Live, employees are about 12 times more productive. The key word here is empowerment. Employees are now empowered to create the processes that they need.”

—Doug Johnson, Director of Innovation, PHS

Where your company goes to work

Do email threads and inboxes become black holes in which work disappears never to be found again? Follow through on a particular action item could mean everything from a more enjoyable on boarding experience for a new employee to your sales team meeting their quarterly numbers and as such it should not be left to luck. By automating a disaster recovery, a new marketing campaign or product design review process in IBM Blueworks Live you're not only taking the guess work out of work, but, with increased visibility over these routine yet critical processes, you're also in time giving yourself the “real option” to fix organizational bottlenecks. And because the best work gets done when your team members feel at home, you can now authenticate using single sign-on (SSO) and brand your Blueworks Live experience through a customizable look and feel.

Institutionalize innovation

The foundation of a social business

A social business is one that integrates the collective knowledge of people-centric networks to accelerate decision making and increase innovation that matters. Built on a foundation of collaborative features, IBM Blueworks Live empowers employees to discover, leverage and improve upon each other's work, thus ensuring that the processes making up the life line of the organization are the most efficient, industry grade ones.

Whether through real time “playback” sessions in which teams in different parts of the world can discover, document and analyze the same processes or through review cycles in which the extended team of process stakeholders can contribute comments to processes before they go “live”, customers of Blueworks Live are leveraging the latest social networking techniques and in the process are making more significant improvements a lot quicker than through traditional approaches in which only a few held the “keys” to driving process change.

Process as the language of business

Standardization in the way processes are documented and improved, especially when extending the net as wide as possible to capture a diverse set of opinions and input, is key to ensuring process improvement is yielding the expected results. IBM Blueworks Live, by enforcing a proscriptive approach through a set of tools and glossary of terms that are managed at the enterprise level, achieves employee engagement without compromising on the right process change being captured and communicated the right way.

Turning data into information through analysis

Once the current processes have been discovered and documented in as much detail as possible, Blueworks Live facilitates conversations around change to occur through analysis tools that give the organization quick visibility into the areas where transformation would bring about the most return for investment. These insights can then be acted upon either through changing the way resources are allocated or tasks executed or through automating non value add activities by bringing the documented process into IBM's on premise BPM suite of products such as IBM Business Process Manager.

Process improvement is everybody's business. Where do you fit in?



Business user

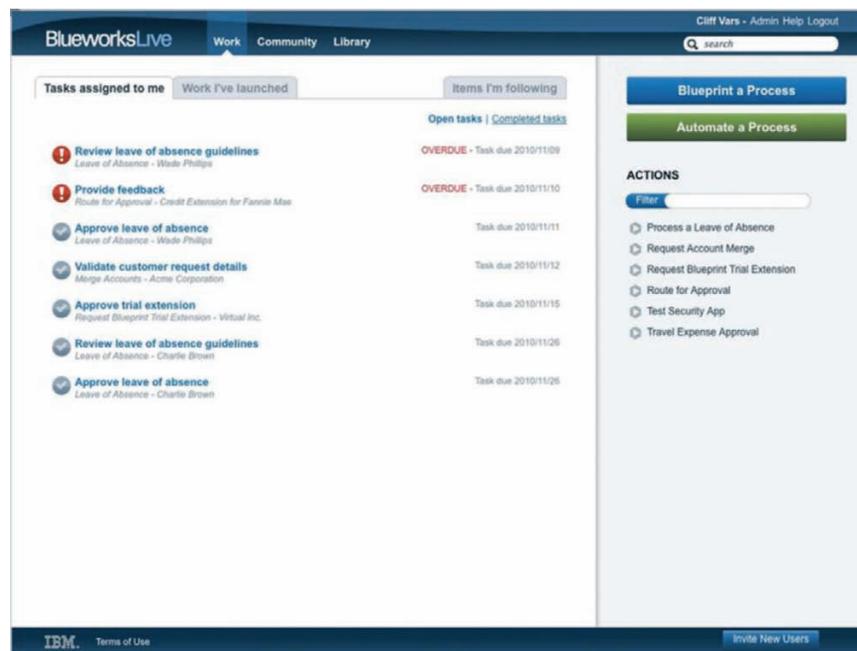
Business users have a single view to follow work assigned to them, to track work that they care about, or to kick off new work. They can complete a step within a process by filling out a very simple form or they can choose to reject that budget request, and they can comment upon and even reassign the work to ensure it gets done on time and at the level they expect. Business users can view their team's process activity, make comments and ask for help—and they can do all this without the need to call on IT for assistance.

Project manager

Project managers can configure and run simple processes for their groups without IT involvement. They can get the status of their team's work at a glance, without sending emails or making phone calls. Project managers now have confidence that their teams won't miss deadlines, with built-in support for due dates and notifications. They can gain back control over work they would traditionally "throw over the fence" and hope it gets done.

Business analyst

Business analysts can blueprint all processes in a single system and easily share the blueprints with their team. They can now use an interactive stream to see a summary of process changes, view feedback from others, and make comments. Business analysts can browse and use process templates based on industry and process best practices and they can feel confident that every individual who depends on a particular process is instantly informed of any changes that might be made.



IBM Blueworks Live gives you increased visibility into all your work. Immediately see all the tasks that are assigned to you. Choose to follow work that is relevant to you. Configure Process Apps or blueprint a process, all in one place.

Process Center of Excellence (COE) leader

Process COE leaders have insight into processes that in the past were manual and can better identify process problem areas. They can ensure that all the process knowledge within the organization gets stored and managed in a single repository in a

standardized way—it will never again be out-of-date. Process COE leaders can easily communicate best practices and process strategy internally, while learning from the larger public community and leveraging prebuilt process templates from recognized industry standardization entities.

It's easy to get started

Just visit www.blueworkslive.com to sign up for your free 30-day trial and collaborate with your team on documenting your very first process or rule today.

Get the most out of your first few days with Blueworks Live by exploring our:

Expert community. Social media is changing the way we do business. Stay up to speed on all the latest process improvement buzz by participating in our built-in community. Leverage industry knowledge to help improve the way you work.

Industry templates. Not sure of where to begin with documenting your processes? IBM Blueworks Live has some process templates ready for you to customize. These templates are a great way to learn how to use the documentation and mapping tools that are available to you.

Import capabilities. You have already invested significant time and effort in documenting your processes in either Visio or other BPMN compliant tools and now realize the value of taking your approach to documenting and improving processes to the next level with IBM Blueworks Live. Through a click of a button you can import those existing assets into Blueworks Live and leverage and build upon your previous investment.

Extensive resource center. IBM Blueworks Live is the easiest way to get started with Business Process Management (BPM). If there's one way to simplify even further your on-ramp to Blueworks Live and BPM is by visiting our resource center at <http://www.blueworkslive.com/#!gettingStarted>: overview and sign up for a self paced online training course or a live demonstration of the offering.

A Blueworks Live license is a license to ask Why? Why does that process have to work that way? Why am I not notified when a process changes? Why is my competitor able to react to change much quicker than me? Why is my organization barely meeting and not exceeding my customer's expectations? Unleash your organization's sense of wonder.

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To learn more about IBM Blueworks Live, please contact your IBM marketing representative or IBM Business Partner, or visit the following website: www.blueworkslive.com

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Software Group
Route 100
Somers, NY 10589 U.S.A.

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