



Dynamic BPM Platforms

Keith D Swenson
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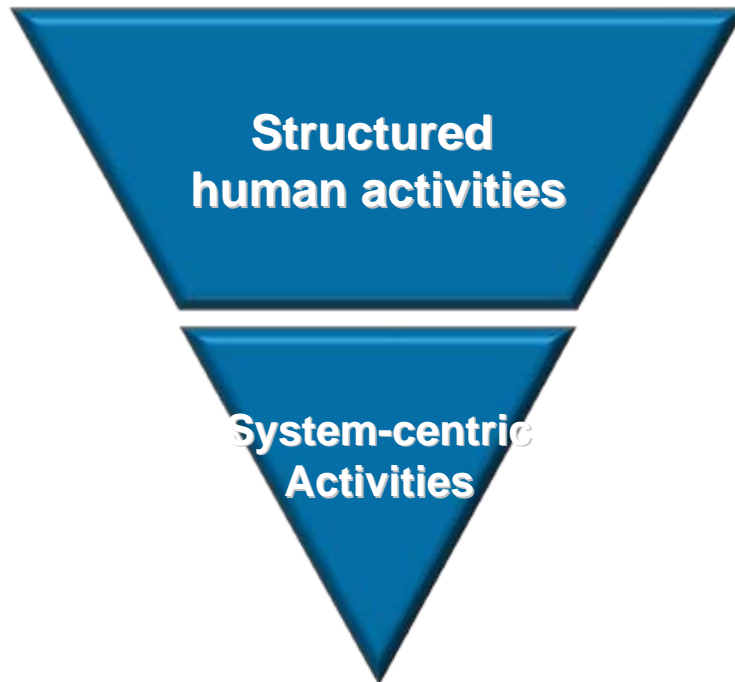
Topics Covered

- Why the need for Dynamic BPM Platforms? What are the benefits?
- How is it different from traditional BPM?
- Use Cases



**System-centric
Activities**

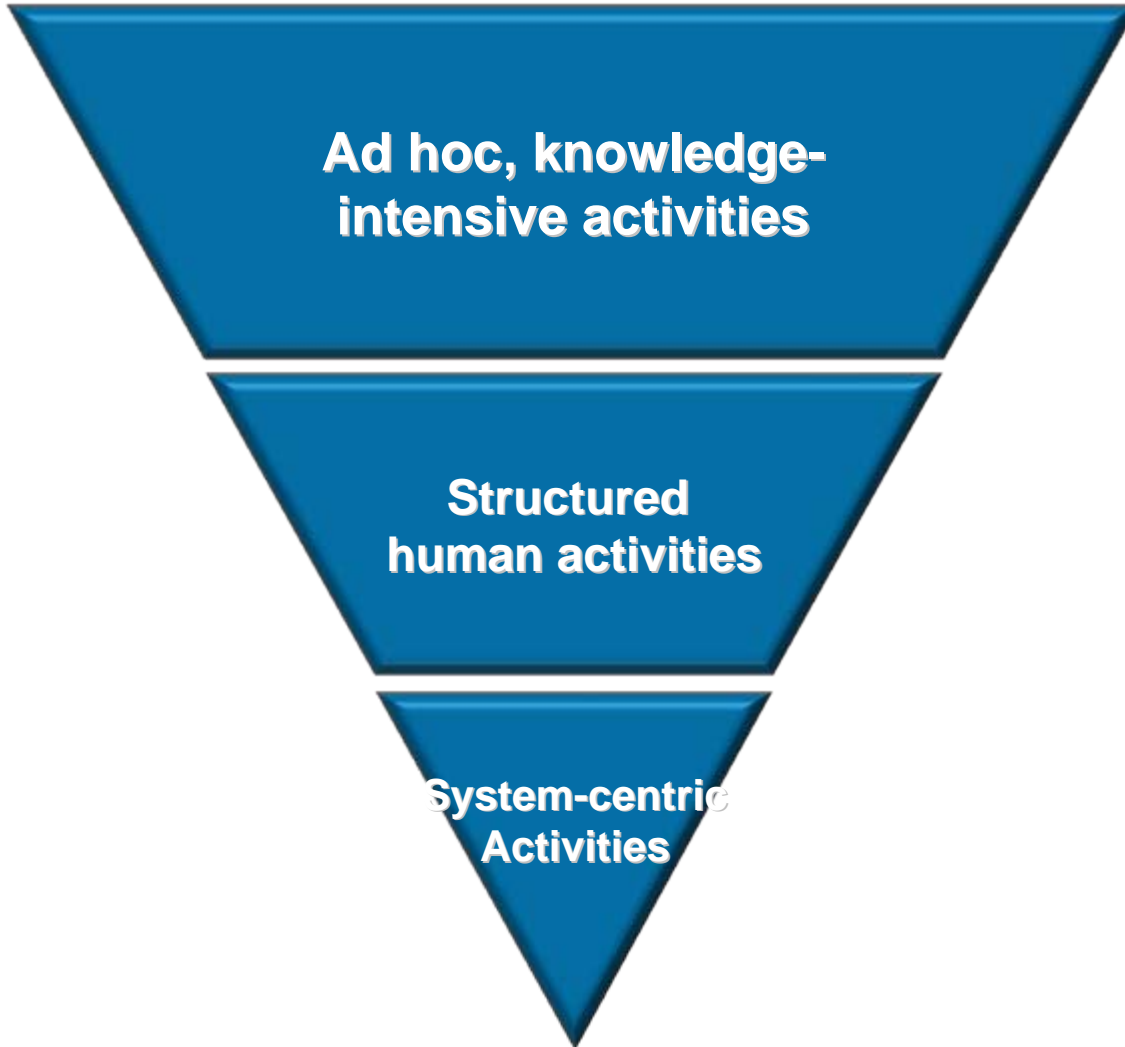
- Integrate systems
- Transfer information
- Automate decisions



- Interact with customers
- Gather information
- Make decisions

- Integrate systems
- Transfer information
- Automate decisions

Business Value: People, People, People

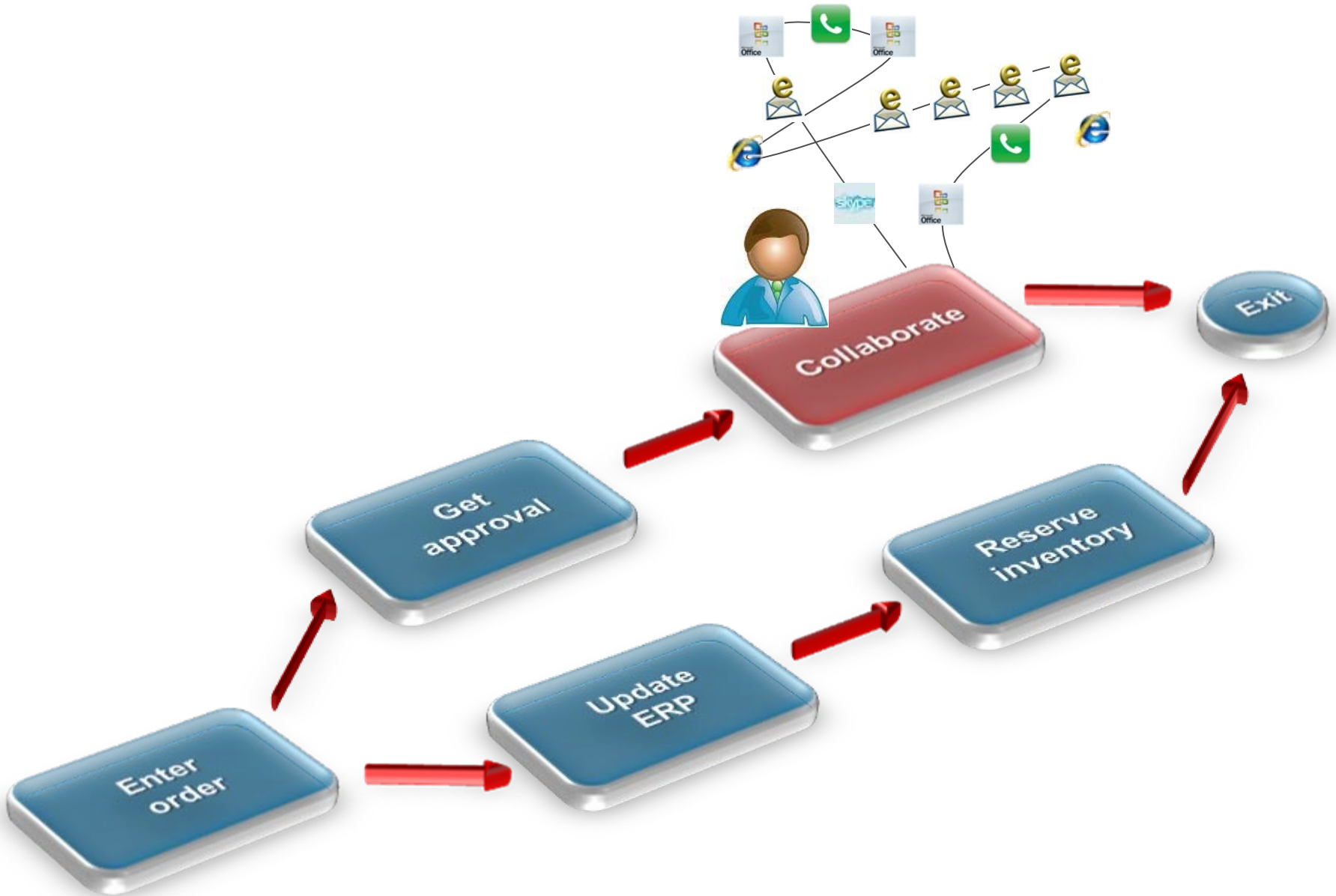


- Find experts
- Collaborate on work
- “Sense and Respond”

- Interact with customers
- Gather information
- Make decisions

- Integrate systems
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- Automate decisions

Structured Processes



■ Challenge for Responders

- Speed
- Information
- Coordination of Teams

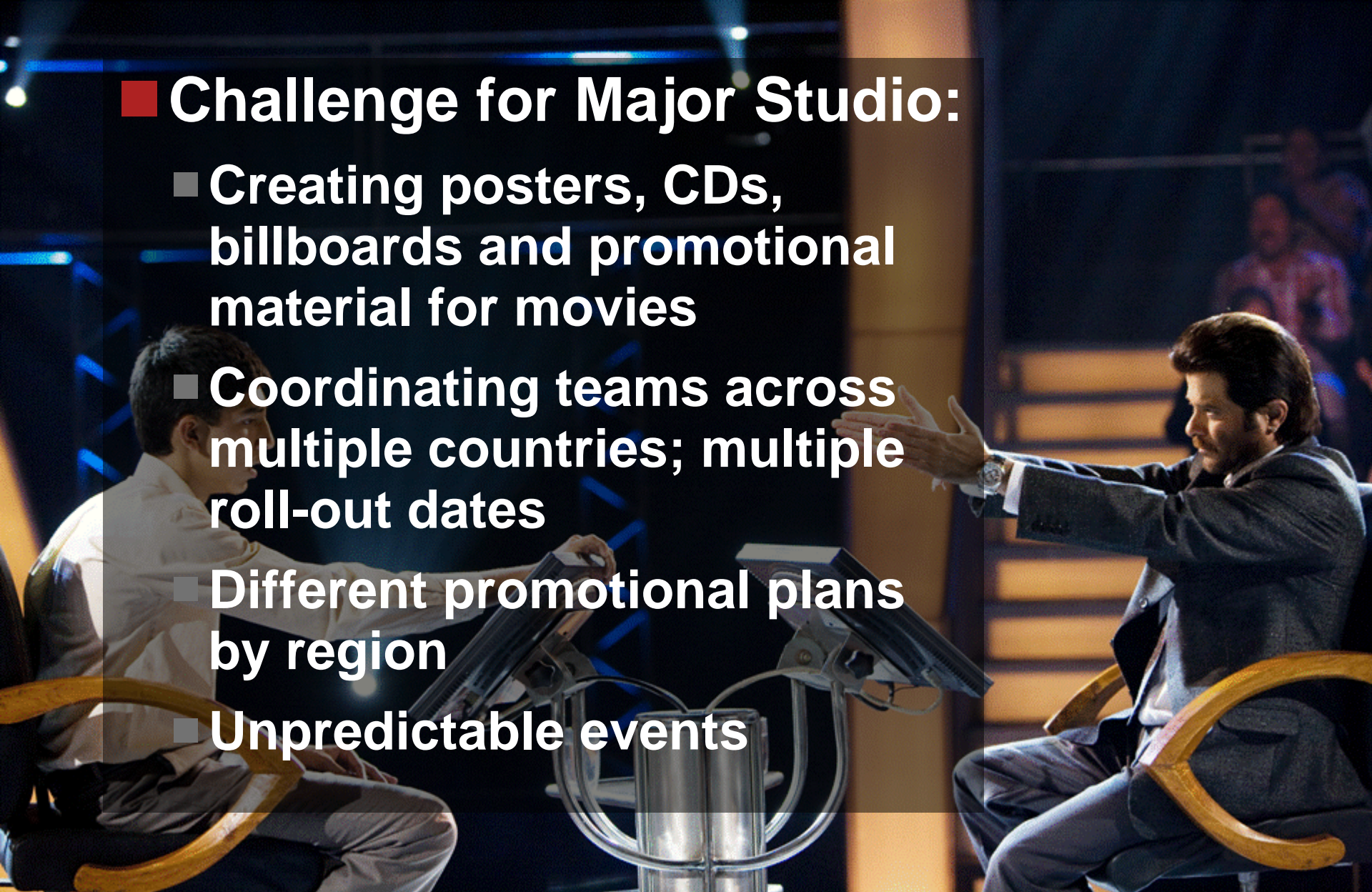
■ Unpredictable ...

- Fixed plan can not anticipate changing needs
- Plan elaborated as you work
- Composed from fragments
- Respond to situation

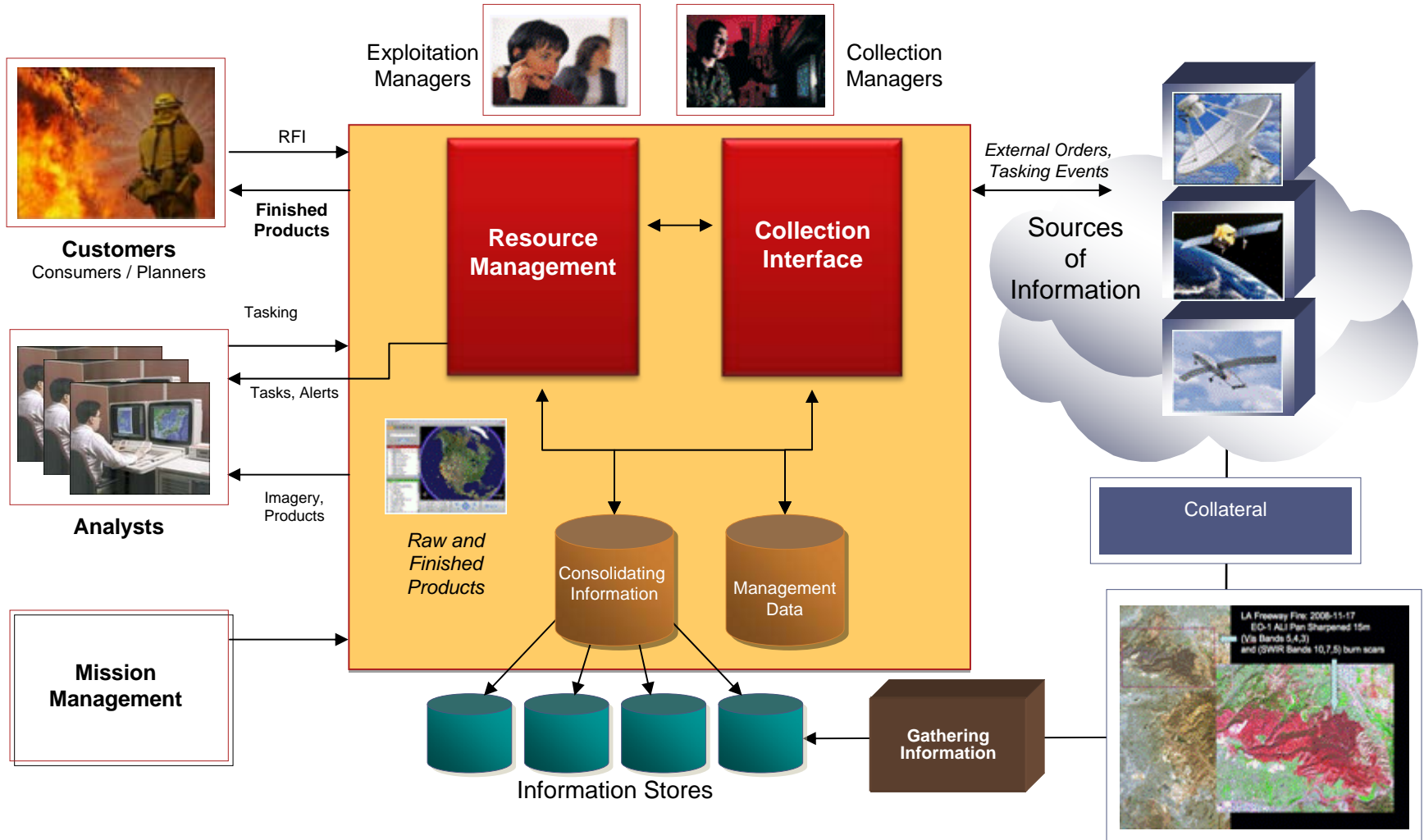


■ Challenge for Major Studio:

- Creating posters, CDs, billboards and promotional material for movies
- Coordinating teams across multiple countries; multiple roll-out dates
- Different promotional plans by region
- Unpredictable events



Mission Tasking



Movie Rollout - New Product Introduction

■ Meeting the Challenge

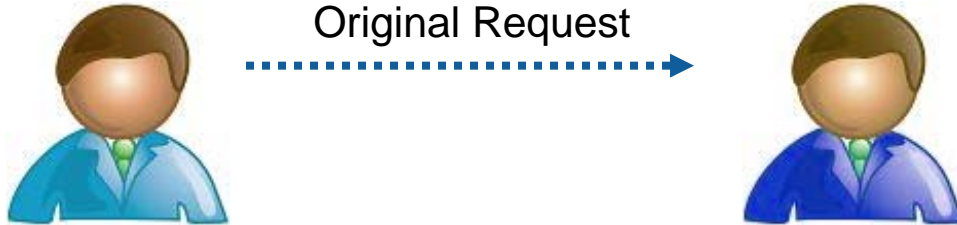
- Distribute tasks to create posters, CDs, billboards and promotional material dynamically
- Make requests to team members in different countries
- Schedule tasks and track completion in real time
- Compose the plan as you go
... and track progress as well



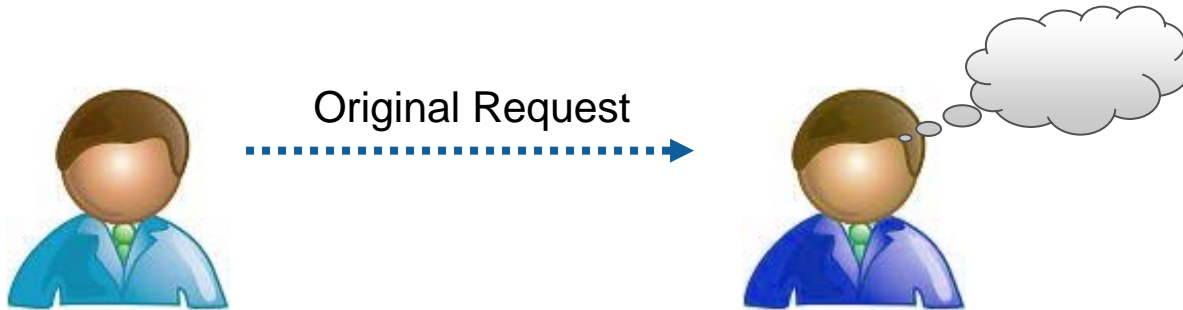
Poll Question #1

- Would you consider your organizational processes to be:
 1. Well defined
 2. A mix of structured and unstructured steps
 3. Highly ad hoc and frequently changing

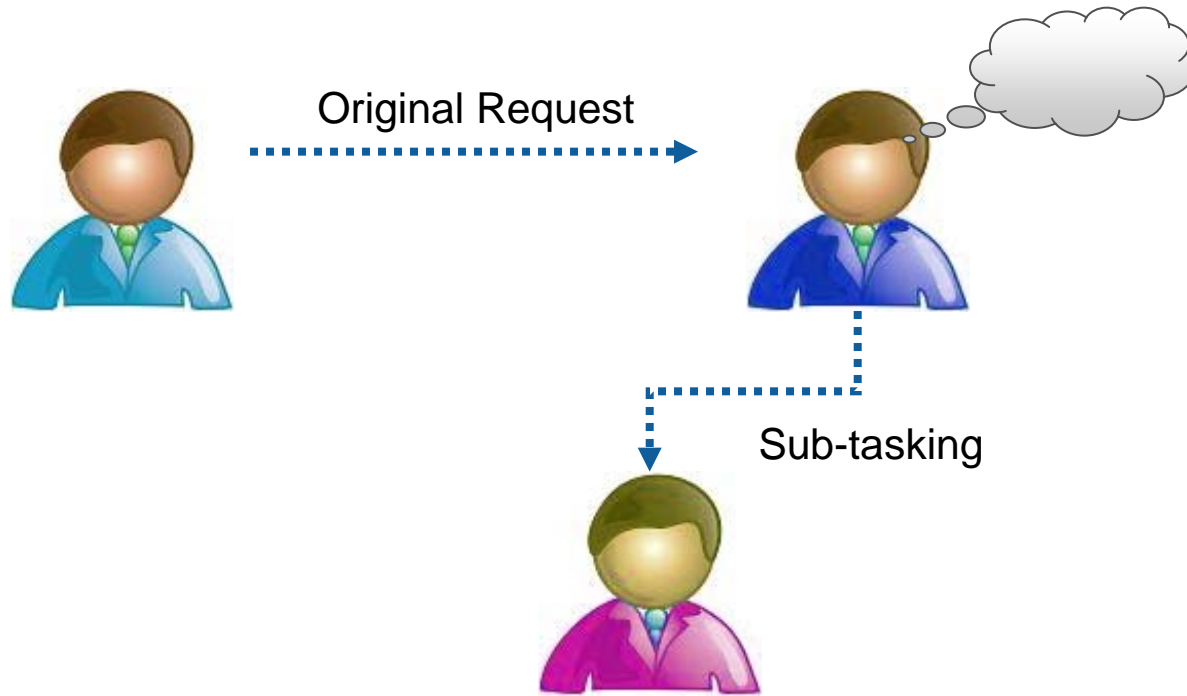
Getting Work Done in the Real World



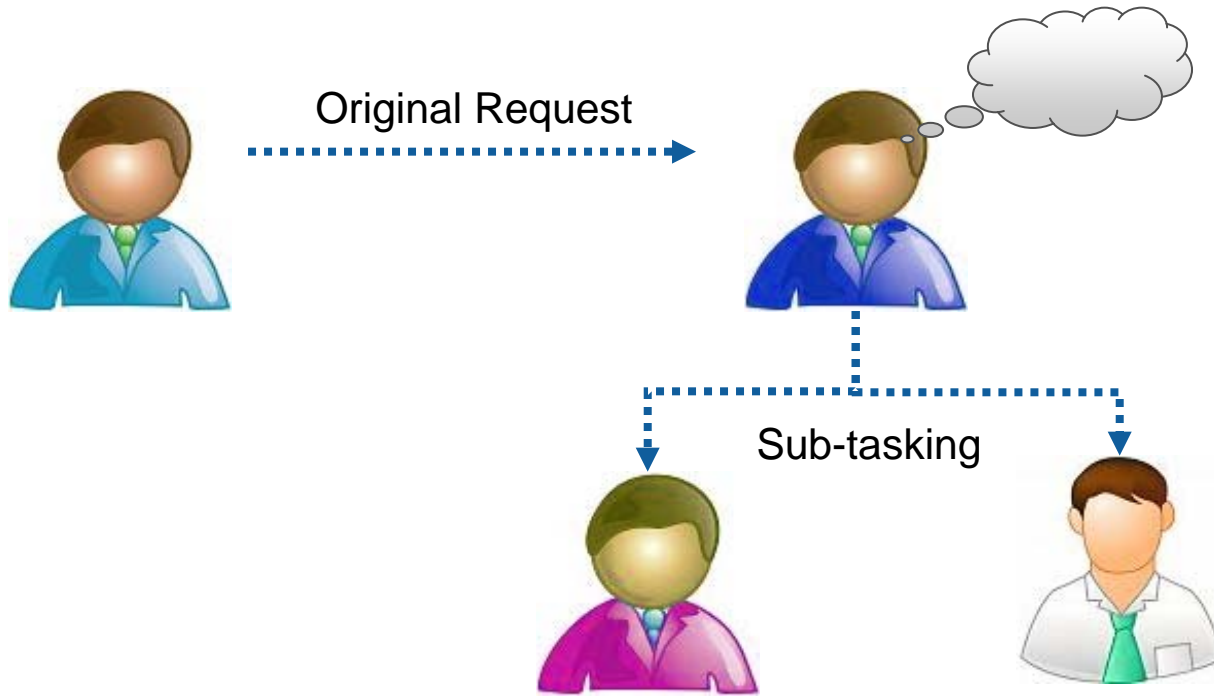
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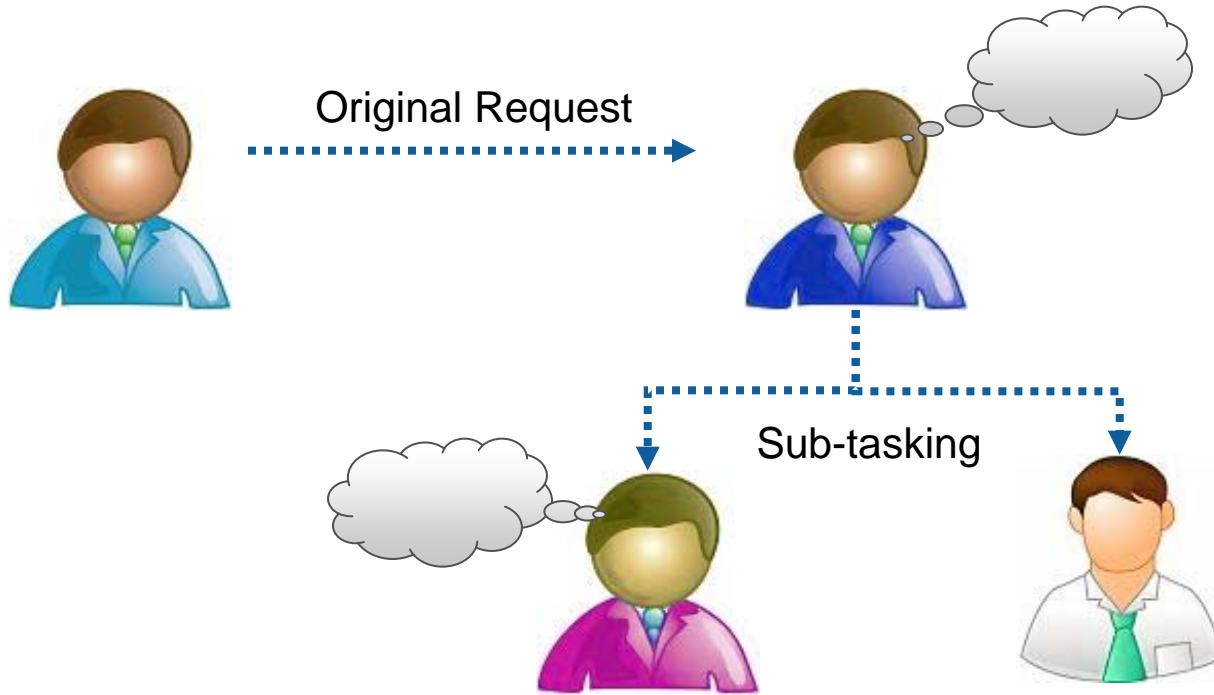
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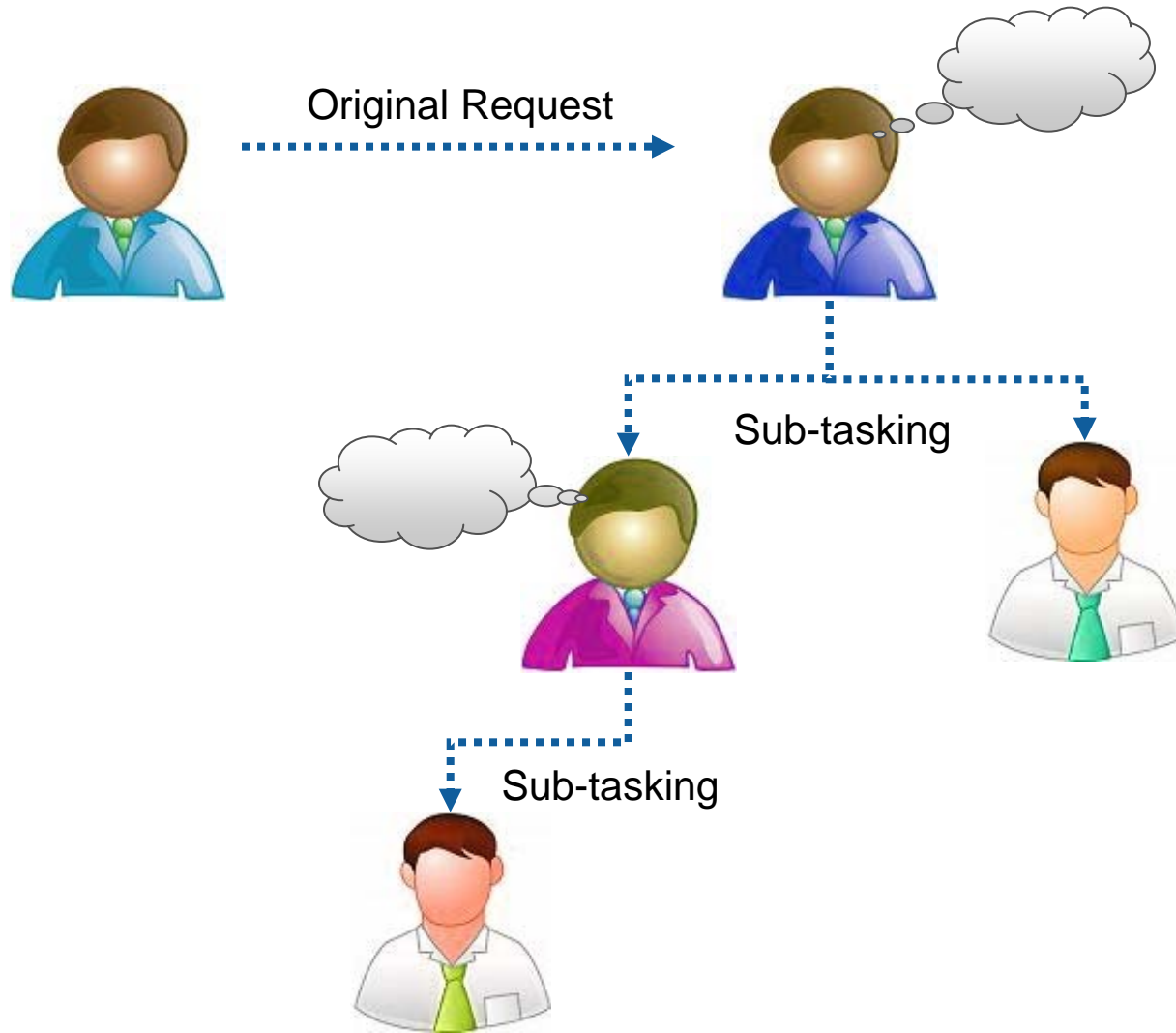
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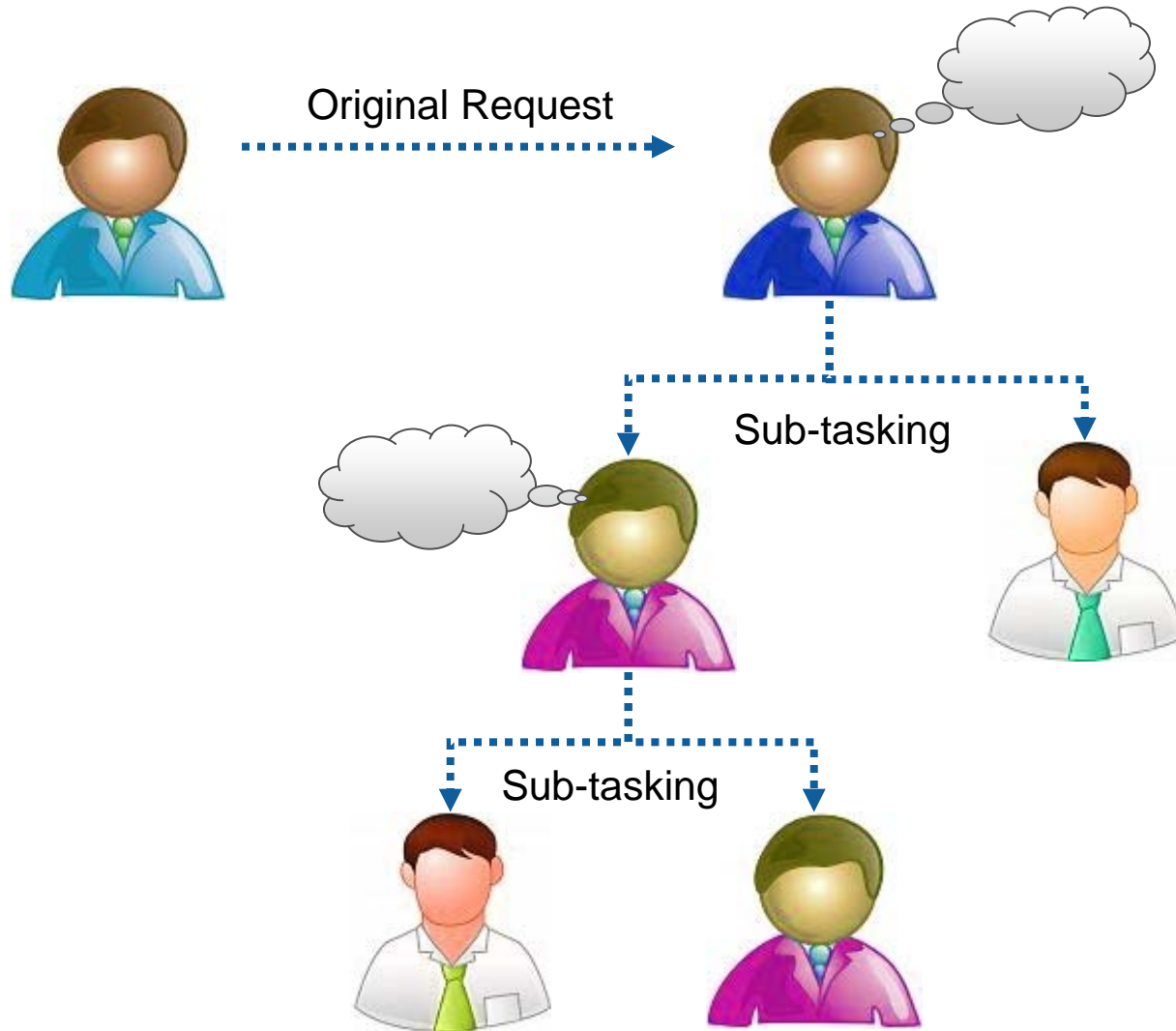
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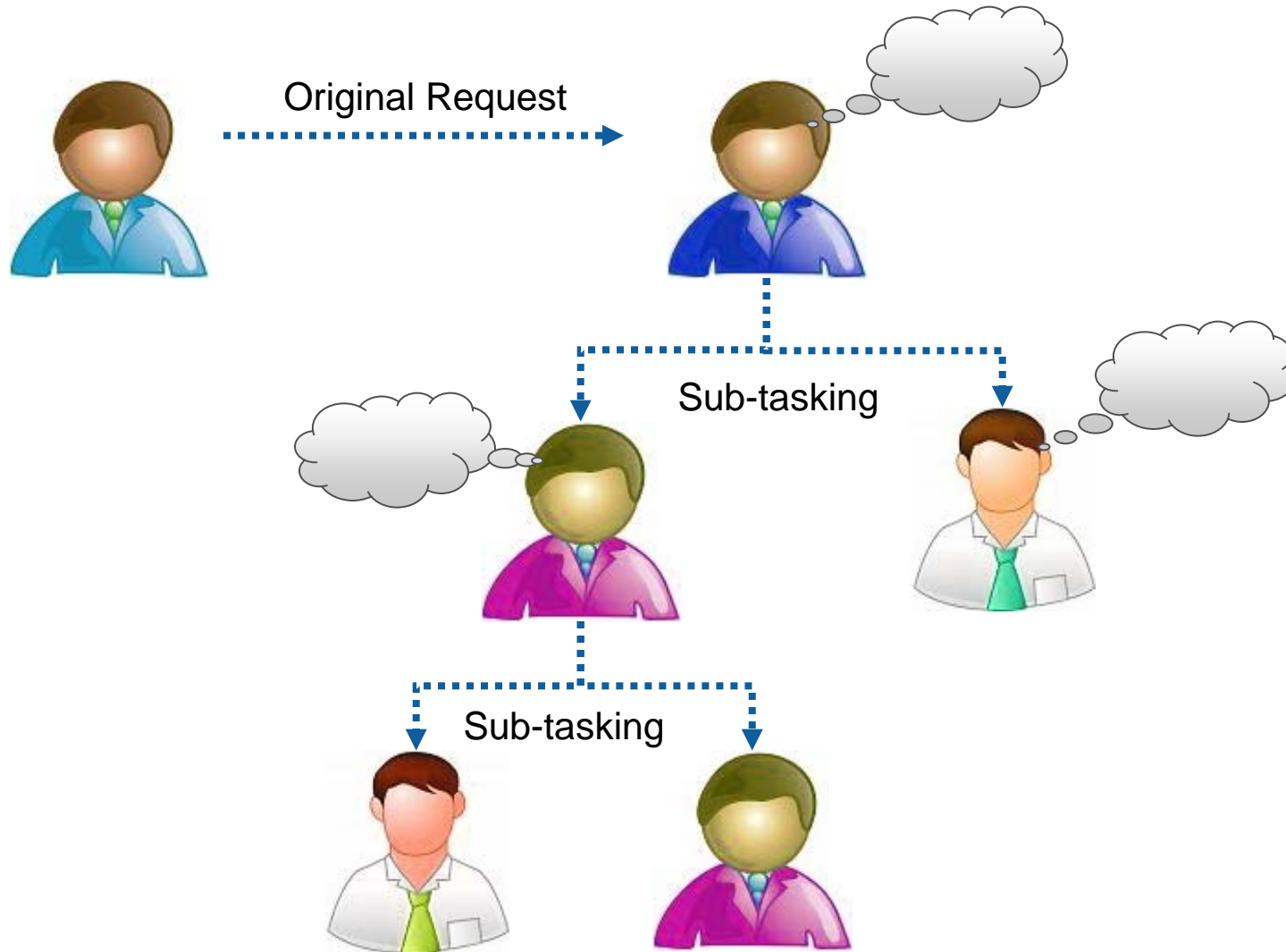
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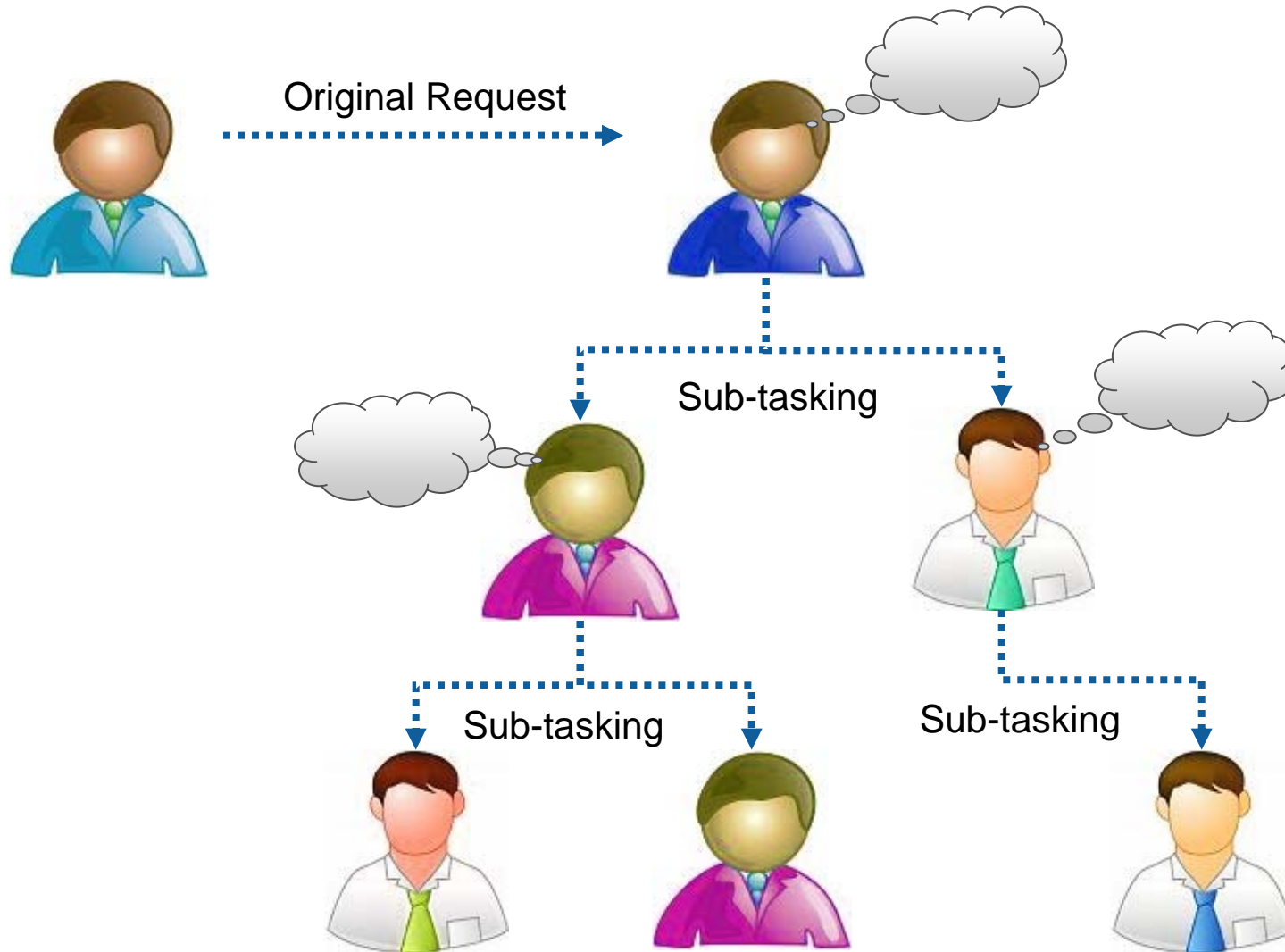
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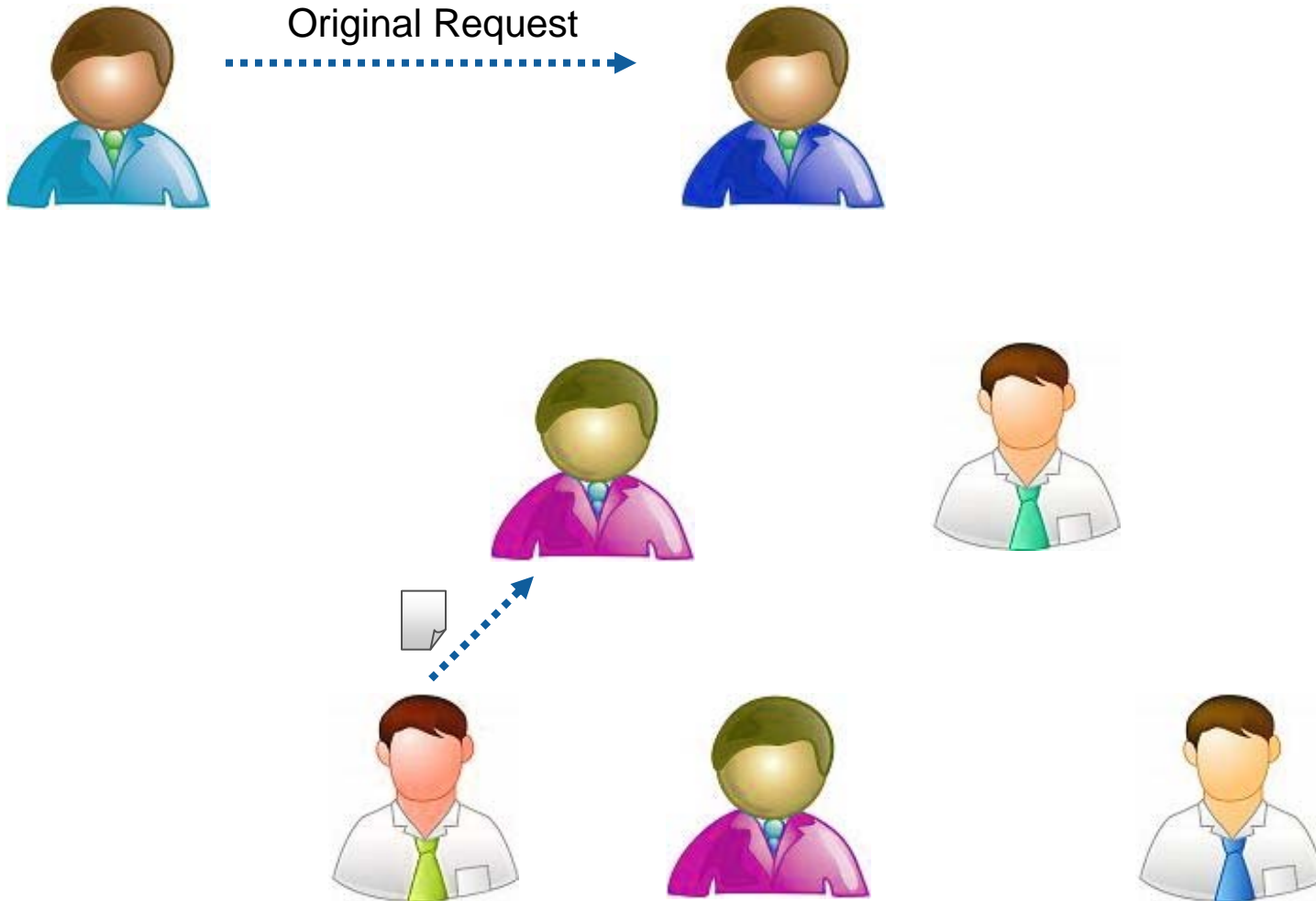
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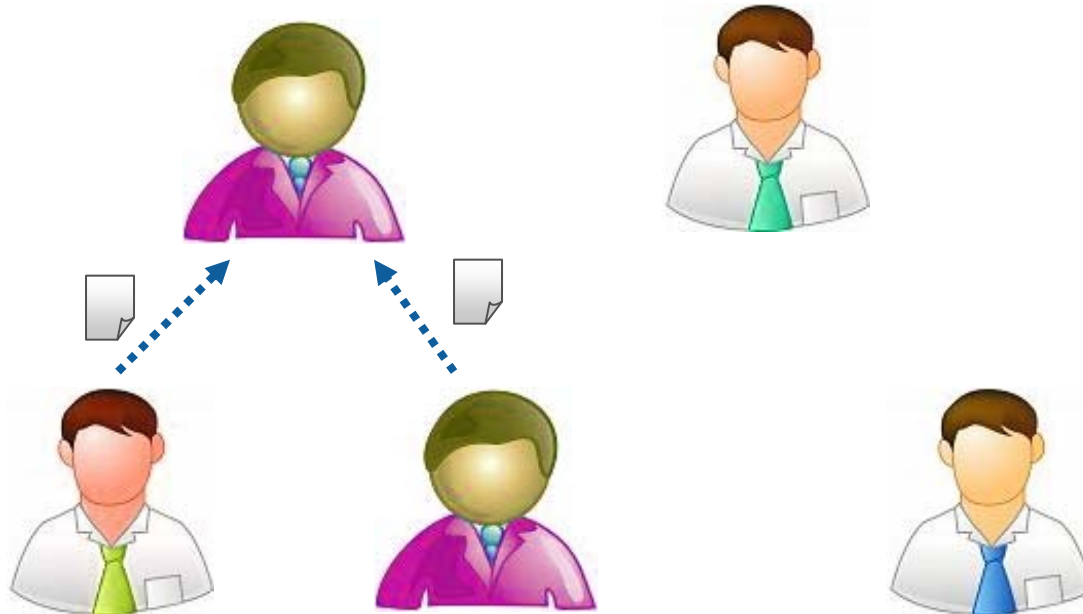
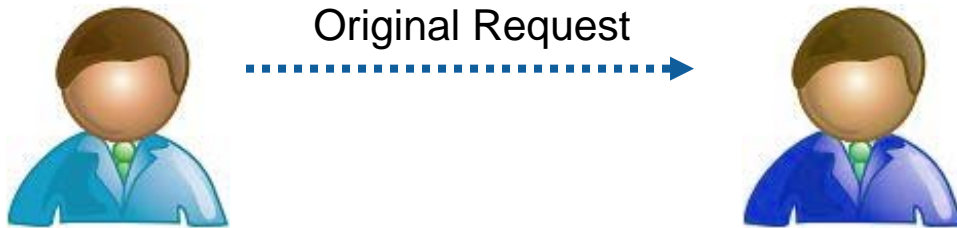
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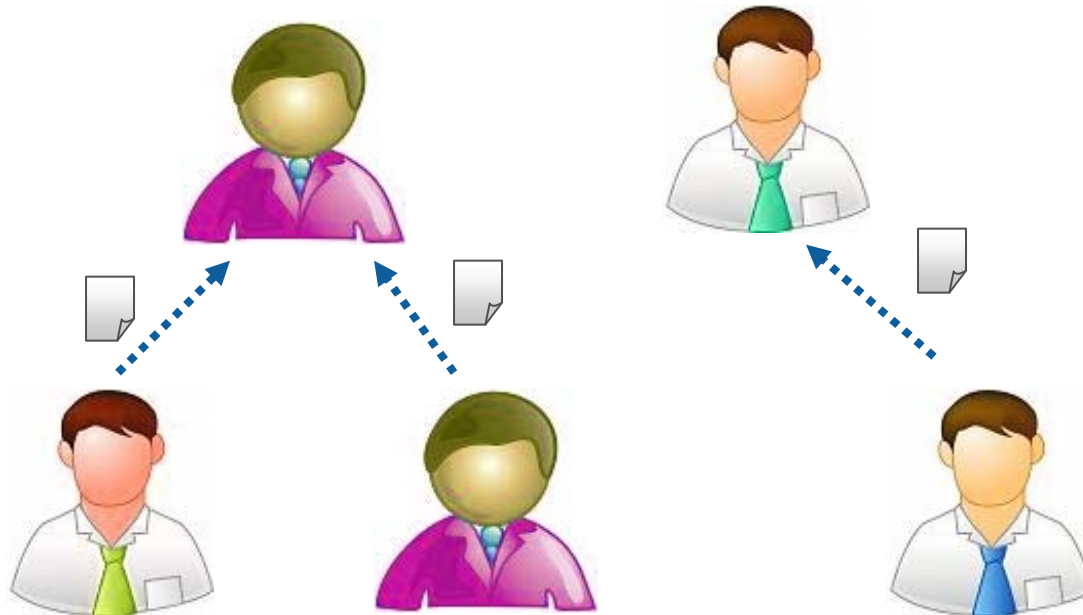
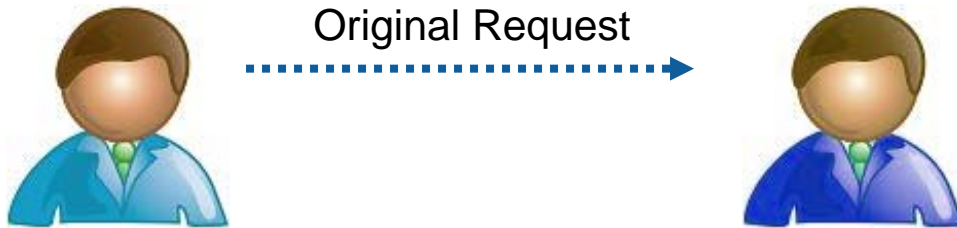
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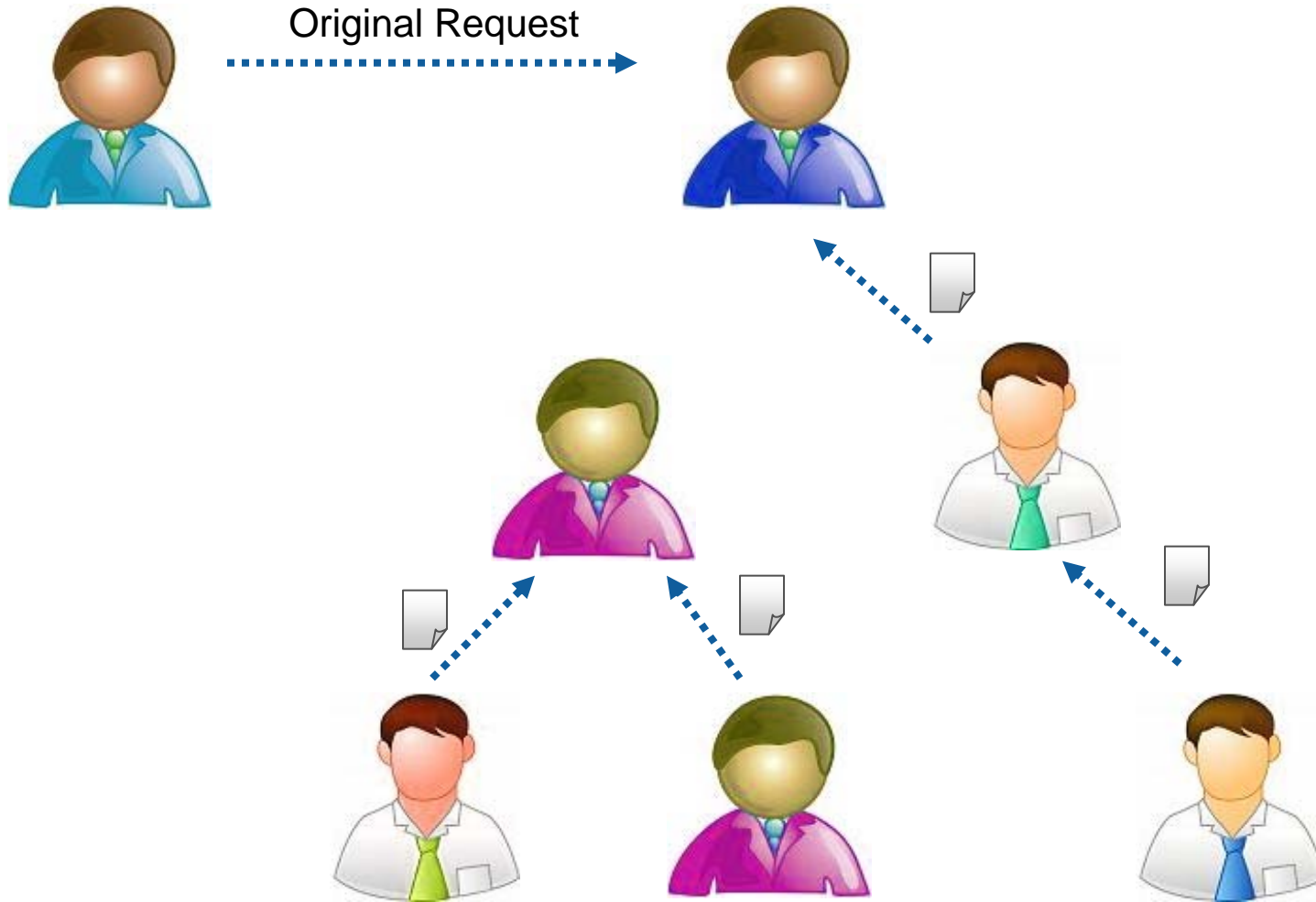
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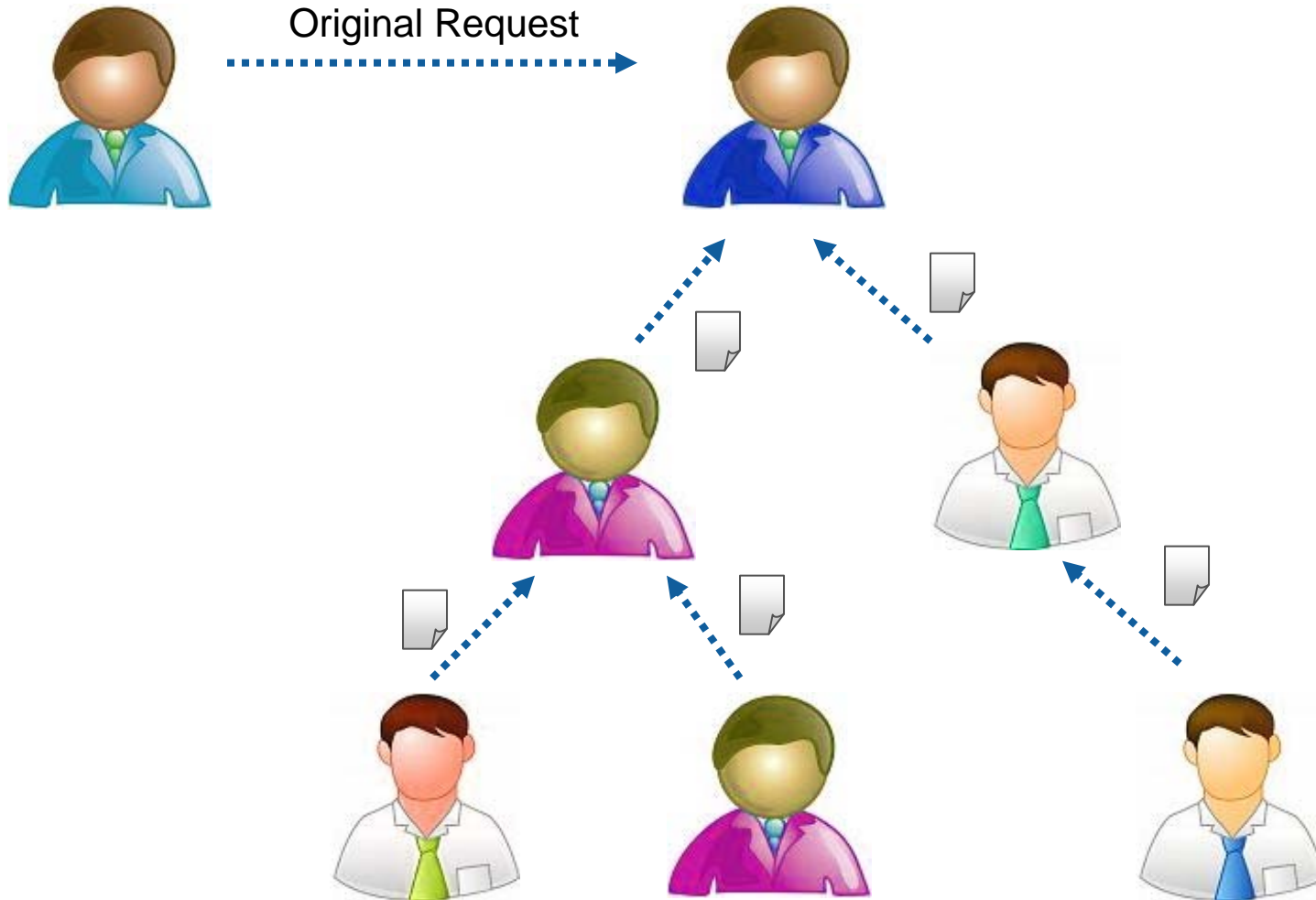
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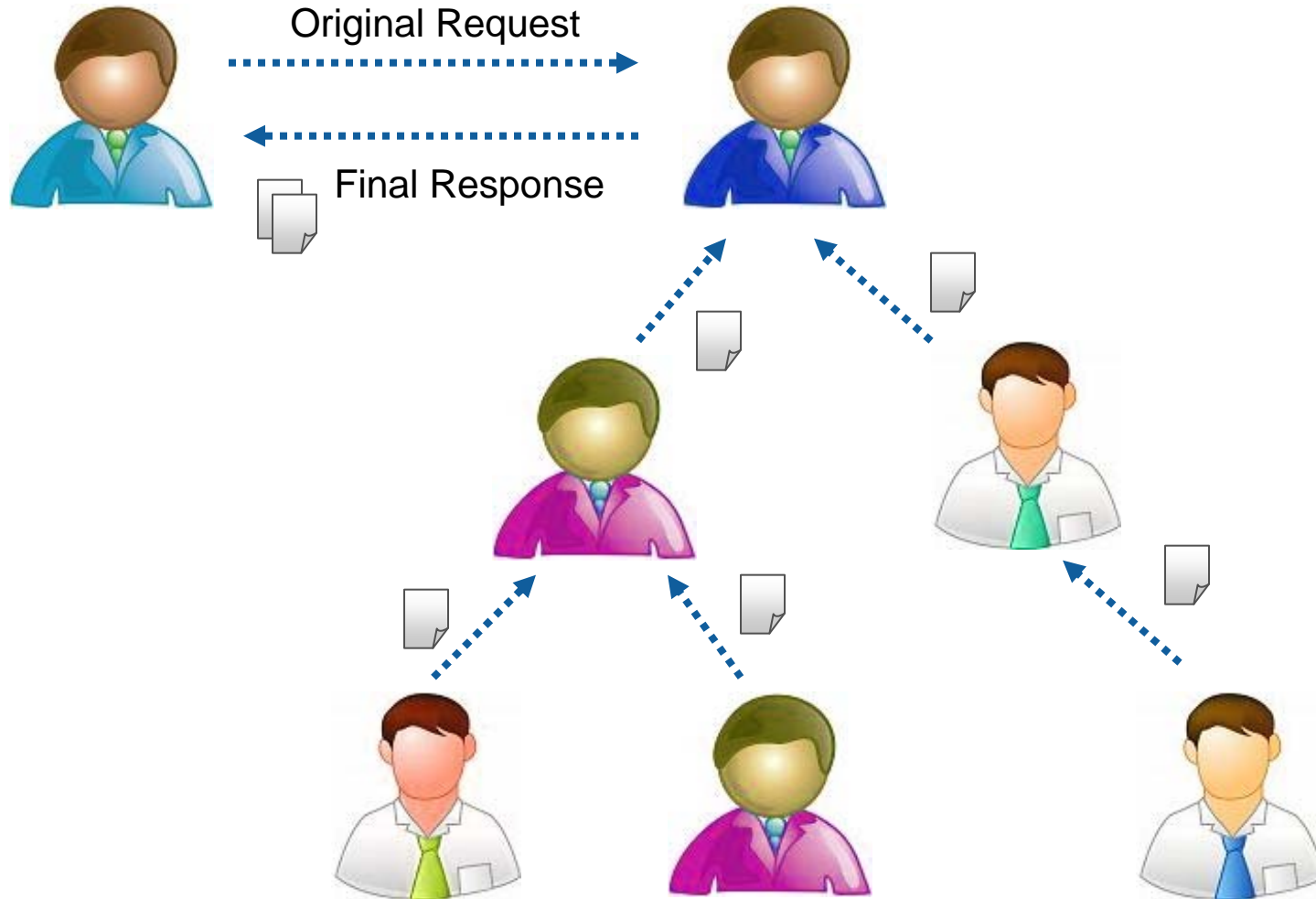
Getting Work Done in the Real World



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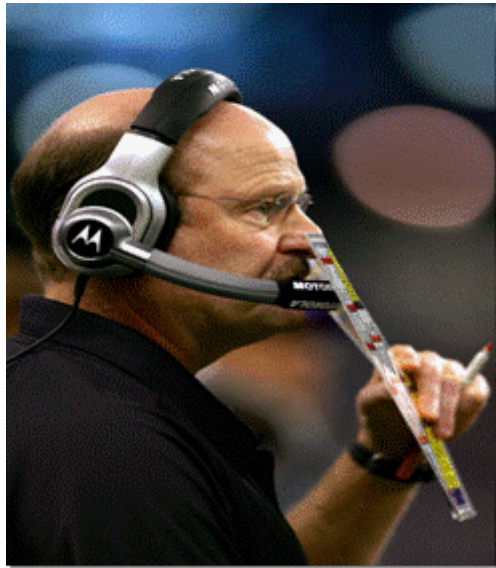
Getting Work Done in the Real World



Situational Adaptability within Structure

Game Plan

Play Lists



Follow the Rules

Adapt Plays As Needed

Review Performance



Poll Question #2

- How often do your business users have to find workarounds due to process inefficiencies?
 1. Often
 2. Occasionally
 3. Rarely
 4. Never

No More Ball & Chain!

FUJITSU



- Get started – one step at a time
- Users are empowered to make ad hoc task-related decisions
- Complete visibility - across both the structured and unstructured process segments
- The “real” process and knowledge is captured as it unfolds
- Hybrid patterns that harden into more structured processes can be standardized

■ Cost cutting

- Effective notification, communication helps people do more with less

■ Efficiency

- Tracking of recent activities
- Real time process tasks status
- Visualization of the process “as it really is”

■ Agility

- Model can be changed easily as required because it is based on a model of human interactions, not data flows.
- Process fragments can be brought together as the situation demands
- Unparalleled flexibility to adapt to current situation

Empowers you to get work done your way

Complete Visualization

Better process tracking
and insight



Continuous Optimization

Business drives processes
– one step at a time



Visualize your current Dynamic Business Processes through a two-day workshop

Contact: interstage@us.fujitsu.com

to learn more