Manage Business Processes Proactively In Real Time

Client Challenges
Business success depends on the ability of the enterprise to execute its mission critical business processes flawlessly and consistently. Unfortunately, complex technology environments and the fragmented approach to managing the sub-components of this environment, Web-empowered customers, supply chain networks, partner business processes, and the global Internet economy all make it difficult to gain visibility into how these business processes actually perform from end-to-end in real time. Also, in most cases, resources are mobilized to address issues after-the-fact—when problems have already occurred. This makes it much more difficult to fulfill business commitments and meet customer expectations.

What’s required is a way to monitor the current behavior of an entire business process while it is in progress, so that key stakeholders in the process can:

- Proactively identify and contain anomalies instead of recovering reactively from failures after the damage is done.
- Substitute an integrated “global” process view for competing, siloed perspectives (e.g., how IT sees the process, how end-users see the process, how various organizations see the process).
- Provide Information Technology (IT) and other organizations a view of business processes that “makes sense,” enabling them to respond immediately and appropriately to changes in the business environment.

After-the-fact traditional approaches and procedures, instituted to make sure that the business stays on target or that errors in business processes and systems do not re-occur, are too little too late. Customers, partners, suppliers, and employees all suffer as a result. To remedy this situation, Fujitsu Consulting offers a proactive, pragmatic solution for business process control.

Fujitsu Consulting and Business Activity Monitoring
In 1999, Fujitsu Consulting pioneered Business Activity Monitoring, which Gartner recently defined as:

“The concept of providing real-time access to critical business performance indicators to improve the speed and effectiveness of business operations.”

Previously known as Business Process Performance Management, this concept is an example of Fujitsu Consulting thought-leadership. Because we were “ahead of the curve,” we now offer a mature Fujitsu Consulting practice and a technology application. Our solution provides real time information on the performance of the business process from a business perspective, and continuously verifies that expectations are being met. It is a proven solution, already refined through successful client engagements worldwide. Today only Fujitsu Consulting offers you this depth of experience.
Our consultants understand what it takes to implement a paradigm shift from reactive to proactive. For example, mortgage banks typically need to ensure that all branch offices quote the same interest rate, and that the interest rate is the most up-to-date—before the branch office opens for business. Fujitsu Consulting’s application software looks at the interest rate being provided to every office and makes sure the rate being quoted is correct and valid. If an anomaly is detected, based on pre-set rules and thresholds, everyone in the bank who needs to know is contacted, including individual employees at their terminals, either before the daily interest rate is posted or as soon as possible thereafter. Consequently, the bank’s customers see only the most competitive rate.

When to Use Business Activity Monitoring
Fujitsu Consulting solutions for Business Activity Monitoring are appropriate when you need to:
- Automate manual processes, resulting in lower operational costs/risks and improved efficiency
- Transform current monitoring practices to a real-time monitoring capability that allows pro-active responsiveness to anomalies before the customer is affected
- Extract real-time operational metrics, transversing specific components within the existing infrastructure, networks, and applications that enable a critical business operation/process/activity, to enable an end-to-end view
- Implement real-time dashboards that disseminate critical process information to the right people at the right time, empowering them to make the right business decisions
- Monitor business process/activity in terms of the business commitments made and/or customer expectations
- Maximize existing monitoring capabilities by incorporating them as event generators in the Business Activity Monitoring solution
- Validate the effectiveness of a process redesign and to provide a fact-based foundation for continuous improvement
- Drive the effective implementation and support of an enterprise application from a user’s perspective

The Fujitsu Consulting solution for Business Activity Monitoring complements existing systems and applications without affecting current performance or capacity planning. The Business Activity Monitoring solution can easily be added to existing IT initiatives. Return on investment is fast—typically 120 days or less from solution start, providing “early win” credibility.

Business and Technology Benefits
Business Activity Monitoring is an effective way of bridging Business and Technology to drive real benefits:
- **Process Automation** – Allows you to improve business processes end-to-end and free up people for more productive tasks. Improve the corporate bottom line by mitigating against potential revenue losses and higher operational efficiency.
- **Real-Time Monitoring** – Detect problems before they affect customers, business partners, or employees. Improves customer satisfaction and enhances company image through consistent service delivery and proactive customer management.
- **Proactive Operational Control** – Real-time monitoring enables identification of critical breakdown points, bottlenecks, fracture points, and so forth. Once these points are identified, it is easy to define the optimum state for a process and apply threshold values to keep the process from degrading. Contain operating costs through crisis avoidance and minimizing rework.
- **End-to-End Process Visibility** – With an end-to-end view of the process while it is processing, you know the current state of every critical point in the process. Drill-down capable, graphical dashboards present the information about the business process different users need to see. Provide effective metrics to manage service levels delivered by internal and external service providers.
- **User Interaction** – When new applications and processes are introduced, time-to-productivity can be measured in real time and actions taken to accelerate acceptance and proficiency. Realize cost efficiencies by optimizing the capabilities of previous investments in discrete infrastructure technology and other monitoring tools.
A Non-Intrusive, Top-Down Solution that Works Today

As implemented by Fujitsu Consulting, Business Activity Monitoring consists of:

- A Windows NT application with a real-time inference engine, comprehensive alarms management, and a user-friendly Web browser. A wide range of plug-and-play APIs are provided to access information from other systems.
- Presentation facilities for drill-down event monitoring and situational end-user interaction.
- Business process consulting to define process architecture.

The Business Activity Monitoring software leverages your existing applications and systems management tools as business process event-generators, and employs data filtering, rules-based impact correlation, and alert triggers. Graphical user interfaces or “dashboards” display the health of business activities across the whole enterprise in a hierarchical series, starting with the enterprise view.

To deliver a Business Activity Monitoring, Fujitsu Consulting employs a top-down approach that begins with understanding the relevant business activities. Consultants employ our proven Macroscope® methodology and tools, which include our BenefitsRealization™ Approach to delivering business results. We work with your executive team, your business units, and your IT organization to identify critical breakpoints, bottlenecks, and failure points along the business activity path. Then we customize the application to your environment so that business activities are associated with business commitments. Business rules are defined and Key Performance Indicators (KPI) are established to govern the nominal operational parameters of a business activity. Thresholds are set for each KPI and the real-time access to the critical data is established.

When the application runs, it processes the information received from existing tools and correlates it in real-time against the business activity rules and KPI requirements. Based upon the thresholds that have been established for that particular KPI, the application calculates the business impact and initiates the appropriate notifications, alerts and alarms to the right people at the right time. The real-time business activity performance data is displayed on customized user dashboards. Each user can interact with the data, drill down, initiate further queries to extract critical process information in Real-time and pro-actively manage their element of the business activity.
The Bottom Line

Having pioneered Business Activity Monitoring, Fujitsu Consulting now offers a unique combination of technical expertise and business process consulting to help you implement business-process solutions. With Fujitsu Consulting Business Activity Monitoring, you will:

- Gain real-time visibility into the end-to-end execution of strategic processes to ensure the best possible customer experience and predictable quality of service.
- Better fulfill business commitments and meet customer expectations by monitoring critical business activities and communicating changing requirements in real time.
- Provide IT and other organizations with a view of business processes that “makes sense” so that they can respond immediately and appropriately to changes in the business environment.

Fujitsu Consulting brings you a complete technology and consulting solution that has been proven in a number of engagements with clients, particularly in the banking, financial services, and telecommunications sectors.

Fujitsu Consulting delivers proven Business Activity Monitoring solutions for better business performance and higher services quality.

Experience the Fujitsu Consulting Difference

As the management- and technology-consulting arm of the US$45-billion Fujitsu group, Fujitsu Consulting integrates the core expertise of Fujitsu companies and its partners to deliver complete solutions to businesses and government in the areas of Information Management, Legacy Modernization and Managed Services. The scope of these offerings extends from strategic management consulting to the tiniest detail of infrastructure operations. Through its industry-recognized strategic methodology, Macroscope®, Fujitsu Consulting assists clients in incorporating more value into their investments and driving their leadership in the marketplace.

We work with you to create solutions and produce results that drive your business.