

FACT SHEET

THE 'AS-IS' AS IT REALLY IS

PROCESS DISCOVERY AND VISUALIZATION FROM FUJITSU

THE APD SERVICE

The key to business improvement lies in understanding an organization's current processes and then coming up with an optimization plan. Understanding the 'as-is' situation can prove to be a challenge for many organizations. The traditional approach fails to provide true measures of the number of exceptions, repetitions and bottlenecks in the process as the information is usually disjoint and anecdotal. The APD service provides the ability to quickly and accurately map processes that span multiple back-office systems and then analyze the cost and efficiency of the process at a lower expense than a traditional evaluation.

Now more than ever, market forces are compelling organizations to make dramatic changes that will help them cut costs, reduce the exposure to risk, and capitalize on revenue opportunities. Business priorities that are not based on factual information can lead to unforeseen and undesirable consequences. By accurately visualizing and analyzing business processes within a company, focused initiatives resulting in the greatest impact can be put in place.

The key to business improvement lies in understanding an organization's current processes and then coming up with an optimization plan. Understanding the 'as-is' situation can prove to be a challenge for many organizations. The traditional approach to such an evaluation involves lengthy workshops with the various task owners to discuss how they believe their piece of the process works. Most companies find that their processes have several exceptions and alternative procedures; however, they find it nearly impossible to identify all of these deviations before arriving at an optimization plan. The traditional approach fails to provide true measures of the number of exceptions, repetitions and bottlenecks in the process as the information is usually disjoint and anecdotal.

This leaves companies at a competitive disadvantage while exposing them to customer dissatisfaction and unforeseen risk or penalties from non-compliance. An accurate picture of the as-is situation is key in being able to fix leaks in business value and optimize the processes that are in place.



EVIDENCE BASED APPROACH BY FUJITSU

The Fujitsu Automated Process Discovery (APD) service helps organizations visualize their existing business processes using an evidence-based approach with analytical and actionable insight to maximize the value of process improvement initiatives. Unlike traditional business process discovery efforts, where models are created after a multitude of interviews with task or process owners, the APD service relies on facts and evidence within company application log files to trace the process and render the flow "as it really happens". There are no agents installed in your production environment; there is no time wasted on exhaustive interviews with process owners; and no business disruption as non-invasive techniques are used to gather process evidence.

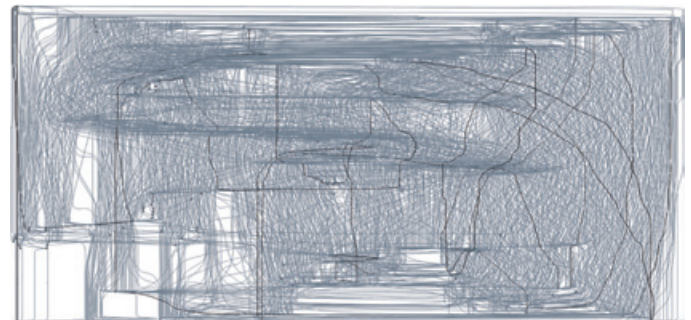


Figure 1: Initial Visualization 'Process Spaghetti'

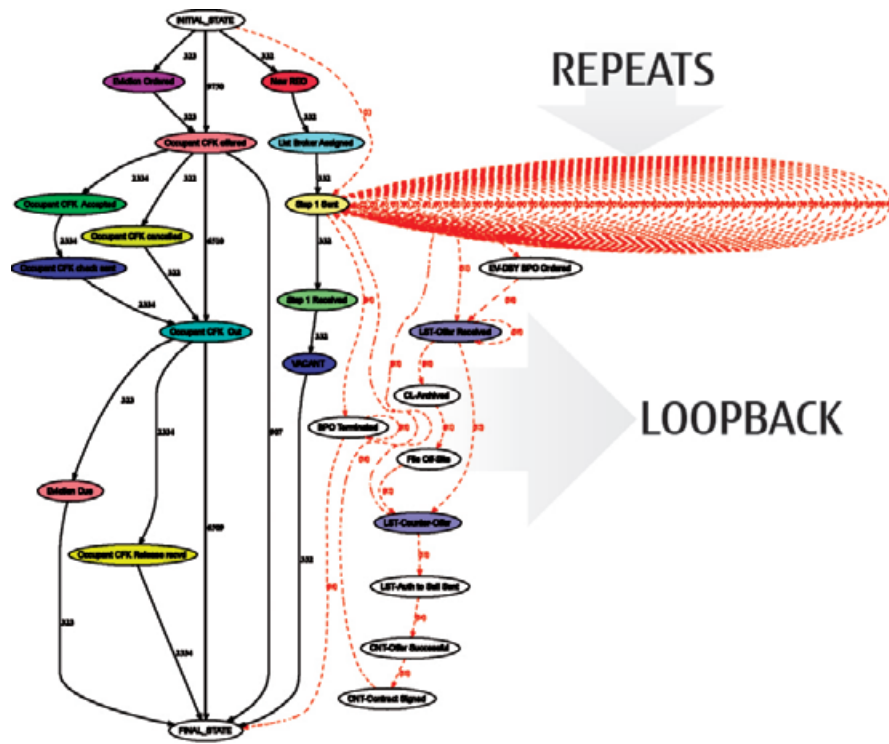


Figure 2: Identify Process Bottlenecks with the APD service

The resulting comprehensive visualization of thousands of use-cases combined with usage frequency and cost analytics is time-intensive and cost-prohibitive, if not impossible to replicate using the traditional approach. For example, in Figure 1, what appears to be a scribble is in fact the actual trace of the manufacturing process in a company that makes electronic components with every possible use case within a specific period of time mapped out. By refining this complicated, but factual representation, as shown in Figure 2, APD uncovers a wealth of information on how the actual process executes.

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ENABLING VALUE DRIVEN INITIATIVES

Deliver insight based on evidence

APD service can take the guess work out of what really happens in your business. Every business process in the modern company leaves an electronic trace behind. These traces represent reliable evidence of all the steps that constitute a business process. The APD service compiles a comprehensive picture from this data to provide accurate insight into and an understanding of your business as it really operates.

Improve the bottom line

Hidden bottlenecks, repetitions and loopbacks in business processes can end up causing delays and eroding profits. Long transitions between steps can also indicate manual intervention and inefficiency. Exposing such limitations in a process allows for a more focused optimization plan. An APD service engagement produces a host of analytics that companies can use to cut operational costs and improve the bottom line.

Get information now

Businesses are dynamic. The longer a process improvement initiative takes the more outdated or obsolete the collected information gets – particularly in global enterprises. By using the APD service, evidence-based insight is obtained faster than alternate approaches giving companies the opportunity to benefit sooner with information that could help reduce costs or increase profits.

Reduce risk and penalties

The APD service exposes all the exceptions and illegal paths within a process. Being aware of these risks, and ensuring that resources are indeed using systems as they should, reduces an organization's exposure to penalties caused by compliance failure, fraud, and other legal and efficiency issues that lie hidden within workflows.

Create competitive advantage

Using the APD service to gain greater insight into an organization's customer facing processes and its adherence to service level agreements can help with the delivery of a superior customer experience and a consistent service quality which can translate into a competitive advantage.

Streamline business practices

The APD service can help evaluate best practices for the company, especially during the course of consolidations, mergers and acquisitions to ensure that the best practices that you have put in place are executing optimally. It can uncover the infrequent routes that tend to remain hidden or overlooked. Finding such routes and accounting for them in ongoing process optimization plans could result in a company uncovering new market opportunities and differentiation. The APD service is a key part of a Business Process Management (BPM) lifecycle and can jump-start focused business process improvement initiatives.

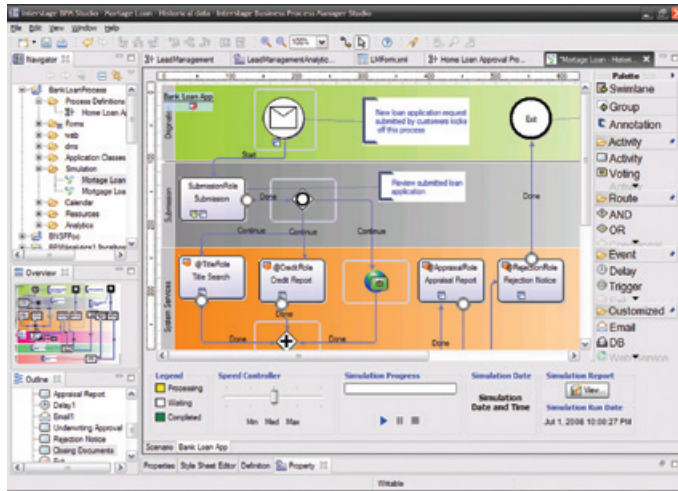


Figure 3: Process Mapped In Standards-based Process Modeling Tool

WHAT WE OFFER

An APD service engagement involves:

- A client workshop to verify feasibility and availability of required data
- Data extraction from the target applications
- Correlation and cleansing of data from the various back-office systems
- Visualization of the process
- Analysis of the overall process flow
- Discussion on potential areas for improvement and implications

A typical APD service engagement is completed in just a few weeks and the project deliverables include valuable information such as:

- Process performance metrics
- Snapshots of the visualized business process including typical routes, exception routes, repeats, loop-backs and process variance
- Findings, impacts and recommendations
- Discovered business process delivered in a standards-based process modeling tool (e.g. Interstage BPM Studio)

HOW HAVE CUSTOMERS BENEFITED?

Government agencies and Global 1000 companies have used and benefited from the APD service. Here are some examples of what the findings uncovered.

Manufacturing

Situation: A manufacturer of electronic components was bringing together new product lines, locations and customer bases as a result of an acquisition. The ultimate objective was a unified system with an improved production cycle and lower costs of finished goods and inventory.

Focus: Analyze how sales opportunities moved through the organization and got converted to orders within their SAP environment.

Findings:

- Hidden costs - Even after an opportunity was lost, the manufacturing instructions were not being undone resulting in significant inventory-related costs
- Metrics on lost business - The findings uncovered several metrics that indicated a large number of inquiries were not getting converted to orders
- The most expensive process routes were identified

Banking

Situation: A leading multinational bank wanted to validate that its recently improved, automated and documented business process was in fact, optimally delivering value to the business. The group wanted a low cost method with minimal disruption to verify that the execution of the process was according to plan.

Focus: Evaluate the loan approval process. The end-to-end process touched five different systems and contained three sub-processes.

Findings:

- Compliance verified – The visualized process closely matched their own design
- The approach proved to be low cost with no disruption to operations.
- The service uncovered more process optimization opportunities than was previously known

Real Estate Services

Situation: A real estate services company that manages the process of selling a residential property once a bank has foreclosed on it (includes eviction listings, staging, and selling the property and reimbursing the associated bank) wanted to explore how they might be able to sell each property in the shortest time while incurring the least cost and complying with state regulations.

Focus: Re-architect the company's property management system to manage increased volumes in business.

Findings:

- Identified all process routes – Previously, the system design was based solely on known scenarios. The process visualization now provides a clear picture of all possible scenarios and provides valuable guidelines for system and process updates.
- Process inefficiencies and lack of accountability uncovered – Deadlines at several stages in the process such as assigning brokers to listings were not being met as indicated by the expired or frequently updated due dates.
- Best practices defined – The most efficient method to obtain a vacated property while complying with state regulations was identified using the generated process metrics.

"We were impressed by how much was discovered in so little time. The Fujitsu Automated Process Discovery service (APD) produced visualizations that are based on what is actually happening, that are easy to understand and that allowed us to make decisions based on evidence rather than perception."

– Rodrigo Alvarez-Martin Ermocida, Strategy and Innovation group at Grupo BBVA

BPO – Help Desk Services

Situation: While help-desk operations had met their clients' service level agreements and satisfaction ratings, this multinational company was aware that several inconsistencies existed in the way each country's support teams executed incident handling processes. The objective was to bring consistency to its global help desk operations.

Focus: Visualize how the staff in each country-specific support team followed established help desk processes.

Findings:

- Non-compliance revealed – Overrides present in the system workflows were allowing personnel to pass over important data collection leading to incorrect call classification and queue delays.
- Uncovered the potential for cost savings – The ability to skip steps led to inconsistencies in the way issue-resolution notifications were sent out resulting in team's under-reporting on SLAs and unnecessarily losing out on service credits.
- Process inefficiencies uncovered – The need to reduce the number of hand-offs between the support personnel and the off-shore teams was brought to light. This implied that better training and instructions were required.

DRIVE YOUR BUSINESS TO THE FORE-FRONT

At Fujitsu, we are pioneering Process Visualization through our Automated Process Discovery service. Using our consultants' experience and skills, we are able to go beyond the creation of current-process diagrams to uncover the real process issues and identify priorities, benefits and the most effective improvement path.

For a quick, fact-based analysis of process improvement opportunities in your organization, please contact interstage@us.fujitsu.com

ABOUT FUJITSU AMERICA

Fujitsu America, Inc. is a leading ICT solutions provider for organizations in the U.S., Canada and the Caribbean. Fujitsu enables clients to meet their business objectives through integrated offerings including consulting, systems integration, managed services and outsourcing for enterprise applications, data center and field services operations, based on server, software, storage and mobile technologies. Fujitsu provides industry-oriented solutions for manufacturing, retail, healthcare, government, education, financial services and communications sectors. For more information, please visit: <http://solutions.us.fujitsu.com/>

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