IBM

Business Challenge

This financial investment management company needed to increase the efficiency of complex customer-facing and internal business processes.

Transformation

The company deployed IBM® Blueworks Live™ software as a cloud-based tool for examining existing processes for gaps, duplication and risk exposure and for modeling process improvements.

Results

Business analysts have now embraced collaborative business process management, dynamically aligning business processes with business strategies.

Business benefits

Dynamically aligns business processes with business strategies.

Eliminates inefficiencies with a reusable, standardized framework for process modeling

Reduces time and cost of delivering processes to the business

A global financial management company
Reduces risk by modeling processes with IBM Blueworks Live software

This U.S. based global financial investment management company has offices in 18 countries throughout Asia, Australia, Europe, Latin America and North America. The company offers financial products and services, including retirement, asset management and insurance, and manages nearly USD 500 billion in assets.

"With IBM Blueworks Live software I've learned about process management, how to look at work differently and identify whether something is value-added and how to prepare processes for the future."

— Senior IT business analyst

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Paper-based process management

"The first two years I worked in this area, I went from one process review to another, because processes were constantly evolving," says the company's senior IT analyst. "It was a lot of work. I used sticky notes on the wall, with different colors representing decision points and system activities."

Even after deploying a business process software package, the analyst spent many nights sifting through paper copies of processes on her living room floor. "It was very cumbersome, obviously, and very much unstructured, which made it very difficult to collaborate on developing and instituting new processes across the organization. We had to travel to one remote office after another in order to meet with local personnel so they could review everything we'd documented on paper."

The resulting mistakes and gaps in processes elevated institutional risk — the kind of risk that could lead to the loss of billion-dollar customers and millions of dollars in profits — because of delays in handling time-sensitive financial transactions. The company simply could not afford to carry on the way it was.

Cloud-based business process management

The company deployed IBM Blueworks Live, a cloud-based business process management tool offered through a software-as-a-service (SaaS) delivery model, to discover and document business processes across the organization. Using the solution, business analysts simplify business process management and optimize collaboration throughout the process modeling and improvement lifecycle, from illustrating a business process to capturing requirements. The company's business analysts then use IBM Business Process Manager software to implement and manage those new business processes.

A new standard for process development

With the institution of a reusable, standardized framework for process modeling and collaboration, process quality increased, along with productivity and efficiency. "We use Blueworks Live as a standard before we implement new processes," the IT analyst says. "By nailing a process down in Blueworks, we're reducing the time and cost of delivering it to our business. Process owners can be more involved as well, because we're now collaborating electronically and in near real-time, making us and our processes more agile in the face of changing business demands."

Take the next step

To learn more about IBM Blueworks Live and IBM Business Process Manager software, please contact your IBM marketing representative or IBM Business Partner, or visit the following websites:

ibm.com/software/products/ibmbluelive
ibm.com/software/products/business-process-manager-family

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