BPM and iBPMS in the Cloud

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Agenda

• Business Process Management (BPM)
• BPM in the cloud
• SaaS BPM maturity model and deployments
• Cloud-readiness of BPM Suites (BPMS)
• Intellignet BPMS (iBPMS)
  – Advanced Analytics
  – Social BPM
  – Mobile BPM
  – Case Management
Business Process Management (BPM)

• **What is it:**
  – Widely spread and well-established approach to managing business processes
  – Supported by extensive set of IT software, tools and frameworks
    → BPM Suites (BPMS)

• **Adoption of BPMS hindered by:**
  – High licence fees
  – High price of ownership
  – Complex availability assurance
    → BPMS: good candidates for migration to the cloud
BPM in the cloud

+ Enables focus on business processes content and leaves infrastructure challenges to cloud providers
- Additional security issues to be addressed

Capabilities of specific BPMS in the cloud to be considered

- From simple platforms for business process execution (PaaS)
- To complex software (SaaS) for cooperative work on
  - Business process modelling
  - Business process analysis/simulation
  - Business activity monitoring
  - Business processes optimization
SaaS BPM maturity model

- S. Mukherjee, V. Trifkovic, SaaS BPM: Silencing the Skeptics (Strategic Focus Report Extract), DataMonitor, 2009
SaaS BPM deployments


Diagram:

1. Traditional Standalone BPM
   - P: Process Enactment
   - A: Activity Execution
   - D: Data Storage

2. User-End BPM with Cloud-Side Distribution
   - e.g. computing intensive processes

3. Cloud-Based BPM with User-End Distribution
   - e.g. data-sensitive processes, regulation

4. Existing Cloud-Based BPM
Cloud-readiness of BPMS

- T. Bachmann, L. Bialy, A. Babu, Comparison of Composition Engines and Identification of Shortcomings with Respect to Cloud Computing, University of Stuttgart, 2012
How intelligent BPMS (iBPMS) addresses technology trends


<table>
<thead>
<tr>
<th>Gartner</th>
<th>Top 10 Strategic Technology Trends for 2012</th>
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<tbody>
<tr>
<td><strong>Human Experience</strong></td>
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<tr>
<td>1.</td>
<td>Media tablets and beyond</td>
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<td>2.</td>
<td>Mobile-centric applications and interfaces</td>
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<td>3.</td>
<td>Contextual and social user experience</td>
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<td><strong>Business Experience</strong></td>
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<td>4.</td>
<td>Internet of things</td>
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<td>5.</td>
<td>App stores and marketplaces</td>
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<td>6.</td>
<td>Next-generation analytics</td>
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<td><strong>IT Dept. Experience</strong></td>
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<td>7.</td>
<td>Big data</td>
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<td>8.</td>
<td>In-memory computing</td>
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<td>9.</td>
<td>Extreme low-energy servers</td>
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<tr>
<td>10.</td>
<td>Cloud computing</td>
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<table>
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<tr>
<th>iBPMS</th>
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<td>Tablet GUI for modeling, image recognition</td>
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<td>Mobile BPM</td>
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<td>Social BPM</td>
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<td>Advanced Analytics</td>
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<td>+ Case Management</td>
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<td>BPM in the cloud</td>
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Advanced analytics

- Enables
  - Real-time introspection into business process execution
  - Active support to decision management
  - Simulations

- Advantages:
  - Better introspection in present state
  - Better foundation for correct responses to opportunities and threats
## The Importance of Social Software in Meeting Challenges According to Managers (115 countries, 24 industries, N=3478)

### Importance of Social BPM

<table>
<thead>
<tr>
<th>Key Objective</th>
<th>Important</th>
<th>Somewhat Important</th>
<th>Neutral</th>
<th>Somewhat Unimportant</th>
<th>Unimportant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managing customer relationships</td>
<td>42%</td>
<td>38%</td>
<td>12%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Innovating for competitive differentiation</td>
<td>38%</td>
<td>36%</td>
<td>14%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Acquiring and retaining employees</td>
<td>27%</td>
<td>38%</td>
<td>20%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Growing revenue</td>
<td>26%</td>
<td>35%</td>
<td>20%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Responding to new competitive threats</td>
<td>26%</td>
<td>36%</td>
<td>22%</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>Reducing costs and increasing efficiencies</td>
<td>21%</td>
<td>28%</td>
<td>25%</td>
<td>16%</td>
<td>10%</td>
</tr>
<tr>
<td>Managing risk</td>
<td>11%</td>
<td>22%</td>
<td>31%</td>
<td>21%</td>
<td>14%</td>
</tr>
<tr>
<td>Managing regulatory compliance</td>
<td>8%</td>
<td>16%</td>
<td>30%</td>
<td>20%</td>
<td>26%</td>
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Social BPM

- Convergence of BPM and social SW
- Social interaction leads to optimization of business processes
- Internal aspects of social interaction: tools for collaboration between employees:
  - Communication (coordination)
  - Exchange of knowledge and experience
  - Cooperation
- External aspects of social interaction:
  - Retrieving opinion and expectations
  - Building company image on social networks  
    → direct link to the end customers
Importance of Mobile BPM

76% agrees to collaborate in workflow by using mobile devices
61% would actually like to do it (N=unknown number of Casewise customers)
Mobile BPM

• Introduction of mobile technologies into BPM
• Enables
  – Remote tasks completion
  – Remote introspection into business process instances
• Advantages
  – Enables emergency responses
  – Better user experience
  – Improved effectiveness
Case Management

- Coordination of activities that cannot be formalized into a workflow
- Dynamic sequence of activities as a part of a business process is determined by human expertise
- Based on communication between collaborators about the common goal
- Collaboration framework for „ad-hoc“ part of business processes
Gartner quadrant of iBPMS for 2012

As of September 2012
Thank You

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http://www.cloud.si