



## Business Process Management

Business processes underlie all organizational efforts and the effectiveness with which they are carried out contributes directly to critical business goals such as customer retention, length of time it takes to fulfill a product order or service or regulatory compliance.

### BPM Defined

Business Process Management (BPM) is a management discipline that combines a process-centric and cross-functional approach to improving how organizations achieve their business goals. A BPM solution provides the tools that help make these processes explicit, as well as the functionality to help business managers control and change both manual and automated workflows.

BPM is an IT-enabled management discipline that promotes organizational agility and supports the efforts of people to drive process change and rapid innovation. As such, BPM supports the alignment of IT and business activities both within the organization and with business partners and suppliers.

### The Catapult Benefit

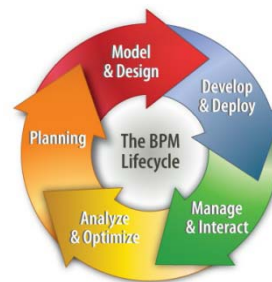
Catapult Systems employs a personalized approach to ensure that solutions are implemented and configured optimally to address your BPM needs. Rather than make your business adapt to the technology, we first gain an understanding of how the business problem fits into how you operate.

Only then do we work to adapt the technology to your business, helping you install, configure, set up, customize, extend and integrate the appropriate technology to help you maximize the benefits of BPM, including:

- Increased customer retention, gained through better, faster customer sales and services
- Reduced process time, gained through process optimization and efficiencies.
- Improved regulatory compliance, gained through improved process control, regulation and monitoring.
- Improved efficiencies across organizational boundaries such as departments, branches and trading partners
- Reuse and creation of new IT assets, through integration with legacy applications and the creation of new composite applications that help to overcome their limitations.
- Reduced risk, reduced waste and more profitable allocation of human resources.
- Greater personal productivity and satisfaction, resulting from greater insight into processes and improved workflow.
- Increased agility through compression of BPM lifecycle, allowing for more rapid process innovation and response to changing business conditions.

### The BPM Life Cycle

We see the iterative stages of BPM lifecycle as divided into the stages shown in the diagram: planning; model and design; develop and deploy; manage and interact; analyze and optimize.



- *Planning.* In this stage, we identify and prioritize a short list of candidate BPM projects, identifying key players and establishing the governance to ensure that the BPM project stays on track.
- *Model and Design.* Modeling enables definition of each step in a business process, including touch points across people and systems. This enables informed process improvement as well as the meeting of goals like effective outsourcing and regulatory compliance. Once all steps have been documented, IT assesses where integration, automation or workflow redesign will improve efficiencies or increase agility.
- *Develop and Deploy.* IT maps business needs onto underlying technologies, including line of business applications. Using BPM tools to uncouple business rules from their underlying technologies, IT abstracts these rules to a layer independent of the systems and applications, then joins the logical components into a composite application that combines the functionality of underlying systems, providing outputs that individual systems alone cannot.
- *Manage and Interact.* Users interact with the process as it runs, providing or requesting information, while watching for disruptive events and taking appropriate action as required. IT manages the entire automated business process solution to ensure that it meets capacity and availability standards.
- *Analyze and Optimize.* The BPM solution provides different means through which a business analyst can continuously monitor and measure improvements both within single and across multiple business processes. Information derived from performance metrics is critical in driving the iterative process of optimizing the business practices and policies that support organizational goals.

## The Microsoft BPM Solution

The Microsoft BPM solution is built upon the Microsoft application platform technology stack and spans both structured and unstructured processes. The BPM system provides a comprehensive set of tools, servers, patterns and practices for creating reliable, enterprise-grade BPM solutions.

- *People-Ready Processes.* Microsoft BPM empowers people to drive success for their businesses. This is in contrast to older business process reengineering initiatives, which automated people out of the process. Microsoft BPM enables business stakeholders to design, interact with, monitor and innovate critical business processes.
- *Easy To Use.* Microsoft BPM uses familiar tools that end-users are already productive with, such as Office and Visual Studio. By building upon this, organizations quickly become productive using Microsoft BPM and can incrementally deliver new innovation through use of many tools already owned.
- *Breadth of Process Support.* Only Microsoft BPM addresses the full spectrum of business processes from unstructured to structured and transactional. Microsoft BPM tools include Office, providing best-of-breed information worker productivity, SharePoint for collaborative processes and BizTalk for rich transactional process automation and monitoring capabilities.
- *Integrated Platform for BPM.* Microsoft BPM system is built upon a common application platform that enables businesses to realize the strategic business benefits of BPM. This provides an integrated set of capabilities around user presentation, process, business analytics and development tools. The net result is a BPM solution that delivers greater agility and lower TCO than competitive solutions.

## Key Microsoft BPM Benefits

### *Return on IT Infrastructure*

- Faster deployment of business applications through reuse of integration services
- Better business decisions more quickly through automated data consolidation
- Increased revenues by quickly capitalizing on market opportunities
- Reduced business risk by integrating with your existing systems without modification using a proven, scalable and reliable solution

### *Return on business processes*

- Reduced administrative costs by automating time-consuming manual processes
- Reduced operational costs by reducing business process cycle times
- Increased business flexibility through rapid use of visual tools for defining, deploying and managing strategic business processes
- Increased competitiveness by quickly offering new programs and services to customers and key partners

### *Return on people*

- Reduced development costs by leveraging powerful visual tools using existing skills
- Higher customer satisfaction by quickly offering new programs and services

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