Advanced Case Management with IBM Case Manager
Explosive content + manual processes + no collaboration…
… lead to expensive & poor case outcomes and business results

- **Case Workers** can not prioritize cases and find all the right information to help their customers
- **Case Managers** have no insight into workload to optimize overall case handling
- **Compliance Managers** have no access to policies and rules that were used to work a case (litigation)
- **Customers** are frustrated over seemingly disorganized service

Where is the context?
What is Case Management?

• The Forrester definition of Case Management:
  
  ▪ A semi-structured but also collaborative, dynamic, human, and information-intensive process that is driven by outside events and requires incremental and progressive responses from the business domain handling the case.
  
  ▪ Examples of case folders include a patient record, a lawsuit, an insurance claim, or a contract.
  
  ▪ The case folder would include all the documents, data, collaboration artifacts, policies, rules, analytics, and other information needed to process and manage the case.
Case Management: What's New?

“Next-generation case management requires a different mindset

... this new case management will be a huge departure from the workflow/imaging solutions of old and will be based on predictive analytics, business rules, and social collaboration, in addition to core BPM and ECM functionality...
360° view of a case ...

A case containing the information, correspondence, tasks, policies, rules, processes, events that are required for resolution.
A case requires content

- Cases contain content related to a customer, product, project, patient, etc. Content may be of any type from any source inside or potentially outside the organization.
- Examples include customer & supplier information, legacy-based customer data, product specifications, financial reports, legal documents and approvals, X-Rays, lab results, engineering drawings, correspondence...

Content Management provides:
- Lifecycle Management
- Library Services
- Search
- Records Management
- Archive
- Collaboration
- Security & Access Management
A case requires process

- Processes organize required tasks into manageable and auditable steps. They may require information to be moved dynamically and reviewed among people or they may be more transactional and static in nature.
- Examples include credit application, account opening, benefits or unemployment claims, accounts payable/receivable processing...

Business rules management adds value to process and case management

BPM provides:
- Process automation
- Optimized business processes
- Process design
- Process simulation
- Auditable progress
- Measurable performance
- Workload balancing
Case Management: combines content and process

- Case Management involves multiple information and process types that need to be collectively and interactively grouped, managed and related in both ad-hoc and structured ways.
- A case and its contents persist past the lifecycle of processes within it so the information remains available for search & retrieval when a case is closed.

Content + Process = Active Content
Content Enabled Business Processes
Case management leverages **Active Content**

- Content detected
- Automatically filed
- Instant notification initiates process

**Case Management**

- **Insurance Application**
- **Credit Report**

**Correspondence & forms automated**

- Transforms execution model to eliminate time waiting or checking for documents and information
- Reduces errors and rework
- Enables regulatory compliance

**Flowchart**:
- Application - Signed
- Paramed Exam
- Credit, MVR, MIB Reports
- Amendment, decline, additional info required
- Evidence Received - Initiates Under Writer notification when complete
- Risk Accepted – Issue Policy
- Under Writer Evidence Ordered
- Timer - Overdue Evidence
Advanced Case Management - Vision

• Expand IBM capabilities in case management market by integrating SWG technologies – major differentiator on value and bar for competitors
  – WS BPM, Lotus Collaboration, iLog Rules, Cognos Analytics, ECM content management, IBM content analytics

• Target line of business analyst as eager influencer / case design participant

• Deliver Lotus -designed SWG OneUI look & feel for consistent experience across multiple products

• Enable clients and business partners to build domain -specific applications on the ACM base, quickly, easily, plug -in model
  – Leverages Industry Solutions focus
Vision and strategy
- Develop an Advanced Case Management platform

- Unites information, process and people
- Delivers optimized case outcomes through analytics, rules, collaboration and social computing
- Supports work management of structured and unstructured activities
- Delivers trusted information to the case
- Manages and governs entire case lifecycle
- Provides extensive ecosystem of partners delivering case management solutions
- Shortens time-to-value with better tools, out-of-the-box solutions and templating capabilities
Different types of ‘Cases’ across industries

.... Similar patterns and challenges

Invoice, contract, employee, vendor, customer, project, change request, complaint, exception, incident, audit, eDiscovery, etc.

**INSURANCE**
- Policy
- Underwriting
- Claim
- Annuity

**BANKING**
- Loan
- Dispute
- Mortgage
- Account
- Credit card
- Personal line
- Investment

**HEALTHCARE**
- Patient case
- Member
- Provider

**GOVERNMENT**
- Benefits enrolment
- Grant
- Court case
- Citizen
- Taxpayer

**ENERGY**
- Rate case
- Claim
- Permit
- Land
- Property
Announcing IBM Case Manager

IBM delivers industry’s first advanced case management solution - IBM Case Manager

IBM Case Manager leverages capabilities from across IBM Software Group to deliver the advanced requirements needed to drive better case outcomes.

IBM is leveraging deep experience solving case-style business problems with ECM and BPM and adding advanced capabilities for rules, events, collaboration, social software and analytics to deliver the most comprehensive case management product in the market.

IBM Case Manager Highlights

- Unifying capabilities from across SWG specific to case management requirements
- Focus is on case outcomes
- Approachable case solution design and composable user experience to facilitate adoption
- Capabilities for reusable templates and solution assets to accelerate solution delivery
What is IBM Case Manager?

- A Case Management implementation in top of P8 platform
  - A platform for designing and building case solutions
  - A run time environment for launching, processing, and interacting with cases
  - A set of tools for configuring and moving solutions into production environments
  - A set of APIs and templates for customizing case solutions
What is IBM Case Manager? (continued)

- 3 Major Components
  - Native case object model built into P8 platform
  - REST services API
  - New end user interface & design tool with out-of-the-box widget -based case management environment

- WPS Integration including WID adapter and WPS Invocation from ACM

- Content Analytics 2.2 (Full Text Unstructured Analytics)

- Cognos Real Time Monitoring 10.1 (Active Analytics)

- Cognos BI 10.1 (Historical Analytics)

- SameTime 8.5.1 (embedded awareness in case runtime and web chat)

- Case Solution builder tool oriented to needs of line of business analysts, e.g., case content, business activities, user roles, interview mode, etc

- Case templating, including:
  - Industry vertical sample templates
  - Pre-defined process as well as dynamic activity creation and assignment
  - Run-time collaboration
  - Cross-case analysis and reporting
  - WebSphere tooling and process integration
IBM Case Manager Highlights

Case Design for the Business

- Easy to use, “Interview Mode” (wizard-driven)
- Comprehensive across case assets
- Leverage templates for a fast start
- Significantly shortens time-to-value for case-style applications

Case Application User Experience

- Role-based and personalized
- Flexible and extensible
- Provides deep context for case work
- Brings people, process and information together to drive case progression and better outcomes

Powerful Analytics to Drive Better Case Outcomes

- Comprehensive reporting and analysis
- Real-time dashboards
- Unique content analytics for discovering deeper case insight

Compelling and attractive UIs uniting business and IT to drive better case outcomes
Who's Who in the Case Management World

• Business Analyst
  – Responsible for designing the Case Solution, both the case structure and the UI layout
  – Has rights to deploy solutions to the development environment
  – May lack rights to deploy the solution to production

• Case Worker
  – Use the solution at run time to achieve the business objectives
  – Processes work items associated with their role (for example, supervisor or clerk)

• IT Administrator
  – Responsible for installing, configuring and maintaining the environment
  – Responsible for deploying the solution to production
Major Components of the Case Manager Environment

• Case Builder
  – Case Solution builder tool oriented to needs of line of business analysts, e.g., case content, business activities, user roles, interview mode, etc

• Case Client
  – A run time environment for launching, processing, and interacting with cases

• Case Manager Administration Client
  – Tool for configuring the Case Manage environment and for moving solutions between development and production domains

• Case Manager API
  – Three REST based APIs: CMIS, PE REST, Case REST
  – Communication layer between components of the Case Manager applications.
  – Can be used to customize OOTB capabilities

• Case Templating
  – Industry vertical sample templates
Glossary

• What is a Solution?
  – A set of user interfaces, content, and process definitions that provide the structure for the management of cases.

• What is a Case?
  – A set of related activities, content, processes, and collaboration artifacts used together to manage a specific business activities.

• What is a Case Type?
  – A definition of a case

• What is a Task?
  – A list of items that need to be completed in the context of a case (i.e., a ToDo list).

• What is a Role?
  – A collection of user accounts associated with a specific business function. These are used to access a particular task or work queue step.

• What is a Document Type?
  – A document class in the P8 Content Engine.
High Level IBM Case Manager Architecture

Integration Tier Application

- PE REST
- CASE REST
- CMIS
- CASE Deploy
- PE API
- CE API

Case Manager WAS Profile

- Case Builder Application
- Case Builder Client
- Case Manager Client

Solution Package

- XML

Container Managed Authentication (LTPA based SSO)

Lotus Mashups

Configured for Container Managed Authentication (LTPA based SSO)

Process Engine
- P8 Engine

Content Engine
- RDBMS

HTTP
- XML/JSON

Browser

IIOP/Http
- EJB/CEWS

LDAP

WS

WPS
IBM Case Manager Components and Cross Brand Integrations

Case Manager Basic Components

- Workplace XT
- Content Engine 5.0
- WAS
- DB2 or Oracle

Case Client

- Lotus Mashups
- Tivoli Directory or Active Directory

Case Builder

- Case Manager API
- Process Engine

WebSphere Process Server
- WebSphere Integration Developer

Lotus Sametime

iLOG Jrules

IBM Content Analyzer

Case Analyzer
- SQL Server

P8 eForms

Cognos RTM

Cognos BI
# Focus Corporation Business Challenges

<table>
<thead>
<tr>
<th>Challenges</th>
<th>Costs</th>
<th>Solutions</th>
<th>Value</th>
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<tbody>
<tr>
<td><strong>Credit Card Dispute</strong> process is slow due to duplicate efforts, systems, lack of data integration</td>
<td>Managing disputes between customers and vendors is a major cost (45 days and US$900 per customer). IT services are large percentage of cost.</td>
<td>Re-engineer this process will speed up the process with workflow. New administrative tools to reduce IT costs.</td>
<td>More account sales. Reduced cost per sale. Reduced percentage of cost from IT.</td>
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Cast

- Victor – Vice President, Business Operations
- Bill - Business Analyst
- Sue - Supervisor – New Account Operations
- Steve - Supervisor – Fraud Review Operations
- John - Sales Advisor
- Lisa and Laura - Customer Service Specialists
- Frank - Form Designer
Q & A