

Optimize Enterprise Business Processes with Oracle WebCenter

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Introduction

To stay ahead in today's rapidly changing business environment, organizations need agile business processes that allow them to adapt quickly to evolving markets, customer needs, policies, regulations, and business models. The convergence of technologies and business practices—social computing, mobile computing and business process management (BPM) – is opening up interesting avenues for business.

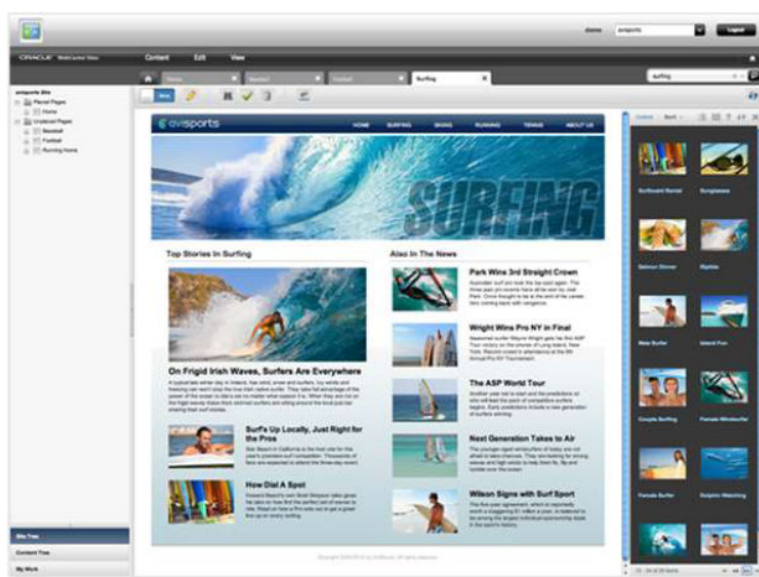
Social and mobile business models have already contributed important new frameworks for collaboration and information sharing in the enterprise. While these technologies are still in a nascent state, BPM and service oriented architecture (SOA) solutions are well established, providing a history of clear and complementary benefits. This is not surprising, given that BPM and SOA have arisen as the natural result of business and IT users striving to work together more efficiently and effectively.

As the technologies and business practices surrounding Social, Mobile and BPM mature, IT and business stakeholders are discovering new ways to work together and engage customers via dynamic business processes that address several important business imperatives:

- **Delivering consistent experiences:** Fragmented data, disjointed systems and multichannel interactions make it difficult to deliver a consistent customer experience. Such inconsistent experiences result in lower customer satisfaction and NPS (net promoter score) numbers.
- **Increasing Revenue:** There are multiple opportunities to up-sell and cross-sell products that impact the bottom line. If companies can't identify such opportunities, bring a product to market quickly, or offer the right product to the right customer at the right time, significant loss of revenue may occur.
- **Ensuring Compliance:** Companies must comply with regulations such as Know Your Customer (KYC), export/import laws, PCI/DSS data security standards, and taxation policies. They must also comply with the SLAs that they have committed to their customers. If they don't meet these requirements they can face serious fines, penalties and loss of business.
- Business processes are at the heart of what makes or breaks a business, as well as what differentiates it from the competition. Business processes that deliver operational efficiency, business visibility, and agility give an enterprise an edge by enabling it to conduct business in a cost-effective, dynamic way. As organizations strive for greater efficiency and effectiveness, they create or adapt technology to fill their needs. BPM, Social, and Mobile technologies are helping to drive a fundamental business transformation. Astute organizations are implementing these technologies to respond to today's multi-faceted business challenges and to take advantage of new opportunities.

Enabling Effective Customer Experiences

With the advent of social networks and mobile technology, companies not only need to focus on process efficiency but also on customer engagement. Customers demand to interact with companies via new types of social and mobile channels. They want to place their orders using mobile phones and tweet about their issues. Companies need to gear up to meet these expectations according to the customers' demands. Most companies are organized into departments such as Marketing, Sales, and Service. They might maintain prospect data in an SFA system, order information in an ERP system, and customer issues in a CRM system. In order to best serve the customers, organizations must pull information scattered across systems, include information from social networks and create a unified customer view. No matter what channel customers use, no matter what departments they contact, they get a consistent response from the company. BPM helps deliver these experiences and design customer experiences that integrate the underlining channels, systems, and applications to make sure that accurate, consistent information is delivered to the right people at the right time across any channel of interaction.



In addition to orchestrating systems and channels for consistency, BPM also enhances decision-making. By using data from both current and historical transactions, sales and service professionals can determine customer preferences, customer value, and churn propensity. When infused into the process and presented in the right context, this insight can enable knowledge workers to make timely suggestions, such as presenting a targeted offer, presenting a discount, or offering a troubleshooting tip based on experiences with similar customers. BPM in conjunction

with complex event processing (CEP) capabilities can “listen” for event patterns and identify customer issues as they arise (credit card stolen, baggage lost, change of address). Powered with this insight, systems can trigger alerts or invoke corrective processes immediately. Such abilities let customer service reps take action before routine issues snowball into disasters.

Learning from customers' past experiences, interactions and social conversations provides valuable insight that can be used to improve products, enhance customer-facing processes, and ultimately improve the overall customer experience. If customer experience is important for your business, make sure you have incorporated BPM as a part of your strategy to design, orchestrate and improve your customer-facing processes.

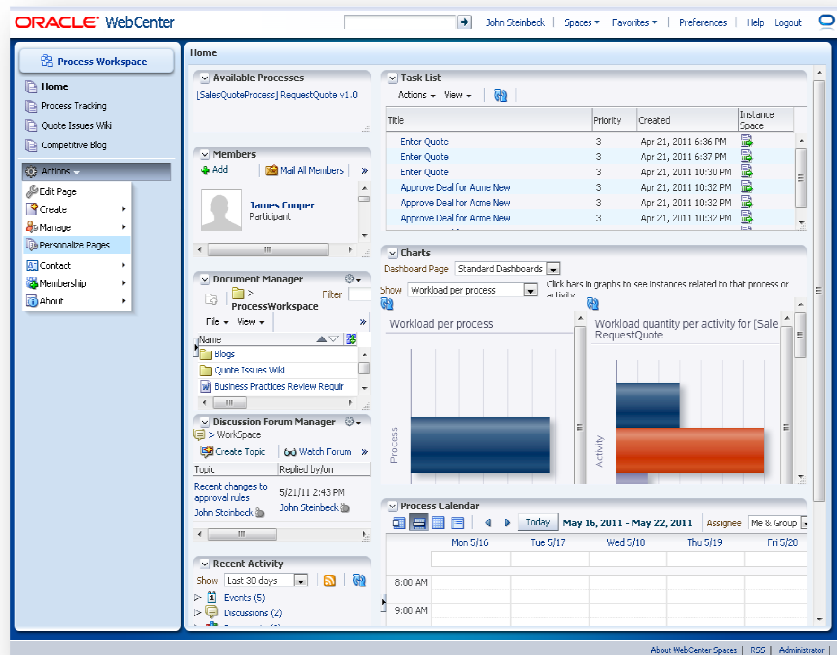
Enhancing Internal Efficiency for Knowledge Workers

BPM does a great job of unifying and providing information in the context of everyday tasks to help information systems function and help people be more productive. If information can be captured and included in a workflow, at the right step, then BPM can help drive efficient and informed decision-making. Many times, however, the information people need to complete their tasks is not readily

available from other systems, documents, or databases. This omission necessitates further collaboration among workers and subject matter experts to obtain that information.

While the majority of BPM implementations are focused on transactional business processes, BPM products are also starting to facilitate unstructured processes that are currently handled by e-mail, documents, and spreadsheets. In these highly dynamic and collaborative situations, BPM plays the role of

facilitator, delivering the technologies that allow end users to create their own dynamic teams and facilitating collaborations and social interactions within the process.



An example of this is Claims Management: Claims management represents a classic transactional workflow, yet it is laden with complex exception-handling backed by multiple policies and business rules. Typically, a claims process starts with a request or submission of a claim that is processed in a linear fashion to completion. Many times this represents a straight-through process—meaning it can be completed by routing information provided in the claim process design. However, in some cases, exceptions arise that require people to collaborate with subject matter experts and access specific knowledge to process the claim. A claims management system assigns a task to an individual claims worker with the expectation that the user will complete the task to advance the process. Social BPM tools allow organizations to structure this interplay between structured processes and unstructured collaboration, and allow the steps outside of a structured process to be tracked and enforced during the execution of a workflow.

The Importance of Content

Throughout enterprise business processes, unstructured information remains trapped within paper and electronic documents, requiring large amounts of time and significant cost to transfer data into back-end systems for it to be effectively utilized. Invoices, orders, freight bills, application forms and insurance claims are all examples of documents that need to be classified, separated and extracted – from time consuming opening and prepping in mailrooms, to costly inter-office shipping between departments, to error-prone data entry by clerks. As today’s organizations are constantly striving to cut costs and increase efficiencies, it’s no wonder that many are choosing to look at ways to automate document processing. From invoice and expense processing in accounting, to employee on-boarding and benefit enrolment in human resources, to contracts in the legal department and account opening in customer service, imaging has become a must-have technology that department managers are asking IT to invest in.

In order to address this, companies today are looking for a single tool to provide these different types of processes:

- Document centric processes: where the process is created for the sole purpose of managing the content, such as for mail-room automation.
- Supporting documents for a process: whether or not a process is document centric there is often a need to store content as part of a process. This could be a process which requires content to be provided (maybe some user ID as part of a bank loan approval process, or supporting evidence for an insurance claim), or where content creation is integral to the process itself (such as a speed camera photo triggering the issue of the speeding ticket).
- Application centric processes: many applications require the management of large volumes of supporting documents, such accounts payable application requiring the matching of purchase orders and received invoices.
- Workflow functionality: many organisations are requiring processes within the document creation itself, in order to provide workflow capabilities before a document is made generally available.

Irrespective of the above, the content linked to the process needs to be stored in a secure, highly performant content management system where it will be indexed and converted to other formats for reuse, and can be made available to other applications, and will allow enterprises to meet their regulatory compliance needs.

Bringing this all together – Adaptive Case Management

A case is generally a long lived, collaborative process. Processing of a case requires coordination of knowledge, content, correspondence and human tasks. Each case requires adherence to organizations rules and policies and regulatory requirements. These policies may be about entitlements, escalations, service level agreements or settlements. It is called adaptive because the path of process execution cannot be fully predefined and may have to adapt to the specific requirements of every case. Human judgment is required, at various milestones in the process, to determine the next step in the case processing. External events and case types may alter the processing during the time of execution.

Multi-Channel Imperative

The explosion of the mobile market has brought a shift to the way many companies do business. Organisations are having to adapt to new constraints such as bring your own device, and user driven demands. This has meant providing existing functionality on new devices, be they within the organisation, such as expense approval on the go, or outside of the organisation, such as self service banking. And it has also meant providing a host of new processes which didn't exist previously, such as the upload of photos to notify a utility company of an issue on their distribution network, to being able to interact with a nearby store. Being able to re-use existing processes and user interface components, as well as being able to re-use the same tools to create mobile enablement functionality is key for organisations making this transition.

Oracle Solutions for Converged Efficiency

As we've seen above, managing complex interactions and unstructured activities in today's evolving business landscape, and coordinating them with business processes, is becoming increasingly critical to organizational performance and delivering right customer experience. The best way to facilitate these capabilities is not only through a unified BPM suite, but more importantly the integration of a

BPM solution with rich user experience and content management capabilities. Common components within different modules which integrate out of the box include process designer and analysis, mobile and web interfaces, business rules, integration services, and task management portal with social collaboration. Taken together, these tools create a collaborative environment that helps organizations to complete complex tasks.

Oracle helps enterprises achieve all the benefits of better-managed processes by delivering unified, industry-leading products for business process management and related tasks. These unified products span modeling tools for business analysts, developer tools for system integration, business activity monitoring, dashboards, and user interaction for process participants and other user experience management needs.

Oracle Business Process Management Suite

Oracle Business Process Management (BPM) Suite makes it easy for business managers, business analysts, and developers to create new business processes and improve existing ones. It is ideal for modeling, simulating, executing, and optimizing business processes across divisions, systems, and applications. Oracle Business Process Management Suite is the industry's most complete and unified BPM solution. It delivers immediate and impactful ROI, driving enhanced customer service and operational excellence, and providing business value to service-oriented architectures.

Oracle WebCenter

Oracle WebCenter brings together a complete portfolio of portal, web experience management, content management, social, and collaboration technologies in a single product suite. It helps people work together more efficiently through contextual collaboration tools that optimize connections between people, information, and applications and ensures that users have access to the right information in the context of the business process in which they are engaged. Oracle WebCenter also helps organizations deliver contextual and targeted Web experiences to users and enables employees to access information and applications through intuitive and device agnostic portals, composite applications, and mash-ups.

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