Ovum Industry Congress 2014

BPM WORKSHOP

Bridging the gap between IT and Business through BPM

Steve Long– Bizagi

Martin Stepanek – Generali PFF Holding

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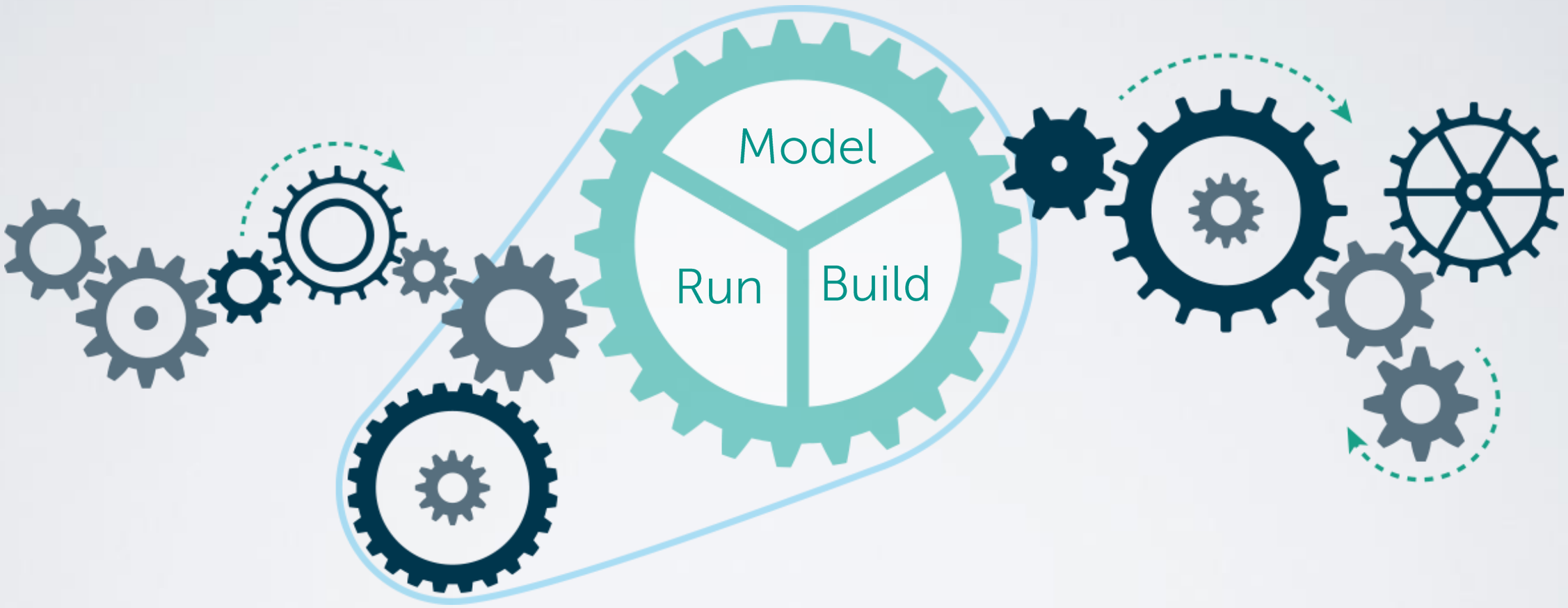
Business Process Management

Business Collaboration Platform



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Bizagi

For a smooth and safe BPM journey

2.5M
Downloads

5000
Processes

20M
Users

$10Bn
Transactions

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Bizagi

350+ customers globally

AIRFRANCE

BAE SYSTEMS

adidas

OLD MUTUAL

MARS canada inc.

BNP PARIBAS

AGFIRST FARM CREDIT BANK

Santander

GENERALI

ABENGOA

Telefonica

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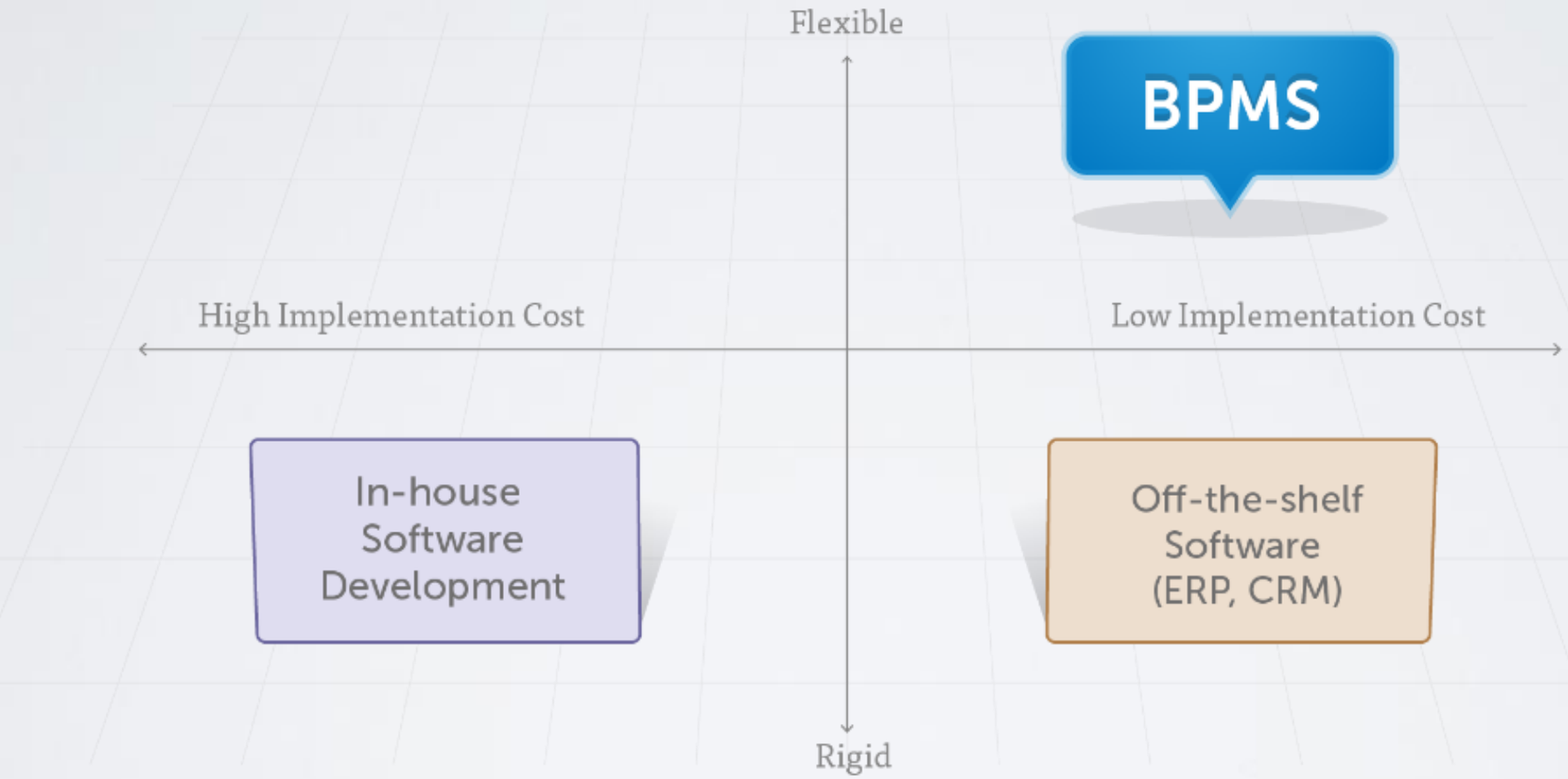
Business agility through software

Is BPM the answer?



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Business Collaboration Platform

Business

Profit, lean, customer centric, ROI

IT

XML, HTML5, CSS3, Enterprise architecture

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How To Scale For Success

Start Small

- ✓ Start with high impact
- ✓ Demonstrate fast results
- ✓ Early results can engage others

Think Big

- ✓ Align to business goals
- ✓ Engage business and IT
- ✓ Drive business change

Scale Fast

- ✓ Keep Momentum
- ✓ Bizagi means reuse and speed
- ✓ Productivity gains

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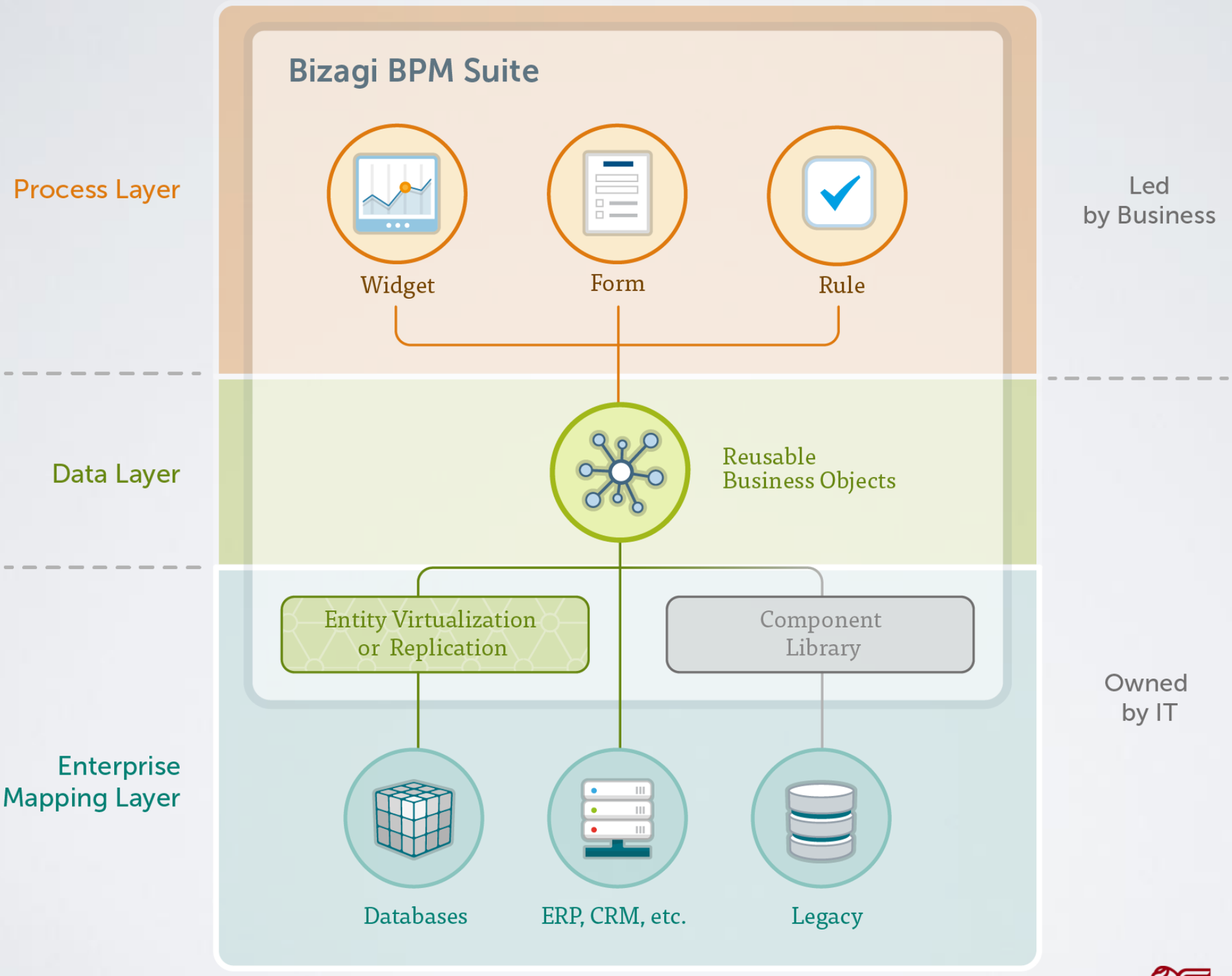
Agile technology



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Bizagi BPM Suite

Demonstration

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Modeler

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Studio

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Engine

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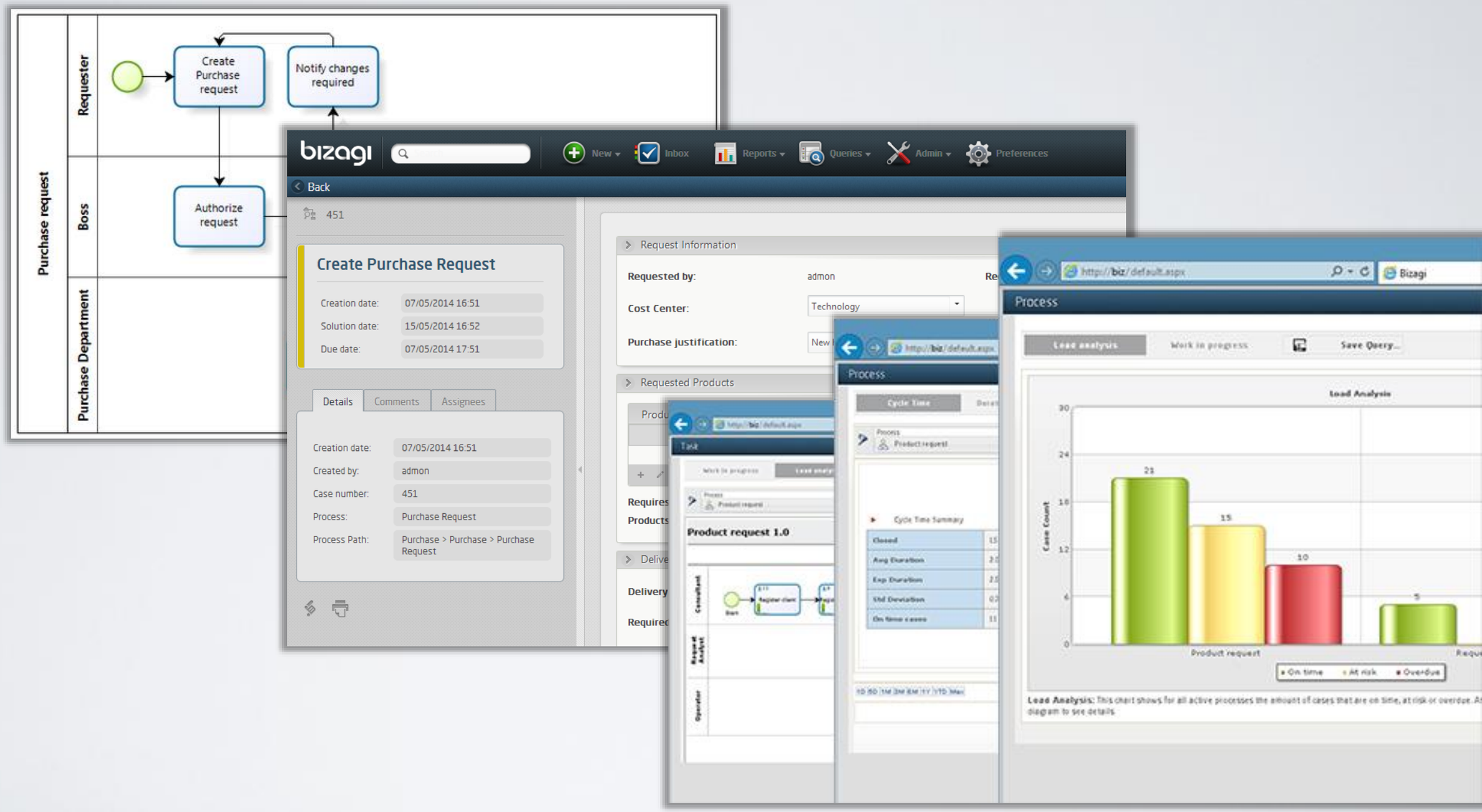
Business & IT Collaboration



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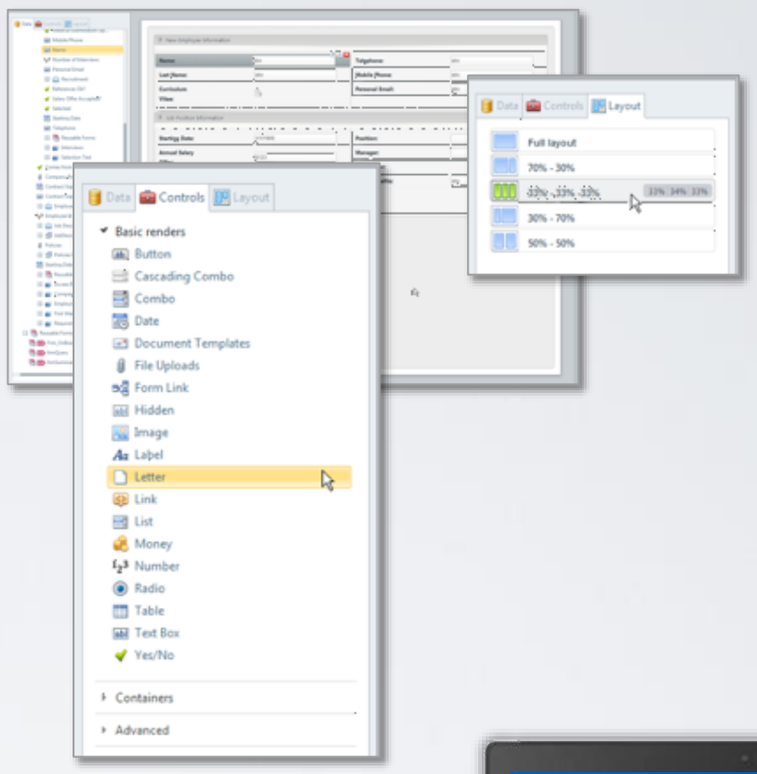
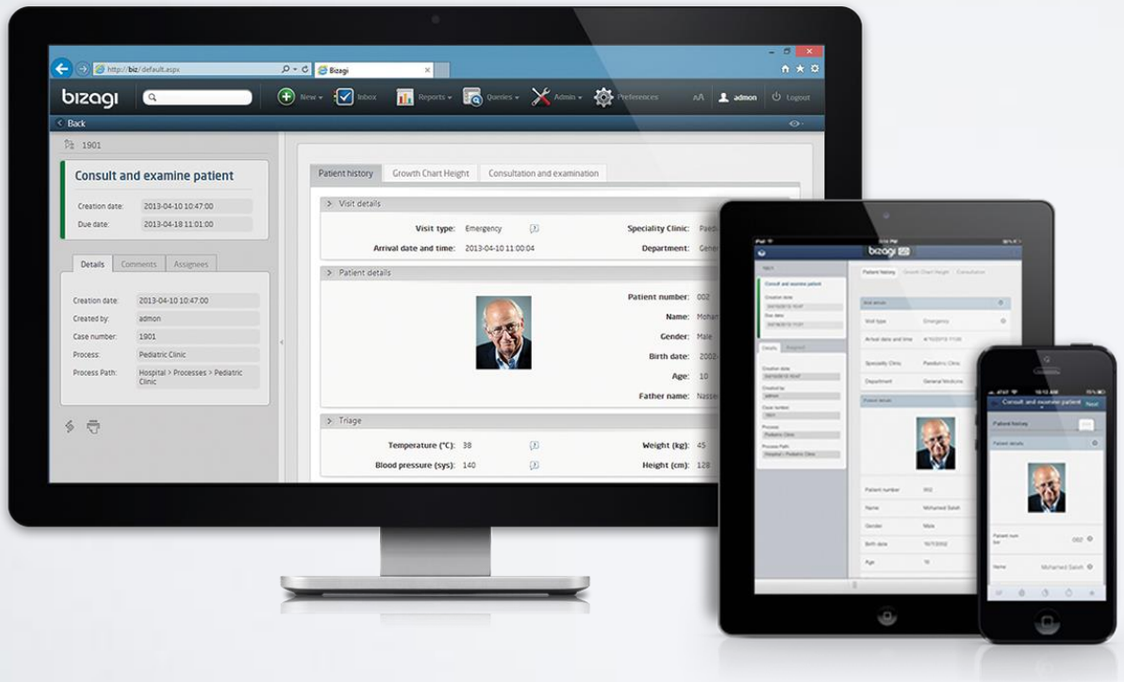
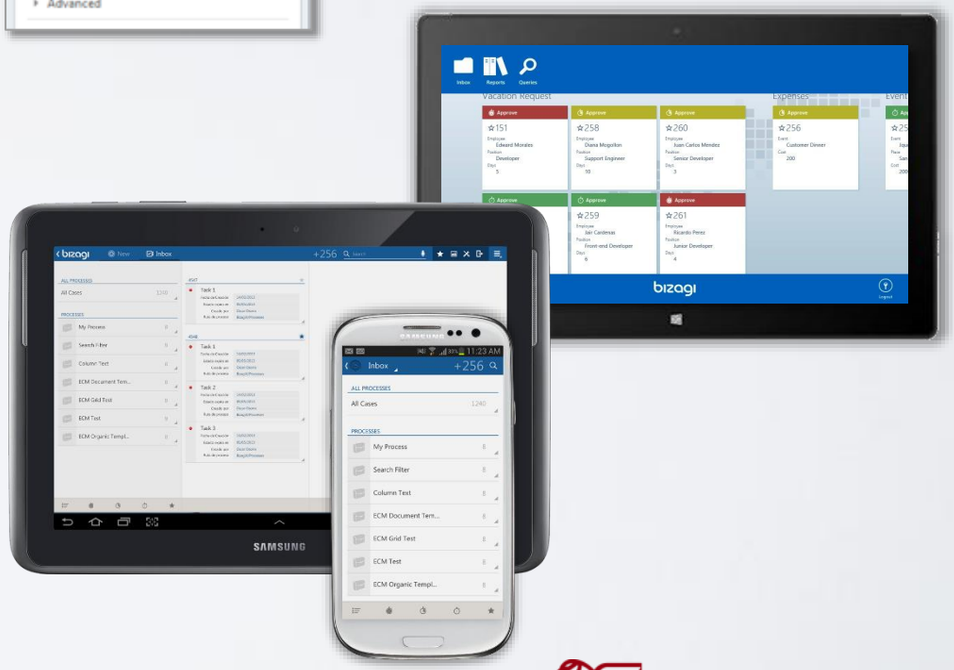
Model once, run anywhere







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The problems we solve

Time to Market

Mars
700%

BBVA
40%

Productivity and Quality

Saudi Hospital
60% - 80%

Operational efficiency

Infocaja
80%

Adidas
60%

Customer Service

Generali
300%

PSMMC
50%

Development costs

In-house
10%

Competitors
20-30%

Compliance

Colombian government

BBVA

Abengoa

NO METRIC
NO PROJECT

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BPM WORKSHOP

Generali PPF Holding Experience

Automating underwriting processes across multiple countries, companies and languages

Martin Stepanek – Generali

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Generali PPF Holding

Leading **insurance group** in Central and Eastern Europe.

It provides know-how & a professional and operational base for its insurance companies in **10 countries**.

In 2012 total premium income amounted to **€3.5 billion**.

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BPM Project Objective

To support

the most complex insurance process

in a ***multi-company***

and ***multi-language*** *environment*

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Areas for improvement

Process Management
Document Management
Improve Working Environment
Measure Business Performance
Measure Process Performance

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Project roadmap

2010 – Solution selection
2011 – Delivery of 1st version
2012 – Coming life
2013 – Maturing
2014 – Full policy administration

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Corporate Insurance Process

a brief background

- Register request
- Prepare quote
- Authorise quote
- Issue quote
- Issue policy
- Endorse policy
- Legacy system integration
- Pipeline management
- Reports and queries

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BPM WORKSHOP

51 processes delivered with

711 process elements in total

in 4 countries

Generali Czech Republic
Generali Slovakia
Generali Poland
Generali Hungary

deployed in

5 languages

Czech, Polish, Hungarian,
Slovakian, English

2,299
forms

438 entities

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Benefits & ROI delivered

- Simple and easy to understand reporting of business portfolio for users
- Quote preparation reduced up to **60%**
- Standardized Quote PDF Layout
- **50%** savings in IT costs

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Lessons learnt

- **BPM** and **BPMN** capture most of the business logic including **Case Management.**
- It is better to build several **tailor-made processes** compared to one general process.
- It is better to build more **specialised user forms** compared to one general form.

BPM WORKSHOP

Lessons learnt

- Business Complexity can be much better managed using **Agile approach** compared to traditional Waterfall methodologies.
- **Integrated Data Model** is the Anchor for processes – Data is shared, Processes are dedicated.
- **Business People active participation is crucial** for project success.

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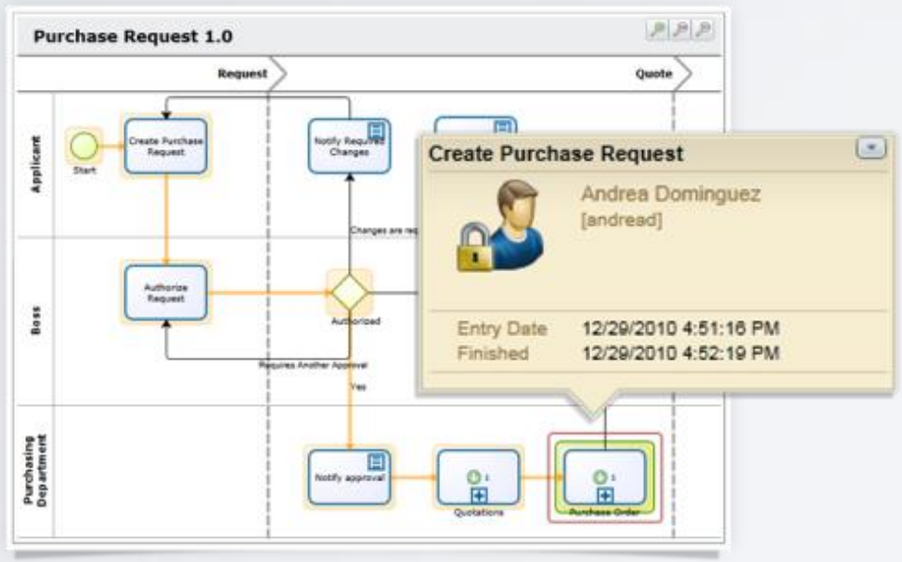
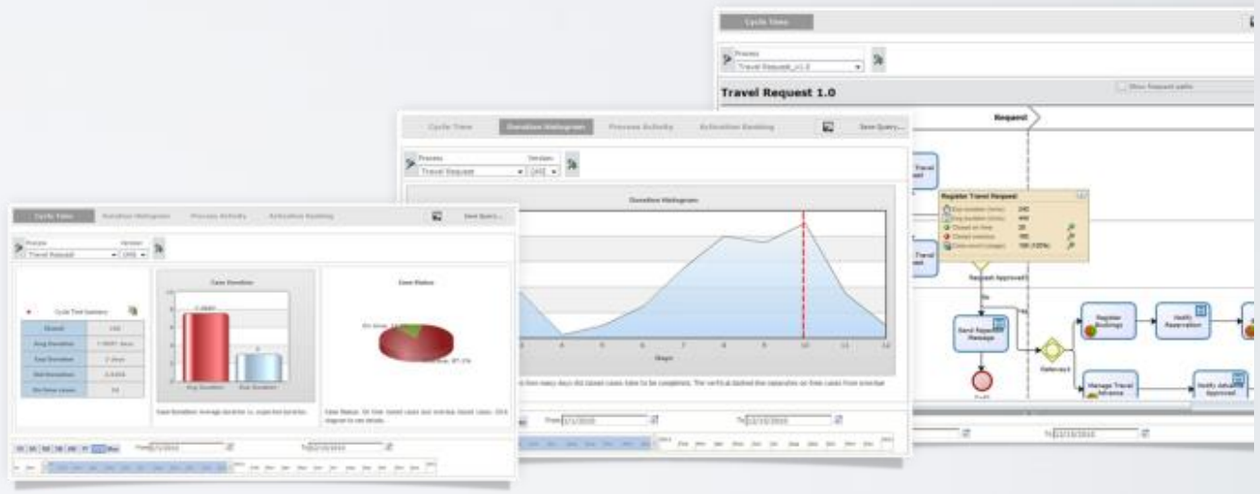
State of the Art BPM is available

GPH Corporate Risks Application supports
whole Products and Processes Lifecycle





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Puccini BPM Features and Capabilities

- Processes are defined & documented
- Control & visibility
- Alarms & notifications
- Performance analysis & reporting
- Auditing & traceability
- Workload routing & balancing
- Business rules

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Puccini BPM Features and Capabilities

- Out-of-the-box web portal
- Process versioning
- Seamless deployment
- Data Modeling within the BPM Suite
- Enterprise class
- System integration

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