



Process and Risk Management

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Speaker Information



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MONITOR



WATCHING THE WORLD.
ANTICIPATING THE FUTURE.

PROTECT



ASSESSING AND COMMUNICATING
RISK ACROSS THE GLOBAL
ENTERPRISE.

RESPOND



GLOBAL EMERGENCY RESPONSE
SERVICES, ALWAYS AVAILABLE, ON
DEMAND.



The Business World is Tough



- **Economies are fragile – new demographics and emerging products/services create new economies, but the richer the “environment of economies,” the more likely we are to see a market come and go.**
- **Competition is fierce – the day of a single dominant player in any market is fast disappearing; 20 years ago one could legitimately say that they were the very best, with no exceptions, in a particular market – that day is long gone.**
- **Cries for higher margins are getting louder and louder**
- **External control requirements – compliance and liability are now a prime force in the way companies must operate.**



Address the Challenges



- **Become more efficient – make what you do/make cost less and be better**
- **Become more agile – respond to competition with new approaches, new products/services; differentiate existing products/services**
- **Increase visibility and control across the enterprise**
- **Improve – improvement must be a cultural mindset**
- **Yadda, yadda yadda ...**

PROTECTING YOUR EMPLOYEES
AND ASSETS AROUND THE GLOBE.



So ... How to Become More ...



... efficient and agile and profitable and accountable and ...

?

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~~**Business Activity = a collection of functional touch points (marketing, sales, product development, operations)**~~

Business Activity = a self-contained, long-lived, multi-step processes that cross functional and organization boundaries

Case Study Business Problem 1: Opposing Business Objectives



**Two business objectives that have,
traditionally, been diametrically opposed:**

The Human Factor

**Objective, accurate, and
targeted intelligence**

=

**HUMINT
(Human Intelligence)**

VS.

**Requirement to beat the
major newswires with
breaking intelligence**

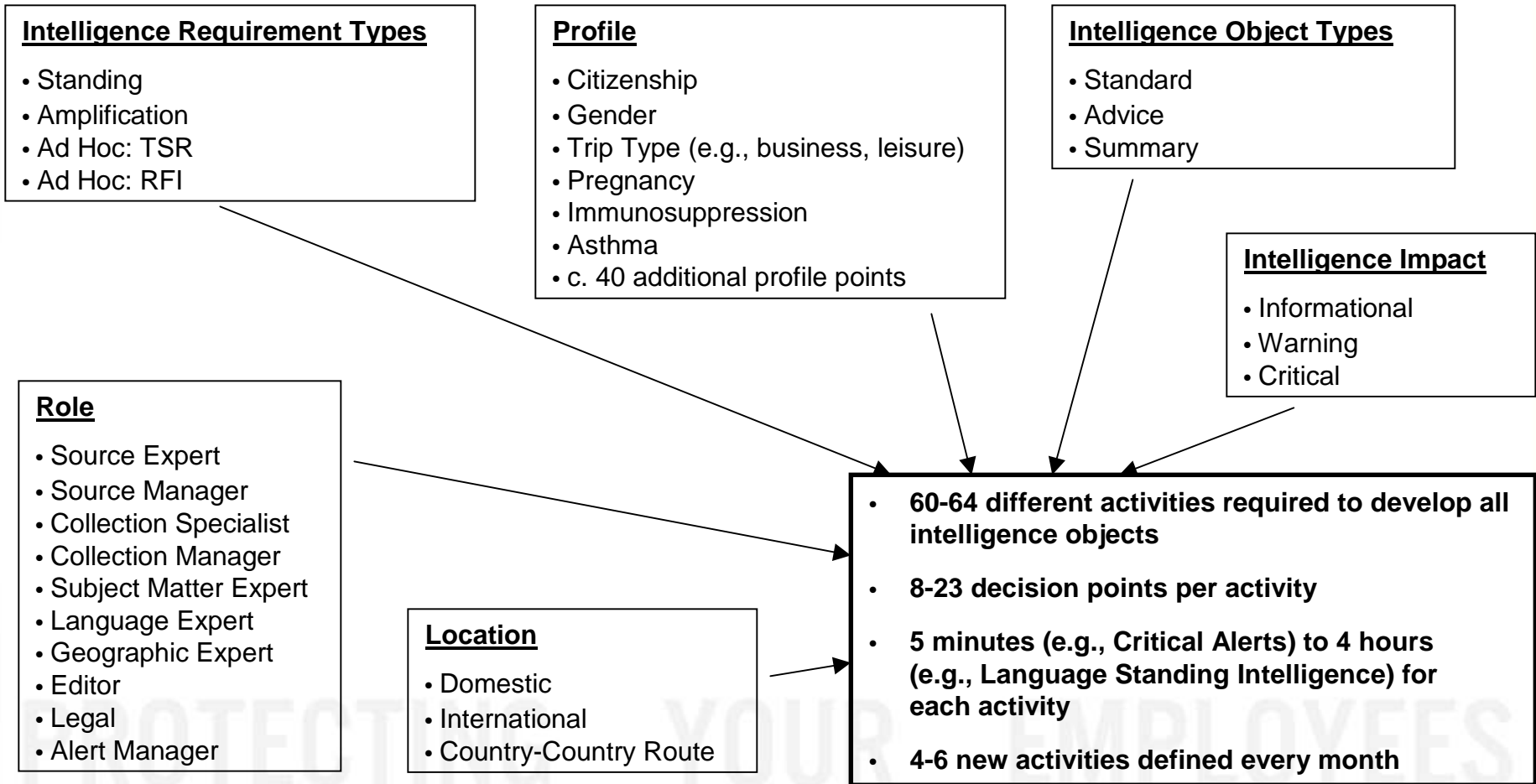
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**Timely and multi-modal
distribution of intelligence**

The Speed Factor



Case Study Business Problem 1: Complexity of the HUMINT Process



Case Study Business Solution 1: Automation



- **Initial studies were done to understand the time required for typical intelligence processes. These varied from several hours to several days – clearly much longer than the required 5 minutes to 4 hours.**
- **Clearly, then, effectively automating the very complex HUMINT process is not only a primary success factor for iJET (and any intelligence system), but is an absolute requirement.**
- **ROI:**
 - **Up to 2,000% increase in HUMINT intelligence efficiency**
 - **Significant increases in quality and traceability**

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Case Study Business Solution 1: Case Solved?



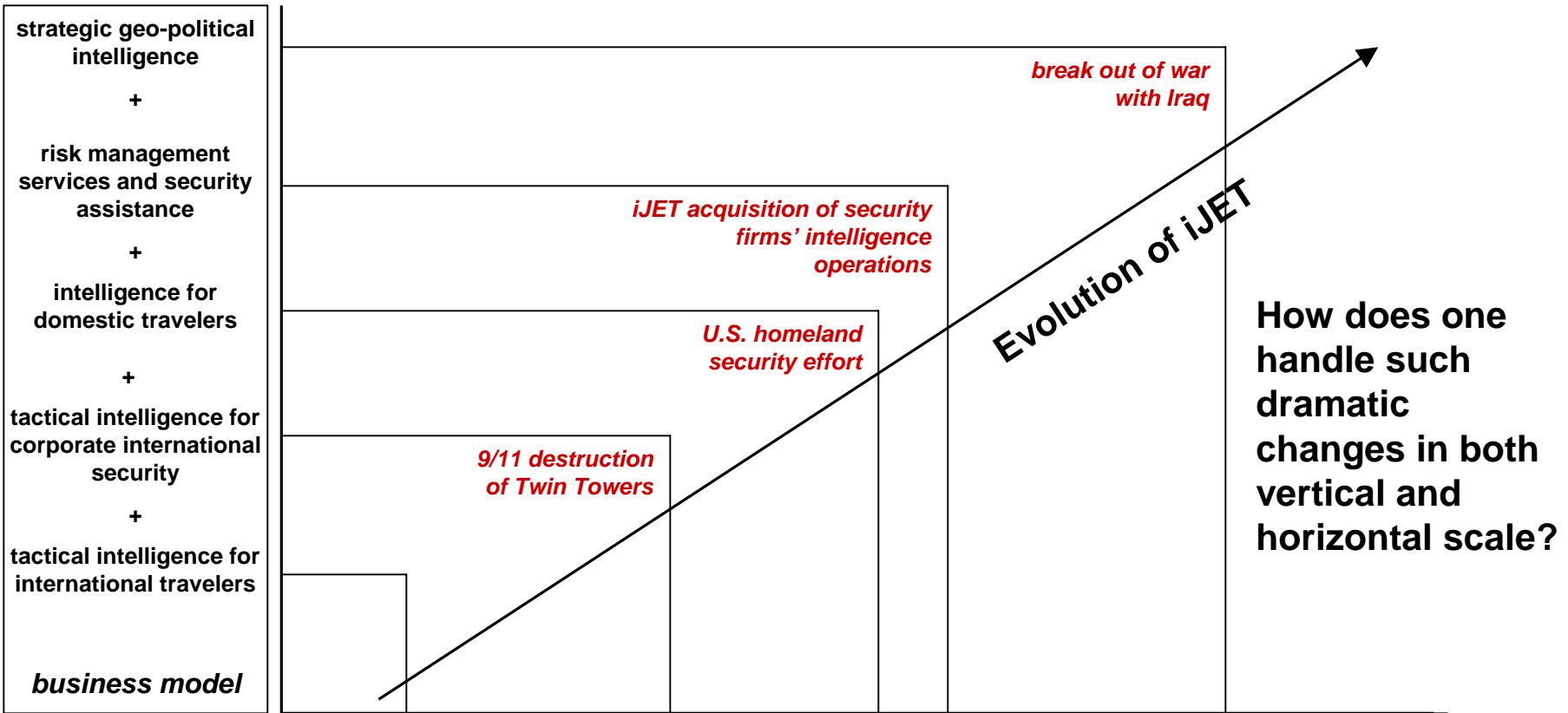
What did automation do to the bottom line?

ALMOST NOTHING

- **Product Management had no better insight into intelligence requirements, thereby being no better at defining products.**
- **Sales had no better metrics on efficiency and quality, thereby having no additional numbers to contrast against competitors during the sales cycle.**
- **Operations had no better sense of bottle-necks in the process.**
- **HR had no better sense of under-performing individuals, thereby no sense of training requirements.**
- **And on and on**



Business Problem 2: Growth and Agility



# customers	10	60	300	400
customer type	travel agencies	+ multinationals w/business travelers	+ multinationals w/expatriates and facilities	+ government agencies



Case Study Business Solution 2: SOA (Service Oriented Architecture)



- **An Enterprise Service Bus (ESB) was developed to easily integrate data from dozens of partners.**
- **Web services were implemented, allowing partners and customers to access iJET services quickly and easily.**
- **A portal architecture was implemented to quickly and easily create new products/services for new (and future) customers.**
- **ROI:**
 - **New products can now be implemented in days/weeks instead of weeks/months**
 - **Sales can create new products/services for customers without getting bogged down in the product development process.**



Case Study Business Solution 2: Case Solved?



What did SOA do to the bottom line?

ALMOST NOTHING

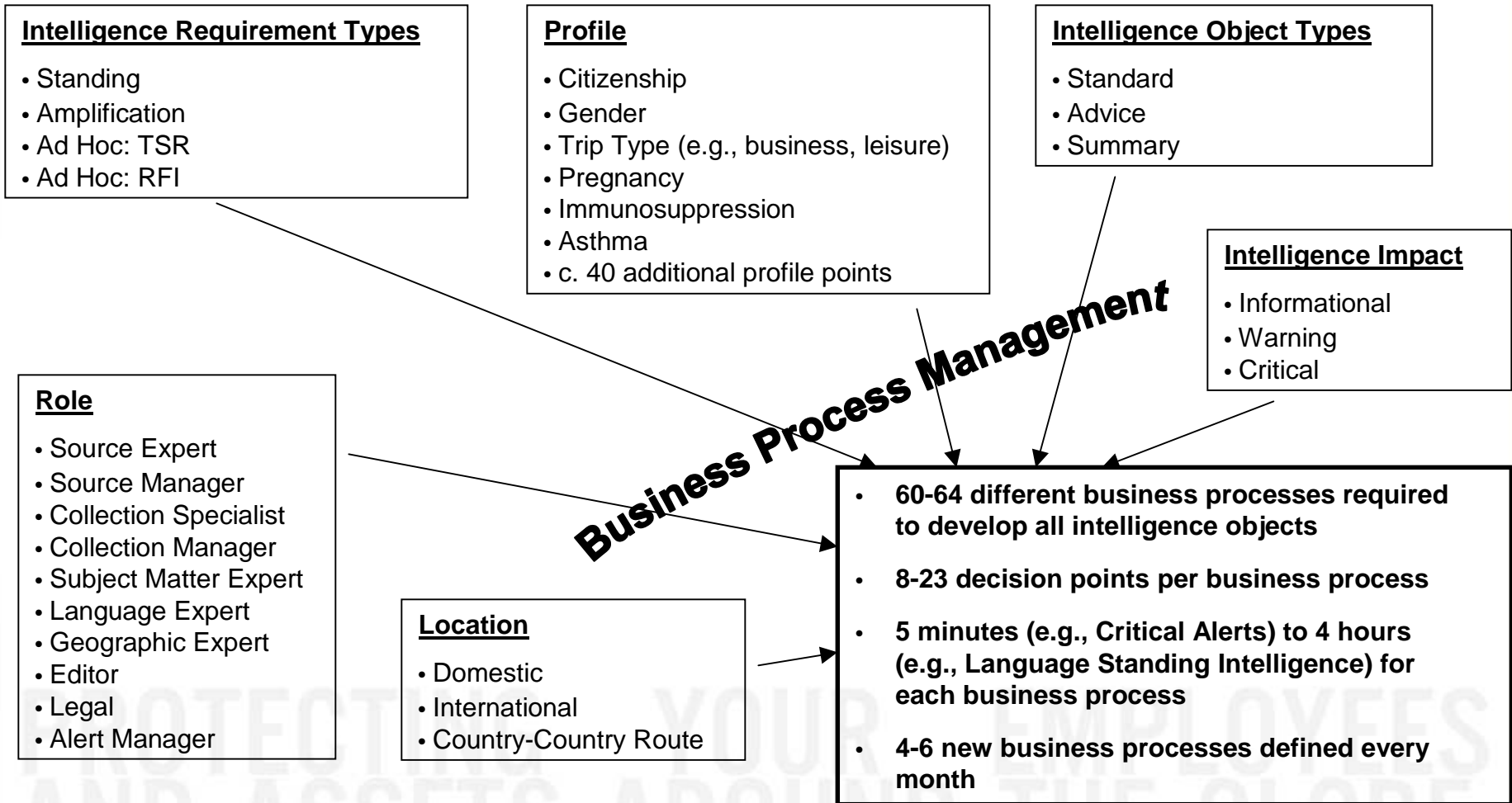
- **Marketing had no better insight the way customers were using iJET products/services.**
- **Client Services had no better direction on cross-selling opportunities.**
- **Sales had no better sense of potential upsell situations.**
- **Accounts Receivable had no better insight into service usage for accurate billing.**
- **And on and on**



- 1. Technology is not BPM.**
- 2. BPM is effective only if it is implemented on an enterprise and cross-organizational scope.**

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Case Study Business Problem 1: Revisited



Case Study Business Solution 1: Case Solved!



What did the application of automation *IN THE CONTEXT OF THE ENTERPRISE* do to the bottom line?

ALMOST EVERYTHING

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Case Study Business Solution 1:

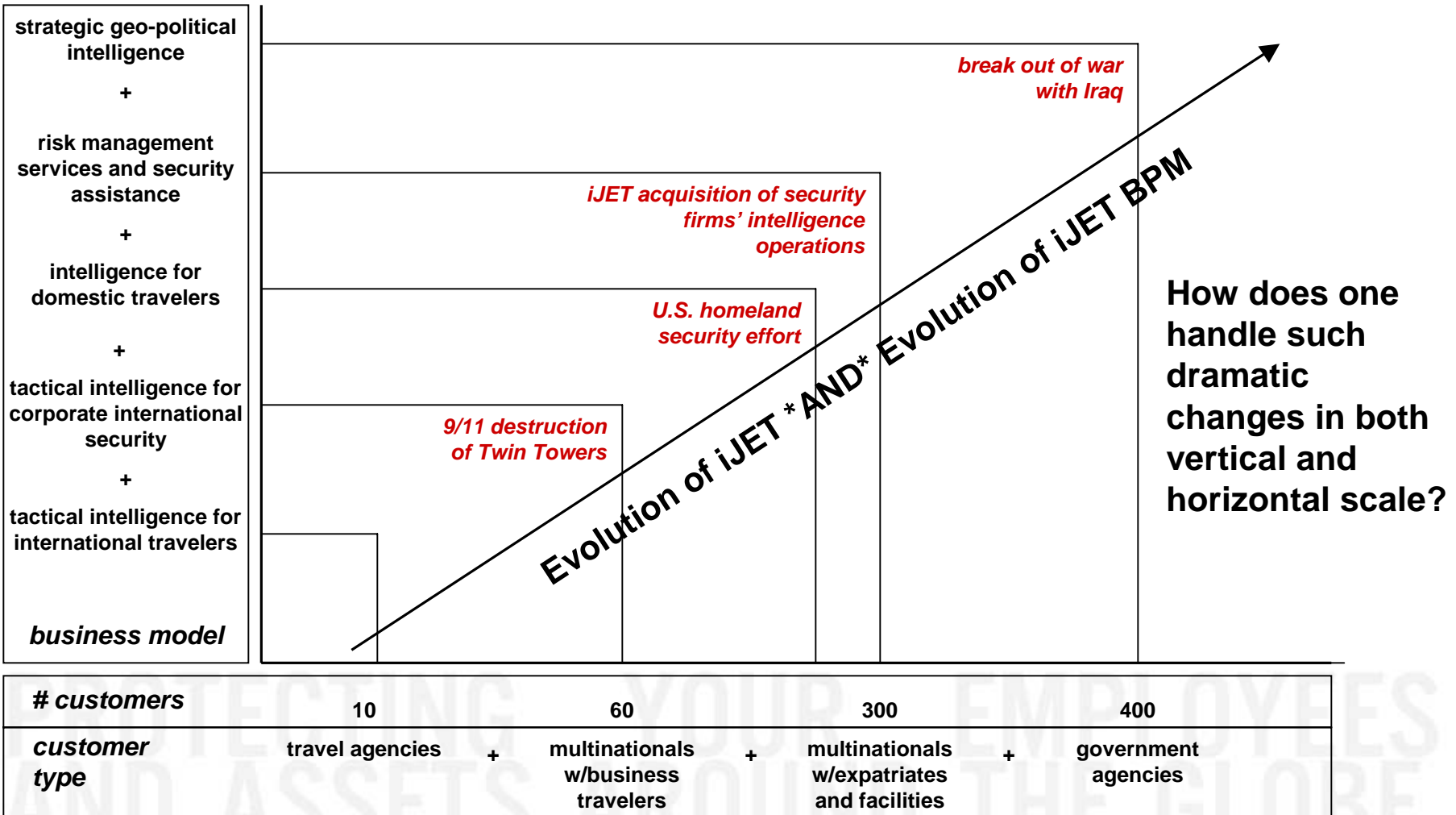
Case Solved!



- **As intelligence requirements were received, they were fed to Product Management, thereby gaining much insight into defining new products.**
- **Intelligence creation metrics were automatically fed into back office systems, providing Sales with competitive metrics.**
- **Process flow temporals were fed to back office systems, providing Operations key metrics for identifying bottle-necks in both quality and speed, thereby creating opportunities for further optimization.**
- **Quality and speed metrics were fed into HR systems so that the performance of each individual was quantifiable; tailored training programs were developed for under-performing individuals.**
- **And on and on**



Case Study Business Problem 2: Revisited



Case Study Business Solution 2: Case Solved!



**What did the application of a service oriented architecture (SOA)
IN THE CONTEXT OF THE ENTERPRISE do to the bottom line?**

ALMOST EVERYTHING

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Case Study Business Solution 2:

Case Solved!



- **The process of ad hoc product/service creation was codified and accessible to Marketing for detailed analysis and understanding of how iJET projects/services were being used.**
- **Client Services could analyze product usage very easily, thus providing a springboard for cross-selling.**
- **Sales could analyze product usage and the process of ad hoc product/service creation, easily identifying upsell opportunities.**
- **Accounts Receivable had great visibility into transactions and general usage, using logfile feeds as a direct input to billing systems.**
- **And on and on**

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Technology is not BPM.

**BPM is effective only if it is
implemented on an enterprise
and cross-organizational
scope.**

Thank You



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