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WEBMETHODS
DYNAMIC APPS

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YOUR DIGITAL BUSINESS PLATFORM
TO STAND OUT IN THE DIGITAL WORLD

DIGITAL BUSINESS PLATFORM

BUSINESS & IT TRANSFORMATION

Business Process Analysis

Governance, Risk & Compliance

IT Portfolio Management

Enterprise Architecture Management

powered by
ARIS & ALFABET

ANALYTICS & DECISIONS
Streaming Analytics & Artificial Intelligence
In-memory Data

powered by
TERRACOTTA & APAMA

PROCESS & APPLICATIONS
Dynamic Process Automation
Low-Code Applications

powered by
WEBMETHODS

INTEGRATION & API
Hybrid Integration
API Management

powered by
WEBMETHODS

DEVICES
Device Integration
Device Management

powered by
CUMULOCITY

INTERNET OF THINGS

CLOUD

HYBRID

ON PREMISE

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DIGITAL BUSINESS PLATFORM
DIGITAL CAPABILITIES

BUSINESS & IT TRANSFORMATION

- Business strategy & planning
- Customer journeys
- Design & analysis
- Risk & compliance management
- Portfolio management
- Enterprise architecture
- Process analytics

ANALYTICS & DECISIONS

Streaming analytics	Machine learning	Predictive analytics	Alerts & actions
Visual analytics	In-Memory store & compute	Distributed caching	Pattern matching	Event routing & persistence

PROCESS & APPLICATIONS

Dynamic orchestration	Process automation	Case management	Robotic process automation
Low code app development	Mobile enablement	Task & work management	Rules management	Content management

INTEGRATION & API

Application integration	Cloud & Big Data integration	Messaging	Mainframe & data integration
API gateway	API portal	API & service catalog	Master data management	B2B & managed file transfer

DEVICES

Device management	Device agents	Device connectivity	Edge services

INTERNET OF THINGS

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CUSTOMER EXPERIENCE AND OPERATIONAL EFFICIENCY
THE WAY TO DIFFERENTIATE IN DIGITAL AGE

EXCELLENT

"The path to digital transformation goes through **user experience**. The **closer users get to the processes, the faster and more efficient they become**, and the more user satisfaction goes up. To get there, these systems must meet the users on their terms with **consumer-like experiences across all channels.**"

Source: "Traditional BPM Gives Way To Digital Process Automation, February 2017, Forrester.")

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IMPROVING EXPERIENCE
USE CASES ALONG THE CUSTOMER JOURNEY

CUSTOMER ONBOARDING

- First impressions last
- Fast and efficient onboarding of customers can become one of the main differentiators of your business

- **52% of companies are reengineering their onboarding process to better support digital technologies[1]**

CUSTOMER SERVICE

- Significant impact on customer`s perception of the company
- Best opportunity to better satisfy and retain customers

- **64% of companies are reengineering their customer service to better support digital technologies[2]**

WORK MANAGEMENT

- Increasing number of workforce is closer to the customer
- The right tools can significantly increase productivity and efficiency

- **72% of total U.S. workforce is working outside the office by 2020[3]**

[1, 2] "Vendor Landscape: BPM Platforms For Digital Automation, February 2017, Forrester."
[3] http://www.businesswire.com/news/home/20150623005073/en/IDC-Forecasts-U.S.-Mobile-Worker-Population-Surpass

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CUSTOMER EXPERIENCE AND OPERATIONAL EFFICIENCY
THE WAY TO DIFFERENTIATE IN DIGITAL AGE
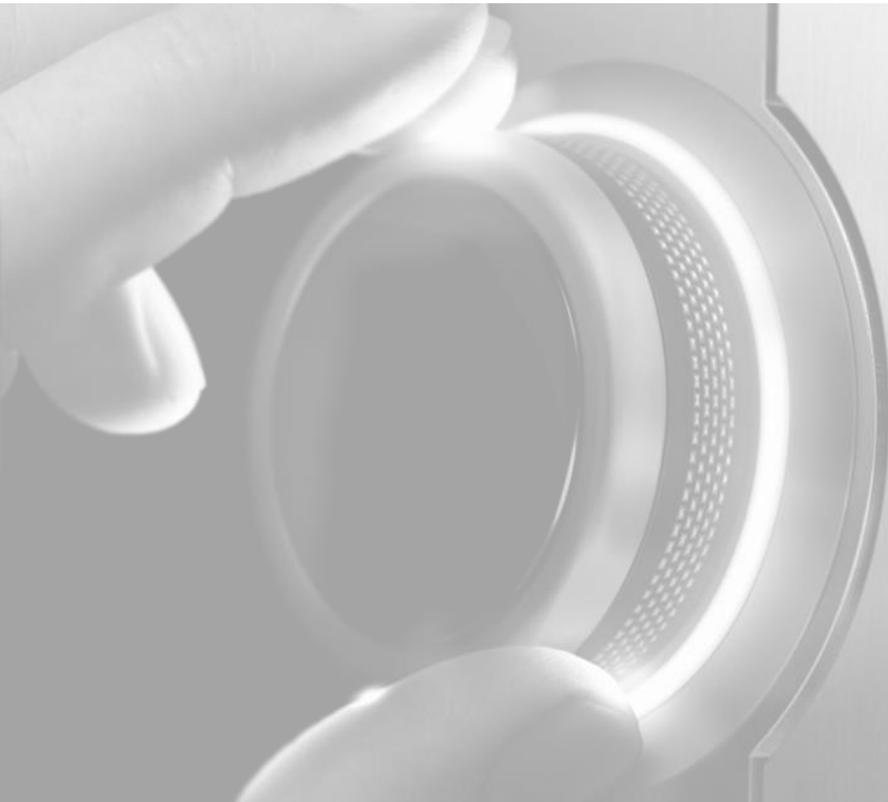
EXCELLENT

HOW TO GET THERE?

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TOP CHALLENGES
FOR BUILDING APPS

**1** How to CREATE and CHANGE apps efficiently?

2 How to support different WORK SCENARIOS and DEVELOPMENT approaches with ONE platform?

3 How to INTEGRATE with other systems and ANALYZE operations in real-time?

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CREATE AND CHANGE BUSINESS APPS
QUICK ENOUGH TO MEET BUSINESS NEEDS

Assemble

Execute

Monitor

Optimize
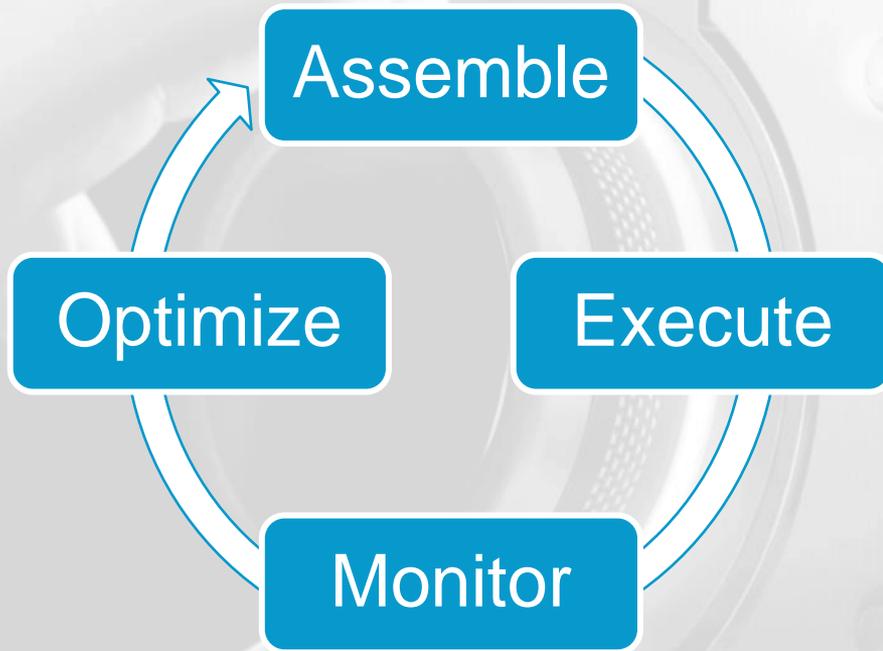
Quickly start using
out-of-the-box user interfaces

Rapidly create prototypes
using low-code development

Create enterprise-grade apps
and implement changes easily

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SUPPORT DIFFERENT DEVELOPMENT APPROACHES
AND LEVERAGE SYNERGIES BETWEEN THEM

Systems of record (move slow)
- Known requirements
- Stable system or record
- Traditional, systematic application development
- Programming

Innovation and differentiation (fast)
- Shifting requirements
- Experimental prototypes
- Agile application development
- Configuration

Stable infrastructure →

Services and APIs →

← Proven Prototypes

← DevOps Methodologies

IT Developer

Subject matter expert

IT Developer

← IT Driven

Low-Code →

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SUPPORT DIVERSE WORK PATTERNS
WITH ONE PLATFORM

PROCESS AUTOMATION

EXAMPLE:
ORDER TO CASH

WORKFLOW APPS

EXAMPLE:
REVIEW & APPROVALS

DYNAMIC CASE APPS

EXAMPLE:
COMPLAINTS MANAGEMENT

Structured

Dynamic

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MONITOR AND MANAGE
WITH PREDICTIVE ANALYTICS

PREDICTIVE, ACTIONABLE ANALYTICS

ANALYTICS   ALERTS   PREDICTIONS   ACTIONS

MONITOR   DECIDE   ACT

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NO APP IS A SILO
INTEGRATE WITH ECOSYSTEM OF LEGACY APPS, DATA AND THINGS

Easy-to-use tools: **configure** vs code

Reuse your existing investments

CONNECT
your ecosystem

Partners

Cloud/ (web) Apps

Packaged Applications

Databases

Mainframes

Application Servers

Things

Access and visibility from **anywhere**

Secure connectivity between cloud and on-premises

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DYNAMIC APPS PLATFORM
EASILY DEVELOP AND RUN PROCESS AND CASE APPS

Structured

IT-Driven

Standardized

Dynamic

Low-Code

Differentiating

WEBMETHODS
Dynamic Apps

DEVELOPMENT
- Visual Forms
- Coded App Logic
- Services & Events
- API Enabled

CHANNELS
- Web
- Mobile
- IoT
- Social

ORCHESTRATION
- Process
- Tasks
- Rules
- Case

ANALYTICS
- Discovery
- Operational
- Predictive

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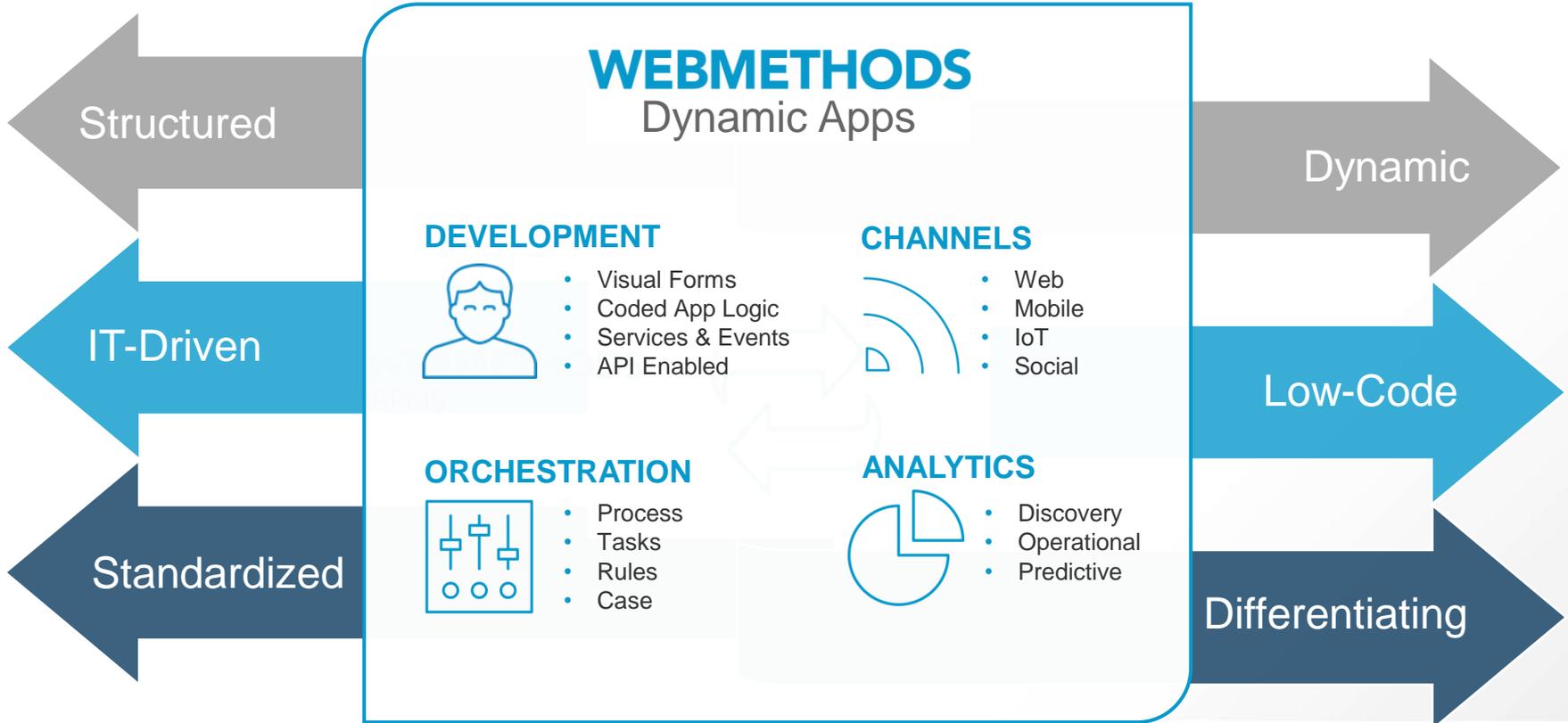
DEVELOP BUSINESS APPS
BY CONFIGURING AND CODING (LOW- AND HIGH-CODE)
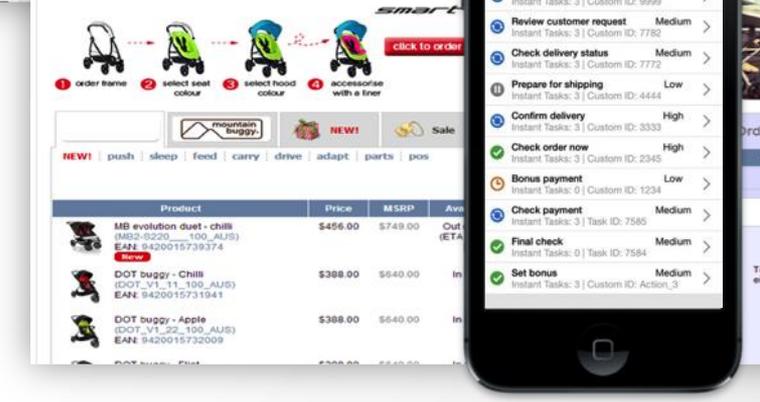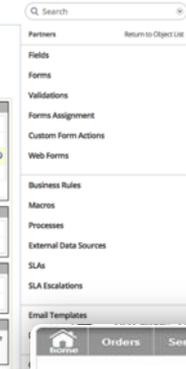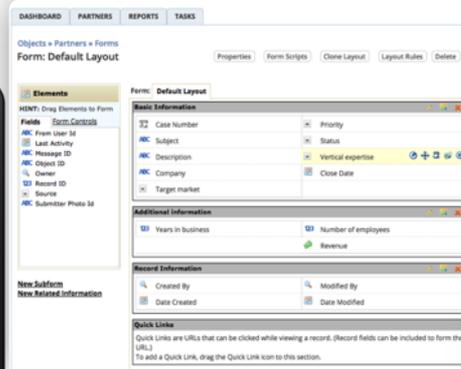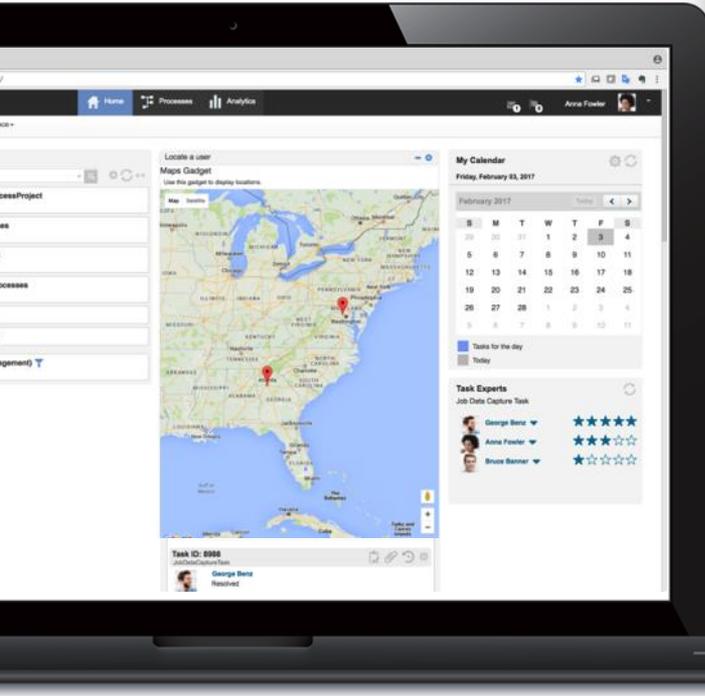
ORCHESTRATE YOUR BUSINESS
PROCESSES, CASES, TASKS, RULES
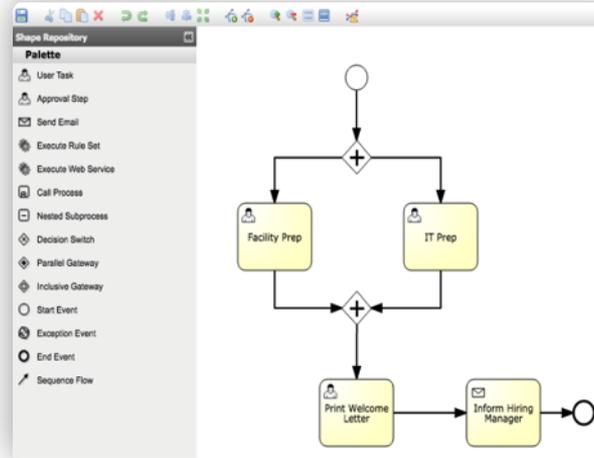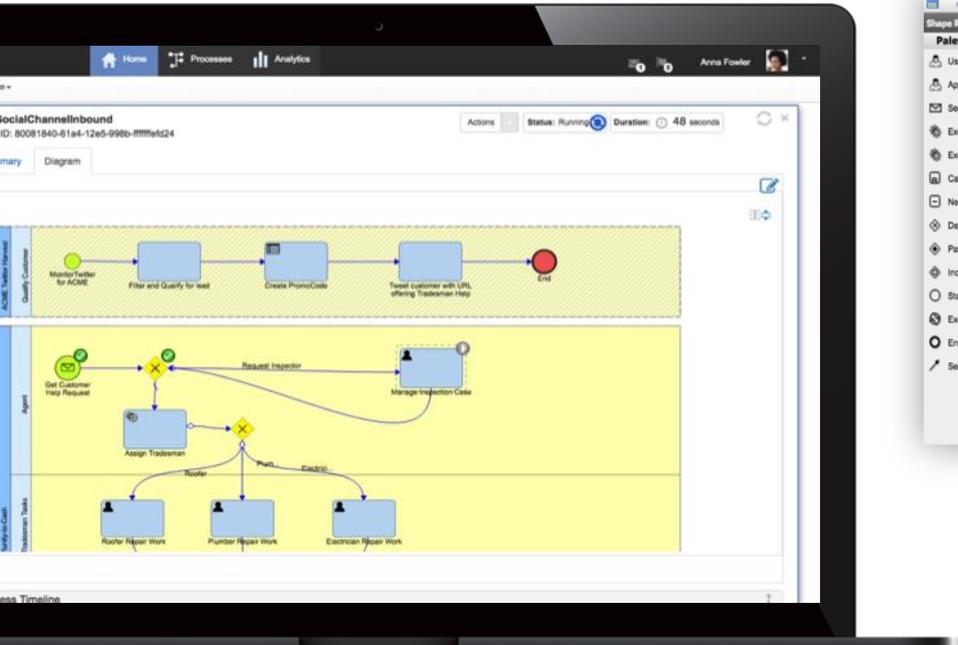
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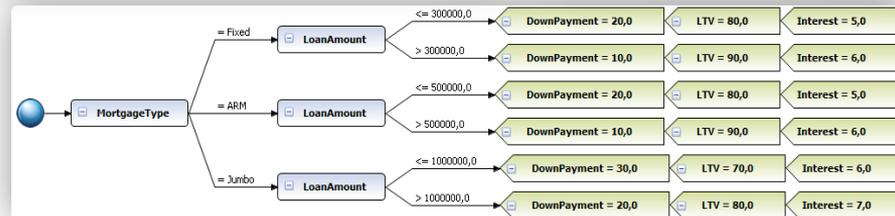
ANALYZE, EXPLORE, MANAGE
WITH ACTIONABLE REAL-TIME ANALYTICS
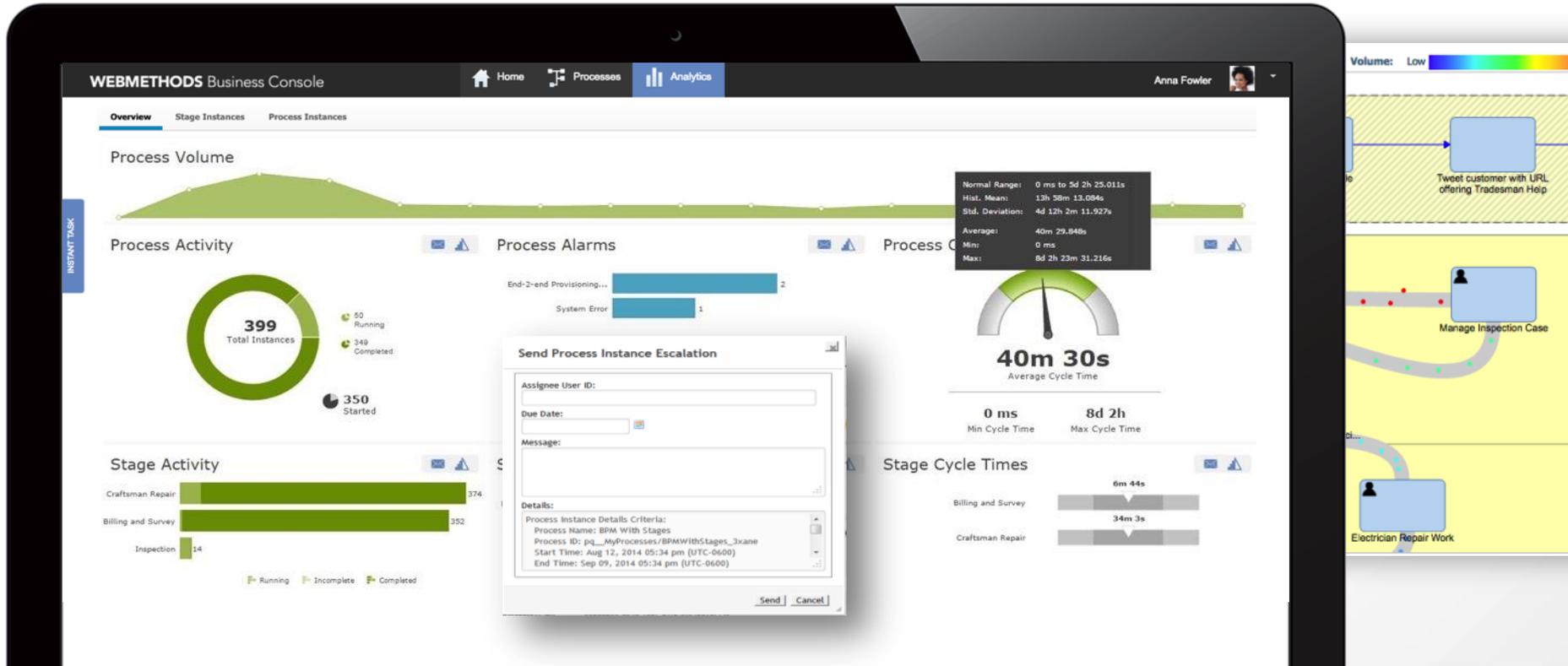
STAY PRODUCTIVE ANYWHERE, ANYTIME
WITH MOBILE APP FOR TASK MANAGEMENT
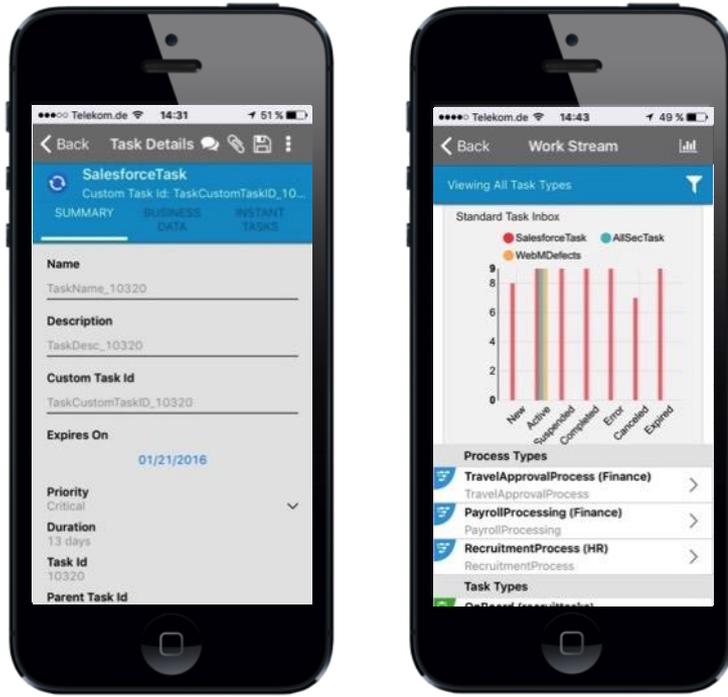
- **Task management**
  - View, act and collaborate on your tasks on-the-go
- **Workflow management**
  - Add instant tasks
  - Create to-do lists
- **Collaboration**
  - Add comments & task attachments
  - Find the right expert for specific topic

Requires webMethods Business Process Management Suite 9.9 (Fix 2) and above.

Available on the App Store

Available on the Google play

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SMART RAPID APPLICATION DEVELOPMENT PLATFORM
AI + TRADITIONAL PROCESS = BETTER CUSTOMER EXPERIENCE

PREDICTIVE
MODELS AND RULES

INTELLIGENT
DECISIONS

MODEL → DEPLOY→ EXECUTE
Show value early and often

Dynamic Apps

DEVELOPMENT

CHANNELS

ORCHESTRATION

ANALYTICS

DYNAMIC AND IN PROCESS CHANGES

NLP AND CHATBOTS
smart assistants

ROBOTIC PROCESS AUTOMATION
work assistants to remove repetitive work

UNIVERSAL CONNECTIVITY
• IoT
• Backends

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work assistants
to remove
repetitive work

MODEL → DEPLOY →
EXECUTE
Show value
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DYNAMIC AND
IN PROCESS
CHANGES

UNIVERSAL
CONNECTIVITY
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ROBOTIC PROCESS AUTOMATION
EXTENDING THE DIGITAL BUSINESS PLATFORM

DIGITAL BUSINESS PLATFORM
DIGITAL CAPABILITIES

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- Business strategy & planning
- Customer journeys
- Design & analysis
- Risk & compliance management
- Portfolio management
- Enterprise architecture
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INTERNET OF THINGS

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INDUSTRIAL ROBOTS
HAVE CHANGED BLUE COLLAR WORK

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INDUSTRIAL ROBOTS
HAVE CHANGED BLUE COLLAR WORK

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SOFTWARE ROBOTS
WILL CHANGE WHITE COLLAR WORK

4 million
ROBOTS
by **2021**
doing office and administrative, sales and related tasks

2.9 billion
market by
2021

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MANUAL ACTIVITIES CURB WORKER PRODUCTIVITY
PROCESS DELAYS, ERRORS, HIGHER COSTS

Work using
paper forms

Manually fill in

digital forms

Collect data from
different systems
and retyping

Spreadsheets,
Power-Point slides

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ROBOTIC PROCESS AUTOMATION (RPA)
CAN HELP

REDUCE **COSTS**

INCREASE **PRODUCTIVITY**

ACCELERATE **PROCESSES**

IMPROVE **QUALITY**

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DIGITAL WORKFORCE
PERFORMING RULE-BASED, REPETITIVE TASKS

TASK ASSISTANTS

- Robots live on users` **DESKTOP**
- User can run the robot to complete a task

VIRTUAL WORKFORCE

- Robots run on the **SERVER**
- Human intervention only in case of exceptions

Transferring data between applications and systems

Data extraction and conversion

Mass email handling (generation, archiving, extracting)

Reporting

File processing and storage

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RPA AND BPM

STRATEGIC APPROACH TO
DIGITAL BUSINESS AUTOMATION

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RPA AND BPMS
ARE COMPLEMENTARY SOLUTIONS

RPA

Departmental Analysts

Acceleration

NO CODE

BPMS

SDLC

| Analyze | Design/Code | Develop | Test | Run |

Transformation

Dev   QA   Architect   API Manager   Administrator

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EXAMPLE
LOAN REQUEST

Automated Task
User Task
RPA

Manager
Four-Eyes Principle

Prospect
EMail

Clerk
Create Proposal

Starts the process

Search customer in SAP

Credit Rating

Risk?

yes

no

Approved

declined

accepted

Offering declined

Send Proposal

Proposal submitted

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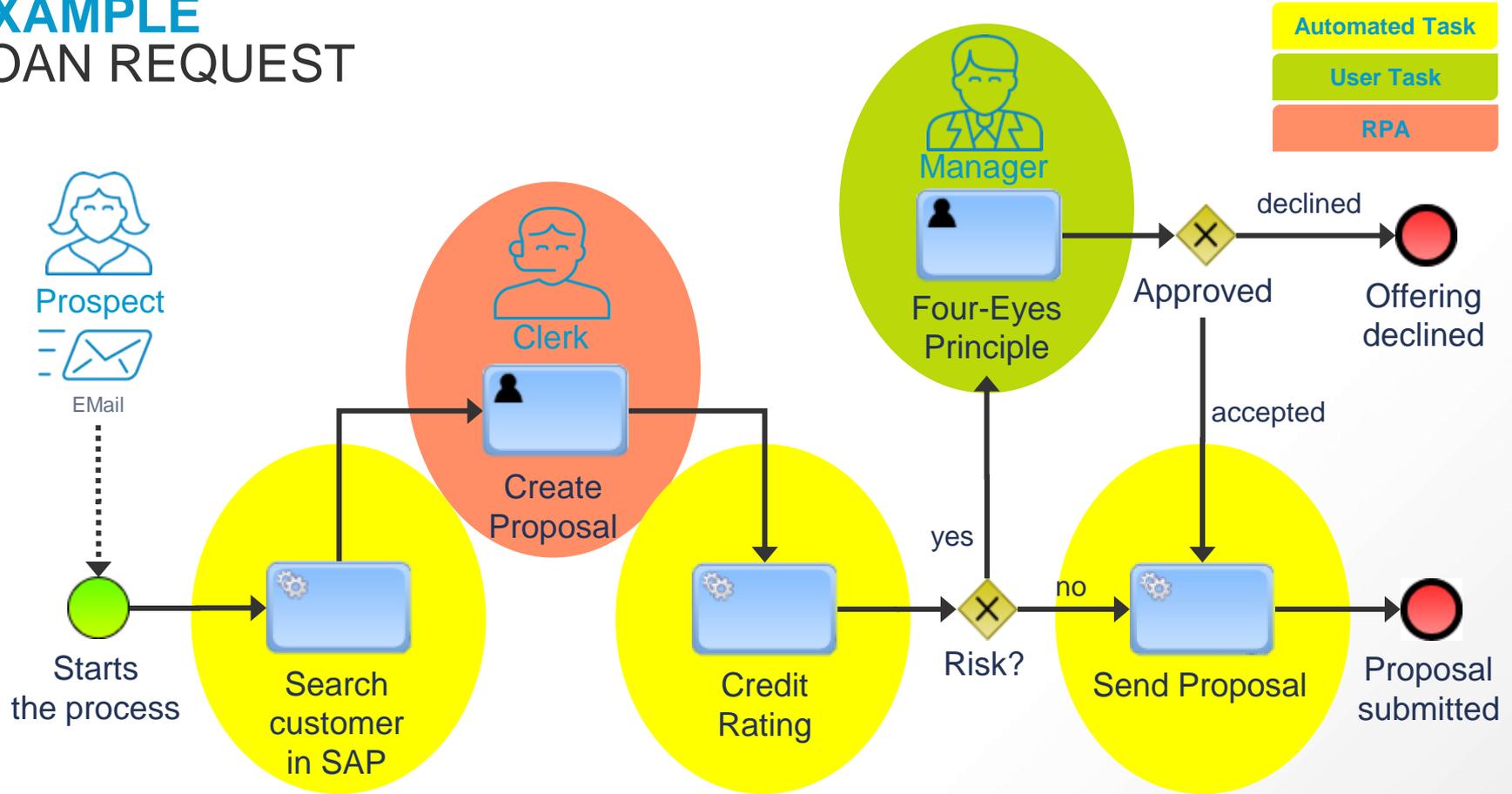
DYNAMIC APPS PLATFORM
INTEGRATED PROCESS, CASE & ROBOTIC AUTOMATION

LOW-CODE DEVELOPMENT

WORK AUTOMATION

DYNAMIC PROCESS ORCHESTRATION

PREDICTIVE, CLOSED-LOOP ANALYTICS

MARKET LEADING INTEGRATION

WORK MANAGEMENT

RPA

Virtual workforce   Hybrid workforce   Human workforce

ORCHESTRATION

Start   Task   Task   End

INTEGRATION

API   Service   Service   API

WEBMETHODS

Adapter   Adapter   Adapter   Connector

DATA SOURCES

ERP   CRM   DATABASES   CLOUD

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