

The logo for Sungard, consisting of the word "SUNGARD" in a bold, white, sans-serif font on a black rectangular background.

SOLUTIONS FOR
BUSINESS PROCESS MANAGEMENT

THE EVOLUTION OF THE BUSINESS PROCESS MANAGEMENT PLATFORM

*How business process
management merges with
advanced technology
strategies to drive greater
organizational value*

With strong executive vision and steadfast attention to execution, companies can reduce the barriers and pitfalls in the road to integrated BPM

Business process management (BPM) is certainly not new; in fact, the proactive management of workflow, processes, and resources aligned to drive profitability and improve flexibility has been baked into successful organizations over time. However, the integration of advanced technologies with business processes has followed an evolutionary course from simple management applications to complex workflow management of information and systems in a well-defined, flexible environment.

Financial institutions have been especially driven to improve processes and move to a more dynamic management strategy. Fierce competition, increased regulatory oversight, and aggressive merger and acquisition activity have combined to force these firms to seek more progressive and innovative initiatives in order to integrate disparate IT systems and develop a more cohesive approach to process management.

Organizational transition to an automated, process-driven ecosystem presents many challenges in terms of technology, human resources, budget – and even executive commitment. But with strong executive vision and steadfast attention to execution, companies can reduce the barriers and pitfalls in the road to integrated BPM.

OVERCOMING SILOED IT INFRASTRUCTURES

As many financial institutions have found, a Service Oriented Architecture (SOA) can offer interoperability among disparate, complex applications using the concept of modular, sharable, reusable, common services. SunGard's own Common Services Architecture (CSA) is a vendor-agnostic SOA that enables individual components to be plugged together to form configurable, composite applications.

However, while SOA provides technical interoperability for applications and services at the data center level, it needs to support key business processes across the entire organization. Integrating SOA with the improved processes and efficiencies of a BPM strategy provides the agility and responsiveness an organization requires to streamline operations and improve competitiveness.

DERIVING VALUE FROM BPM

Whether your company is looking to increase agility and competitive responsiveness, or you are focused on making more tactical improvements in productivity, cost savings, or customer services, an integrated approach to BPM can deliver the flexibility, alignment, and visibility business managers need to proactively manage all areas of their operations. Moreover, we believe there are several distinct values that organizations can derive from BPM.

Transactional value

Transactional value comes from integrating information, resources, and activities across the organization. For example, delivering world-class customer service often means going beyond integrating the customer

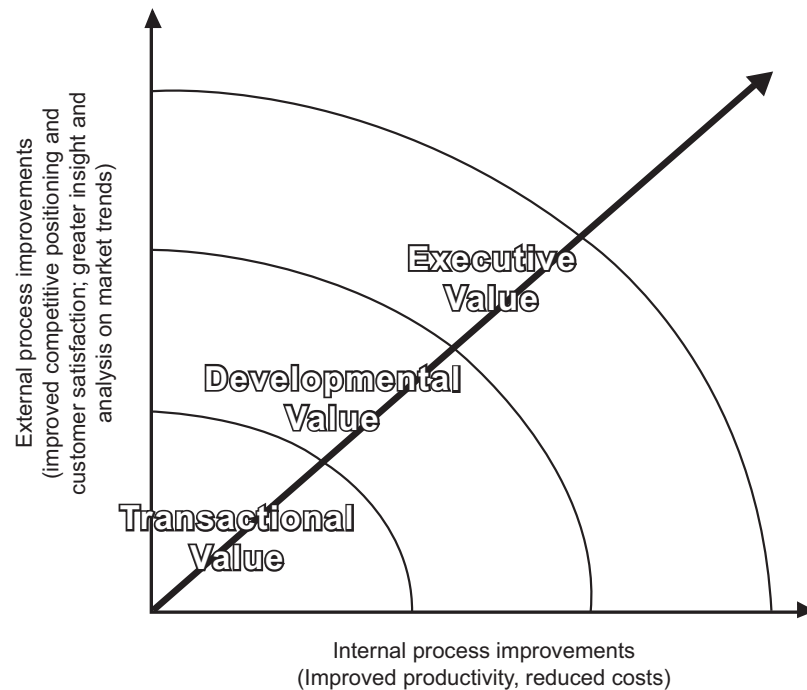
billing information, order history, and other unique data points. It also stems from implementing repeatable processes born from best practices that drive loyalty and increase lifetime value of a customer.

Developmental value

Developmental value is derived from the integration of best-practice processes with a SOA that provides a multi-tier computing environment for sharing information and processes. This combination also provides a dynamic platform for the collaboration, development, and implementation of new services-based applications and interfaces.

Executive value

Executive value comes from facilitating proactive business management that helps the organization stay ahead of industry trends, competitive activity, and industry regulatory requirements. That value relies on an optimized ecosystem in which technology, information, and human assets are continually engaged in a mutual and beneficial relationship of collaboration, consumption, and innovation.



Clearly, these value statements across the organization are not driven by technology alone, but a unified technology strategy will go a long way in enabling companies to achieve value from their BPM initiatives. Gartner has noted that "one should never do SOA without involving business management and business analysts."¹

Thus, BPM becomes pivotal to determining IT priorities for SOA initiatives. Combining BPM and SOA helps bring business and technology into alignment, enabling straight-through processing and reducing costs. And, as many companies have discovered, the time-to-benefit from an integrated BPM/SOA implementation can be tremendously increased by leveraging an outsourced Software as a Service strategy.

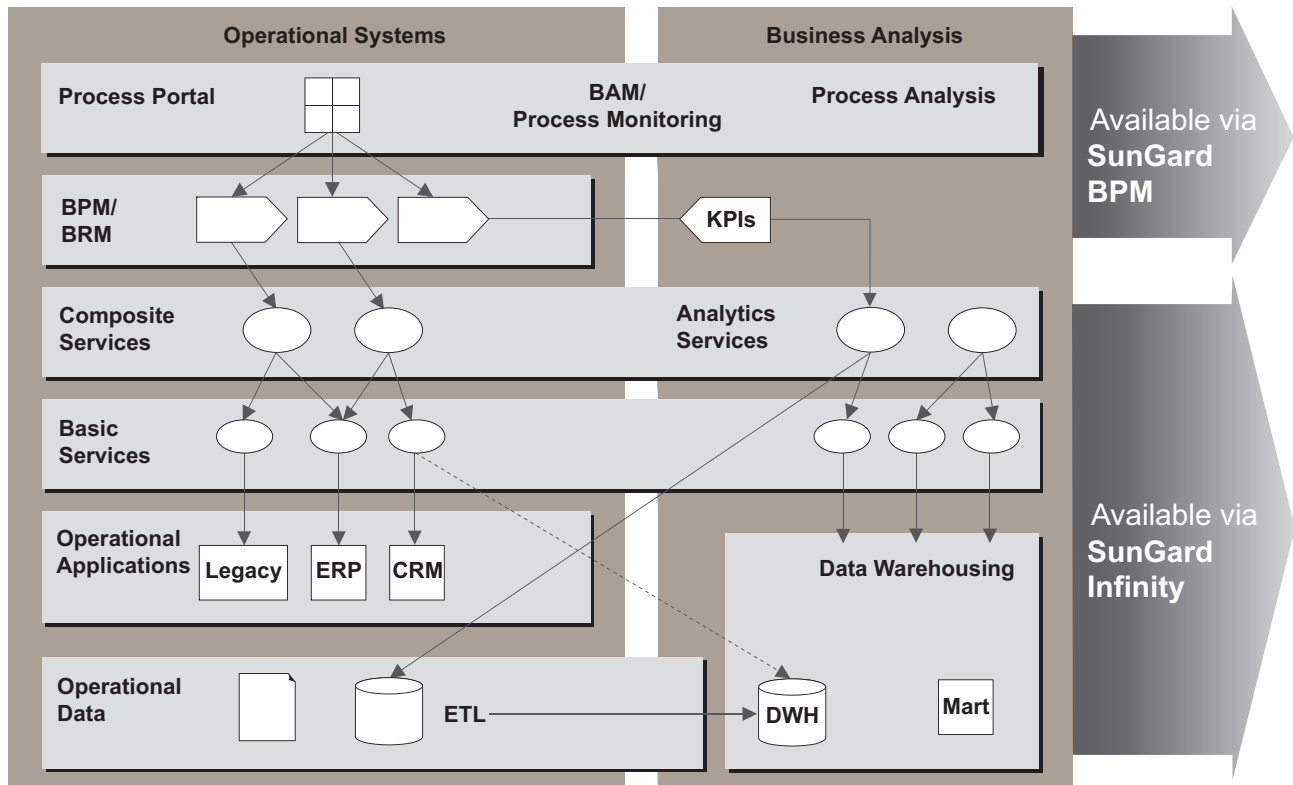
SOFTWARE AS A SERVICE AND ENABLER OF BPM

Software as a Service (SaaS) is a delivery model where software can be hosted remotely and consumed on a subscription basis. The model was originally developed to help organizations better manage costs with respect to technology; however, the combination of SaaS and SOA has piqued the interest of forward-thinking organizations looking for increased agility and competitive advantage.

The benefits and value propositions of SaaS are much the same as SOA. SaaS helps companies to ease expansion into new areas and develop complex products by dynamically designing, creating, and modeling new applications. Organizations can also reduce risk through the immediate allocation of additional resources to new business initiatives, which improves agility and speeds time-to-market.

The intersection of SOA and SaaS contributes to the efficient use of resources: it promotes better alignment of IT with business initiatives, and it improves executive management's ability to create, model, and share new business processes across the entire organization.

Thus, the business value of BPM enabled by the component-based management of SOA and delivered through a flexible, efficient SaaS model could serve as a strategic platform for business process management. It is here that the business management experience and technology resources of SunGard could help organizations to increase success in their industry.



SUNGARD INFINITY: A PLATFORM FOR BUSINESS PROCESS MANAGEMENT

Regardless of where you fall on the BPM Intrinsic Value Continuum, SunGard's Infinity can help get you to the next level of efficiency and effectiveness. SunGard's approach to BPM consolidates our most valuable assets—financial services expertise, technology solutions and collaborative services. Our seamless integration of BPM, SOA, and SaaS offerings helps customers unlock their siloed intellectual property and reuse content from multiple sources into one integrated experience. SunGard's Infinity provides capabilities for modelling, simulation, collaboration and execution.

- **SunGard's Infinity BPM:** SunGard's Infinity BPM (formerly CARNOT) is a BPM platform for modeling, executing, analyzing and managing business processes. Infinity BPM is based entirely on Java-J2EE/XML, which provides scalability and integration into existing IT environments.
- **SunGard's Common Services Architecture:** SunGard CSA is a type of service-oriented architecture upon which applications and common services are built. SunGard CSA was specifically designed to work with the wide variety of legacy and proprietary technologies commonly found in financial services organizations.
- **SunGard's Infinity Registry:** SunGard CSA logs all components, solutions, Web services and business process templates within its fully-functional registry. The registry exposes components and services to Infinity BPM components for discovery, modeling, and testing.
- **SunGard and Software as a Service:** SunGard has been delivering hosting and availability solutions for more than 25 years. Our capabilities and expertise with application hosting have evolved to provide greater flexibility through the integration of our SaaS model with our Common Services Architecture.

SunGard's approach to BPM consolidates our most valuable assets – financial services expertise, technology solutions and collaborative services

SunGard's Infinity is a valuable, dynamic and evolving platform for BPM. For more information, or to view updates on SunGard's BPM roadmap and additional thought leadership materials, please visit www.sungard.com/infinity. In addition, you can explore the technical details of the product by downloading a fully functional thirty-day trial at www.sungard.com/expcarnot.

About SunGard

With annual revenue exceeding \$4 billion, SunGard is a global leader in software and processing solutions for financial services, higher education and the public sector. SunGard also helps information-dependent enterprises of all types to ensure the continuity of their business. SunGard serves more than 25,000 customers in more than 50 countries, including the world's 50 largest financial services companies. Visit SunGard at www.sungard.com.

1. Paolo Malinverno and Janelle B. Hill, SOA and BPM Are Better Together, Gartner, Inc, February 9, 2007.

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