

## Optimize your most complex business processes for true process intelligence that spans your enterprise

### The Need for Process Intelligence

In today's competitive business climate, organizations are constantly looking for intelligent and innovative ways to create, execute, and optimize business processes throughout their entire lifecycle. To reach their business objectives and gain world-class process competitiveness, organizations must excel in the following strategic areas:

- » Visibility – Visibility into processes that span multiple organizational functions and support system infrastructures end to end.
- » Alignment – Alignment of operational processes with strategic business goals and key performance indicators.
- » Efficiency – Identification of optimal tradeoffs between time (service level) and cost, as well as identification of opportunities to increase utilization of human resources.
- » Agility – Reaction to changing business conditions in real time, and ultimately an ability to predict and proactively address issues such as service level degradation.

The aggregation and availability of this process intelligence is the key for effectively managing and proactively embracing process change; thus enabling businesses to effectively and intelligently react to trends, issues, and opportunities in real time.

### Historical Process Intelligence

Insight360 provides historical process intelligence, which allows business professionals to gain end-to-end process visibility, even for processes that span multiple departments and are supported by different software applications. Insight360 allows businesses to analyze and leverage critical process information from a historical perspective, in order to help identify issues and areas for improvement. By providing a single and consistent information source as the basis for reporting and decision making at all levels of the organization, process owners and operations can improve productivity, eliminate process bottlenecks, accelerate decision making, and ultimately impact the bottom line.

### Real-Time Process Intelligence

Insight360 provides real-time process intelligence for enabling business professionals to identify issues in real time and adapt to changing business conditions. Insight360 proactively monitors process objectives and metrics known as Key Performance Indicators (KPIs). Managers and executives have real-time visibility into all aspects of the business

Insight360 leverages existing investments in process technology to provide a 360 degree view of process performance.

Implementing process intelligence avoids costly rip and replace strategies.

- » INSTRUMENT EXISTING APPLICATIONS: Leverage BPM, ERP, content management, and legacy system applications
- » POWERFUL PROCESS DISCOVERY: Model "as-is" and "to-be" process definitions
- » DEFINE KEY PERFORMANCE INDICATORS: Set the benchmark for process excellence
- » INTUITIVE WEB-BASED DASHBOARDS: Visualize process outcomes by role and responsibility
- » INTEGRATED BUSINESS ACTIVITY MONITORING: Align process behavior using alerts and automated responsive actions
- » ACHIEVE OPTIMIZED BUSINESS RESULTS: Continually adapt, based on changing business conditions

process through an intuitive, web-based user interface. Th is includes up-to-the-minute statistics on team and individual productivity, service level metrics, and activity costing; giving process owners the information they need to react to developing business situations, take appropriate operational decisions, and accomplish both in a timely manner.

### **Predictive Process Intelligence**

In addition to historical and real-time perspectives, Insight360 provides predictive process intelligence capabilities. Th is allows organizations to model various “what-if” scenarios based on existing process definitions, often referred to as the “as-is” process; or the proposed process, often known as the “to-be” process. Consequently, managers and business analysts can identify process bottlenecks and improve process efficiency as well as model external events that may impact business continuity or changes in resource availability. Predictive process intelligence is a powerful solution for performing return on investment analysis associated with business process management (BPM) and other related projects, providing an increased level of assurance that expected benefits will be realized.

### **Solving the Problem of Process Intelligence**

For organizations requiring visibility into cross-functional business processes in order to align operations with business objectives, Insight360 delivers historical, real-time, and predictive process intelligence solutions, ensuring that your organization knows where it’s been, understands where it is, and can control where it’s going.

### **Components**

Insight360 provides a complete set of tools for business process intelligence, including the Process Modeling and Simulation Module, Analytics Module, Actions and Alerts, and the Dashboard Modules.

### **Process Modeling and Simulation Module**

Modeling and Simulation provides a straightforward and effective process information and collaboration facility. Business and technical users may explore “what-if” scenarios with the results compared using on-screen animation. Simulated scenario data can be sent to the Analytics module for extensive reporting and analysis, and comparison with production data.

### **Analytics Module**

The Analytics module provides a unified process information repository based on data warehouse technology for both realtime and historic process performance information. Powerful drill-down functionality lets users slice and dice data for extensive and flexible process analysis and reporting.

### **Actions and Alerts, Dashboard Modules**

Utilizing an intuitive, web-based user interface, these modules proactively monitor process objectives and KPIs, providing process managers and executives with real-time visibility into all aspects of the business process. Within the context of this process intelligence, process owners can react to developing business situations, make appropriate operational decisions, and accomplish both in a timely manner.



#### **CORPORATE HEADQUARTERS**

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