

# Enabling Your Enterprise Portal

Value of BizFlow's Business Process Management  
To Enterprise Portals



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# Value of BizFlow Business Process Management (BPM) To Enterprise Portal

Business process management has evolved quickly in the last few years. True BPM is not just workflow or messaging--BPM integrates and automates tasks between people and applications in a structured, yet collaborative environment to facilitate essential business processes, whether you're ordering products or hiring an employee.

Business executives are facing a number of challenges today, which directly affect the productivity and efficiency levels of their operating environments, including:

- **Administration** Automating internal and external processes to effectively manage documents and other time consuming administrative processes
- **Collaboration** Providing an interface for employees, partners and vendors to share crucial information
- **Application Integration** Aggregating and filtering information from various stand-alone applications into a more unified real-time work area.
- **Portals/Self-Service Applications** Delivering self-service applications to employees, partners and vendors to reduce administrative costs, raising employee satisfaction levels
- **Human Asset Management** Increasing participant productivity and efficiency across and beyond your enterprise, generating improvements for internal and external business operations

The BizFlow integration to any Enterprise Information Portal (EIP) offers customers a complete solution. BizFlow delivers a robust process management solution that seamlessly integrates to the EIP platform. This best-of-breed solution will address the above challenges, transforming the way organizations work.

## The Business Advantage for the Enterprise Information Portal

EIP's have come a long way since the birth of Internet portals such as Yahoo and MSN. Organizations are demanding smarter, highly customized EIPs that can be tailored to include functional business uses, collaboration, and the ability to make their content actionable.

Consider this example: A marketing analyst accesses the enterprise portal and sees that more units of product X are selling this month. The analyst uses the EIP business intelligence utility to analyze the consumer demand trend for product X, which is increasing at a 10 percent rate. The analyst decides that he/she needs to increase the product inventory in the warehouse.

In the majority of portal offerings today, the EIP stops at the business intelligence tool and leaves it up to the analyst to initiate the product ordering--not a very effective, or pro-active, solution. The EIP has only helped the analyst do part of his or her job.



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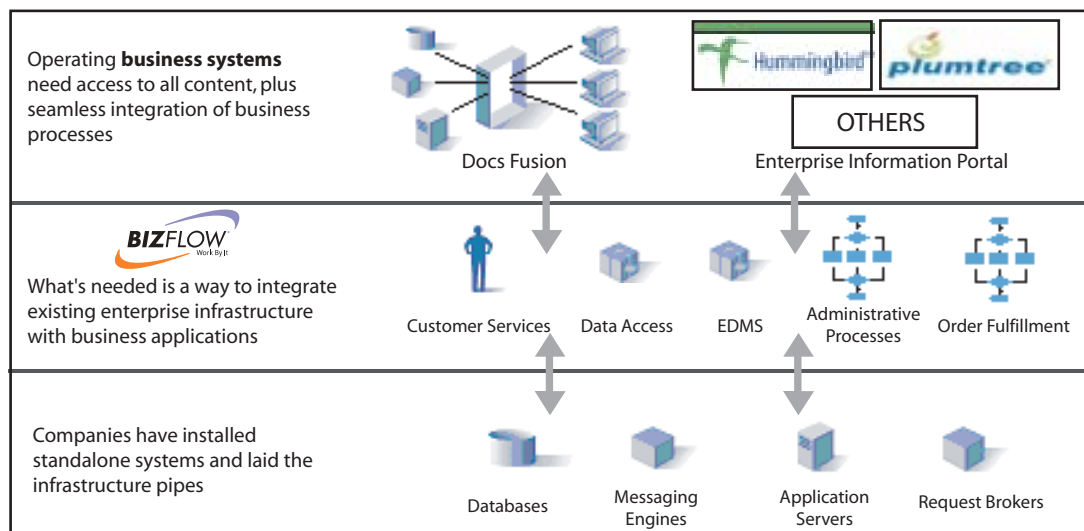
## The Value of Business Process Management

With the integration of Business process management has become more and more of a necessity in all e-business initiatives, and EIP installations are no exception. In fact, as evident in the previous example, the EIP needs process management in order to be a complete solution. This has led to an increased emphasis on process. Almost every B2B and Services vendor is claiming business Process Automation (BPA), but what does this really mean and what is real? Business process management is different than business process automation. BPM is a superset of BPA. BPA focuses on automating processes that deal with application-to-application interactions. In some cases, this is as simple as business rules that automate a transaction going from one application to another. The fundamental flaw is that BPA does not include people. Process must include people for solutions such as exception handling, ad-hoc processes, processes that are initiated by people, etc. Today's business solutions need BPM, which includes the integration of people, disparate processes and applications into the overall business process, both inside and outside the enterprise.

Leading industry analysts with Meta Group have indicated that process management is the biggest weakness in portals. Providing people with the required information, at the right time, and giving them the ability to act on the information, is the "holy grail" for any portal deployment.

Business process management when coupled with portals gives enterprises the ability to integrate and automate processes that exist within and beyond their organization. BPM provides a higher level of abstraction that focuses on the business process and how to integrate people and applications to achieve a business function. By doing this, BPM solutions provide a higher value than solutions focused solely on application integration. Both are necessary, but BPM is a strategic competitive advantage because it focuses on integration and automation at the business, not technical level. Taking an organization's "best practice" business models and implementing them through the portal is a tremendous advantage. Focusing on the business is where the highest value is obtained, and being able to use BPM solutions to quickly affect decisions and change the direction of the business is an enterprise's greatest competitive advantage.

## The Portal Integration Challenge



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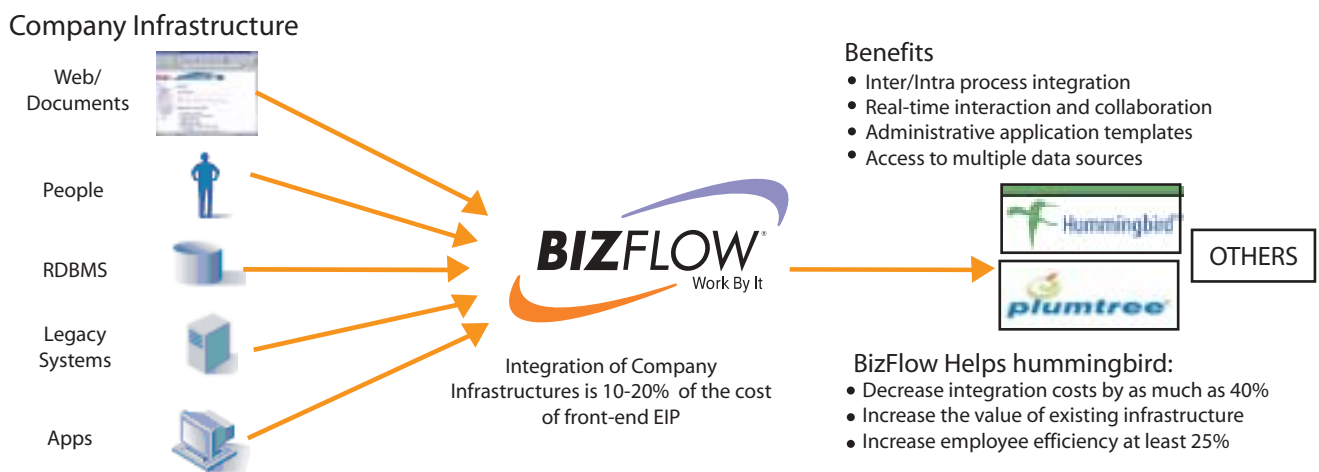
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## BizFlow's Business Process Management enhances the value of the EIP by providing:

- An XML Web-based solution
- Configurable, "portal ready" user interface
- Person-to-person, person-to-system, and system-to-system process management
- Tracking, auditing, and monitoring tools
- Full PKI and Digital Signature capability
- Seamless integration of the business process management into the portal. For example, the ability to integrate a Web-based personal work list escalated by priority.
- Sub-processes for background business functions
- Application integration including pre-built adapters or connectors that integrate with the EIP infrastructure
- Escalation and alert features
- Intelligent Wireless or Web Services integration.
- Collaboration tools and integration to Microsoft Project
- Easy-to-use graphical process modeling tool for complex processes

## Integration of BizFlow and Enterprise Portals



The BizFlow solution enables a Portal customer to add the above capabilities to the proposed or already implemented solution. BizFlow will expand the marketability of the EIP by providing dynamic and fast access to relevant integrated information from various data sources throughout and beyond the enterprise. Beyond providing the appropriate personalized information to the portal user, the portal user will now be able to initiate business activities and coordinating collaboration through business process management. The ability to provide actionable information and integration of people and applications is the greatest value that BizFlow and EIP systems bring to enterprises.

## Summary

1. The BizFlow user interface (UI) is configurable and easy to use.
2. BizFlow has multiple points of integration with Hummingbird's EIP, via BizFlow's configurable UI blocks called "bizcovers."
3. BizFlow includes an API toolkit which allows for easy integration with Hummingbird and other enterprise applications.
4. The BizFlow solution offers out-of-the-box functionality, making the install, setup and customization quick and easy.



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