

Business Event Management



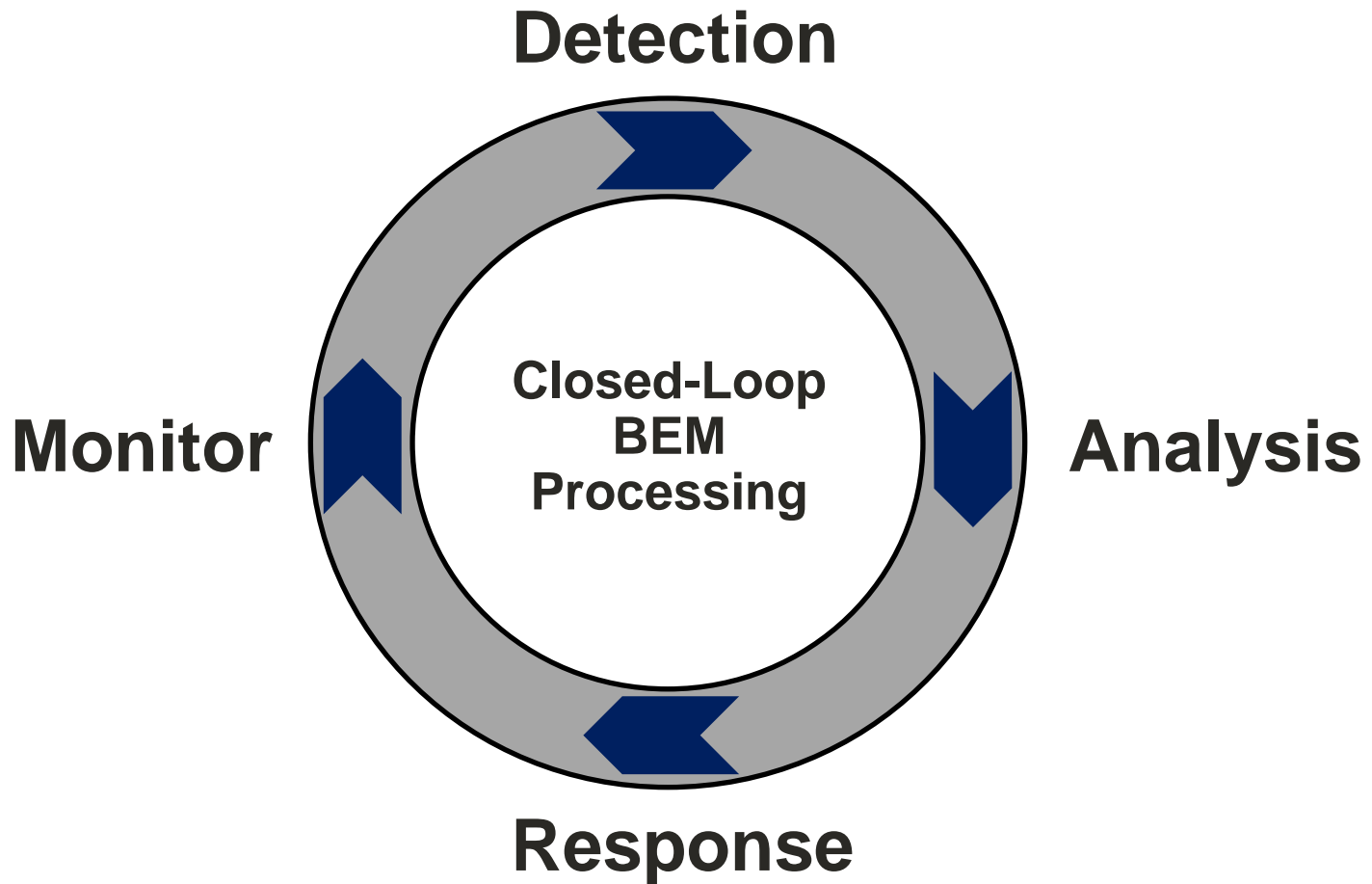
Presentation Overview

Business Event Management- Definition

- Business event management (BEM) is the process of capturing real time business events from multiple sources and assigning them to the appropriate decision maker for resolution based on the business context of the events

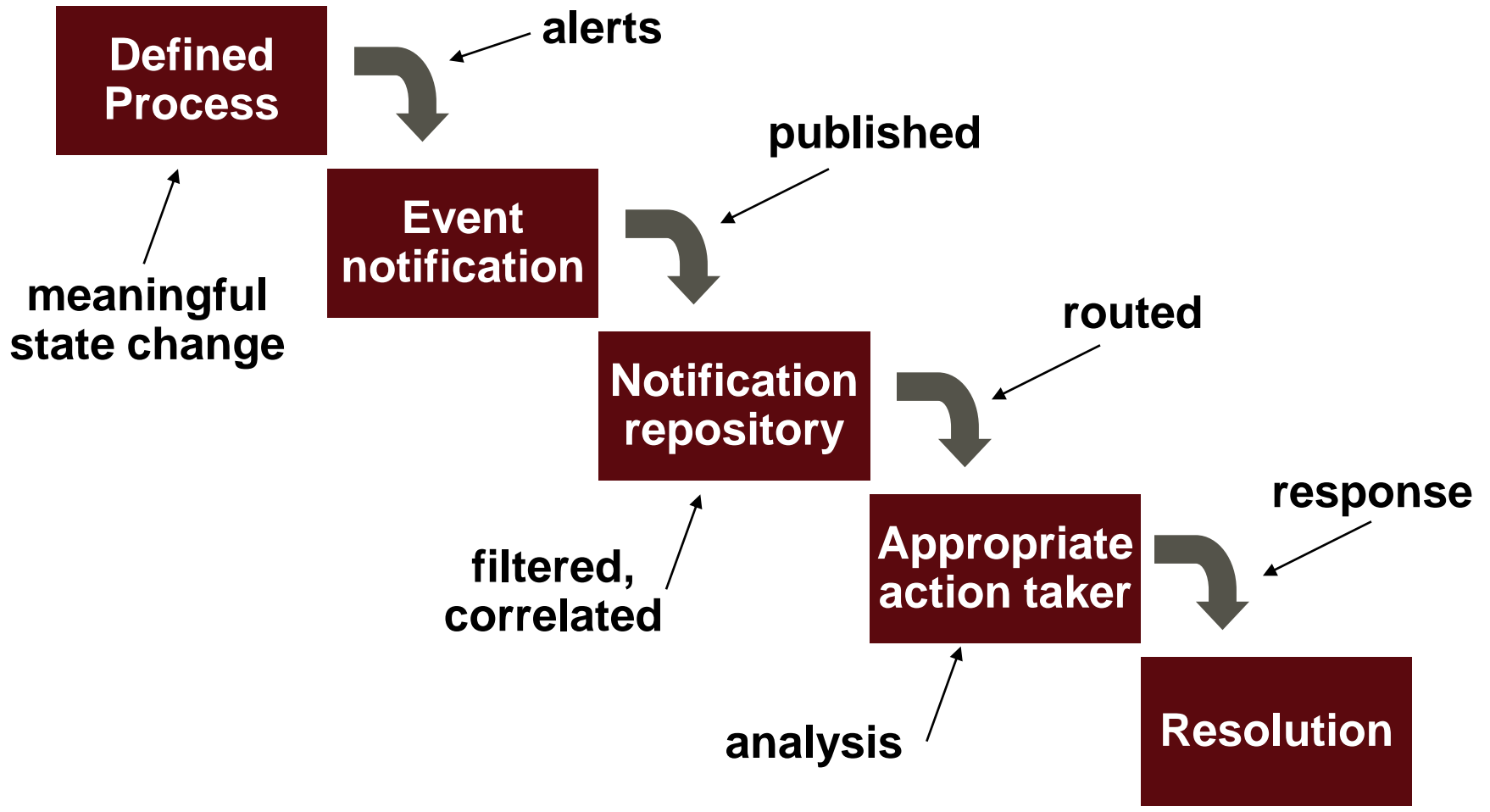
Source: Forrester

Business Event Management - Components



Source: Forrester

Business Event Management - Components



Source: Forrester

Business Event Management

- Proactively react to a wide variety of user-defined events in real time
- Define events and resolution processes using standards based business rules
- Automate problem escalation, communication and resolution
- Collaborate with employees, suppliers and trading partners
- Analysis and reporting on exceptions and events
- Open design – operates across any application or functional area

Some of today's business challenges

■ Challenges

- Continuous reduction in cycle time to delivery.... with fewer resources
- More cross functional, organizational interactions required to complete activities
- Lots of data in systems or on reports, but information is difficult to get and not timely
- Team members are not working from the same understanding of a problem condition
- Increase regulatory pressure and costs to control the business operations as planned or designed

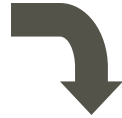
■ Needs

- Need to reduce time between problem occurrence and the time I've completed my response
- Need to reduce point-to-point communications
- Need to intelligently push critical information to specific people
- Need to create processes and not reports
- Need better execution of how I control my business

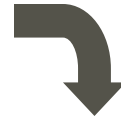
Today's Typical Process Flow



**Situation identified
via reports**



**Situation communicated
via phone or email**



**People running
around trying to
fix the problem**



**Endless meetings
trying to figure
out how to avoid
the problem in the
future**

- **Process can take weeks or even months**

Server

SmartScore

ID	Acti	✕	✓	✕	📊	Title	Type	Event	Verification	Last ocurrence	Last execution
1	✕	✕	✓	✕	○	FTP Order Notification	File	3/5/2008 5:50:34 PM		Event sent	
2	✕	✕	✓	✕	○	Service Response Time	Full	2/19/2008 3:00:45 PM		Event sent	11/30/2007 8:00:10 AM
3	✕	✕	✓	✕	○	System Login Violations	File	3/5/2008 5:59:12 PM		Event sent	
4	✕	✕	✓	✕	○	Multi-Folder Customer File Monitoring	File	3/5/2008 1:09:17 PM		Actual content is the same	
5	✕	✕	✓	✕	○	Customer FTP Monitoring	File	3/5/2008 1:10:07 PM		Event sent	
6	✕	✕	✓	✕	○	Data Control Monitoring	File	3/5/2008 1:10:23 PM		Event sent	
8	✕	✕	✓	✕	○	Employee Aniversary Notification	File	3/5/2008 5:54:16 PM		Event sent	
9	✕	✕	✓	✕	○	Inventory Levels	File	3/5/2008 5:54:25 PM		Event sent	
10	✕	✕	✓	✕	○	Sales Volume	File	3/5/2008 5:54:37 PM		Event sent	
11	✕	✕	✓	✕	○	FOB Notification	File	3/5/2008 5:54:45 PM		Event sent	
12	✕	✕	✓	✕	○	Lead Acknowledgement	File	3/5/2008 5:54:54 PM		Event sent	
13	✕	✕	✓	✕	○	Credit Limit	File	3/5/2008 5:55:32 PM		Event sent	

4.4.38 Idle 6:00:40 PM

Process Flow using BEM Solution

MFG



IT



HR



Finance



Sales/Marketing



Business Events

Server

SmartScore

ID	Acti	✉	👤	📄	Title	Type
1	✗	✗	✓	✗	FTP file verification	File
2	✗	✗	✓	✗	Service Response Time	Full
3	✗	✗	✓	✗	Log File Verification	File
4	✗	✗	✓	✗	Multi-Folder Customer File Monitoring	File
5	✗	✗	✓	✗	Customer FTP Monitoring	File
6	✗	✗	✓	✗	Data Control Monitoring	File

BEM System



SMS



E-Mail



Pop-Up



Systems

Notifications

EV Setup Connections ✕

SmartScore

Available Connections

DB	Application	Name
All	None	Multi-Connection
▶ SQL Server	None...	SQL Demo
Excel	None...	Excel demo
FTP	None...	FTP Demo
TXT	None...	Local Directory
FTP	None...	Dobler FTP
FTP	None...	CCHS SFTP

DB Source Used

<input type="radio"/> Orade	<input type="radio"/> Excel	<input type="radio"/> Access / FireBird
<input checked="" type="radio"/> SQL Server	<input type="radio"/> TXT	<input type="radio"/> DB2 / AS400
<input type="radio"/> Informix	<input type="radio"/> DBF	<input type="radio"/> Dataflex
<input type="radio"/> Progress	<input type="radio"/> PostgreSQL	<input type="radio"/> FTP Server
<input type="radio"/> DB2	<input type="radio"/> MySQL	<input type="radio"/> Sybase

Connection name:

Observations:

Application:

Data dictionary: ✕
 Tables:
 Fields:

IP Address:

Database:

Data access login:

Password:

Systables access login:

Password:

Business Events Examples

- Finance
 - Posting to Secure Accounts
 - Posting to Suspense Account
 - Journal Entries over a Dollar Threshold
 - Invoices Over a Dollar Threshold
 - Budget vs. Actual
- HR
 - Direct Deposit Notifications
 - Anniversary Notifications
 - Open Enrollment
 - Accrued Vacation
 - Asset management
- Manufacturing/Distribution
 - Inventory Levels
 - Work in Progress
 - FOB Notifications
 - Machine Downtime
- Sales and Marketing
 - Forecast vs. Actual
 - Discount Above Threshold
 - Lead Acknowledgement
 - VSOE Threshold Exceeded

Business Benefits

- Small footprint
- No expensive hardware to buy
- Short implementation time
- Rapid recovery
- Ease of Use
- Low Cost of Ownership
- Fast Return on Investment

Analyst Market Information

- “Through 2010, the adoption of BEM platforms will grow at least 200 percent from 2006.”

Gartner Report

- “BEM's real potential is at the business level, helping to enable new strategies, reduce operating costs, and improve process performance and other tangible areas of management attention.”

Gartner Report

- “The Business Event Management market will grow from \$1.2B in 2005 to \$2.7B in 2009.”

Forrester

Some of Our Business Event Management Users

