

Process Aware Business Intelligence Solutions: Tools to Synchronize Strategy and Execution

The Challenge

Companies need up-to-the-minute information to determine what is happening within business processes and to better manage off-plan deviations before negative results occur or positive opportunities are missed.

Businesses recognize the value of the strategic planning process and have made it a priority to develop concrete plans with measurable milestones. However, strategic plans are often derailed as business operations executives find themselves without a clear understanding of the current business situation. The metrics gathered are often out of date by the time they receive them, and they are unable to make adjustments frequently enough to keep performance on track. As a result, business planners find that the strategies they have so painstakingly developed are disconnected from the execution. The result: business performance goes off plan and strategy execution is jeopardized.

Adding a Real-time Dimension to Business Views

HP is teaming up with leaders in the business intelligence market – Business Objects, Cognos, Hyperion and SAS – to address this need for the most current business telemetry. Using HP OpenView Business Process Insight (BPI), these companies add near-real-time business process visibility to their solutions' business analysis and reporting capabilities. Combining this real-time dimension with powerful analysis functions enables them to provide up-to-the-minute business metrics. This helps business operations teams better manage through changing conditions and enables companies to be more agile and responsive.

We now offer companies business intelligence combined with near-real-time business process monitoring. These solutions deliver a new type of monitoring capability. Near-real-time business telemetry from business processes is analyzed and viewed in conjunction with historical perspectives and planning metrics. These up-to-the-minute business performance metrics are the missing ingredient for insight into current period performance. HP technology unlocks business process information within the enterprise rapidly and with a limited investment, providing new metrics and business information. HP technology monitors business processes without

having to first automate the business process – a significantly faster and cheaper way to achieve the results.

Combining Business Intelligence and Business Process Monitoring

Business intelligence (BI) and business process monitoring together provide up-to-the-minute views into the health of the business. Sophisticated analytics are collected on a near-real-time basis by business process monitoring, and the new business data is combined with the traditional business intelligence metrics and analytics. This combination provides a more complete up-to-the-minute view of the business that enables immediate and timely corrective actions and/or the ability to exploit a unique business advantage.

Together, HP and its business partners, Business Objects, Cognos, Hyperion and SAS, are delivering Process Aware Business Intelligence solutions to the market.

HP's Partners

HP is working with the following partners to provide a full complement of Process Aware Business Intelligence solutions:



Business Objects™



COGNOS®
THE NEXT LEVEL OF PERFORMANCE™



Hyperion®



sas



HP OpenView Business Process Insight

Fundamental to these solutions is HP OpenView Business Process Insight, which addresses the challenge of collecting up-to-the-minute business metrics from business processes for use by business intelligence solutions. BPI provides visibility into the enterprise's business processes, providing business intelligence vendors with up-to-the-minute business metrics that they include in the analysis and presentation of current business performance.

HP OpenView Business Process Insight allows the enterprise to:

- Model business processes that are manual, automated or a combination of both;
- Monitor business process execution; and
- Measure the performance of business process execution through the calculation of key business metrics.

Becoming Agile and Responsive

By implementing Process Aware Business Intelligence solutions you can now synchronize strategy and execution, improve your operational efficiency and enhance

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your agility and responsiveness. When positive deviations to plan occur, you can quickly seize these new business opportunities.

The ability to track and manage business performance deviations – positive or negative – by getting access to up-to-the-minute information enhances your ability to execute on your plans and achieve your metrics. You can now identify revenue leaks, order bottlenecks and customer issues before they reach critical status. There is a deeper connection between key business processes and operations. As a result, you have a clearer understanding of business realities and an ability to reprioritize resources and work.



HP is a technology solutions provider to consumers, businesses and institutions globally and is a leading provider of management products and solutions.

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These solutions do not require full process automation so you can benefit from selective process modeling, a light technology footprint and can achieve visibility without implementing additional middleware. Access to granular process views and the ability to optimize nonautomated processes result in reduced costs and improved operational efficiency.

Increased agility in today's competitive and fast-moving marketplace is an invaluable advantage. When you implement Process Aware Business Intelligence, you benefit from earlier awareness of problems and can make quicker decisions in response to early-warning information. You have increased insight into combined historical and near-real-time data views, enabling you to clearly see past trends and present realities, and to plot future directions with more certainty.

Act Now

Visit www.hp.com/managementsoftware/processaware for more information or to contact HP. ■