

Responsive Process Management (RPM): Float Like A Butterfly, And Sting Like A Bee

In today's volatile business arena, your organisational instinct; the natural ability to sense and respond to any opportunities and threats, will be vital towards securing a formidable competitive business edge. Will you be ready – when it gets down to the crunch?



ARE YOU READY TO RUMBLE?

For businesses which rely on the peak condition of mission-critical processes for operational health, it's always Saturday Night Live at any given day at the office. Whether it's monitoring the markets for any developments, or maintaining the 24/7 surveillance of complex transaction systems to ensure the proper up and running of real-time business processes, the spotlights are always cast; from key actions of the executive management, right down to every single movement in every staff and employee.

The adrenaline rush, triggered by fears of a golden opportunity missed or repercussions of an accountability trail has gotten them constantly shuffling on their feet; circling for that perfect opening to take advantage of, or heightening their alerts for the slightest of anomalies which may take a sudden turn for the worse – both of which may result in a fatal knockout translating to potential multi-million dollar losses for the organisation.

OPERATIONAL RESPONSIVENESS: ROLLING WITH THE PUNCHES

Opportunities Multiply As They Are Seized.

Sun Tzu's Art Of War

As the saying goes, “champions don't become champions in the ring – they just get recognised there.” Just like how every boxer has to undergo infinite hours of rigorous training to brace themselves for – either to take or land – that crucial uppercut, businesses have to condition the natural ability to become adaptable; to respond positively and instantaneously to any brutal changes in any situation or environment.

How responsive is your organisation? How can you develop this natural instinct to recognise or identify such opportunities or threats – before they happen?

The answer lies in Responsive Process Management (RPM), a distinctive form of Business Process Management (BPM) characterised by a high degree of real-time responsiveness to operational conditions and events. RPM is especially critical to businesses in our current age because; in the left corner, we have a hostile and highly volatile business environment constantly threatening with changes or new developments. In the right, although we do have current BPM systems which possess the ability to create real-time dashboards and reports for acquiring data in the new information age, this information, albeit detailed and substantial, lacks actionable insight.

When it comes to the crunch in optimising performance and delivering results, RPM helps organisations punch above their business weight by combining the enhanced visibility of comprehensive information, complex event processing (CEP), and business process management (BPM) into one single integrated solution.

PUNCH ABOVE YOUR BUSINESS WEIGHT

Apart from addressing key issues to eliminate process bottlenecks or breakdowns, RPM facilitates an unprecedented competitive business edge by heightening an organisation’s “operational responsiveness”, or “the ability to sense and respond to changing conditions and customer interactions as they occur, which enables businesses to exploit and capitalise on opportunities, enhance efficiencies, make real-time course corrections and reduce risks.”¹

While platforms may vary, RPM derives its heightened operational responsiveness mostly from integration of the following essential technical attributes and core technologies: enterprise data integration, complex event processing, business transaction management, and business process management. RPM is most commonly utilised across verticals which perform mission-critical functions routinely in complex, dynamic operational environments which may include transport and logistics, travel and hospitality, financial and telecommunications industry.

Usage Scenarios For RPM Platforms Across Verticals

Clearing and settlement management for securities firms
Fraud detection and response for banks
Claims processing for insurers
Schedule disruption management for airlines
Revenue management for travel and hospitality businesses
Integrated trouble management for telecommunications providers

The most important strengths and defining attributes in RPM were highlighted in a recent technology audit²:

¹ *What Is RPM, ITBusinessEdge*

<http://www.itbusinessedge.com/slideshows/show.aspx?c=85517&slide=8>

² *Ovum technology audit: progress responsive process management (RPM), Rob Hailstone, Dec 2010*

http://www.progress.com/docs/gated/analyst-papers/multi-product/ovum2010_rpm-tech-audit.pdf

Round 1: Eye Of The Tiger

According to a study, four out of five companies struggle to gain timely visibility into what is happening across their businesses. RPM enables organisations to gain real-time, comprehensive visibility into any combination of processes, transactions, events, and system-level information. In addition, RPM performs continuous, automated intelligent analysis of real-time visibility data so as to render the data operationally meaningful to provide organisations with the actionable insight required to determine the right course of action for any events or developments.

Round 2: The Power Of Instinct

Apart from enabling organisations to quickly identify, resolve, and prevent events that may affect the day-to-day operations of the organisation, i.e. product orders, shipments, etc, RPM equips businesses with the insight to sense and immediately respond to changes and effectively transform customer information, competitive, regulatory, and economic conditions into positive results.

Round 3: Float Like A Butterfly, Sting Like A Bee

RPM enables organisations with more than just response functions and capabilities. With RPM, you can rapidly create, model, monitor and control dynamic new business processes – to acquire unprecedented business agility and a competitive business edge. RPM empowers organisations with real-time agility in process executions. Designed to incorporate the real-time operational intelligence that the platform continuously generates, the process execution system also triggers operator participation where appropriate.

GET IN THE RING



In a current age of collaboration characterised by information overload, empowered consumers and intensifying competition, a new business imperative has emerged for organisations; to stay operationally responsive in order to keep up with new customer demands and maintain a superior edge over their closest competitors. Moreover, with the constant uncertainty and prevailing instability in the global economy, the strategic business focus has shifted back on process and resource optimisation, with RPM now becoming increasingly relevant as an essential business tool in enabling

organisations absolute visibility into end-to-end transactions – to track and audit their progress and to rapidly adjust and optimise operational processes accordingly to achieve rapid time to value, business agility and flexibility.

KEY SUMMARY

Responsive Process Management (RPM) is a distinctive form of Business Process Management (BPM) characterised by a high degree of real-time responsiveness to operational conditions and events.

Current BPM systems do not possess the ability to provide actionable insight for data and information generated with real-time dashboards and reports.

Four out of five companies struggle to gain timely visibility into what is happening across their businesses.

Operational responsiveness is defined as the ability to sense and respond to changing conditions and customer interactions as they occur.

RPM has become increasingly relevant especially in the current volatile environment due to its natural ability to enable businesses to exploit and capitalise on opportunities, enhance efficiencies, make real-time course corrections and reduce risks.

RPM is most commonly utilised across verticals which perform mission-critical functions routinely in complex, dynamic operational environments which include transport and logistics, travel and hospitality, financial and telecommunications industry.

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