

Application: 4800

## Re-imagine Services with Intelligent Workflows

<b>Page: General Information</b>
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
<b>Name of Organization/Company</b> IBM
<b>Additional Contacts</b> I do not wish to list additional contacts
<b>Page: Entry Information</b>
<b>Entry Title</b> Re-imagine Services with Intelligent Workflows
<b>Category</b> Q05b. New Product of the Year - Information Technology - Consultancy
<b>New Product Submission Format</b> Written Answers
<b>a. Briefly describe the organization that developed the nominated new product: its history and past performance (up to 200 words). Required</b> <p>IBM is transforming its processes and how they are executed to achieve productivity increases and operational goals. This objective being achieved by eliminating legacy applications, simplifying business processes and the way they are executed, automating repetitive tasks and standardizing process end execution criteria - while allowing the teams to focus on high value tasks.</p> <p>To succeed in these challenges IBM introduced App Toolkit for IBM Intelligent Workflow (IW), which is a standard proof-tested set of configurable components that follows a composable IBM garage approach.</p> <p>IBM Intelligent Workflow is providing best in class user experience, to ensure data consistency across integrated systems of records, while infused AI provides business insight to users via AI machine learning models.</p> <p>Feedback is continuously received from business users expressing their appreciation for how this new approach simplified their business activities, allowing to have a hugely improved end-customer relationship.</p>

**b. Specify the date on which this nominated product was introduced to the marketplace. Outline the nominated product's features, functions, benefits and novelty (up to 250 words). Required**

App Toolkit for IBM IW was introduced in late 2022, and is a composable platform that can be adapted to the different client needs, by customizing and assembling a set of pre-built, standard components and services, reducing the development and deployment phases.

The App Toolkit provides out-of-the-box:

- Unified, best-of-breed user experience
- Unified Data Model with cognitive capabilities, security, and integration services to back-end solutions.
- Ability to bind data model and services of any sort with seamless integration to any back end systems.
- Ability to deploy and transform the business incrementally via App Instances, one App at a time.

Intelligent workflow scalability and business-growth features ensure that IBM can leverage the platform with external customers, proving to “sell-what-is-used”, and contributing to minimize the costs of external engagement delivery (IBM as the primary client).

For example, to support specific domains of the sales and delivery process for IBM Consulting Units, IBM introduced two applications:

- Order Management (ORM) application, that simplify and automate the contract registration activities, allowing the business to have quality contract data in a shorter timeframe, leading to a smoothest and seamless project delivery
- Billing and Invoicing (B&I) application, that automate the creation of customer invoices, directly by the project managers responsible of the contract deliverables, resulting in much improved customer satisfaction, invoicing accuracy and faster cash collection.

The applications are leading to substantial productivity increases, measured in the two-digits range: > 40% for Order Management and > 90% for Billing and invoicing.

**c. Explain why the nominated product is unique or significant. If possible compare the product to competitors' offerings and/or to the organization's other or past products (up to 250 words). Required**

Using best in class technologies such as RedHat OpenShift infrastructure, application toolkit components and multi-tenancy approach, we completely changed the user experience of how the contract registration and billing activities are executed: from a complex scenario where different teams were involved, using several tools to engage each tier and exchanging data via legacy tools and application, we moved to an optimized user experience, where the self-service approach for the specific personas is they key: now who is responsible can do, without asking a different team.

The lead to cash domains supported by Intelligent Workflow present significant challenges in terms of business users and volumes. Considering the IBM Consulting unit only, we support more then 15,000 Partners, Associate Partners, Project managers and Commercial managers to register new contracts and contracts changes and to issue Customer invoices according to the contractual terms.

The number of contracts registered goes up to 2,000 per month, while the number of invoices issued goes up to 10,000 per month, on average (business quarter ends in March, June, September and December can easily see these numbers doubled).

Intelligent workflow led, and it is still leading, outstanding business results, across all the geographies, measured comparing the legacy scenarios and the current outcomes of the IW applications.

These are:

- Order Management application adoption: 100%, with over 4,000 users: Productivity increase: >40%
- Billing & Invoicing application Adoption: 100%, with over 7,000 users, o/w nearly 93% in self-service mode: Productivity increase: >90%
- 2022-2023 IBM global hard benefits: > \$5M

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

Attached below documents:

- IW Toolkit overview
- IW Lead to Cash (L2C) Platform Schema
- Billing & Invoicing one page overview
- Order Management one page overview

**Webpage Link**

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**Supporting Document**

No File Uploaded

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