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Social BPM



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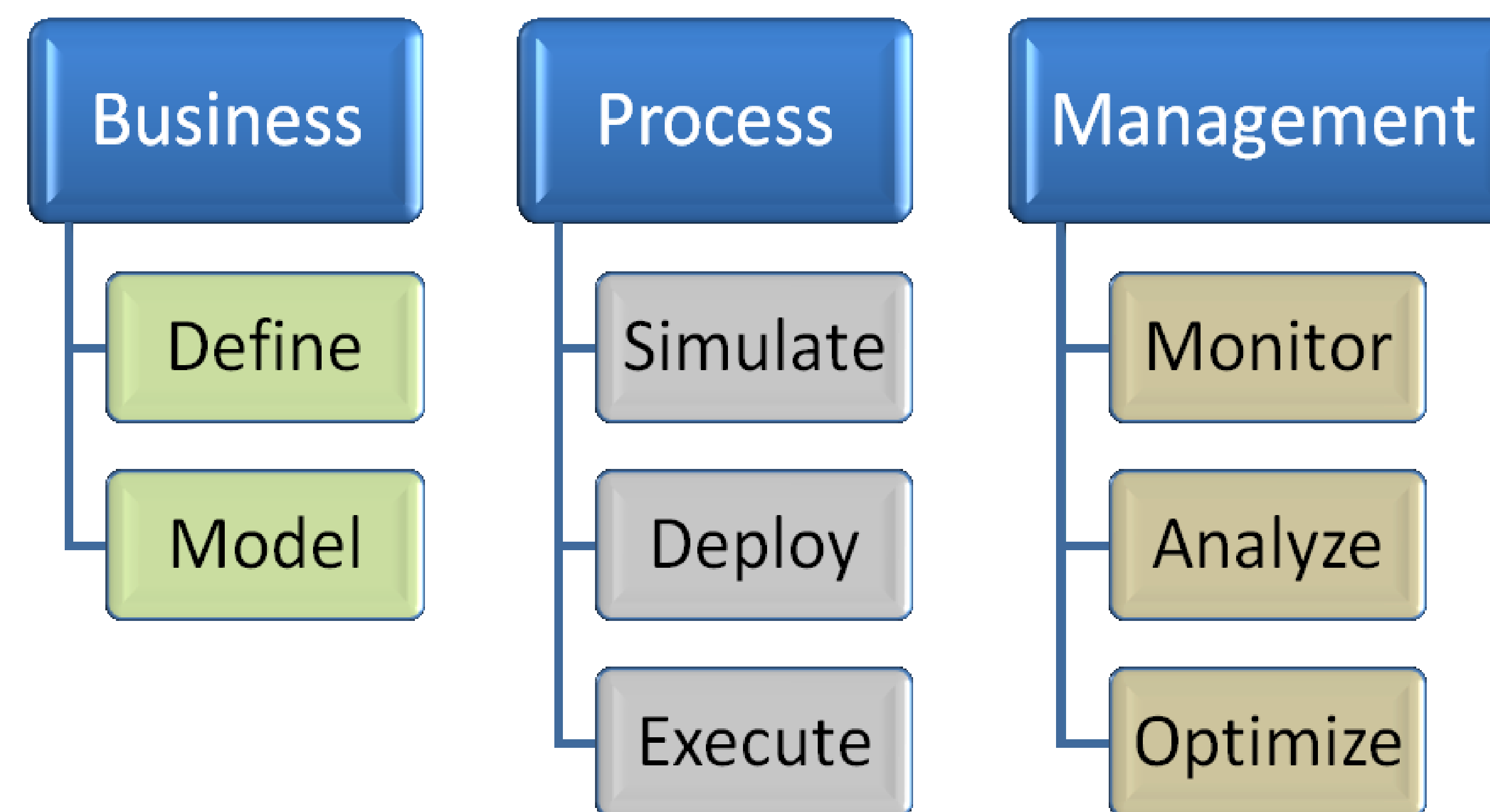
About Citi

Citi, the leading global financial services company has about 200 million customer accounts in over 100 countries, providing consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage and wealth management.

Citi is also one of the largest software development organizations in the world with over 22,000 developers and 5,000+ applications running across all line of businesses.

Citibank is one of the first companies to start online services.

BPM



Business Value Achieved

Dialogues can be captured between various stakeholders involved in an enterprise application workflow providing qualitative information to complement the quantitative information already present in enterprise application.

Approvers and submitters for artifacts can capture their interaction on Social Network through Social BPM. Also approvers will have all the necessary information available at one place to help drive their approval decisions.

Identify inefficiencies in the business workflow and make improvements.

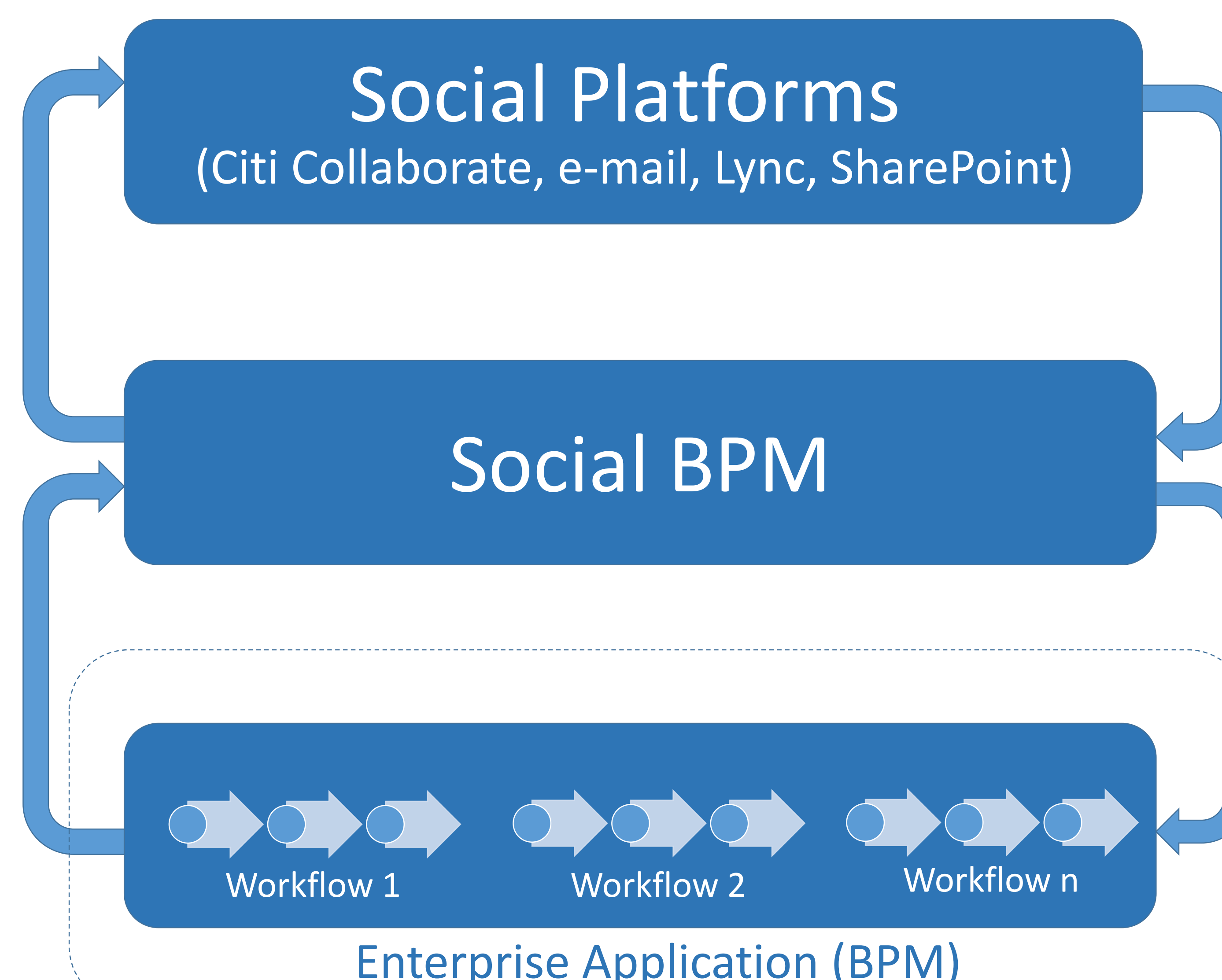
Business Objective

Citi Collaborate is an enterprise social networking platform leveraging Jive launched in 2012. Citi Collaborate captures a huge amount of qualitative social data. Social BPM makes this data available to various enterprise applications to improve the business processes modelled in these applications.

It will encourage the usage of the Citi Collaborate platform as it will collate the information present across the platform and render the requisite details needed to the users in one easy access portal.

A major benefit of social BPM is that it helps eliminate the barrier between BPM decision makers and the users affected by their decisions. It provides access to business intelligence that would otherwise be hidden in disparate platforms.

Business Architecture



Future Scope

The Social BPM application is designed in such a way that it can be easily on boarded into any application that needs the functionality: calls to REST API and embedding HTML5 widgets is all that we require.

Using advanced analytical tools, mine the data captured in Social BPM so that it provides insights across multiple application data sets and business processes.

Social BPM can be integrated with Lync(Skype), Exchange(EWS), SharePoint, Slack and other social applications. This will feed in more data to the Social BPM.

Machine Learning and Artificial Intelligence tools can be used to make decisions with the data captured and processed over the time by Social BPM.