Cordys Introduction

Cordys BOP 4.1 Fundamentals

Introducing Yourself:

- Name
- Company / Organization
- Job title / description
- Experience with Cordys
- Experience with similar products
- Expectations for this course

Agenda for the Fundamentals Training

- Cordys Introduction
- Cordys User Interface (CUSP)
- Application Management
- Business Process Management & Case Management
- Developing Processes
- Web Services and the SOA Grid
- Developing Web Services
- Developing User Interfaces
- Workflow
- Business Activity Monitoring
- Modeling Data
- Business Rules

Agenda

- Cordys the Company
- Why Cordys?
- Cordys the Product
- Introducing the Cordys Closed-Loop Methodology
- Introducing the Cordys Community
- Cordys Academy and Certification

Cordys – the Company

CORDYS

CORDYS was founded in 2001



CORDYS AMERICAS

Michigan, USA California, USA

CORDYS EMEA

The Netherlands (HQ)

Germany United Kingdom

Switzerland Italy

France Sweden

South Africa Israel



CORDYS ASIA-PACIFIC



India

Singapore

South Korea

China

Hong Kong

Japan

We help our customers to **improve** their business operations with world-class, process oriented software which allows them to change and innovate the way they do business with greater speed and flexibility.

Some of the Market Leaders Using Cordys

CORDYS

Communications & Media

Customer



















Solution

Commercial orchestration

Process Automation (26,000 users)

Network Outage Prevention

Cloud Provisioning & PaaS

Commercial orchestration

Media workflow solution

Datacenter automation

Commercial orchestration

Cloud orchestration

Cloud Marketplace

Banking & Financial Services

Customer











Handelsbanken















Solution

Process Automation

Online Banking Portal

Financial consolidation

Online Banking Portal

Payment Processing

Payment Processing

Process automation

Process automation

Insurance

Customer





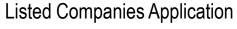






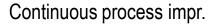




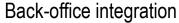






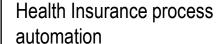


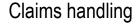
Solution





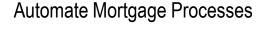


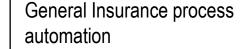


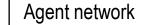


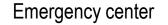


bharti **AXA**











SOS INTERNATIONAL

Web interfaces for distribution network

Some of the Market Leaders Using Cordys

CORDYS

Energy & Utilities

Customer

















Solution

Composite application development

Orchestration over Hydropower Plants

Energy Trade Processes

Energy Retail Processes

Smart Metering

Energy Grid Processes

Energy Retail Processes

Process automation

Energy Process Marketplace

Manufacturing & Logistics

Customer

















sense and simplicity









Solution

Mid-office automation

Strategic Planning

Supplier Management

Application development

Extending ERP

Collaborative Engineering

Master Data Management

Process Automation

Organizational Changes

Extending Existing IT Infrastructure

Load planning & Optimization

Break Bulk logistics

Process Automation

Logistics processes

Government & Public









Royal Mail Group

Solution

Knowledge Management portal

Process Automation

Claims Handling

SOA-based Integration

Composite application development

Cloud Orchestration

ISV / OEM

Customer

CSC









Solution

Game Changes

Cloud Provisioning & PaaS

Online HR Suite

Social Housing software

HR Solution (BPO)

Retails Operations Platform

Customer Case Study: Rendo Industry: Energy & Utilities

CORDYS



Rendo is an energy grid operator in the Netherlands with a mission to deliver safe, reliable and efficient transport of gas and electricity.

Key Challenges:

- No end-to-end monitoring and control in daily operations
- Key information systems couldn't communicate with each other, resulting in redundant data and separate, inconsistent islands of data
- Lack of overall transparency in operations and processes



Cordys Solution:

- Implementation of Cordys BOP for 20
 processes (administrational and automated)
 such as switch, move, billing) live within just
 five months
- Robust integration with current IT infrastructure

Benefits:

- Rendo is now the top-performing Grid
 Operator on the regulator's scorecard
- Huge increase in customer satisfaction related to core processes such as Switch, Move and Processing of Meter readings
- Exceed compliance standards with 100% performance timeliness
- End-to-end visibility and control in daily operations
- Reduced hired staff with 24% (2009 vs 2007)
- Fully independent in-house process design and adjustments (within 1 year)
- ISO certification for Customer Care department in 2010



Customer Case Study: KPN Industry: Communications & Media

CORDYS



KPN is the leading telecommunications and ICT service provider in The Netherlands, offering wireline and wireless telephony, internet and TV to consumers, and end-to-end telecommunications and ICT services to business customers.

Key Challenges:

- Lower margins due to increased competition and growing customer demand for new services
- Heavy competition by cable companies and high costs to maintain current copper network
- New business strategy: implementing an All-IP infrastructure providing the Triple Play bundle of service for their customers
- An aggressive 3 month timeline to go live



Cordys Solution:

Cordys Solution:

- Commercial Orchestration: orchestration of processes between order entry via Internet and back-end provisioning and billing systems
- Direct provisioning and billing of new voice-, internet- and multimedia services on new fiber network
- Integration with various systems to create a single customer view: Tibco (for network access), Oracle (for billing), Barcelona (middleware) & Siebel (for CRM)
- Other projects:
 - KPN Business Market Commercial Orchestration
 - ▲ KDN Wholocolo Wholocolo Order

- Desk application
- KPN Mobile Commercial Orchestration

Benefits:

- ◆ **Shorter time-to-market** for new products
- Single view of the customer and improved management of customer services
- Real-time monitoring the progress and performance of the provisioning processes to increase visibility into order process
- Improved customer satisfaction via customer self-service model
- Reduction of resources
- Easier to make changes to existing business processes to adapt to changing business

Customer Case Study: AEGON Religare Industry: Insurance





AEGON Religare Life Insurance Company is a leading life insurance company in India. AegonReligare is a three-way joint venture between the Netherlands-based **AEGON**, India's **Religare** and **Bennett**, **Coleman & company**.

Key Challenges:

- The Indian insurance market is characterized by diversity, with over 21 languages and a number of unique local cultures
- As a new player in the insurance and pensions market in India, the company needed to target and capture significant market share
- The primary objective was to launch operations across 14 independent systems at 25



Cordys Solution:

Cordys Solution:

- Sales Management System (manages and tracks agent on-boarding and productivity)
- Agency portal (provides a single window for the delivery of services to agents)
- Incidence Management System (automated issue logging and tracking system)
- Cash Collection System (e-receipting)
- Claims Management System (supports claims processing transactions)
- Customer Portal (portal for policy related information, payments and schedule required medical exams)

Benefits:

- Faster time to market through the reusability, flexibility and scalability of the Cordys platform
- Reduction in headcount of the company's head office Sales team for monitoring sales
- 20 percent reduction in the number of calls from agents to the call center
- Larger number of issues being closed within the agreed Service Level Agreements (SLAs), with at least 10 percent faster closure of cases to date
- Faster and more effective reconciliation and cash collection have led to reduced time to process payments with 2-3 person hours per

Agenda

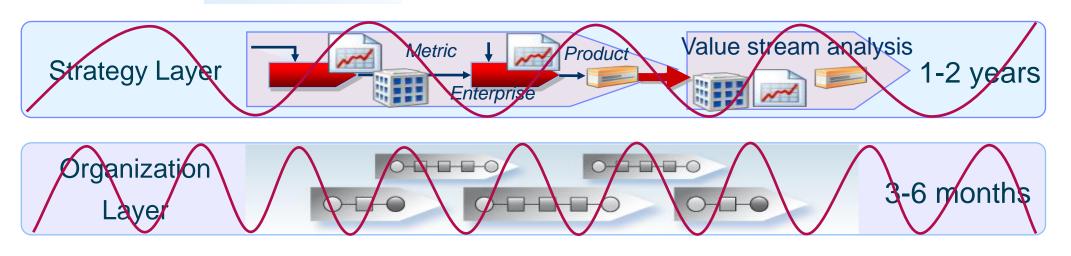
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Business Drivers



Accelerate Time to Value

CORDYS



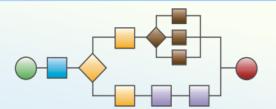
CEO Focus: Market Alignment



- Improve competitive position
- Bring real value meeting market needs
- Process optimization: it's about HOW you do it

CORDYS

Process Layer



Business Operations Platform to sync different process cycles



Bridging these two seemingly conflicting worlds and teaming them to *Drive value and deliver* potential

Software Layer



_ayer







6-10 years

6-10 years

CIO Focus: High quality Of Service

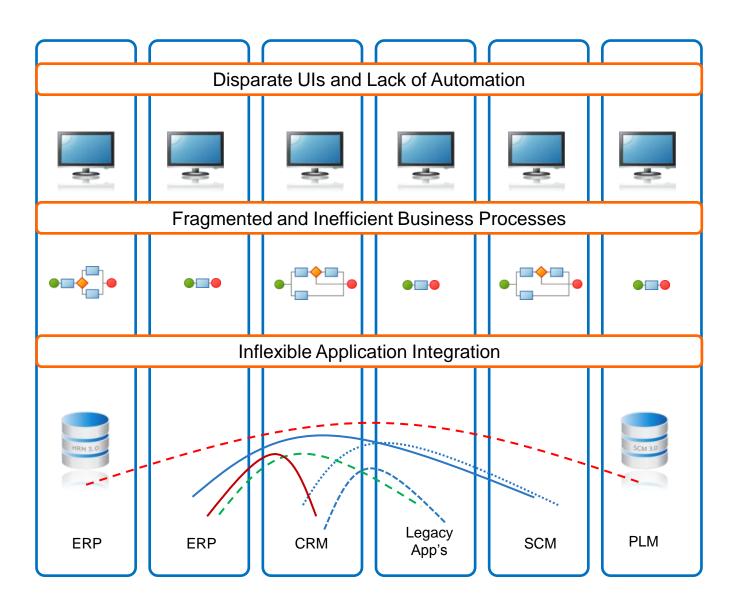


- Support mission-critical business processes
- Ensure continuity of operations
- Focus on stability, scalability, reliability, and security.

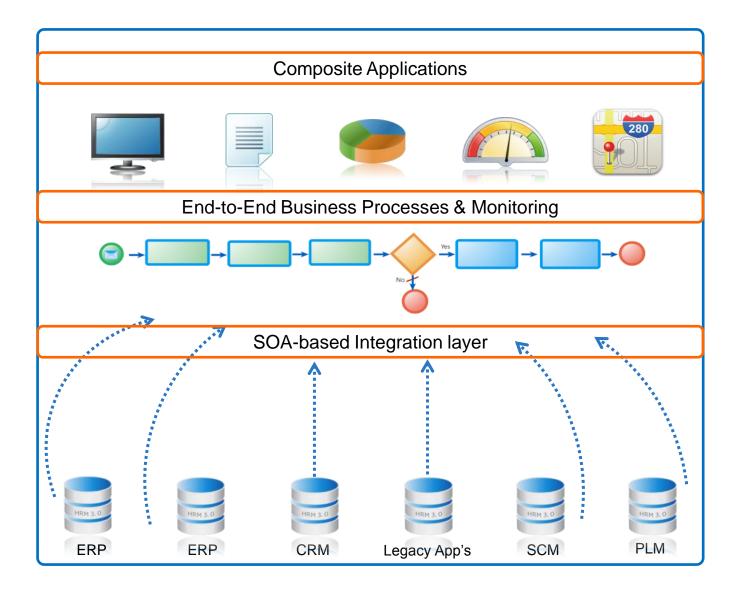
The Old and the New Way

CORDYS

The Old Way: Application Silos



The New Way: a Business Operations Platform

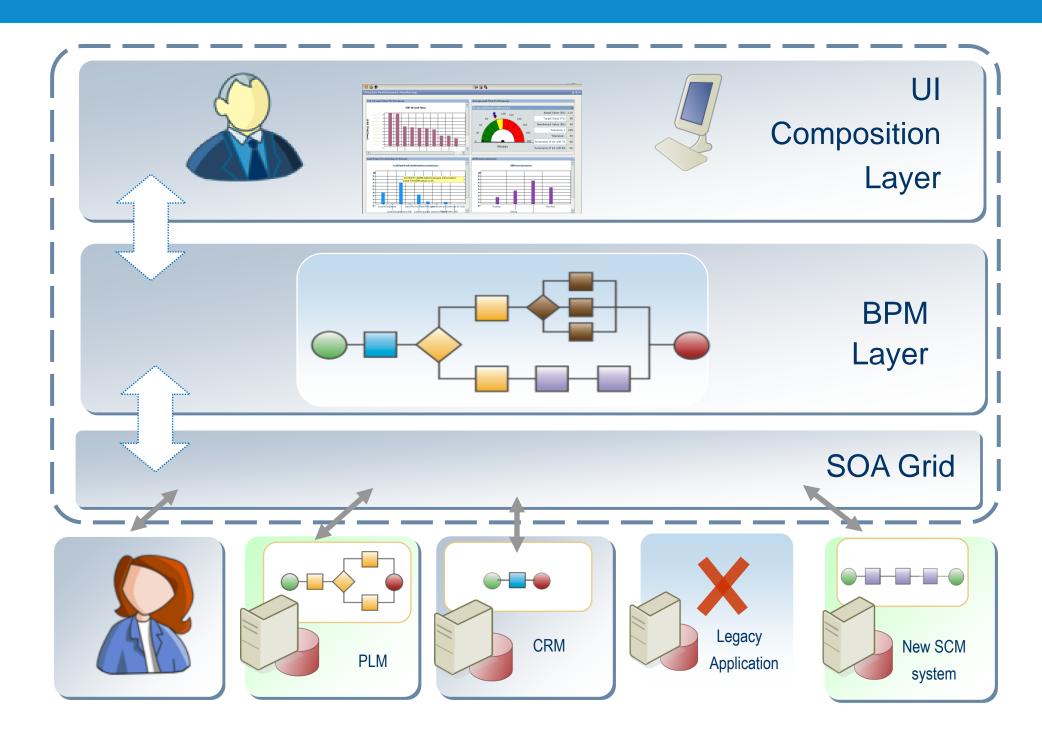


CORDYS

executable

business

processes



BPM & SOA Complement One Another

CORDYS





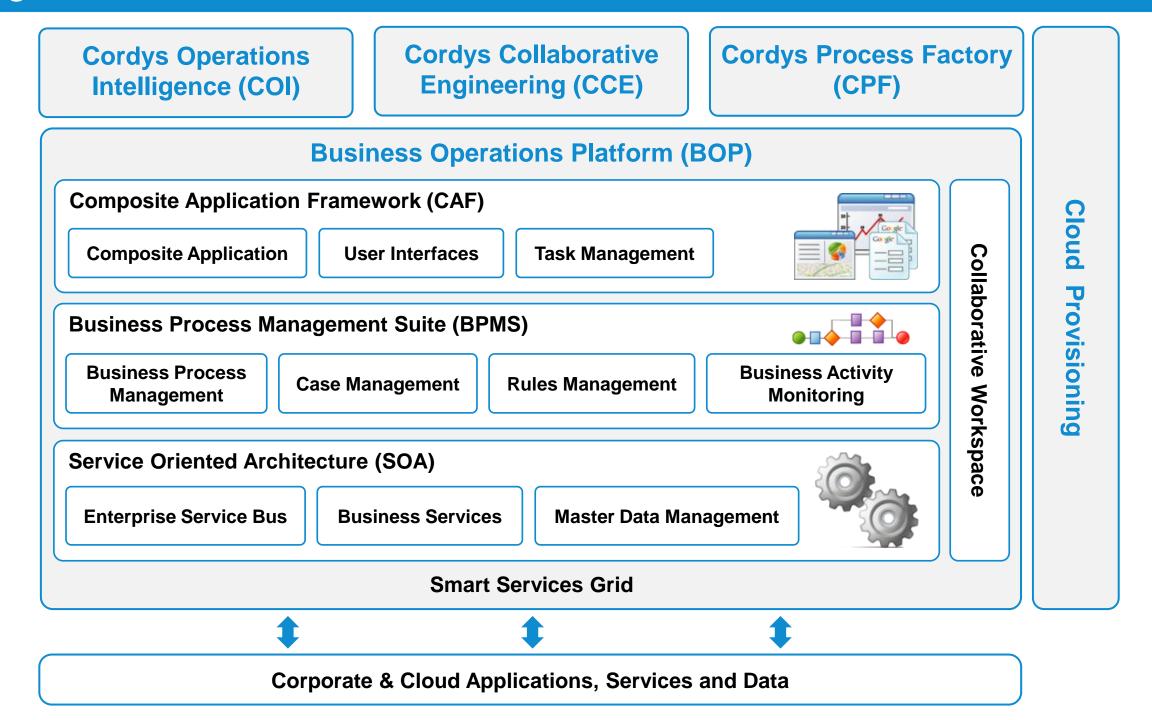
SOA provides

- View on business processes
- Grip on business (process)
- View = Execute = view
- Collaboration (systems, humans, companies)
- Closed-Loop BPM
- Agility
- Built to change
- Reuse
- Business-oriented components
- Implementation Independent (Loosely coupled)
- Decouples application landscape

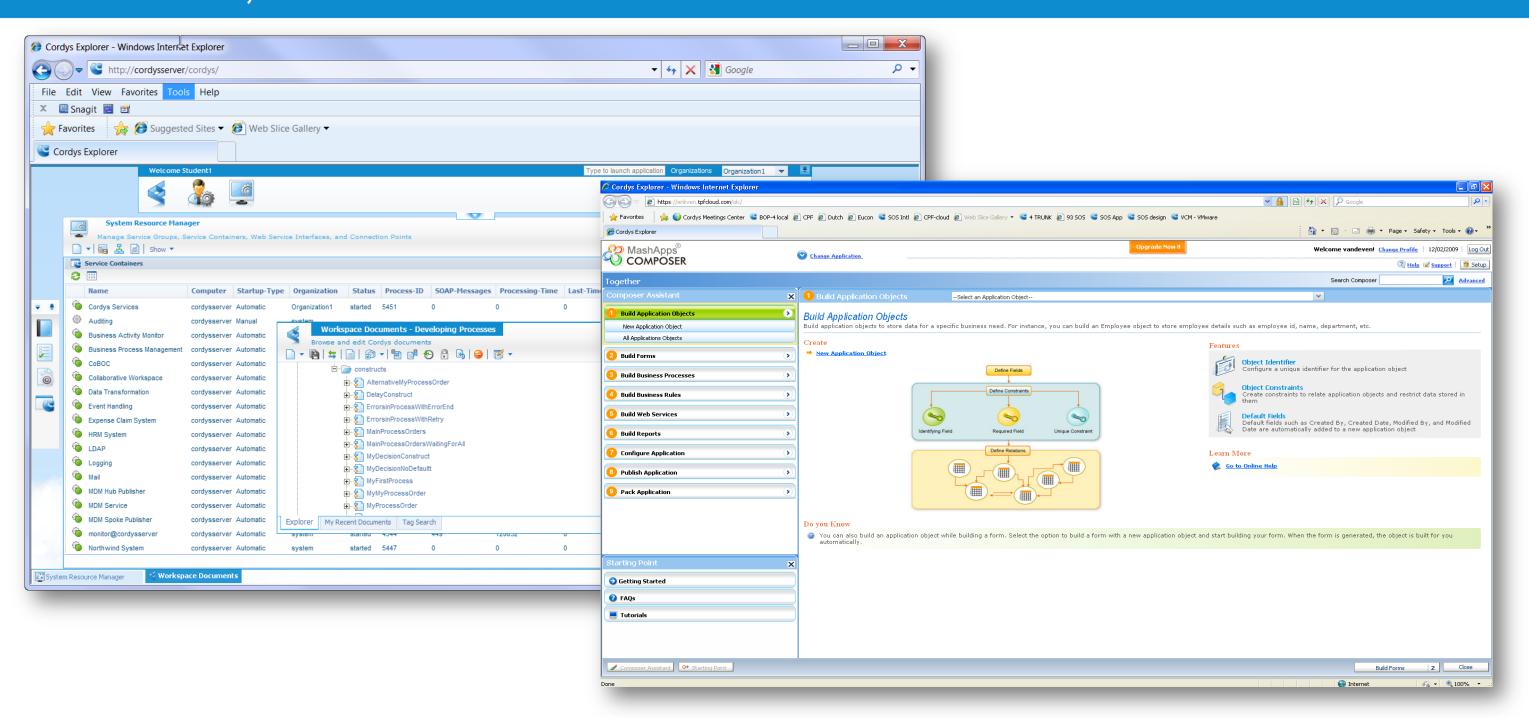
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One Single Platform



One Stack, Two Products: BOP & CPF



Cordys Business Operations Platform

CORDYS

Key ingredients:

- Service Oriented Architecture: for integration of existing IT assets
- Business Process Management Suite: for process automation and fast process improvements
- Composite Application Framework: for creation of User Interfaces or complete business applications

Usage scenarios:

- Closed-loop Business Operations Improvement Short-cyclic process improvement combined with a phased implementation approach
- Complete Platform-as-a-Service

Deployment:

- On-premise
- Private Cloud

Cordys Process Factory

CORDYS

Key ingredients:

- Easy-to-use online Composer for creation of User Interfaces (incl. Mobile forms designer),
 Application Object, Processes, Rules, Web Services and Reports
- Online Marketplace

Usage scenario:

- Fast creation of web-based Mashup Applications (MashApps®)
- Deploy ready-to-use MashApps from MashApps Marketplace
- White-label Cordys Process Factory to fulfill demand for Platform as a Service (PaaS) and Software as a Service (SaaS)

Deployment:

- Public Cloud
- Private Cloud only for white-labeling

Differentiators





A single platform, combining the world of Integration, Business Process Management, and Composite Application Development



Enables true business and IT collaboration via a single Collaborative Workspace



Support for any type of workflow including human-to-human workflows, system-to-system integration-type interactions and hybrid processes

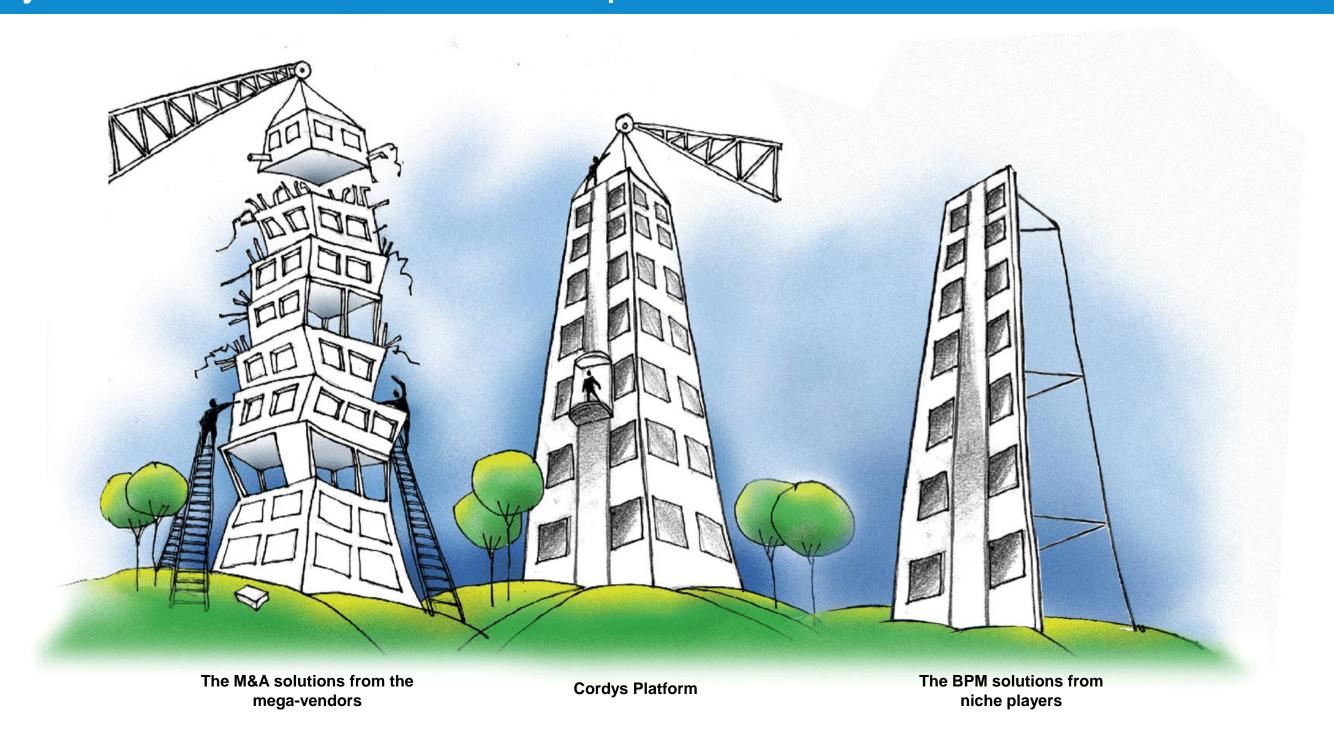


Designed to support multi-tenancy and cloud deployment



Modern and open platform, built on a highly available and scalable architecture

Cordys Product is the Core for Unique Differentiation

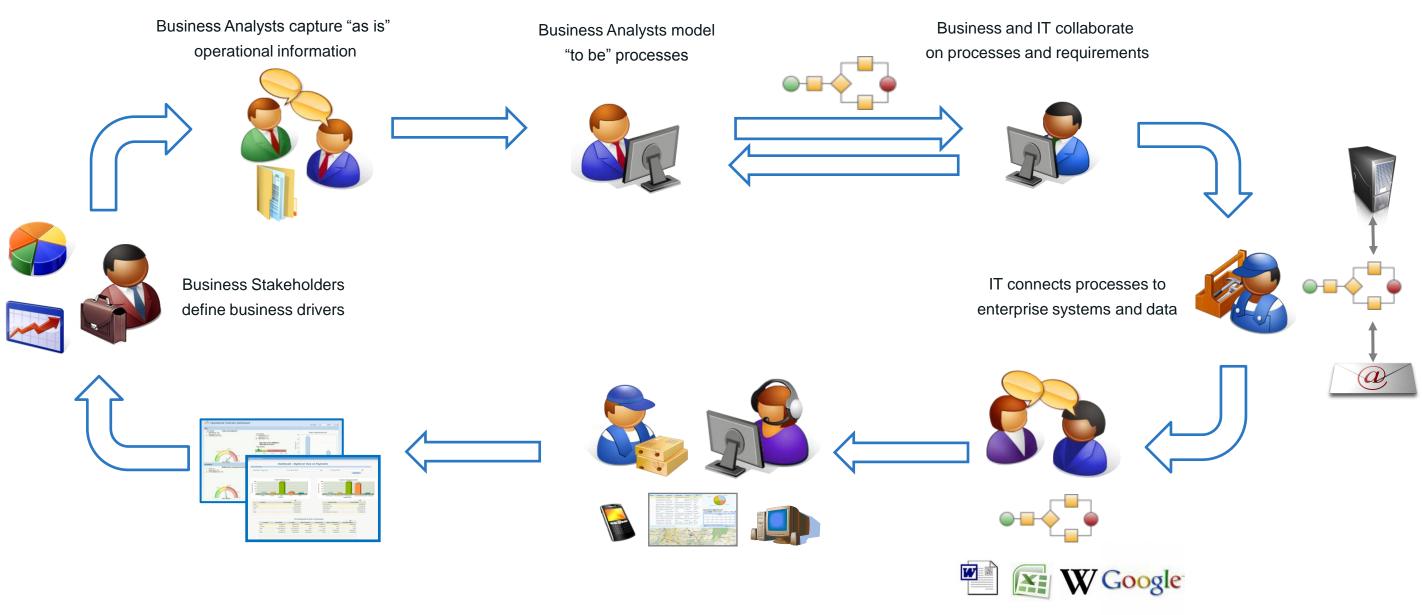


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The Typical Process Lifecycle

CORDYS



Running processes feed business dashboards that give business stakeholders organisational visibility

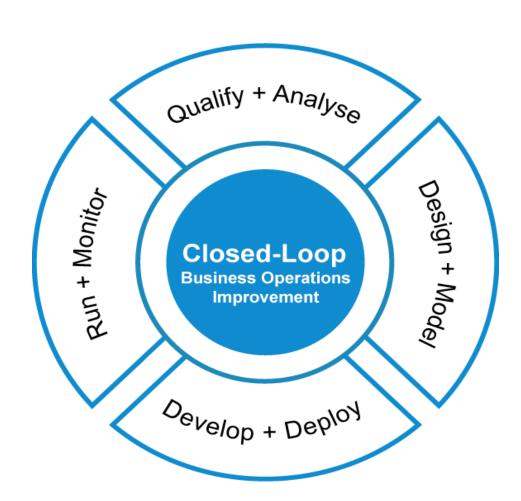
Process participants interact with running processes across multiple channels

End user collaboration and knowledge sharing through situational applications

Cordys@Work

CORDYS

Best-practice Implementation Methodology





Qualify & Analyze the organization, select a process, determine goals and scope, analyze the as-is process and its gaps



Design & Model an optimized to-be process, its sub processes, case activities and rules



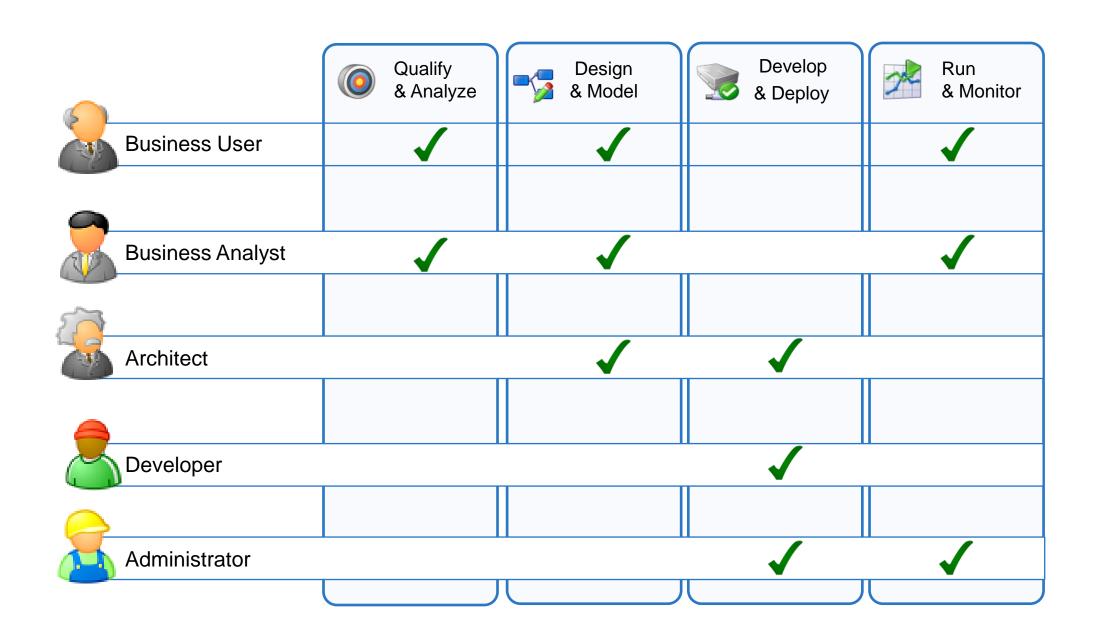
Develop & Deploy services, integrations, transformations and user interactions



Run & Monitor business processes by collecting process performance information for analysis and optimization

Cordys@Work: Roles Involved





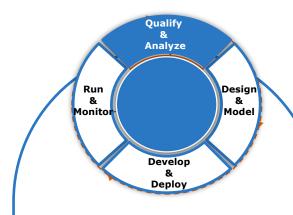
Qualify & Analyze

CORDYS

Self Service

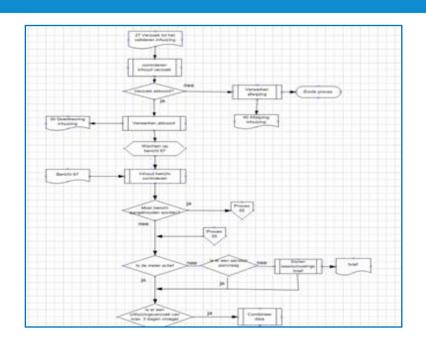
Delivery

Activation



- Qualify the organization, select a process to implement or optimize
- Analyze the as-is process and its gaps
- Collaboratively work towards the to-be process using online Cordys Process Boardroom with integrated WIKI



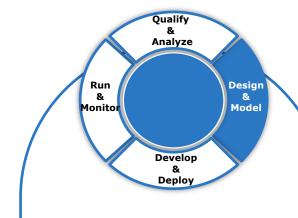






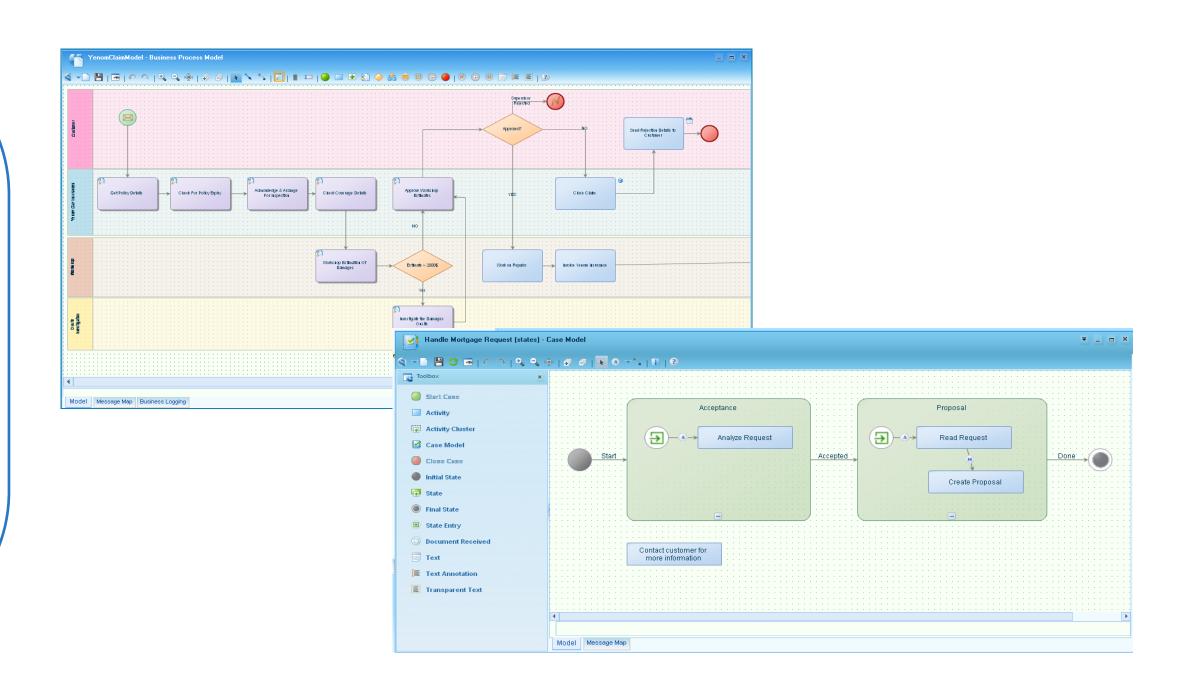
Design & Model

CORDYS



Support for Business Process Modeling Notation (BPMN) 1.1

- Model executable business process models
- Design, model and execute any type of process patterns



Develop & Deploy

CORDYS

Academy Cordys Business Activity Monitoring

Academy Cordys Business Activity Monitoring

Standard

D1.000.014

Administrator

01/04/2011 09:35:14

Rollback

Details

Description:

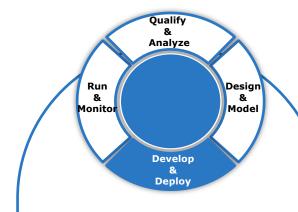
Application Type:

Build Number:

Installed By:

Created Version

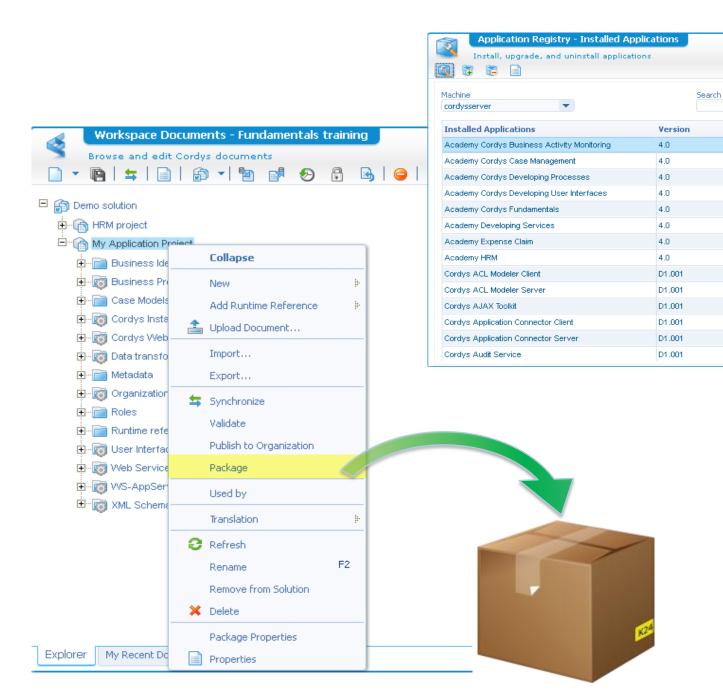
Time of Installation:



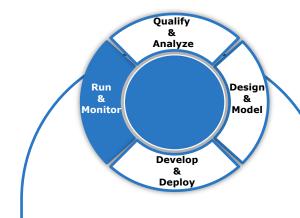
Package an application with a single click

Distribute applications together with supporting documentation

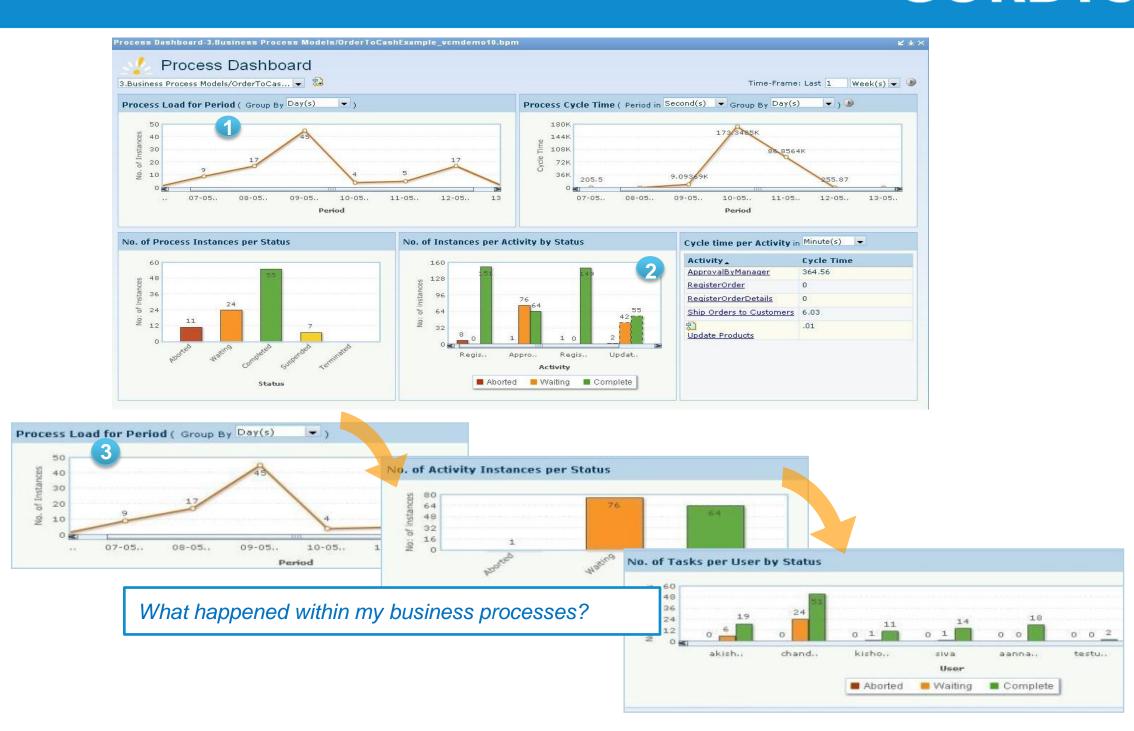
Deploy applications through a single interface



Run & Monitor

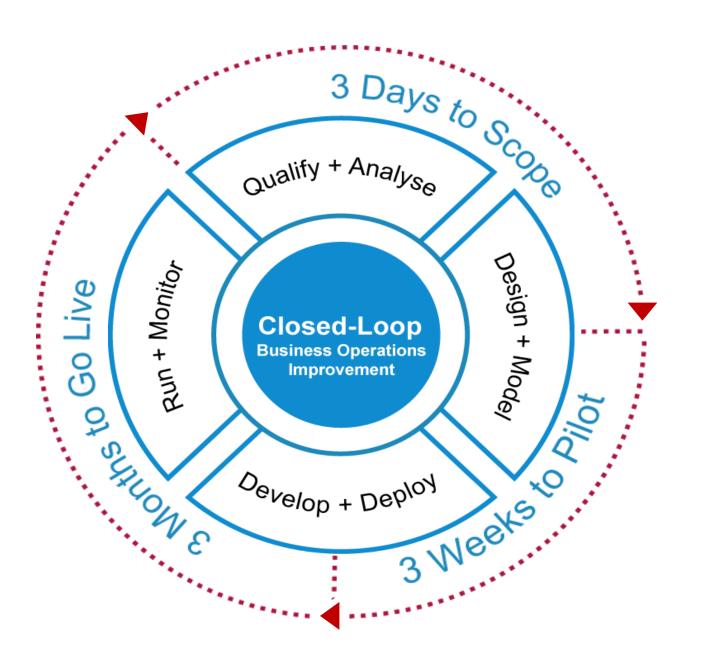


- In-depth scans of process performance
- Detailed performance analysis
- 3 Process drill down



Cordys Engagement Model

CORDYS



1. Workshop

INPUT

- Process Overview
- Pain points
- IT Landscape

OUTPUT

- Solution Blueprint
- High-level Scope

2. Develop a Prototype

INPUT

- Process details
- Backend integration
- · Acceptance criteria

OUTPUT

 Working and accepted Prototype

3. Rollout Pilot

INPUT

- Operational requirements
- Business Rules

OUTPUT

Live system

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Cordys Community

CORDYS

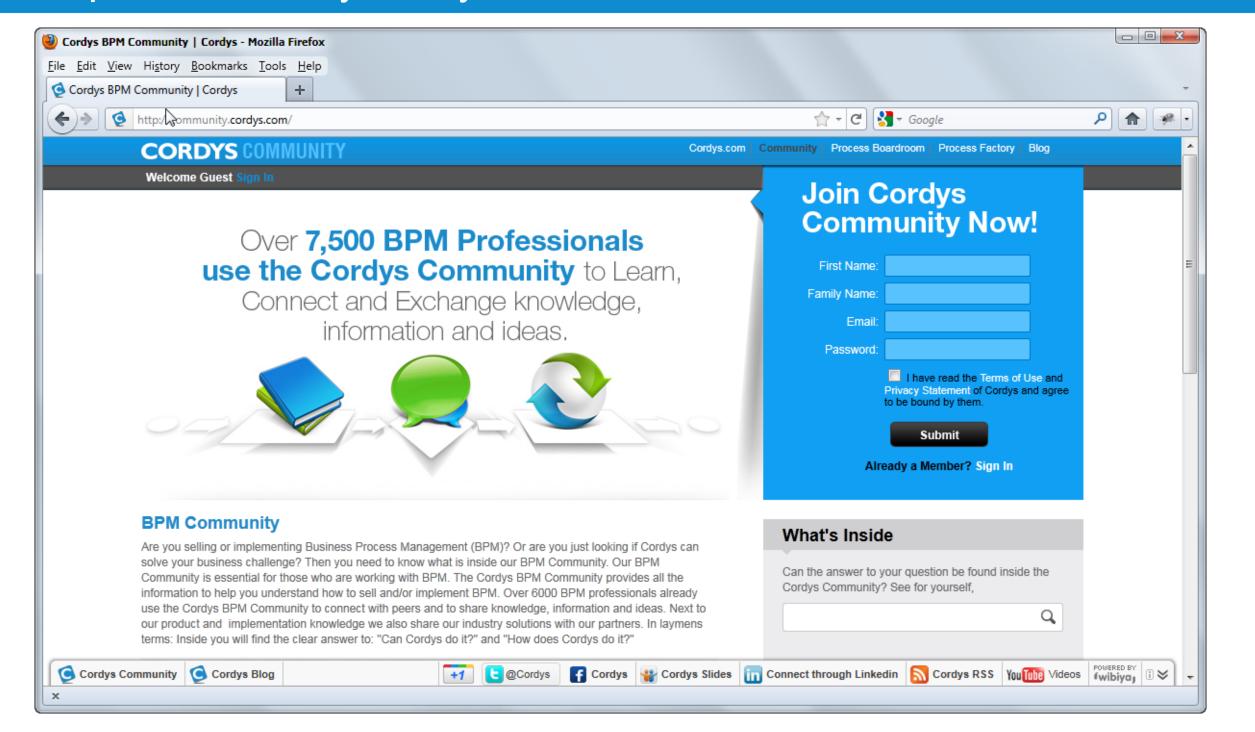
Online Community

- For knowledge sharing and exchanging of ideas, documentation and best practices
- Between Cordys employees, partners and customers

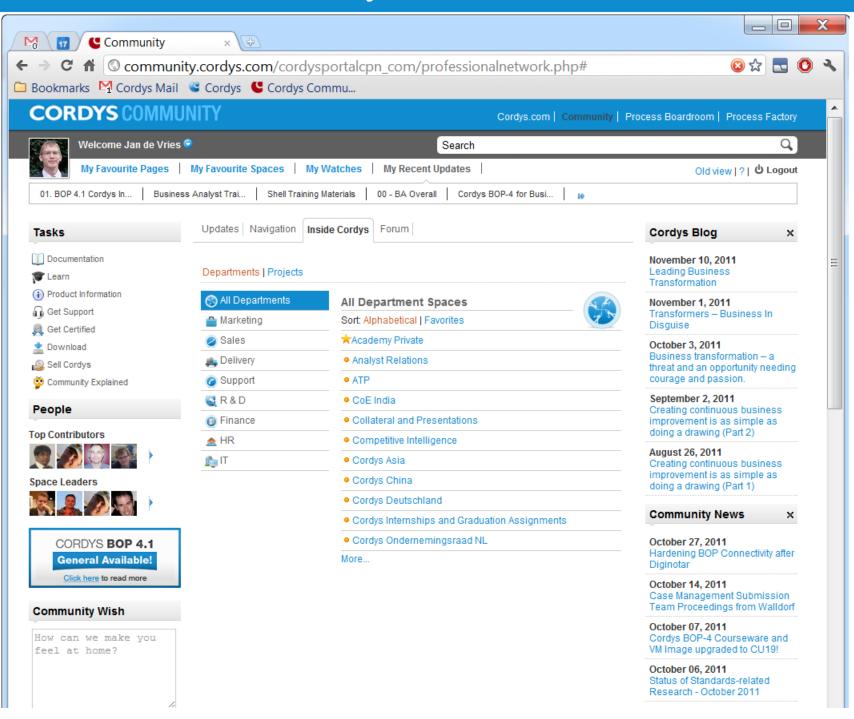
Content:

- Product Knowledge, -Blogs & -Forums
- Product Documentation
- Customer Support
- Training Materials & E-Learning Content
- Demos
- Certification Application
- Implementation Methodology
- Marketing Materials

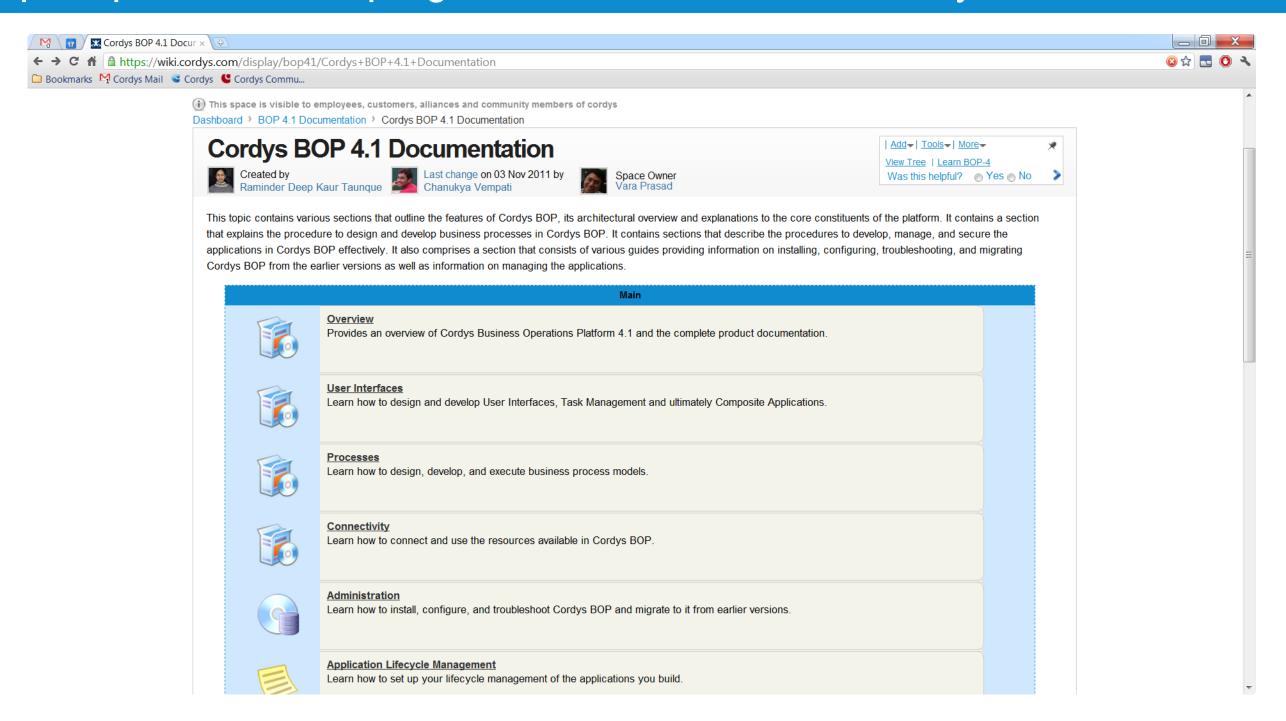
http://community.cordys.com



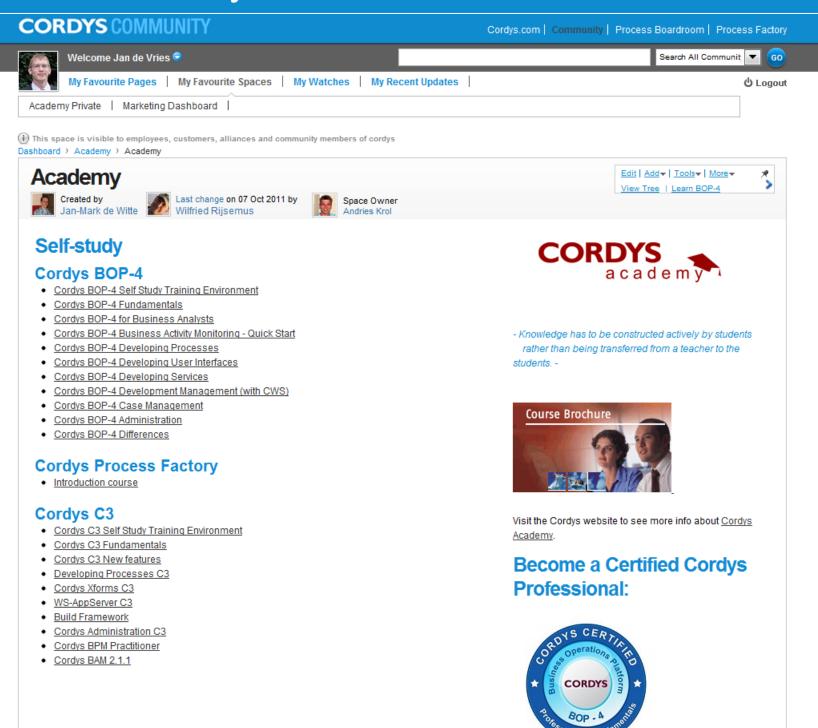
Landing Page of the Community



Sample space: Developing User Interfaces with Cordys



Academy on the Community



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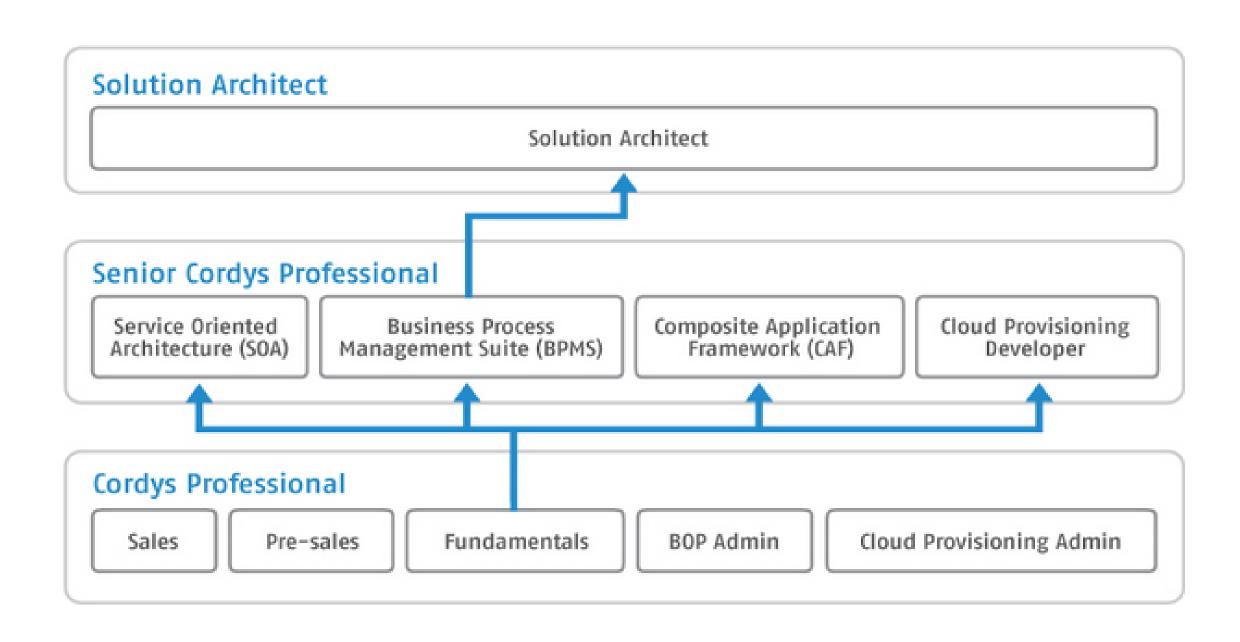
Cordys Academy & Certification

CORDYS

Maximize the value of your Cordys platform:

- Classroom training:
 - Overview courses
 - Developer courses
 - Administrator courses
- On-site training: customized training programs
- Self-study training: online training via Cordys Community, including 180-day trial version of Cordys platform and online course materials
- Certification program for professionals, ensuring qualified resources in Cordys (partner) ecosystem

Available Certifications



Certification Process

CORDYS



Select Certification

Depending on your current role and career aspirations, you can choose the Certification most suitable for you.



Prepare for Examination

Prepare for the examination by enrolling in a self-learning program or by participating in training programs for each Certification.



Enrol for Examination

Enrol for an examination through our Certification Application and schedule for the online-examination. Payments can be made online or to your regional Cordys Account Manager.



Take Examination

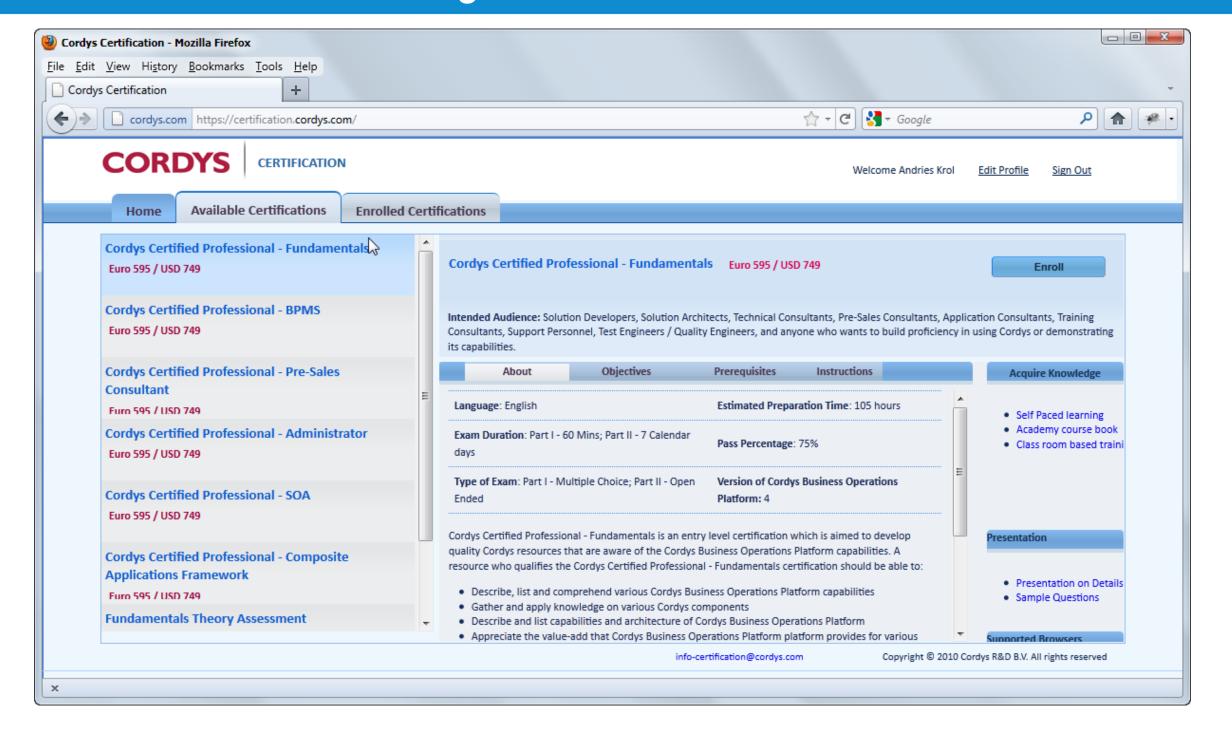
Take the examination on the scheduled date and complete it within the prescribed time period.



Get Certified on qualifying the Examination(s)

Your certification will be dispatched to you on successfully completing the examination.

Certification Home Page



Exercises

- Signing up for the Cordys Community (if you are not a member yet)
- Terms, protocols and technologies

Terms, Protocols and Technologies

CORDYS

Find definition at
 http://www.w3schools.com or
 http://en.wikipedia.org

Example of usage

◆ Ca. 20-30 minutes

HTML	XML
CSS	XSD
BPM	SOAP
WSDL	ESB
BPMN	XSLT

Thank You

Questions?