BAM – a new growth area

Business activity management detects fraud as it happens BUSINESS ACTIVITY MANAGEMENT (BAM) has emerged as one of the hot growth areas in the enterprise software market, as organisations look for tools that allow them to respond to business challenges and events in an agile manner.
South African retailers are interested in BAM fraud detection applications, and are likely to be among the first local companies to aggressively adopt the technology. Other industries, such as manufacturing, telecommunications and financial services, will most likely follow.

Business intelligence is a proven and powerful tool, but it has traditionally depended on historical data that could be days, weeks or even months old. As valuable as this information is for planning and strategy, it often arrives too late to be useful for operations. By contrast, BAM provides real-time information about the status of various operations, processes, or transactions so that business can respond to threats, problems and opportunities before it is too late.

Gartner coined the term 'Business Activity Monitoring', which defines BAM as the "aggregation, analysis, and presentation of real-time information about activities inside organisations and involving customers and partners".

BAM integrates operational information from a variety of sources, systems, databases and applications to provide end-to-end visibility into business activities. Operational managers and top executives gain a real-time, dashboard view of business process activity, complete with key performance indicators that alert them to impending problems, and allow them to analyse the reasons for systems or business process slowdowns or failures.

Most businesses have an operational environment based on a range of complex systems, databases and processes. It is difficult for any manager to see exactly what is going on in the business without understanding the dependencies among this patchwork of disparate systems and processes.

BAM allows managers to drill down into the most basic units of work to understand exactly where the failures, stoppages, policy violations and other problems are. This information allows them to identify problems in real time, and avoid customer dissatisfaction, revenue loss, and other consequences of systems or process failure.

Paul Somers
Email: paul@somers.com
Blog: http://paulsomers.blogspot.com

About the author*: Paul Somers is a Microsoft Most Valued Professional (MVP) at Connexion Technology. www.connexiontechnology.com.au*