

# What Is Dynamic Case Management?



# Contents

**04** Today's Case Management Must Adapt

**15** Customer Success Story: FICO

**05** What Is Dynamic Case Management Anyway?

**16** Customer Success Story: American Integrity Insurance

**08** How Do BPM and Dynamic Case Management Differ?

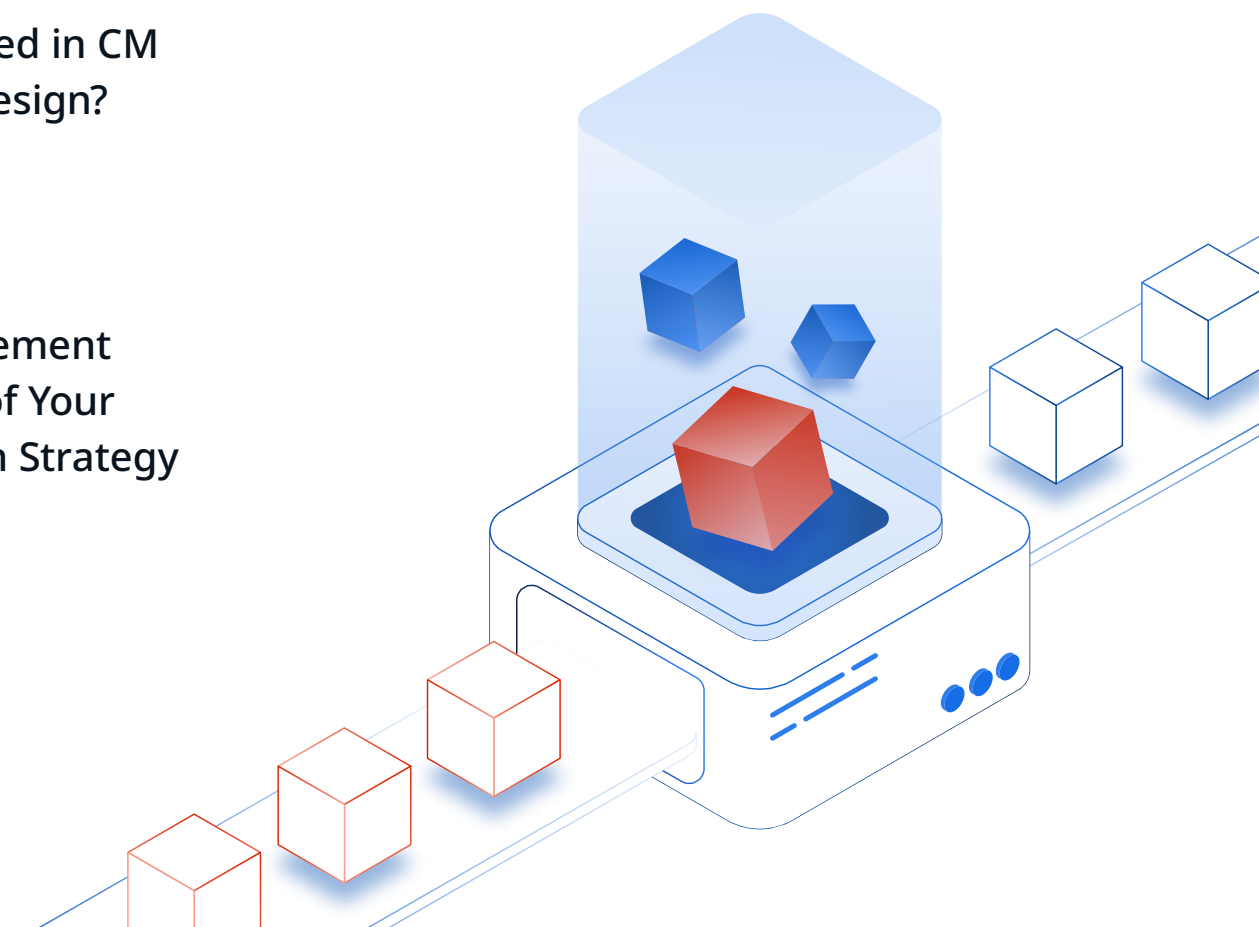
**17** Who Should Be Involved in CM Process Application Design?

**11** Dynamic Case Management Meets the Unique Needs of Process Owner

**18** Dynamic Case Management Is an Important Part of Your Digital Transformation Strategy

**13** Who's Offering Dynamic Case Management Frameworks?

**19** Conclusion





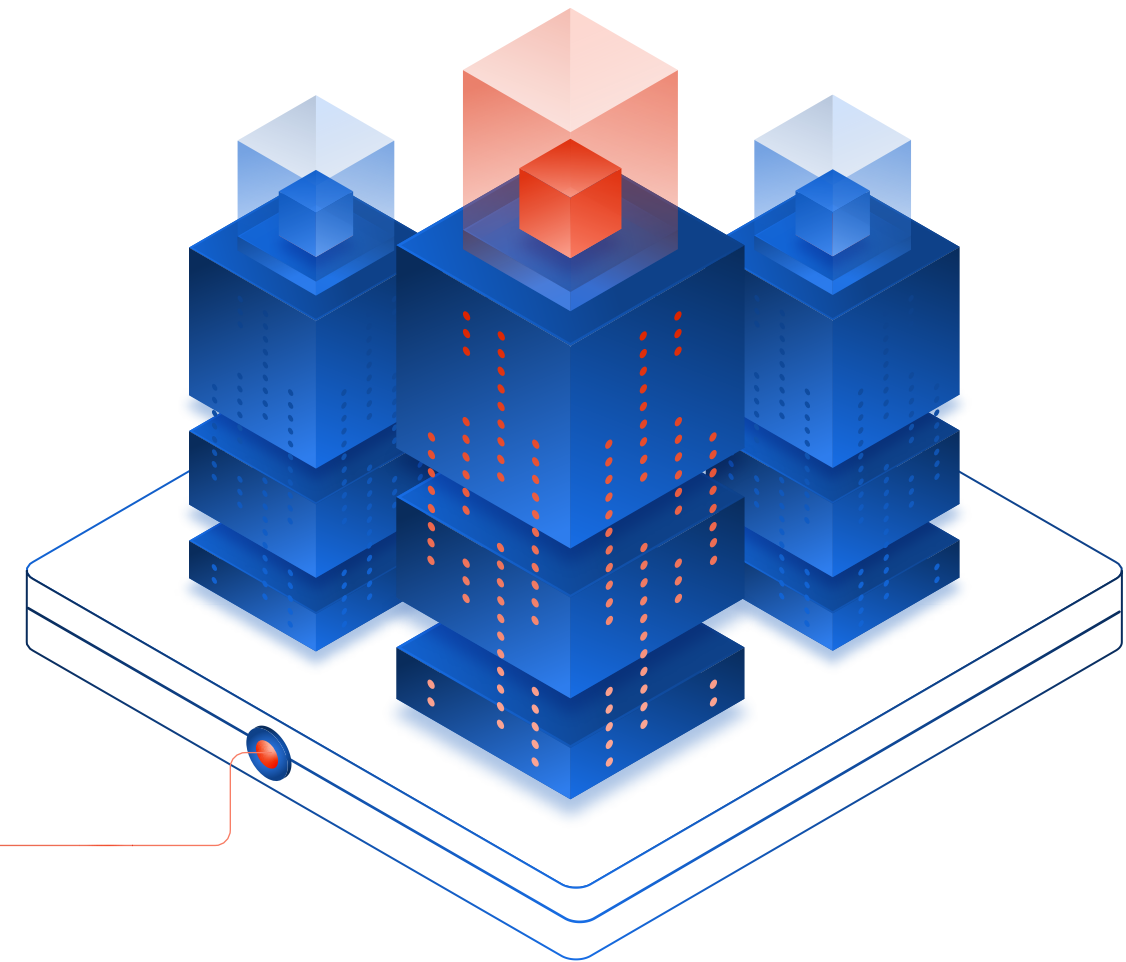
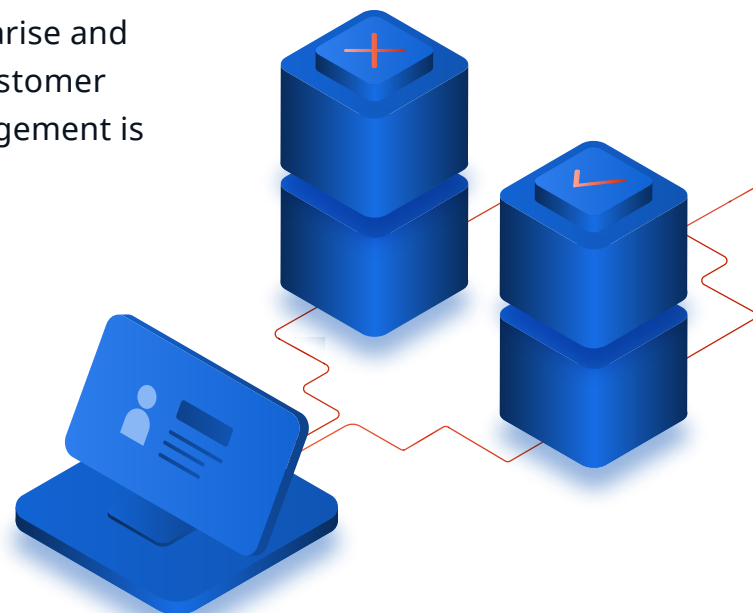
Research estimates the global case management market will more than double from \$5.02 billion in 2018 to \$10.46 billion by 2026.<sup>1</sup>



1. [www.verifiedmarketresearch.com/product/case-management-market](https://www.verifiedmarketresearch.com/product/case-management-market)

# Today's Case Management Must Adapt

Modern organizations must be masters of change. As new technologies arise and competitive landscapes shift, customer expectations evolve. Case management is no exception.



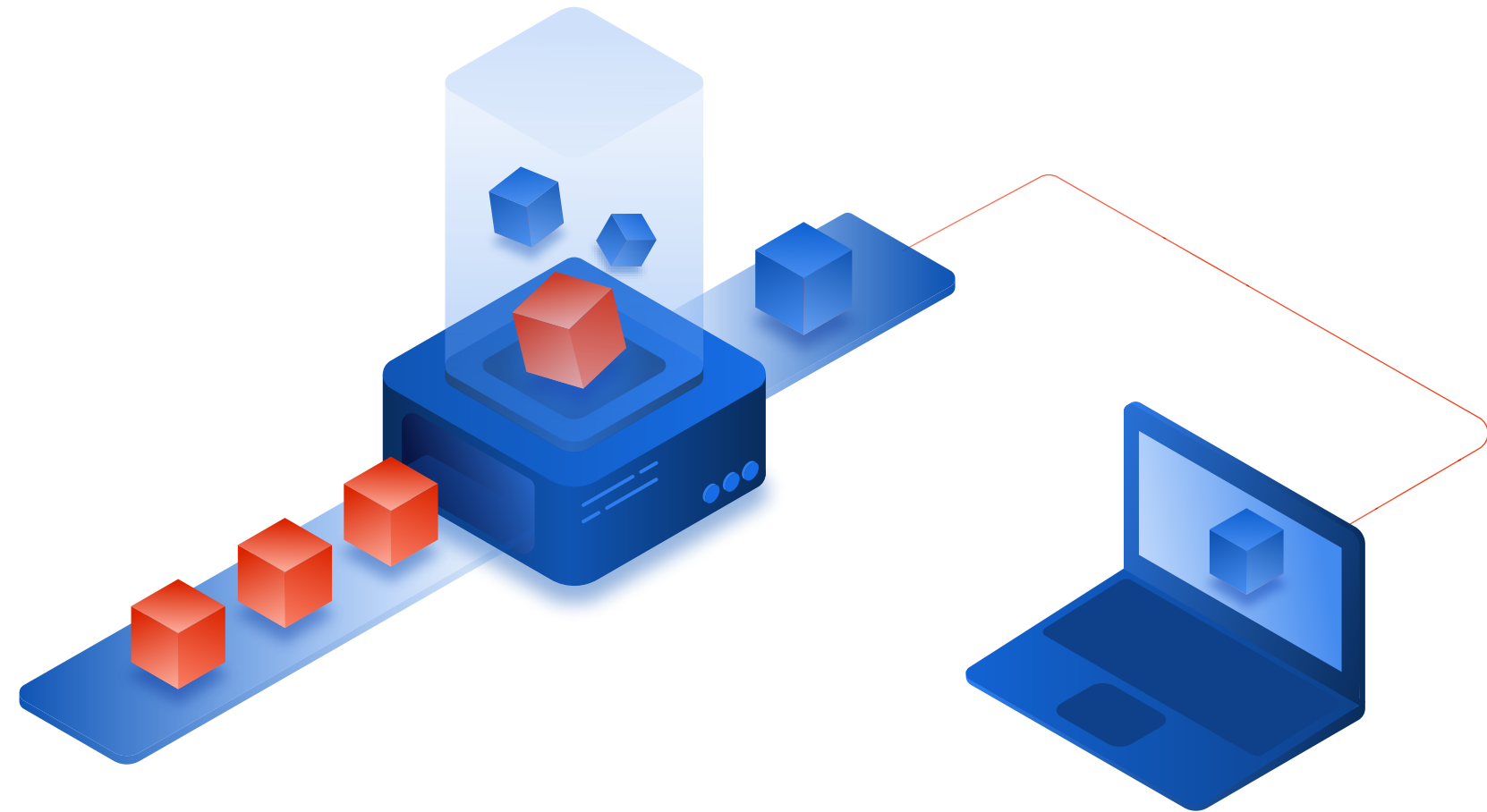
Process owners are continuously pressured to improve their efficiency as the pace of business accelerates. To do that, they need powerful, simple-to-use tools that take advantage of the latest technologies. Armed with such tools, they're able to resolve issues faster while delivering great customer experiences.

Many organizations use traditional business process management (BPM) solutions within an enterprise software ecosystem. However, case management

processes don't flow as smoothly across departments or applications as they should. Others use purpose-built case management tools that take a lot of time and money to customize.

Advanced dynamic case management frameworks enable process owners and developers to build AI-enabled process applications that can adapt to complex, changing events. They also allow you to update or change your processes, easily, on-the-fly.

# What Is Dynamic Case Management Anyway?



---

Dynamic case management facilitates efficient case-related work using technologies that automate and streamline aspects of a case.

A case contains information about a particular issue or entity such as a person, company, or incident. Importantly, it builds bridges between applications, so humans don't have to reconcile information from disparate systems.

## IT'S A PRODUCTIVITY BOOSTER

Dynamic case management is a great example of a human-machine partnership in which process optimization is enhanced through AI-driven decisioning and automation. It helps employees work faster and with greater precision.

## IT HARMONIZES PROCESS FLOWS

When unnecessary obstacles are removed from processes and workflows, case managers can finally become holistic problem-solvers. That way, they can:

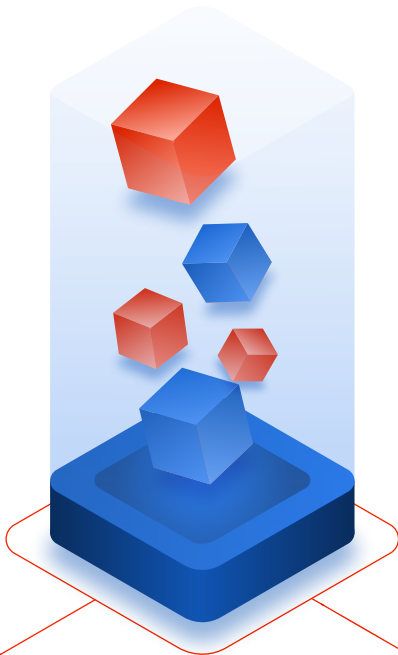
- Map user journeys
- Improve customer experiences
- Expedite investigations
- Achieve more in less time






# Dynamic Case Management Types and Associated Use Cases

While dynamic case management use cases differ, what they tend to have in common is the ability to centralize and orchestrate complex work. Depending on the nature of the use case, it also may be necessary to collaborate with others using different mechanisms such as email, chat, screen-sharing.

Dynamic case management use cases tend to fall into one or more of three types which are investigative, service request, and incident management as shown in the following examples.



## Categories of Case Management

 <b>Investigative</b>	 <b>Service Request</b>	 <b>Incident Management</b>
Task delegation Case folder synchronization	Multiple roles and handoffs Continuity of the case	Maintain and demonstrate a chain of information custody

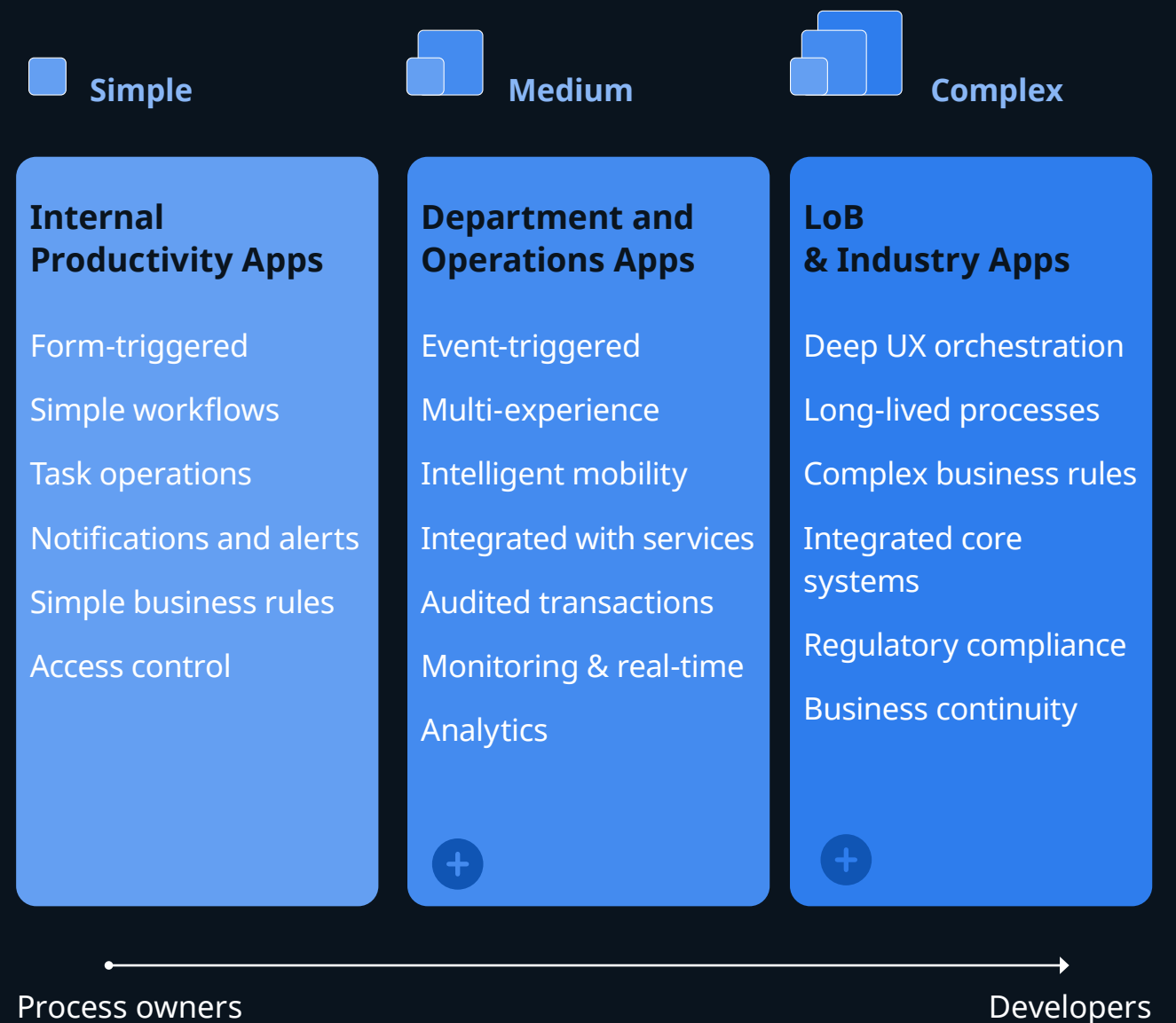
## Examples

 <b>Investigative</b>	 <b>Service Request</b>	 <b>Incident Management</b>
IT governance Audit requests Law enforcement investigations Litigation Social work Foster care Probation	Customer service Claims processing Loan origination Underwriting IT service management HR management Onboarding Procurement	Complaint management Quality management Medical records Fraud management Natural or manmade disaster management

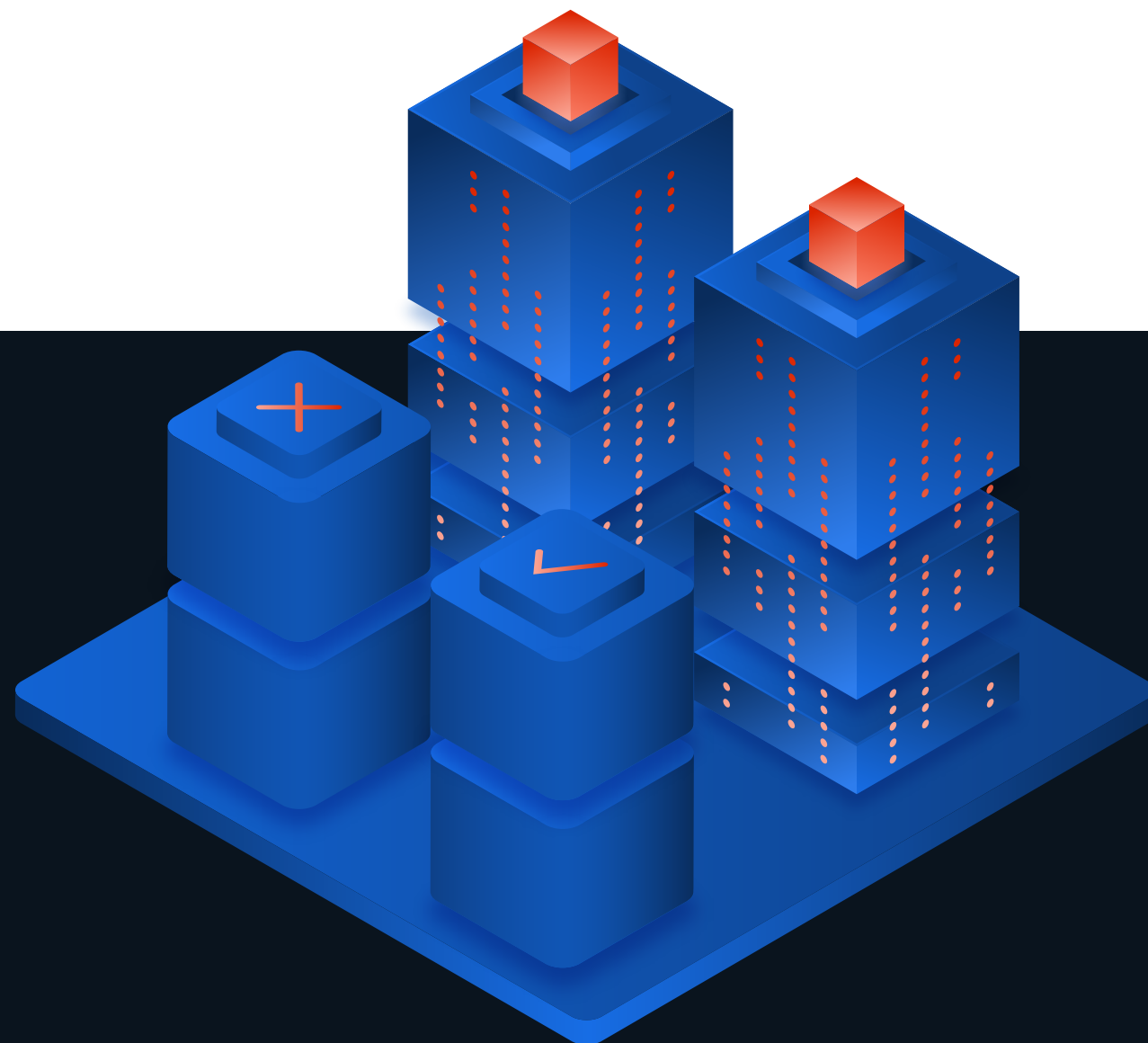
# Dynamic Case Management Apps Range from Simple to Complex



Typically, process owners build simple apps and developers build more complex apps. A well-rounded case management framework will support both and also enable process owners to transition their work to a developer, without modification, anytime.



# How Do BPM and Dynamic Case Management Differ?



## FORRESTER®

Forrester Research groups BPM, dynamic case management, and low-code software support under the common umbrella of Digital Process Automation. According to the The Forrester Wave™: Cloud-Based Dynamic Case Management, Q1, 2018 report, BPM has become outdated and less effective for less-structured work patterns. This is a result of the changes in the nature of work, which is moving from production- and task-based to knowledge- and context-driven.

## Gartner®

Gartner sees case management frameworks as being built on top of business process management platforms. The case management frameworks are model-based, but their respective capabilities depend on the components individual vendors include out of the box.

Not all BPM vendors offer case management frameworks, and not all case management frameworks are offered by BPM vendors.

BPM	VS	CASE MANAGEMENT
Static		Dynamic processes
Linear		Non-linear processes
Difficult to adapt		Easy to adapt
Little or no intelligence		Contextual intelligence
Hand-code		Low-code
Outdated		Modern
Task-based		Context-driven



# Dynamic Case Management Frameworks

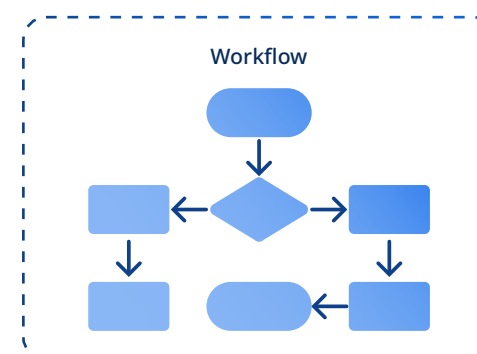
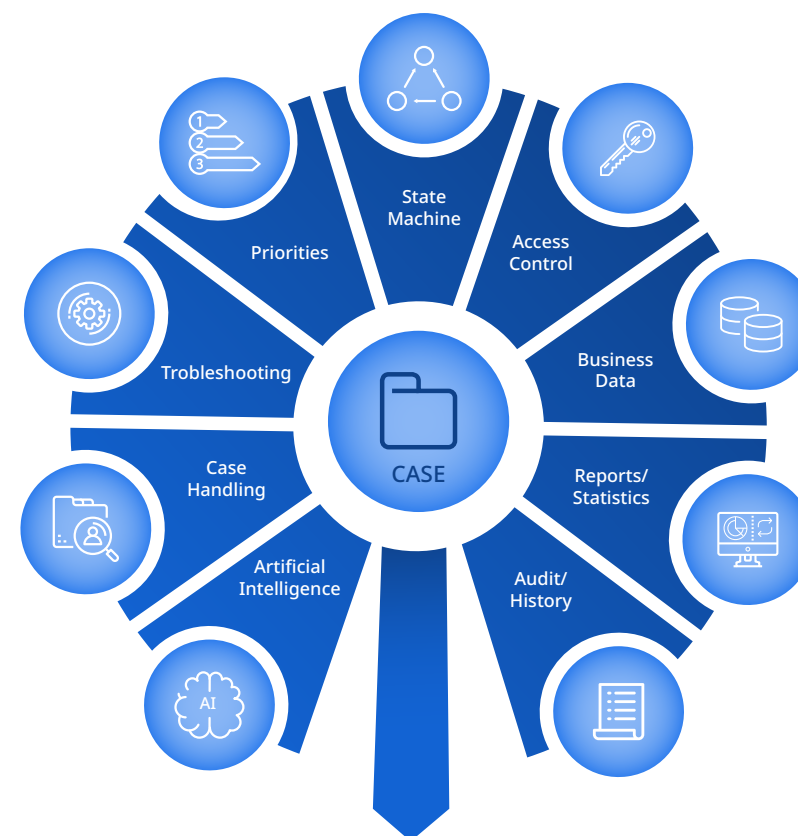
The first diagram illustrates the many issues developers and architects must address without a low-code solution.

The second diagram reflects the elegant simplicity of a low-code dynamic case management framework. It abstracts the core services and capabilities so process owners and developers can easily create and modify apps, processes and workflows.

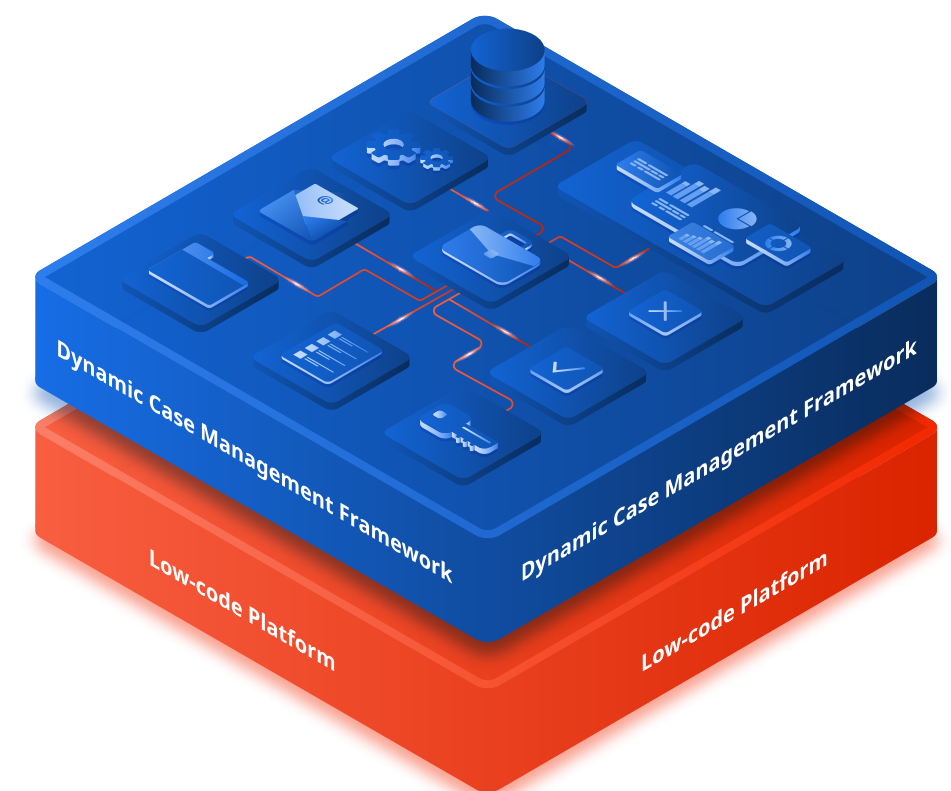
The difference between BPM and dynamic case management is that BPM involves repeatable processes that don't change (are static). When requirements change, BPM requires the business process to be updated, which isn't necessarily easy.

Dynamic case management is designed to handle changing circumstances. If a process needs to be updated beyond the scope of change anticipated by its original design, it can be altered quickly using visual tools.

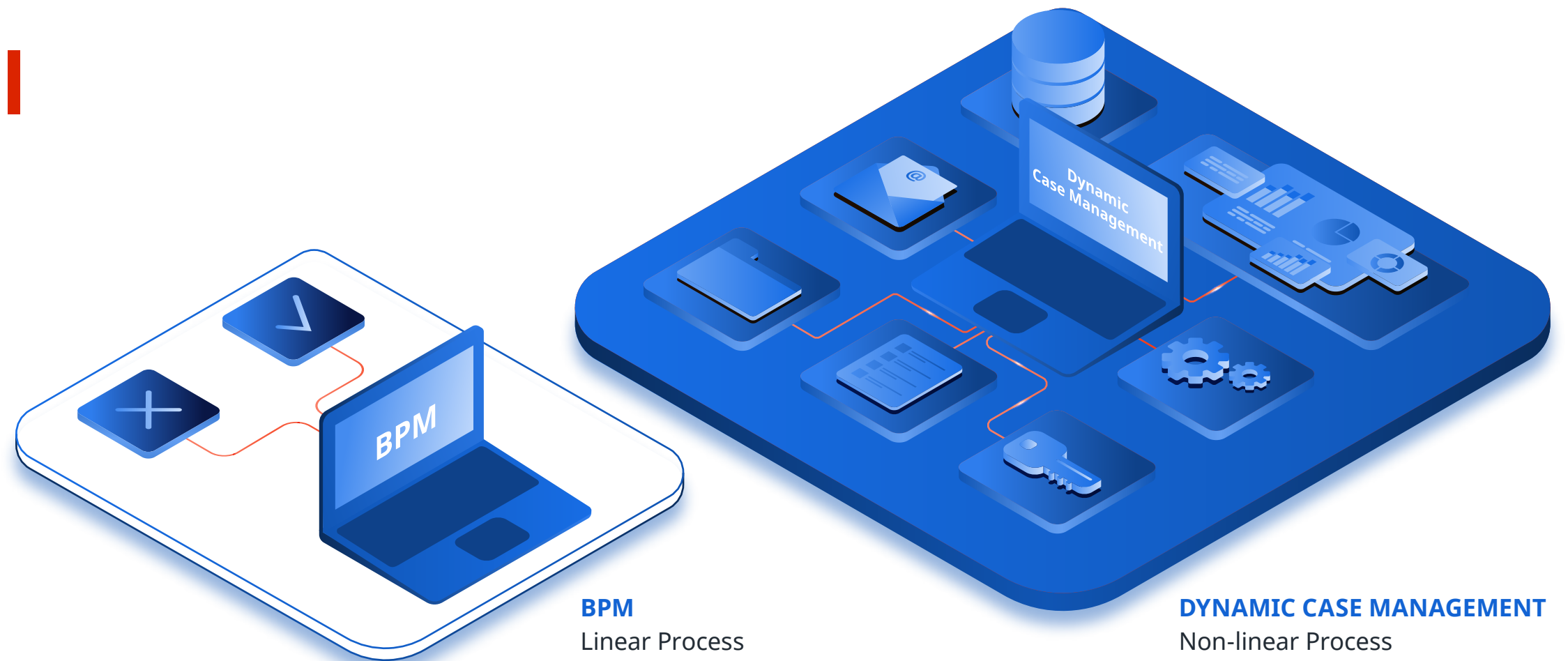
WITHOUT A CASE MANAGEMENT FRAMEWORK



WITH A CASE MANAGEMENT FRAMEWORK



# Different Conceptual Models



BPM and dynamic case workflows reflect different conceptual models. BPM workflows tend to be linear while dynamic case management workflows tend to be non-linear.

While BPM and dynamic case management both have their places, the rapidly changing nature of the modern business environment is driving strong demand for the latter.

In a simple business process, such as employee expense reimbursement, expense reports are either approved or rejected based on a set of business rules and logic. In contrast, producing a trade show involves complex, sometimes interdependent processes and workflows. For example, if ticket or sponsorship

sales are too low, marketing campaigns, sales tactics, venue layout, food and beverage, on-site management staffing, investment and profitability change. Similarly, a different type of failure in another part of the organization can affect the operations and strategies of the other functions.

# Dynamic Case Management Meets the Unique Needs of Process Owner

---

Process owners are often frustrated by the limitations of the systems they're using. General enterprise software and productivity software such as spreadsheets were not designed for case management specifically. Niche case management products are designed for specific occupations, but they don't address an organization's, a department's, or a user's unique requirements.

With dynamic case management frameworks, process owners and developers can design, build, monitor, and improve perfect-fit case management applications.

## Why Process Owners Love Dynamic Case Management

### ADAPTIVE

A change in one part of a complex process can "break" another part of the process. Dynamic case management adapts to the changing nature of complex cases, often with the help of AI, so case managers can focus on resolving cases instead of grappling with software-related errors.

### CROSS-FUNCTIONAL

Why should processes be delayed by awkward software handoffs? With dynamic case management, processes flow seamlessly across departments and teams so important details don't fall through the cracks.

### AGILE

Dynamic case management is particularly well-suited to the agile nature of modern businesses in which operating models, teams, and processes are constantly changing. Dynamic case management adapts to case-related events and it enables case managers to update processes on an ad-hoc basis.

### EMPOWERING

When something major changes – a new law goes into effect or a major supplier changes its processes – it can impact your case management process. You can wait several weeks or months for traditional development to handle it, or you can start fixing it right now.

# Why Business Leaders and Developers Love Dynamic Case Management Systems

## INTUITIVE

Dynamic case management frameworks expedite the realization of solutions by providing visual tools that include process, data, integration and decision models. Traditionally, developers were required to encode processes into software. Using dynamic case management frameworks, process owners can create applications themselves without worrying about how to translate a process into code. If a process becomes unusually complicated or otherwise requires professional development experience, a good framework will enable a seamless handoff from the process owner to the professional developer without requiring the application to be rebuilt from scratch.

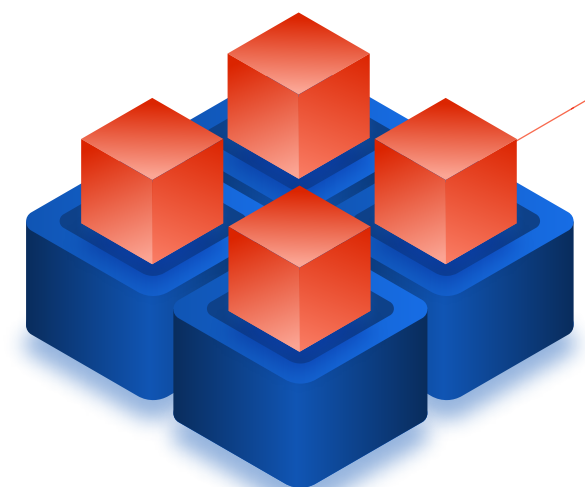
## INTELLIGENT

Dynamic case management frameworks use AI and machine learning to help case managers make more accurate decisions in context. Machine intelligence + human intelligence makes case management more efficient and effective.

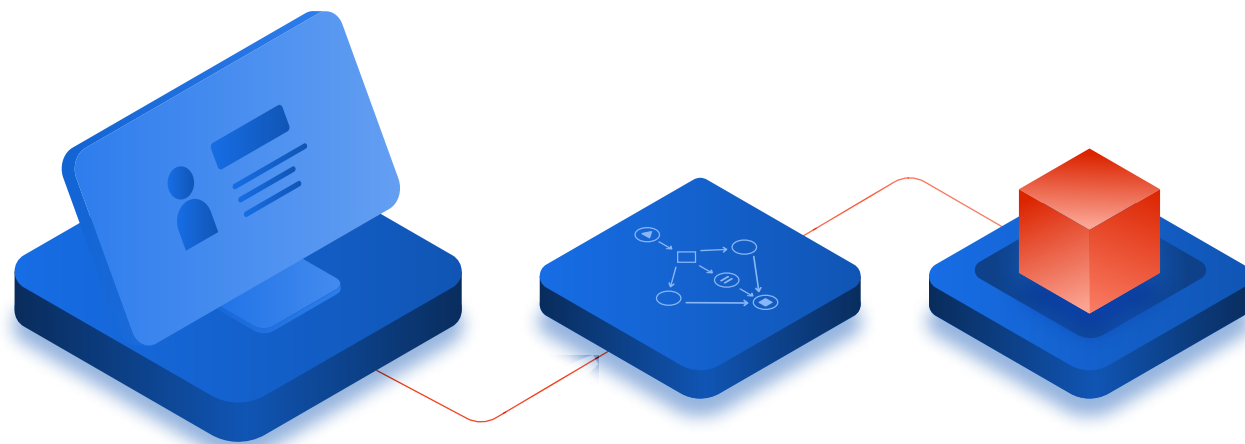
Without the help of machine intelligence, case managers often have to make judgment calls that may affect individual lives in profound ways. AI and machine learning can surface information based on a large volume of de-identified cases, so a decision can be made which balances subjective experience and judgment with objective evidence. This is a particularly important feature for case managers working in regulatory environments or when a lawsuit arises.

## EFFICIENT

Dynamic case management frameworks enable users to build a custom solution from scratch. Moreover, entire process applications can be built in a fraction of the time it takes to customize COTS. The time and money saved can be allocated to innovation.



# Who's Offering Dynamic Case Management Frameworks?



- Low-code application platform vendors
- BPM vendors
- Specialty vendors

## Low-code vendors have advantages

Low-code vendors are uniquely positioned to provide dynamic case management frameworks that can adapt to a variety of use cases. They also provide use case-specific templates to support case managers in different industries.

Low-code application providers have unique attributes that make them particularly attractive sources of dynamic case management frameworks:

- They abstract complex, technical software code into visual tools that case managers can use to create dynamic applications.
- They've embedded AI into their products to boost productivity and accuracy.
- Their tools slash software development times and costs by an order of magnitude (e.g., hours versus days, weeks versus months, and at a fraction of the cost).
- Their lack of industry or role specialization gives them visibility across many different forms of case management. This knowledge is shared with customers as best practice advice that is relevant to a particular industry and also transcends any particular industry.
- Their intuitive technology enables users to think in terms of business outcomes instead of the mechanics of software development, which accelerates the delivery of business value and helps users think more strategically about how processes and information should flow in their organizations.
- Their products are integrated with many different types of business software, providing connectors between their platforms, enterprise software, and various data sources.





Not all low-code vendors are equal, however, so put marketing claims to the test.

**Our customers did.**



While low-code development has become popular among organizations of all sizes, buyers should not rely on vendors' marketing claims alone since each vendor's ability to execute differs. Buyers should choose a vendor who is capable of meeting their needs in the short-term and over the long-term, which tends to underscore the need for the enterprise-grade capabilities, a proven track record over many years, and the ability to continuously anticipate customer requirements for emerging technology support.

More than a third of OutSystems customers have built sophisticated case management solutions instead of using a BPM platform or COTS because it accelerates the implementation of initiatives, provides greater flexibility, and results in better outcomes. Both IT and non-IT users are able to build applications that improve internal operations, cross-departmental collaboration and visibility. Importantly, their case managers are resolving more cases in less time.

# Customer Success Story: FICO



6 months  
to develop



75% reduction in  
developer effort



Reduce costs in  
new credit implementation



4x faster  
development time

## FICO

### Rebuilds Its Loan Origination App 4X Faster

Predictive analytics software company FICO invented the credit origination software market decades ago, but with rapid changes in the regulatory environment and new data sources coming online all the time, the company realized clients would need a more flexible version of its FICO Origination Manager application. The goals were to deliver a flexible platform for customers while cutting development time and costs.

Each FICO customer has different systems and processes, so the new FICO Origination Manager would need to support a high level of customization

and integration with existing infrastructures. FICO started the project with traditional development tools, but it soon became apparent that building an integrated development tool would likely delay project delivery by several months.

#### RESULTS

Using OutSystems, FICO was able to complete the entire project in 6 months using half the number of developers versus the 24 months it originally estimated. The new application adapts faster to dynamic market and regulatory changes and has also reduced the costs of new credit programs implementation.

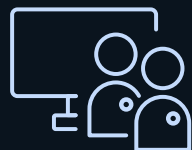
# Customer Success Story: American Integrity Insurance



24/7 customer access to claim information



2,700 claim inquiries through the portal



3 full-time developers



3-4x faster development time



## Launches First Notice of Loss Claims Portal

Several weeks before the 2018 hurricane season, American Integrity Insurance Group, Florida's fifth largest insurance company, decided to build a loss claims portal so it could reduce the number of calls made to the call center and provide policyholders with instant access to their claim's status via the web or a mobile device.

When Category 5 Hurricane Irma hit Florida in 2017, 31,000 calls flooded the call center. American Integrity was so overwhelmed by the volume, it had to outsource some of the work to a third party.

After spending several months discussing options, American Integrity engaged OutSystems Elite Partner C2S Consulting which created the entire portal in just

8 weeks using 3 developers. The portal enables American Integrity to automatically triage claims based on their severity. Customers can submit, review, and follow their property insurance claims and get immediate feedback on what to expect next.

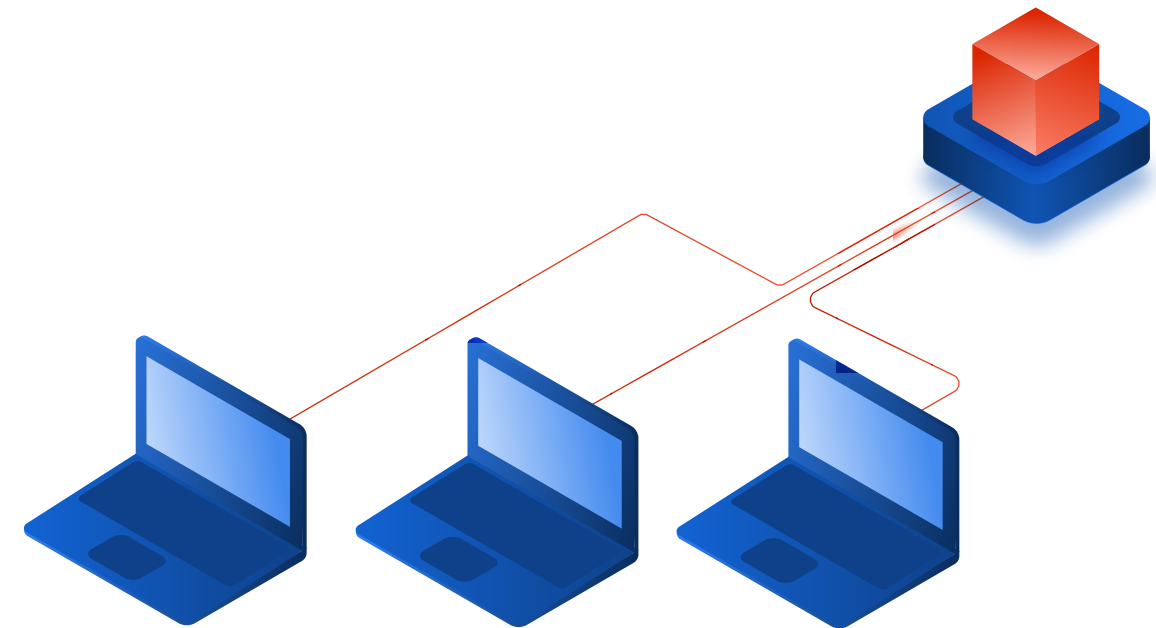
### RESULTS

In 2018, 4,000 claims were filed as the result of Hurricane Michael alone. The new portal handled nearly 2,700 claim status inquiries, saving approximately 8 minutes of call center time each, for 360 man hours savings total. More importantly, American Integrity was able to provide policyholders with timely help when they needed it most.

# Who Should Be Involved in Case Management Process Application Design?

---

Stakeholders are the people who are responsible for designing the case management application or process and the people who would be affected by it. That probably includes people in your department, people working outside your department, people working across departments, managers, executives, investors, and other technical and non-technical roles whose involvement will be necessary.



## STAKEHOLDERS

With BPM, consistency tends to be the goal. If the designers get the process formula “right” the process can be repeated over and over again at a target level of efficiency. Greater process efficiency tends to lower costs.

By comparison, dynamic case management must be able to adapt to processes that changed based on events and circumstances. In that case, reducing costs isn’t the only goal; it’s usually one of many goals that must be achieved simultaneously.

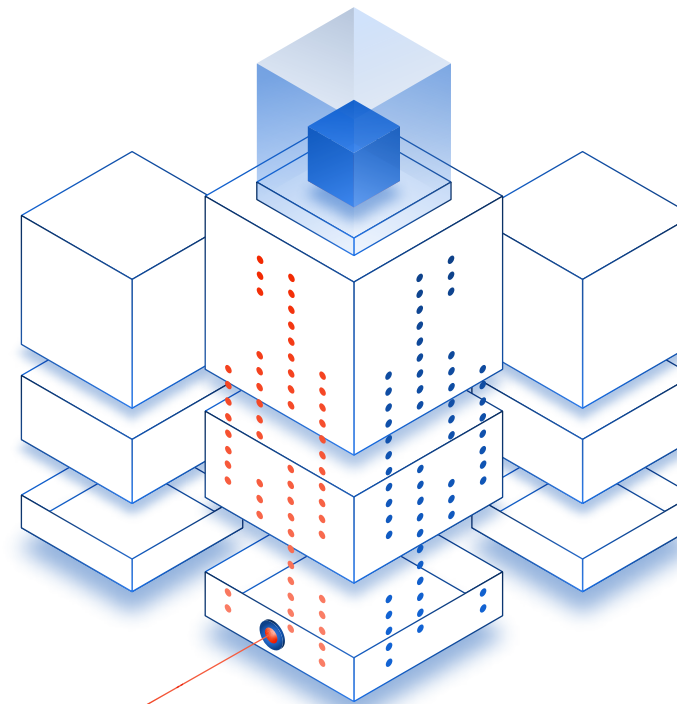
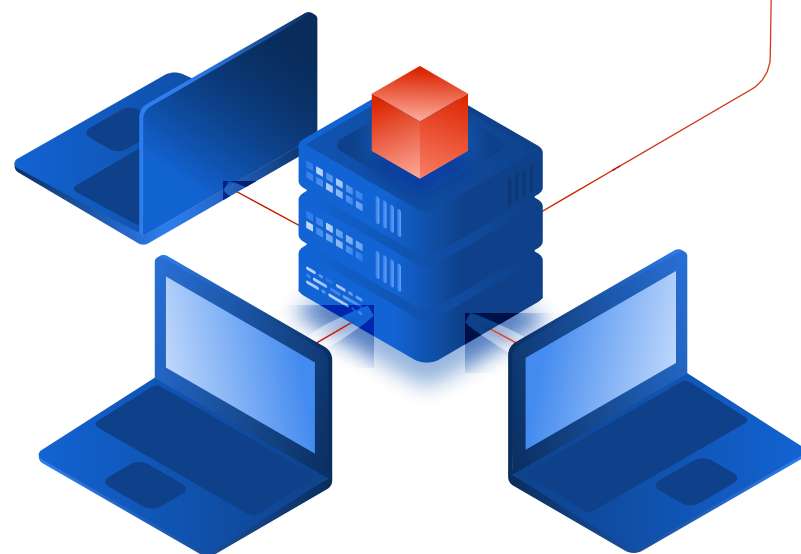
For example, a person designing a case management process at a hospital might

involve relevant doctors, surgeons, nurses, administrators, finance, and compliance experts so the hospital can improve individual patient outcomes, reduce compliance-related issues, and increase hospital profitability concurrently.

## THE MORE STAKEHOLDERS, THE BETTER

Process owners and professional developers often say that what they build is adopted faster and by more people when stakeholders are involved in the design. While it’s not always necessary to involve every type of stakeholder, involving the right stakeholders saves time and helps build goodwill.

# Dynamic Case Management Is an Important Part of Your Digital Transformation Strategy



## FACILITATE CHANGE MANAGEMENT

Organizations of all types are executing digital transformation strategies to minimize the impacts of disruption. Some are translating manual, paper-based processes into digital processes while others are transforming digital processes into compelling user experiences.

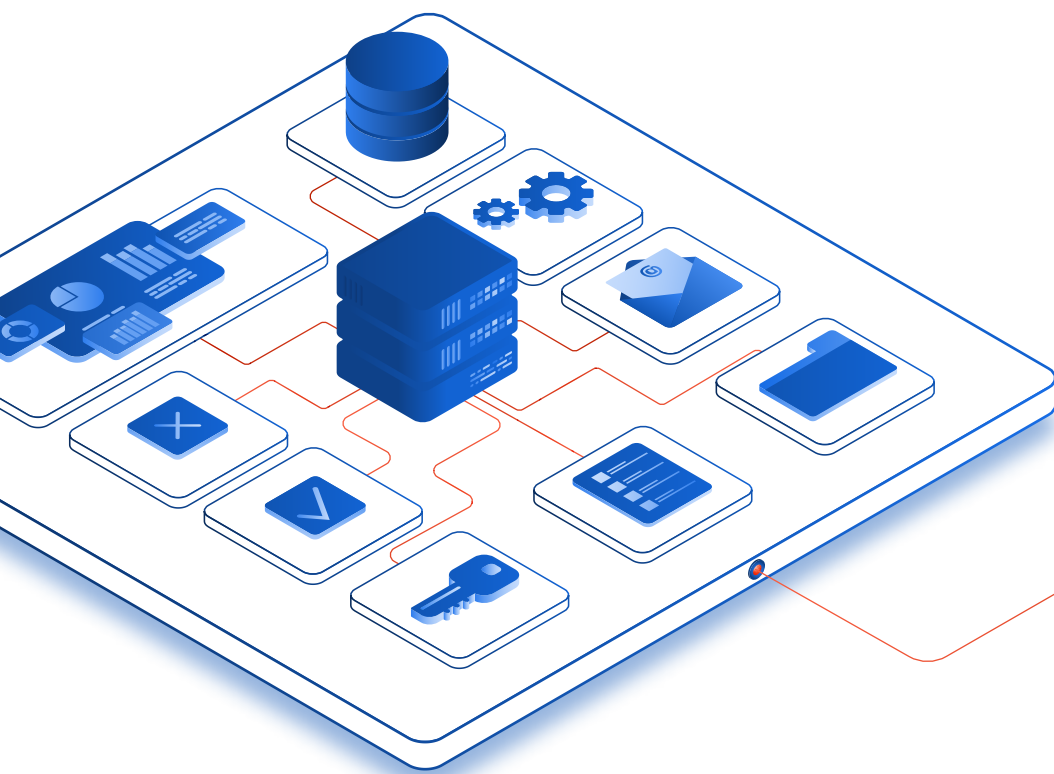
Dynamic case management helps enable digital transformation by bridging the gaps between applications and data sources. That way, processes and related information can flow more freely, benefiting case managers and those they serve.

## IMPROVE CUSTOMER EXPERIENCE

Industry experts say that the goal of digital transformation should be to create better customer and employee experiences than competitors. This is exactly how industry disrupters have displaced incumbents across industries. Dynamic case management can help because it enables organizations to optimize outcomes and user experiences regardless of the changing contexts of a case. For example, banking, insurance, and investment advisors increase sales by offering new services that are relevant to a client's recently-change circumstance such as marriage, divorce, childbirth, and retirement. Dynamic case management enables them to move beyond demographic segments and personas so they can offer highly personalized services on a massive scale in a cost-effective way.



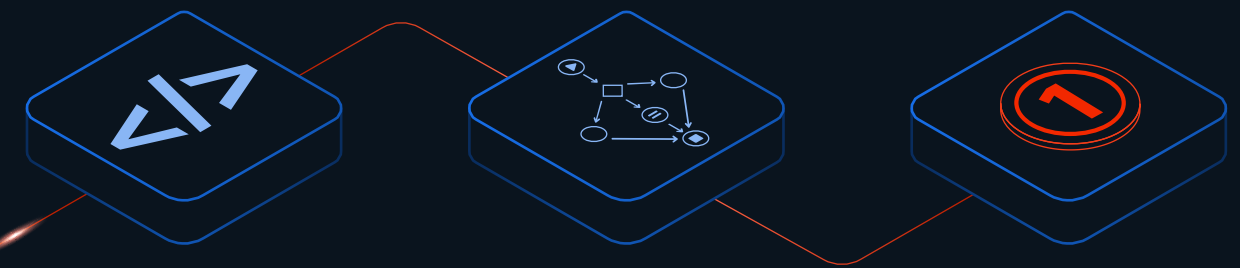
# Conclusion



Dynamic case management is a means of adapting to change. Using a dynamic case management framework, process owners and developers can build process applications that meet their organization's unique, ever-changing requirements better than BPM or COTS.

The key difference between dynamic case management and BPM is one of process complexity. BPM is better suited to repeatable processes that can be done the same way over and over. Dynamic case

management necessarily adapts to the changing nature of case management, and it provides easy-to-use mechanisms that allow case managers and developers to rapidly change entire processes quickly and with ease. Unlike BPM, dynamic case management is designed to transcend departmental processes and roles. While BPM focuses on process optimization, dynamic case management focuses on process adaptation with business outcomes in mind.



## Try OutSystems Today, FREE!

OutSystems now offers dynamic case management frameworks that enable customers to move beyond simple task-focused apps and rote processes. Already one-third of our customers are using the OutSystems platform for case management.

### **Forrester and Gartner recognize OutSystems as the #1 low-code vendor.**

Using our flexible case management framework, process owners and the developers who support them can improve time to market and outcomes while lowering costs.

[Contact us](#) to schedule your OutSystems demo or take advantage of our [free trial](#).



[www.outsystems.com](https://www.outsystems.com)

© Copyright OutSystems 2019. All rights reserved. OutSystems and the OutSystems logo are registered trademarks of OutSystems.  
All other trademarks are the property of their respective companies. Unauthorized copying or distributing is a violation of copyright law.