Business Modeling – IT & Business Alignment
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Business Modeling: Problem Domain & Motivation
Business Modeling: Motivation

- Recording and Preserving Undocumented Business Processes
- Maintaining Business Continuity
- Establishing a Common Organizational Language
- Contributing to Product Requirements and Process Automation
- Identifying Functionality Redundancy Across the Enterprise
- Facilitating Asset Consolidation
- Fostering Asset Reuse
- Increasing Communication Gaps between Silo Organizations
- Increasing Collaborations with Business Partners
- Creating Process-Centric Composite Services & Applications
Introduction to IT & Business Alignment Model
IT & Business Alignment Model

- Driving Business Principles, Such as “Customer Focus”, etc…
- Identifying and Documenting Business Activities and Process Flow by Employing a Formal BPM Language

Business & IT Alignment Opportunities

- Business Concepts Meta-Model
- Business Process Modeling
- Technological Implementations

- System Behavior, Orchestration, Applications, Services, Repositories, Middleware, Infrastructure, COTS Products

A Model for Business & IT Organizations Alignment
Business Concepts: A Meta-Model
What is the Typical Process for Deriving Business Concepts and Establishing a Business Modeling Meta-Model?

Business Process Modeling Typically Take Place at the Business Analysis & Business Architecture Stage

Solid Business Concepts and A Meta-Model for Business Modeling Activities are Typically Derived at the Concept Extraction Phase
Again, What Are Business Concepts?

So, What are Business Concepts and why do we Need to Formalize these Ideas?

Concepts Constitute Organizational Vocabulary. A Language that can be used to Fill in the Communication Gaps

Concepts are Reusable Entities

“Client Centric”

“Household Portfolio”

“Federated Identity”
Business Process Modeling
What is Business Process Modeling?

Identifying and Documenting Business **Activities** (also known as tasks) and **Processes** by Employing a Formal BPM Language.

A Process **MUST** have a business objective. Business activities identify the steps to achieving a business goal.
Business Process Modeling Life Cycle

1. **Model**
2. **Construct & Deploy**
3. **Business Process Analysis**
4. **Business Process Evaluation, Certification, and Monitoring**
5. **Trace, Optimize, and Simulate**

Who is Involved? Stakeholders?

- Business Architect
- Business Analyst
- Process Administrator
- Portfolio Manager
- End-User
- Developer
- Business Owners
Business Process Modeling: Commercial off-the-shelf (COTS) Products Profile
Business Process Modeling: ...And Industry Standards?

- BPMI
- BPML
- WSCI
- WS-I
- WfMC
- BPDM
- More?
- BPMI
- BPMM
- BPEL4WS
- WS-I
Business Process Modeling: ...And Industry Standards?


- OMG BPMN (former BPMI)
- ISO-9000
- UML
- CMM/CMMI
- BPEL
- OMG Model Driven Architecture
- OMG Business Process Metamodel

50%
25%
5%
How Should the Business Process Modeling Practice Be Implemented?

At Which Level of the Organization Should we Practice Business Process Modeling?

To Which Business Initiative Should the Business Process Modeling be Applied?

Business & IT Alignment Opportunities

Process Granularity

Business Value

Business Alignment

Business Feasibility (Hot Spots)

Success Criteria (Sweet Spots)

Implementation Plan

Business Process Modeling Success Level: Hot Spots

Business Process Modeling Success Level: Sweet Spots
What are the Various Business Process Levels?

Granularity Matrix for Business Process Modeling

A Predictable Model For BPM
What are the Various Business Initiatives that can be Modeled?

Business Process Modeling Value Perspective

Applied Business Process Modeling to:

- Design a Product?
- Depict a Business Mission?
- Document Processes?
- Craft Requirements?
- And More...

Business Value Perspective
How can Business Process Modeling Enable Proper Alignment of Business and IT organizations?
Solution: Technological Implementation
Technological Feasibility & Success Criteria

How can we ensure Business Process Modeling Success?

Identification of Opportunities

Hot Spots

Sweet Spots

Technological Success
An Evolutionary Process that Ensures Business & IT Alignment

Problem Domain

- Business Process Modeling
- Business Concept Establishment

Solution Domain

- Business Requirements
- Technical Architecture
- Technological Capabilities
- Software Components
- Services and Applications

- Business Requirements Reflect Business Modeling Deliverables
- Technical Architecture Artifacts Encapsulate Business Requirements
- Technological Capabilities are Driven by Architecture Blueprints
- Software Components Manifest Technological Capabilities
- Services Consist of Components

From Business Modeling Artifacts to Service-Oriented Deliverables

What are the IT Assets that are Influenced by the Business Modeling Paradigm?

Line of Business, People, Business Processes, etc...
- Business Domain
- Technology Foundation Section
  - Reusable Asset Section
  - Enabling SOA Technology Section

Operating System
- Dependencies of IT Assets

Infrastructure & Middleware
- Consumers, Services, Legacy Applications

Service and Application Platform
- Registry, Governance, Life-Cycle Management, Adapters

Solution: Crafting a Technological Ecosystem...
Technological Implementation: Planning the Next Steps...

Planning...

• Plan Software Evolution & Metamorphosis
• Device Software Life Cycle Best Practices and Standards
• Establish Software Asset Portfolio Management Practices
• Found Service-Oriented Governance & Center of excellence
• Craft an Organizational Architecture Roadmap
• Launch an SOA Adoption Program
Technological Implementation: Planning the Next Steps...

Leading Best Practices

• Interoperability
• Reusability
• Loose Coupling
• And More…
Thank You for Attending
The BPM Presentation!