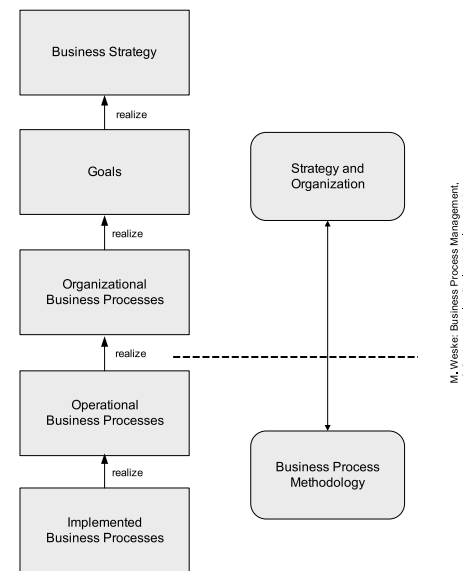


Objective

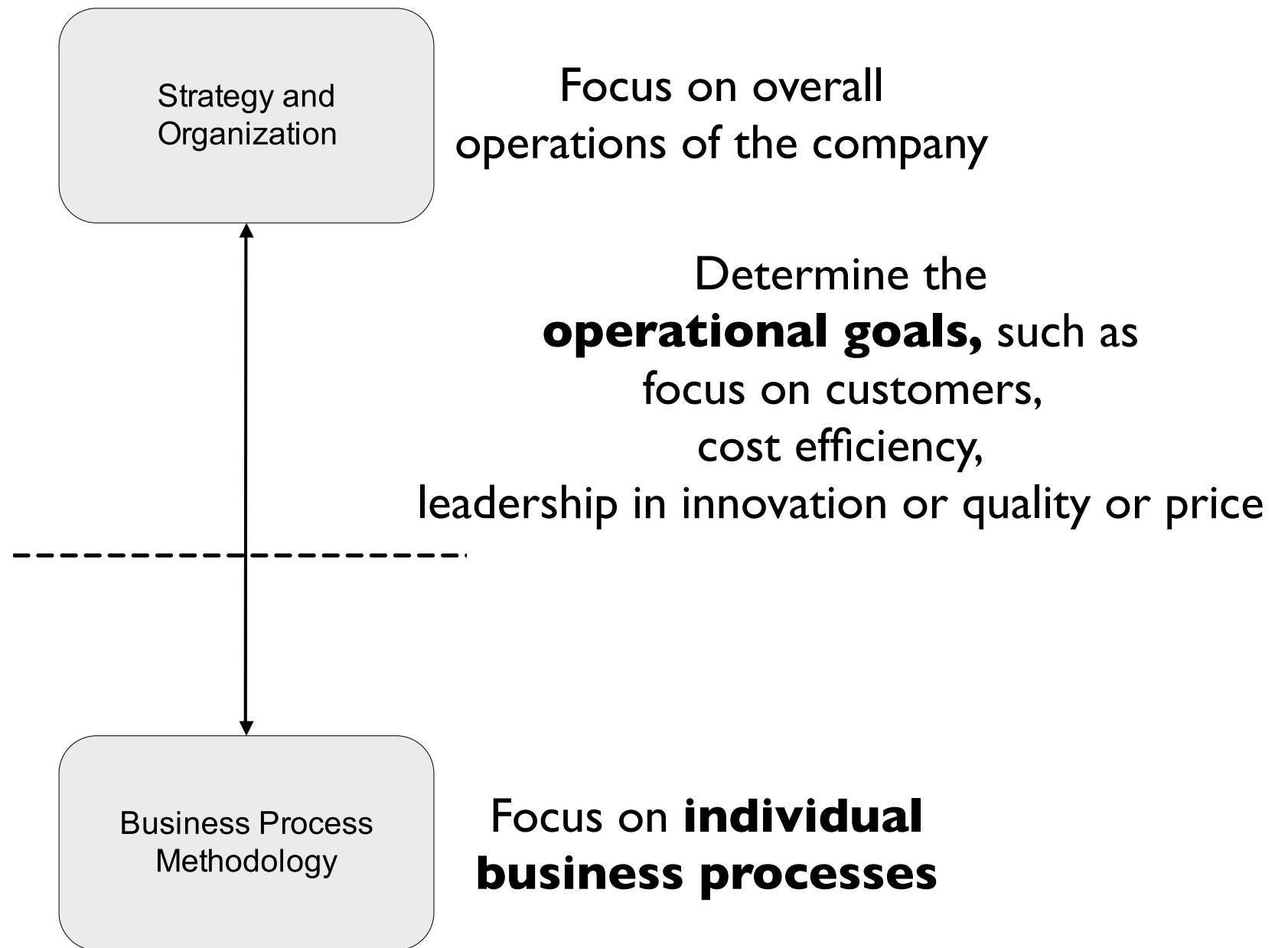


Coarse-grained methodology for developing business process management solutions

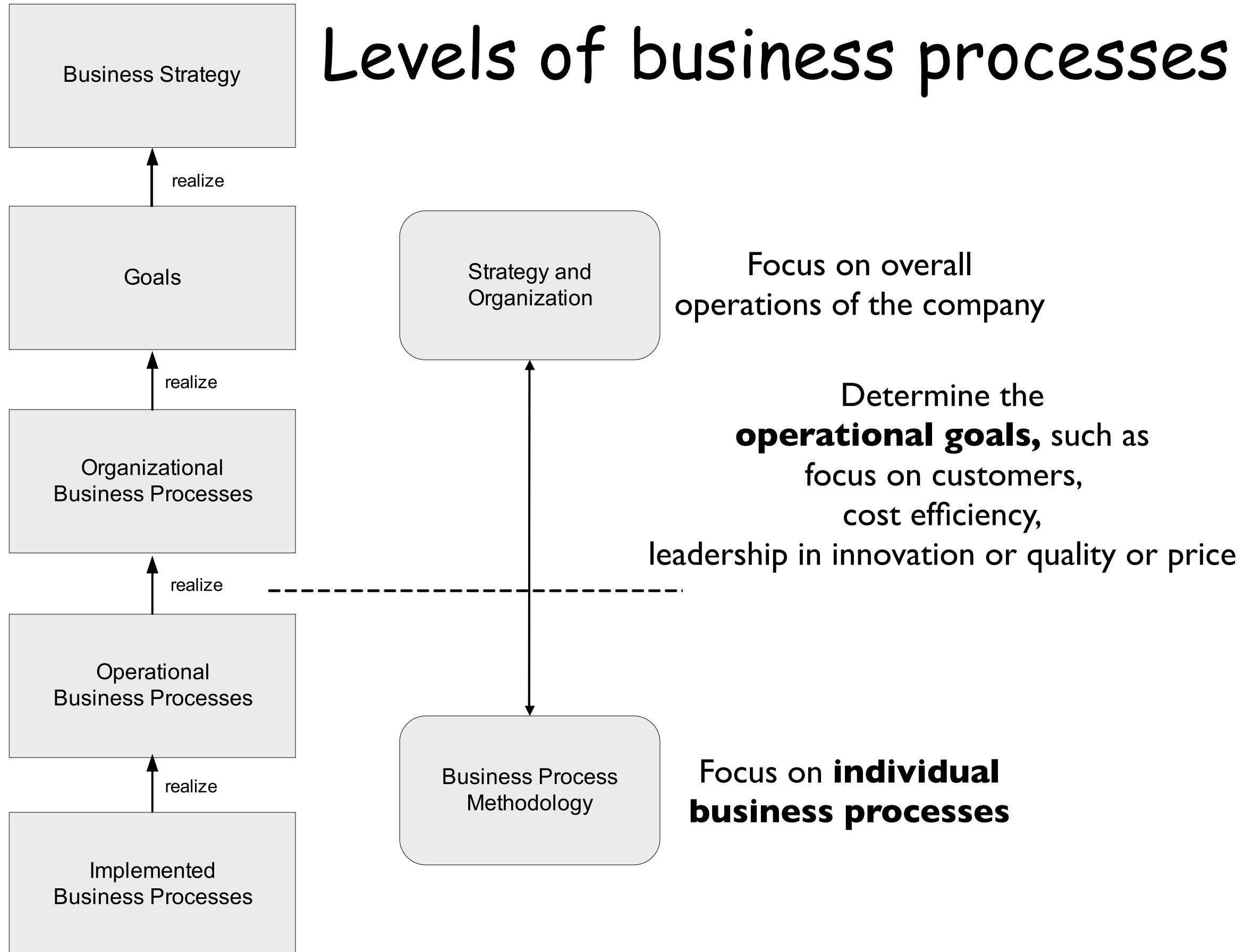
Guidelines for process designers to plan and conduct business process management projects

Ch.1.3, 8 of Business Process Management: Concepts, Languages, Architectures

Levels of business processes



Levels of business processes



Levels of business processes



long-term company strategies
to develop sustainable success in the market

Business strategies

Competitive Advantage

A competitive advantage is one gained over competitors by offering consumers better value.

You increase value by lowering prices or increasing benefits and services to justify the higher price.

Business strategies

Cost Leadership Strategy

To compete for the largest number of customers through price.

Cost leadership pays off when the goods or services are standardized: generic acceptable goods sold at the lowest prices.

Minimize costs to the company and minimize costs to the customer without decreasing profits.

Business strategies

Differentiation Strategy

Provide a product or service with distinctive qualities valued by customers.

Attract customers because products are set apart from the competition.

Leading scientific research needed:
highly skilled and creative product development team; a strong sales and marketing team.

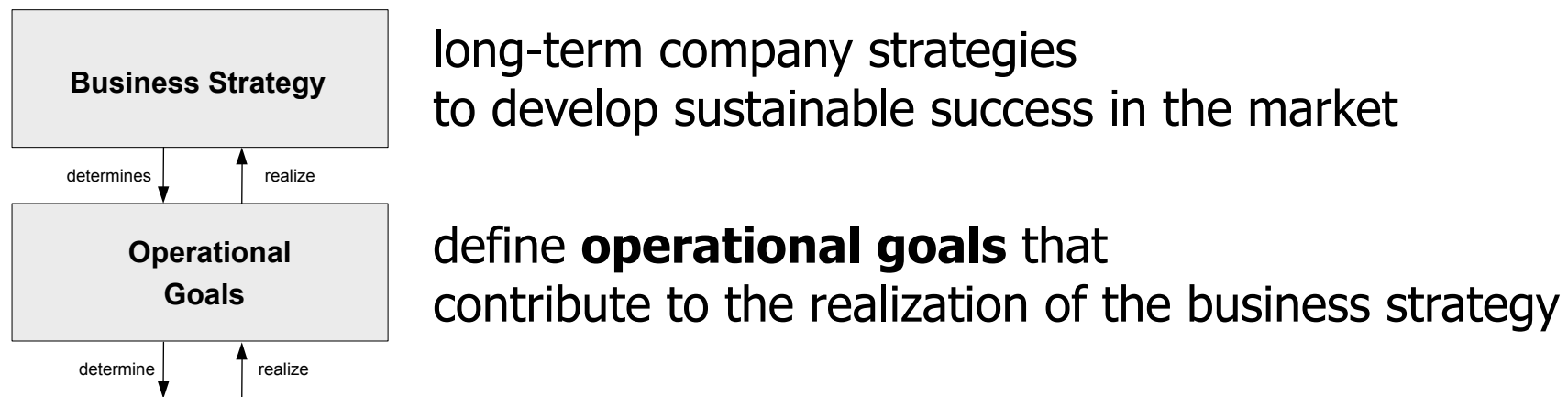
Business strategies

Focus Strategy

Concentrate on a particular customer, product line, geographical area, to serve a limited group of customers better than any competitor who serve a broader range of customers.

A focus strategy works well for small but aggressive businesses.

Levels of business processes



Operational goals

Management implements the business strategy by defining operational goals.

Profitability:

to increase revenue while limiting expenses

Customer Service:

to improve response time to customer complaints

Efficiency:

to implement a new shipping procedure that improves delivery time

Levels of business processes

Informal & semiformal techniques:
plain text + diagrams
+ forms-based



long-term company strategies
to develop sustainable success in the market

define operational goals that
contribute to the realization of the business strategy

high-level **processes in textual form:**
input, output, expected results, dependencies

Organizational process

Top-level: Form-based description of organizational business process
(black-box view, internal structure not shown)

Process Name: Product Development Process	Responsible Process Manager: Dr. Myers
From: Requirements To: Rollout	Type: Development Project
Process Inputs: Requirements Document, Project Plan, Budget Plan, Prototyps	Supplier Processes: Product Planning Process, Innovation Process
Process Results: Integrated and completely tested innovative product with complete documentation	Customer Processes: Order Management Process, After-Sales Service Process

Intra-organizational process

No interaction with business processes performed by other parties (single organization processes)

Primary focus:
streamlining of internal processes,
eliminating activities that do not provide values,
allocating activities to persons who are competent
and skilled enough

Orchestration!

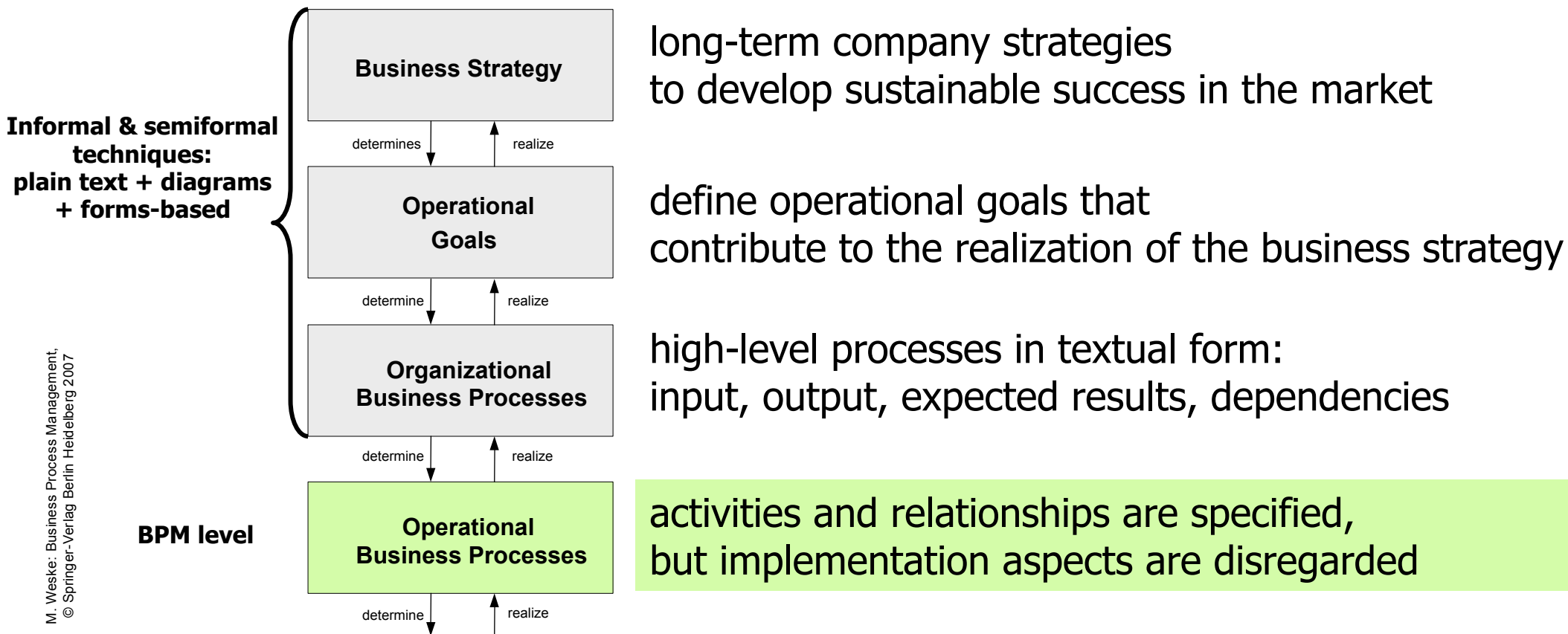
Inter-organizational process

Business-to-business process
(multiple organizations)

Primary focus:
communication aspects,
legal matters,
interoperability of heterogeneous software
infrastructures

Choreographies!

Levels of business processes



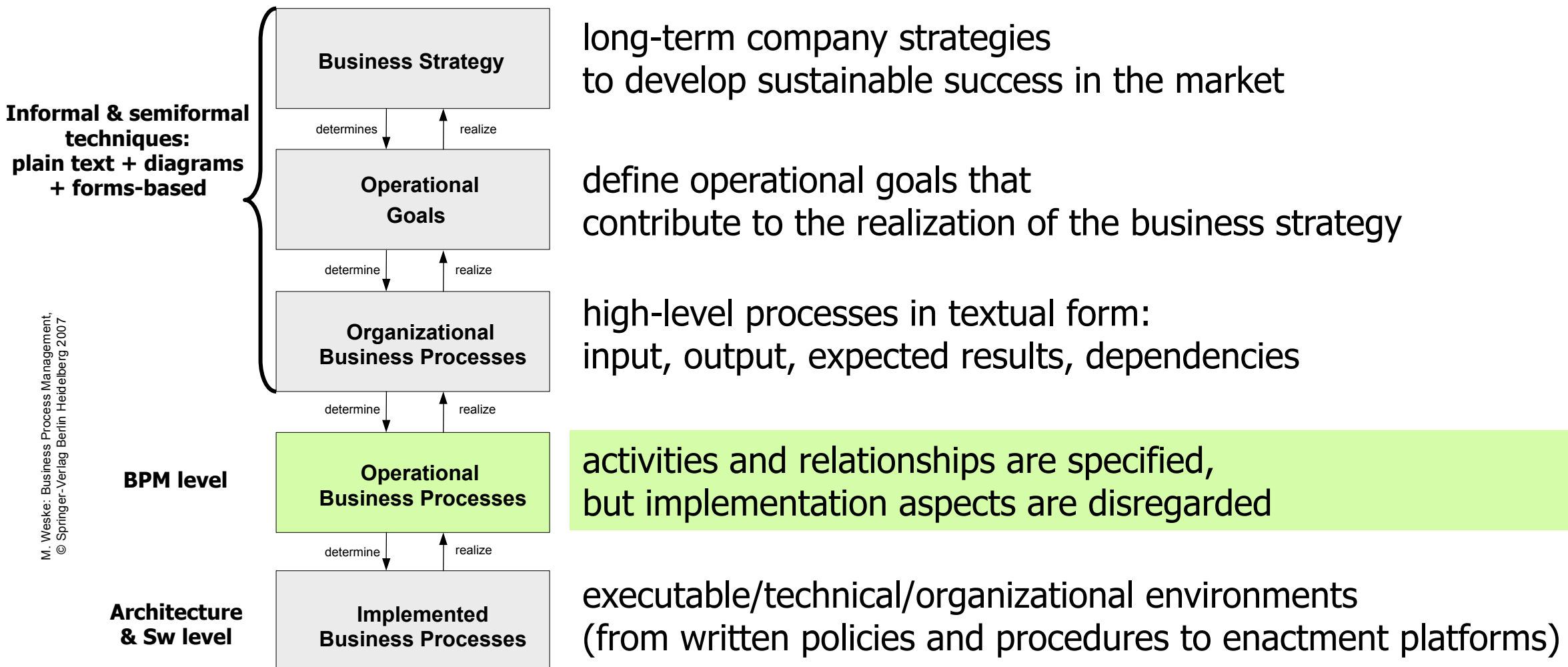
Repetitive vs collaborative

Highly **repetitive processes**,
fully automated, no human involvement:
process automation can pay off
(e.g. online airline ticketing)

On the opposite, **for rarely enacted processes it is questionable if the effort of modeling can pay off**
(e.g. vessel design: cost per instance too high)

Collaborative business processes,
low degree of repetition, involved persons are at the
centre of attention: allow to track relationships
(human activities, no cost for automation)

Levels of business processes



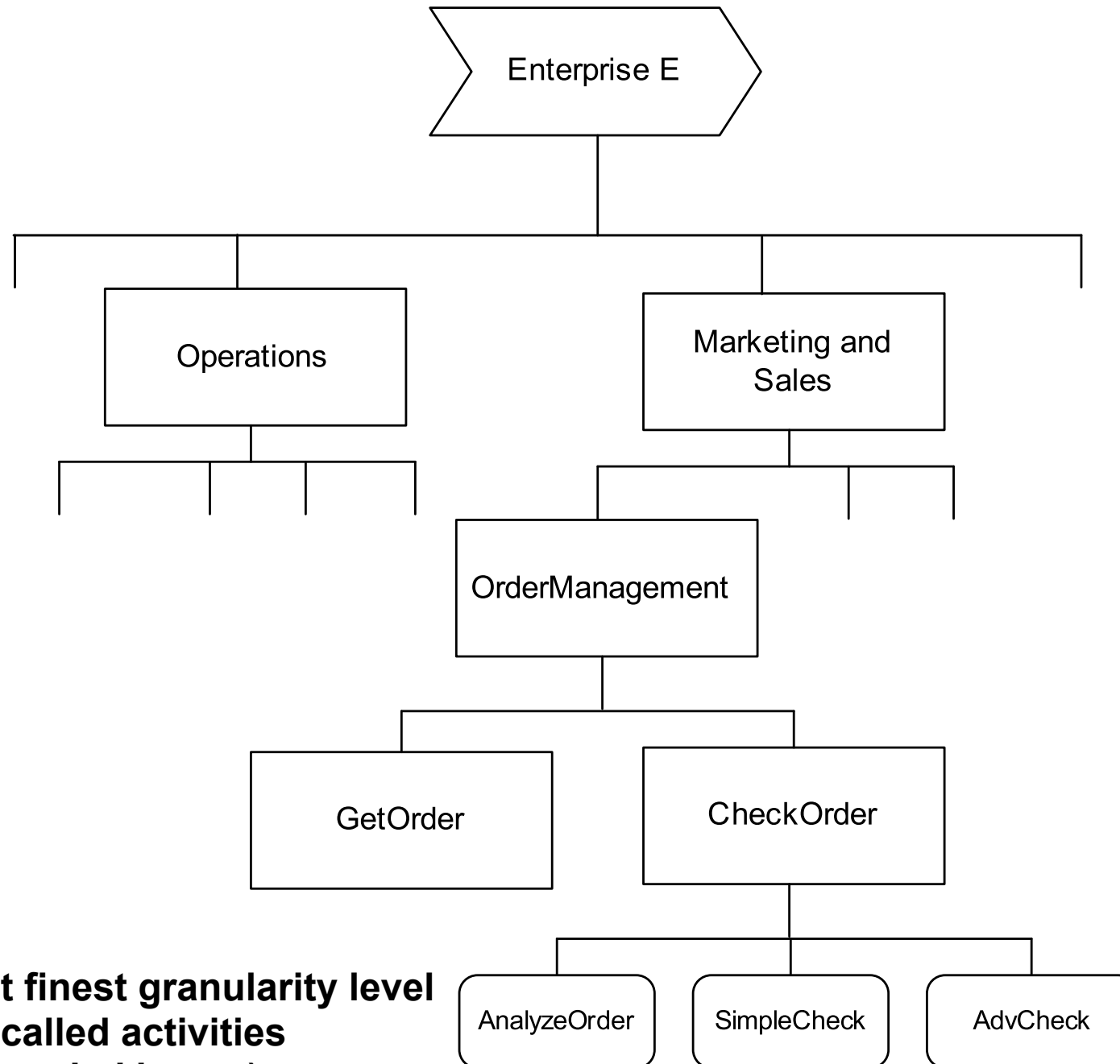
Platform selection

Select the platform on which the business process will be enacted and possibly **enhance** the process model with additional information to make it executable

It can be a technological platform but also a non-technical one (e.g., written business policies, manual procedures, service-oriented architecture)

From business functions
to business processes

Step 1: Functional decomposition

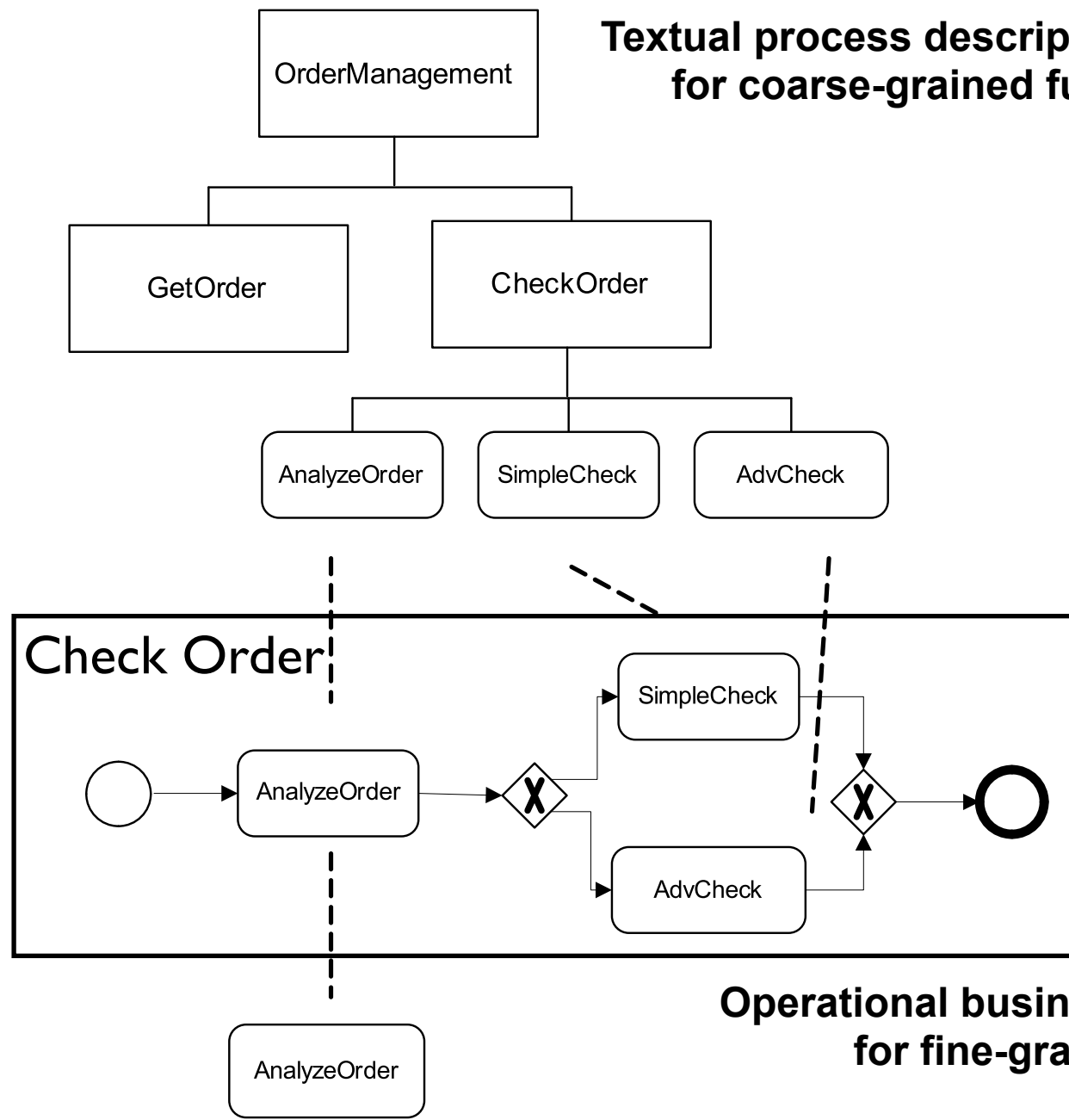
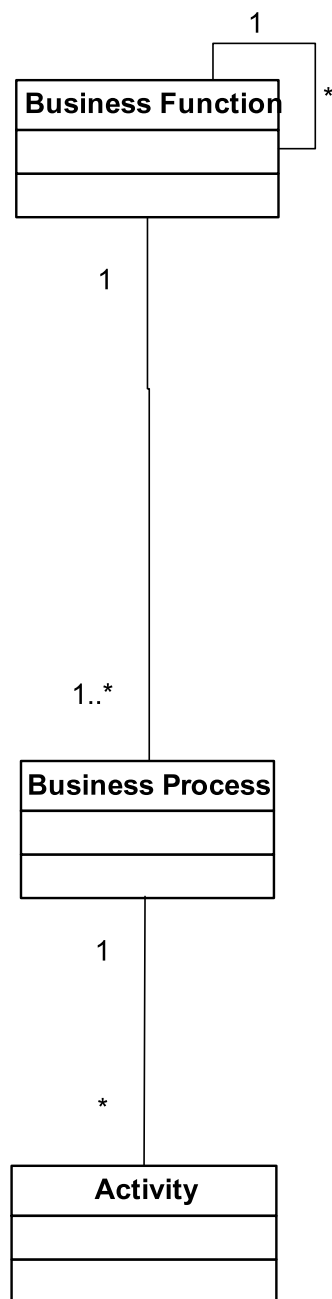


M. Weske: Business Process Management,
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**Functions at finest granularity level
are called activities
(rounded boxes)**

Step 2: Structuring business processes

Fix execution constraints

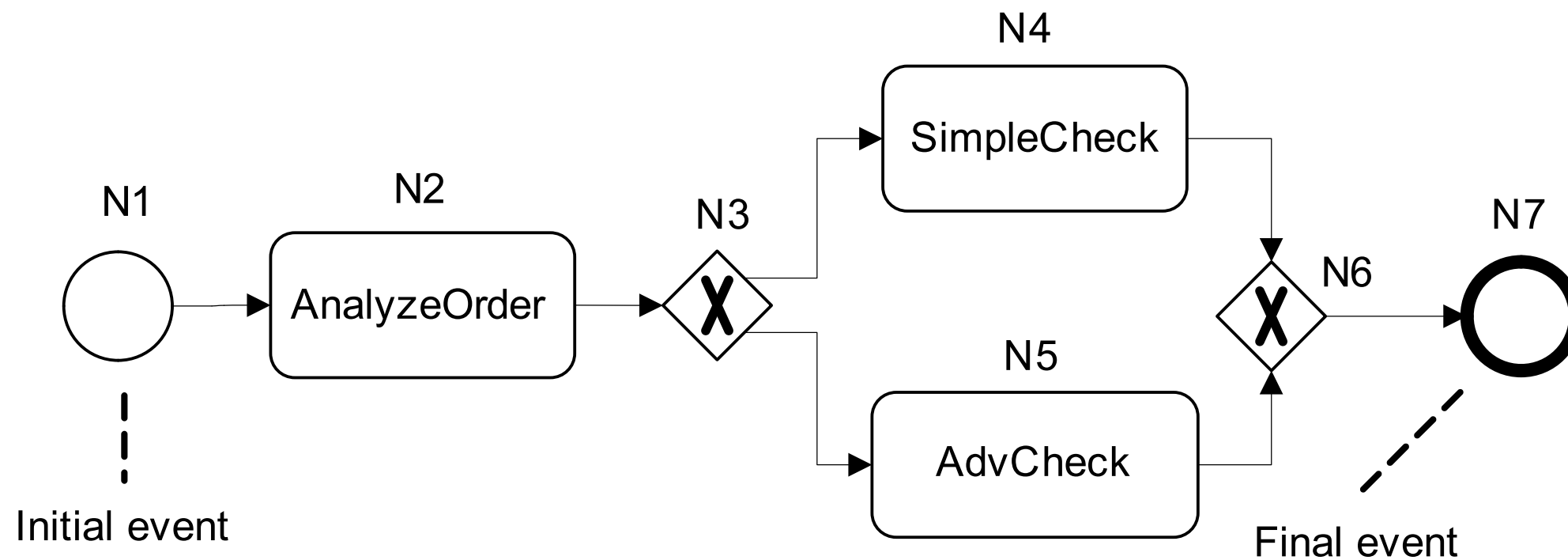


Textual process descriptions are ok for coarse-grained functions

Operational business processes are ok for fine-grained functions

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Start event / End event



Operational business
processes design:
Guidelines

Guideline #1

Recursively:

Collect observations

Classify information

Validate findings with stakeholders

Refine artefacts

Guideline #2

Gather information (in textual format) about the business process environment, including project goals, project team and legislative regulations

Prepare a domain ontology to fix a common understanding of terms and concepts in the application domain

Guideline #3

Represent the (textual) gathered information as business process model(s)

Exploit the model as a **communication basis** to consolidate findings and improve the organizational/technical environments (e.g., acquire new skills, move to service-orientation)

Rules for identifying business processes

1 - who is the customer?

Each business process starts and ends with a customer who requests a product and who receives the product as a result of the business process

(remind that a customer can be internal to the organization, e.g. a department)

Rules for identifying business processes

2 - who is the owner?

Each business process is assigned a process owner, who is responsible for the process

(individual in charge of making sure that process instances are conducted correctly and that business goals are met)

Rules for identifying business processes

3 - which tasks?

Each business process comprises a set of activities needed to realize the business goals

Rules for identifying business processes

4 - which roles?

*Each task needs some specific abilities
to be carried out*

Rules for identifying business processes

5 - which dependencies?

Execution constraints are used to order activities in the business process in a way that enterprise resources are used efficiently and at the same time the business goals are met

(process orchestration language are used to express process execution constraints)