

Business analysis & BPM methodologies

PV207 – Business Process Management

Spring 2019

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Lecture overview

- Why a methodology for BPM development?
- Methodology overview
- BPM and SOA again
- BPM development approaches
 - Top down
 - Bottom up
 - Meet in the middle
- Library scenario:
 - Strategy and vision
 - Goals, objectives and KPIs
 - Stakeholders identification
 - Business components
 - Processes and services
 - Process description
 - Process BPMN diagram

Last lecture recap

- **Processes**
 - **What is business process?**

Business process definition

Definition:

Series of logically related activities or tasks (such as planning, production, sales) performed together to produce a defined set of results.

-- Business Dictionary:

*A repeatable sequence of **logically related** activities, which contributes to fulfilment of **one or more** business objectives*

-- Jiří Kolář

Last lecture recap

- Processes
 - What is business process?
 - **What is BPM?**

Business Process Management

Is a **Management discipline**, focused on systematic **definition** and **execution measurement of processes** in organizations

- **An effort to describe processes** in organisation measure results and **manage process changes** towards higher efficiency

Last lecture recap

- Processes
 - What is business process?
 - What is BPM?
 - **What is BPM adoption?**

BPM adoption - definition

*A **change** in target organization **towards the establishment of a **process-driven management model**.***

*This can, but does not necessarily have to, lead to the **automation** of some processes in a **process-oriented Information Systems**.*

*Such systems can be eventually based on a **Business Process Management Suite***

Why we need specific methodologies for BPM-oriented development?

- **BPM differ significantly from traditional data-based approach to system design**
 - Special analysis & design steps needed
 - Traditional methodologies do not fit
- **BPM oriented SW solutions depend on proper organisation structure**
- **BPM discipline has impact both on business structure and EIS**
- **Organisation changes are often necessary**
- **Processes have to be aligned with business**

Some BPM methodologies

- **General BPM methodology (Mathias Weske)**
 - Rather general, End-to-end, very complete
- **CBM-BPM-SOMA**
 - IBM specific, proprietary, tight with IBM technologies
- **IBPM**
 - Focused on general organization of a BPM project
 - Emphasis on SOA-based implementation
- **BPM4SME**
 - End-to-end
 - Focused on small scale BPM adoptions

3 meanings of the word "service"

- "Business" service
 - Google offers paid advertising to restaurants
 - Defined by contract / service offering

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 - Defined by contract / service offering
- "Technical" service
 - Google provides a search for addresses of restaurants in neighbourhood
 - Defined by a User Interface / Programming interface

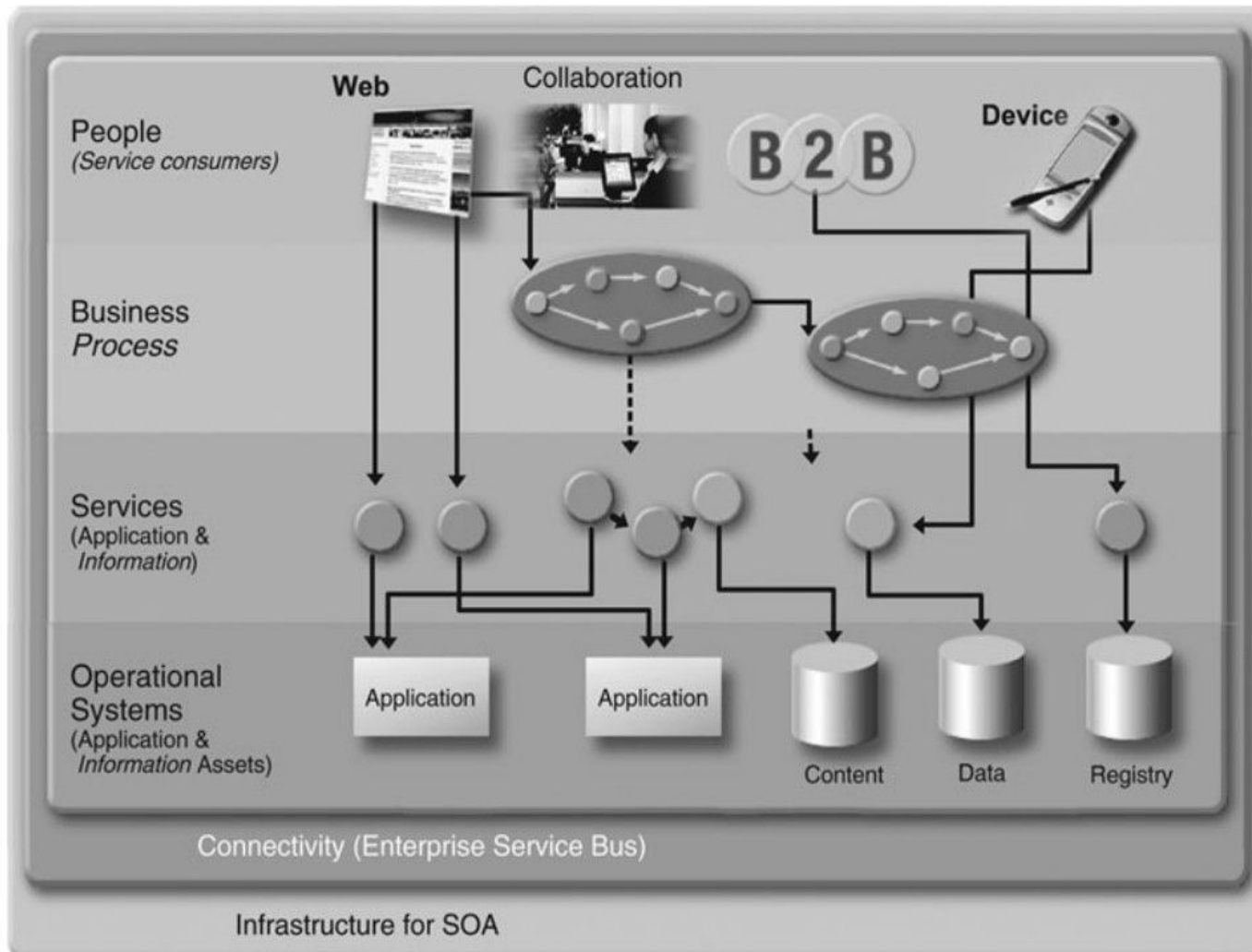
3 meanings of the word "service"

- "Business" service
 - Google offers paid advertising to restaurants
 - Defined by contract / service offering
- "IT" service
 - Google provides a search for addresses of restaurants in neighbourhood
 - Defined by a User Interface / Programming interface
- Web Service
 - Google provides Web Service API for retrieving GPS coordinates of particular address
 - Defined by a WSDL/REST methods definition
 - Request - response model

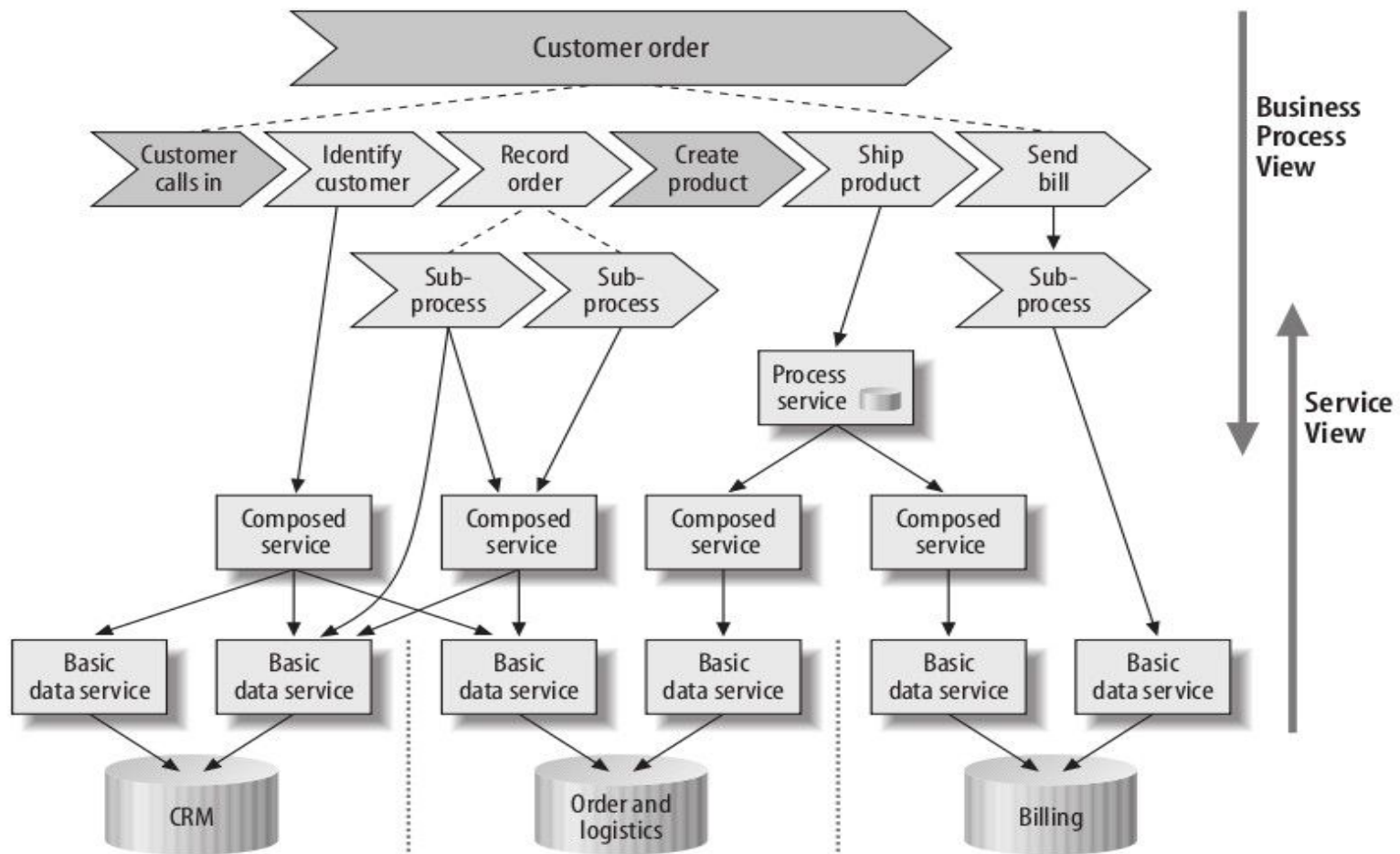
Relationship of IT services and BPM

- **Process can be decomposed to activities**
- **Many automated activities are implemented as services** (service orchestration)
- We want to **assemble our processes** from many independent services
- IT services are ke building stones of an automated BPM solution
- IT services provide flexibility we need to achieve process evolution and improvement

Relationship of IT services and BPM (cont.)

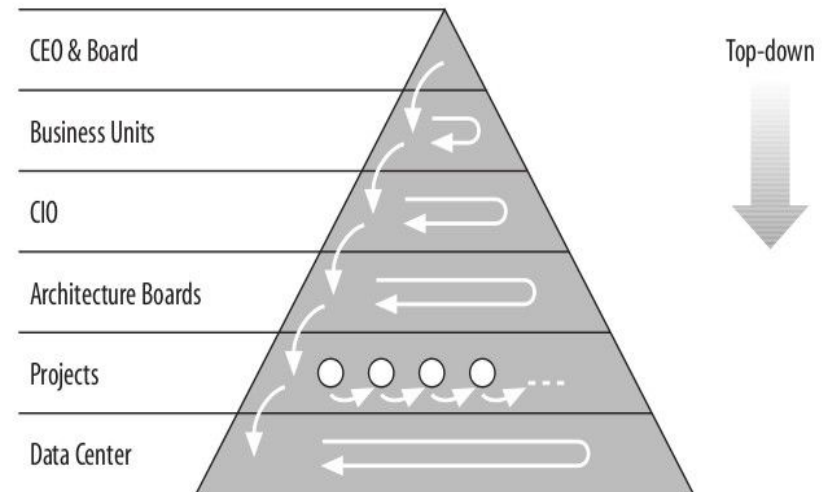


Relationship of IT services and BPM (cont.)



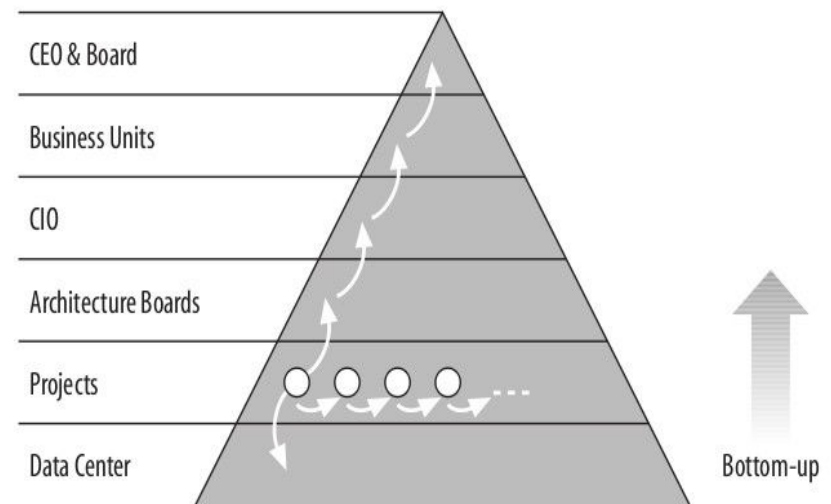
Top down BPM development approach

- Sumarize business **strategy: vision&mission**
- Identify/Define **business goals and objectives**
- Define/Identify **processes and roles**
- Implement **executable processes**
- Reuse/Implement required **services** and **SW components**



Bottom up BPM development approach

- Identify **services** on lowest level (code)
- Identify **composed services**
- **Discover processes** (by hand, algorithmic)
- **Refine processes**
- **Align with goals and strategy**

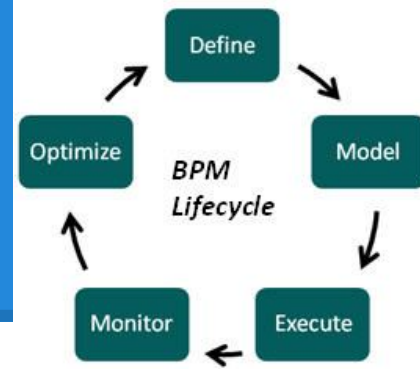


Reality: Meet in the middle

In parallel:

- Top down
 - Define/refine strategy and vision
 - Identify/refine goals and components
 - Define KPI/KRI
 - Identify/define processes
- Bottom up
 - Identify existing services and SW components
 - Identify composed services
 - Assign to processes

Recap (Lecture 1): BPM adoption phases



0. Business analysis

- Roles
- Goals
- Objectives
- AS-IS processes
- Process architecture
- Reengineering plan
- KPIs/Business Metrics

1. Process definition

- Process boundaries
- Business value
- Inputs/Outputs
- Process metrics
- Process Owner
- Roles

2. Process modeling

- Process models L1+L2
- (BPMN + text)

3. Implementation

- Executable models
- BPMN L3, BPEL, other

4. Monitoring

- Fault/error detection
- Performance measurement
- Tracking goal fulfillment

5. Process Improvement

- Process changes

Business strategy:

"A way we want to go"

- An organisation should state **clearly** its purpose and business goals
 - This is important for outside world as much for the company itself
- There has to be a mechanism of goal **achievement evaluation**
- Evaluation has to be **performed regularly**
- Results are used as an **input for continuous business improvement**
- Organisation **reflects changes in Business environment** by adjusting its strategy

Business strategy: Mission and vision

Simple and **clear** statements:

- **Vision:**

- Desired future state of the organisation
- Guiding, motivating, Inspiring, **Long term**

Alzheimer's Association: "Our Vision is a world without Alzheimer's disease."

Microsoft: "Empower people through great software anytime, anyplace, and on any device."

- **Mission:**

- Define current state and purpose
- Answers: what, who, how questions, **Short term**
- Direct relation to goals and objectives

NatureAir: "To offer travelers a reliable, innovative and fun airline to travel in Central America."

Business strategy: Goals and objectives

Desired outcomes, things we want to achieve:

- **Goals**

- The purpose toward which an effort is directed.
- **Long term**, general intentions, hard to measure

Goal: Students will gain a greater appreciation for poetry.

- **Objectives**

- Narrow, concrete easy to measure
- Achievable in **mid-to-short term**
- Related to a goal

Objective: read at least 10 poems

Objective: attend 2 live poetry readings

Objective: identify 4 different poems used in lyrics of modern music

Objective: write a poem containing 3 verses

Performance measurement

- Metric

- Related to one instance of object/process/service

Metric: Incident resolution time

Metric: Incident severity

- Performance Indicator/ Key PI ~ KPI

- Current/short term measurement = **input for action**
- Indicator of actual business performance

KPI: Number of incidents in progress, number of incidents waiting for input

- Result Indicator/ Key RI ~ KRI

- Result from the past = **input for planning**
- Indicator of recent business performance

KRI: Unresolved incidents this month, quartal average incident solving time

Measurement guidelines

- An indicator has to have a **discrete value** in each moment in time
- Targets have to be set and justified
- Give a frame to your indicators
 - Time frame, milestone, limit
 - Wrong: number of logged incidents
 - Correct: number of logged incidents per week
- Indicators has to be related to a goal / objective / SLA / contract..

Example

Library scenario

Example: Library scenario

Business Strategy:

- Vision

We foster knowledge of people by providing ultimate **library services**. We make **book rental process easy and accessible** to anybody.

- Mission

We help people to **extend their knowledge in modern way** by **offering access to all major electronic information sources** and provide 24/7 support to information consumers..

Library scenario: Goals and objectives (cont.)

- **Goal:** Provide access to all major forms of modern electronic information sources
 - **Objective:** Provide access to common internet sources and to 40 major “digital libraries (DL)”
 - **KRI:** Number of accesses per DL / month
 - **Objective:** Sell electronic books and reading devices
 - **RI:** Turnover and profit in devices sold / Quartal
 - **KRI:** Number of electronic books sold per sold device
 - **Objective:** Provide high-speed WIFI for mobile devices
 - **KPI:** average response time of service today
 - **PI:** number of simultaneously connected users
 - **KRI:** Monthly service downtime

Library scenario: Stakeholders involved

- State administrative (Regulations, state funding)
- Library management
- Library employees (staff)
- Readers
- Banks (online payments)
- Business partners (device resellers)
- Service providers (digital libraries)

Library scenario: Processes and services

- Objective:
Provide full-featured 24/7 online IS for readers
 - Process: Register new reader
 - Service: Create reader's record
 - Service: Update reader's details
 - Service: Subscribe reader for service
 - Process: Book reservation
 - Service: Find book according to name or ISBN
 - Service: Retrieve book rental state
 - Service: Reserve book for certain period of time

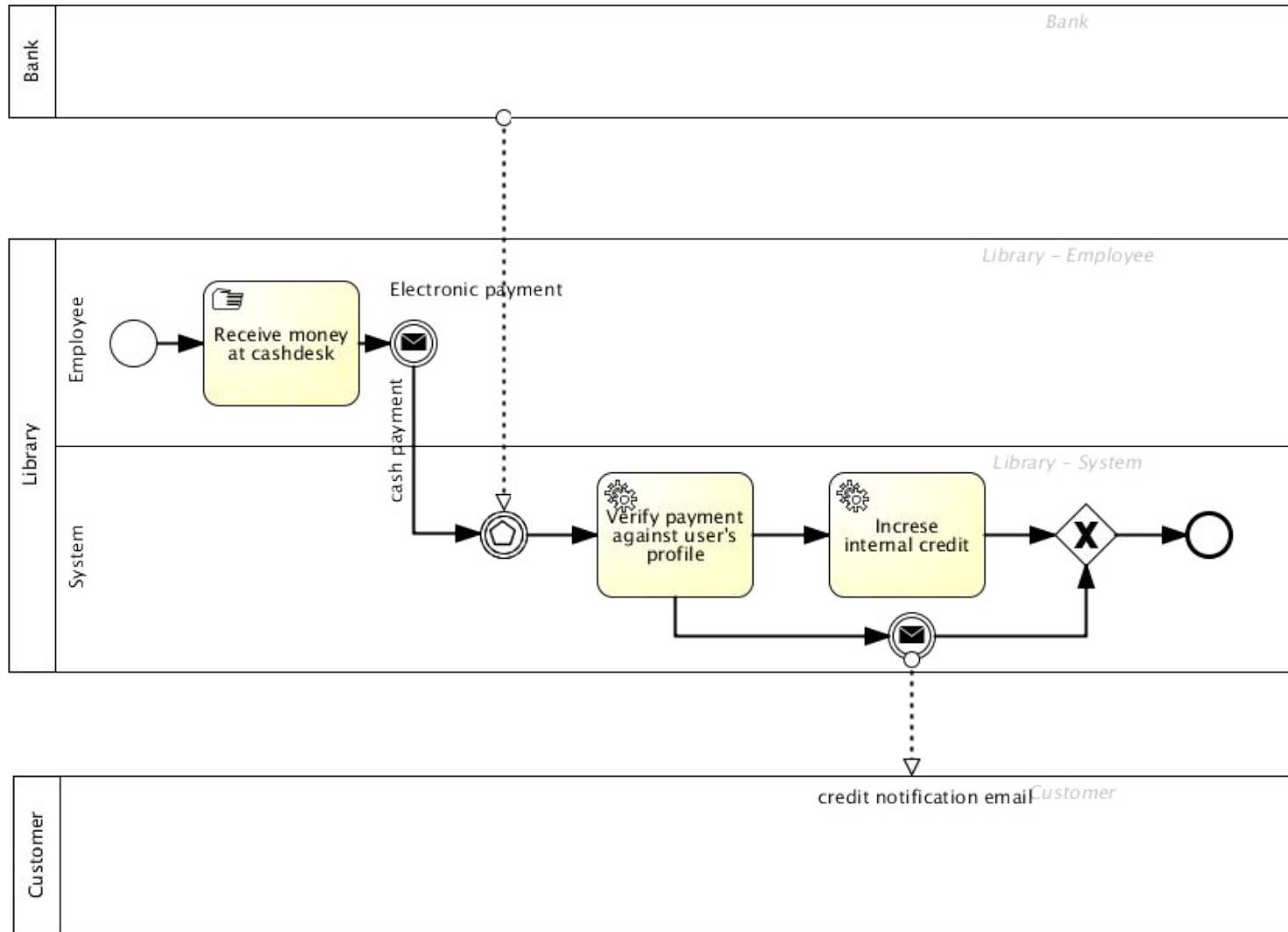
Library scenario: Processes and services (cont.)

- Objective: Introduce 3-steps-3-minutes e-payment method
 - Process: Direct electronic payment
 - Service: Verify payment credentials
 - Composed service: Create invoice
 - Metric: Manual corrections necessary
 - Service: Retrieve payment details
 - Metric: processing time
 - Service: Retrieve order details
 - Metric: processing time

Library scenario: Process: Charge internal credit

Process name	Charge internal credit	
Description	Registered customer pay certain amount of money. Money are received either through direct electronic from bank , or at cash desk in cash . <i>Payment</i> is verified against <i>user's profile</i> by system and <i>internal credit</i> is increased for certain <u>amount</u> . Customer receive bill and credit notification.	
Input:	<i>Payment</i>	
Output:	<i>Credit amount</i>	
Data objects:	<i>Payment</i> : payment information <i>User's profile</i> : contain information about user such as personal details and activated payment methods	<i>Credit amount</i> : actual user's credit
Roles:	Customer, System, Cash desk, Bank	
Metrics:	Payment amount	
<u>KPI's</u>:	Sum of all charge amounts per day	

Library scenario: BPMN: Charge internal credit



Analysis structure recap

- Goal
 - Objective
 - KPI/KRI PI/RI
 - Process
 - Metric
 - **Process**
 - **Objective**
 - KPI/KRI PI/RI
 - **Process**
 - Service
 - Metric
 - **Service**
 - Metric

FIN

Questions?

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