

Business analysis & BPM methodologies

PV207 – Business Process Management

Spring 2024

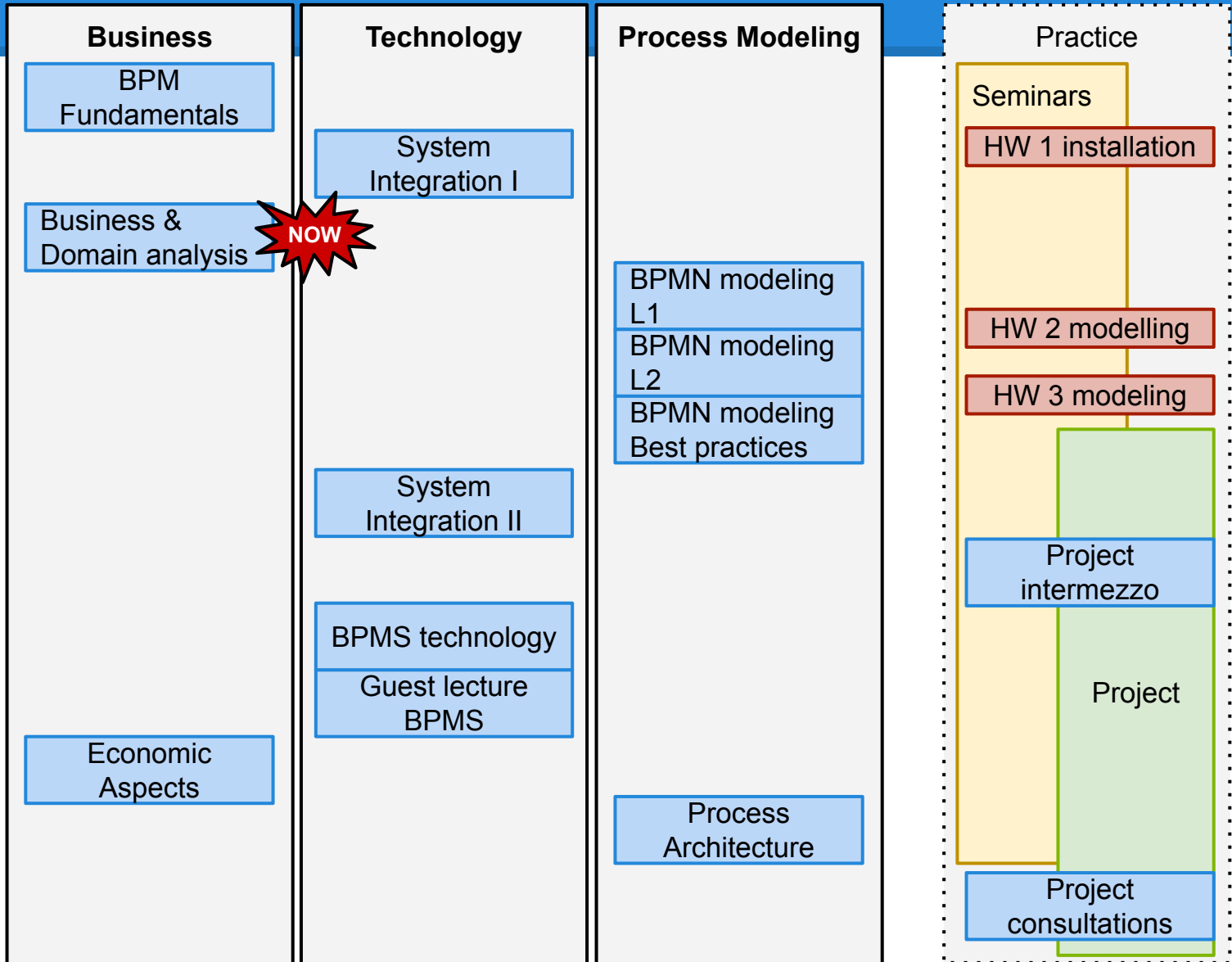
Jiří Kolář

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
- Airlines scenario:
 - Strategy and vision
 - Goals, objectives and KPIs
 - Stakeholders identification
 - Processes and services
 - Process description
 - Process BPMN diagram

PV207 helicopter view

Semester time



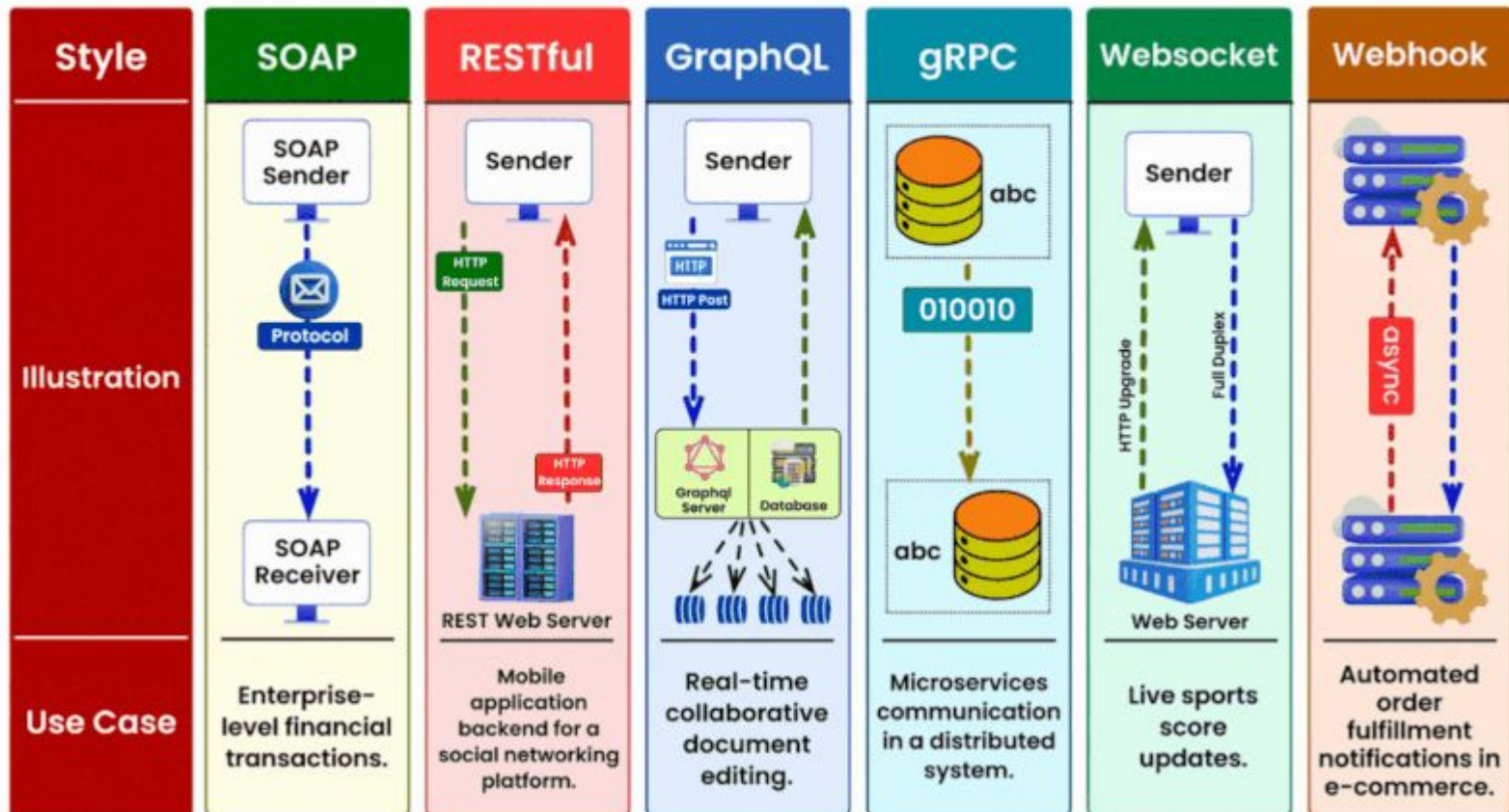
Integration recap



Created by:
Rocky Bhatia

Save for later

Top 6 API Architecture Styles



First 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

First 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

First 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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3 meanings of the word "service"

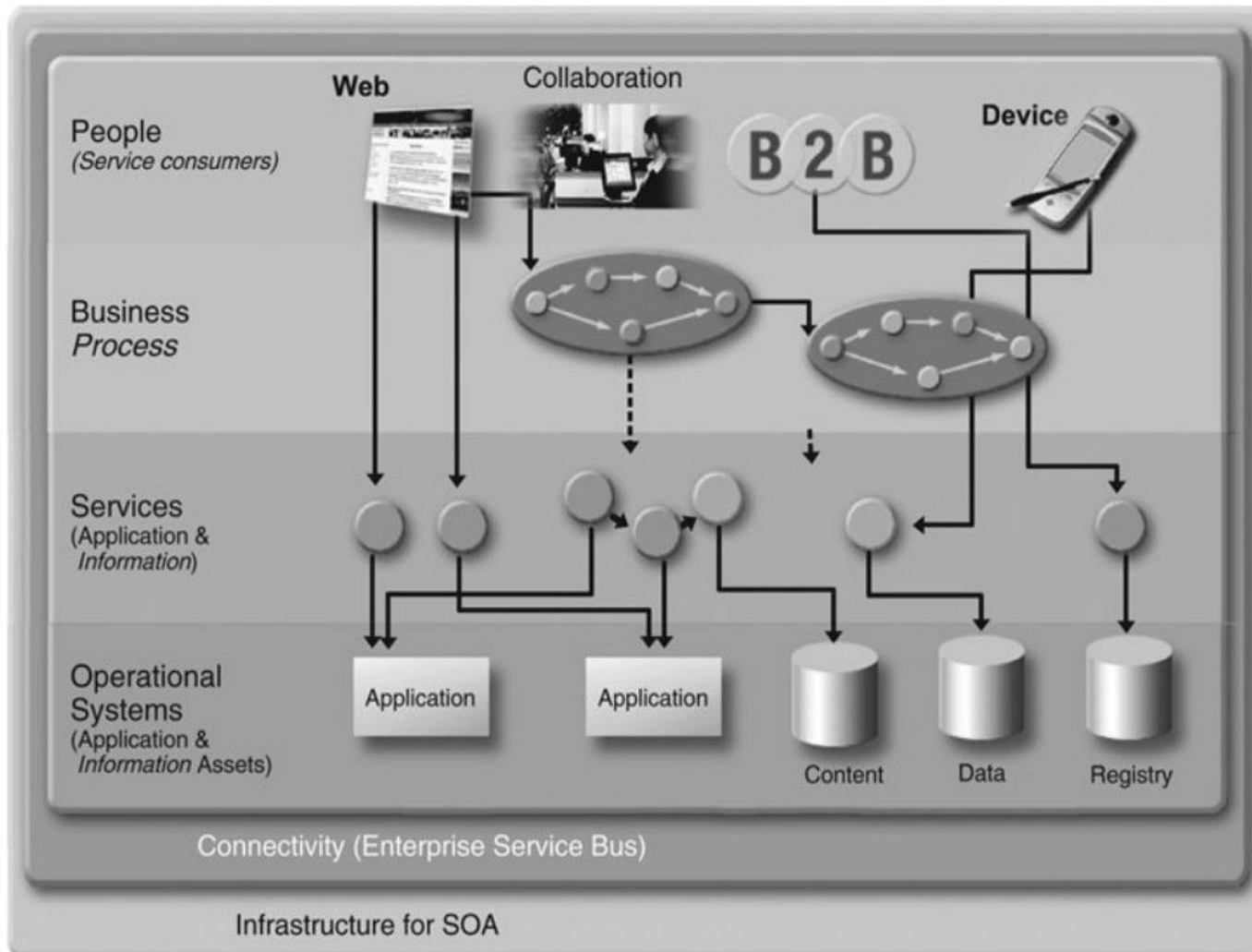
- "Business" service
 - Google offers paid advertising to restaurants
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- "Technical" service
 - Google provides a search for addresses of restaurants in neighbourhood
 - Defined by a User Interface / Programming interface
- Web Service
 - Google provides 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

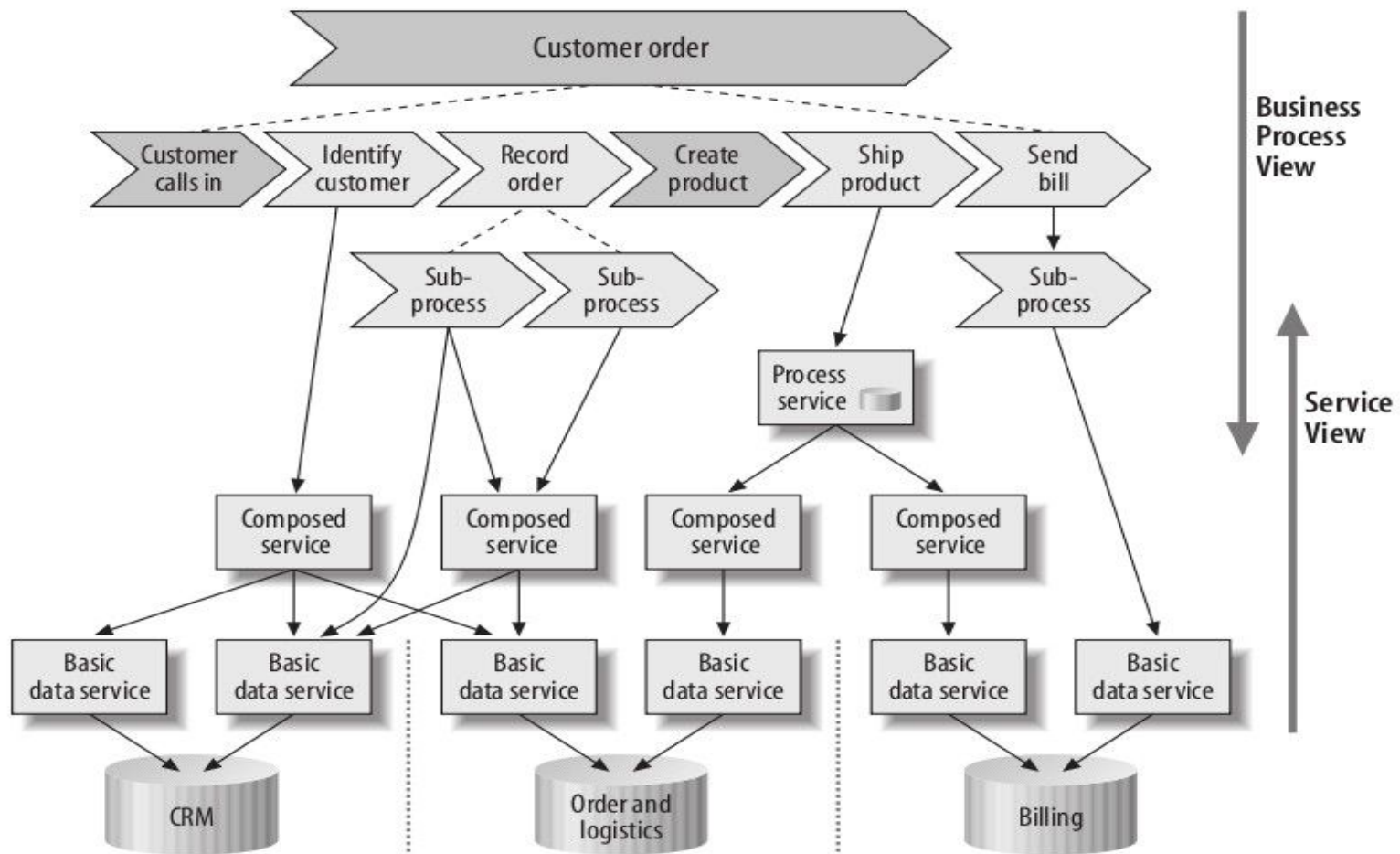
- **Process can be decomposed to activities**
- Many **automated activities** are implemented as **services** (service orchestration)
- Often we want to **assemble our processes** from existing services

- Integration of independent IT services provide **flexibility** (services/systems can be replaced)
- **Decoupling** process implementation from proces logic

Relationship of IT services and BPM (cont.)

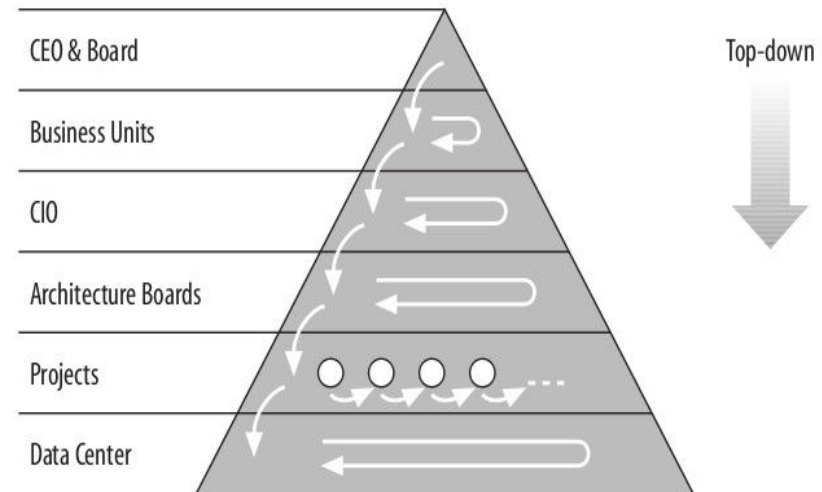


Relationship of IT services and BPM (cont.)



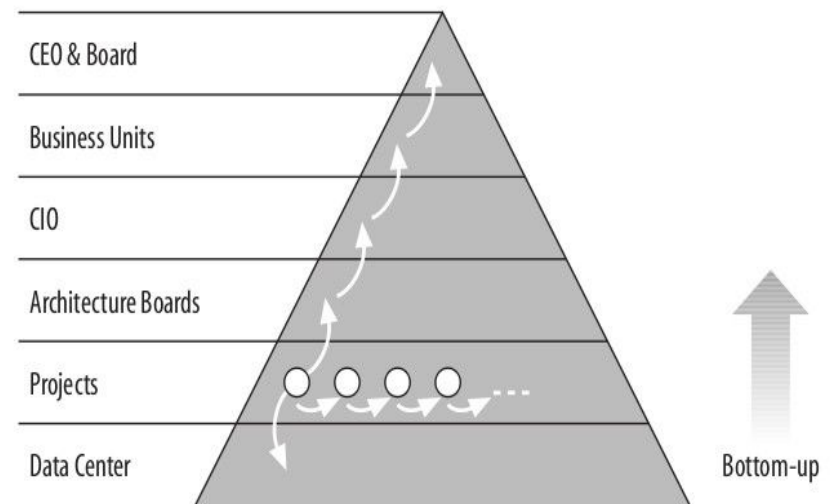
Top down BPM development approach

- Summarize 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**

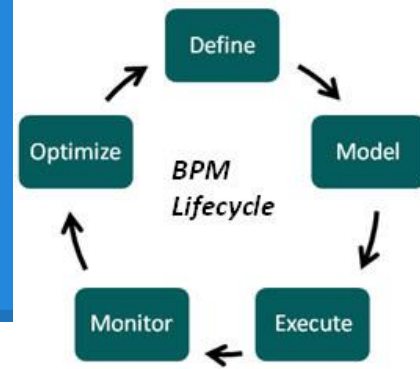


Reality: Meet in the middle

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

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

1. Process definition

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

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: Users will get flexible support for their IT devices

- **Objectives**

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

Objective: Any PC related issues resolved in **2 days**

Objective: Average incident resolution will be less than **6hrs**

Objective: There will be **no** network outages during business hours

Objective: First reply for reported incident will be less than **2 hrs**

Performance measurement

- Metric

- Related to one instance of object/process/service

Metric: Incident resolution time

Metric: Incident severity

- Performance Indicator 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 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

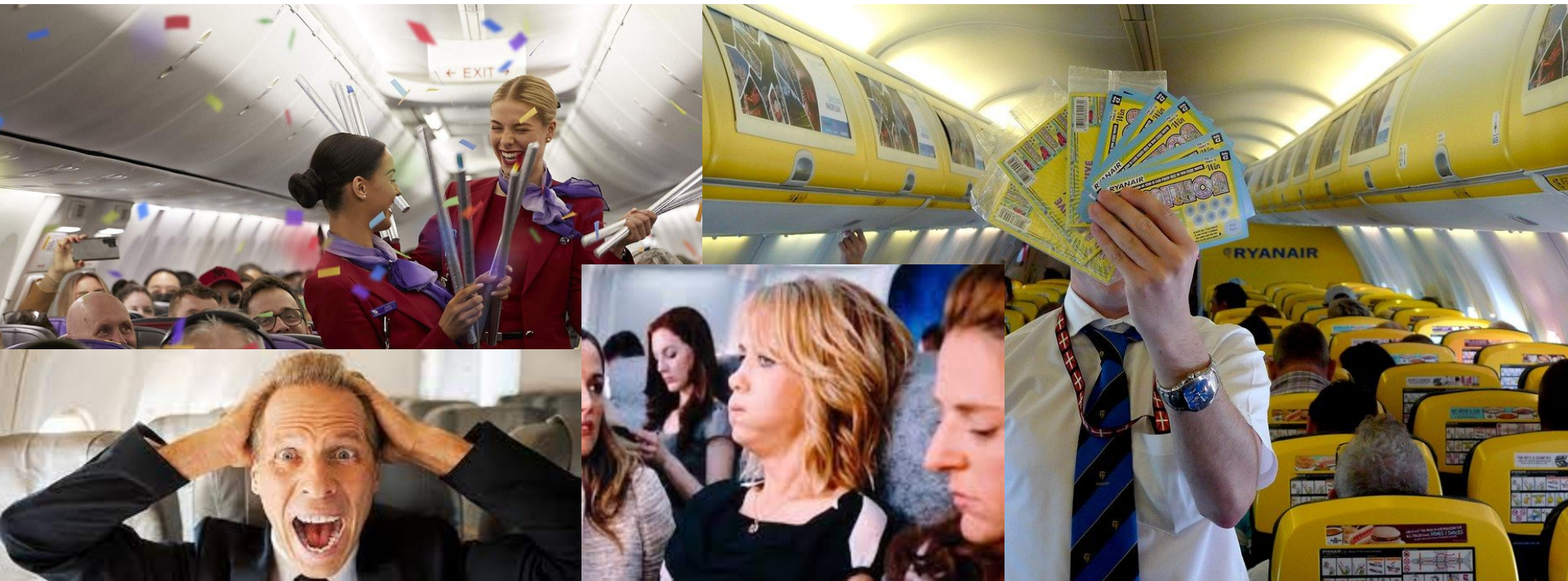
- An indicator has to have a **discrete value** in each moment in time
- Targets have to be set and justified
- Give a frame to your indicators
 - Time frame, milestone, limit
 - Wrong: number of logged incidents
 - Correct: number of logged incidents per week
- Indicators has to be related to a goal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

Example

Airline scenario

Example: Dreaming Airlines

Airline travel is full of selling , requests, instructions, rules and advertising. Traveller in fact become a **product** sold to advertisers.



Example: Dreaming Airlines

Some travellers just want to **relax** during travel



Example: Dreaming Airlines

Vision

Turn travelling into peaceful comfort time and the best opportunity for your relaxing and dreaming.

Mission

To offer travelers a reliable and comfort airline to peacefully travel across entire Europe without irritation by redundant commerce and advertising.

Example: Dreaming Airlines

Goals and objectives

Goal: Provide peaceful airtime so travelers can relax

- **Objective:** Do not disturb with **any** unwanted interaction
 - **KPI:** Number of unwanted interaction needed per flight
 - **KRI:** # of flights with more than 2 traveller interaction excess
- **Objective:** Provide an app to cover **all** customer interaction quietly
 - **KPI:** Number of open customer requests in airborne flights
 - **KRI:** Necessary traveller interactions without the app (per flight)
 - **Process:** onboard customer (in the app)
 - Service: User ID Verification +
 - Service: SMS/email verification
 - **Process:** Food order
 - Service: Payment
 - Metric: Payment success rate
 - **Process:** Customer request
 - Metric: waiting time

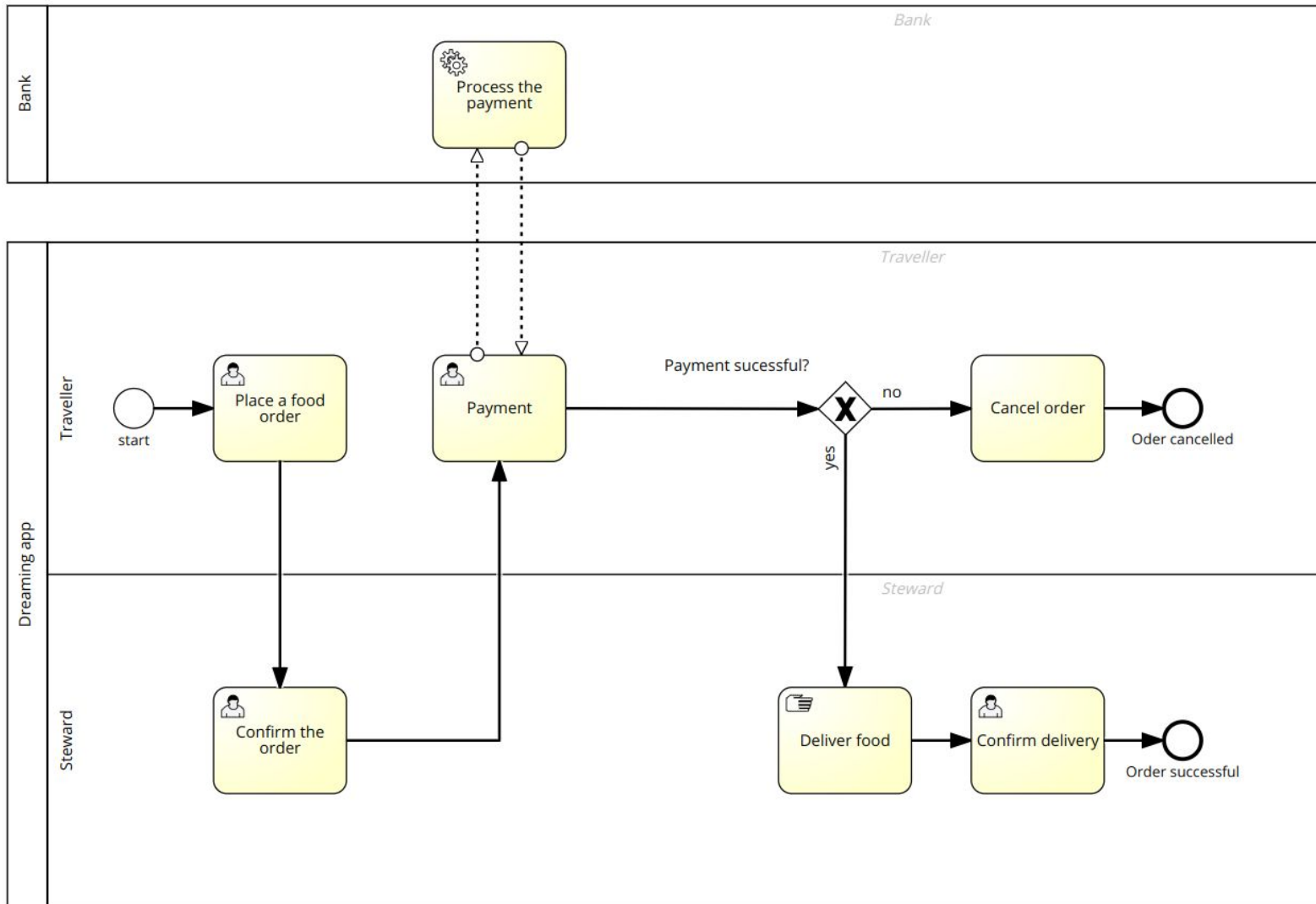
Example: Dreaming Airlines

Stakeholders involved

- Air traffic control
- Airports
- Company management
- Company employees (staff)
- Travellers=Customers
- Banks (online payments)
- Business partners (resellers, co-sellers)
- Service providers (onboard gastronomy)

Example: Dreaming Airlines

BPMN: Food order



How to pick a good domain

- Idea should be innovative and competitive
 - Business strategy should be complex enough
 - Just another bar in Brno **doesn't fit**
- There has to be enough processes to model
 - You will need 8 complex ones for your project
 - *“Ice cream store”, “Private detective”* **doesn't fit**
- IT process automation has to be relevant
 - You have to implement automated processes
 - Law firm or *Scout camp* **doesn't fit**

Analysis structure recap

- Company name
 - *“What do we do”*
 - Goal
 - Objective
 - KPI/KRI PI/RI
 - Process
 - Metric
 - **Process**
 - **Objective**
 - KPI/KRI PI/RI
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 - Service
 - Metric
 - **Service**
 - Metric

FIN

Questions?

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