Cameo Business Modeler
– a Modeling Platform for Business Architecture
About Presenter

Dr. Darius Šilingas

✓ Head of Solutions Department @ No Magic Europe
✓ Product Manager, Cameo Business Modeler
✓ Expert in information system and business modeling, lead ~200 training/consulting sessions in 20 countries
✓ Chair of an annual conference Business Process Management in Practice in Lithuania
✓ Head of BPM studies at ISM Executive School
Meet No Magic

- **Allen, TX, USA**
- **Bangkok, Thailand**
- **4000+ trainings**
- **1000 000+ installations**
- **10 000 companies**
- **In 90 countries**
No Magic solutions for Enterprises

- Systems engineering
- Software engineering
- Enterprise architecture
- Business process modeling

Modeling and collaboration environment
Domains and Products

- Systems engineering
- Software engineering
- Enterprise architecture
- Business process modeling

Modeling and collaboration environment
BA as a part of EA (Zachman simplified)

<table>
<thead>
<tr>
<th></th>
<th>Business Architecture</th>
<th>System Architecture</th>
<th>Technology Architecture</th>
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</thead>
<tbody>
<tr>
<td><strong>WHO?</strong></td>
<td>Roles and Employees</td>
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<tr>
<td><strong>WHAT?</strong></td>
<td>Concepts and Information</td>
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<td></td>
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<tr>
<td><strong>HOW?</strong></td>
<td>Business Processes</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>WHEN?</strong></td>
<td>Business Events</td>
<td></td>
<td></td>
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<tr>
<td><strong>WHERE?</strong></td>
<td>Organization Structure</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>WHY?</strong></td>
<td>Vision, Mission, Goals, Objectives</td>
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</table>
Challenges in Specifying Business Architecture

Most organizations try to capture their business architecture in document plus disintegrated informal drawings.

- This approach quickly leads to inconsistent and out of date business architecture specification.
Informal Drawings Are Not Feasible

How to optimize the service time?
The Truth is in the Models
Modeling Standards for Business Architecture

Vision, Mission, Goals, Objectives, Strategy, Tactics, ...

People

Physical Resources

Information Systems

Business Processes

BMM
(Business Motivation Model)
Cameo Business Modeler (CBM) is a modeling platform for business architects providing capabilities for building, using, and governing business architecture.

- Standard-based (OMG)
- Customizable
- Supports systematic methods for model creation
- Enables model usage through advanced publishing
- Enables model governance

*using Teamwork Server*
Value Propositions

A systematic approach to building, using, and governing Business Architecture, which enables:

- Transparent, accessible, and current business knowledge
- Compliance
- Business process improvement
- Bridging the gap between business and IT
Business Modeling: Strategic View

Business Motivation Model

- **Strategy**: Increase Repeat Business
  - **Tactic**: Call first-time customers personally
    - **Realizes**: Register Order
  - **Tactic**: Increase quality of the production
    - **Realizes**: Produce Ordered Items
  - **Tactic**: Gather feedback after production is provided for customer
    - **Realizes**: Provide Order to Customer
Business Modeling: Process View

Different levels of details for different roles
## Business Process Improvement:

### AS IS 

- **Provide Info about Loan**
- **Fill in Loan Application**
- **Verify Loan Application**
- **Make Issue Decision**
- **Issue Loan**

### TO BE

- **Provide Info about Loan**
- **Fill in Loan Application**
- **Verify Loan Application**
- **Make Issue Decision**
- **Issue Loan**

### Notes:

- **Minimize number of errors and re-filling loan application by automated form validation**
- **Move verification to the previous or next steps depending on their nature**
- **Increase percentage of automated decisions based on business rules**

### Table:

<table>
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<th>15 min</th>
<th>20 min</th>
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<td>70,000</td>
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### Table (Alternative Process):

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Business Modeling: Data View

Capture Business Vocabulary and Data from Process Descriptions!

- Understand business concepts
- Re-use in business processes
- Link process and data views
Business Modeling: Organizational view

Evolve from typical org charts to integrated organizational view
Bridging the Gap between Business and IT

- Refine business data from business process context with Information data used in the information system
- Know which business processes are automated by which information system
### Model Analysis

- Understand business domain concepts
- Who is performing specific task?
- Which tasks are without assigned responsibility?
- What task could be re-delegated?
- Which tasks could be automated?
Model Traceability

How my Business Goal is realized?

- By what Capabilities,
- Which Organization Units participate?
- What systems/services supports it?
Model Validation

Make Materials Reservation

- Calculate Required Materials
- Remove Sequence Flow
- Ignore
- Select in Validation Results
- Reserve Material In a Stock
- [need to be ordered]
- Add material to Ordering List

Active Validation Results

<table>
<thead>
<tr>
<th>Element</th>
<th>Severity</th>
<th>Abbreviation</th>
<th>Message</th>
</tr>
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</table>
Use of Business Architecture

• BA should be stored in a centralized repository
  • Define ownership and access rights

• BA should be published in a way that is accessible to all its stakeholders
  • Website for reading and finding information
  • Word documents for reviewing / approving

• Change projects should use BA and contribute to its evolution
  • AS IS → TO BE → AS IS
Publishing Business Architecture

Business Architecture must be accessible without specialized tools!

- Multiple points of view
  - Executive View
  - Process Manager View
  - Process Participant View

- Multiple forms
  - HTML for browsing, Word for approving

http://webreports.nomagic.com
Business Processes Description Report (Web)

Manage Payment

<table>
<thead>
<tr>
<th>Activity</th>
<th>Responsible</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Register agreement in online sales system</td>
<td>Salesman</td>
<td>Agreement must be registered in online sales system which is integrated with accounting system. This task is performed by salesman.</td>
</tr>
<tr>
<td>Manage overdue payment</td>
<td>Accounting Manager</td>
<td>Sub process describes actions that must be performed if payment is overdue.</td>
</tr>
<tr>
<td>Register payment</td>
<td>Accounting Manager</td>
<td>After payment is received, the accounting manager registers it in the accounting system.</td>
</tr>
<tr>
<td>Send invoice for dedicated training/consultation</td>
<td>Accounting System</td>
<td>Accounting system sends invoice for the customer after the agreement for a dedicated training/consultation is signed.</td>
</tr>
</tbody>
</table>

Used Data Objects

Manage Payment

- Signed agreement
- Agreement
- Invoice
Business Collaboration

Collaborate in Teams Using the Teamwork Server!

- Centralized repository.
- Controlled access to your models.
- Multiple users working simultaneously on the same project.
- Prevention of conflicts.
- Powerful version management (history, branching, comparison, merge).
Realizing Value of Business Architecture

- Center of Excellence
- Modeling BA
- Governing BA
- Using BA

High Value from Business Architecture
Throwaway Models

Business models are created for a short-term usage

- Typically for scoping change in business improvement projects

A particular aspect is emphasized

- Automation, data exchange, task durations, waste, etc.

Consistency and completeness is not the main concern

✓ Apply simplest tools
✓ Do not forget to throw away the model!
Sustainable Business Architecture

Business architecture is a corporate asset that provides a long-term value and needs to evolve

- Strict adherence to the principles is necessary
- A need for a dedicated business architecture tool
- A need for a dedicated team supporting this effort
Professional Services

Training
- Training material
- Online/Onsite trainings

Consulting
- Initial workshops for proposing modeling approach
- Model reviews
- Mentoring modelers in actual projects

Custom Development
- Extended modeling capabilities
- Custom report templates
- Custom validation rules
- Integration with other information systems
Our recipe for success

think **B**IG

start **S**MALL

and **E**VOLVE
Dr. Darius Silingas
Head of Solutions Department
No Magic Europe
Phone (direct): +370 37 705899
e-mail: darius.silingas@nomagic.com
lt.linkedin.com/in/dariussilingas/
www.nomagic.com