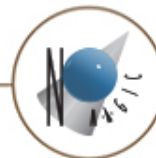


Cameo Business Modeler

– a Modeling Platform for Business Architecture

Event Sponsors:



Media Sponsors:



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



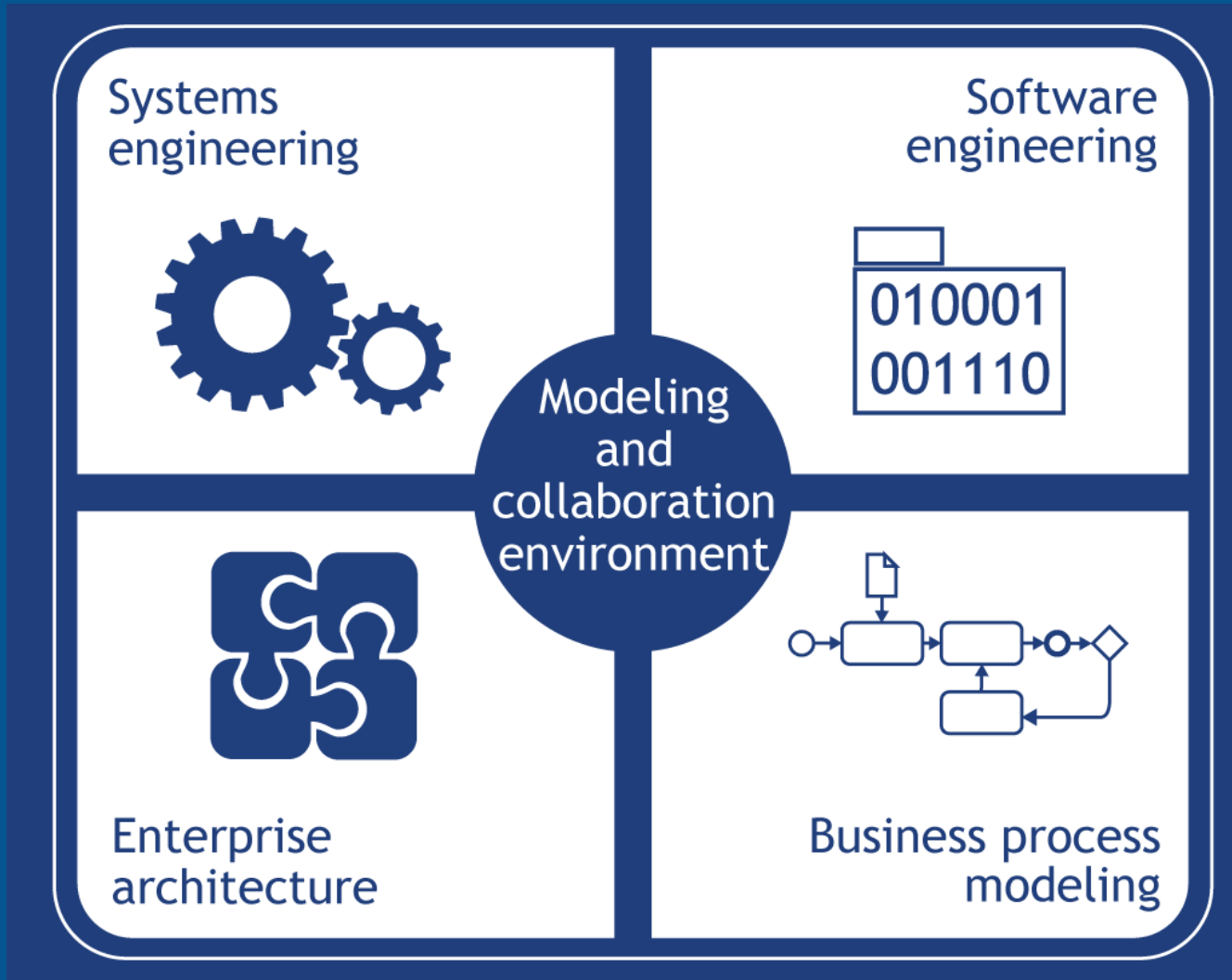
 **4000+**
trainings

1000 000+
installations

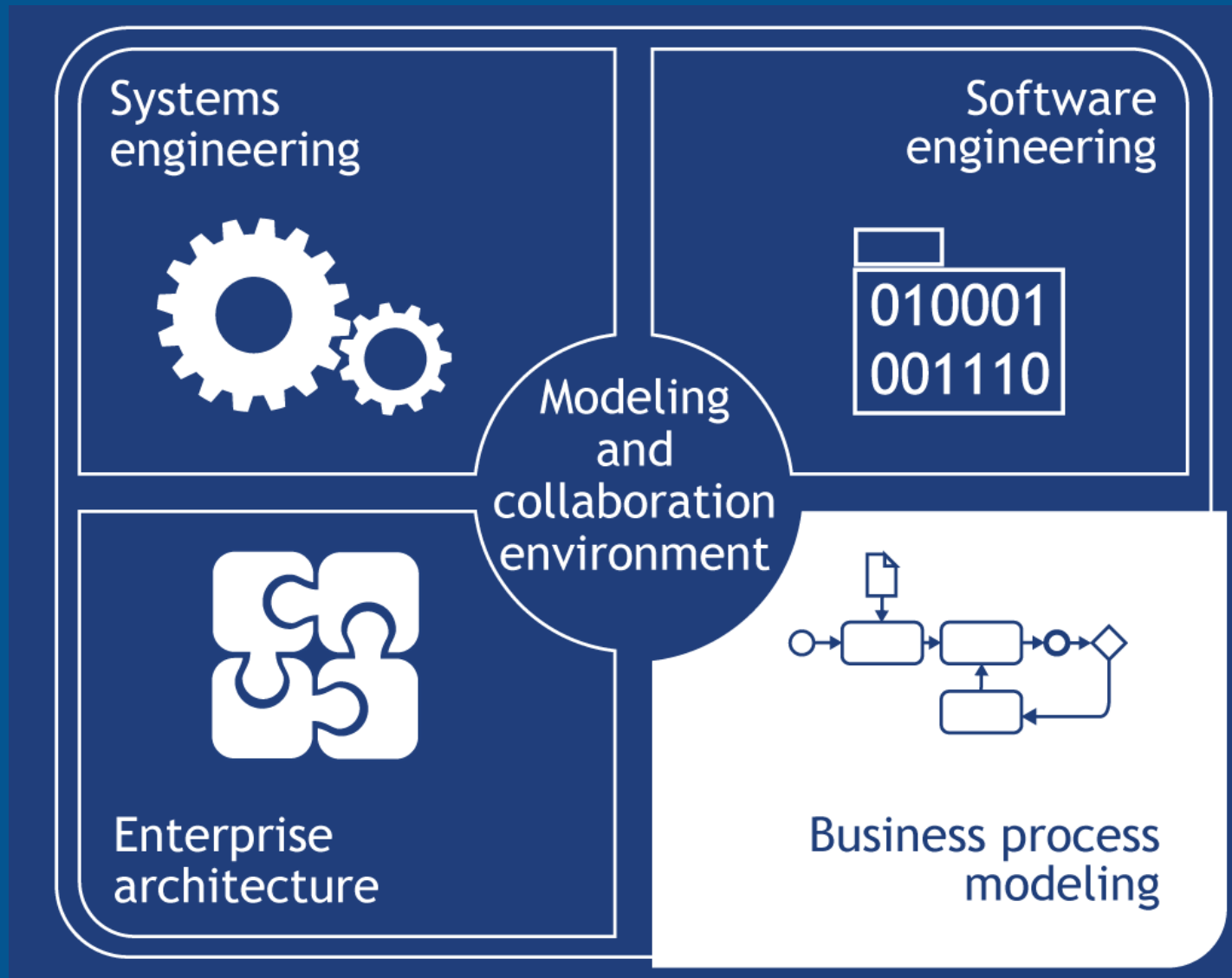
 **10 000**
companies

 **in 90**
countries

No Magic solutions for Enterprises



Domains and Products



BA as a part of EA (Zachman simplified)



	Business Architecture	System Architecture	Technology Architecture
WHO?	Roles and Employees		
WHAT?	Concepts and Information		
HOW?	Business Processes		
WHEN?	Business Events		
WHERE?	Organization Structure		
WHY?	Vision, Mission, Goals, Objectives		

Challenges in Specifying Business Architecture

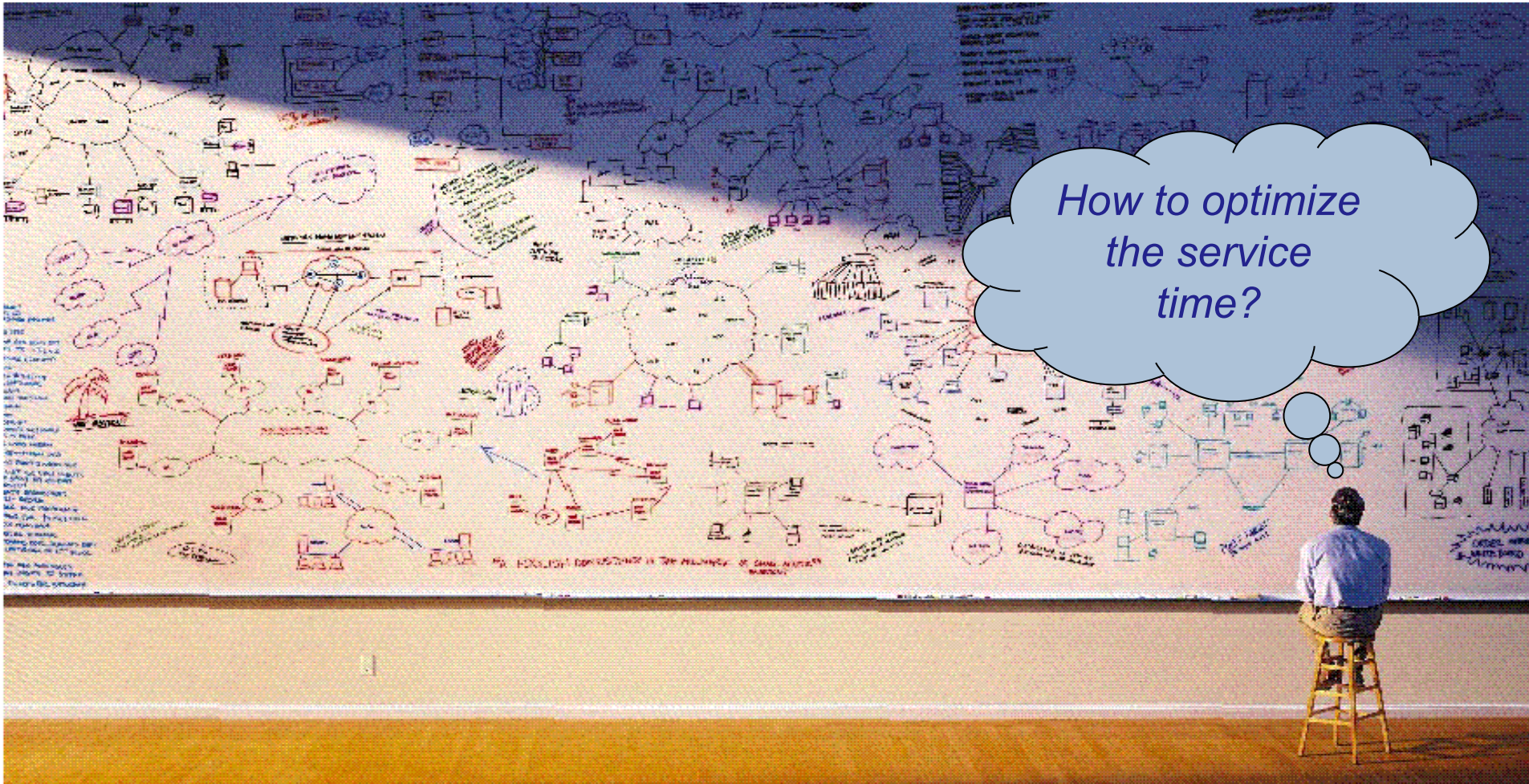


Most organizations try to capture their business architecture in document plus disintegrated informal drawings

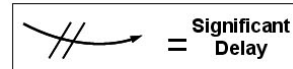
➤ This approach quickly leads to inconsistent and out of date business architecture specification



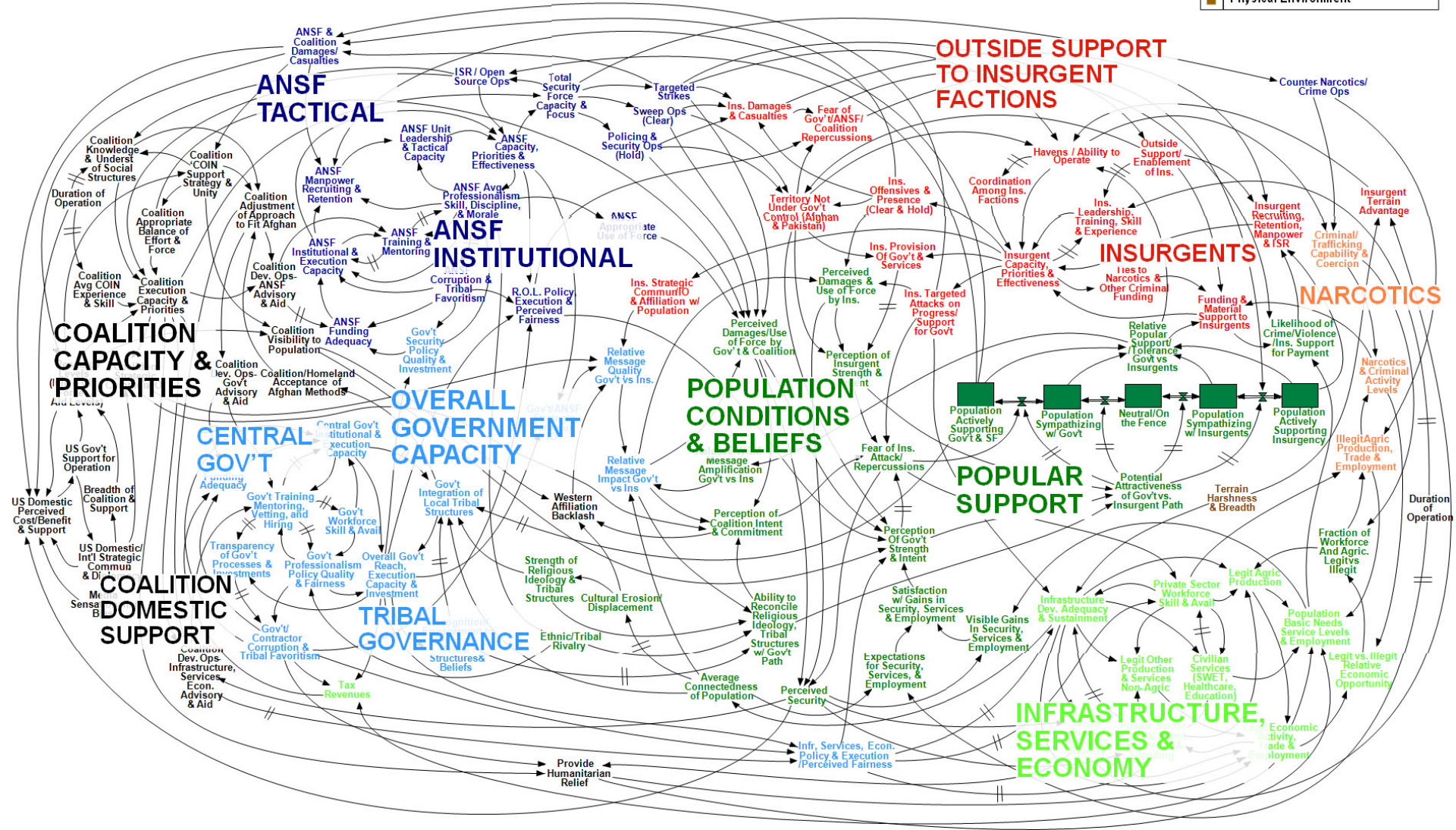
Informal Drawings Are Not Feasible



Afghanistan Stability / COIN Dynamics



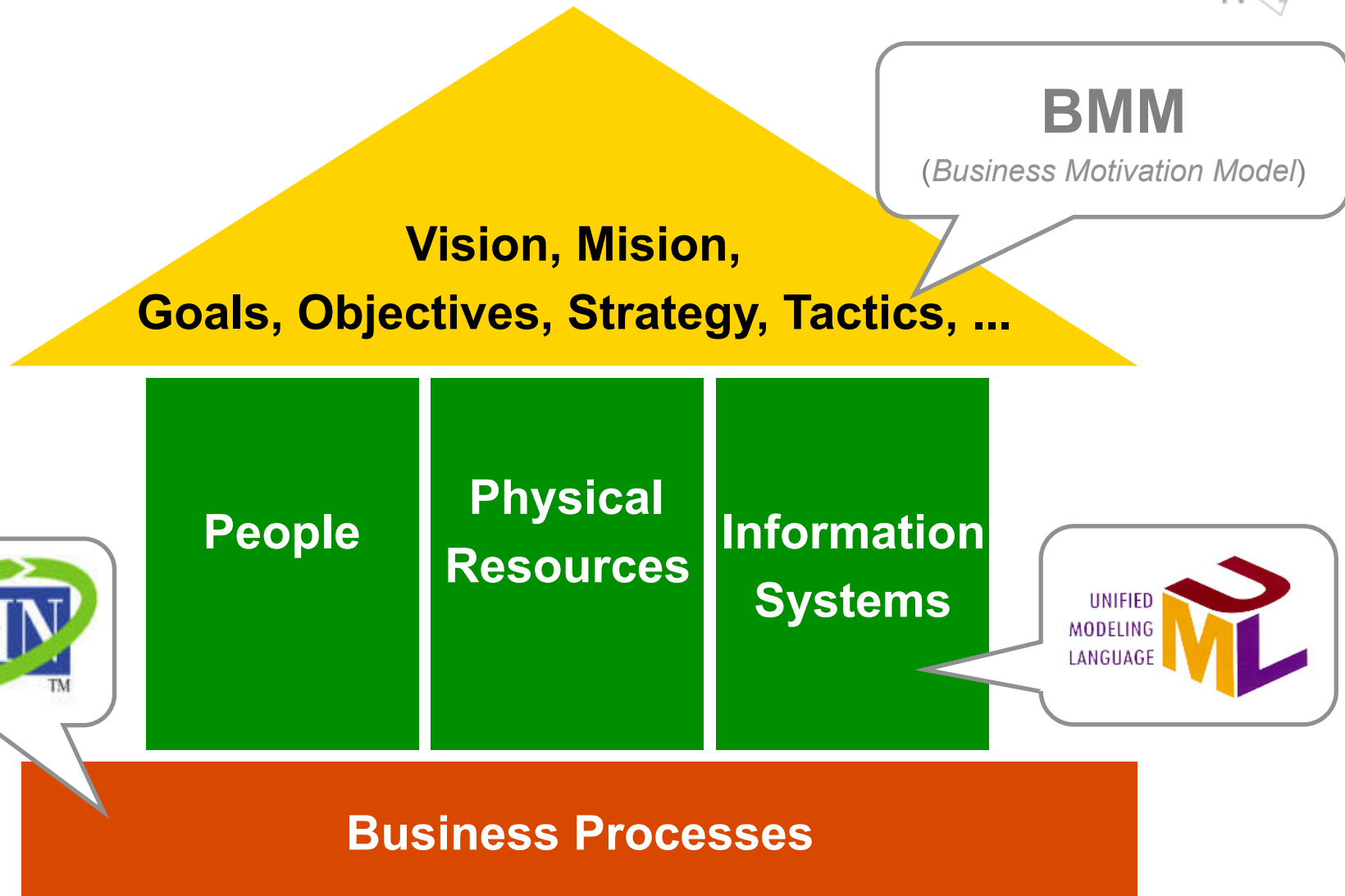
- Population/Popular Support
- Infrastructure, Economy, & Services
- Government
- Afghanistan Security Forces
- Insurgents
- Crime and Narcotics
- Coalition Forces & Actions
- Physical Environment



WORKING DRAFT - V3

The Truth
is in the
Models

Modeling Standards for Business Architecture

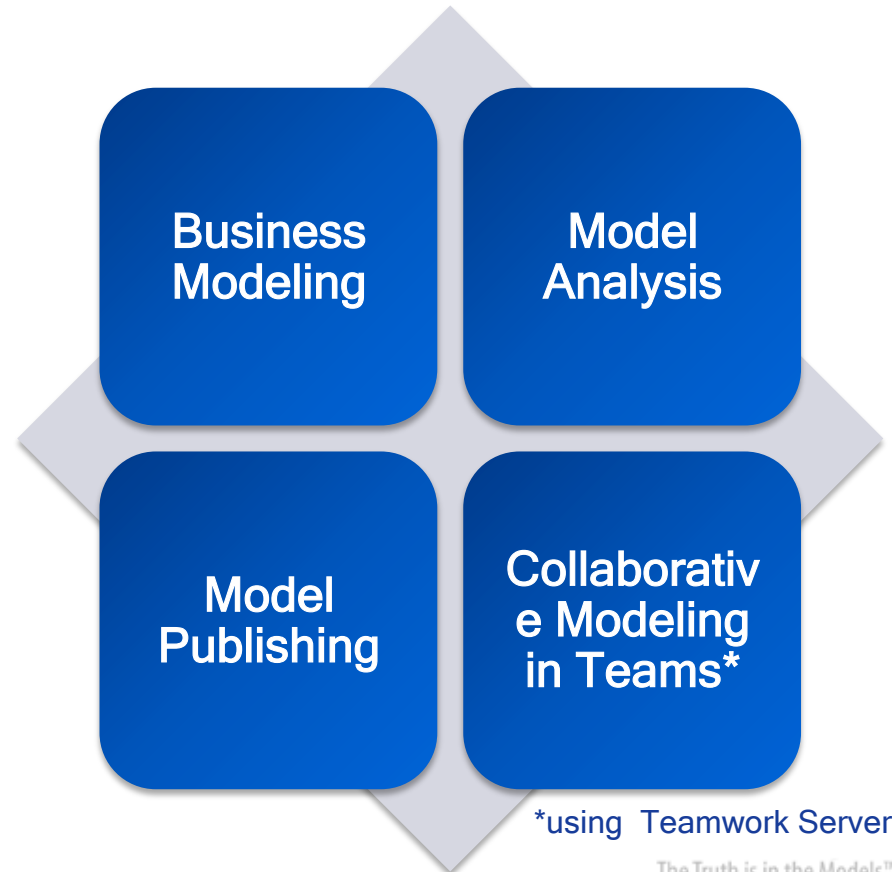


Cameo Business Modeler



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



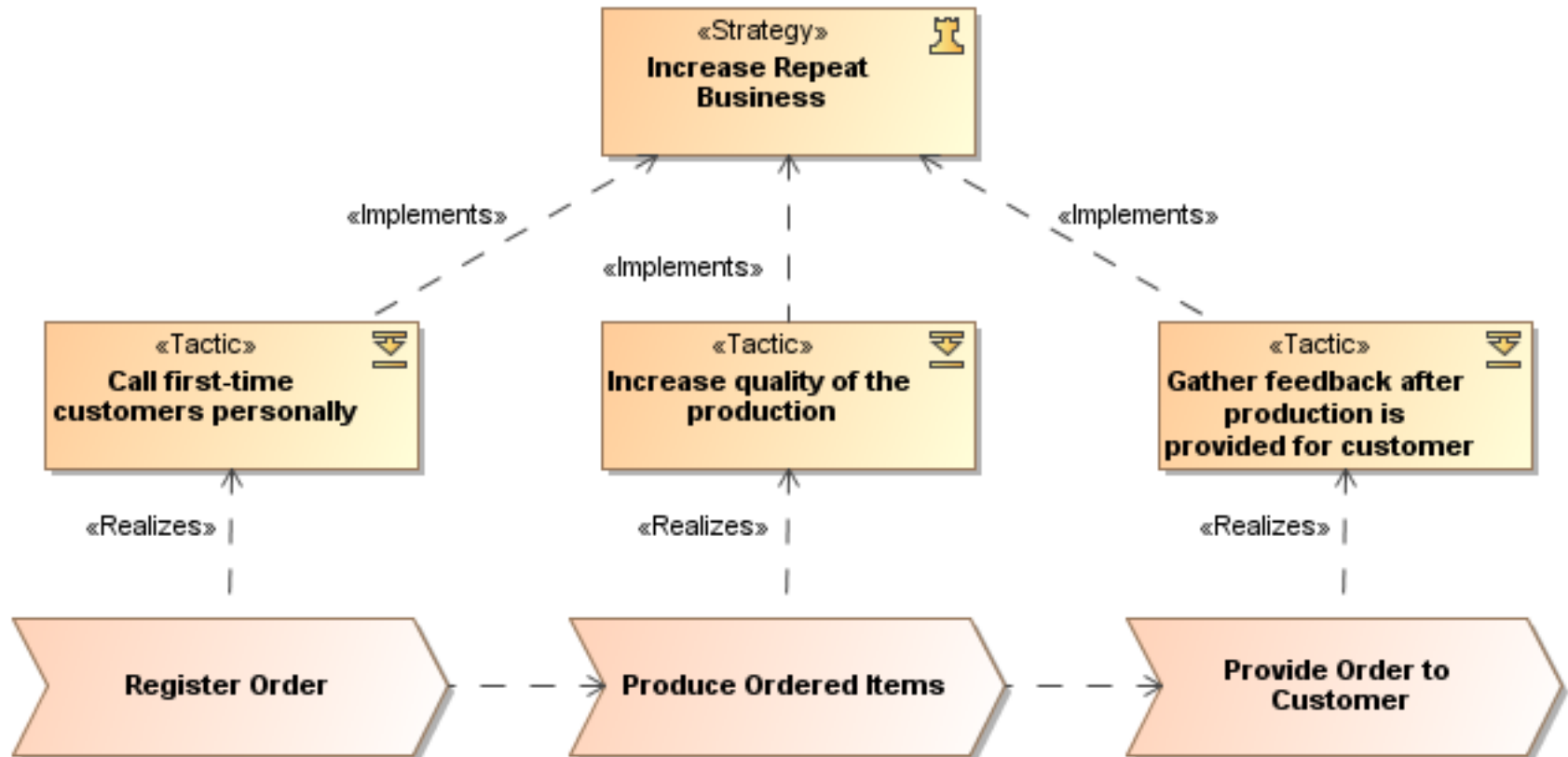
A **systematic approach** to building, using, and governing **Business Architecture**, which **enables**:

- ✓ Transparent, accessible, and current **business knowledge**
 - ✓ Compliance
- ✓ Business **process improvement**
- ✓ Bridging the gap between **business** and **IT**

Business Modeling: Strategic View



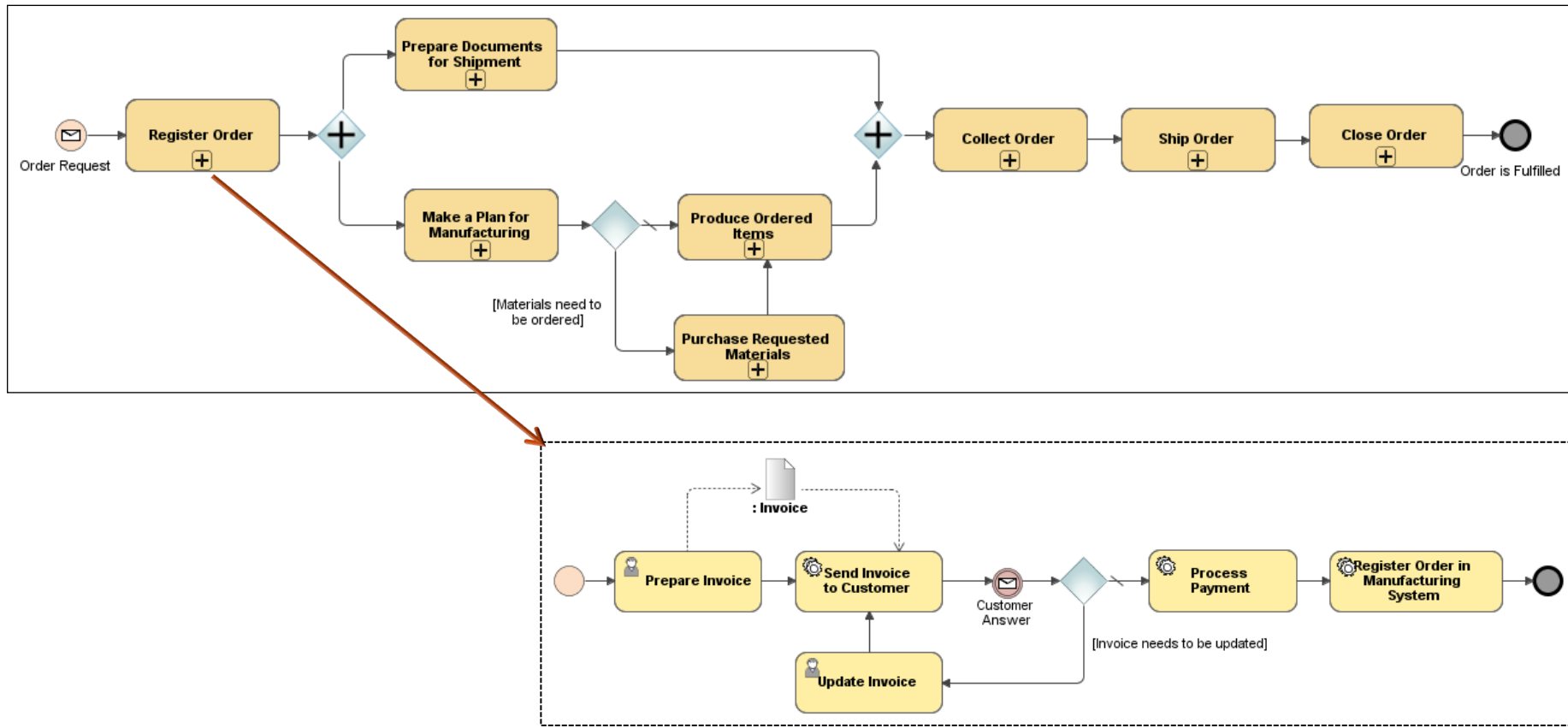
Business Motivation Model

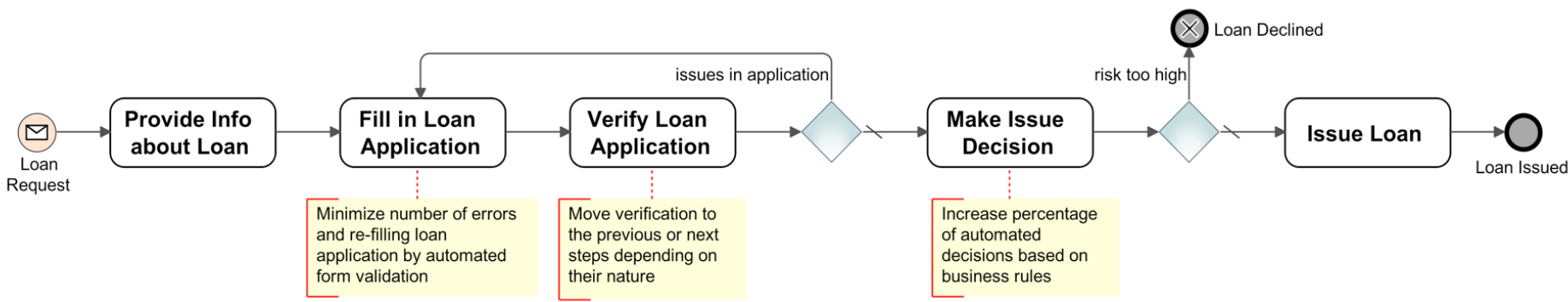


Business Modeling: Process View

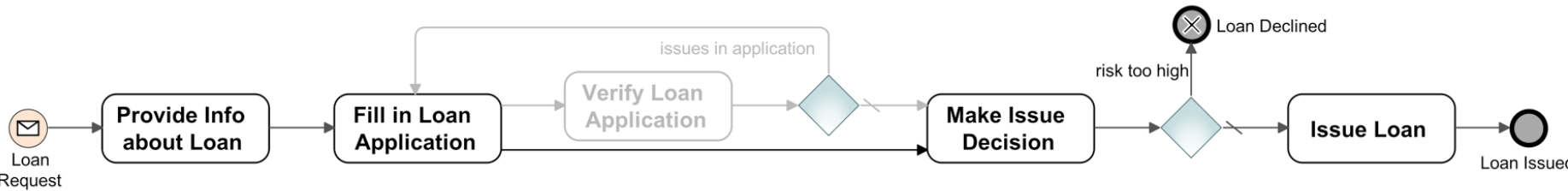


Different levels of details for different roles





Duration	20 min		30 min		15 min		20 min		20 min	~1w
Waiting		0.5d		1d		1d		0.5d		
Errors		10%				40%		20%		
Number	50.000		70.000		70.000		50.000		40.000	

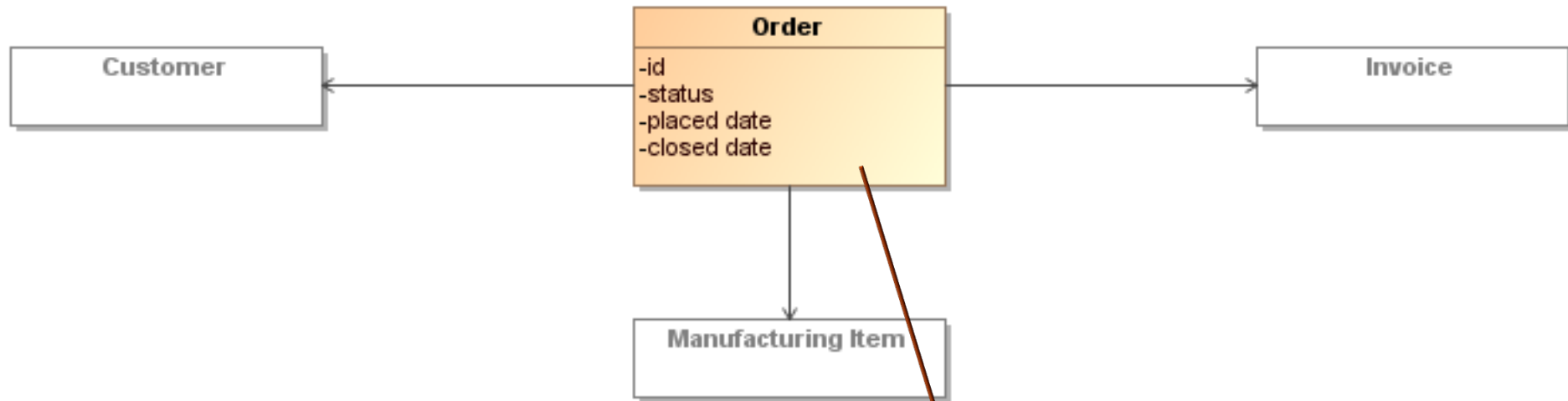


Duration	20min		30min 10min		15min 0min		20min 30min		20min	~1w ~2d
Waiting		0.5d		1d 0d		1d		0.5d		
Errors		10% 3%				40% 0%		20%		
Number	50.000		70.000 50.000		70.000 0		50.000		40.000	

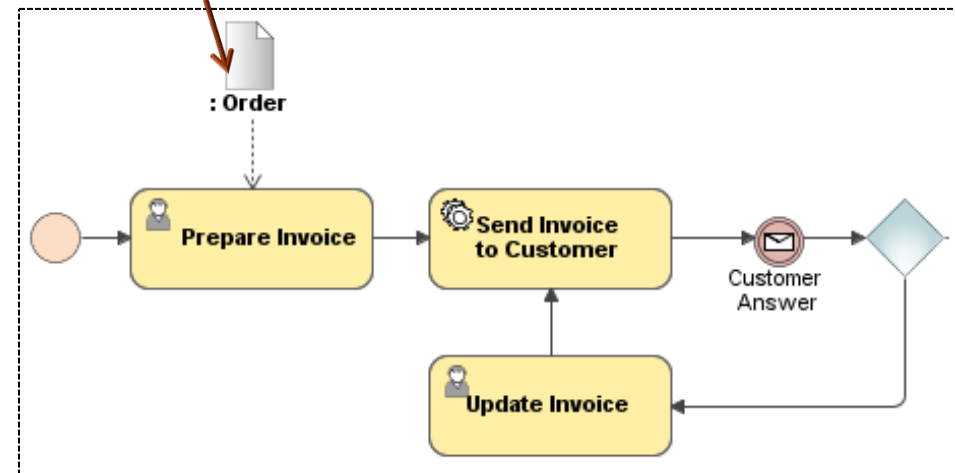
Business Modeling: Data View



Capture Business Vocabulary and Data from Process Descriptions!



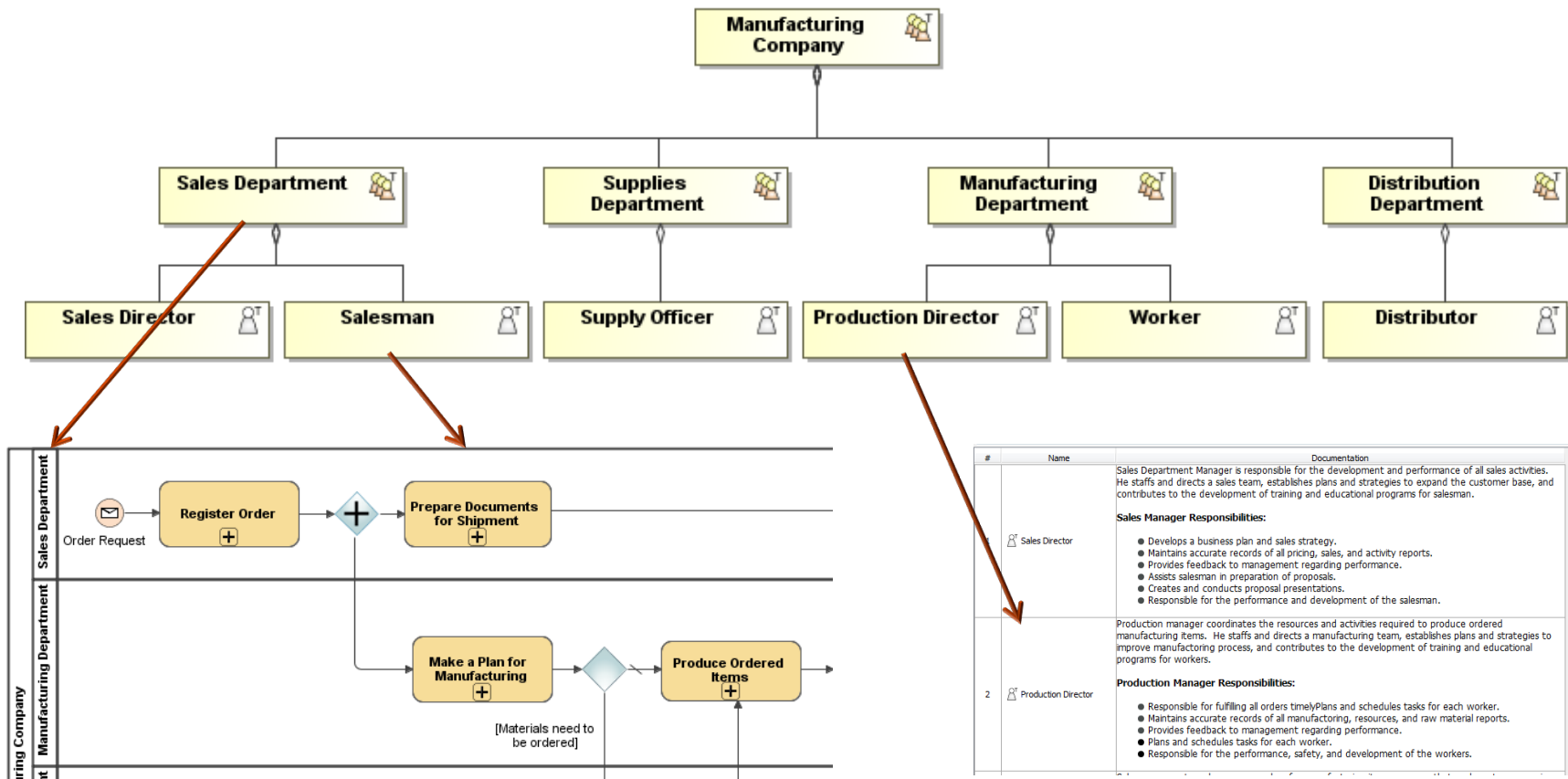
- Understand business concepts
- Re-use in business processes
- Link process and data views



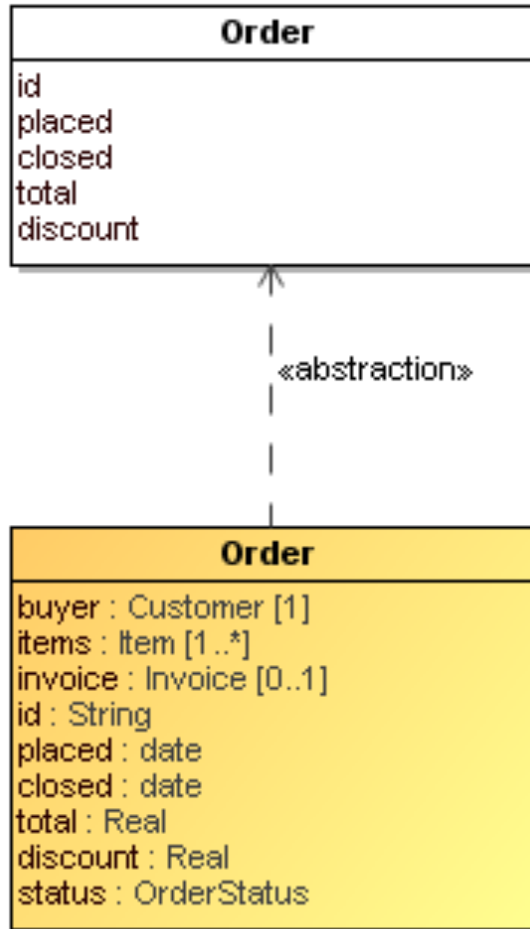
Business Modeling: Organizational view



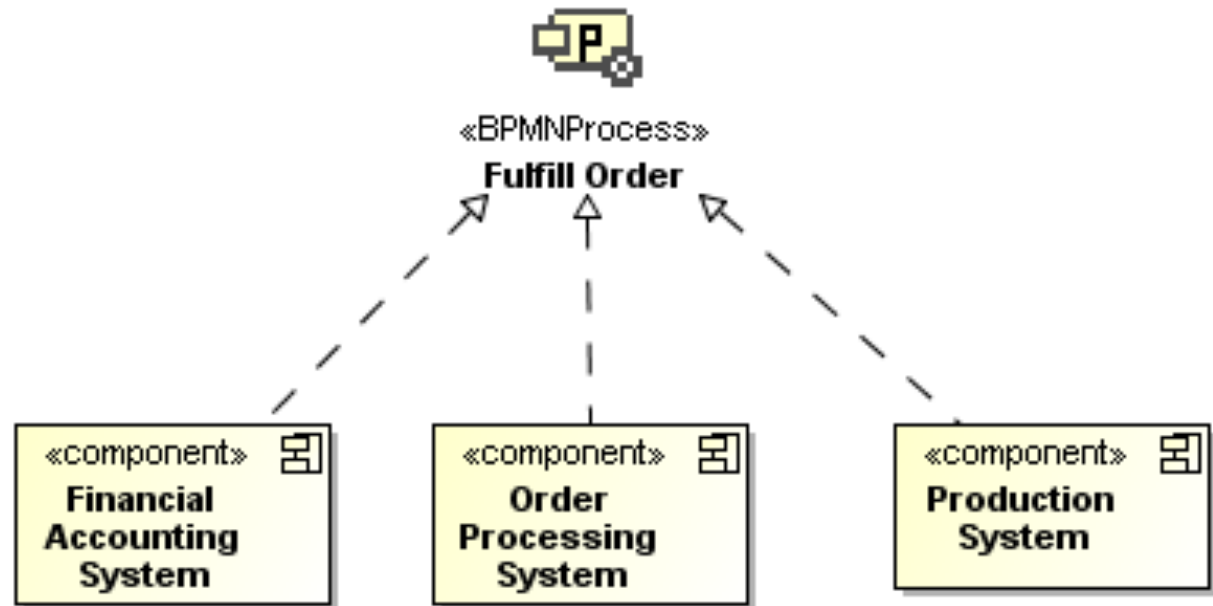
Evolve from typical org charts to integrated organizational view



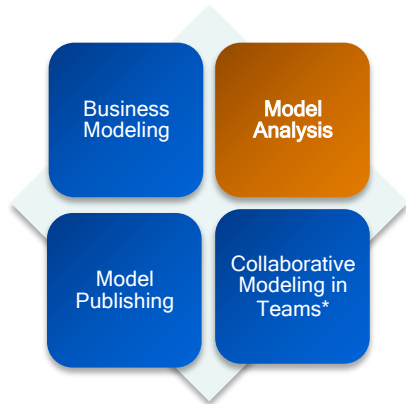
Bridging the Gap between Business and IT



- 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?

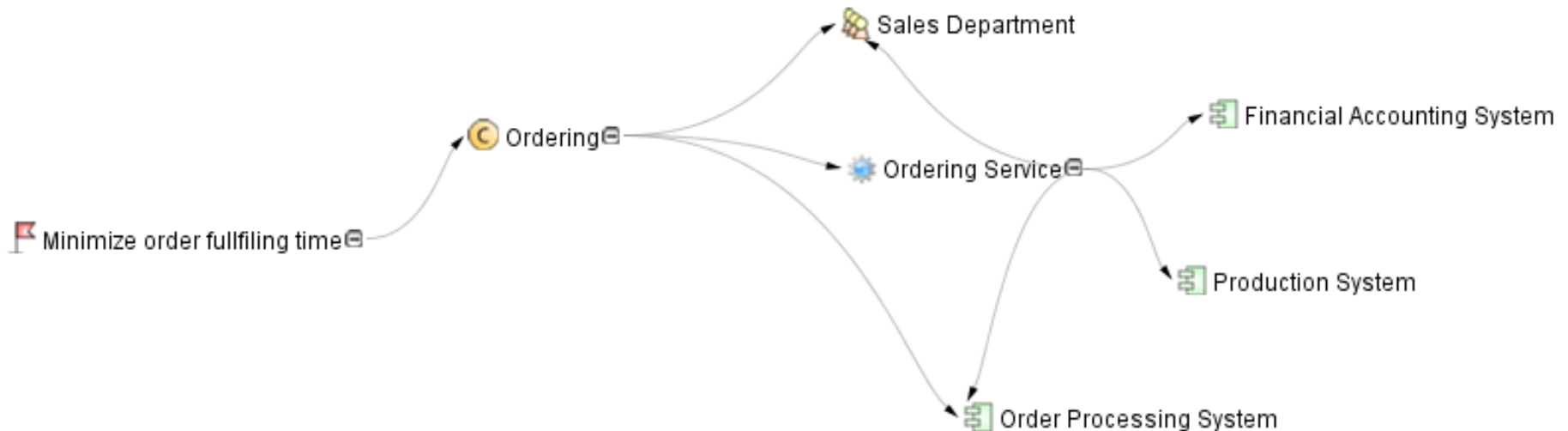
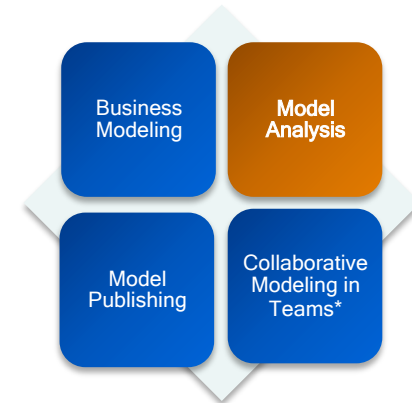
	Distributor	Production Director	Sales Director	Salesman	Supply Officer	Worker
Business Processes	2	6		7	1	1
Fulfill Order	2	6		7	1	1
Close Order				↗		
Collect Order	↗					
Make a Plan for Manufacturing						
Prepare Documents for Shipment				↗		
Produce Ordered Items						↗
Purchase Requested Materials					↗	
Register Order						
Ship Order	↗					
+ Make a Plan for Manufacturing		6				
Calculate Required Materials		↗				
Develop Manufacturing Plan		↗				
+ Make Materials Reservation						
Send List of Ordered Materials for Suppli...		↗				
+ Make Materials Reservation		3				
Add material to Ordering List		↗				
Reserve Material in Stock		↗				
Validate if Required Material is Available		↗				
+ Register Order				5		
Prepare Invoice				↗		
Process Payment				↗		

Model Traceability

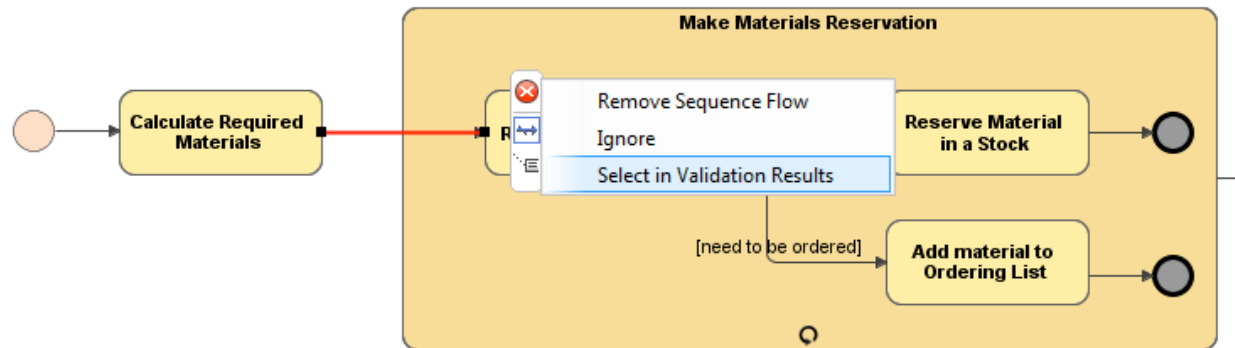
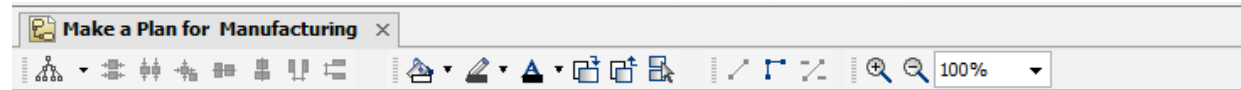


How my Business Goal is realized?

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



Model Validation



Element	Severity	Abbreviation	Message	Is Ignored
Sequence Flow[Business Processes::	error		Sequence Flow cannot connect elements inside SubProcess to elements outside SubProcess.	

Use of Business Architecture



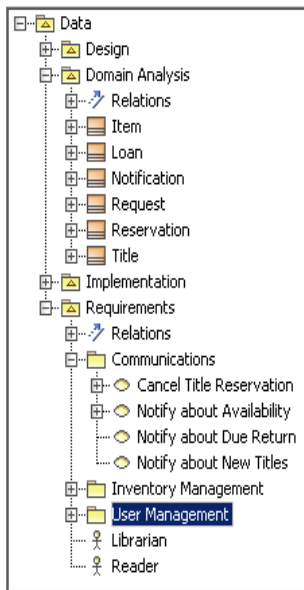
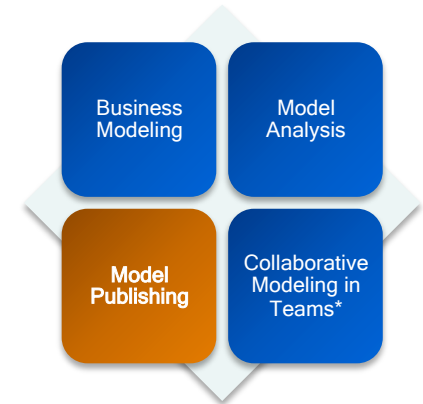
- BA should be stored in a centralized repository
 - Define ownership and access rights
- BA should be published in a way that is accessible to all its stakeholders
 - Website for reading and finding information
 - Word documents for reviewing / approving
- Change projects should use BA and contribute 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



TEMPLATE

This sample template will list all classes from selected package. The content of each class consists of class name, visibility, and its operations.

Print element

\\$Class
\\$cls.name

\#foreach (\\$cls in
\\$Class)
\\$cls.name
\#end



<http://webreports.nomagic.com>

Business Processes Description Report (Web)



CAMEO
BUSINESS MODELER

PROCESS PORTAL

Search...

Home

Help

Logout

Processes

Business Processes

Training Center Processes

Perform Dedicated Training/Consultation

Manage Payment

Perform Open Enrollment

Collaborations

Manage Payment

Business Processes / Training Center Processes / Perform Dedicated Training/Consultation / Manage Payment

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

Used Data Objects

Manage Payment

Signed agreement

: Agreement

Register agreement in online sales system

Send invoice for dedicated training/consultation

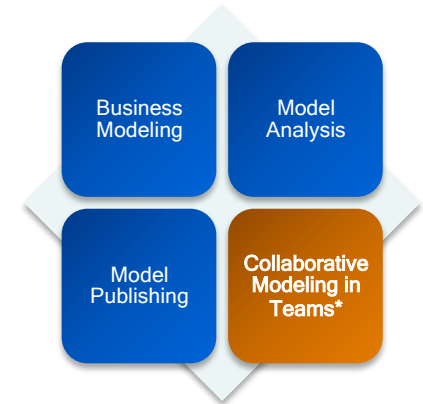
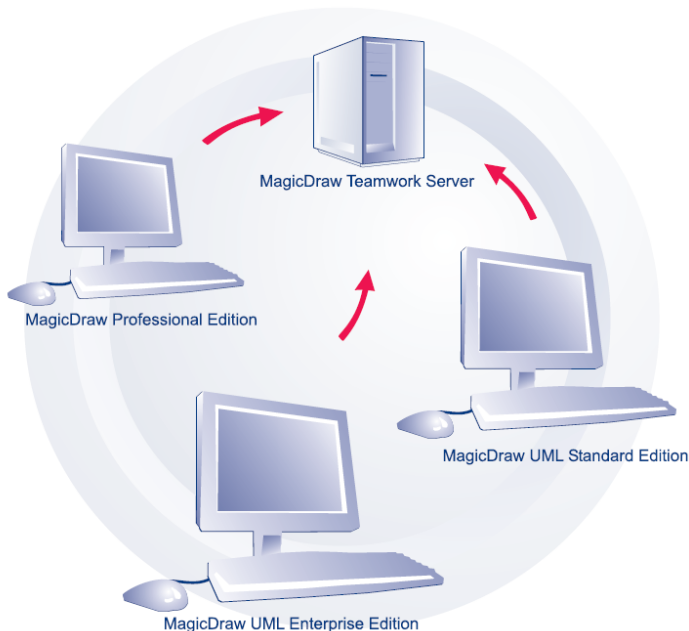
: Invoice

➤ <http://webreports.nomagic.com>

Business Collaboration

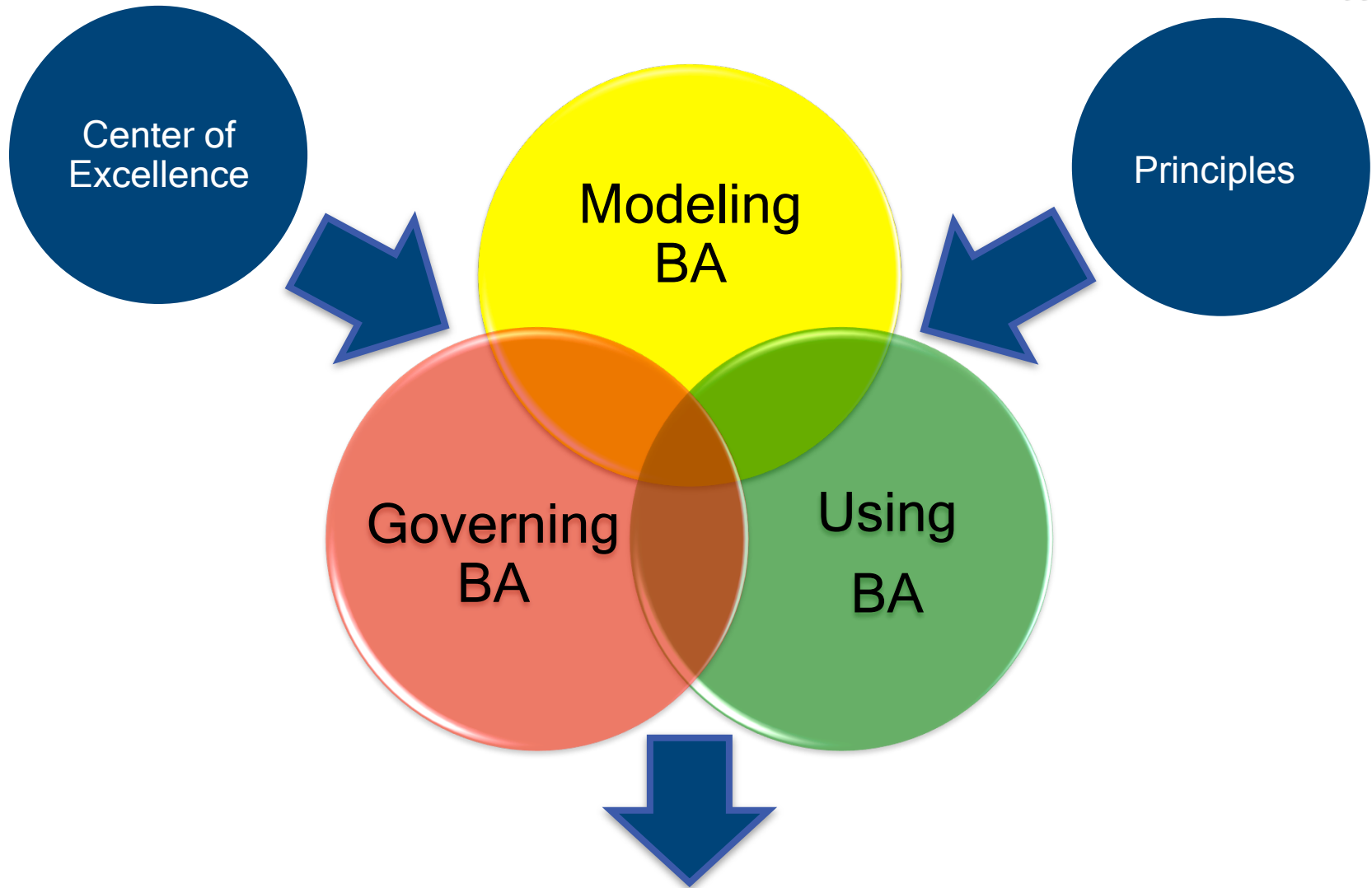


Collaborate in Teams Using the Teamwork Server!



- 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).
- Lightweight Directory Access Protocol (LDAP) support for user authentication.

Realizing Value of Business Architecture



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!

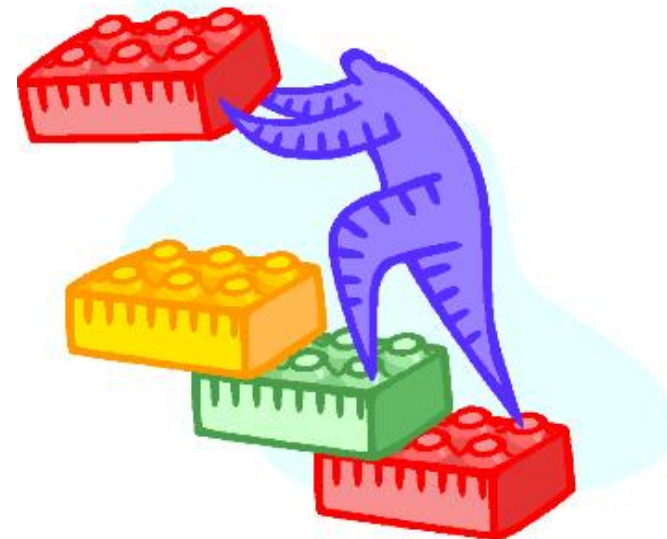


Sustainable Business Architecture



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 **BIG**

start **SMALL**

and **EVOLVE**

Let's Keep in Touch



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lt.linkedin.com/in/dariussilingas/

www.nomagic.com

