

Business Motivation Modelling

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A Story: Meditation

A guru held an evening meditation with his disciples daily. When the domestic cat one day ran into the meditation room and disturbed the meditation, he ordered, that the cat shall be bound outside during this time. So one could meditate undisturbed from there again. But the time passed. The guru died and got a successor. His successor observed strictly the tradition that during the evening meditation outside »a cat« must be tied up. When the cat finally died, too..

...a new cat was acquired to be able to be tied up during the evening meditation. – There may be tradition similar to this one which have completely lost their original justification and thus their meaning



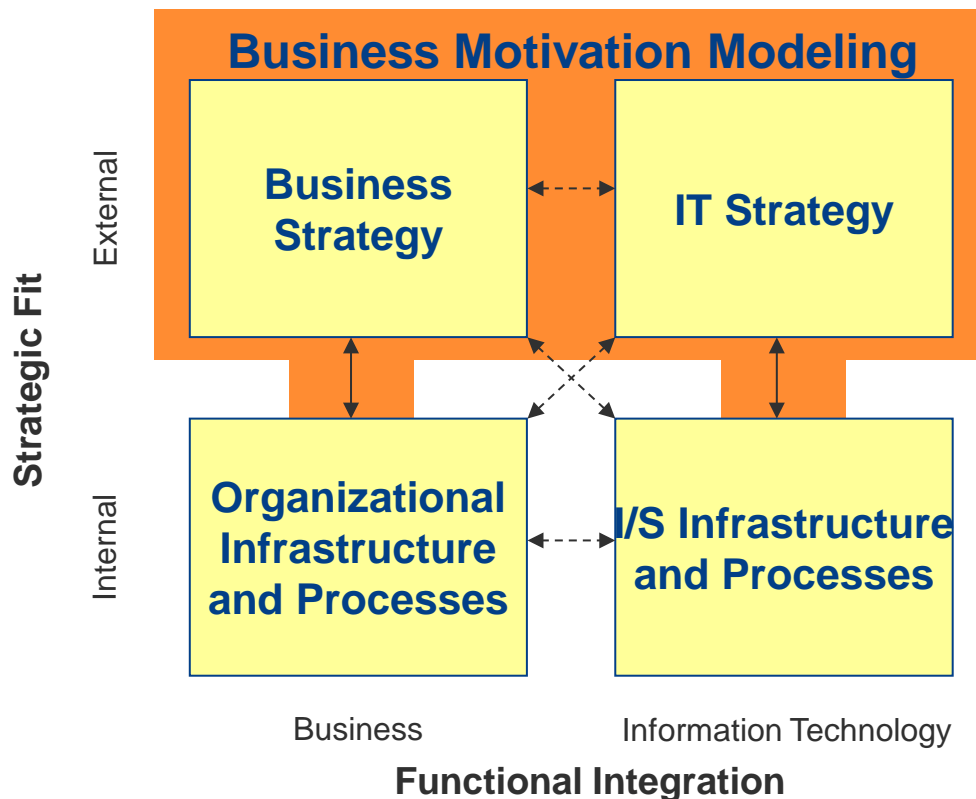
Translated from: Peter Knauer (2002). Handlungsnetze – Über das Grundprinzip der Ethik. Frankfurt

Motivation Modeling supports Traceability

- Business Motivation modeling makes the reasons for decisions explicit.
- Business Motivation Model supports traceability:
 - ◆ show **why** an enterprise does what it does in the way it does it.
- If we know the reasons for decisions, we can assess **what can be changed** and **what should not be changed**
 - ◆ not to change parts of the architecture which are essential
 - ◆ not to keep elements of the architecture that are not useful anymore

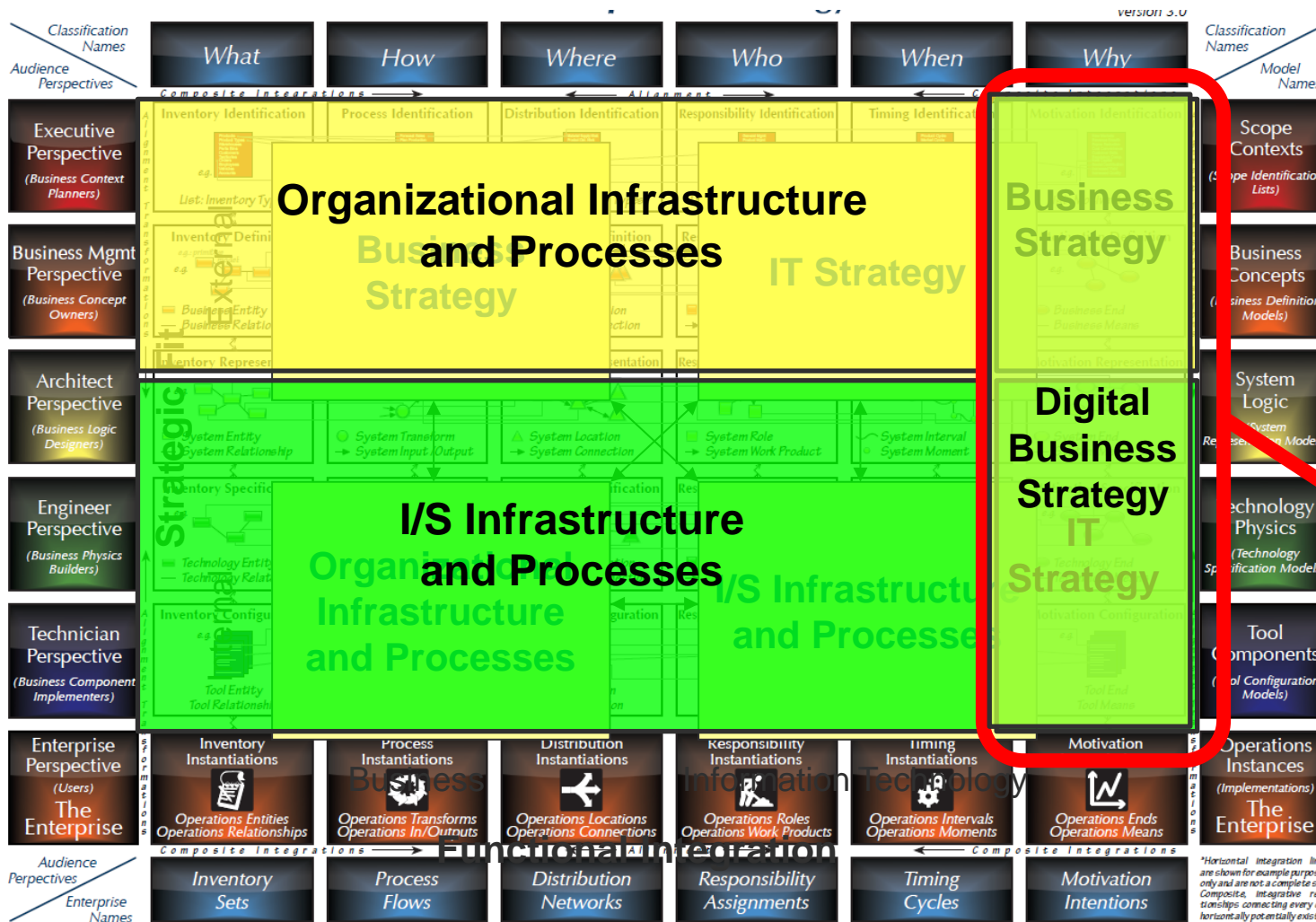
Motivation Modeling and Strategic Alignment

- The Motivation Modeling represents the strategic layer of the Strategic Alignment Model



(Hendersen & Venkatraman 1993)

Business Motivation Model corresponds to WHY



Motivation

- **Motivation:** When an enterprise executes a business process or applies a business rule, it should be able to say **why**.
- Much of the motivation for what an enterprise does is based on people in the enterprise deciding what is best for it:
 - ◆ what are the **goals** and
 - ◆ what are the **strategies** to achieve them
- The enterprise should be able to say
 - ◆ who decided
 - ◆ on what **assessments**
 - ◆ of what **drives** or **influences**.

(OMG-BMM 2010, p. 10)



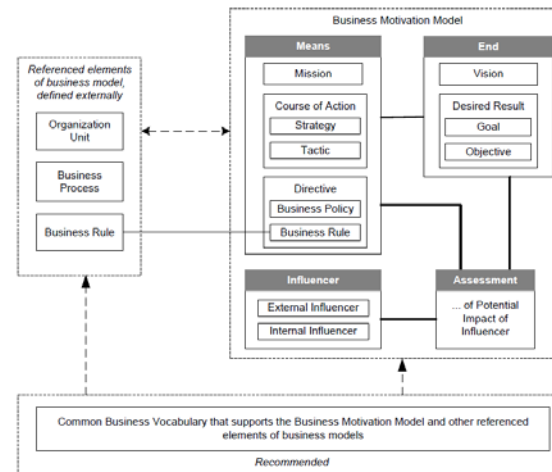
Business Motivation Modeling for Transformation Projects

- A Business Motivation Model specifies
 - ◆ goals to be achieved by the project
 - ◆ strategies how to achieve the goals
 - ◆ on what influencers and assessments is the project based
- Business Motivation modeling supports consistency in decision making between different projects, e.g.
 - ◆ not changing elements that are essential for other projects



Two Approaches for Business Motivation Modeling

■ OMG Business Motivation Model



■ ArchiMate Motivation Extension

