

Business Modeling

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Literature

This chapter is short summary of the following literature:

- Bridgeland David M.; Zahavi, Ron (2009): Business Modeling - A Practical Guide to Realizing Business Value. Morgan Kaufman Publishers. Chapters 1 and 2

Why Business Modeling

- Business and IT Alignment
- Business Transformation
- Managing Change
- Managing Complexity

Business Value of Business Models

- Communication between people
- Training and Learning
- Persuasion and selling
- Analysis of a business situation
- Compliance Management
- Development of Software requirements
- Direct execution in software engines
- Knowledge Management

Modeling Fundamentals

- «All models are wrong. Some models are useful»
(George E. P. Box)
- To kinds of Model Fidelity
 - ◆ The fidelity of models is a measure how closely the model approximates the real world
 - ◆ The higher the fidelity the «less wrong» is a model
- Model Validity
 - ◆ A model is valid if it meets all the constraints (semantical correctness)
 - ◆ Validity is a property of the model itself

Complexity Size of Models

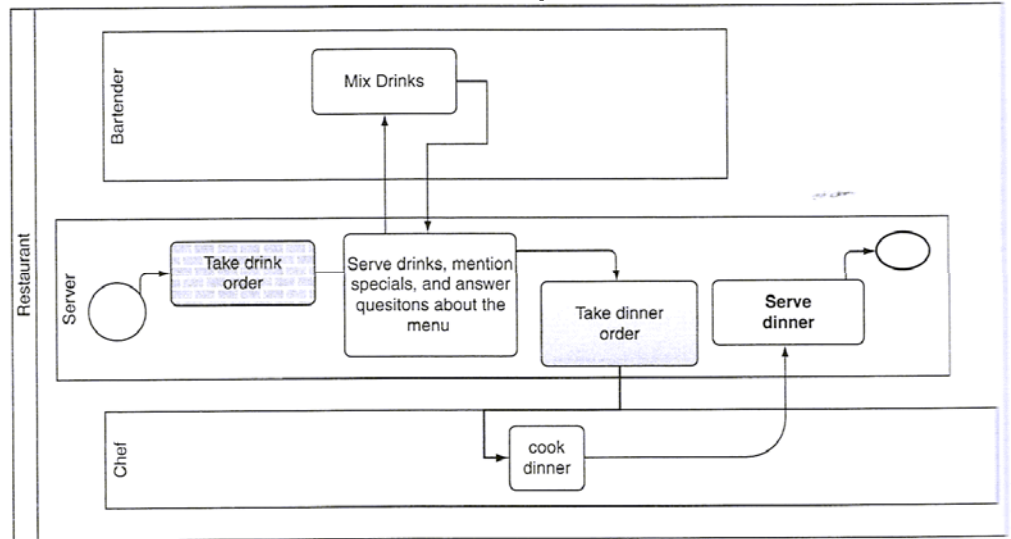
- If a model is too big (has too many model elements and associations) it is hardly to be comprehended
- Reduction of complexity:
 - ◆ Viewpoints/views reduce complexity of a model (cp. ArchiMate)
 - ◆ Separation of concerns separate complexity by
 - modeling specific aspects/perspectives in separate models
 - relations between elements of different models(cp. Zachman, Best Practice, ARIS, plugIT etc.)

Attractiveness of models

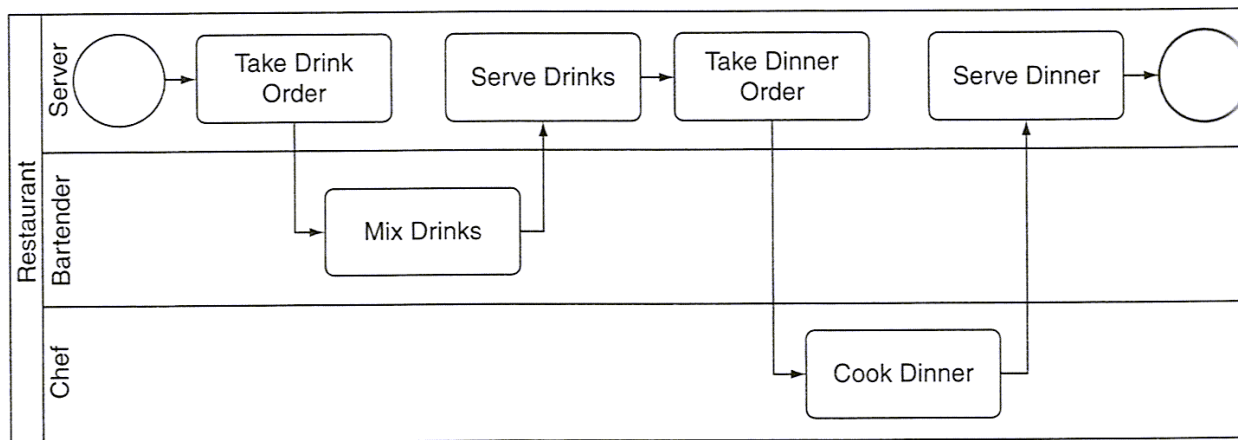
- Arrange the modeling elements in a way that is visually appealing
 - ◆ aligning elements in position, size
 - ◆ follow a preferred modelling direction
(e.g. model process flow either left-to-right oder top-to-bottom)
 - ◆ use clear color scheme
- Consistence in labeling: Naming conventions
 - ◆ Use consistent names for the some objects in different models
 - ◆ Use naming conventions (e.g. name activities with a verb and an object/resource like «check reservation»).

Attractiveness of Models

Non-attractive business process model



Attractive business process model



(Bridgeland and Zahavi 2009, pp. 27ff)

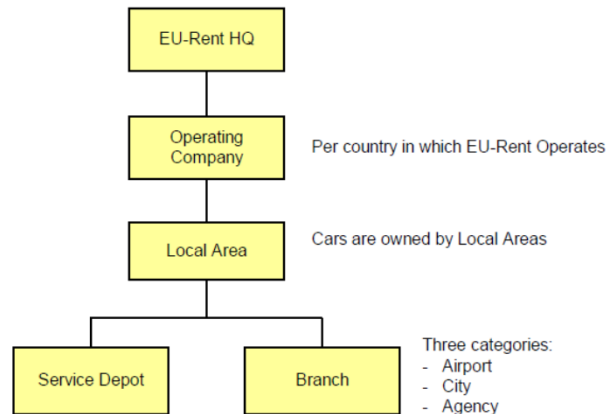
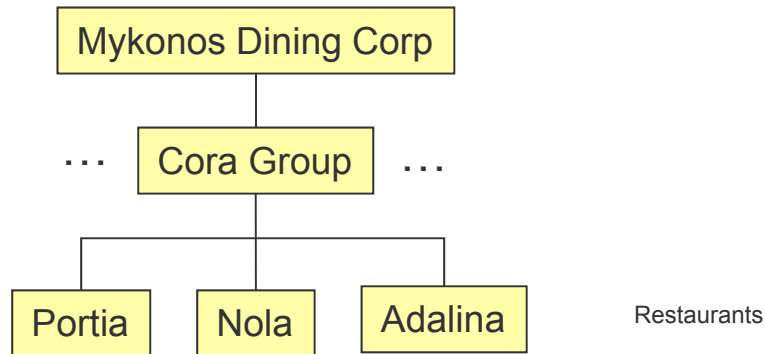
Modeling Diagrams

- Any model element should have
 - ◆ a name
 - ◆ a description
 - ◆ (specific) attributes
- Descriptions allow names to be short, so model elements can be easily referenced
- Graphical representation should have specific appearance
 - ◆ specific form, color, marker, etc.
 - ◆ not only standard forms (like rectangle, circle)

Business Model Disciplines

- We will have a more detailed look on different business modeling disciplines
 - ◆ Business Motivation Modeling
 - ◆ Business Process Modeling
 - Relations to IT, data, organisation, products
 - ◆ Business Rules Modeling
- These business models cover important aspects of an enterprise architecture

Example Enterprises



- The modeling of Business Motivation Model, Business Rules and Business Process are explained with examples from two enterprises.
- **Mykonos Dining Corp. and Cora Group**
 - ◆ *Mykonos Dining Corp.* is a company which acquired *Cora Group*, a company which owns several restaurants in Washington DC.
 - ◆ Cora's flagship restaurants is *Portia* which has the mission of cooking meals fresh.
 - ◆ *Nola* is another restaurant of Cora Group that just opened.
 - ◆ A third restaurant in the Cora Group is *Adalina*, a fairly new restaurant with only eight tables.
- **EU-Rent**
 - ◆ *EU-Rent* is a world-wide operating car rental company. Customers are individuals or companies. Different models of car are offered, organized into groups.