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Value Mapping – Critical Business Architecture Viewpoint

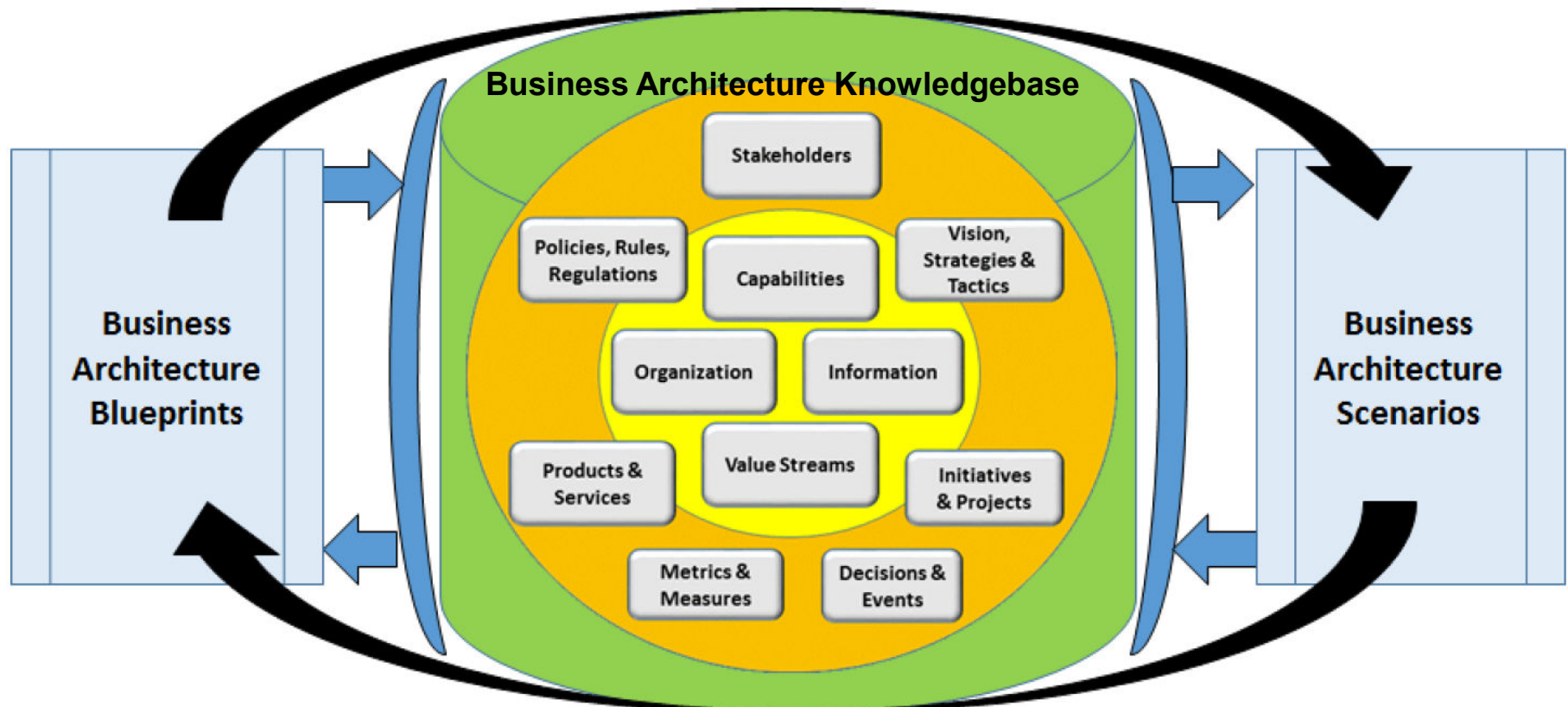
AEA Webinar Series
“Enterprise Business Intelligence”

Armstrong Process Group, Inc.
www.aprocessgroup.com

About APG

- APG's mission is to
 - “Align information technology and systems engineering capabilities with business strategy using proven, practical processes delivering world-class results.”
- Industry thought leader in enterprise architecture, business modeling, process improvement, systems and software engineering, requirements management, and agile methods
- Member and contributor to
 - UML[®], SysML[®], SPEM, UPDM[™] at the Object Management Group[®] (OMG[®])
 - TOGAF[®], ArchiMate[®], and IT4IT[™] at The Open Group
 - BIZBOK[®] Guide and UML Profile at the Business Architecture Guild
- Business partners with Sparx, HPE, and IBM
- Guild Accredited Training Partner[™] (GATP[™]) and IIBA[®] Endorsed Education Provider (EEP[™])

Business Architecture Framework

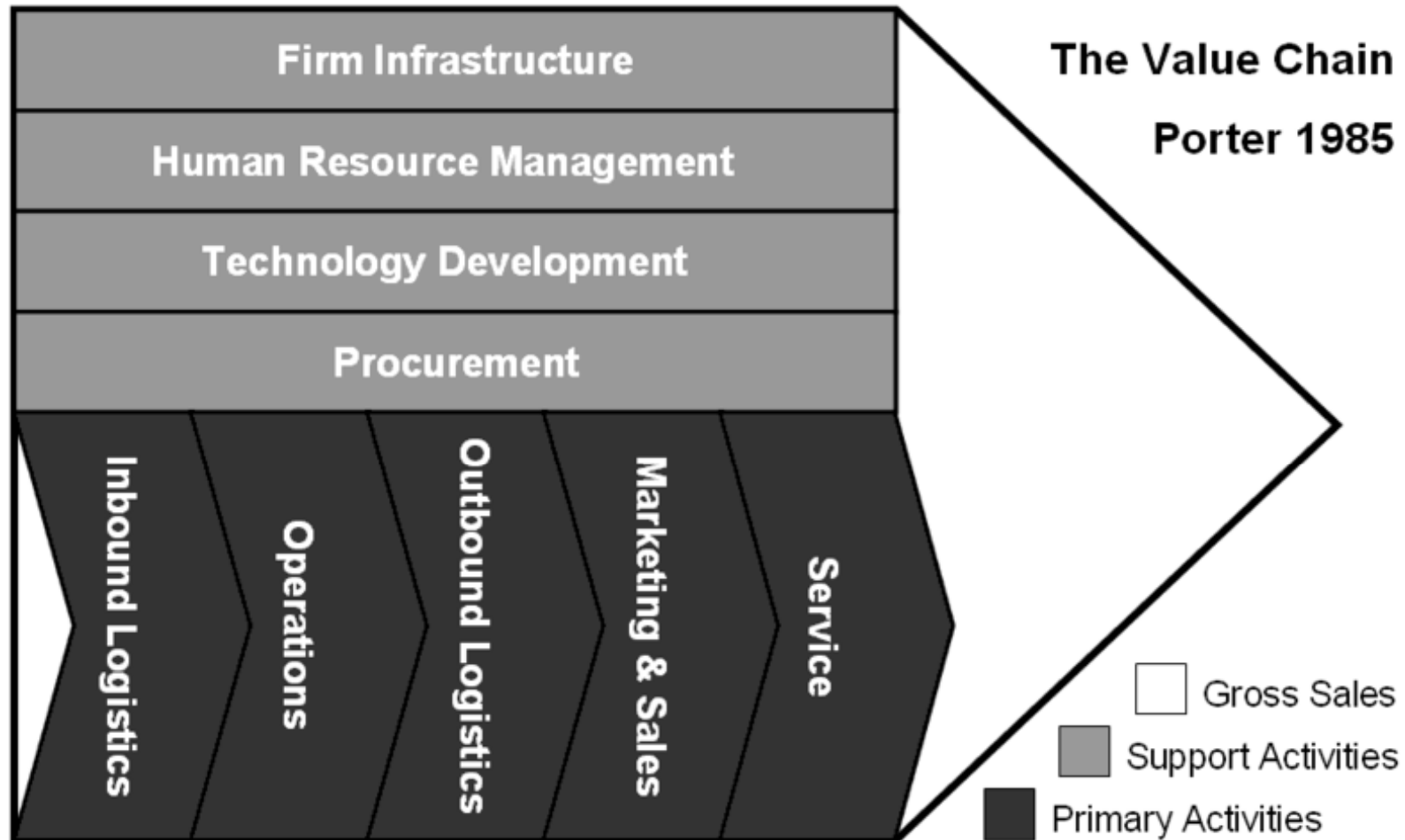


- Blueprints provide views into knowledgebase, based on stakeholder concerns
- Scenarios contextualize expected outcomes of business architecture work
 - Also inform initial selections of key stakeholders and likely concerns

Value Map – Definition

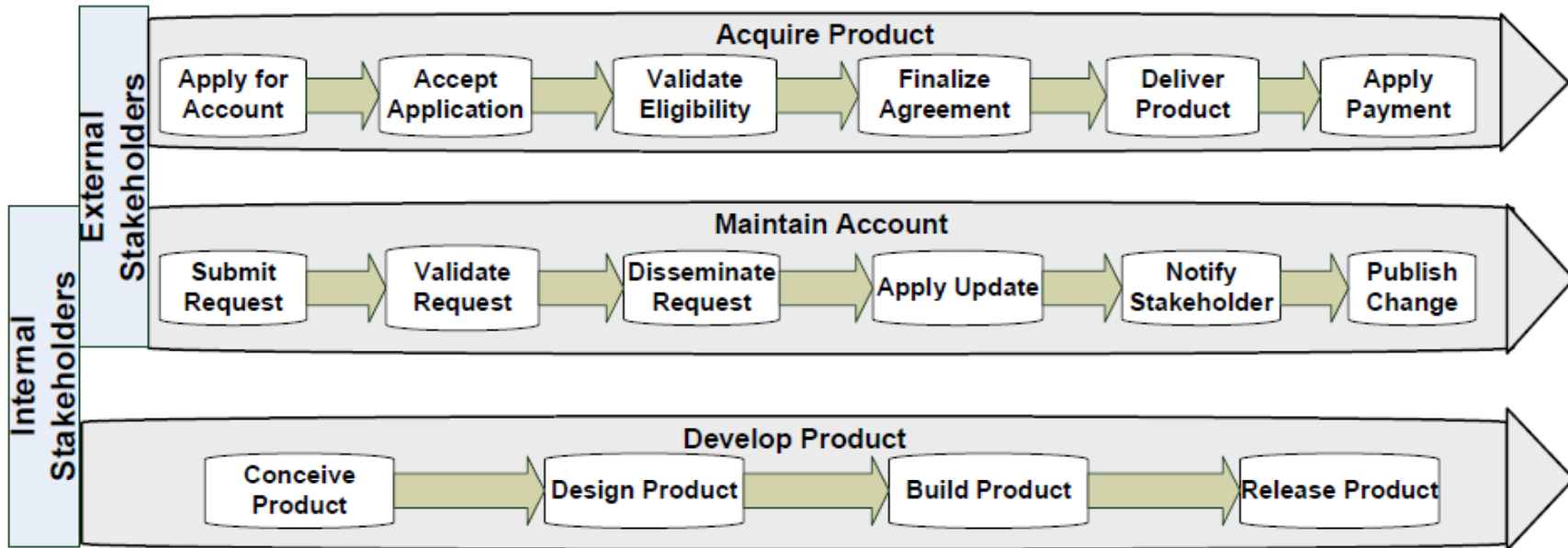
- “A visual depiction of how an organization achieves value for stakeholders within the context of a given set of business activities”
 - Provides “outside-in” view of value delivery
- Describes value items exchanged between an organization and key external stakeholders (customers, partners, constituents)
 - Value defined as “the benefit that is derived by an organization’s stakeholders while interacting with that organization”
- Also can be used to understand value from internal stakeholder perspective
- Several variations: value chain, value stream, value network
- Often mapped to other content such as capabilities, product, business units

Value Chain – Michael Porter



- *Competitive Advantage: Creating and Sustaining Superior Performance, Michael Porter, 1985*

Value Stream – Concept



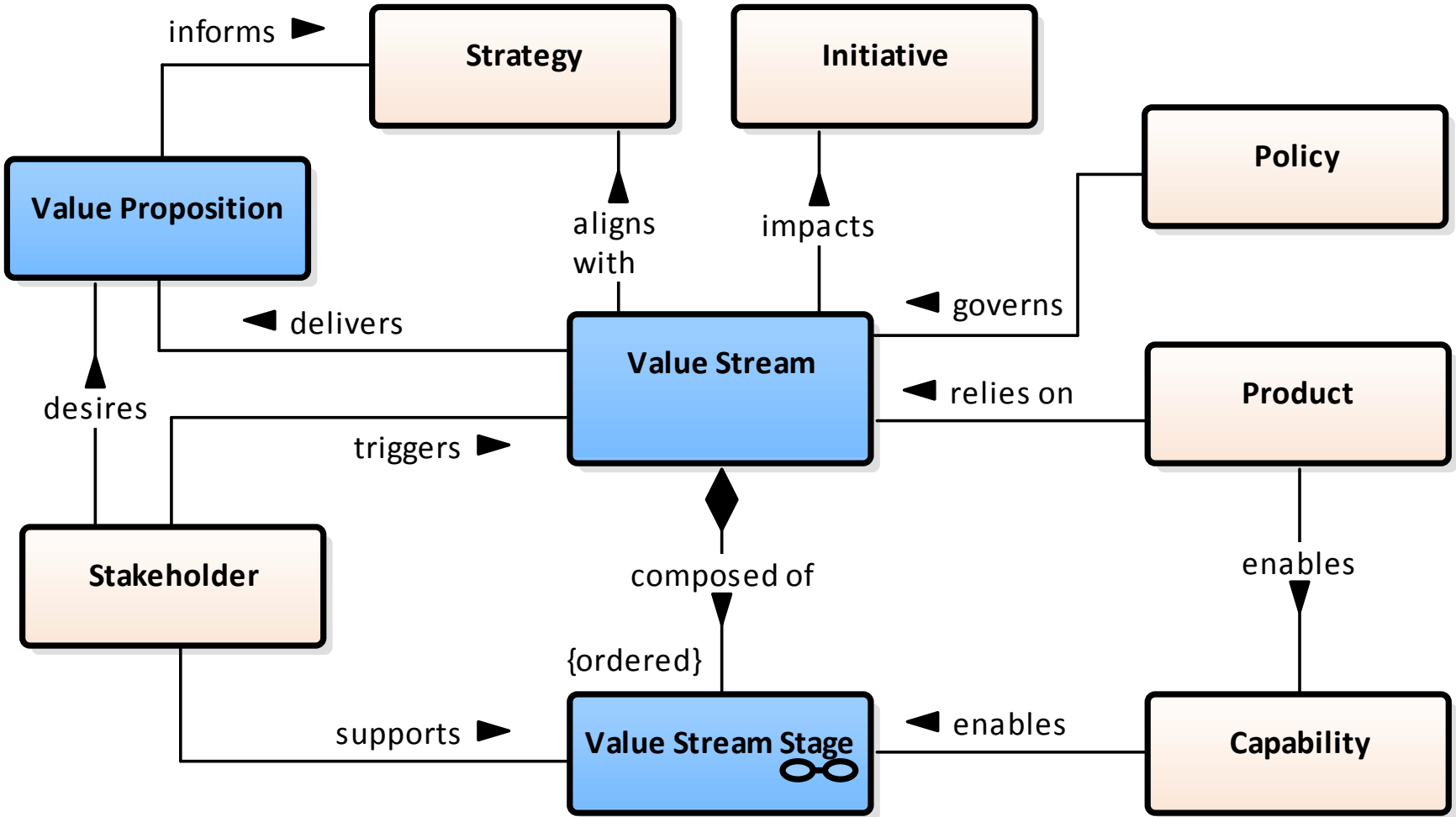
Source: TSG, Inc.

- “A stakeholder triggered, end-to-end depiction of how a business delivers value to that stakeholder”
 - One clear goal – “to satisfy and delight the customer”
- Ability to define organization- and industry-specific core processes
 - As opposed to generic 5 stage process of Porter value chain

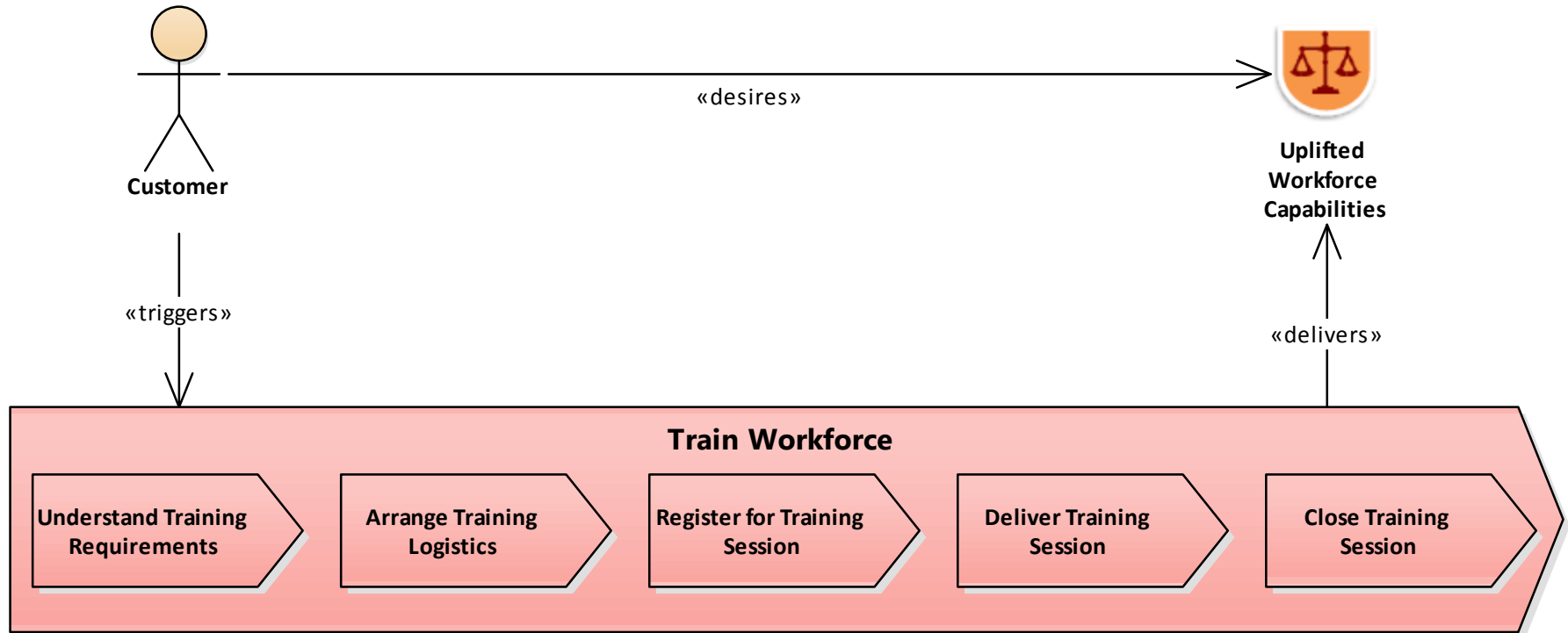
Value Map – Benefits




- Provide common baseline for envisioning how to deliver high visibility value
 - Help avoid get bogged down overlapping/redundant processes, enabling technologies, and organization complexities
- Provide clear focal points for prioritizing how to achieve stakeholder value
 - Enable focus on areas to reduce complaints, elevate access, and increase value
- Enable delivery of near-term, mid-term, and long-term value to stakeholders
 - Can segregate and improve specific portions of value streams and prioritize appropriately
- Provide new and unique ways to envision stakeholder engagement
 - Teams can clearly and consistently state how to change stakeholder engagement
- Enable prioritization and managed deployment of business capabilities
 - Provides context for capability improvement efforts

Value – Metamodel

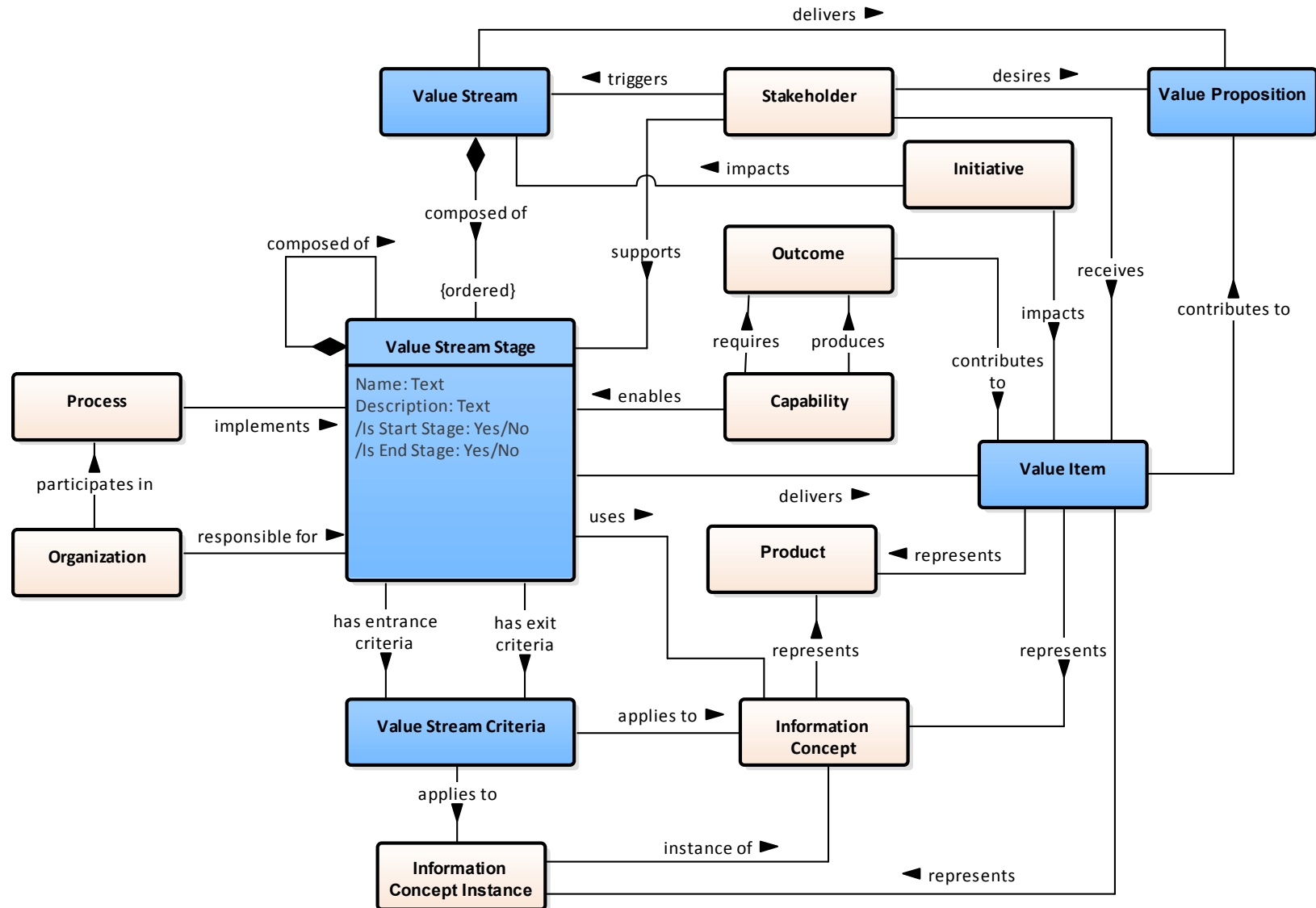


Value Stream Overview – Example 1

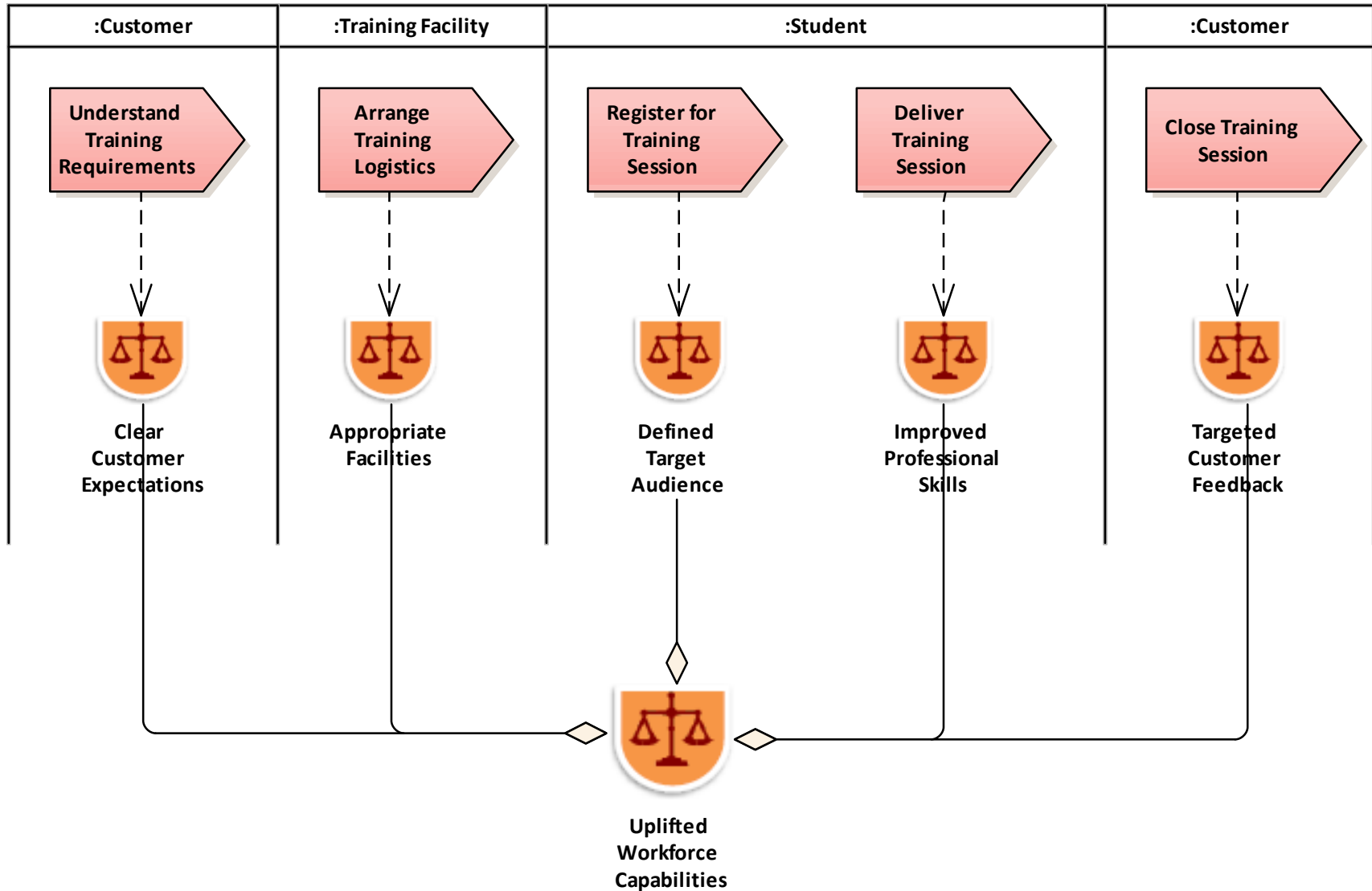


-  Value Streams : Train Workforce - Value Items
-  Value Streams : Train Workforce - Value Stream Stages
-  Value Streams : Train Workforce - Capabilities

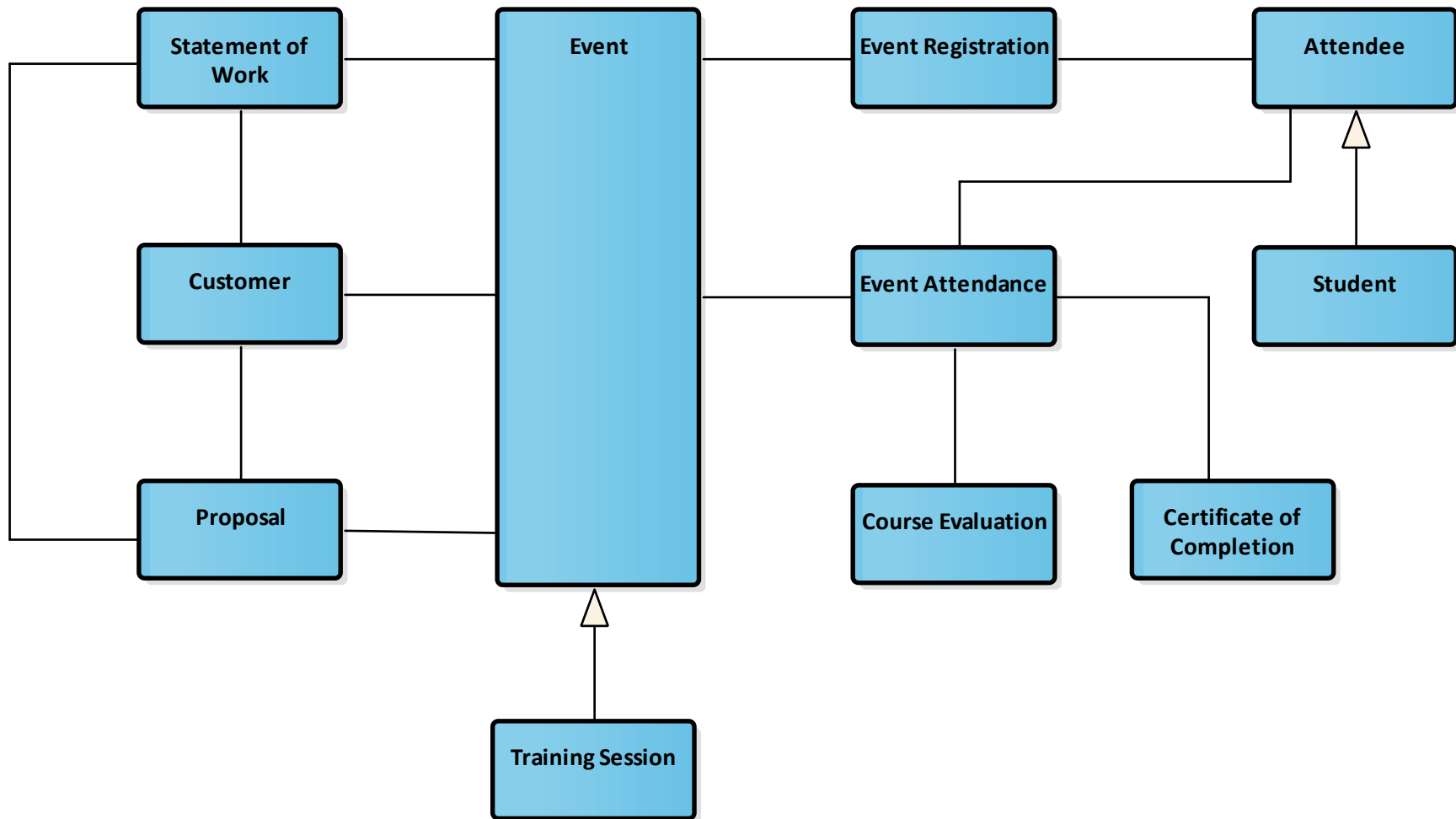
Value Stream – Metamodel



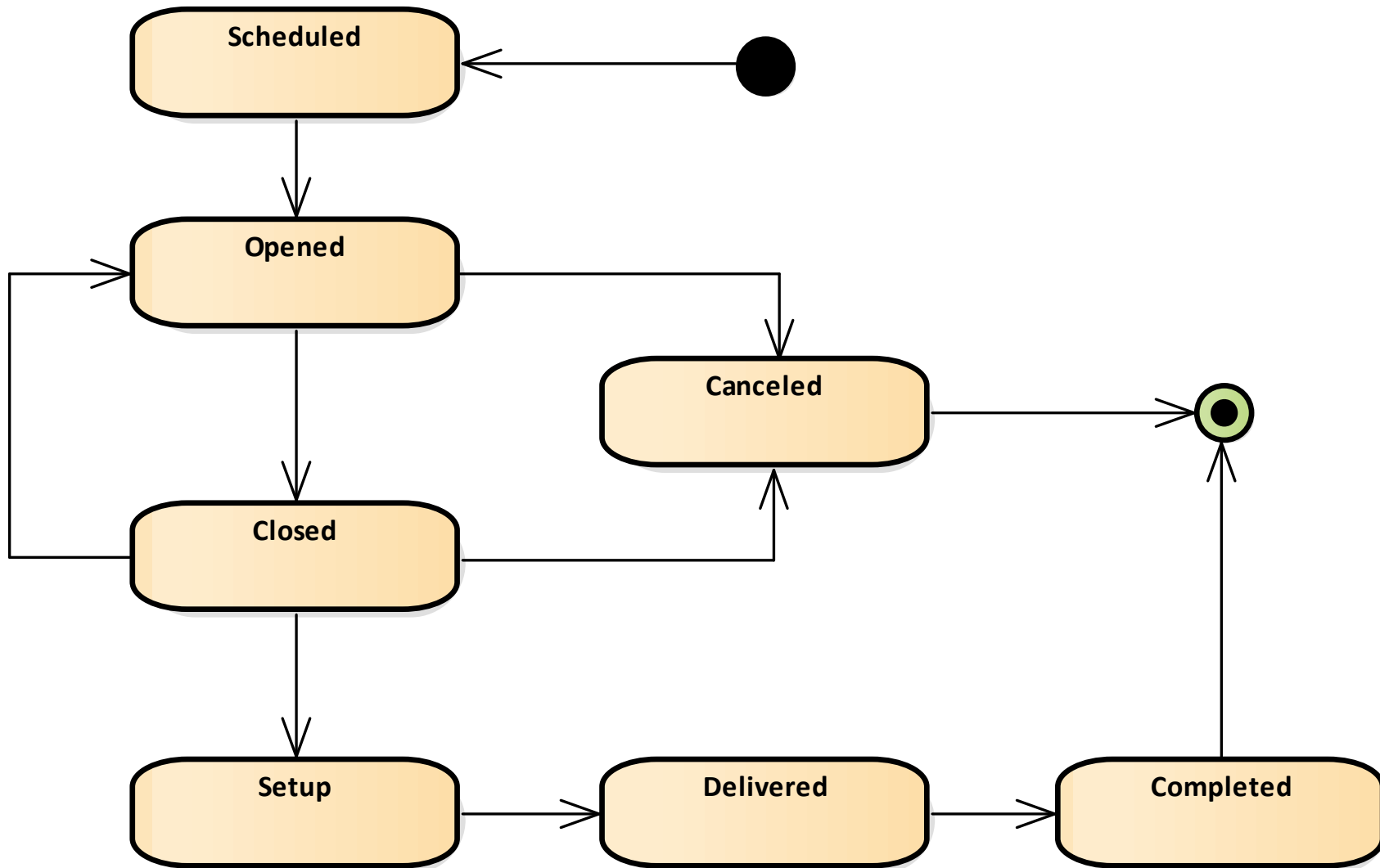
Value Stream Specification



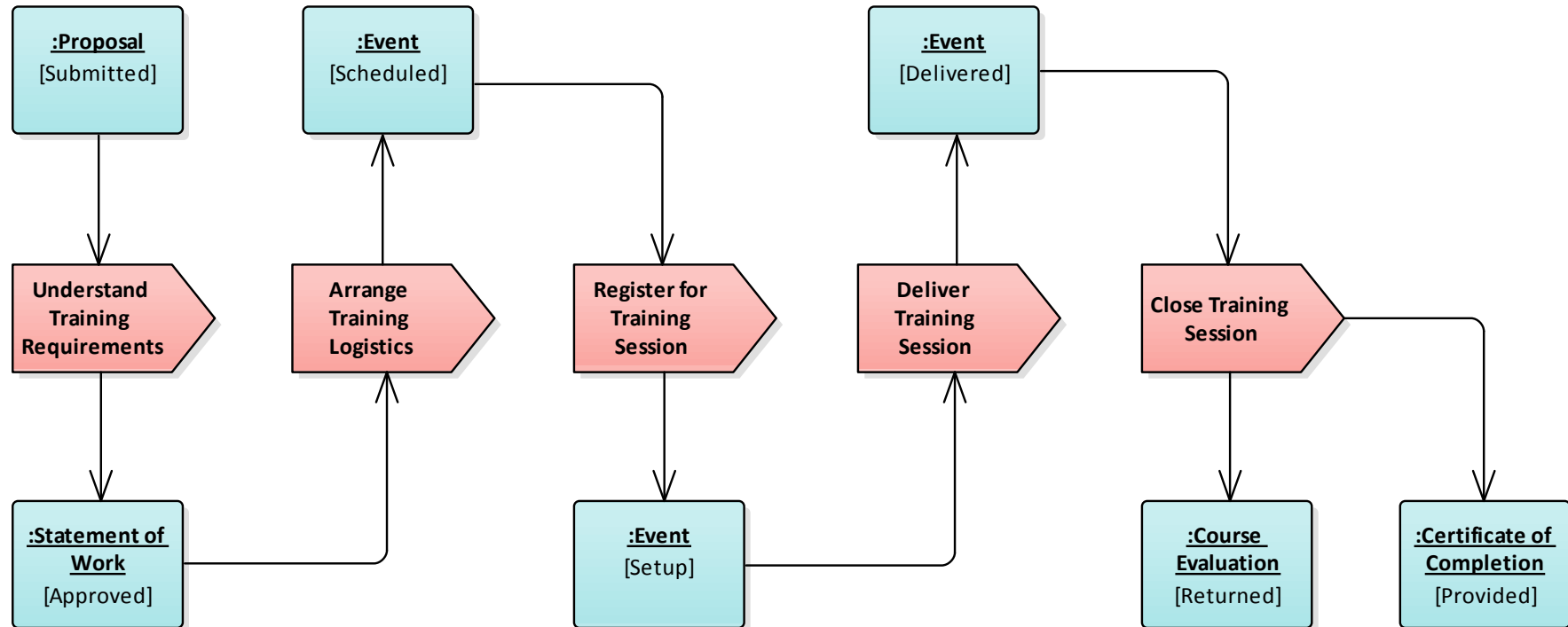
Training Workforce – Information Map



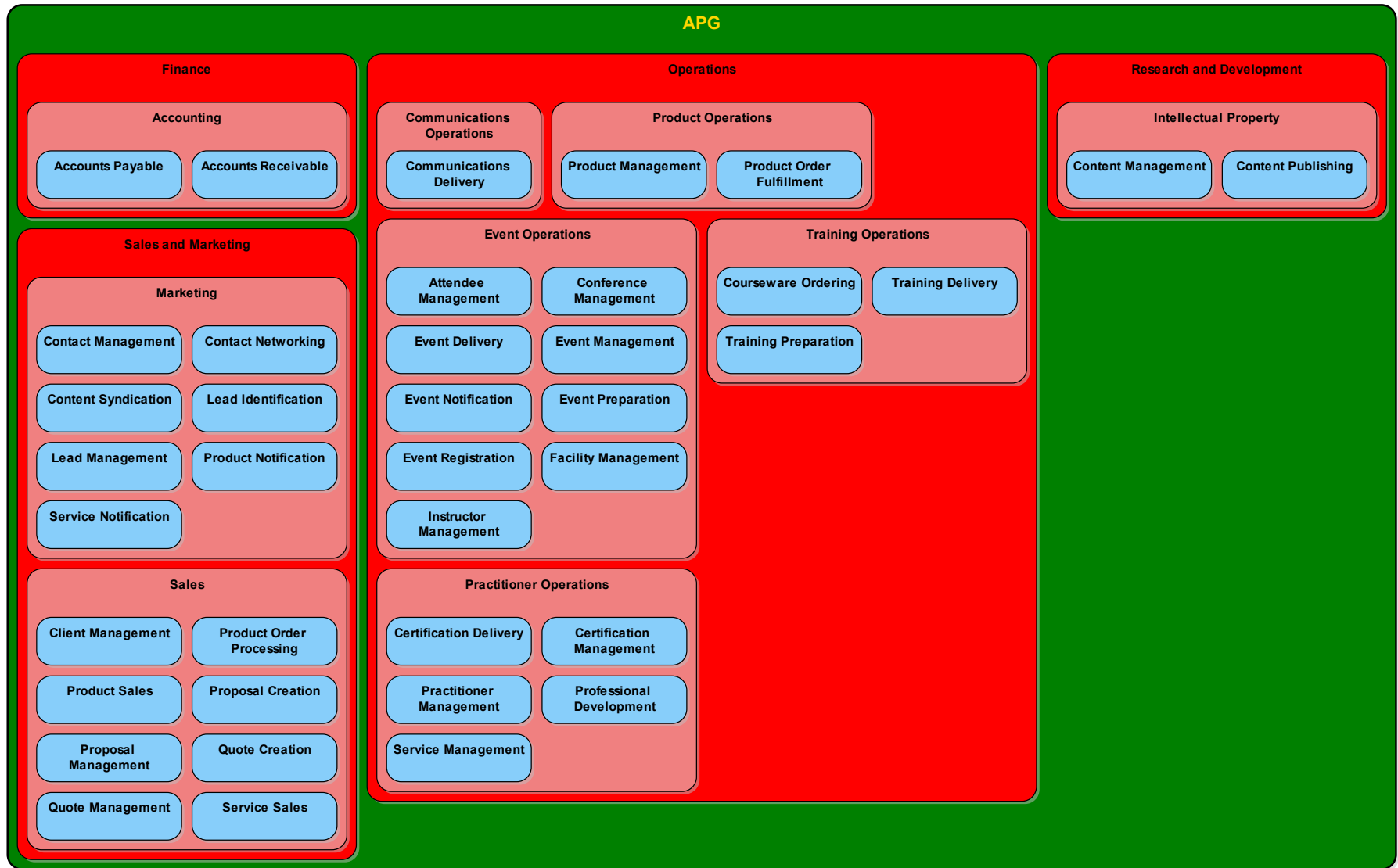
Training Event – Lifecycle Diagram



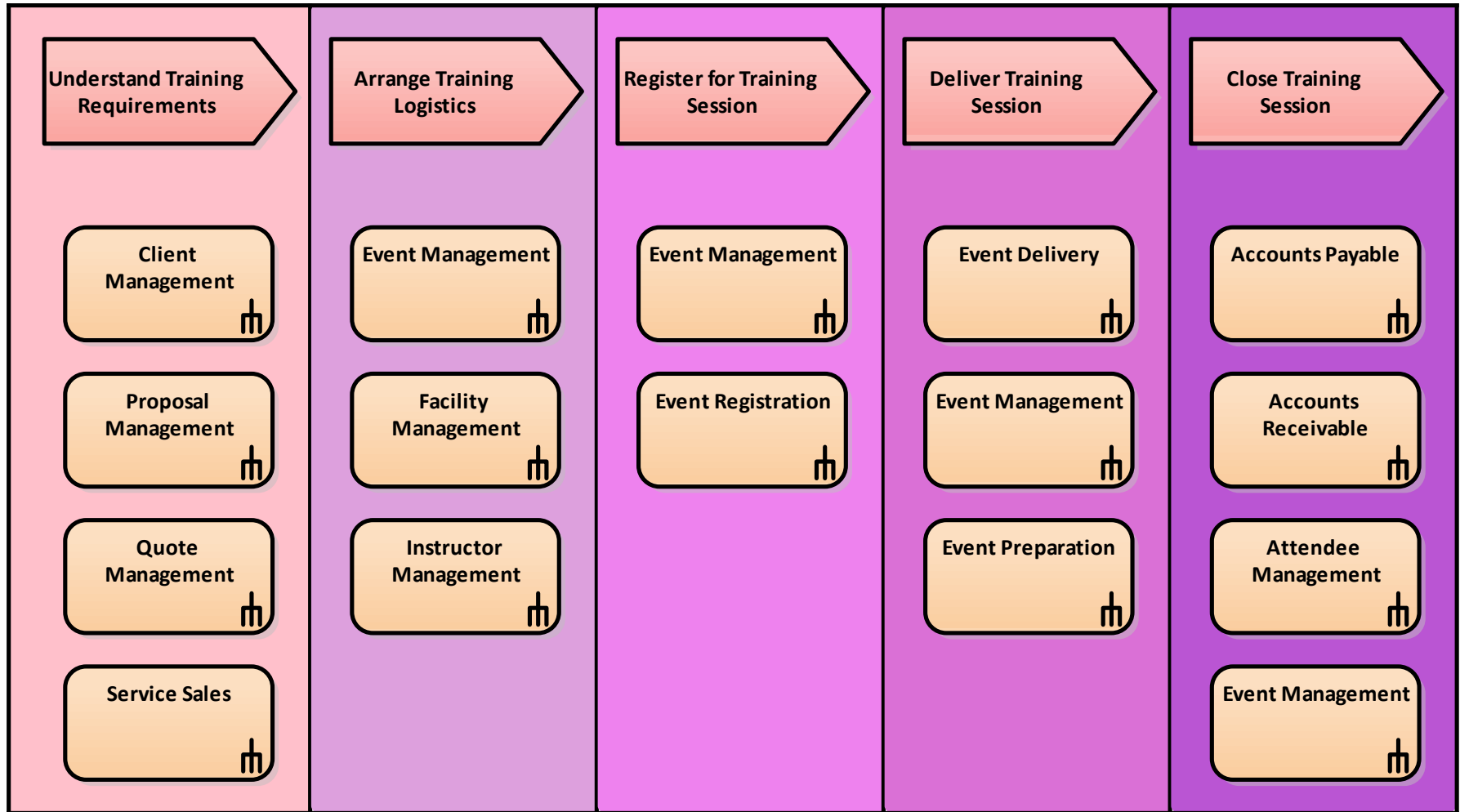
Value Stream – Entry/Exit Criteria



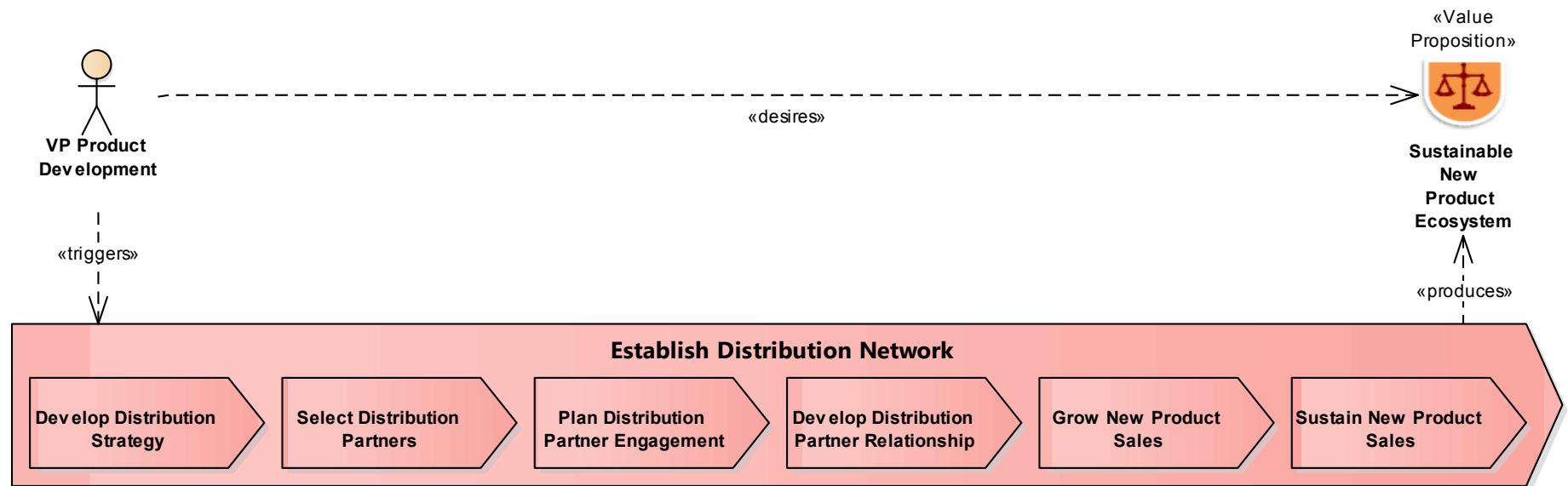
Capability Map






Value/Capability Cross-Mapping

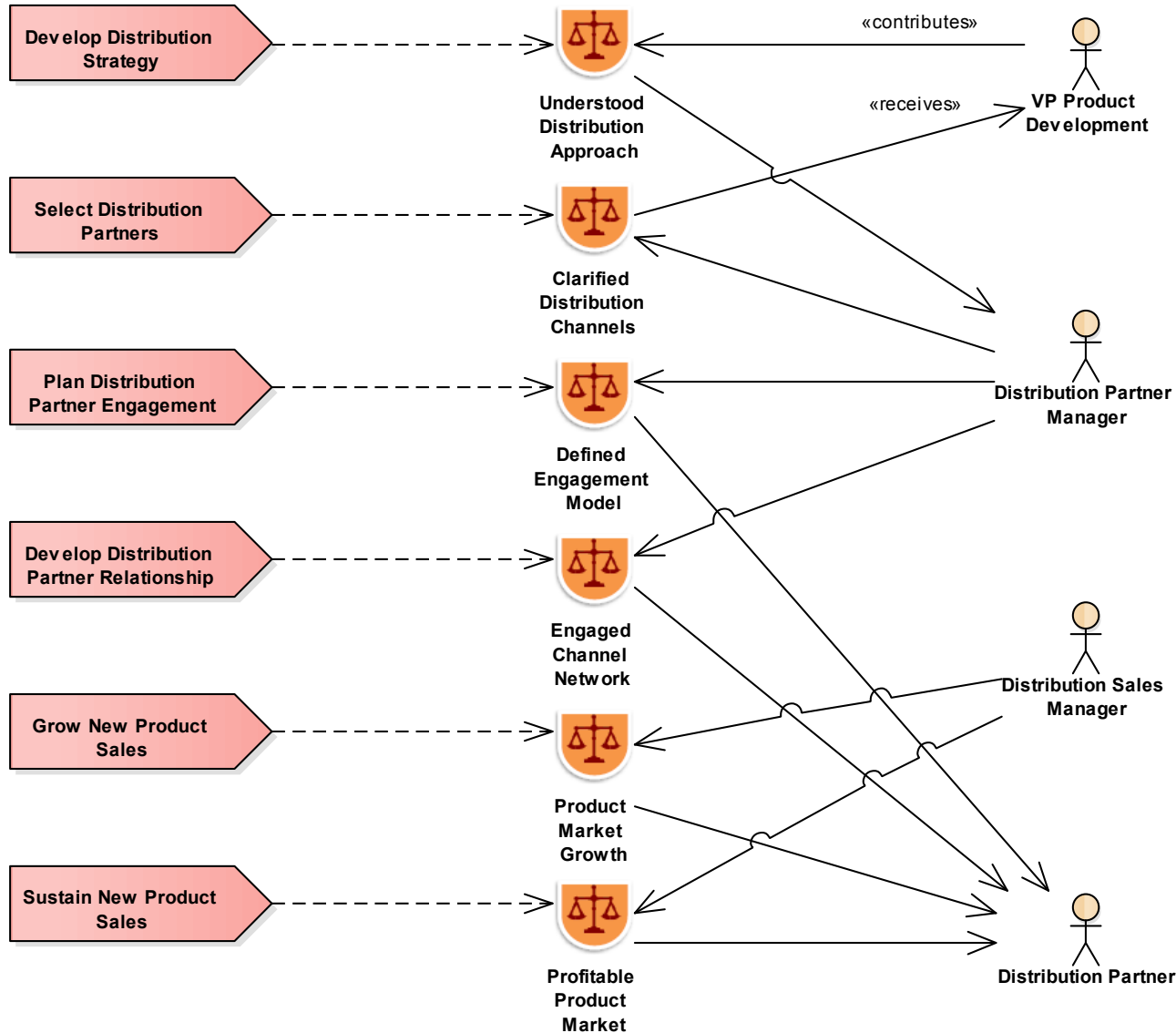


Value Stream Overview – Example 2



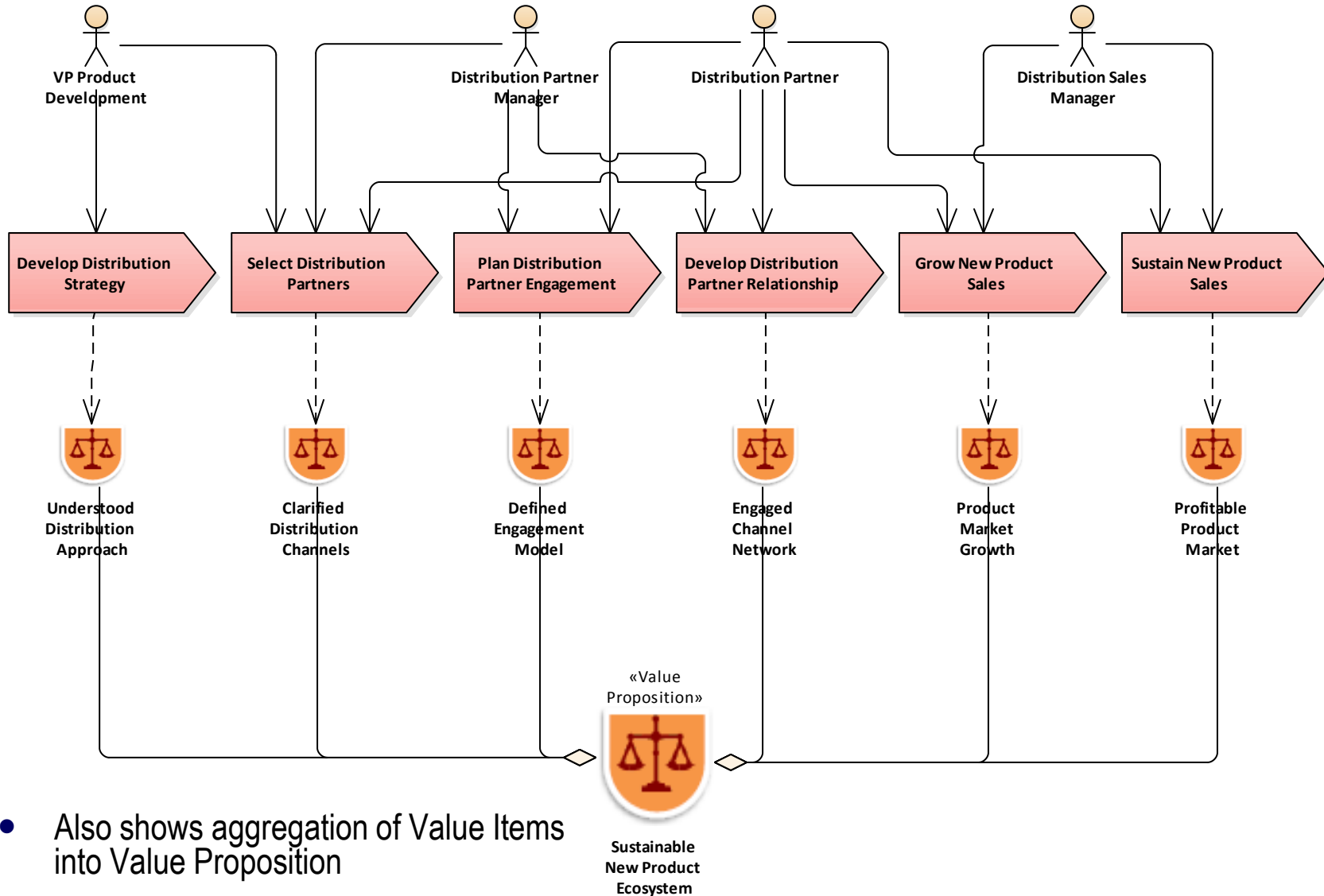
-  Value Streams: Establish Distribution Network - Value Items
-  Value Streams: Establish Distribution Network - Info Object Mapping
-  Value Streams: Establish Distribution Network - Info Object Matrix

Value Item Mapping



- Identify participating stakeholders
 - Who contributes to creating value item?
 - Who receives the value from the item?

Participating Stakeholders & Delivered Value Items



- Also shows aggregation of Value Items into Value Proposition

Stakeholder / Value Item – Matrices

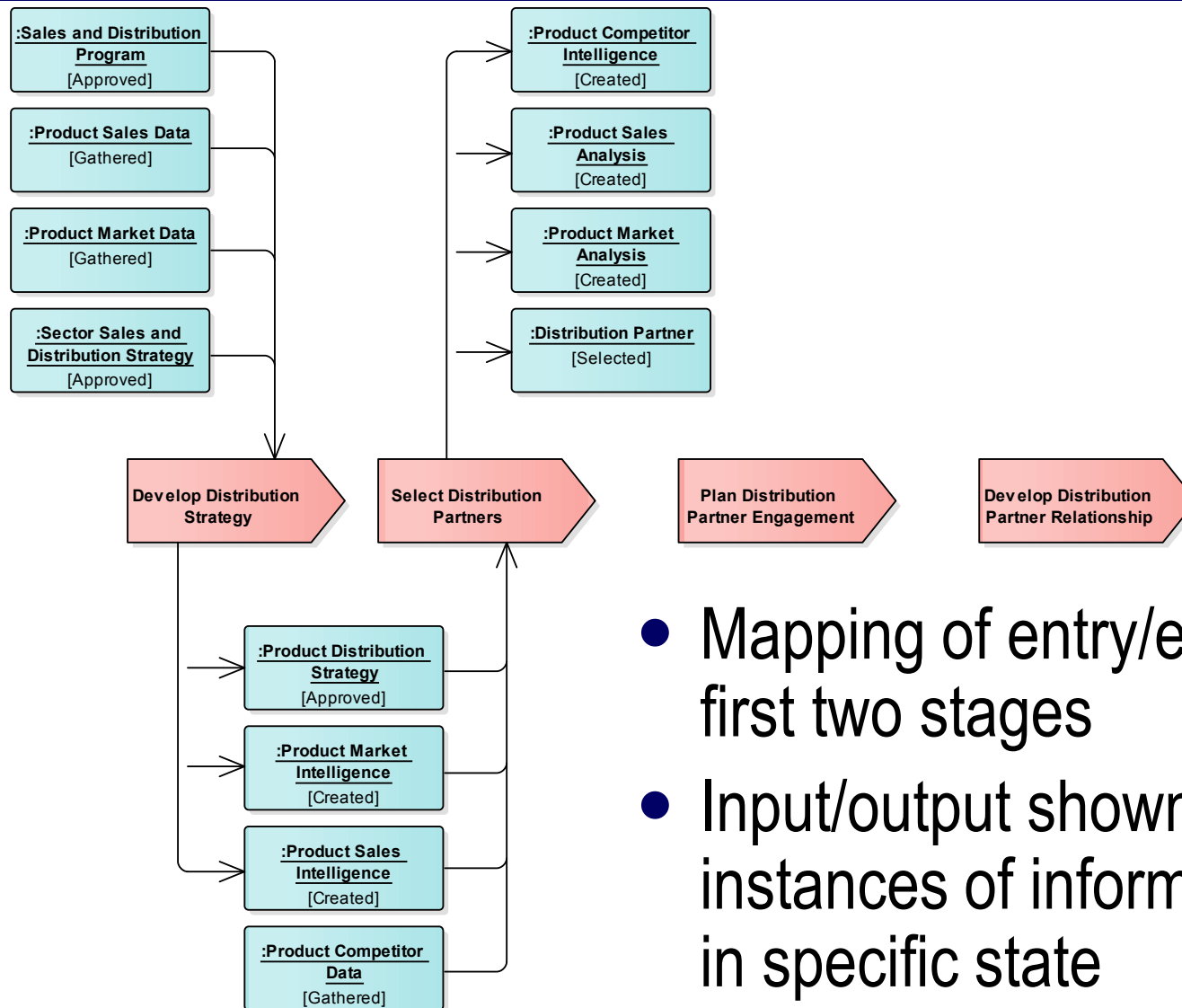
Source \ Target	Develop Distribution Partner Relationship	Develop Distribution Strategy	Grow New Product Sales	Launch New Financial Product	Plan Distribution Partner Engagement	Select Distribution Partners	Sustain New Product Sales
Distribution Partner							
Distribution Partner Manager							
Distribution Sales Manager							
VP Product Development							

Stakeholder participates in Value Stream Stage

Value Stream Stage offers Value Item

Source \ Target	Clarified Distribution Channels	Defined Engagement Model	Engaged Channel Network	Product Market Growth	Profitable Product Market	Understood Distribution Approach
Develop Distribution Partner Relationship						
Develop Distribution Strategy						
Grow New Product Sales						
Launch New Financial Product						
Plan Distribution Partner Engagement						
Select Distribution Partners						
Sustain New Product Sales						

Value Stream Stage – Entry/Exit Criteria



- Mapping of entry/exit criteria for first two stages
- Input/output shown as instances of information objects in specific state




Alternate Depiction

<p>Entry Criteria</p>	<p>:Product Sales Data [Gathered]</p> <p>:Sales and Distribution Program [Approved]</p> <p>:Product Market Data [Gathered]</p> <p>:Sector Sales and Distribution Strategy [Approved]</p>	<p>:Product Competitor Data [Gathered]</p> <p>:Product Sales Intelligence [Created]</p> <p>:Product Market Intelligence [Created]</p> <p>:Product Distribution Strategy [Approved]</p>				
<p>Value Stream Stage</p>	<p>Develop Distribution Strategy</p>	<p>Select Distribution Partners</p>	<p>Plan Distribution Partner Engagement</p>	<p>Develop Distribution Partner Relationship</p>	<p>Grow New Product Sales</p>	<p>Sustain New Product Sales</p>
<p>Exit Criteria</p>	<p>:Product Distribution Strategy [Approved]</p> <p>:Product Market Intelligence [Created]</p> <p>:Product Sales Intelligence [Created]</p>	<p>:Distribution Partner [Selected]</p> <p>:Product Market Analysis [Created]</p> <p>:Product Competitor Intelligence [Created]</p> <p>:Product Sales Analysis [Created]</p>				

- Use columns and swimlanes

Official Guild Team Site

COLLABORATION TEAMS: UML PROFILE FOR BIZBOK® GUIDE

 Group Pages  Directory & Features  Options

 Group Admin Options  Change Homepage Layout

 Resource Manager

News

- MDG Technology v1.0 Beta released!
- MDG Technology features
- Next meeting @ 22 Nov 2016
- View group calendar

Web Published Models

Last published 4 Nov 2016.

- Metamodel
- MDG Technology

Content

- Meeting minutes
- Model content
- UML Profile
- MDG Technology
- Guidance

Team Tools

- Connect to EA cloud repository to view model
- Login into Hosted Redmine to view issues

 Group Directory
 Calendar
 Blogs
 Forums
 Photo Gallery

Team Members

- APG
- AIMCo
- FedEx
- Guild Metamodel
- OMG BAMB RFP

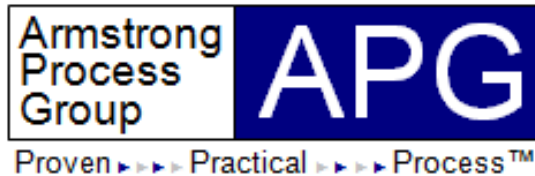
Conclusions

- Value mapping is critical business architecture viewpoint to help executives and planners
 - Articulate why customers should do business with them
 - Represent how they're different than competitors
 - Describe how partners interact across extended ecosystem
- Provides views into other business architecture perspectives critical to modern business transformation
 - Which stakeholders are impacted?
 - Which capabilities should we uplift?
 - What information is required?
 - Which organizations are involved?
- UML Profile for BIZBOK should increase level of adoption of formal modeling in Business Architecture

“Enterprise Business Intelligence” Future Topics

- *Business architecture value proposition*
- *Value modeling*
- Capability modeling
- Strategy modeling
- Organization and information modeling
- Initiative modeling
- Business architecture governance
- Application portfolio management
- Regulatory compliance
- Digital business transformation

Q&A



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***Thanks for your attention
and participation!***

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