Business Value Rules for Business/IT Alignment

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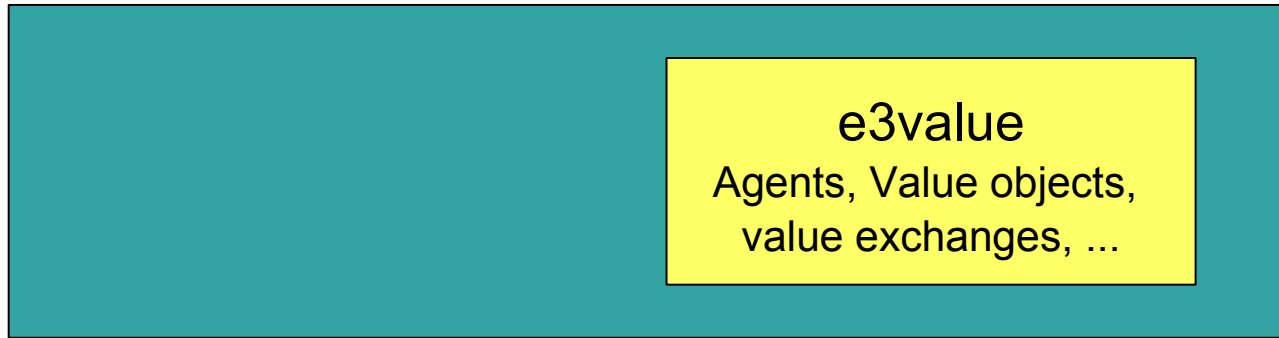**VMBO Workshop Stockholm, February 9-10th 2009**

Line up….

- ➢ Model-based business-IT alignment

- ➢ e3value, BMM and Means Templates

- ➢ Research objectives

- ➢ Business Value Rules (BVR)
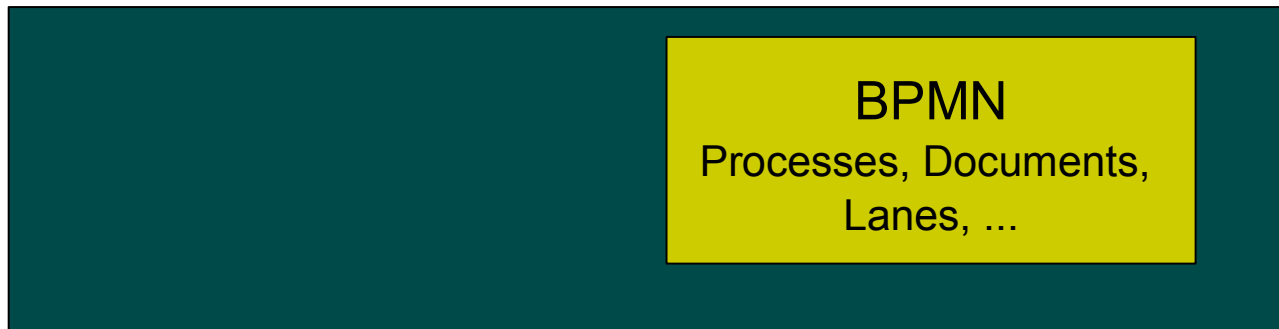
- ➢ Interaction between BM, BVR and VM

- ➢ Conclusion

Model-based business-IT alignment
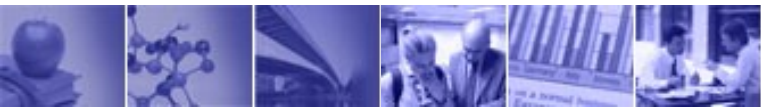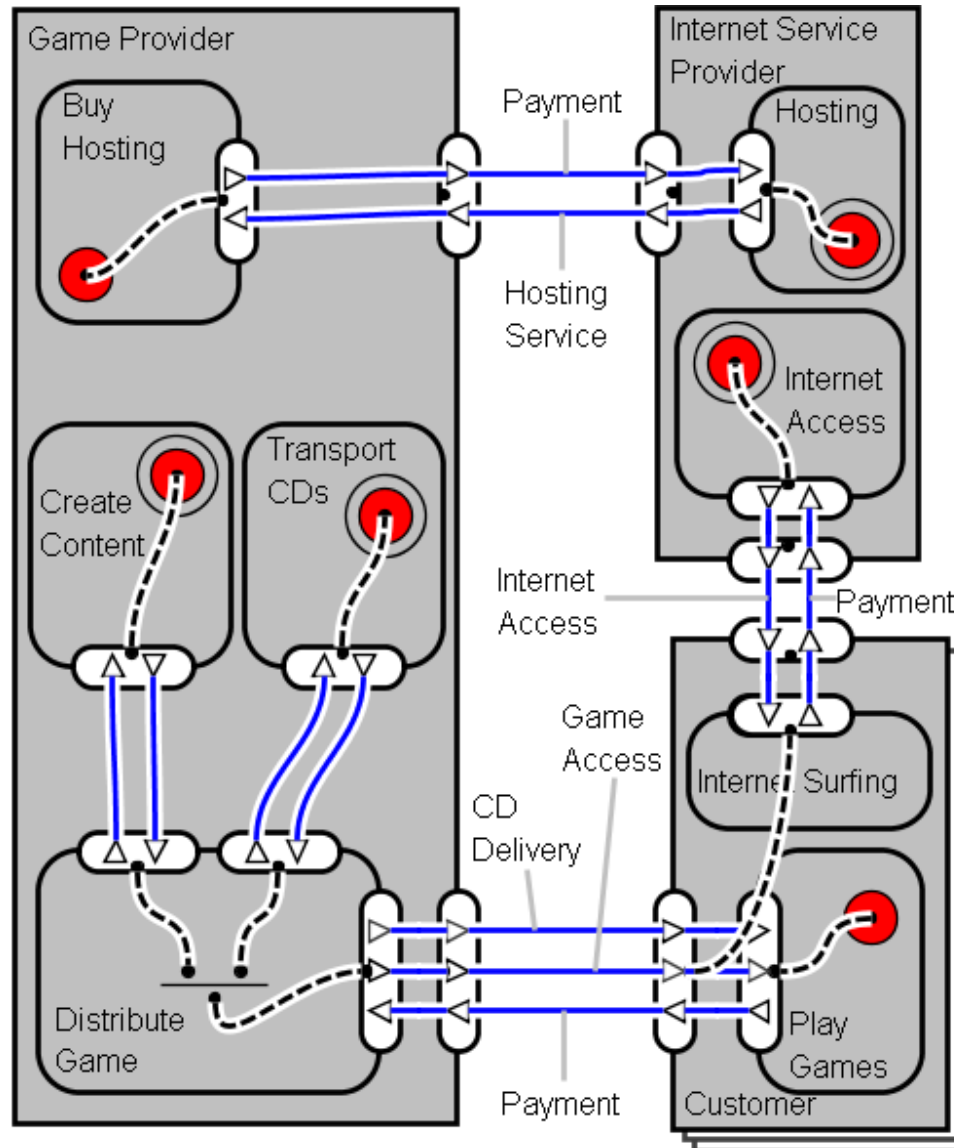
Business
strategy /
Motivation
model

e3value
Agents, Value objects,
value exchanges, ...

Business
(Value)
model

BPMN
Processes, Documents,
Lanes, ...

Business
Processes
model

Business Value Layer: e3value

Model-based business-IT alignment

BMM

Policies
Rules

Mission, Vision,
Ends (Goals, objectives),
Means (Strategy, Tactics), ...

Business strategy / Motivation model

Policies
Rules

e3value
Agents, Value objects,
value exchanges, ...

Business (Value) model

Policies
Rules

BPMN
Processes, Documents,
Lanes, ...

Business Processes model

Business Motivation Layer: BMM

Business Motivation Layer: BMM

Model-based business-IT alignment

BMM

Policies
Rules

Mission, Vision,
Ends (Goals, objectives),
Means (Strategy, Tactics), ...

Means
Templates [1]

e3value
Agents, Value objects,
value exchanges, ...

Policies
Rules

Policies
Rules

BPMN
Processes, Documents,
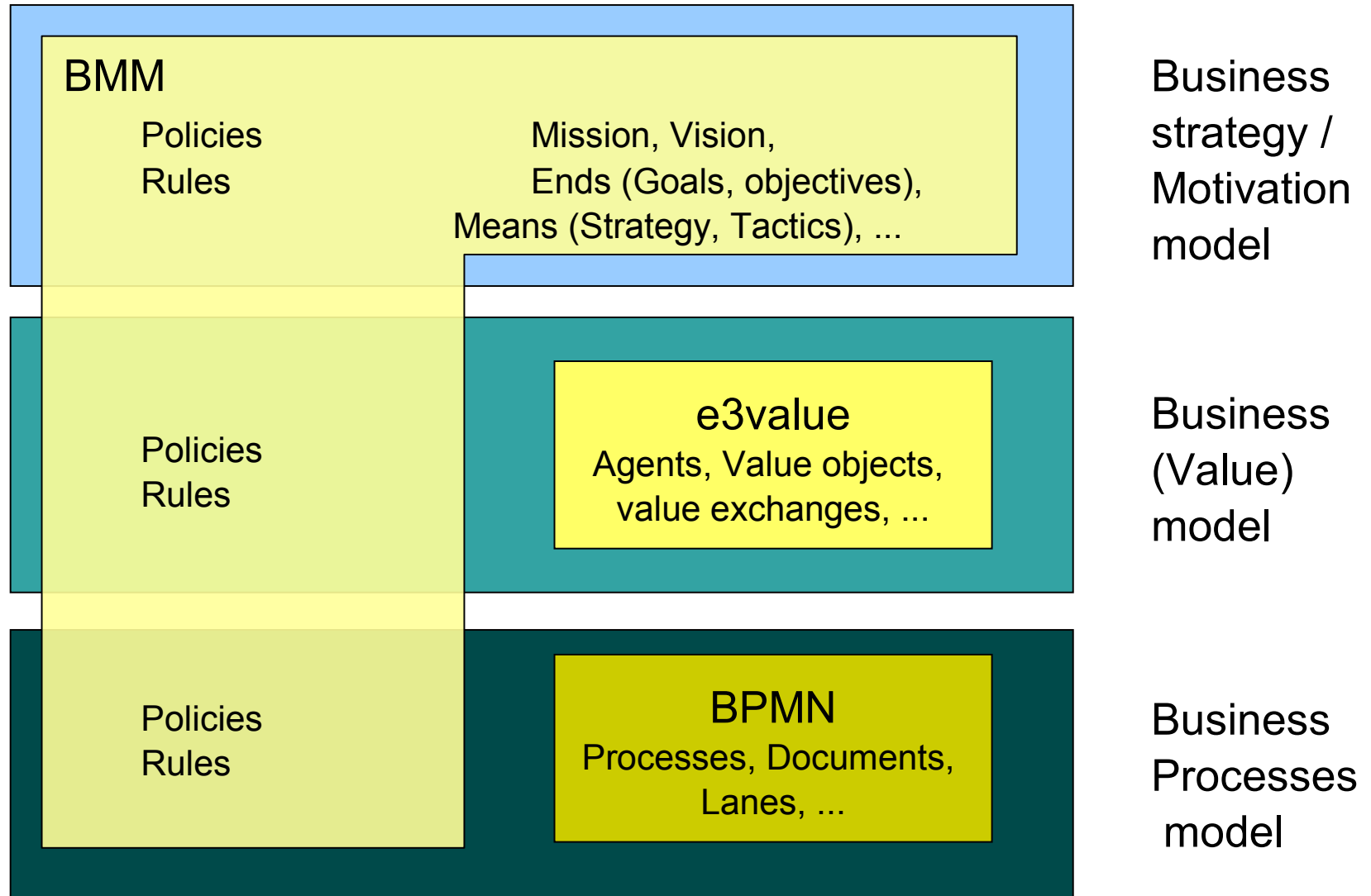Lanes, ...

Business
strategy /
Motivation
model
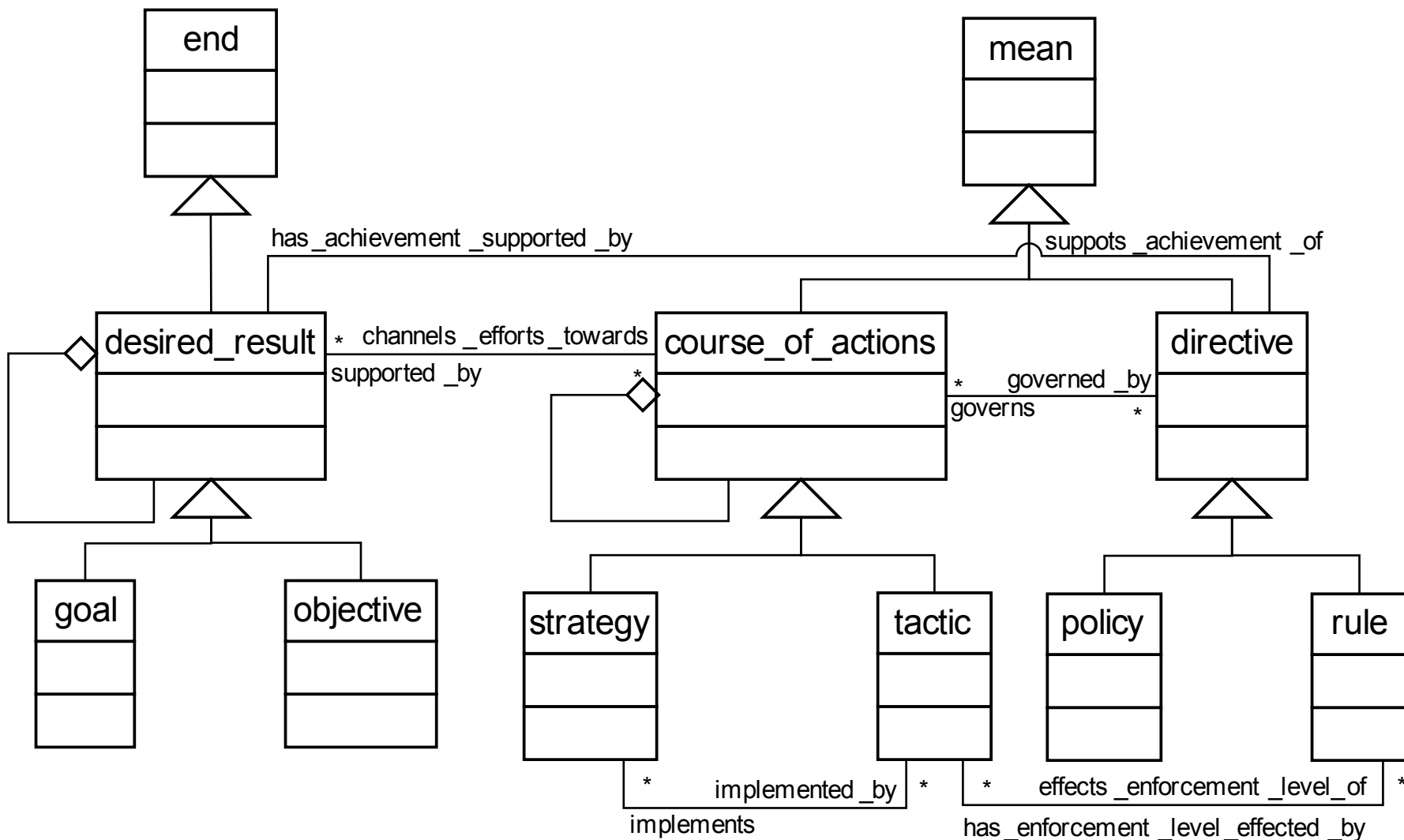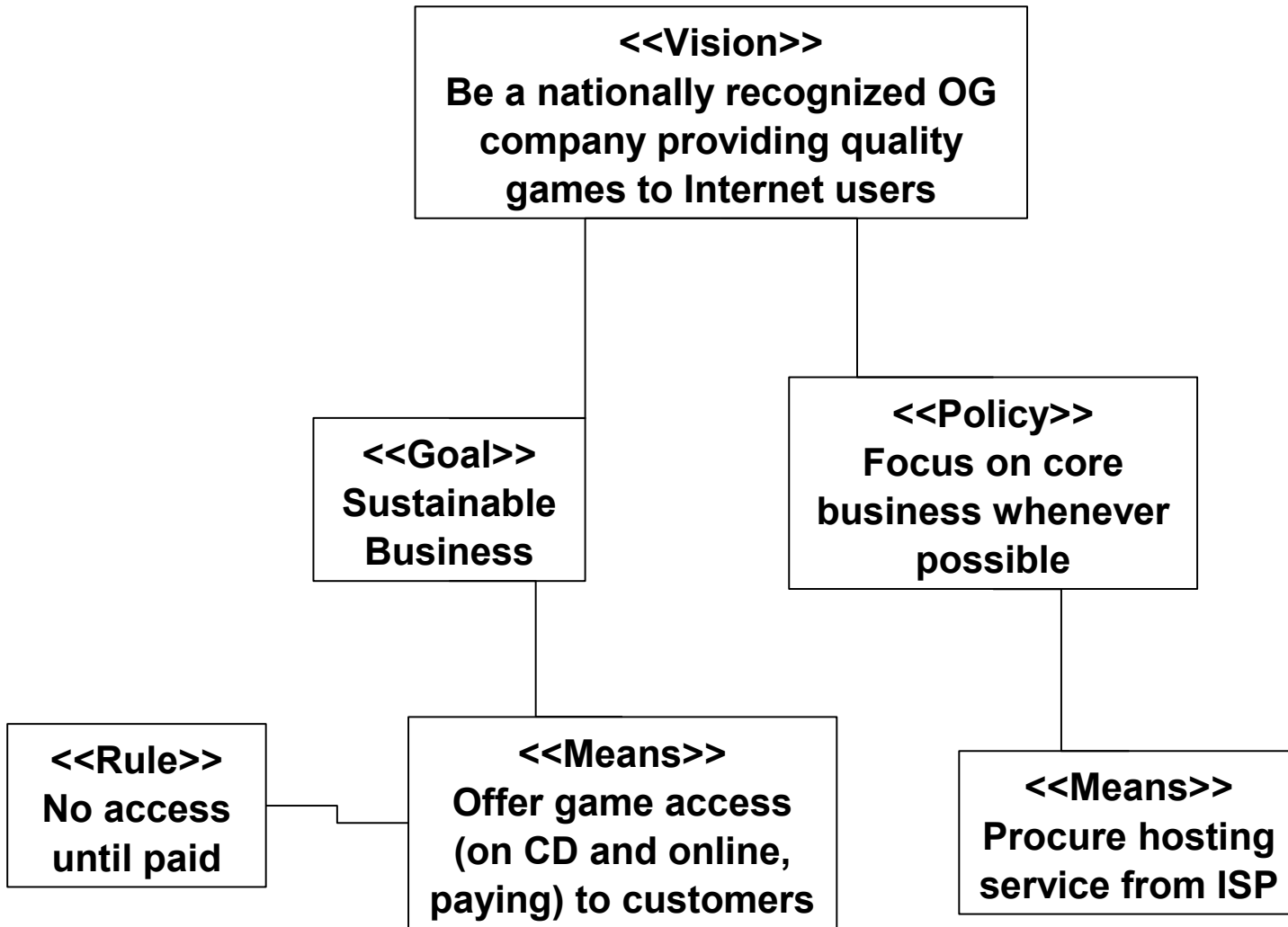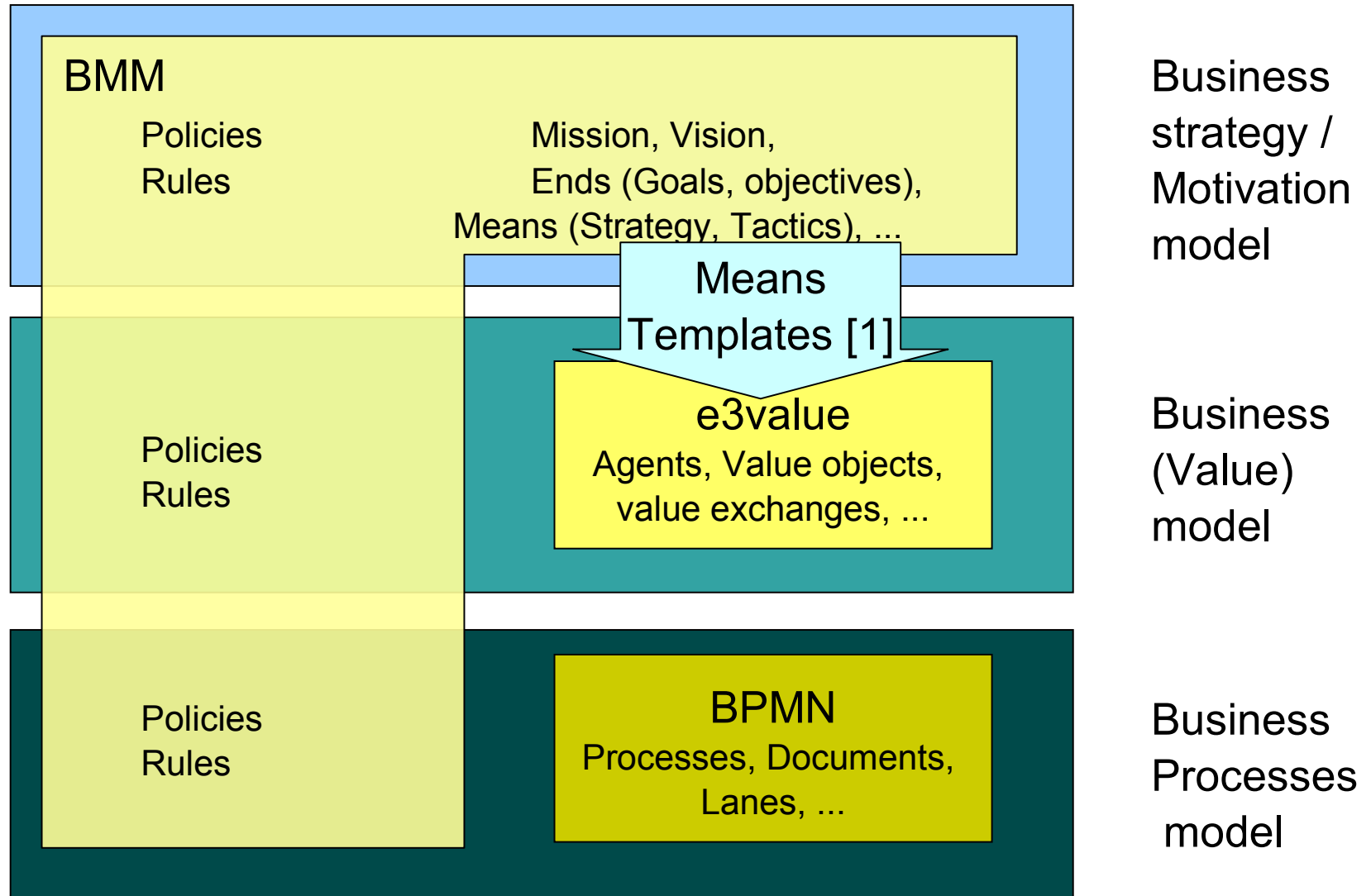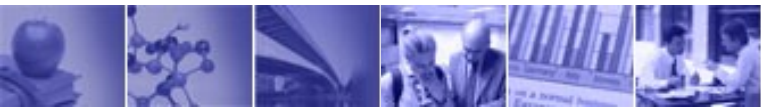
Business
(Value)
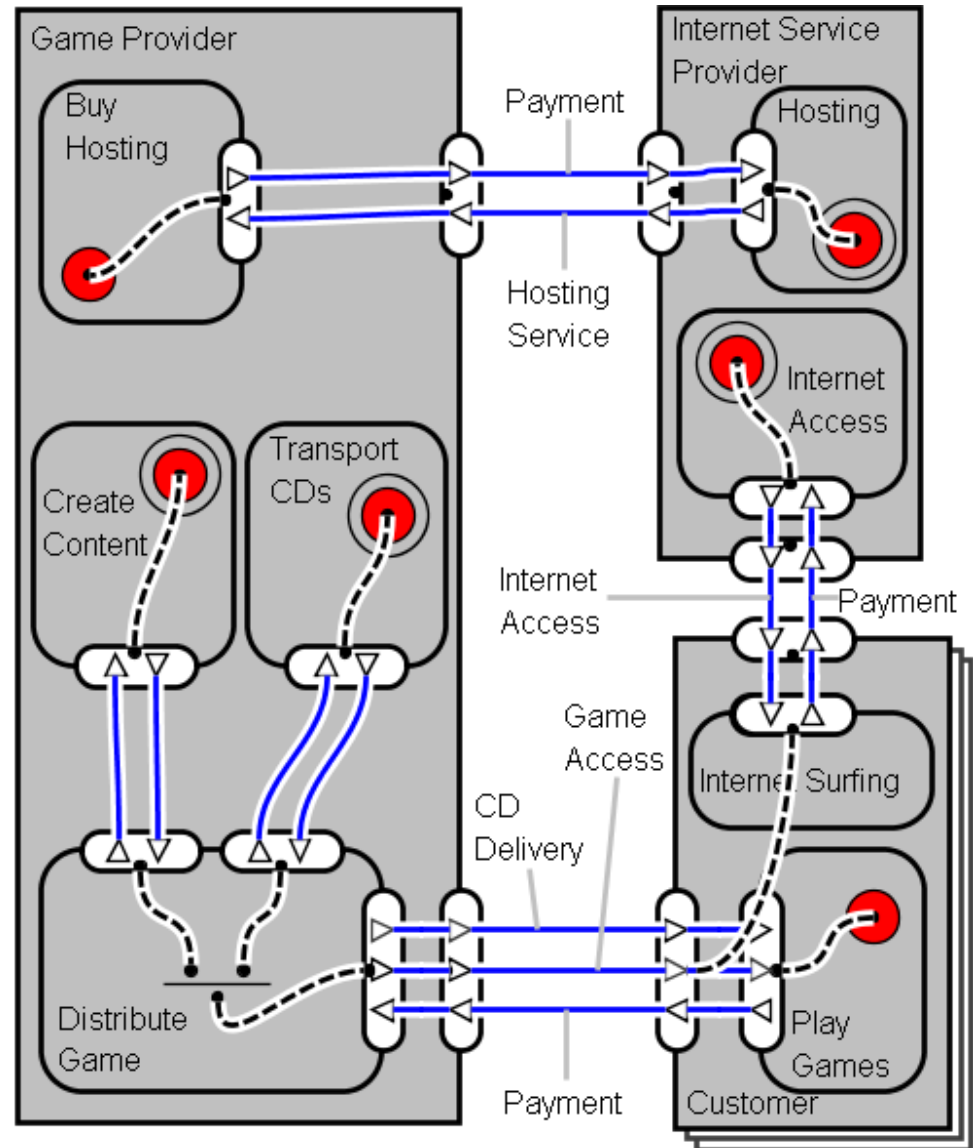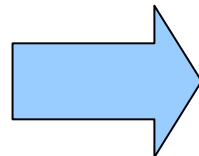model

Business
Processes
 model

Means Templates

➢ Provide reusable knowledge about how a business decision (a means) can be reflected in the value model

➢ Classes

  – Start / Stop Value Object Offering

  – Start / Stop Value Object Procuring

  – Start / Stop Value Object Producing

  – Increasing / decreasing production

  – Insourcing / Outsourcing

Offer $ValueObject_1$ to $Actor_1$
   [(use $ValueActivity_1$ | produce $ValueObject_1$ |
     procure $ValueObject_1$ from $Actor_2$)
   AND receive $ValueObject_2$ from $Actor_1$]

FUNDP
NAMUR

<<Means>>
Offer game access (on CD and online, paying) to customers

Research objectives

BMM

Policies
Rules

Mission, Vision,
Ends (Goals, objectives),
Means (Strategy, Tactics), ...

Business strategy / Motivation model

Means Templates

?

?

Policies
Rules

e3value
Agents, Value objects,
value exchanges, ...

Business (Value) model

Policies
Rules

BPMN
Processes, Documents,
Lanes, ...

Business Processes model
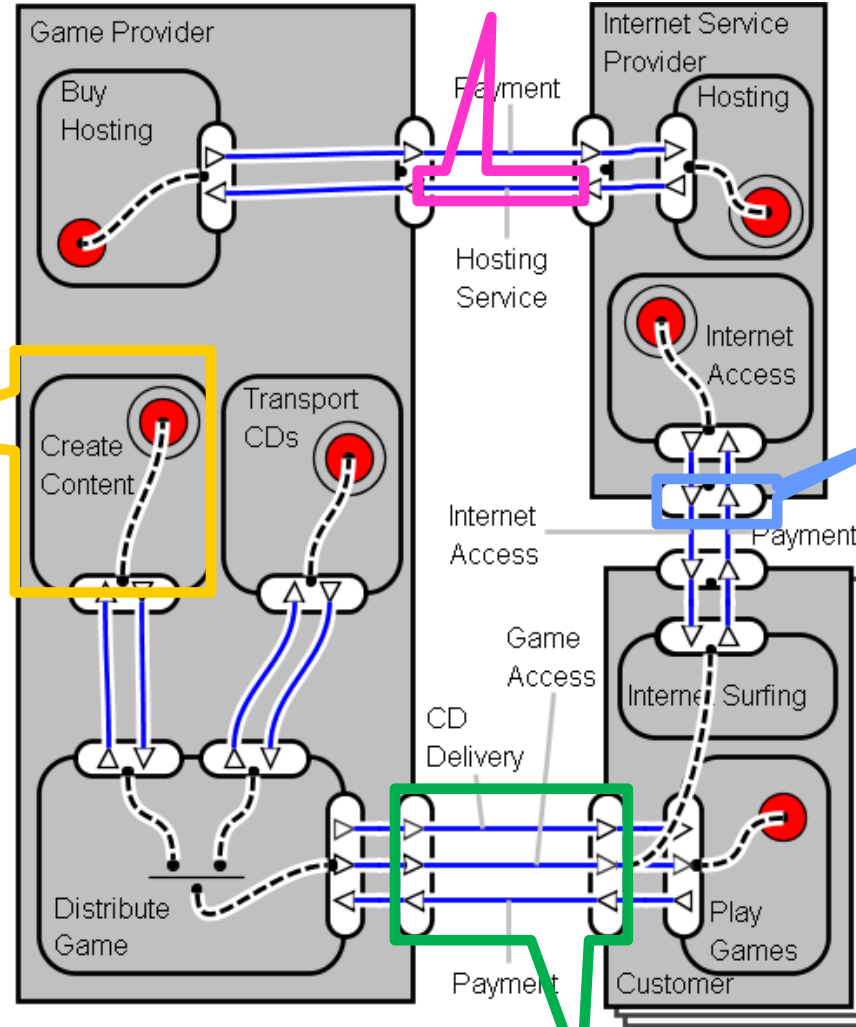
Business Value Rules
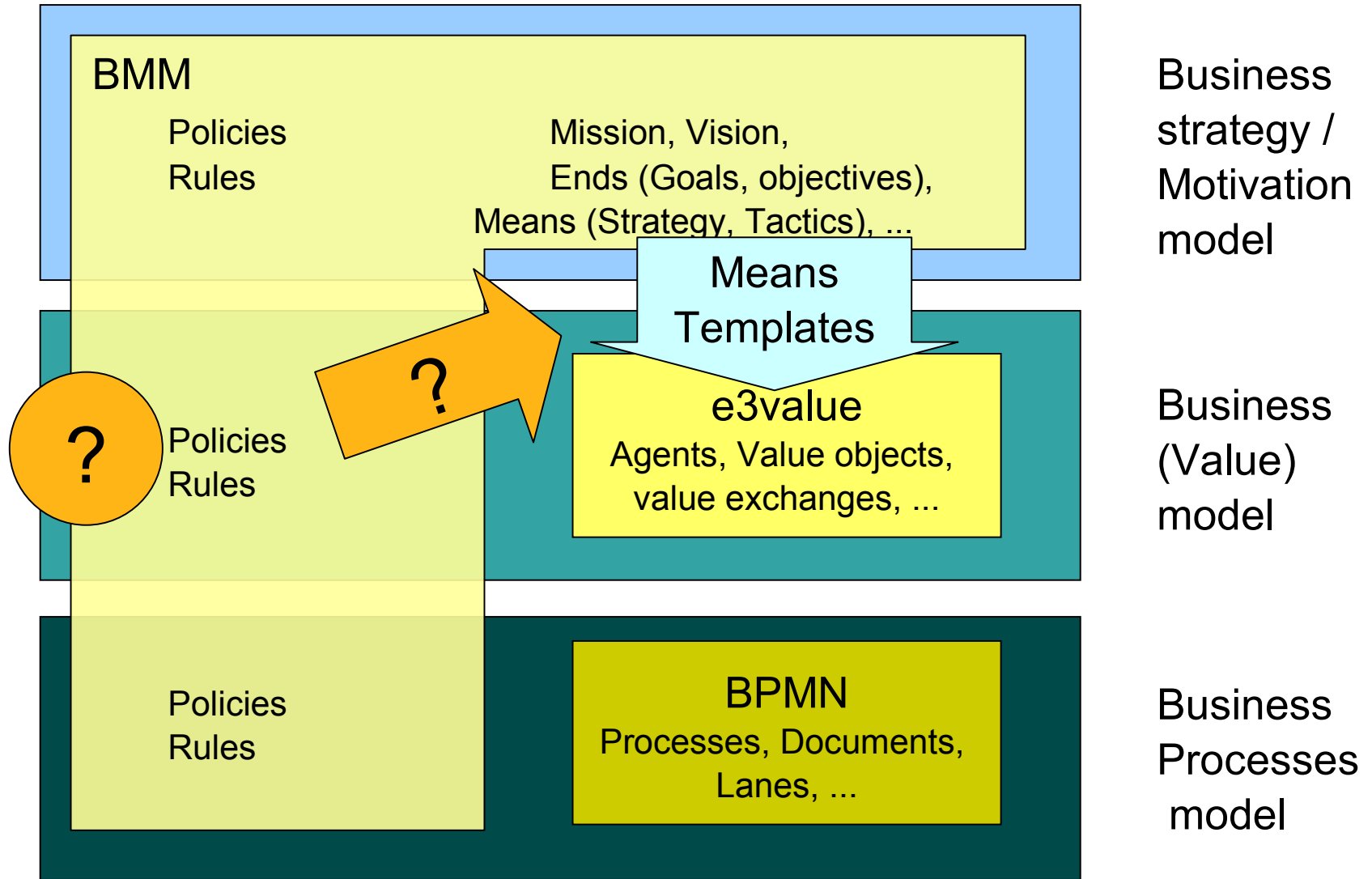
Exchange Business Value Rules

e.g. Prevent game access during school hours

Transformation Business Value Rules

e.g. Censoring game contents

Interface Business Value Rules

e.g. Defer game access until CD delivery

e.g. Down payment before complete online game acess

Transaction Business Value Rules

Business Value Rule : =

<Enforcement Level,
   [Condition],
   Business Rule Statement Type,
   Action,
   [Restriction Statement]>
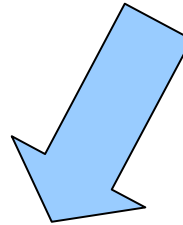
<Strict, 07:00<AccessTime<14:00 AND Customer.Age<18,
      Prohibition, GameAccess>
<Strictly, ContentType="for kids",
         Obligation, ContentCensoring>
<Pre-Authorized, Maintenance=ON,
      Restriction, GameAccess, 10% of full potential>

<<Goal>> **Priority to school education**	**<<Policy>>** **Demote kids accesses during school hours**	**<<Rule>>** **Prevent kids accesses during school hours**

BMM

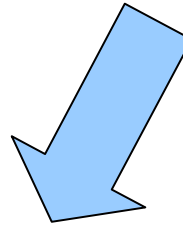<Strict, 07:00<AccessTime<14:00 AND
    Customer.Age<18,
    Prohibition, GameAccess>

BVR

Realizing Mean Templates:

Decrease produce of GameAccess in DistributeGame
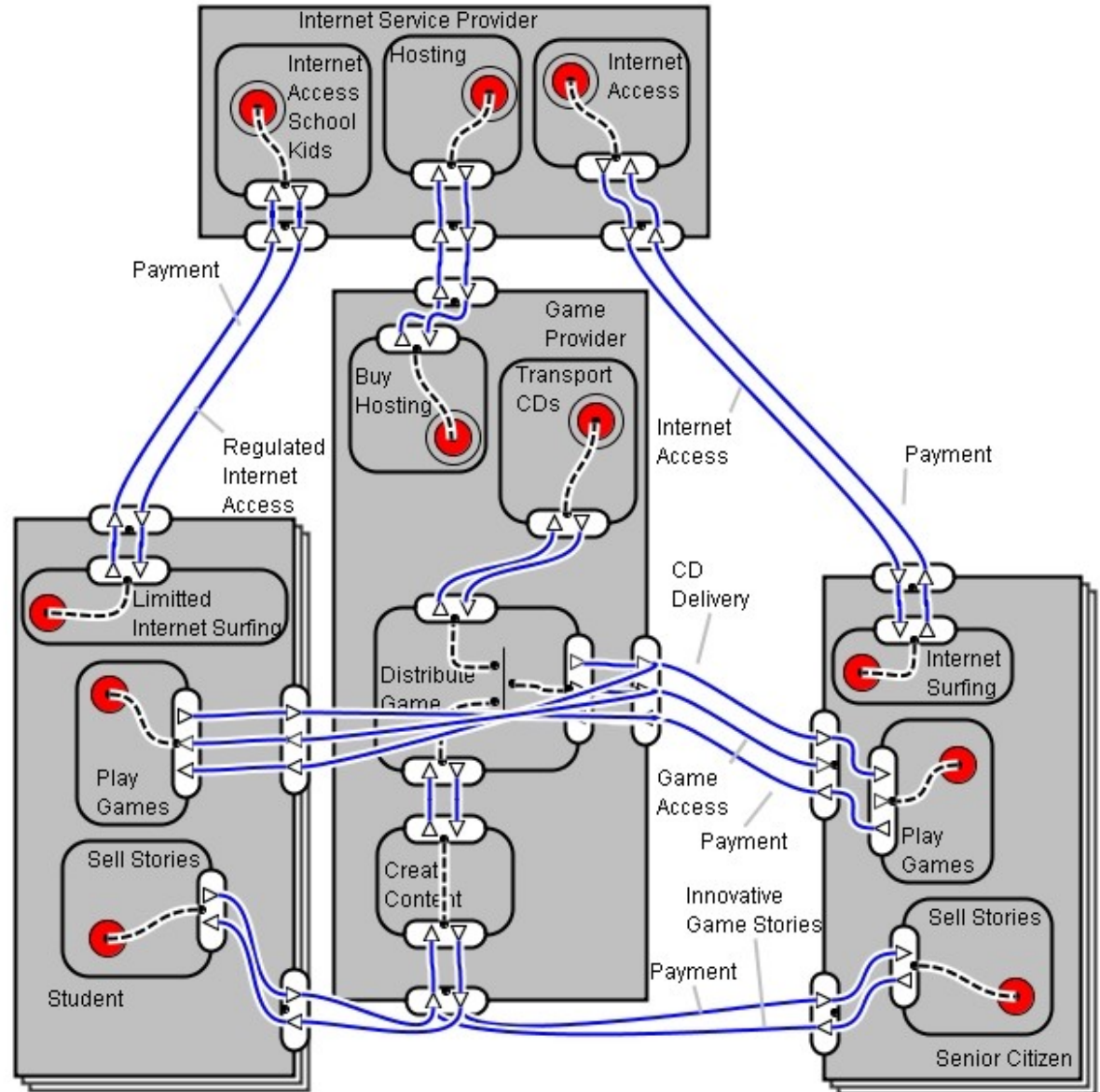
Decrease buying of HostingService in BuyHostingService

| <<Goal>> Sustainable business | <<Goal>> Expand market | <<Strategy>> Promote game to senior citizens |

BMM

Realizing Mean Templates:
Offer GameAccess to
Senior Citizens

Business Value Model

Conclusion

- Improvement of previous approach
  - Business Value Rules Classification + template
  - Interaction between BM, BVR and VM
- Benefits
  - Systematic change of VM
  - Traceability
  - Guidance

Thanks for your attention !

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