



# Create and Secure Value

1

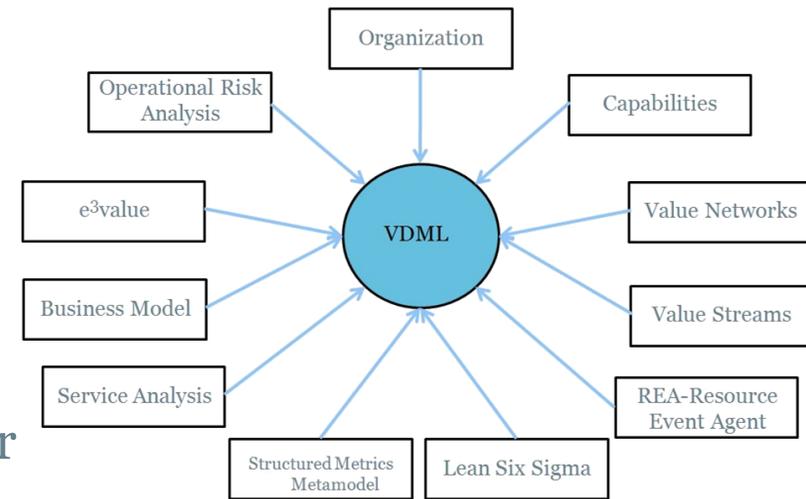
**V**alue **D**elivery **M**odelling **bee**

## What are your Values?

- Can you mention your 5 important non-financial Values?
- Shared with your stakeholders, management, peer group and staff?
- Would you like to know their 5 important non-financial Values?

- Why VDMbee Value Delivery Manager?

- ❖ Running a large Software Factory
- ❖ BPM and ERP experience
  - Aligning Business, Operations and IT
- ❖ We make software (30 years)
- ❖ We see demand from Academies (>300) for software support (early birds)
  - Peter Lindgren, Mark von Rosing, Henrik von Scheel
- ❖ Industry associations document their practices



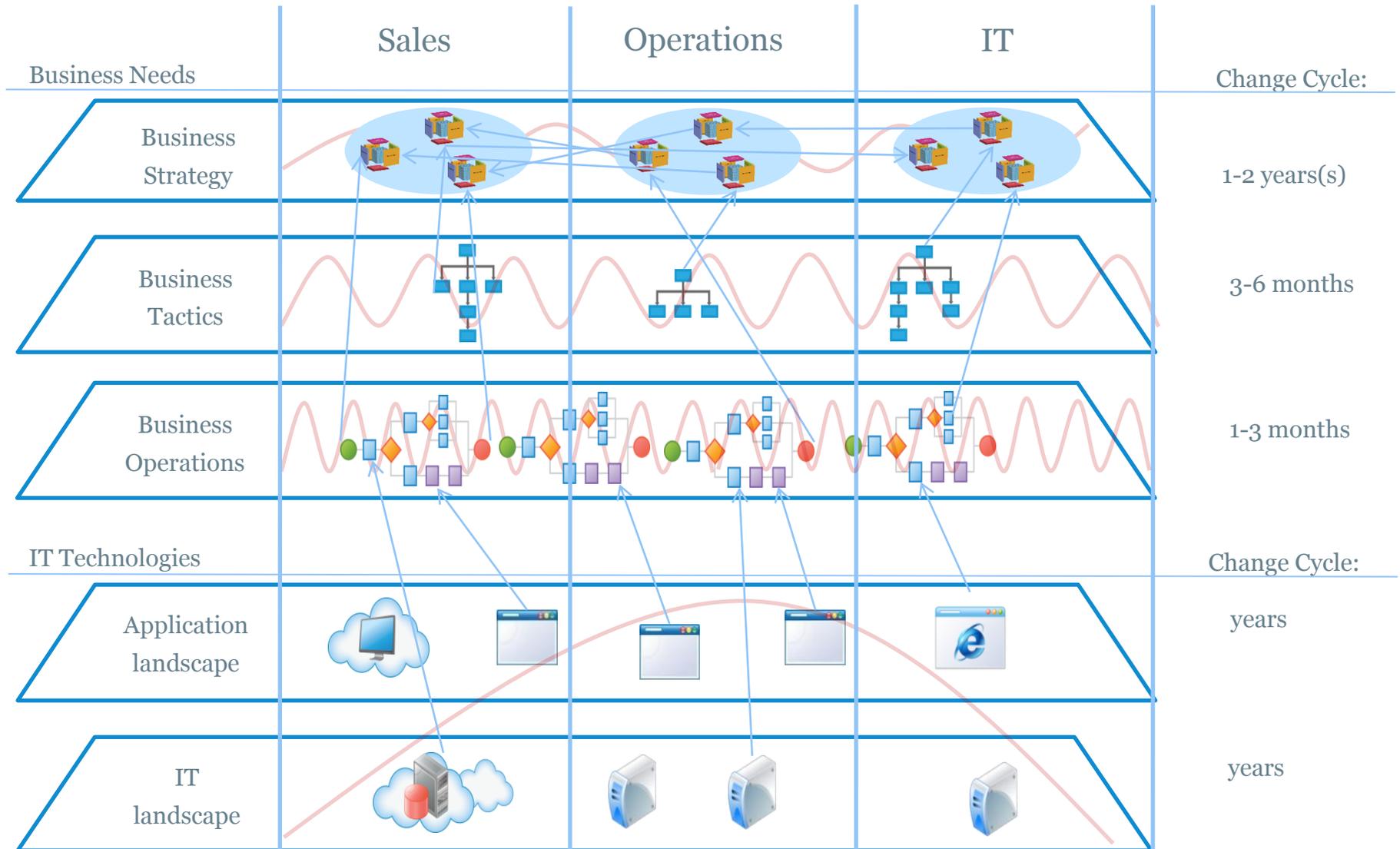
- Rewarded with an European Commission (EC) funded project (**Neffics**)

- ❖ Vlastuin engineering, SINTEF (Norway), University of Aalborg (Denmark), Hospital Sant Joan de Déu
- ❖ Proven in 5 cases a.o. Vlastuin Engineering

- Delivered Value Delivery Modelling Language as OMG standard



# Business agility by shared Values and 'my' contribution



An organization wide, guided, structured and consistent process to innovate, develop and transform your Business and related Business Models with the objective to align all stakeholders for decision making and control, based on tangible and intangible values



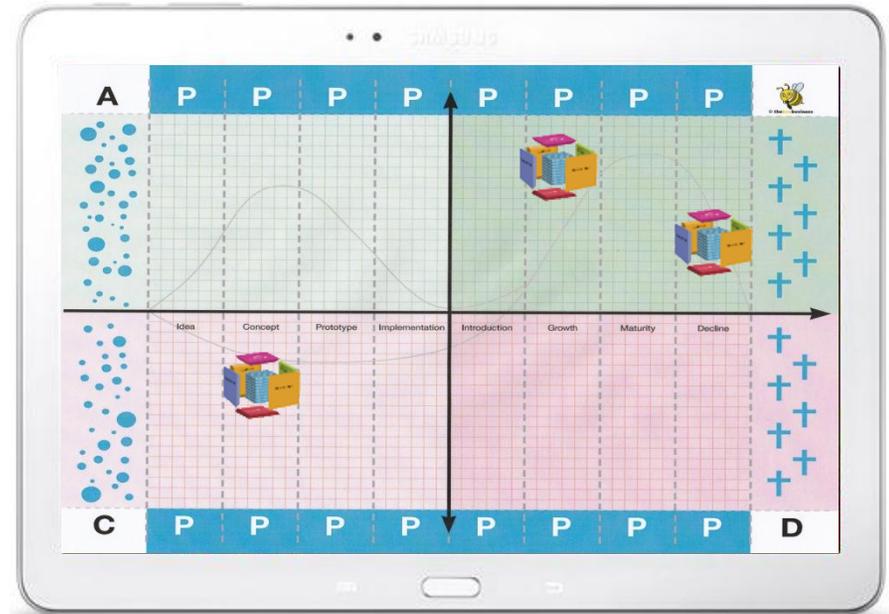
To Be



As Is

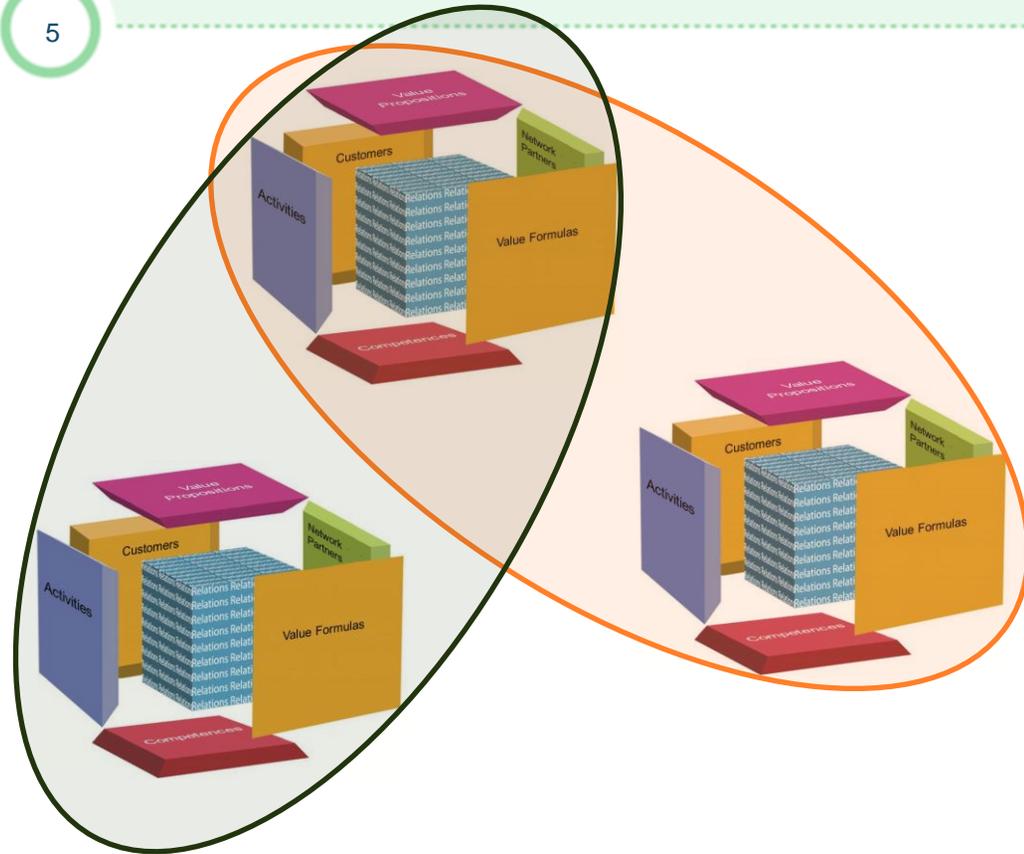


High Risk Pregnancy Care: Value Impact Estimation				
Criteria	Unit	Sept 2014	H2 2015	H1 2017
		Traditional HPR (As Is)	Remote monitoring (To Be - 1)	HRP Care 2.0 (Goal)
Cost of care	USD	60,000,000	15,000,000	11,000,000
Duration of hospitalization	days	50	35	30
Risk of death of mother	%	0.01	0.006	0.001
Risk of loss of child	%	0.5	0.03	0.0001
Overall satisfaction	%	30	60	90



To Be      As Is

Business Values



## Networks of Business Models:

- Coherent
- Holistic view
- Product / Market combinations
- Re-use of Business Networks

- Mobile support for ‘Build Smarter Together’
- Mobile Device Management
  - Governance (application portfolio)
  - Risk management (opt-in/out)
- Mobile Applications
  - Define Mobile Application roadmap together with end-user community
  - Secure integration of applications inside and outside customers data center
  - Mobile connectivity between employees and partners with customers processes, applications and data sources
  - Risk management by providing timely the right information to the right people or processes (bi-directional)

- **Business**

- ❖ Risk mitigation
- ❖ Process control (information where needed, Just-in-Time, correct and complete)
- ❖ Usage control (standardization and gate keeping)
- ❖ Savings
- ❖ Quality of Customer Service
- ❖ Business Response time
- ❖ Issues falling between the cracks
- ❖ Open communication for improvement and innovation

- **Mobile App**

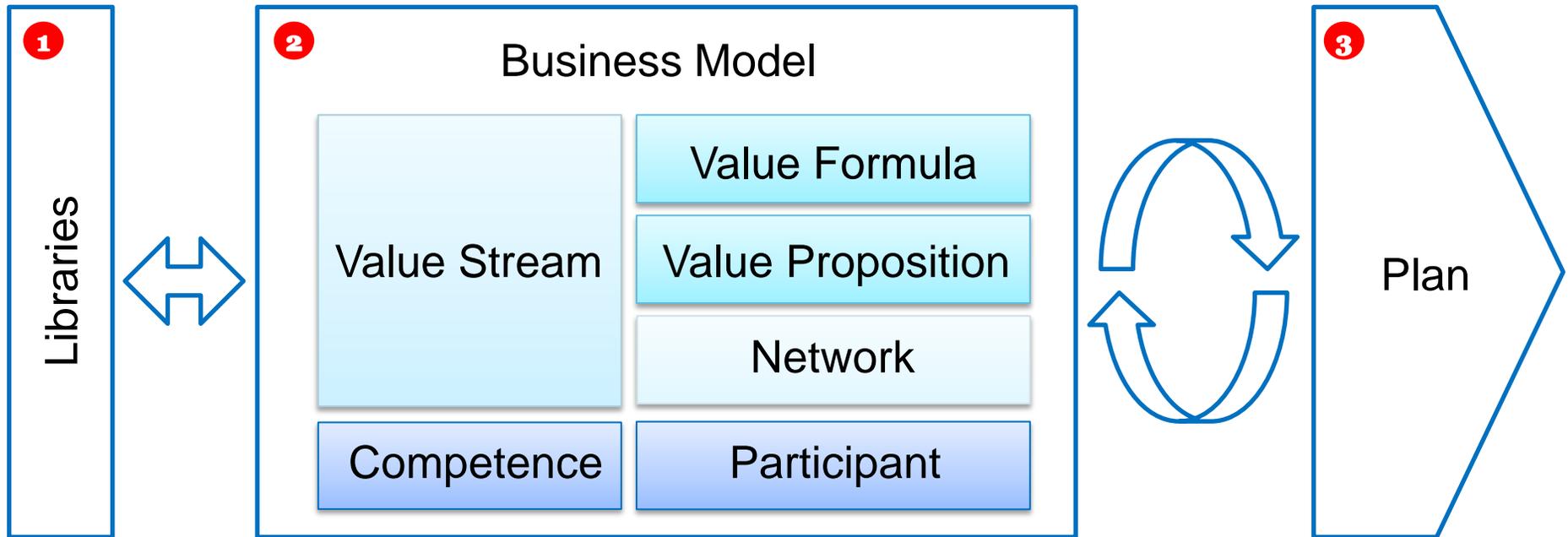
- ❖ Ease-of-use
- ❖ Learning cycle
- ❖ Fit for purpose
- ❖ Response time
- ❖ Vendor lock-in

- **Development**

- ❖ Cost
- ❖ Subject matter expertise
- ❖ Relationship
- ❖ Requirement management
- ❖ Design skills
- ❖ Engineering skills
- ❖ Planning skills
- ❖ Test skills
- ❖ Support skills
- ❖ Maintenance

- **Deployment**

- ❖ Fit for company architecture
- ❖ My Mobile App store
- ❖ First time Installation
- ❖ Maintenance
- ❖ Role-based enrollment and opt-out



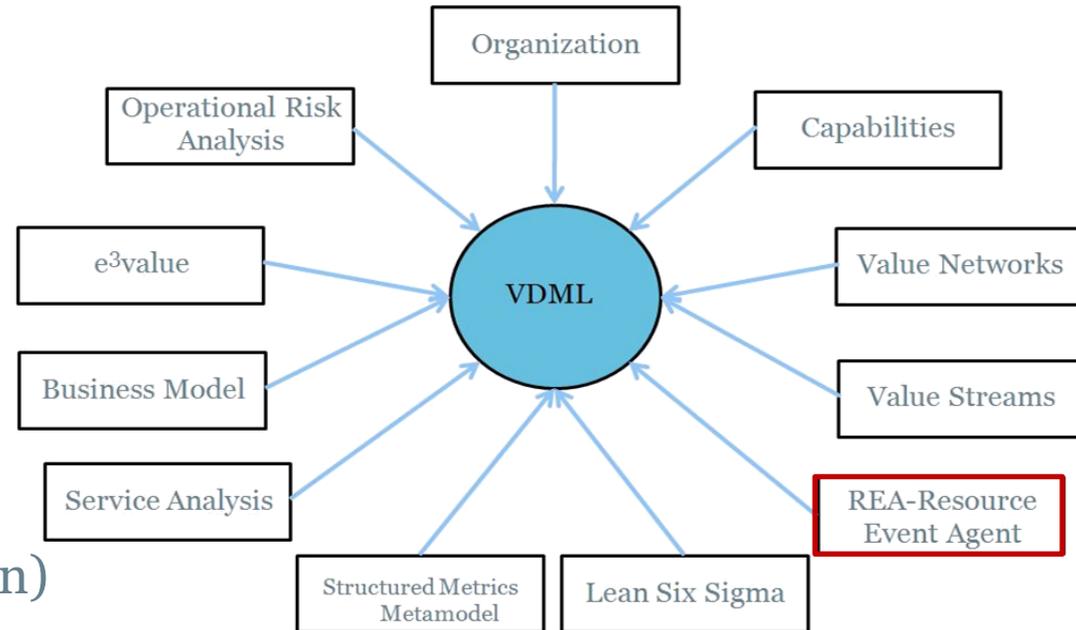
- 1** Industry associations (VDML-based)
- 2** View of VDML & SMM
- 3** For business innovation & transformation

- REA was one of the “blood groups” in the VDML submission team

- Knowledge captured in REA model can also be captured in VDML model

- Options:

- ❖ VDML as alternative to REA
- ❖ Interoperability (transformation)
- ❖ **REA-based UI as view on VDML**
  - Like Business Model (Cube) is also used as view on VDML.



- See [VDMbee website](#) for a thesis on evaluation of VDML versus REA and other approaches



Action required

10

## Manage your Value Delivery

Contact:

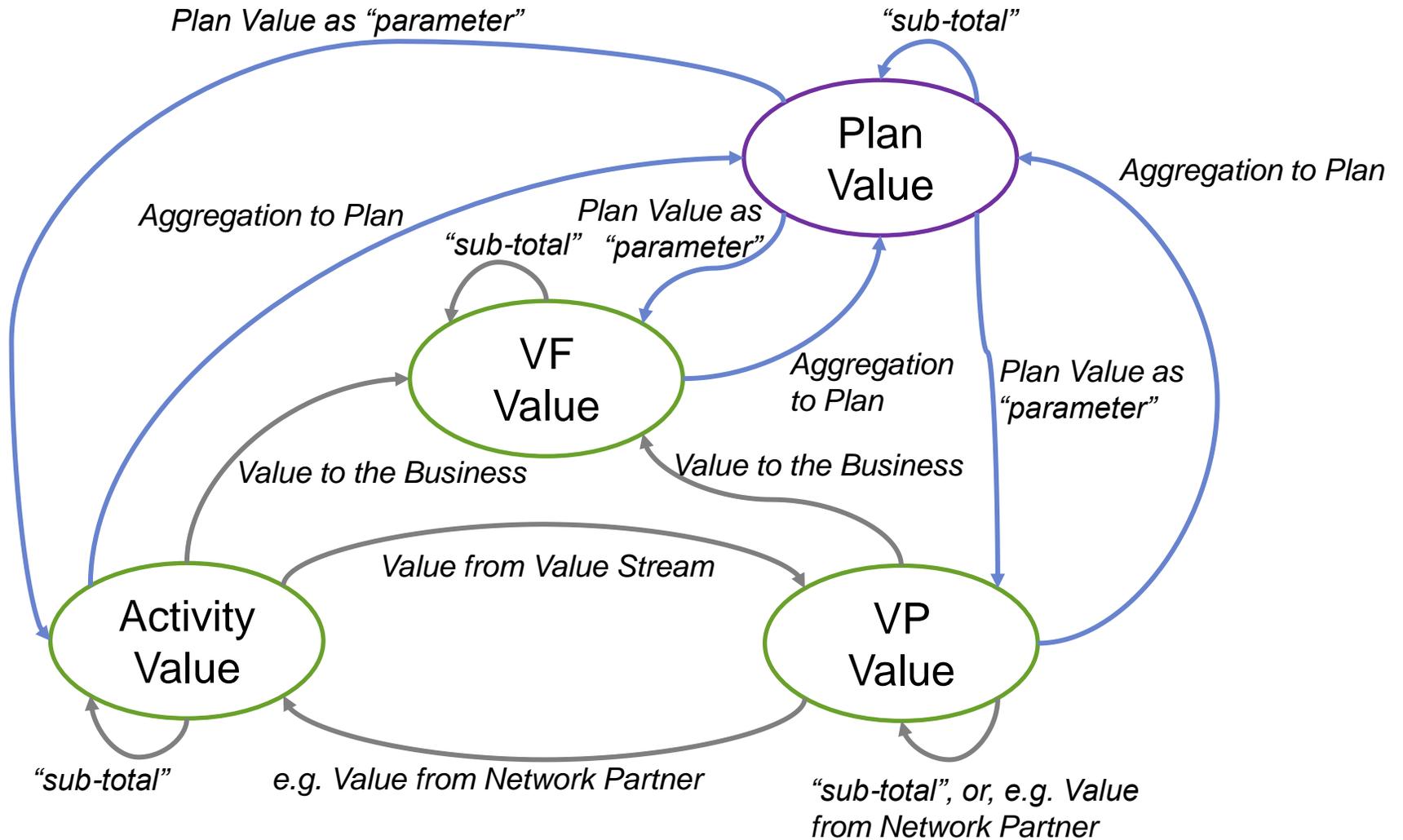
[tvdonge@vdmbee.com](mailto:tvdonge@vdmbee.com)

[wvdmeulen@vdmbee.com](mailto:wvdmeulen@vdmbee.com)

[hdman@vdmbee.com](mailto:hdman@vdmbee.com)

[mrajender@vdmbee.com](mailto:mrajender@vdmbee.com)

# Useful (and supported) Value Aggregations



- Per Industry, company, model initiatives:
  - ❖ SCOR (supply chain domain)
  - ❖ VRM (manufacturing domain)
  - ❖ BIAN (banking domain)
  - ❖ eTOM (telecommunication domain)
  - ❖ ACORD (Insurance domain)
  - ❖ ARTS (Commerce/Retail domain)
- Purpose:
  - ❖ Re-use of Domain best practices
  - ❖ Common vocabulary
  - ❖ Enforce standardization

