

# My Future

[Max.Malov@agilians.com](mailto:Max.Malov@agilians.com)  
[Tom.Boonen@agilians.com](mailto:Tom.Boonen@agilians.com)

# *The Agenda*

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Introduction

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The Market = Need for Business Agility

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The Challenge = Agile Business Architecture

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--- 15' Break ---

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The Solution = SmartWay Platform

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Your Move = Become an Agility Hacker

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# The Market = Need for Business Agility



2010:  
12.5 BILLION





2020:  
50 billion

# Leading to Potential Economic Impact

By 2025....

Mobile Internet

\$3.7 – 10.8 TRILLION

Internet of Things

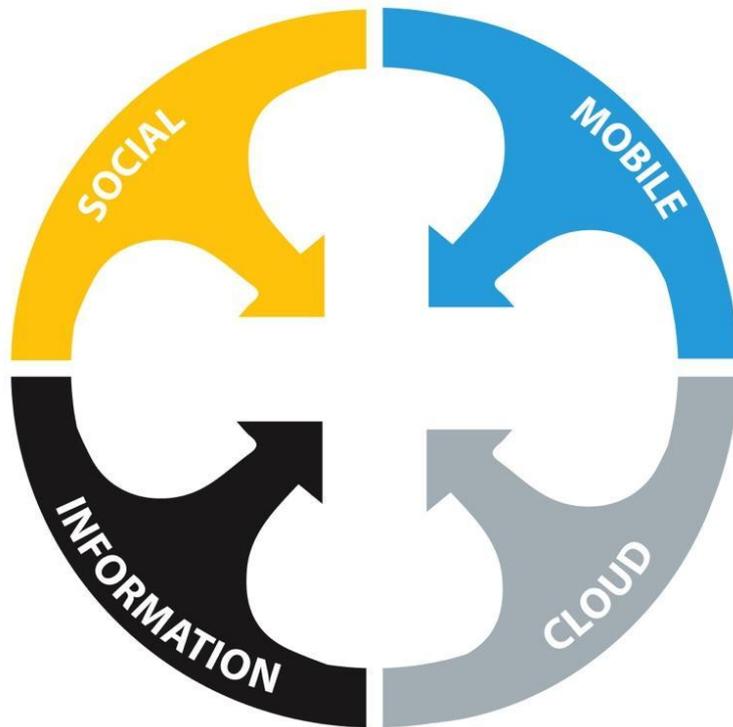
\$5.2 – 6.7  
TRILLION

Cloud Technology

\$1.7 – 6.2  
TRILLION

...from the proliferation and  
adoption of connected devices

# Leading to...



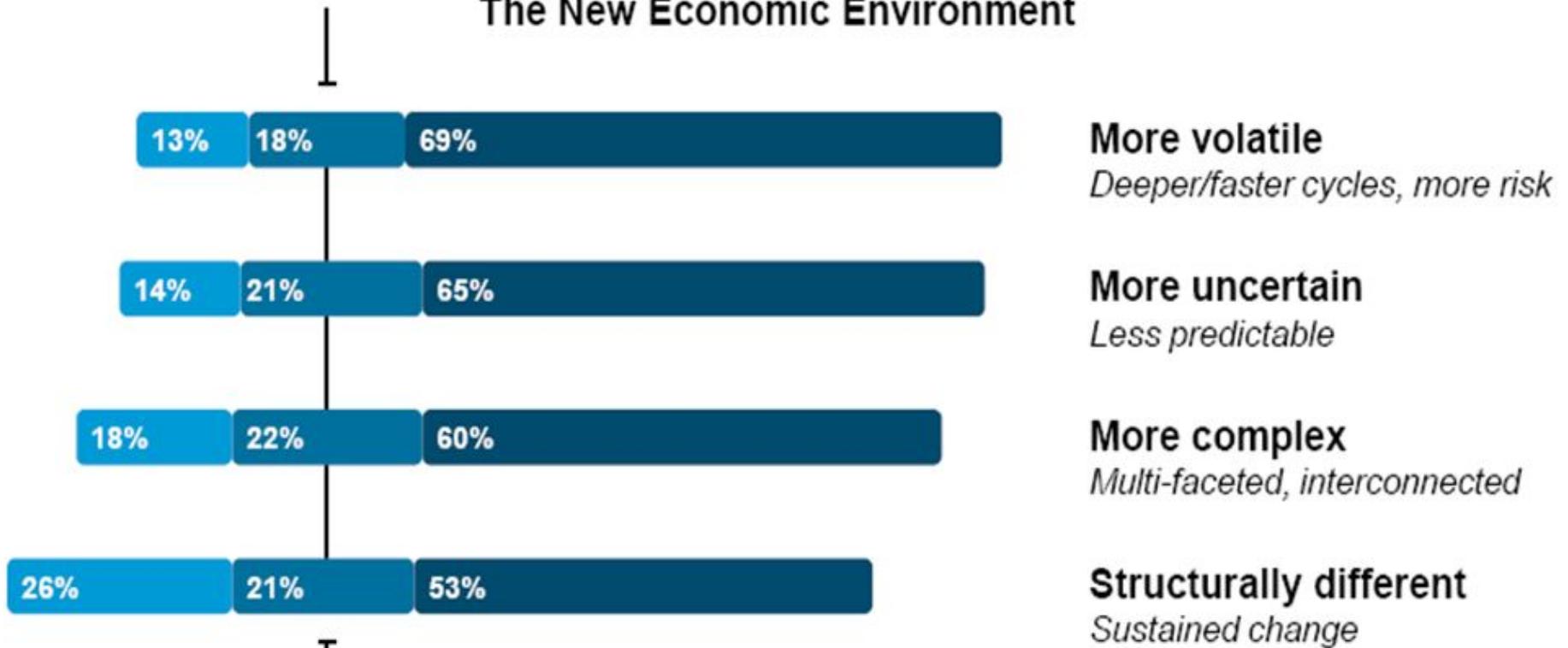
<http://www.gartner.com/technology/research/nexus-of-forces/>

## Gartner Nexus of Forces:

“... the convergence and mutual reinforcement of four interdependent trends: social interaction, mobility, cloud, and information. The forces combine to empower individuals as they interact with each other and their information through well-designed ubiquitous technology.”

# New Times, New Context

## The New Economic Environment



*"Last year's experience was a wake-up call, like looking into the dark with no light at the end of the tunnel."*

President and CEO,  
Industrial Products, The Netherlands

■ Not at all/to a limited extent   ■ To some extent   ■ To a large/very large extent

# More Complex Future

## Experienced and expected level of complexity



*“The complexity our organization will have to master over the next five years is off the charts – a 100 on your scale from 1 to 5.”*

Edward Lonergan  
President and CEO, Diversey, Inc., United States

*“Complexity is increasingly multi-faceted. It presents an opportunity and a threat at the same time.”*

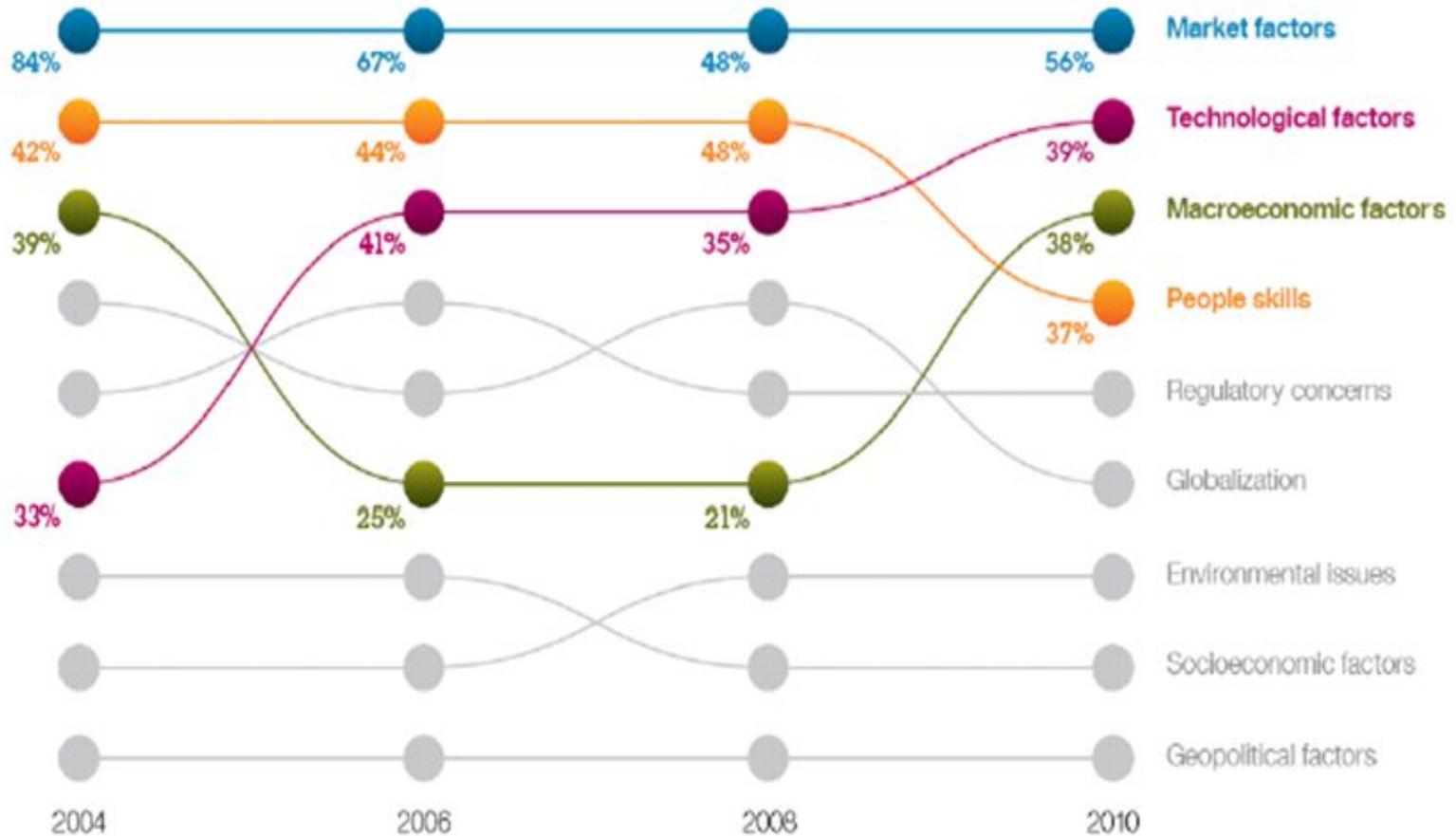
Yoichiro Ushioda  
Chairman and CEO, JS Group Corp, Japan

# Technology Rises as Key External Factor

**56%**  
say market factors

**39%**  
say technological factors

**38%**  
say macroeconomic factors



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# The Challenge = Agile Business Architecture



# Business Pressures vs IT Constraints

## Business Pressures

Launch new and innovative products

Shorter change cycles

Customized products for niche markets

### Agents



### Customers



### Resellers



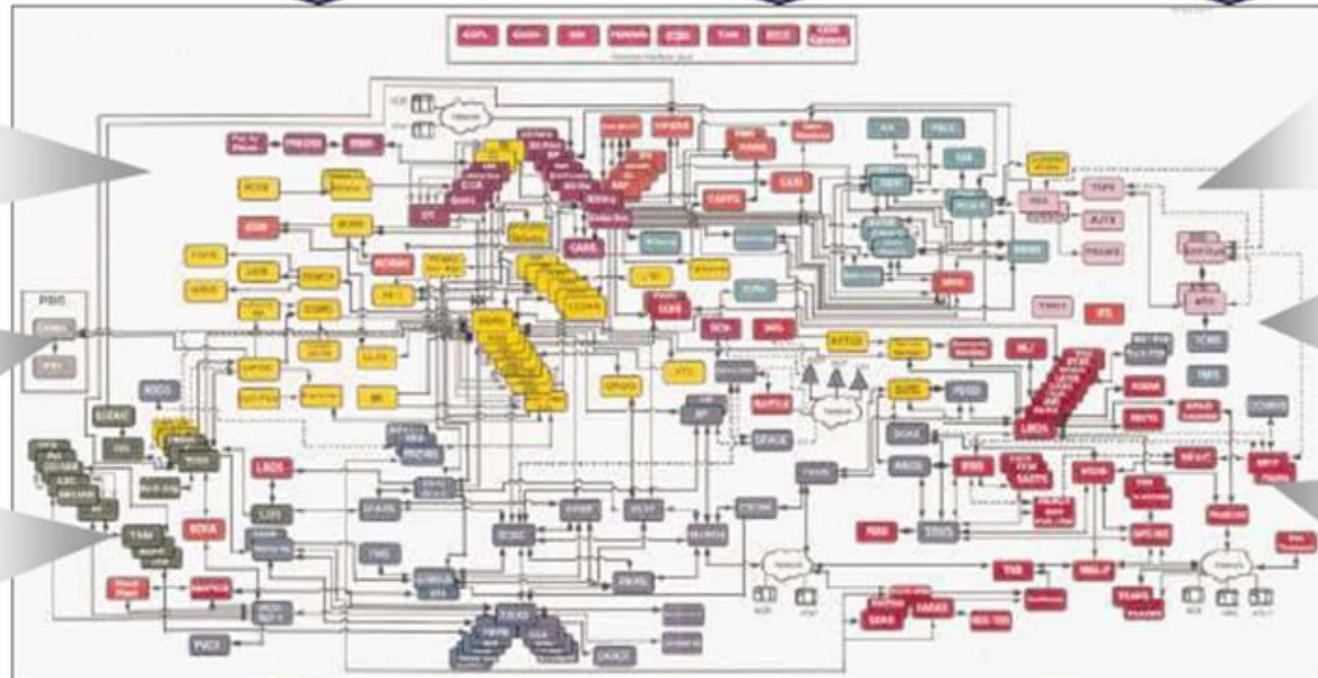
### Employees



### Suppliers



### 3rd Party Providers



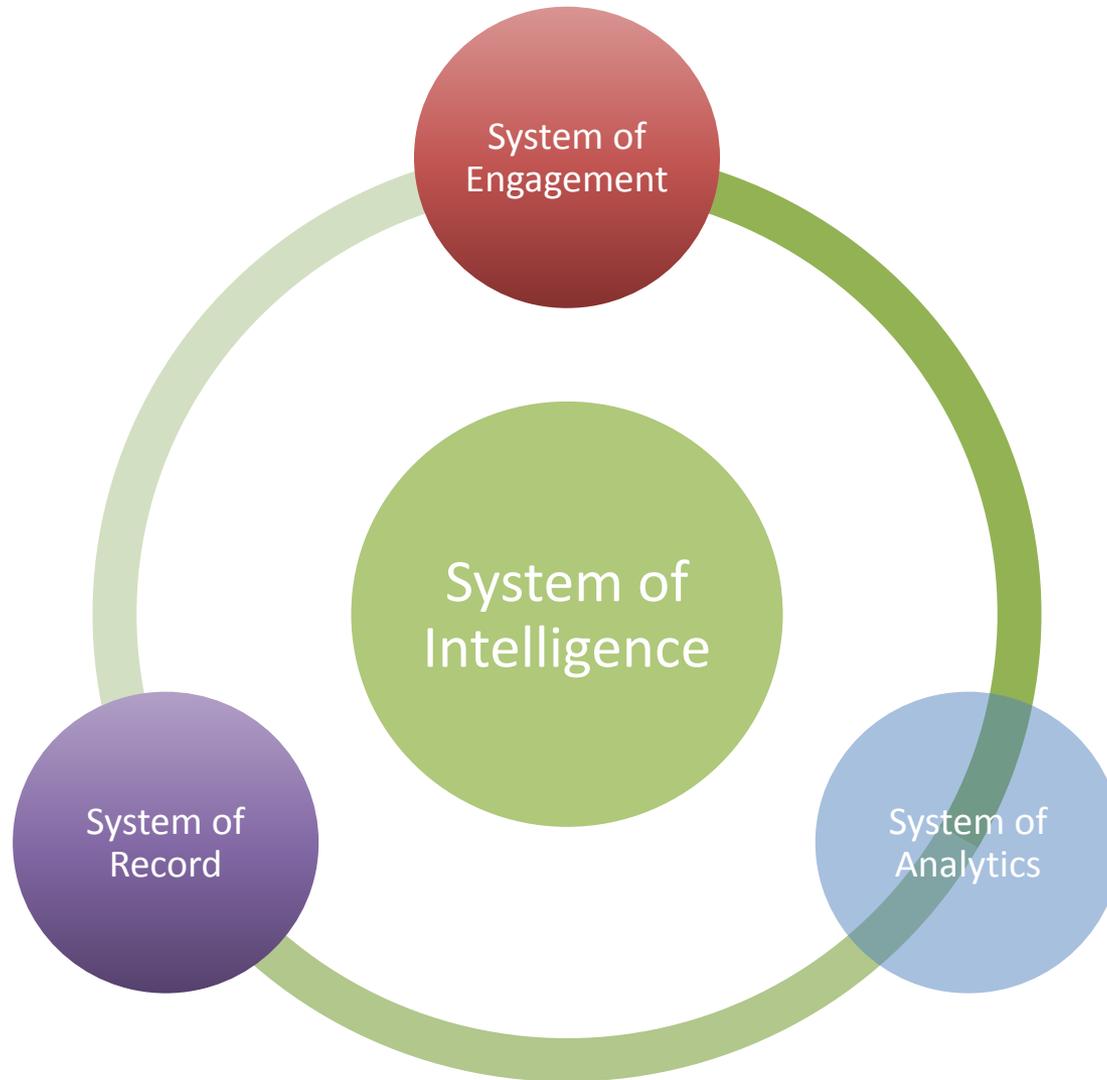
## IT Constraints

Complex processes and systems

Complex applications and interfaces

IT budget spent on maintenance, not new investments

# Systems Architecture



# *The Evolution of Enterprise IT*

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Systems  
of  
Record

Database Focused

---

Run the global  
economy

---

Mission critical  
information

---

Challenging to learn  
and use

---

Even tougher to  
change

---

---

Systems of  
Engagement

User Experience  
Focused

---

Engage hearts and  
mind

---

Mission critical  
relationships

---

Challenging to Secure

---

Build to Change

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# *The Evolution of Enterprise IT*

Systems  
of  
Record

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Desktop

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Data Center

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Individual

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SW License

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Systems of  
Engagement

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Mobile

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Cloud

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Social

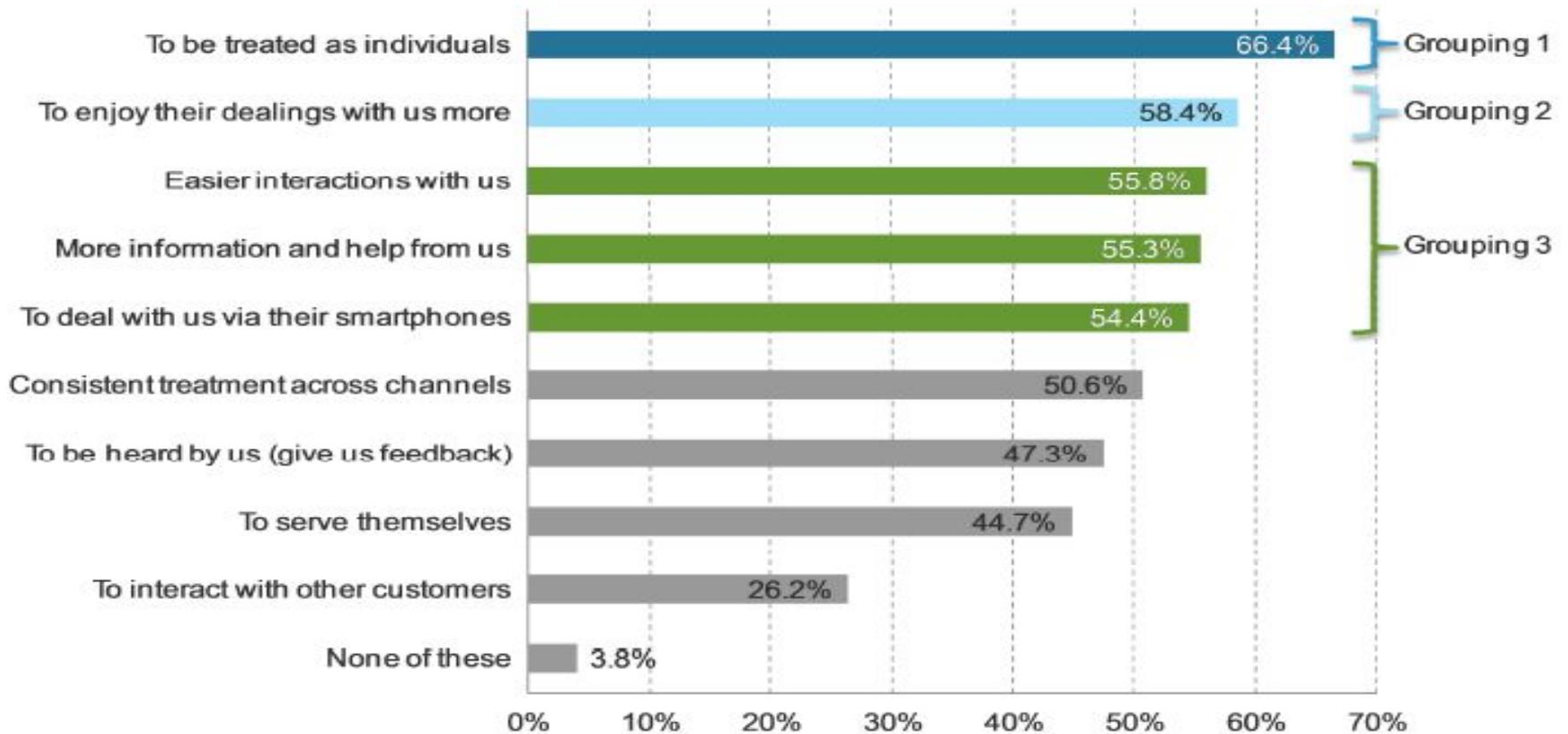
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SaaS

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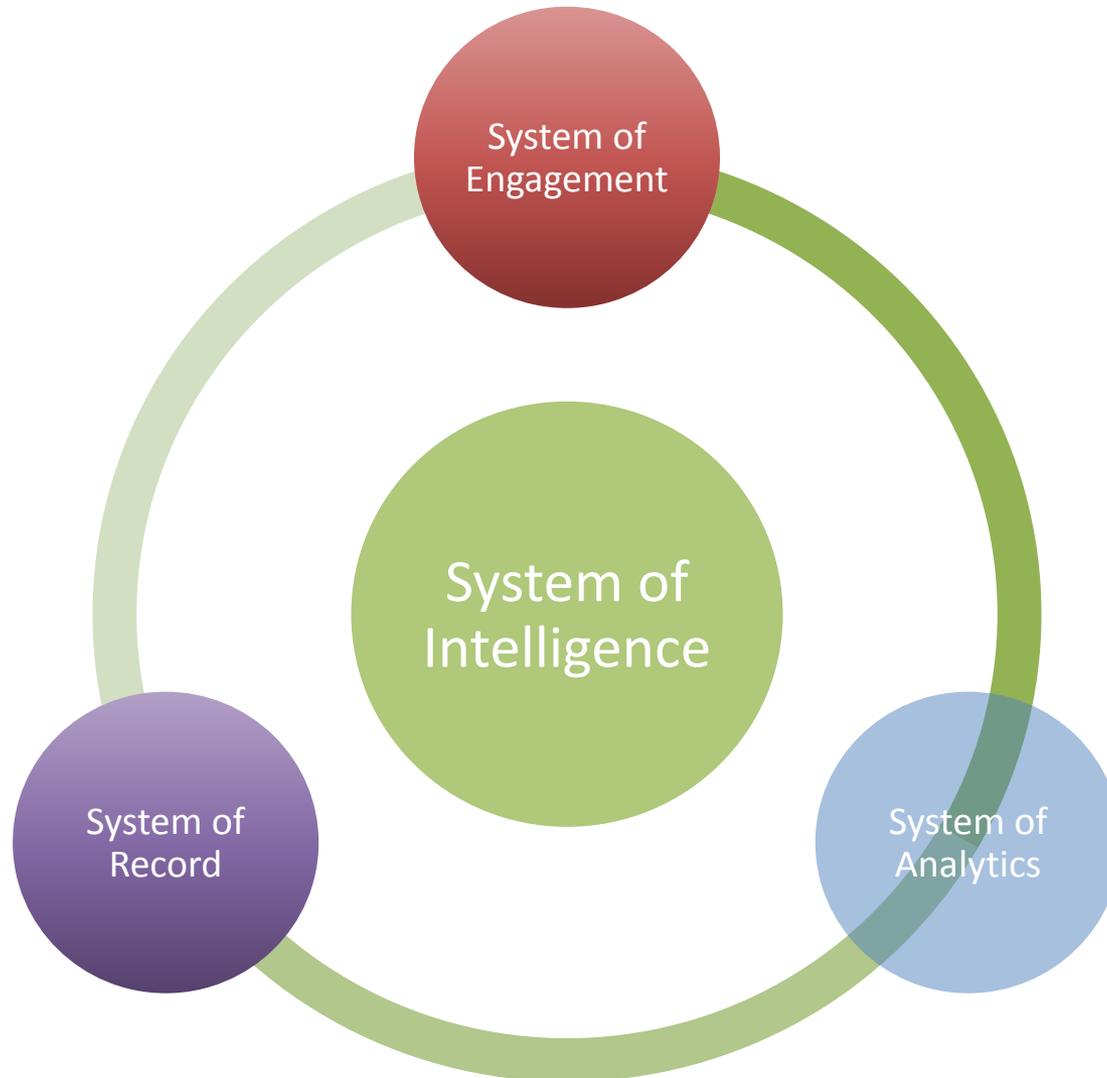
# Systems of Engagement

**“What new customer expectations does your organization face?”**  
(Consumer)

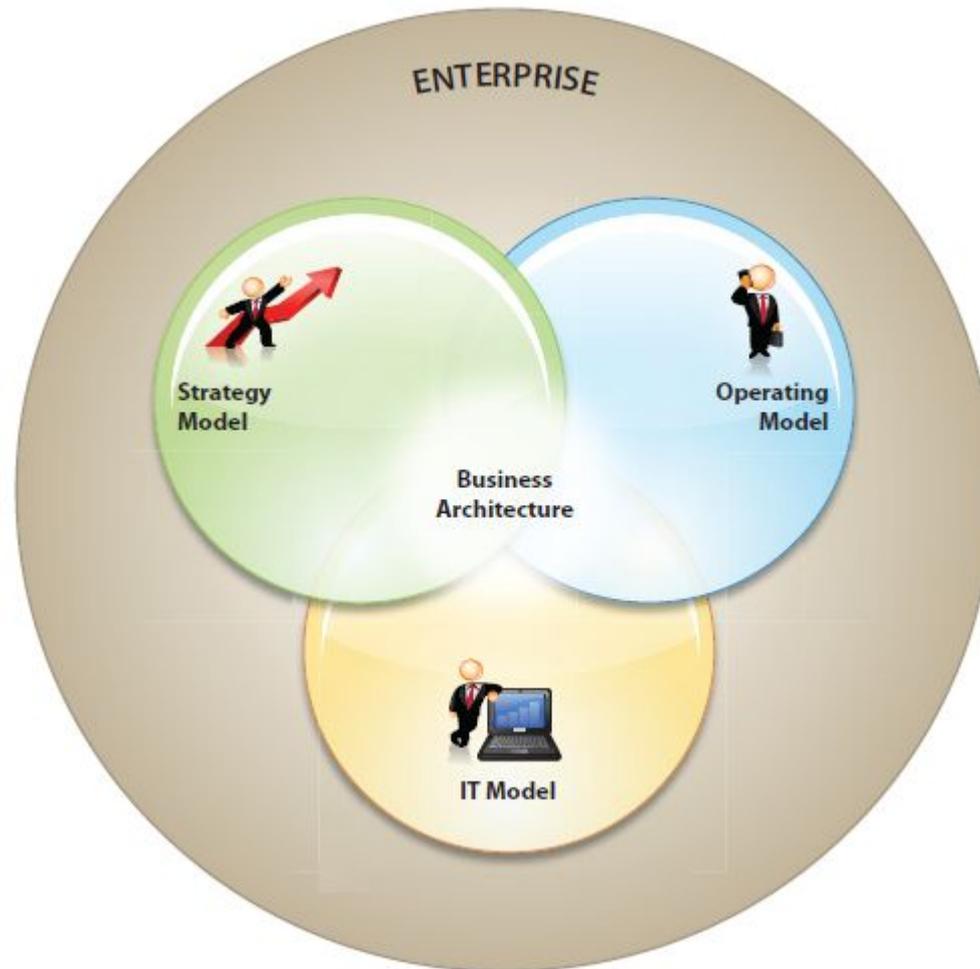


Source: Systems Of Engagement Demand New Integration Solutions — And A New IT (Forrester Research)

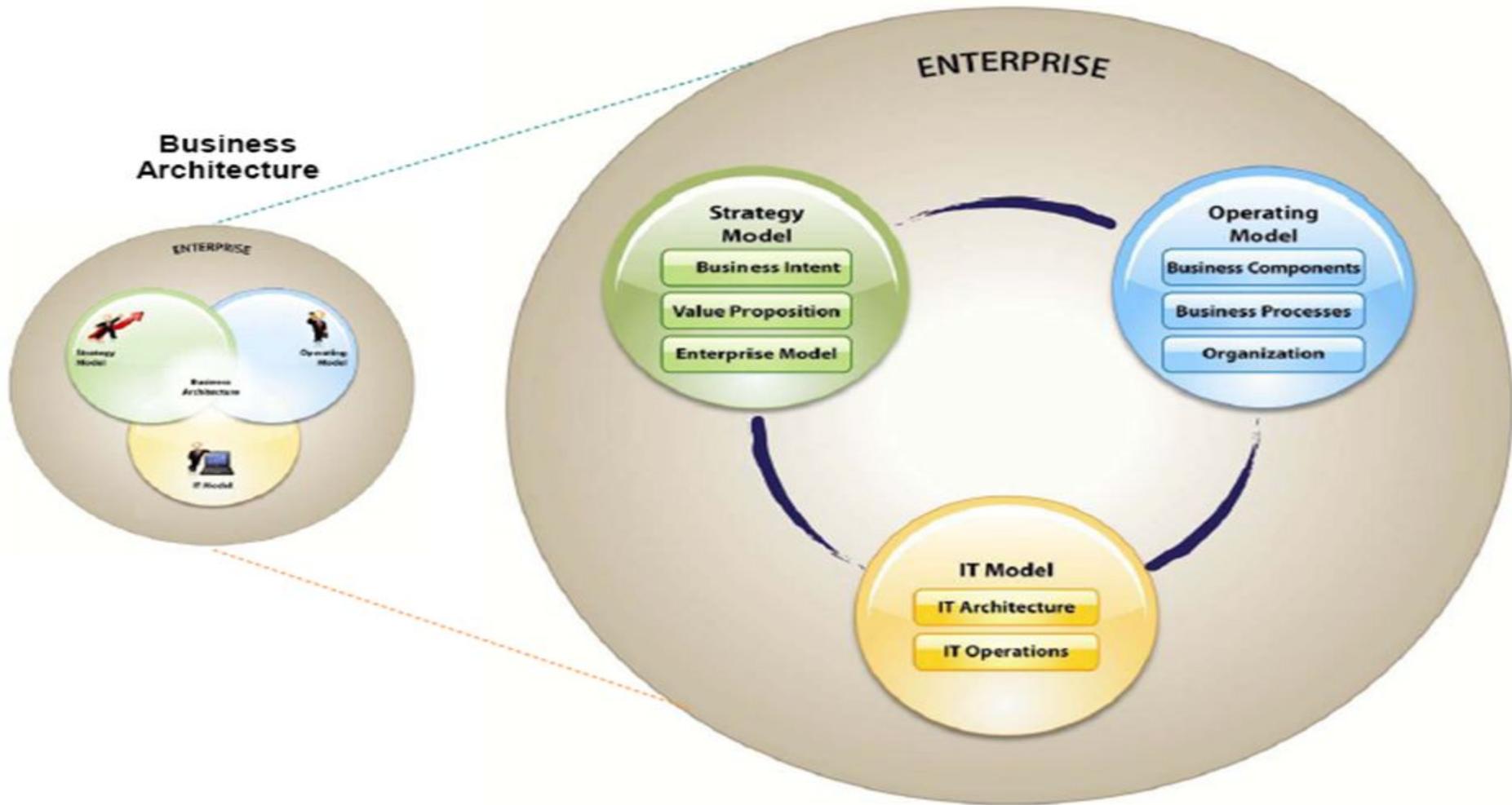
# Systems Architecture



# Business Architecture



# Business Architect adressed Aspects and Models



## *Oops Our Organisational Design dates back more than 100 years*

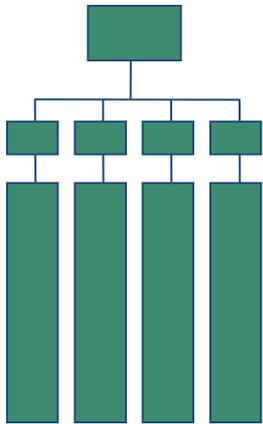
- Functional division of labour provided efficiency—but the price was inflexibility
- “You can have any color car you want, as long as it’s black.”  
- Henry Ford

# Component Business Model

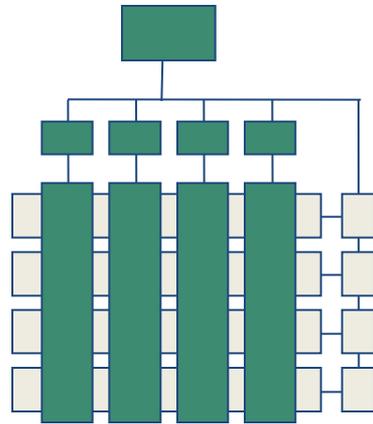
	Business Administration	New Business Development	Relationship Management	Servicing & Sales	Product Fulfillment	Financial Control and Accounting
Direct	Business Planning	Sector Planning	Account Planning	Sales Planning	Fulfillment Planning	Portfolio Planning
Control	Business Unit Tracking	Sector Management	Relationship Management	Sales Management	Fulfillment Planning	Compliance
	Staff Appraisals	Product Management	Credit Assessment			Reconciliation
Execute	Staff Administration	Product Directory	Credit Administration	Sales	Product Fulfillment	Customer Accounts
	Production Administration			Marketing Campaigns		Customer Dialogue
		Contact Routing				

# Successful Organisations Focus on Core Processes

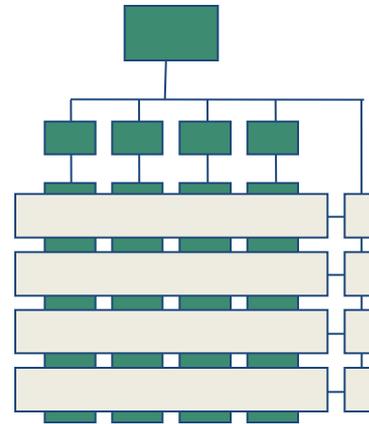
**Vertical/  
functional**



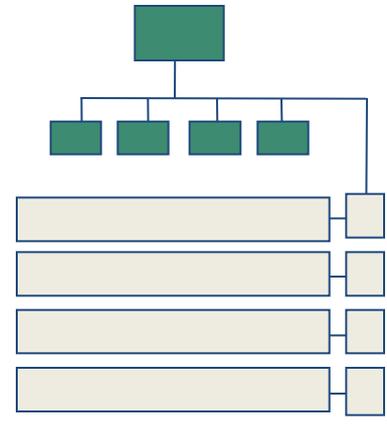
**Functional/process  
overlays**



**Process/function  
overlays**



**Service/process  
organization**



**From traditional  
LOB management**

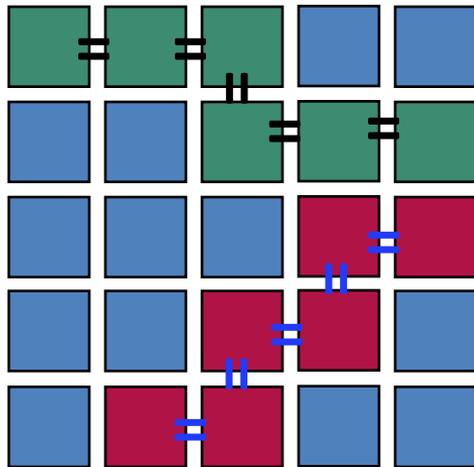


**To process-based  
management**

# Componentized Approach to Business Operations

- The enterprise is a **set of components** that are networked together,
- which leads to greater **focus on mission essential functions**
- coupled with **enhanced organizational flexibility**

## Component Structure Onward Network Alignment



## Benefits of Component Driven Organizational Structure

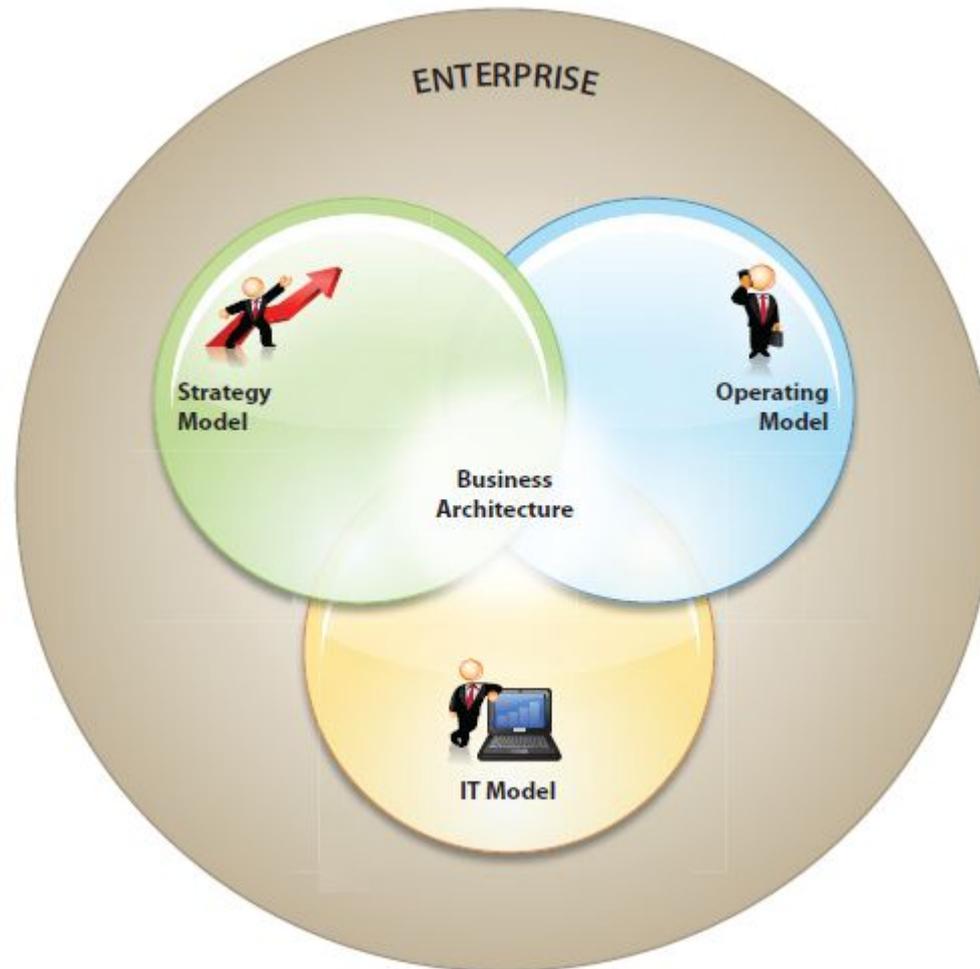
- **Delivering Effectively on the Mission**
- Aligning capital and operational investments with business strategy of the organization
- **Allowing the organization to be more adaptive and respond quickly to changing market needs**

# Business Component Analysis

- The enterprise is mapped out as a set of categorized business components
- Heat map highlights components for analysis based on criteria such as gaps and efficiency
- Enables approaches to understanding how the business can be improved

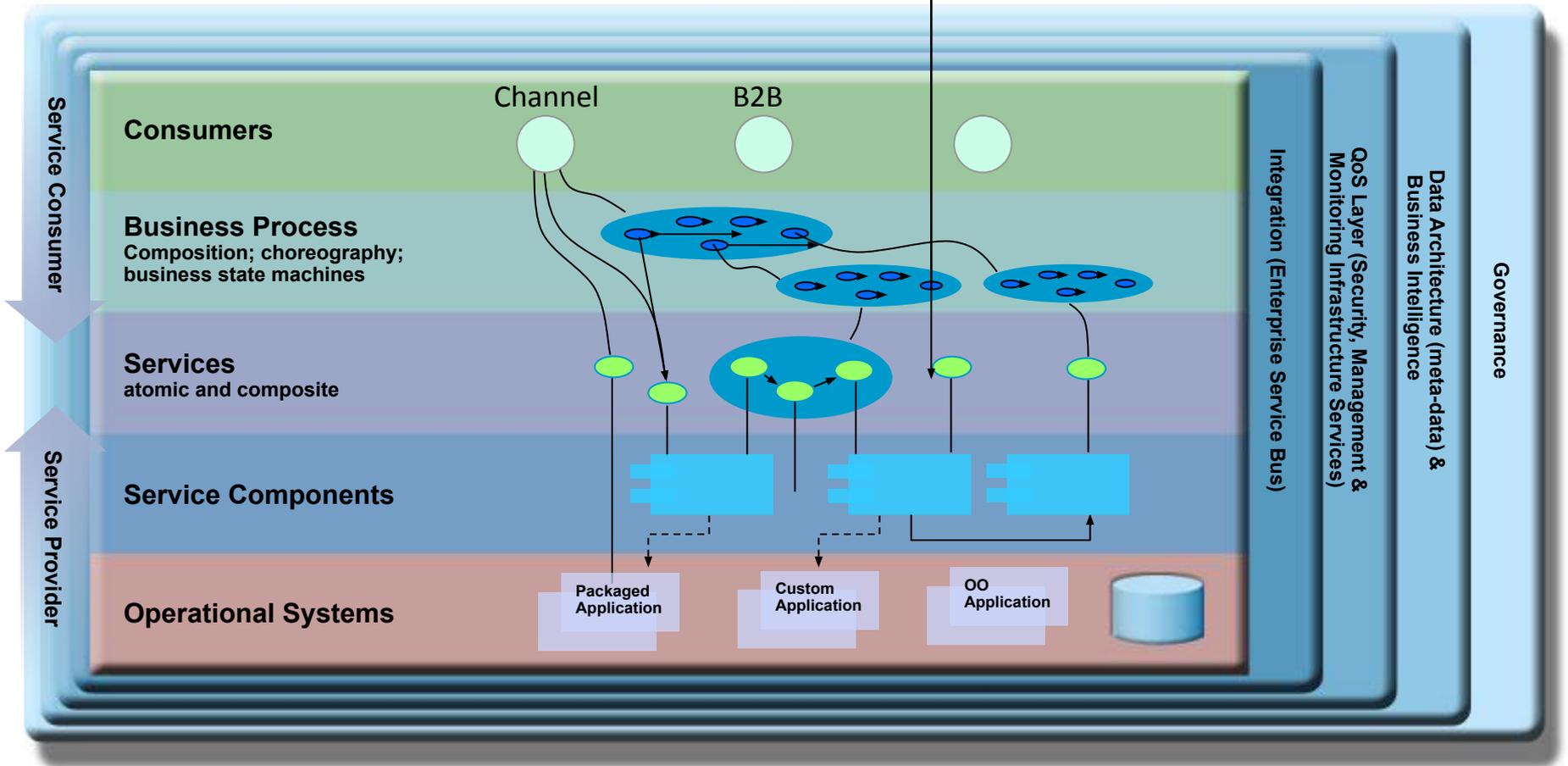
	Business Administration	New Business Development	Relationship Management	Servicing & Sales	Product Fulfillment	Financial Control and Accounting
Directing	Business Planning	Sector Planning	Account Planning	Sales Planning	Fulfillment Planning	Portfolio Planning
Controlling	Business Unit Tracking	Sector Management	Relationship Management	Sales Management	Fulfillment Monitoring	Compliance
	Staff Appraisals	Product Management	Credit Assessment			Reconciliation
Executing	Account Administration	Product Directory	Credit Administration	Sales	Product Fulfillment	Customer Accounts
	Product Administration			Customer Service		
	Purchasing	Marketing Campaigns		Collections	General Ledger	
	Branch/Store Operations					

# Business Architecture



# SOA Solution Layering

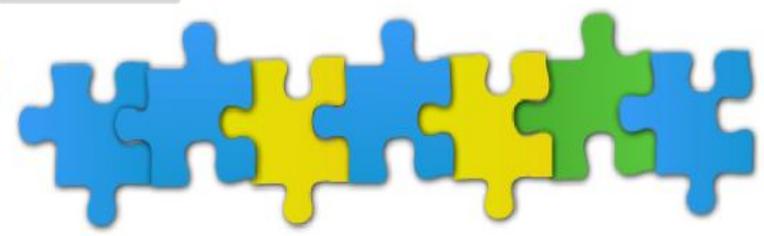
## Leveraging the SOA Reference Architecture



# Map Your Components on Your Flow

## Component Business Model

	Business Administration	New Business Development	Relationship Management	Servicing & Sales	Product Fulfillment	Financial Control and Accounting
Direct	Business Planning	Sector Planning	Account Planning	Sales Planning	Fulfillment Planning	Portfolio Planning
Control	Business Unit Tracking	Sector Management	Relationship Management	Sales Management	Fulfillment Planning	Compliance
	Staff Appraisals	Product Management	Credit Assessment			Reconciliation
Execute	Staff Administration	Product Directory	Credit Administration	Sales	Product Fulfillment	Customer Accounts
	Production Administration	Marketing Campaigns	Customer Dialogue	Contact Routing	Document Management	General Ledger



**Process Model**

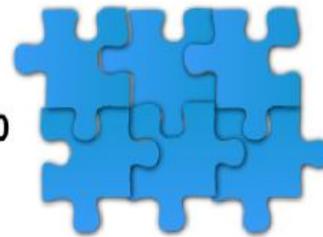
# Process Drill Down to Business Activity

## Component Business Model

	Business Administration	New Business Development	Relationship Management	Servicing & Sales	Product Fulfillment	Financial Control and Accounting
Direct	Business Planning	Sector Planning	Account Planning	Sales Planning	Fulfillment Planning	Portfolio Planning
Control	Business Unit Tracking Staff Appraisals	Sector Management Product Management	Relationship Management Credit Assessment	Sales Management	Fulfillment Planning	Compliance Reconciliation
Execute	Staff Administration Production Administration	Product Directory Marketing Campaigns	Credit Administration	Sales Customer Dialogue Control Routing	Product Fulfillment Document Management	Customer Accounts General Ledger

Business Component

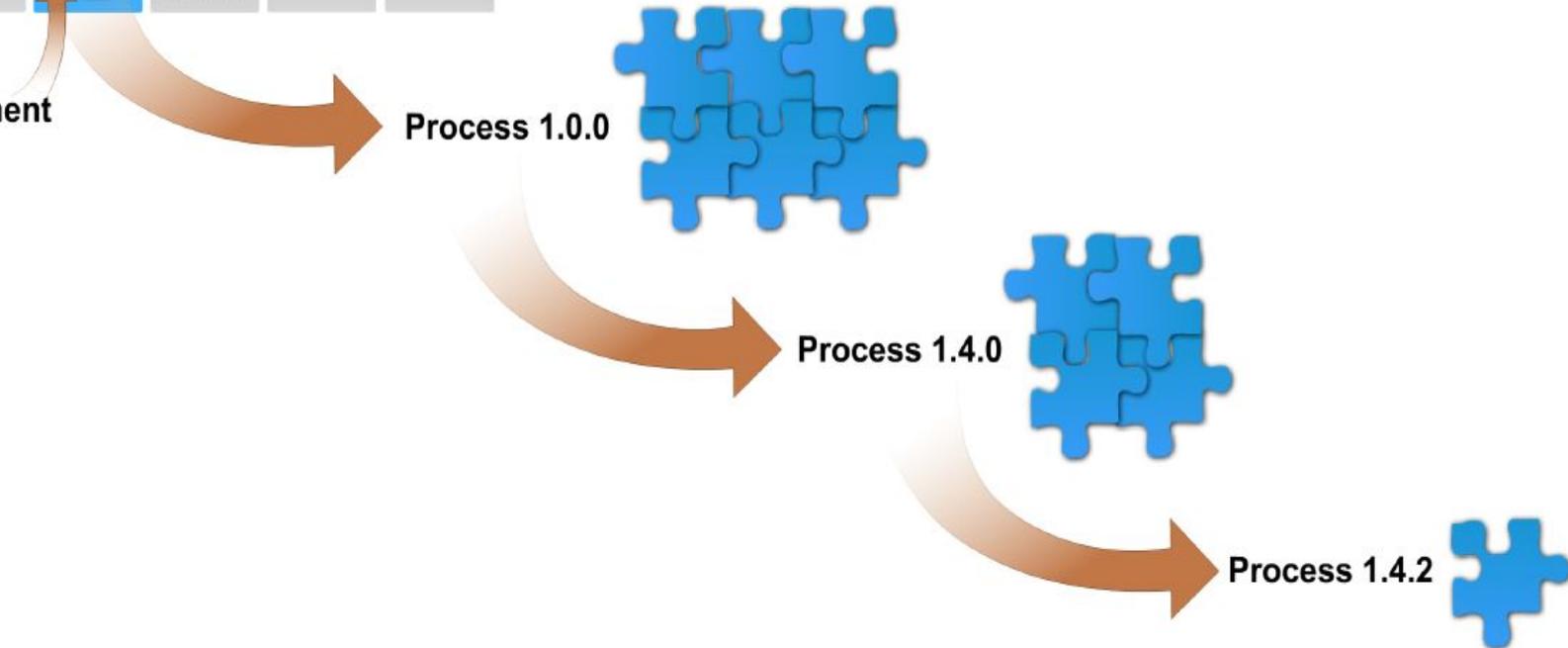
Process 1.0.0



Process 1.4.0



Process 1.4.2



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The Challenge = Agile Business Architecture

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--- 15' Break ---

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The Solution = SmartWay Platform

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Your Move = Become an Agility Hacker

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# The Solution = SmartWay Platform



**Work smarter,  
not harder !**



**Easier Said than Done**

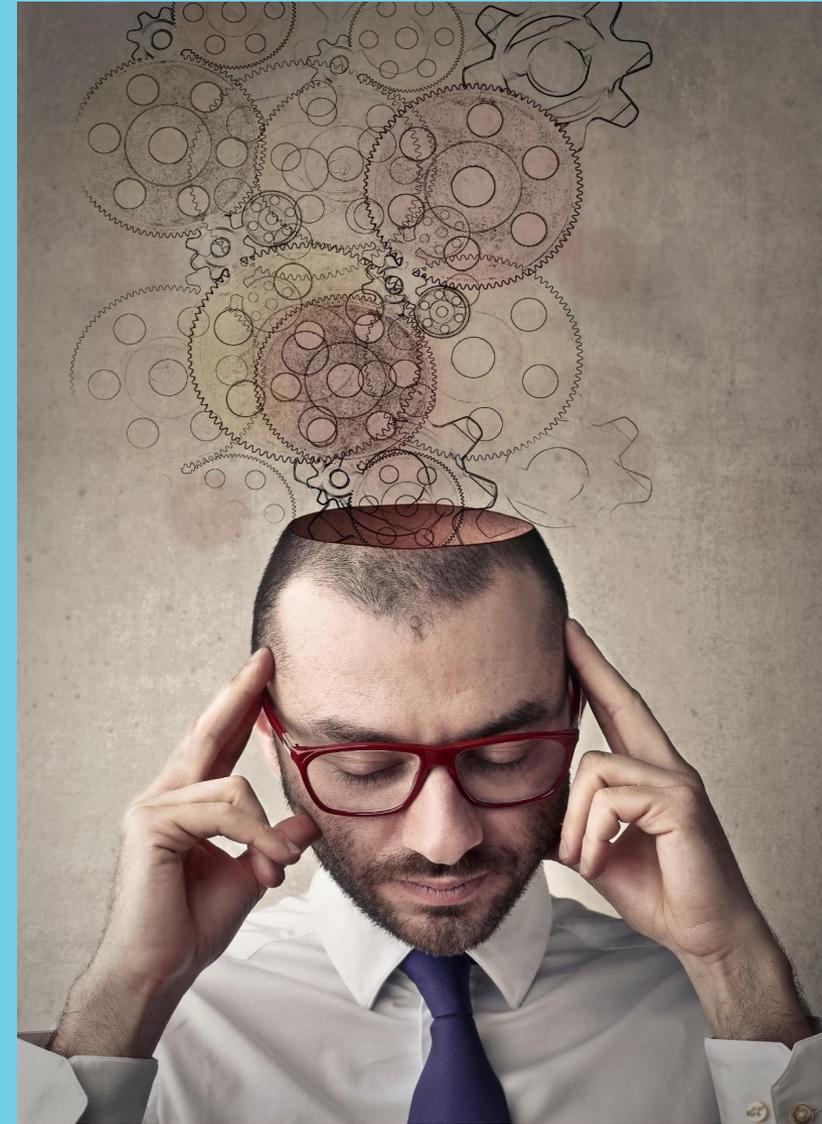
**Your Job is Never Done**

**Only 24 Hours/Day**

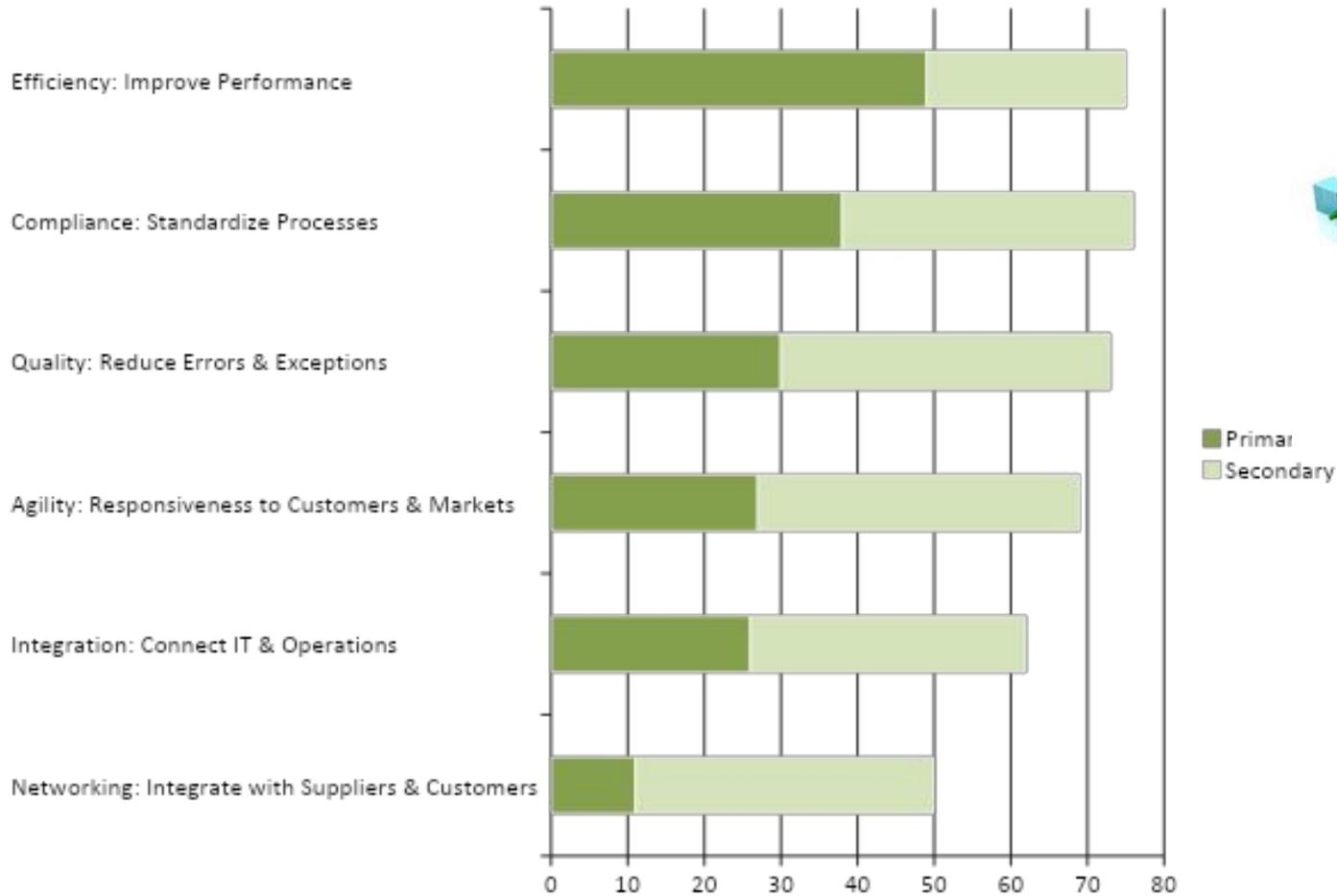
**Systems Do Not Help**

**I'd Love To See My Family**

**... this day/week/...**

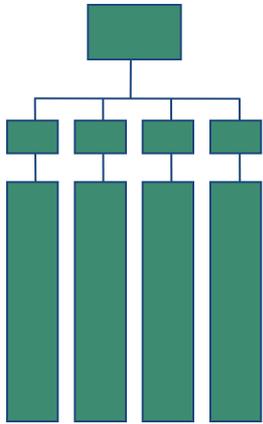


# Drivers for SmartWay Initiatives

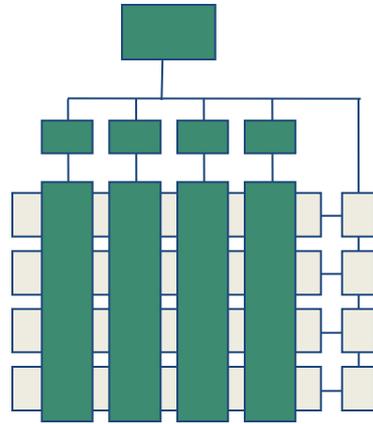


# Successful Organisations Focus on Core Processes

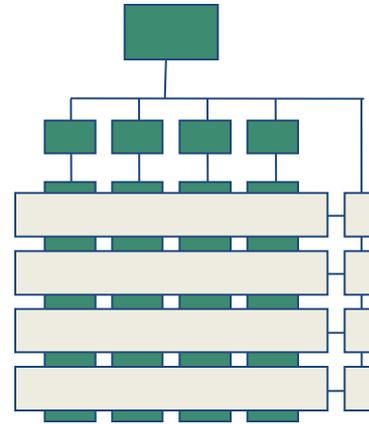
**Vertical/  
functional**



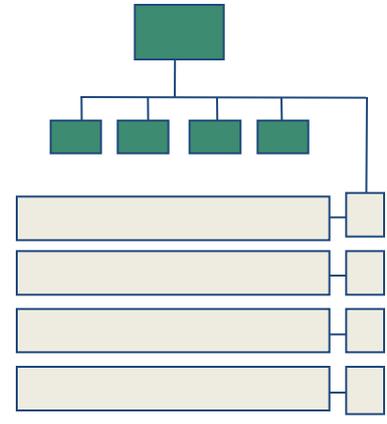
**Functional/process  
overlays**



**Process/function  
overlays**



**Service/process  
organization**



**From traditional  
LOB management**



**To process-based  
management**

# Collaboration is Key

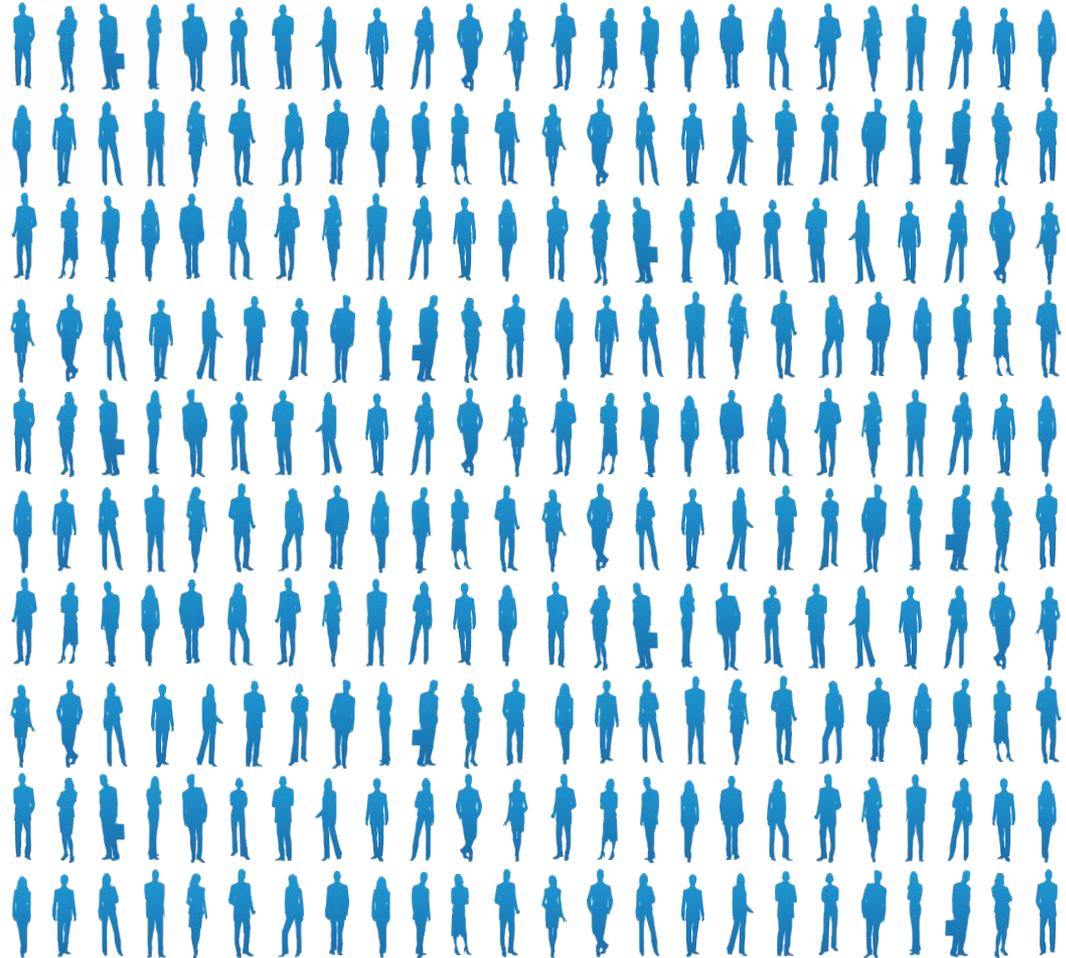
Developers



Rest of IT

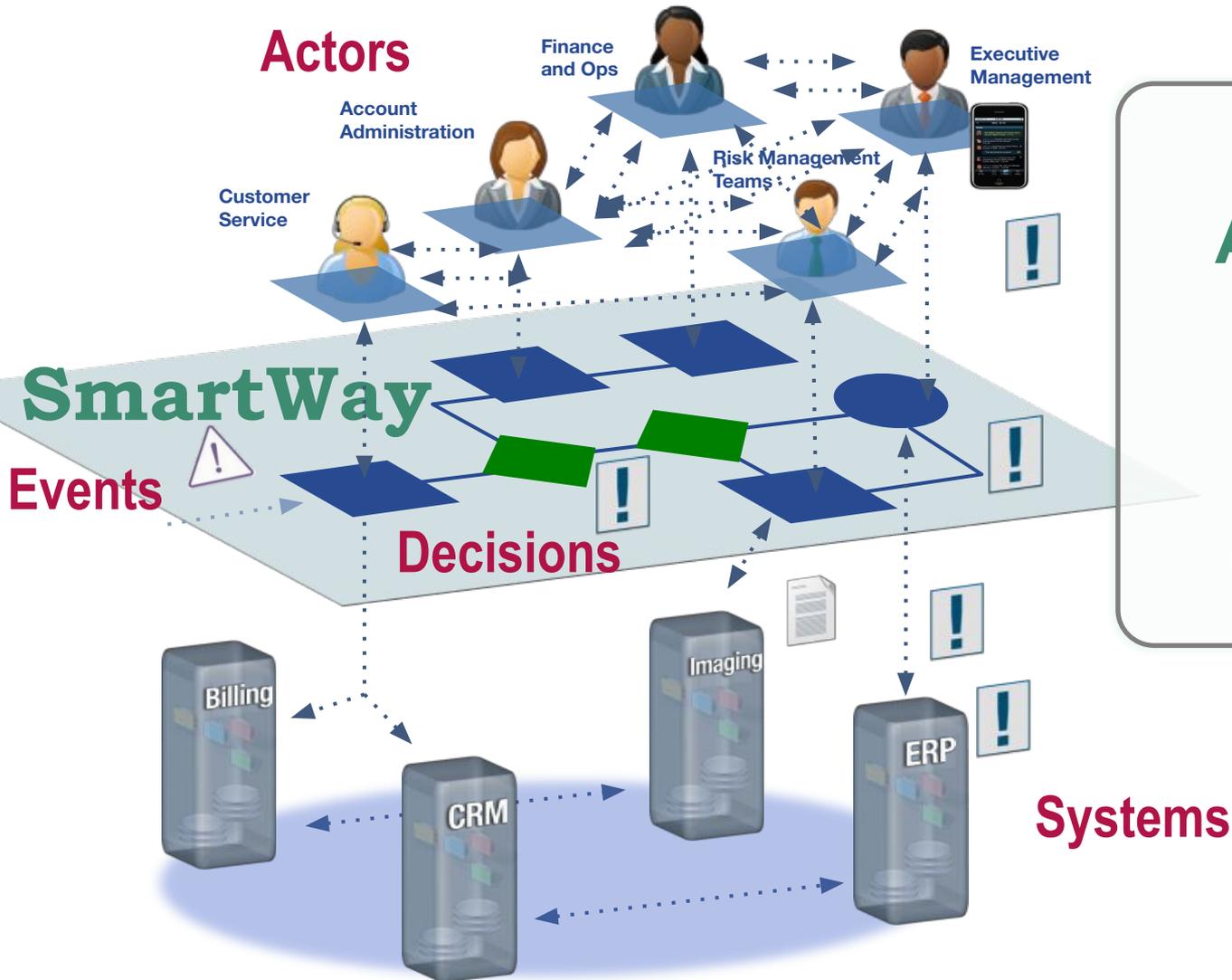


Business Participants



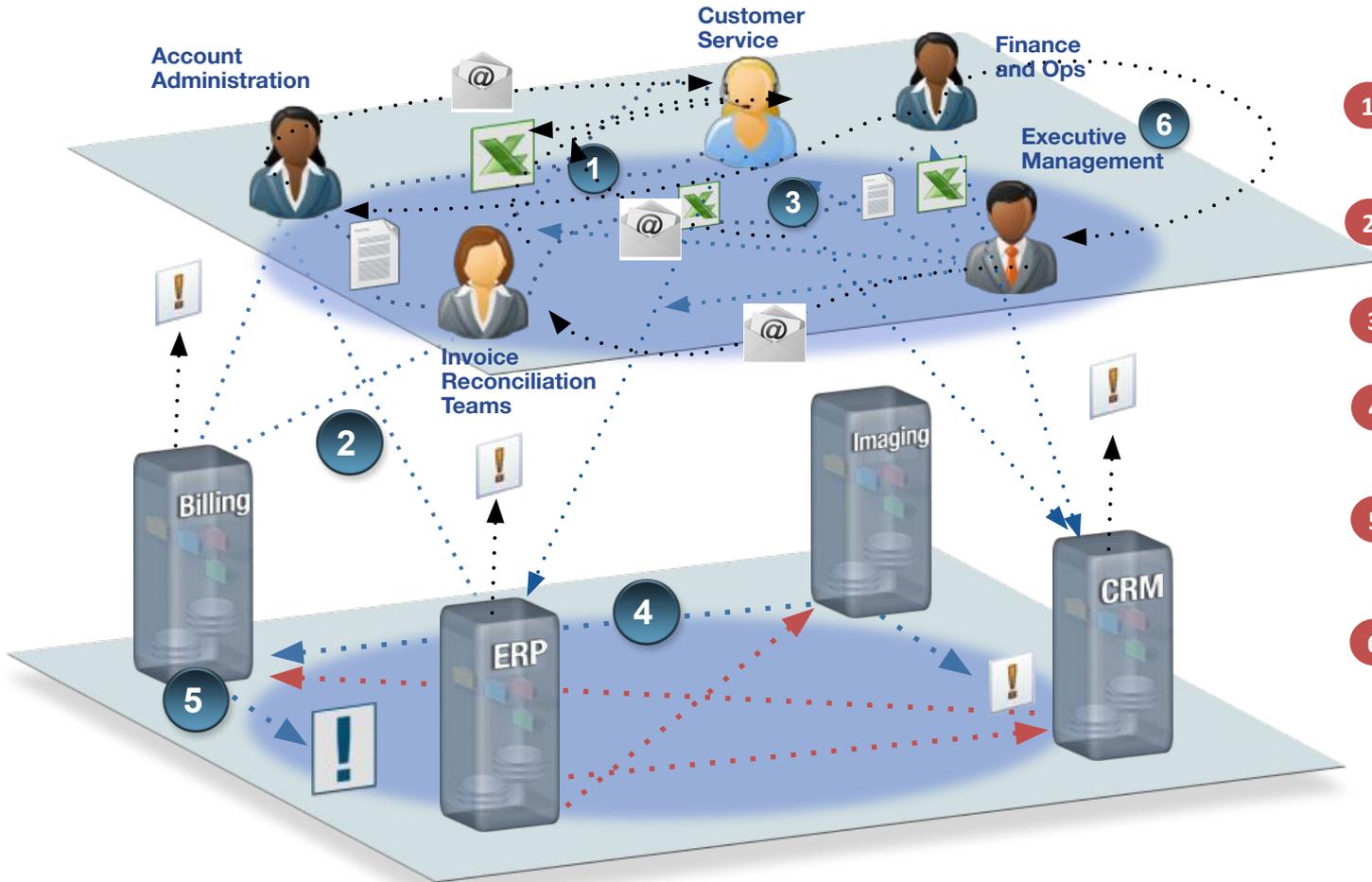
Collaboration  
between  
Knowledge Workers  
and IT Is  
The Huge  
Opportunity

# SmartWay Working



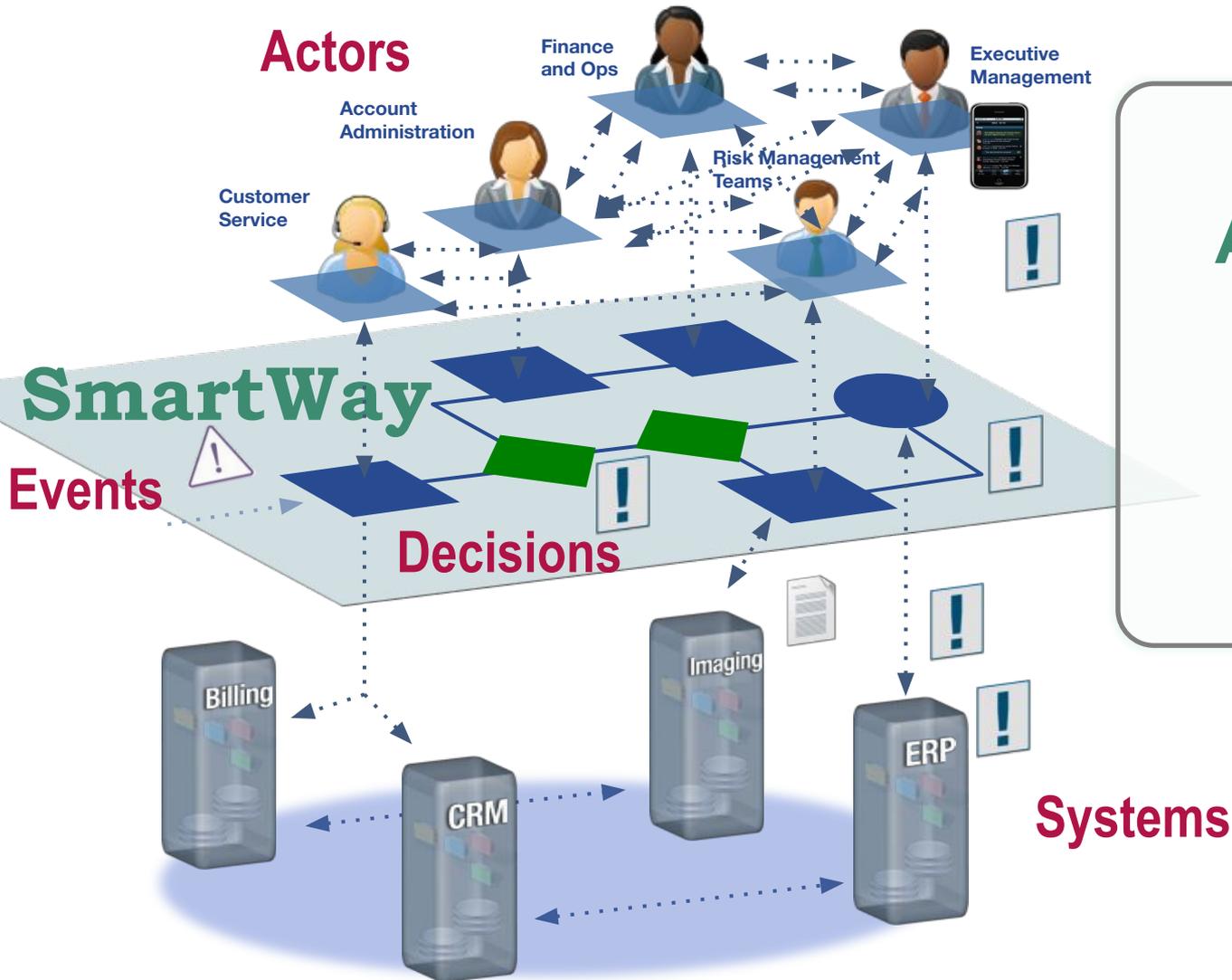
**Model and Automate the Optimal Behavior of Your Organisation**

# “Business As Usual” Begs for SmartWay



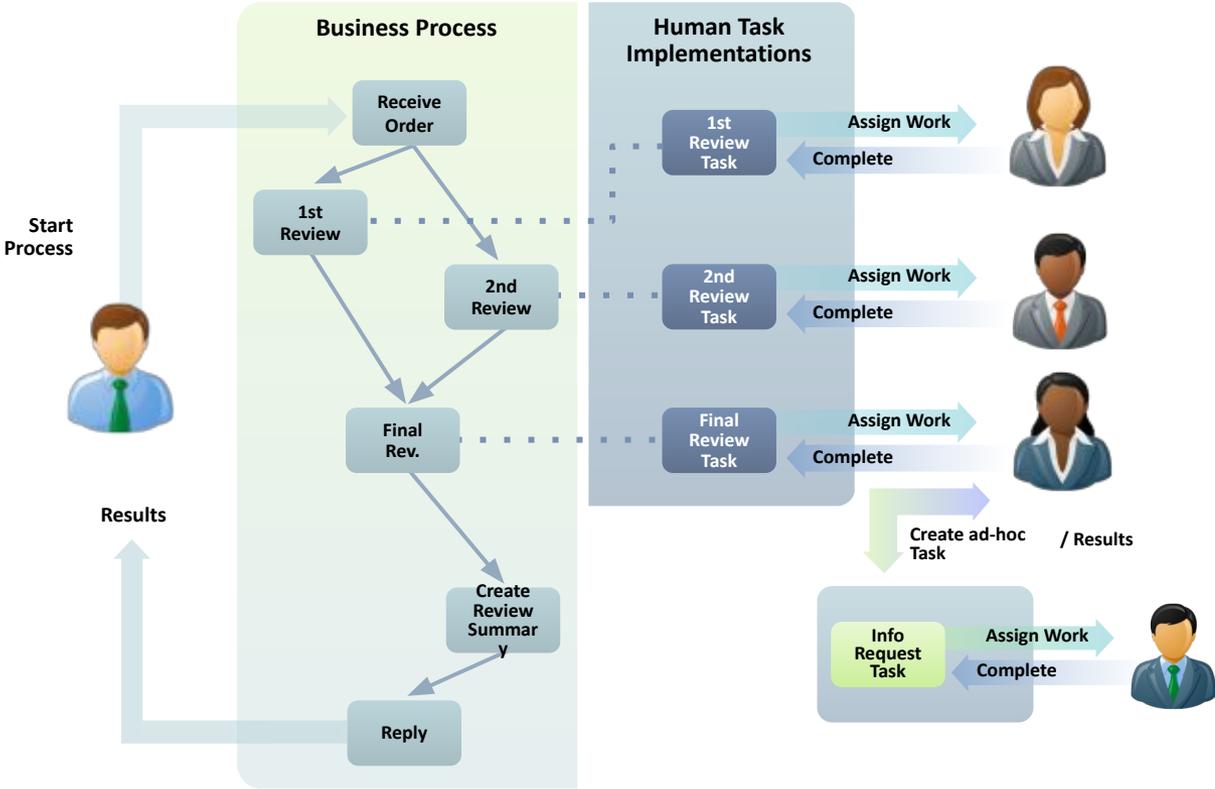
- 1 Unstructured tasks and communication (paper or email)
- 2 Inefficient working environment spans systems
- 3 Inconsistent prioritization
- 4 Incomplete or inaccurate data flow between systems
- 5 Lack of real-time response to business events
- 6 Poor Visibility Into Process Performance

# SmartWay Working

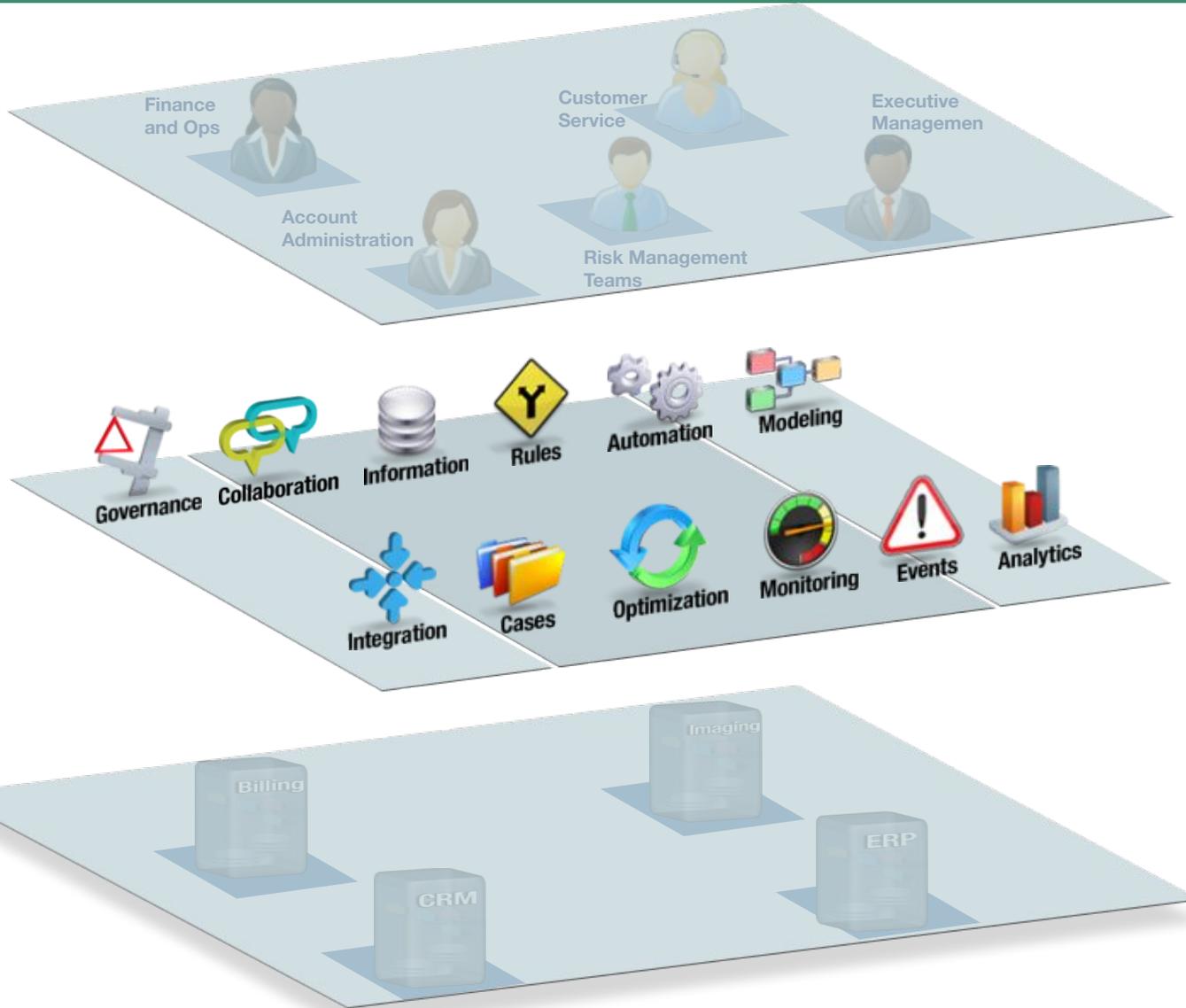


Model and Automate the Optimal Behavior of Your Organisation

# Smart Consistent Collaboration

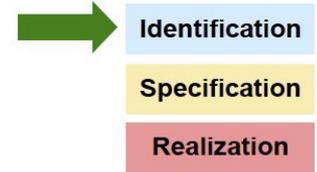


# SmartWay capabilities



-  • Modeling
-  • Monitoring
-  • Automation
-  • Governance
-  • Optimization
-  • Rules
-  • Information
-  • Cases
-  • Events
-  • Integration
-  • Collaboration
-  • Analytics

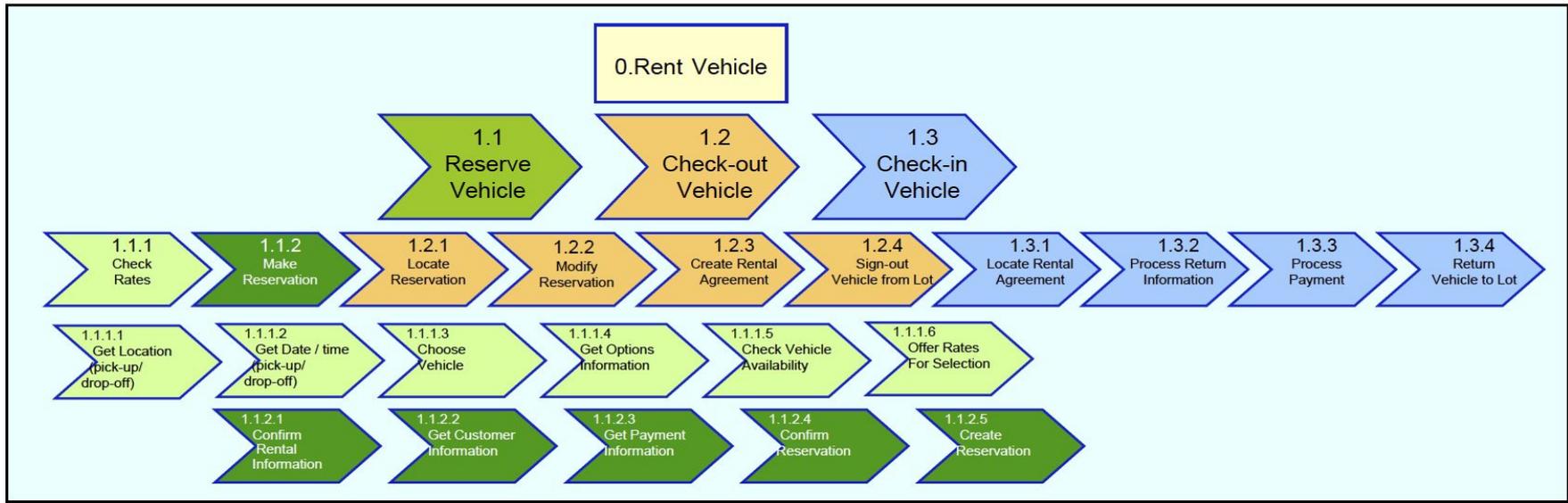
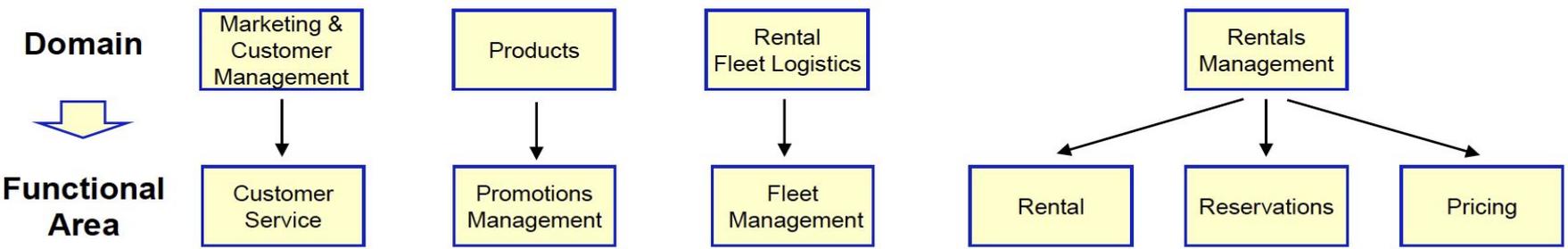
# Rent-a-car Domain Decomposition Analysis



Domains

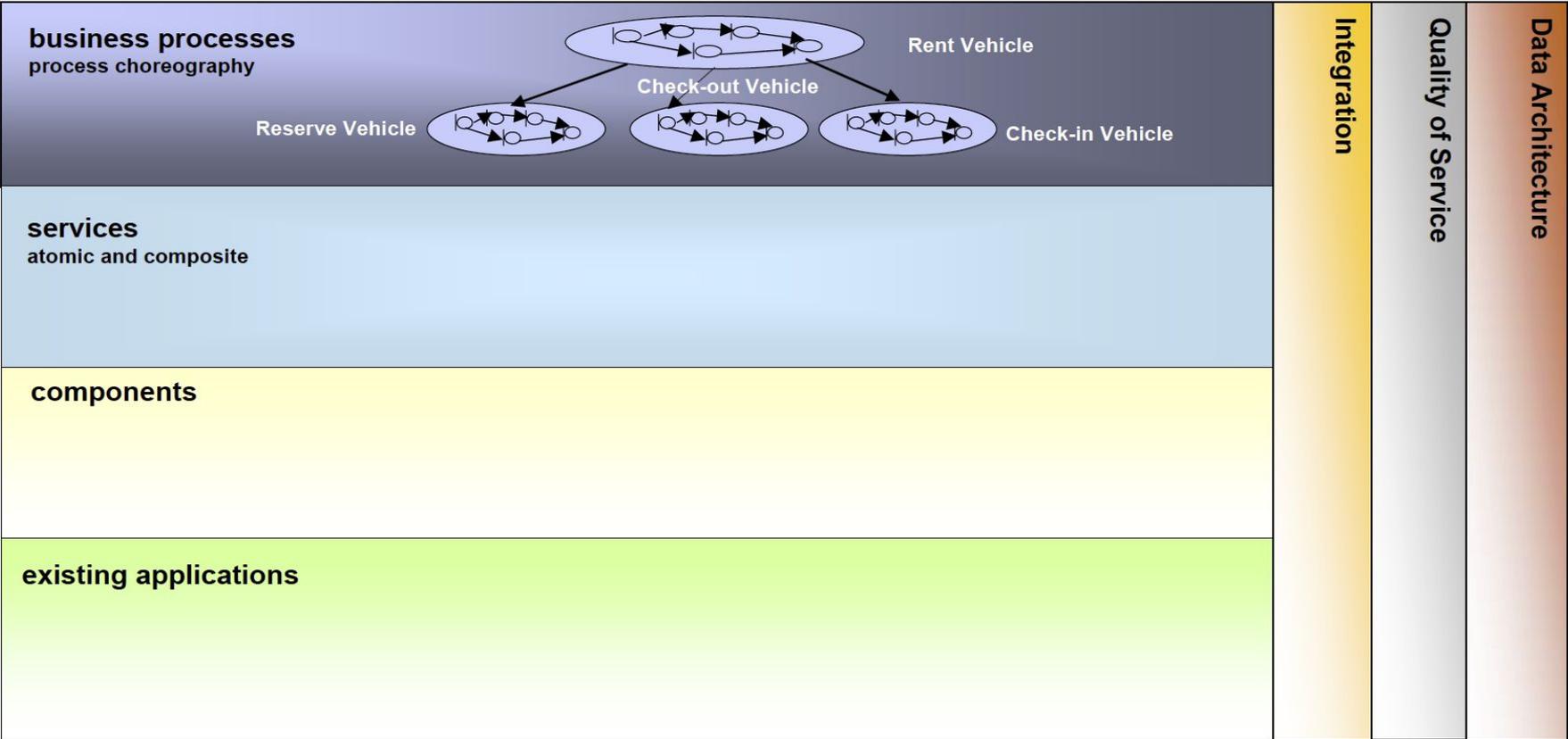
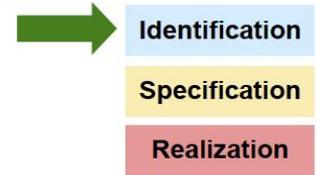


Functional Areas



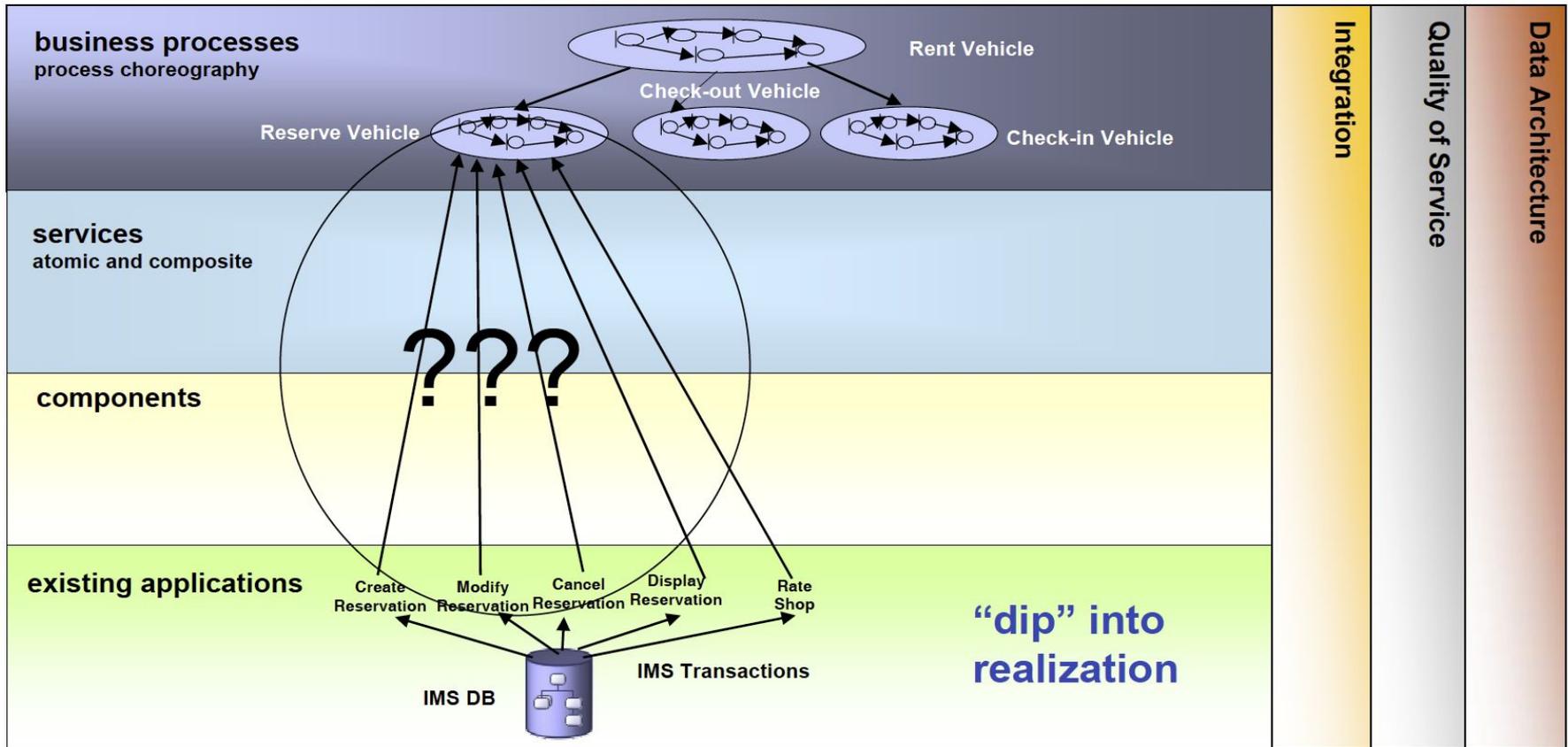
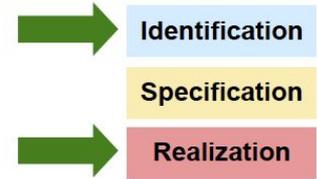
EXAMPLE  
For illustration only

# Rent-a-car Top-Down service identification

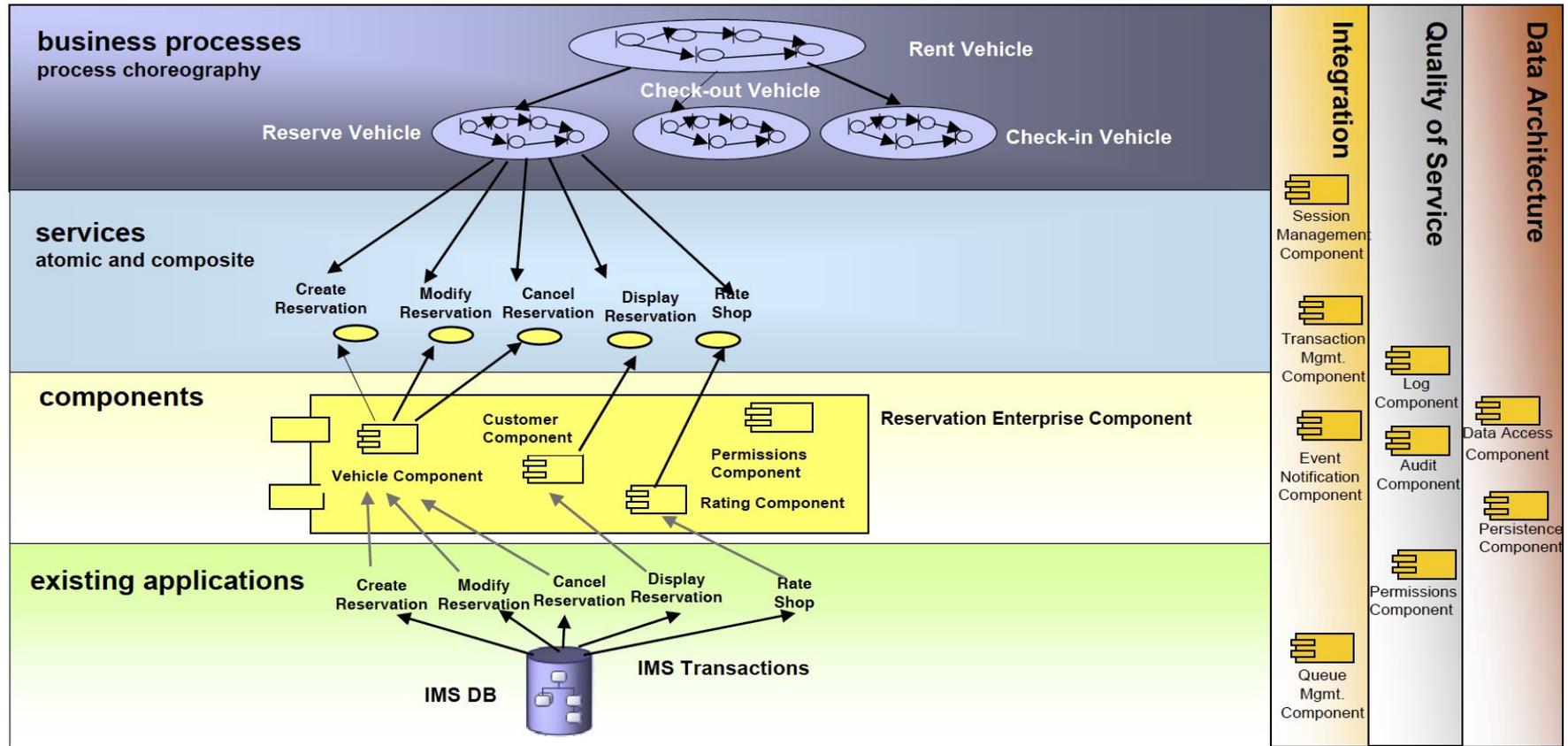
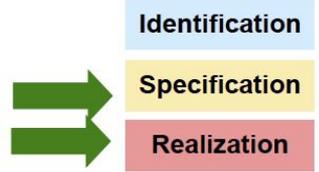


**EXAMPLE**  
 For illustration only

**Rent-a-car Existing Asset Analysis** examines existing applications to discover functions that may become service realizations



# Rent-a-car Specification and Realization activities complete analysis and design



EXAMPLE  
For illustration only

# Efficiency Benefits

Benefit	Example
Eliminate Manual Data Entry	Reduction in time to add a new employee record into the HR system from 9 hours to 10 minutes
Reduce Process Cycle Time	Reduction in compensation processing timing for sales reps from 33 days down to 7.
Reduce Manual Analysis/ Routing	Elimination of 80% of the manual work previously required to route invoice exceptions to the appropriate resolution teams.

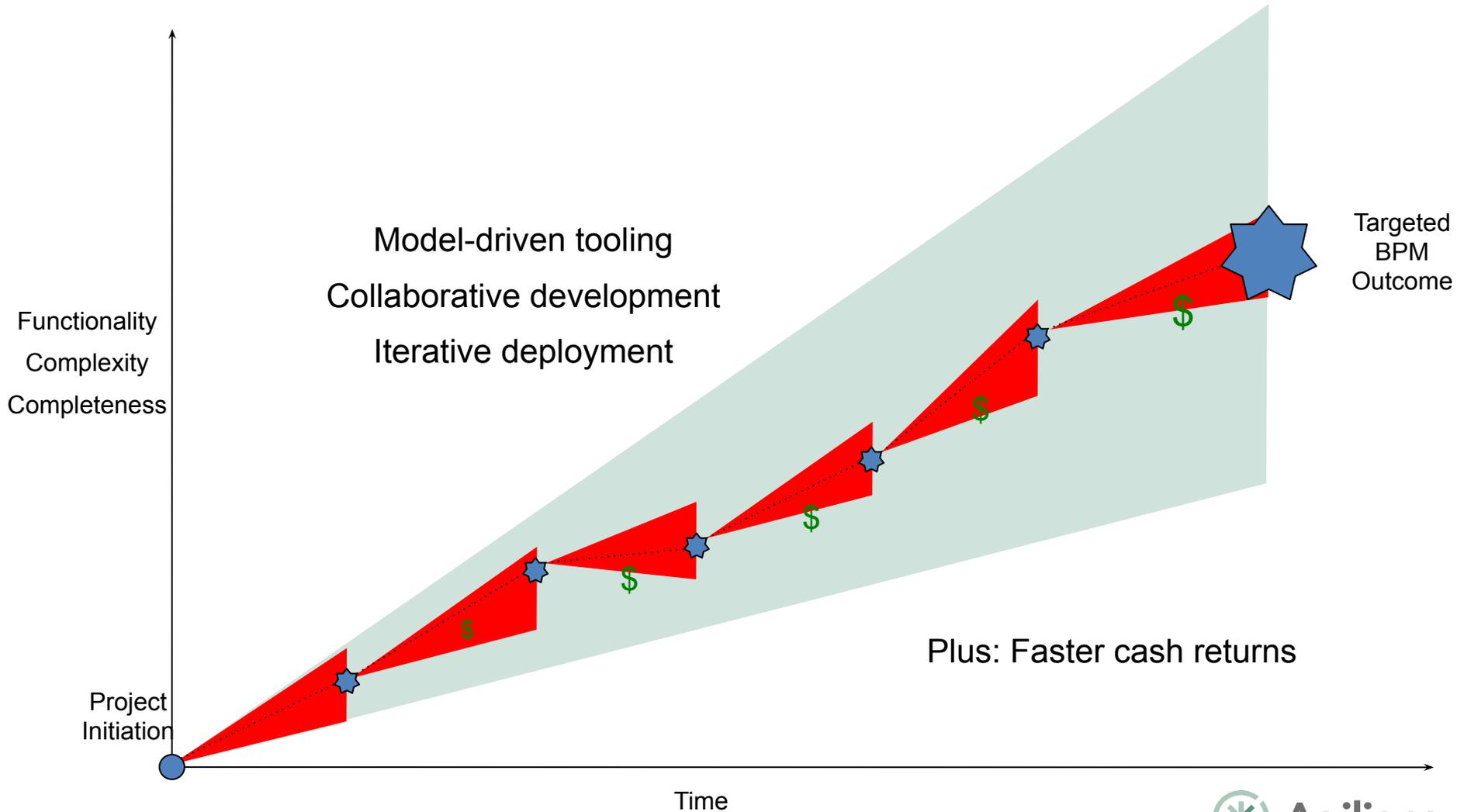
# Effectiveness Benefits

Benefit	Example
Handle Exceptions Faster and Better	Evolve process from saving 5% of distressed shipments to saving 70% in saved revenues.
Make Better Decisions	Better review process results in € saved in billing dispute write-offs that would formerly just been processed because the process was poorly controlled.
Consistent Execution	Customer satisfaction improvement to 92% based on proactive tasks that help ensure the home loan process executes better and faster

# Agility Benefits

Benefit	Example
Faster Regulatory Compliance	Change customs related processes within 90 days to comply with new federal regulations for better shipping visibility.
Support New Business Models	Ability to change shipping partners within 10 minutes in core process allows manufacturer to change primary shipper every quarter – based on best bid provided.

# Agile Reduces Risk & Saves Money





**Agilians** / Progress through process

**Work smarter,  
not harder !**

**Agile Methods, Tools and Practices to  
ease your management**



# Your Move = Become an Agility Hacker



# *Your Roadmap to Join Us*

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Technical Presentation on 17/11/2016

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Qualification Homework

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Technical Hands-on Workshop (Qualification Required)

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Interviews and Selections

# Agility Hackers Exercise



<http://bit.ly/2fCEzCG>

