

My Future

Max.Malov@agilians.com
Tom.Boonen@agilians.com

The Agenda

Introduction

The Market = Need for Business Agility

The Challenge = Agile Business Architecture

--- 15' Break ---

The Solution = SmartWay Platform

Your Move = Become an Agility Hacker

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

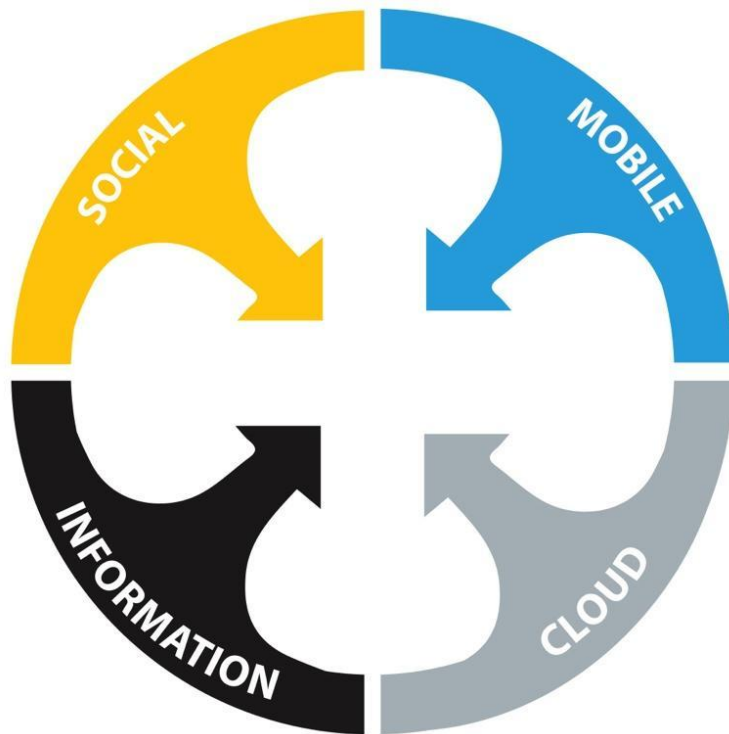
\$5.2 – 6.7 TRILLION

Cloud Technology

\$1.7 – 6.2 TRILLION

...from the proliferation and adoption of connected devices

Leading to...



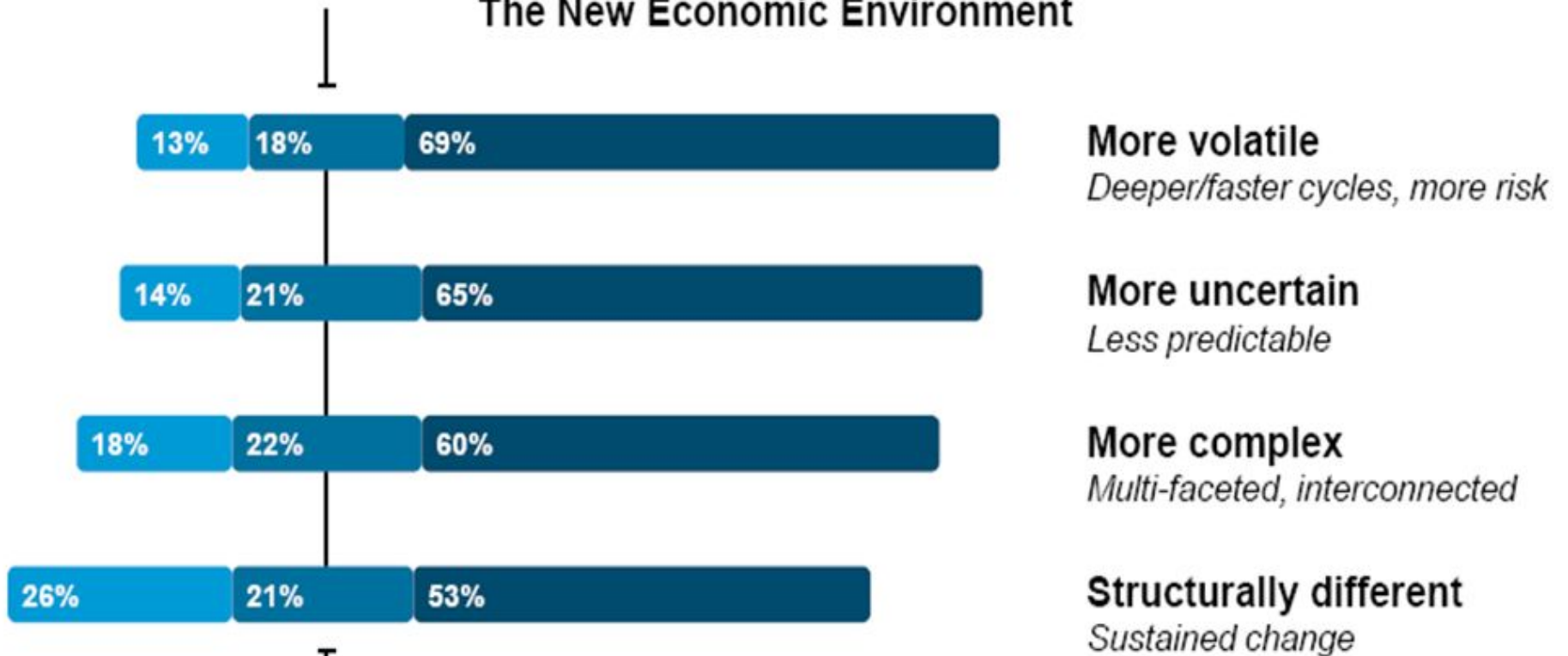
<http://www.gartner.com/technology/research/nexus-of-forces/>

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.”

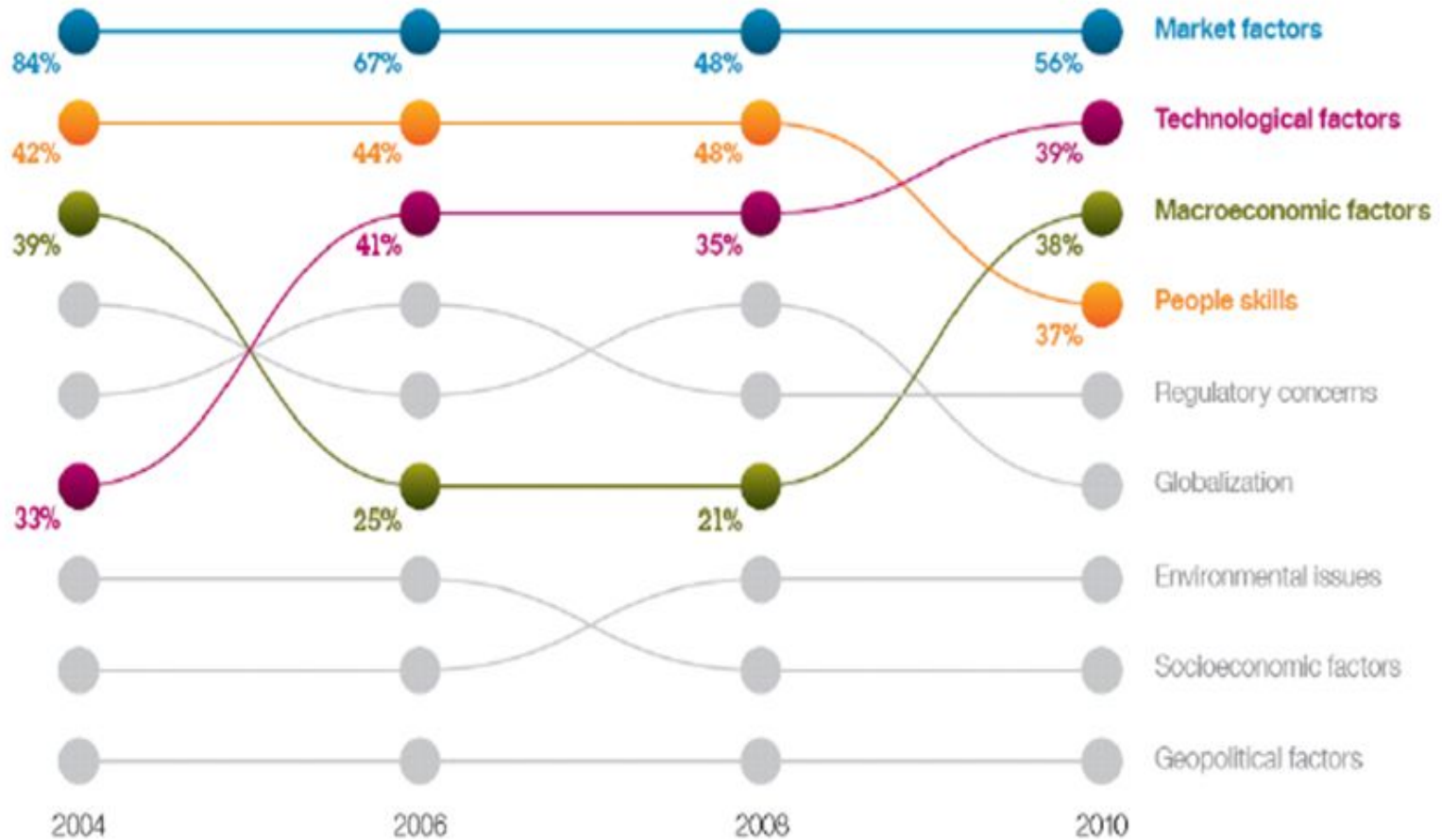
Yoichiro Ushioda
Chairman and CEO, JS Group Corp, Japan

Technology Rises as Key External Factor

56%
say market factors

39%
say technological factors

38%
say macroeconomic factors



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Business Pressures vs IT Constraints

Business Pressures

Launch new and innovative products

Shorter change cycles

Customized products for niche markets

Agents



Customers



Resellers



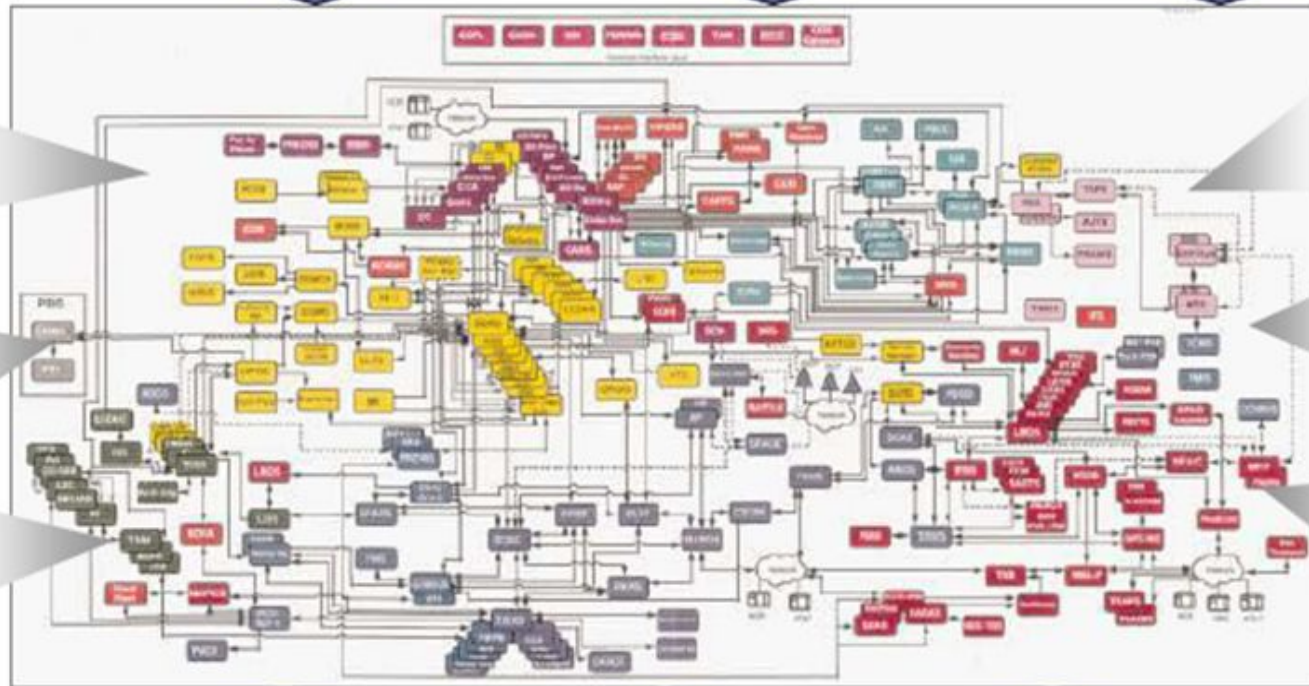
Employees



Suppliers



3rd Party Providers



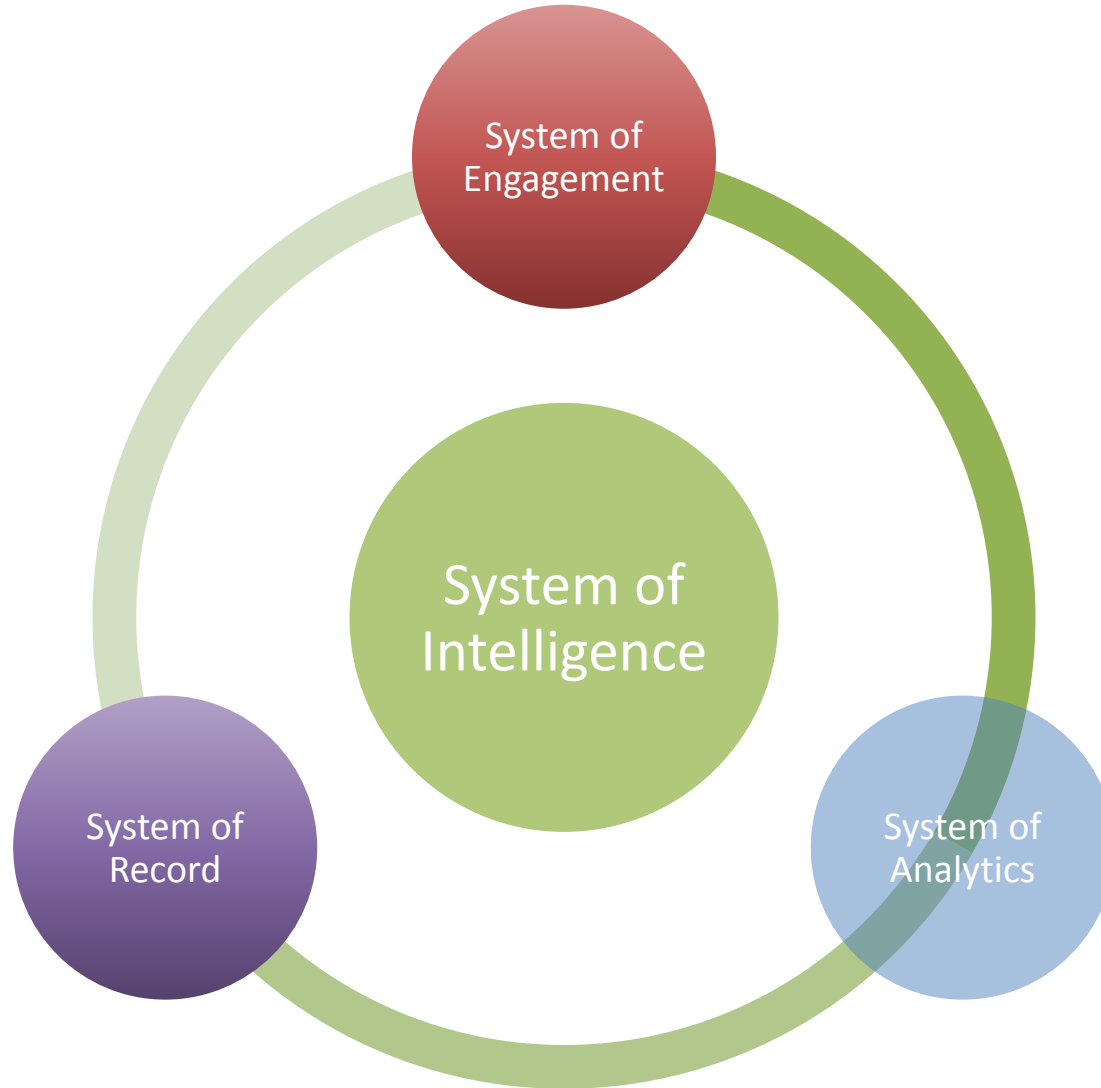
IT Constraints

Complex processes and systems

Complex applications and interfaces

IT budget spent on maintenance, not new investments

Systems Architecture



The Evolution of Enterprise IT

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

The Evolution of Enterprise IT

Systems
of
Record

Desktop

Data Center

Individual

SW License

Systems of
Engagement

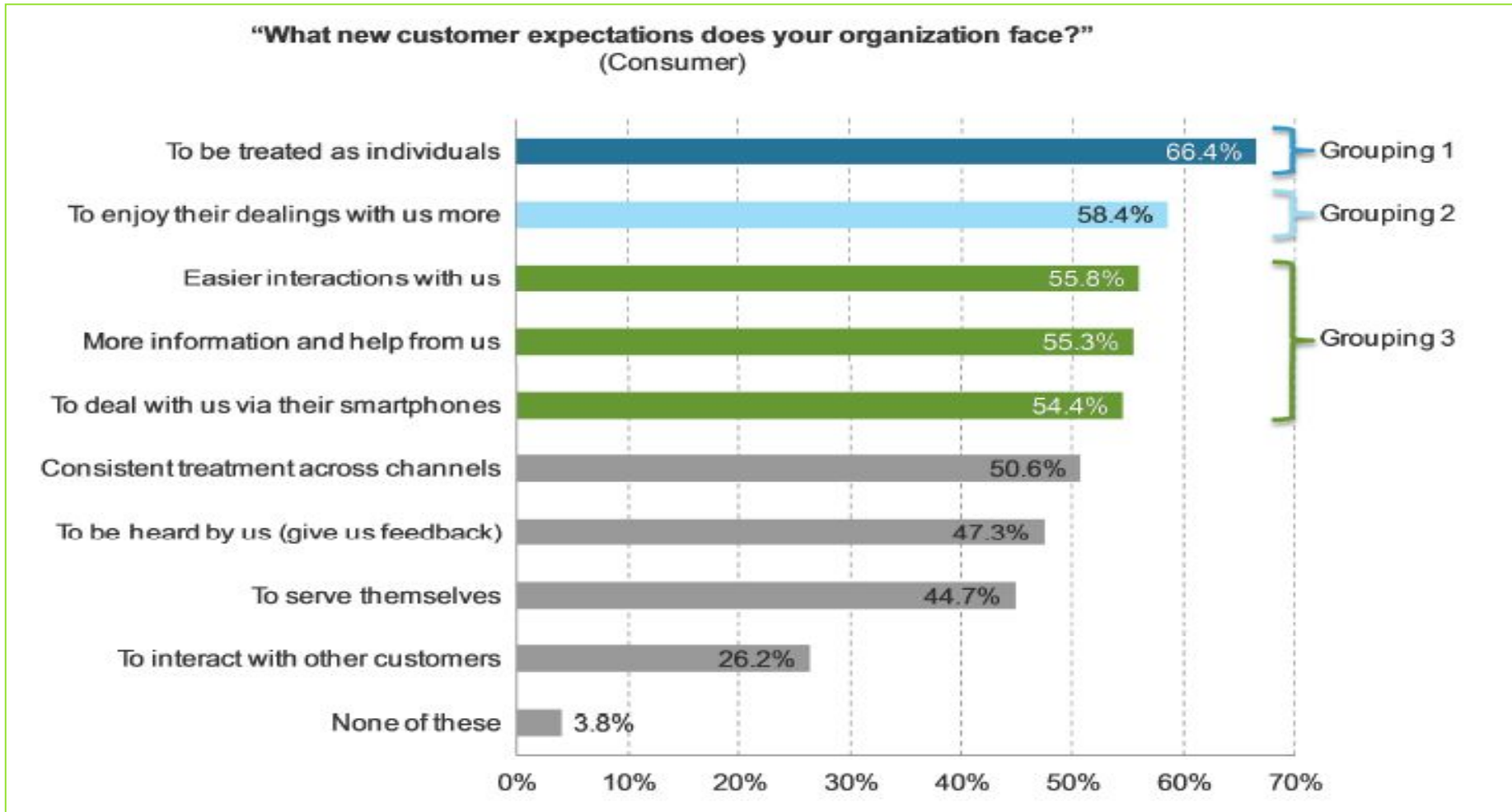
Mobile

Cloud

Social

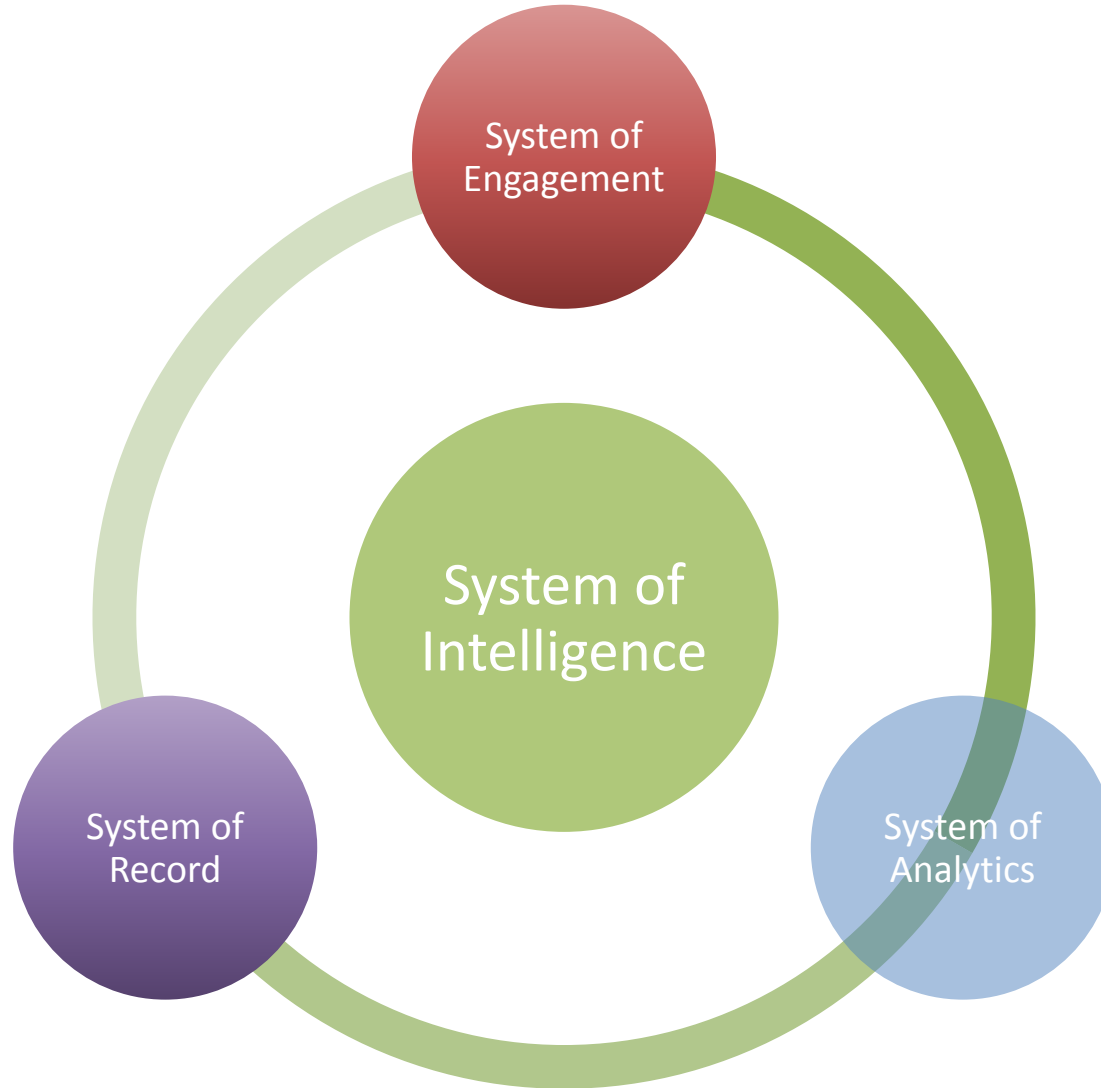
SaaS

Systems of Engagement

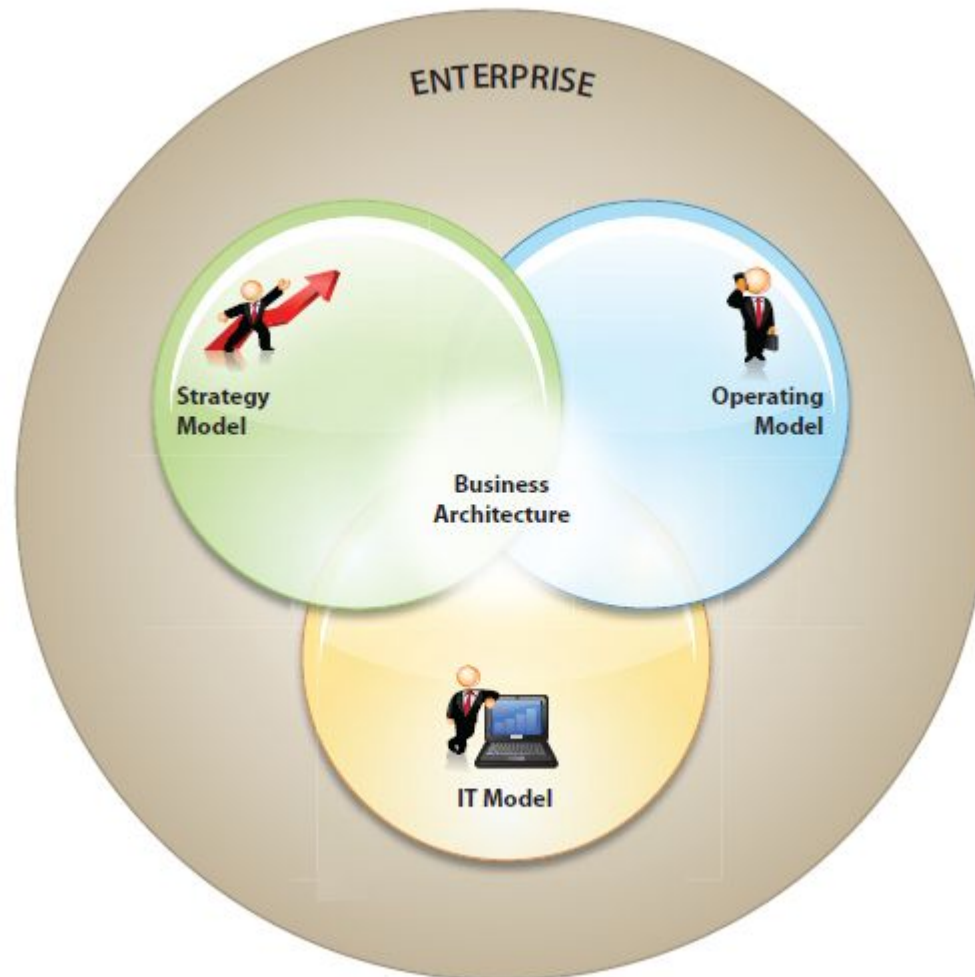


Source: Systems Of Engagement Demand New Integration Solutions — And A New IT (Forrester Research)

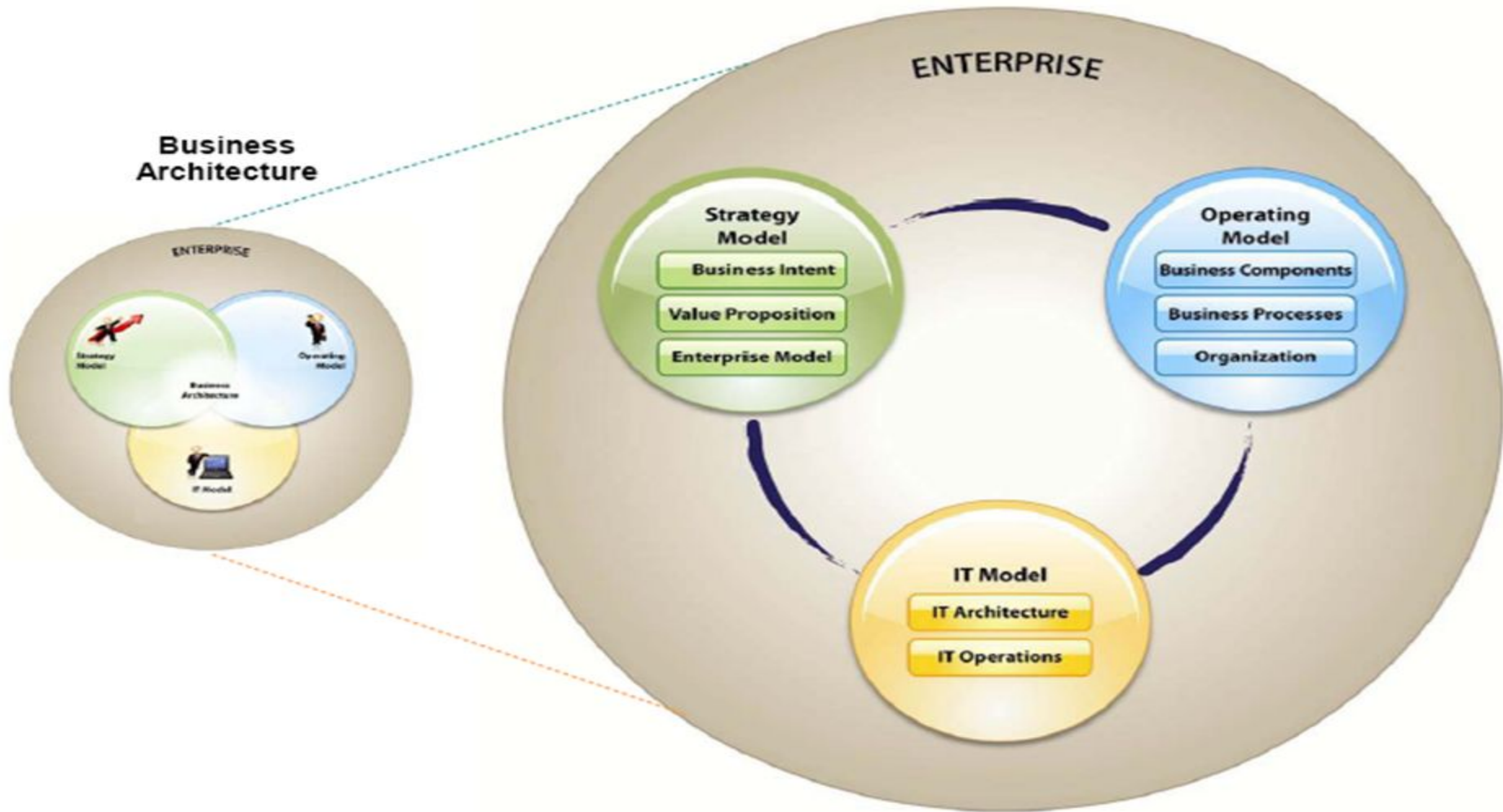
Systems Architecture



Business Architecture



Business Architect adressed Aspects and Models



Oops Our Organisational Design dates back more than 100 years

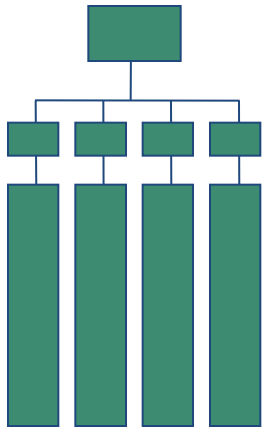
- Functional division of labour provided efficiency—but the price was inflexibility
- “You can have any color car you want, as long as it’s black.”
- Henry Ford

Component Business Model

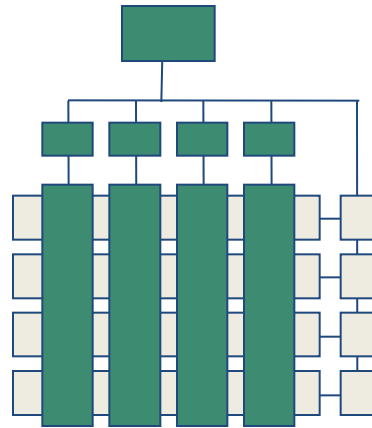
	Business Administration	New Business Development	Relationship Management	Servicing & Sales	Product Fulfillment	Financial Control and Accounting
Direct	Business Planning	Sector Planning	Account Planning	Sales Planning	Fulfillment Planning	Portfolio Planning
Control	Business Unit Tracking	Sector Management	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		
					Contact Routing	Document Management

Successful Organisations Focus on Core Processes

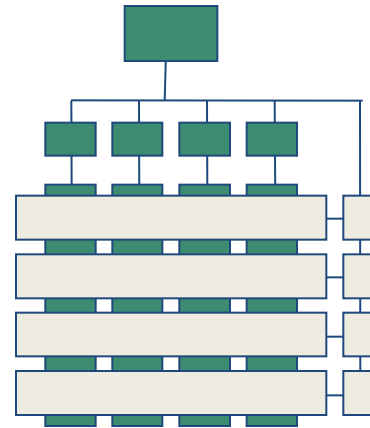
**Vertical/
functional**



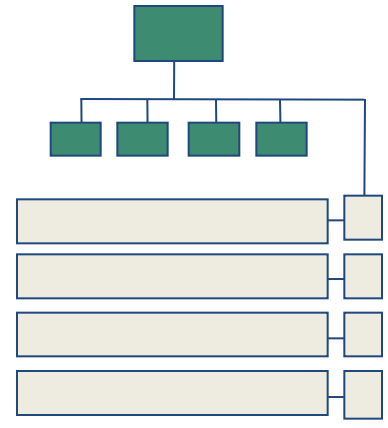
**Functional/process
overlays**



**Process/function
overlays**



**Service/process
organization**



**From traditional
LOB management**

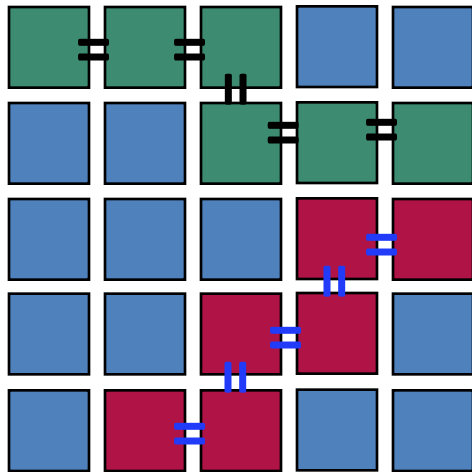


**To process-based
management**

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

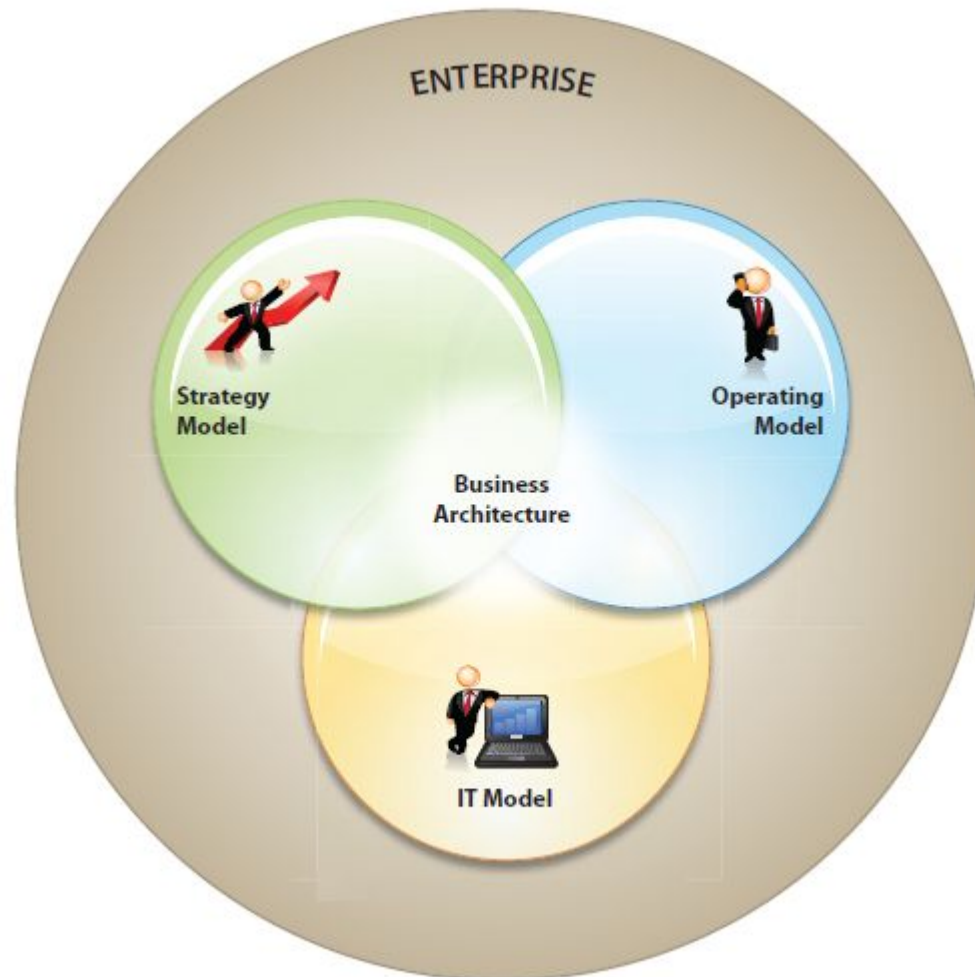
- **Delivering Effectively on the Mission**
- Aligning capital and operational investments with business strategy of the organization
- **Allowing the organization to be more adaptive and respond quickly to changing market needs**

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

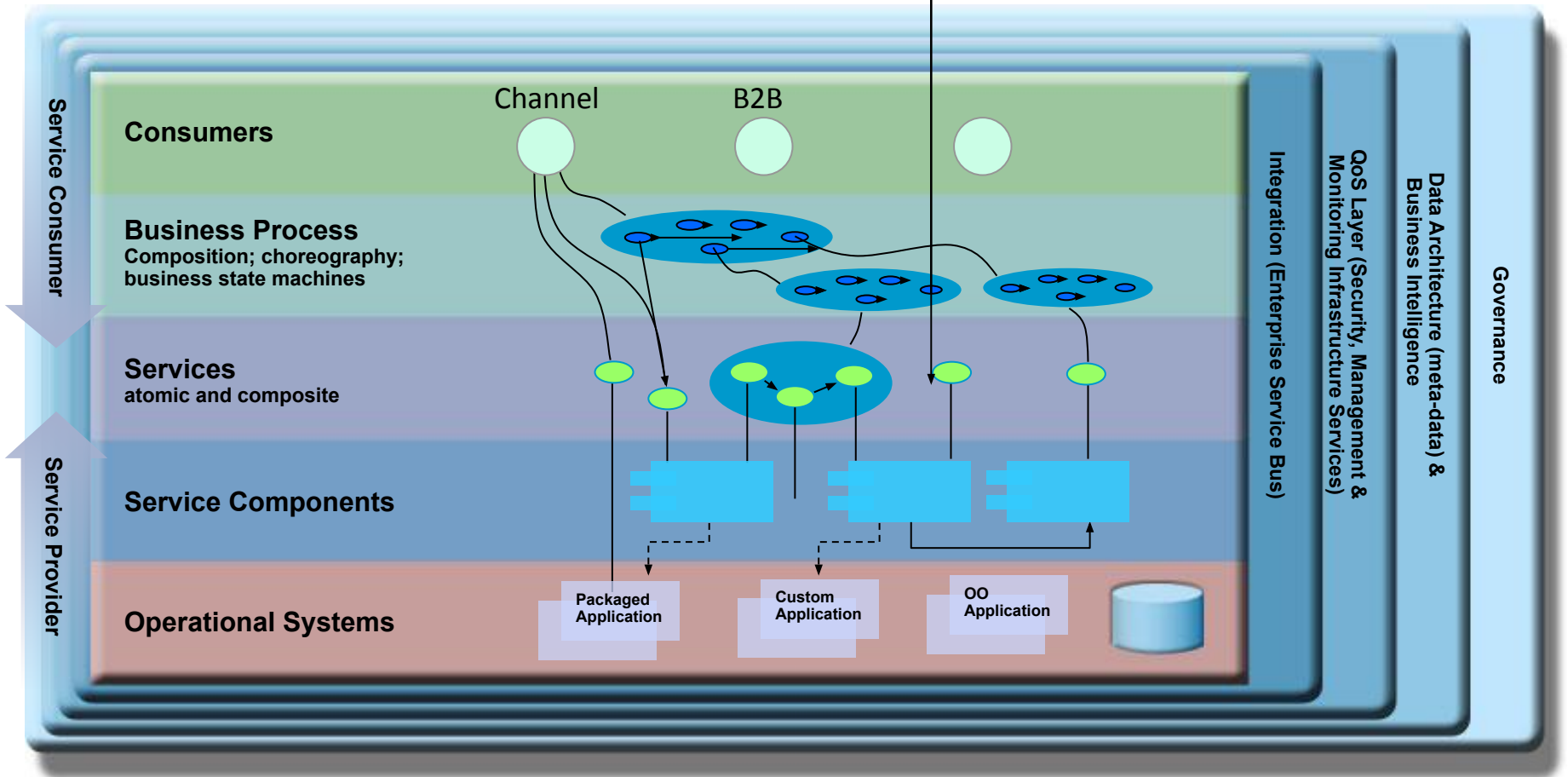
	Business Administration	New Business Development	Relationship Management	Servicing & Sales	Product Fulfillment	Financial Control and Accounting
Directing	Business Planning	Sector Planning	Account Planning	Sales Planning	Fulfillment Planning	Portfolio Planning
Controlling	Business Unit Tracking	Sector 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	Marketing Campaigns		Customer Service	Document Management	General Ledger
	Purchasing			Collections		
	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
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Execute	Staff Administration	Product Directory	Credit Administration	Sales	Product Fulfillment	Customer Accounts
	Production Administration	Marketing Campaigns		Customer Dialogue	Document Management	General Ledger
				Contract Routing		

Business Component

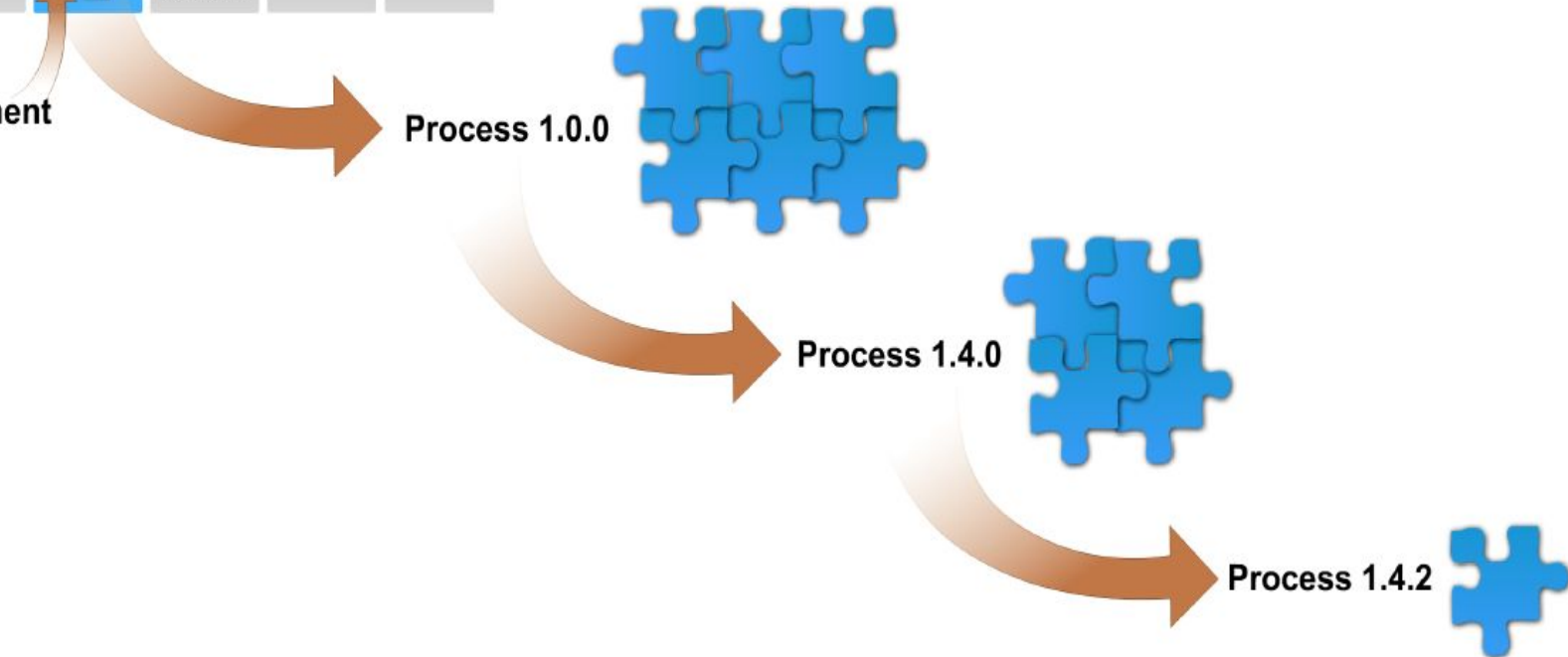
Process 1.0.0



Process 1.4.0



Process 1.4.2



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**Work smarter,
not harder !**



Easier Said than Done

Your Job is Never Done

Only 24 Hours/Day

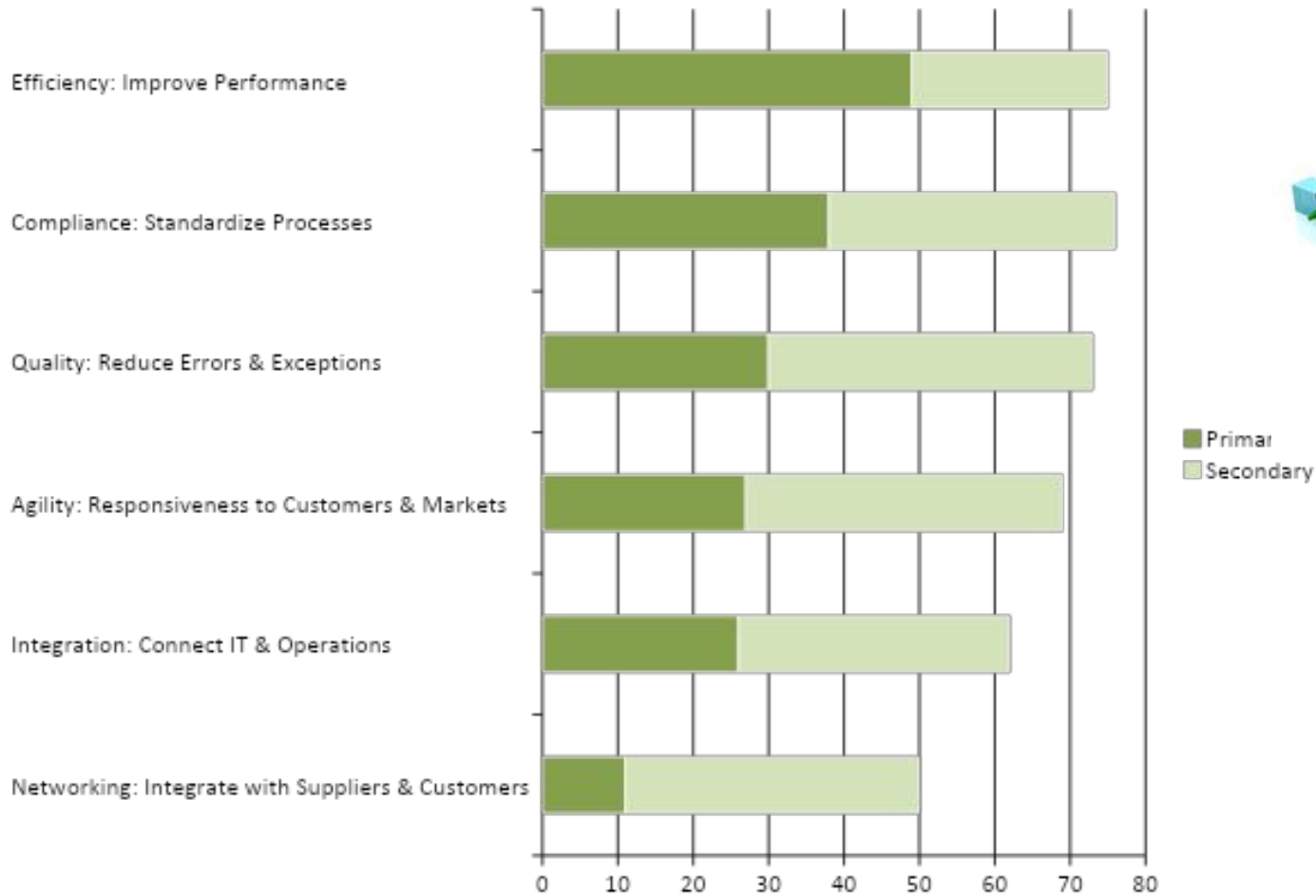
Systems Do Not Help

I'd Love To See My Family

... this day/week/...

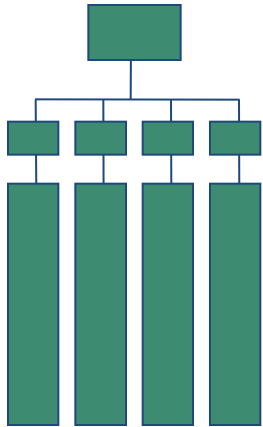


Drivers for SmartWay Initiatives

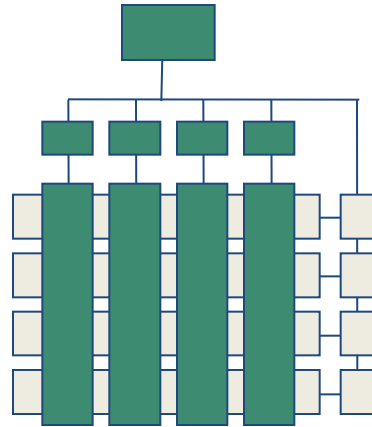


Successful Organisations Focus on Core Processes

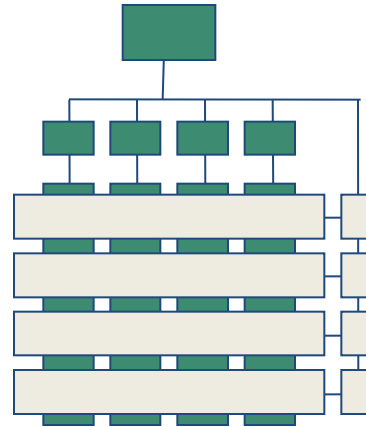
**Vertical/
functional**



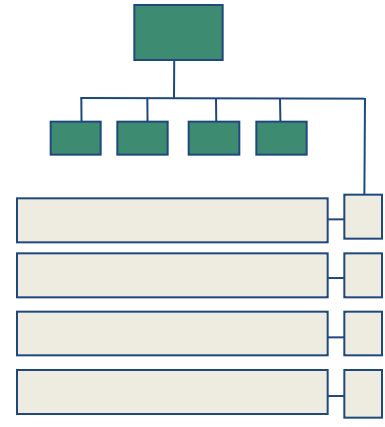
**Functional/process
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**Process/function
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**Service/process
organization**



**From traditional
LOB management**



**To process-based
management**

Collaboration is Key

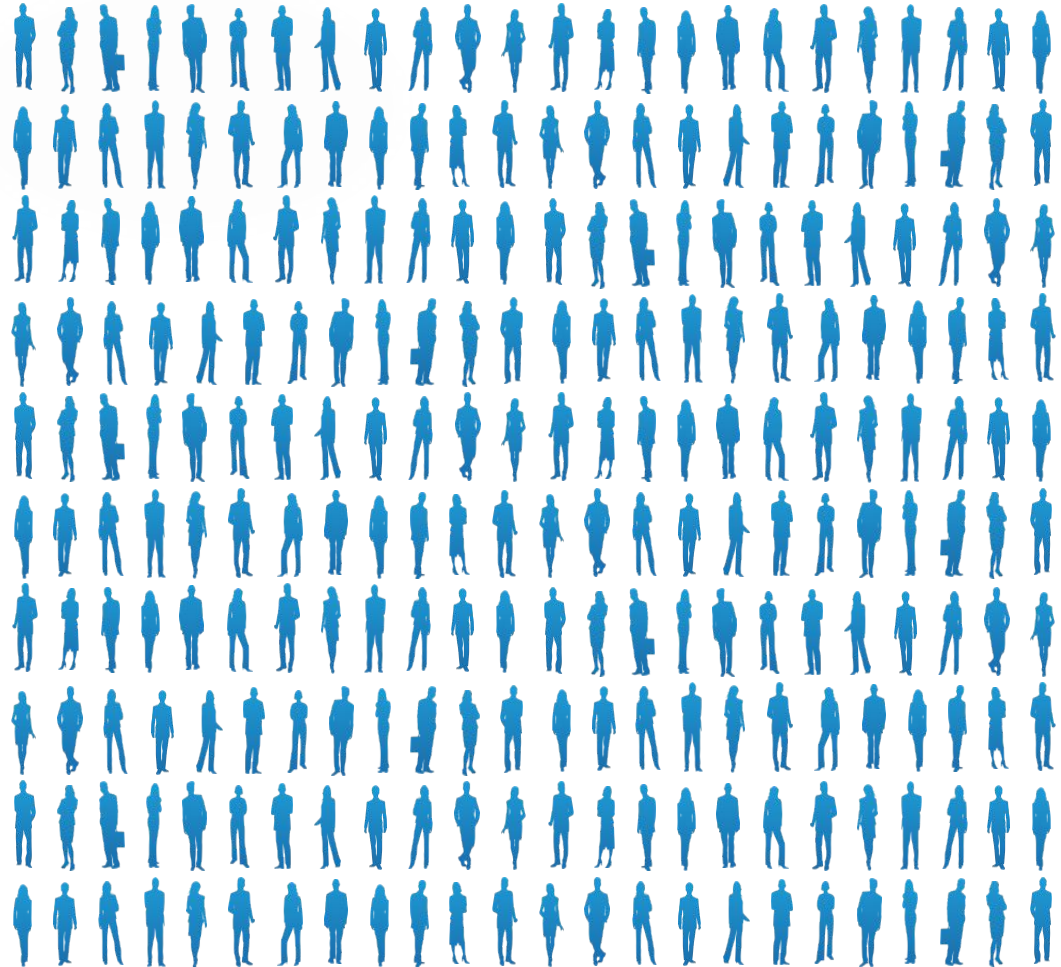
Developers



Rest of IT

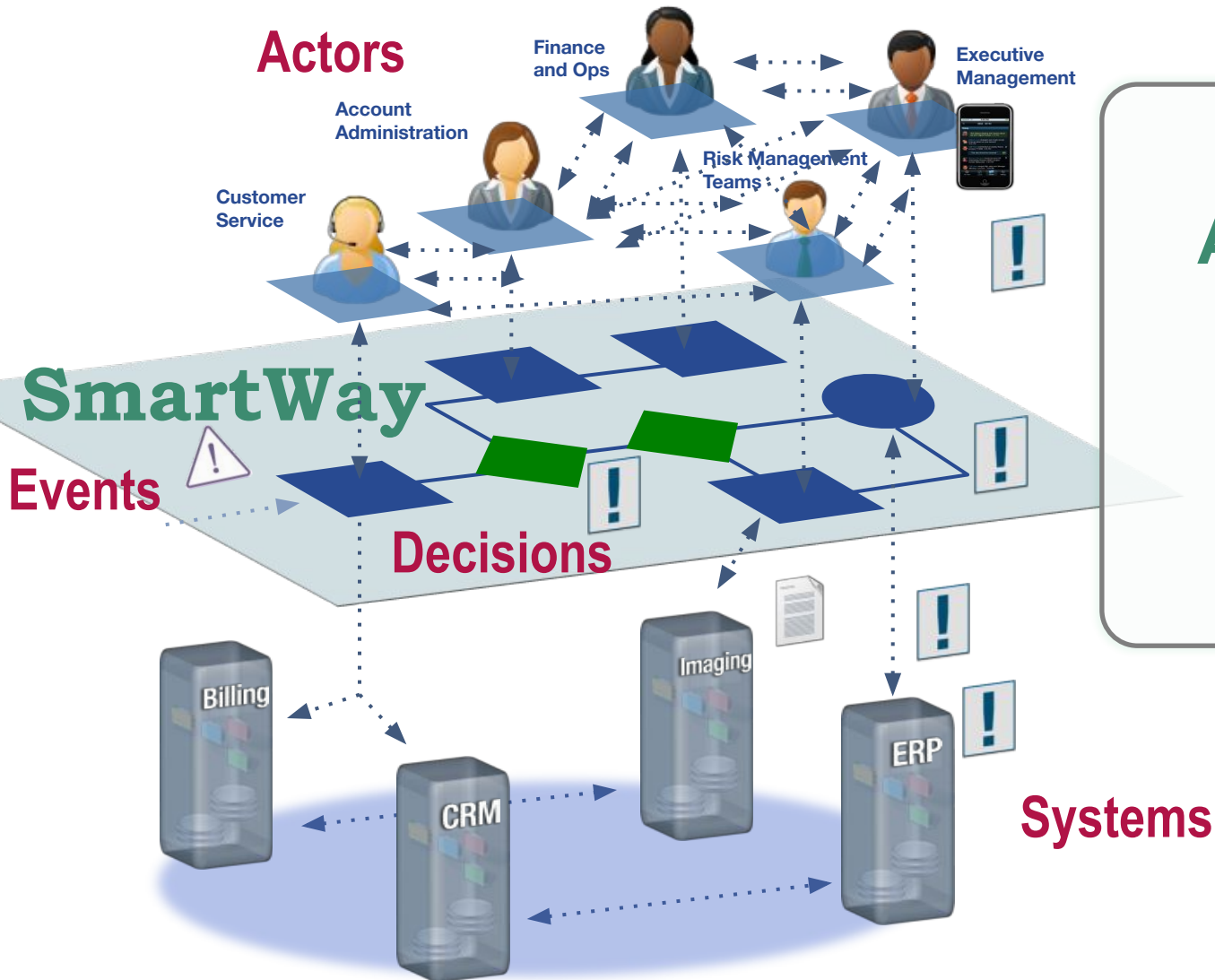


Business Participants



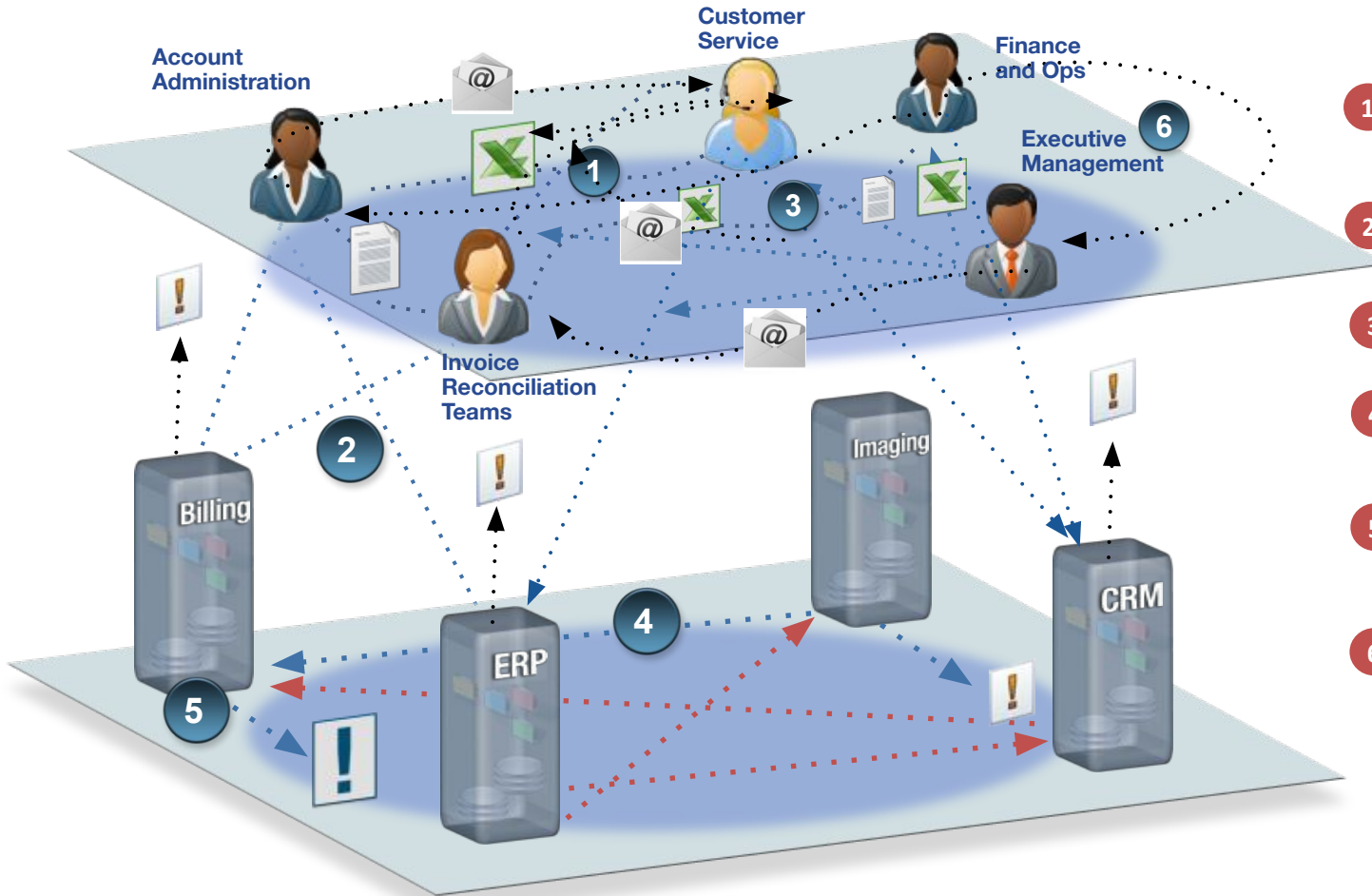
Collaboration
between
Knowledge Workers
and IT Is
The Huge
Opportunity

SmartWay Working



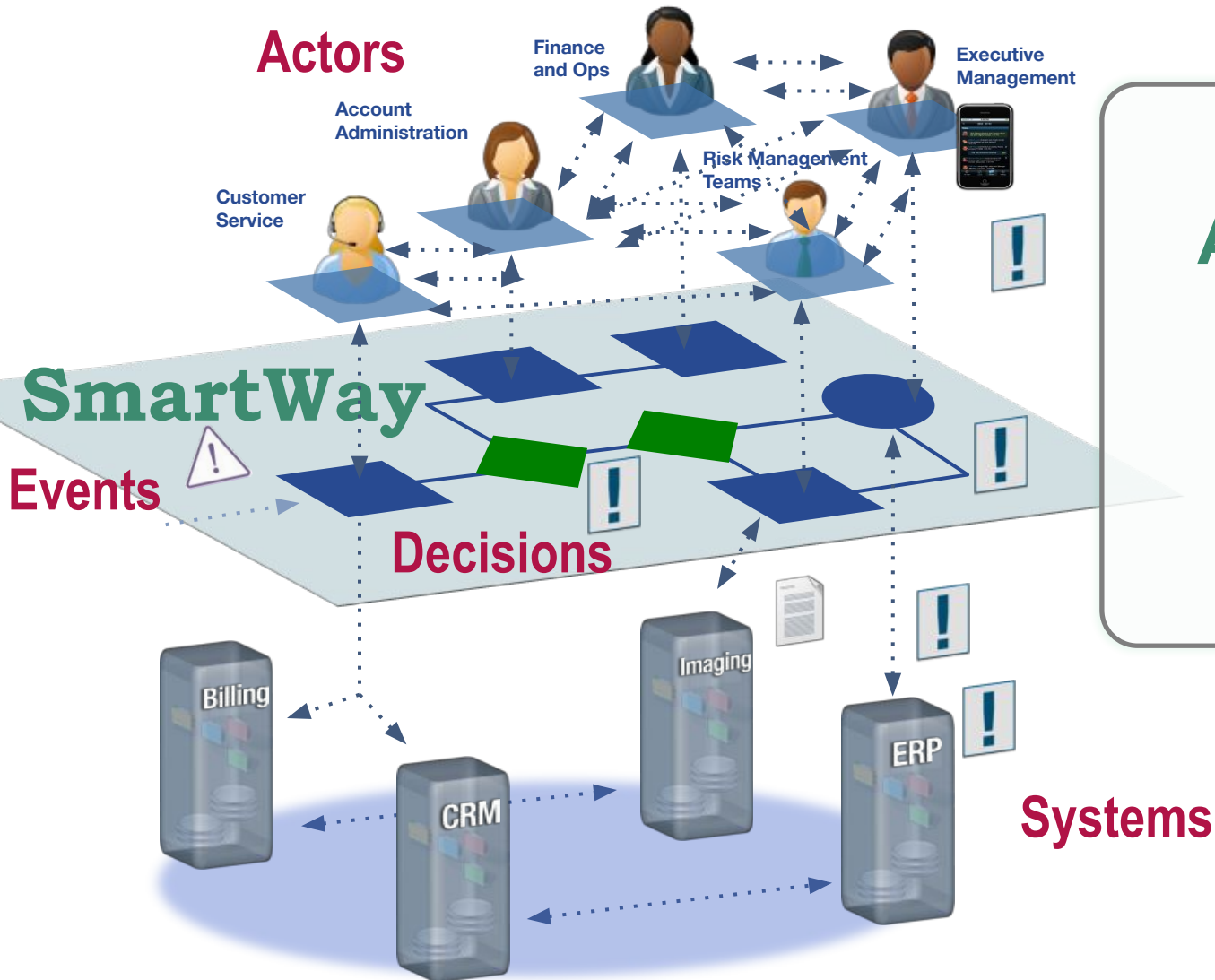
Model and Automate the Optimal Behavior of Your Organisation

“Business As Usual” Begs for SmartWay



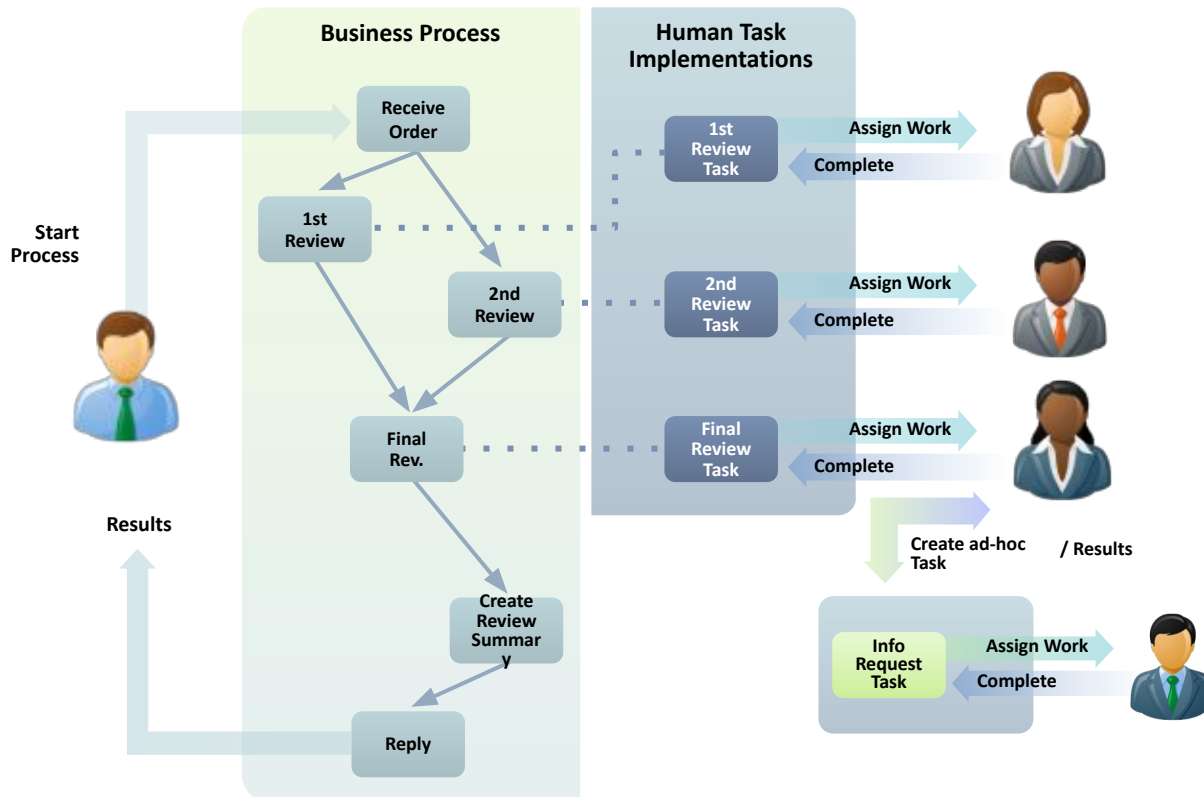
- 1 Unstructured tasks and communication (paper or email)
- 2 Inefficient working environment spans systems
- 3 Inconsistent prioritization
- 4 Incomplete or inaccurate data flow between systems
- 5 Lack of real-time response to business events
- 6 Poor Visibility Into Process Performance

SmartWay Working



Model and Automate the Optimal Behavior of Your Organisation

Smart Consistent Collaboration

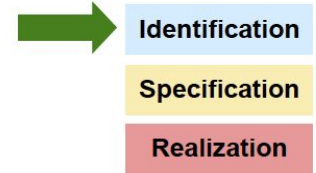


SmartWay capabilities



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

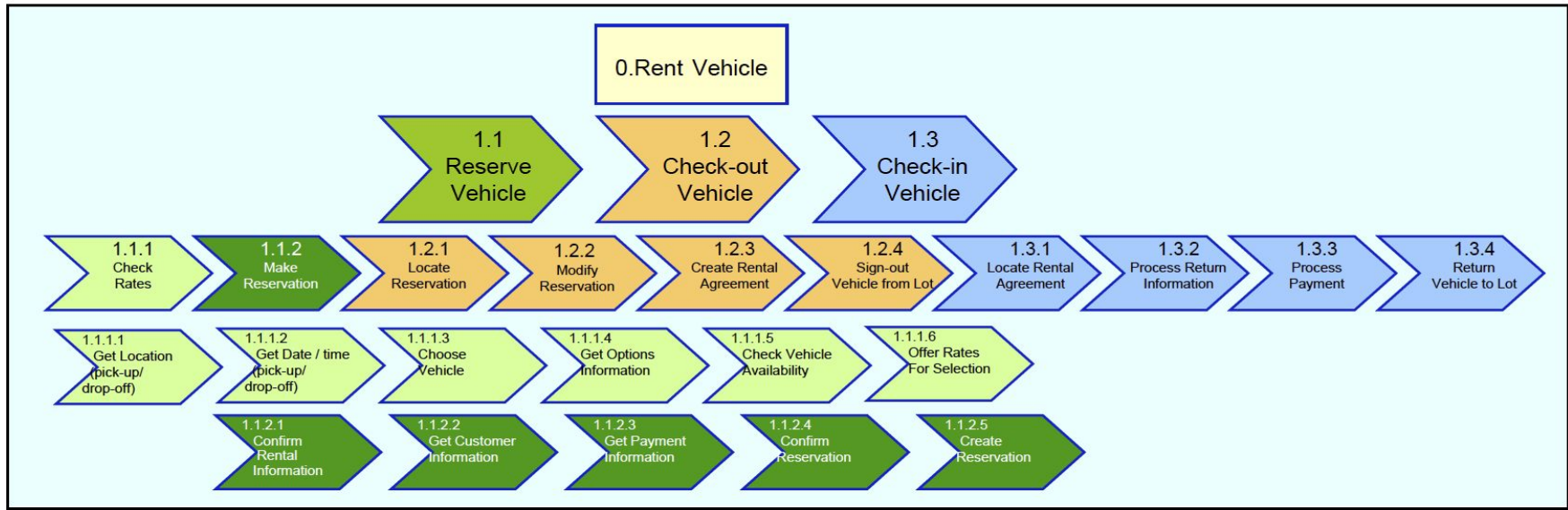
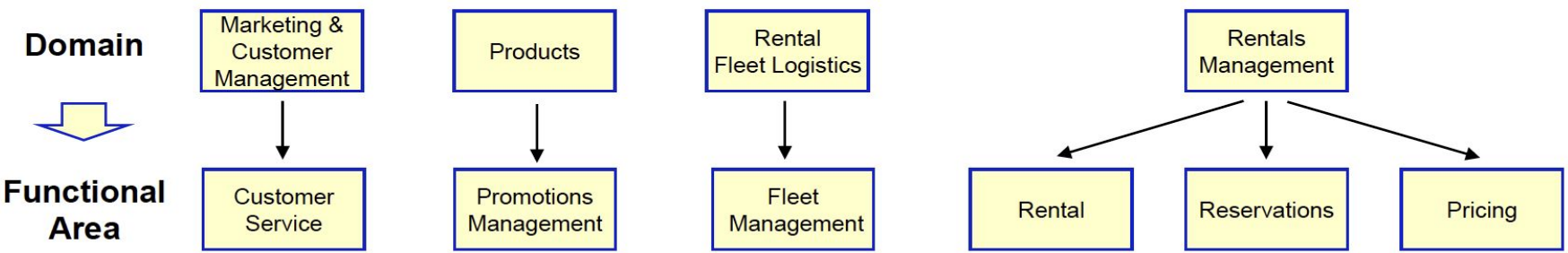
Rent-a-car Domain Decomposition Analysis



Domains

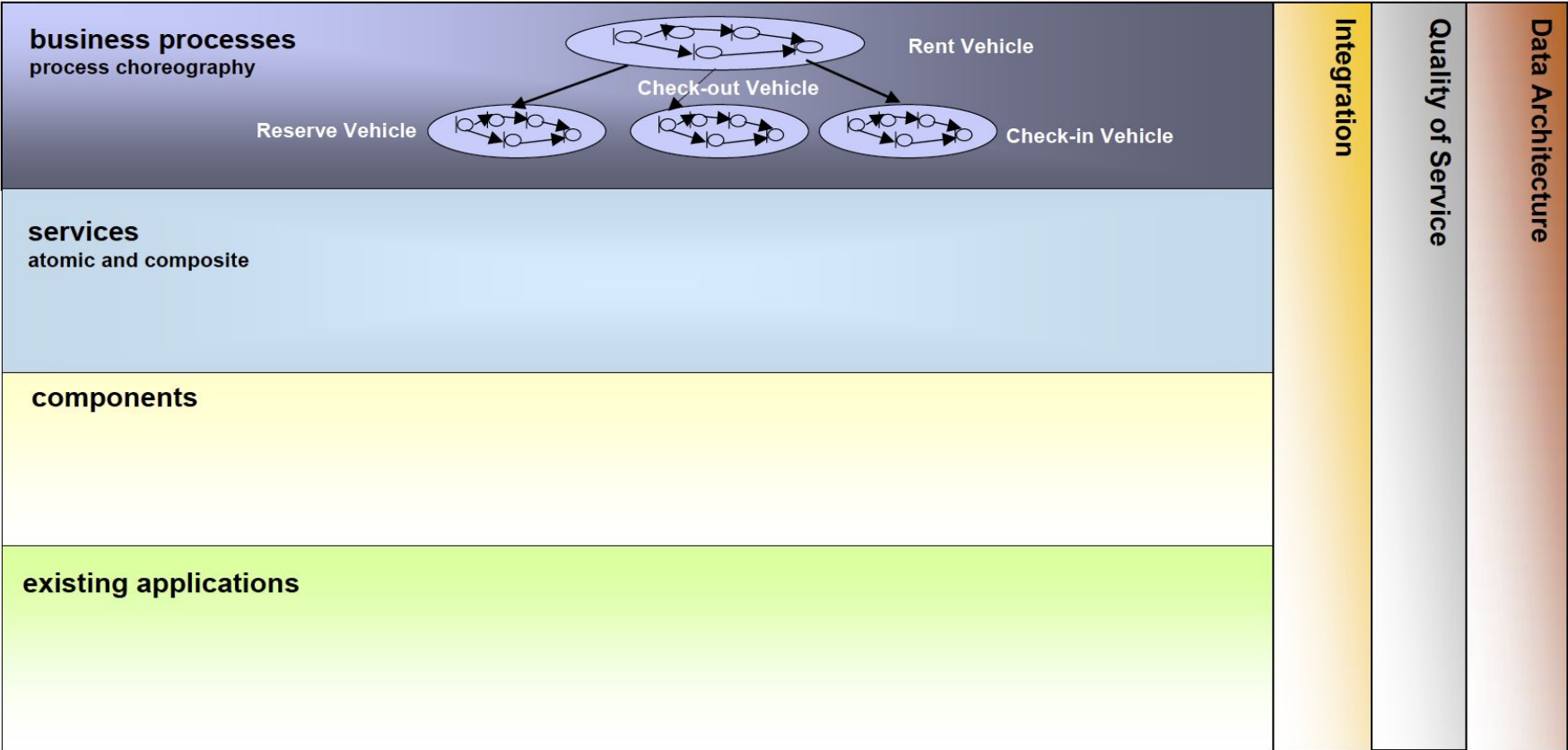
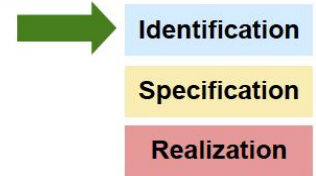


Functional Areas



EXAMPLE
For illustration only

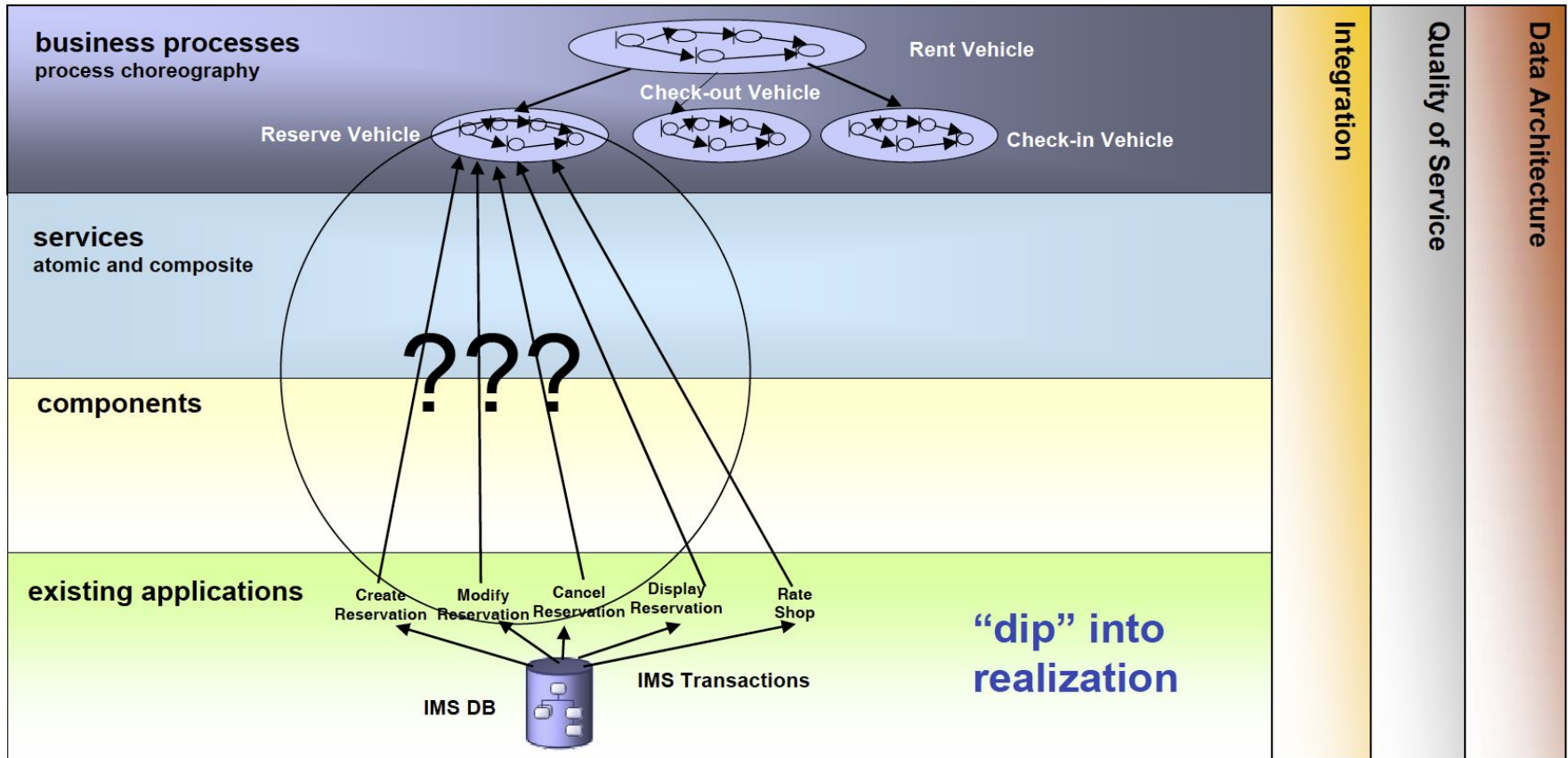
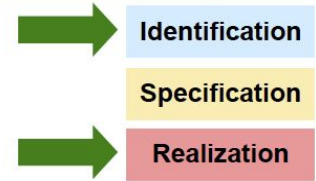
Rent-a-car Top-Down service identification



EXAMPLE

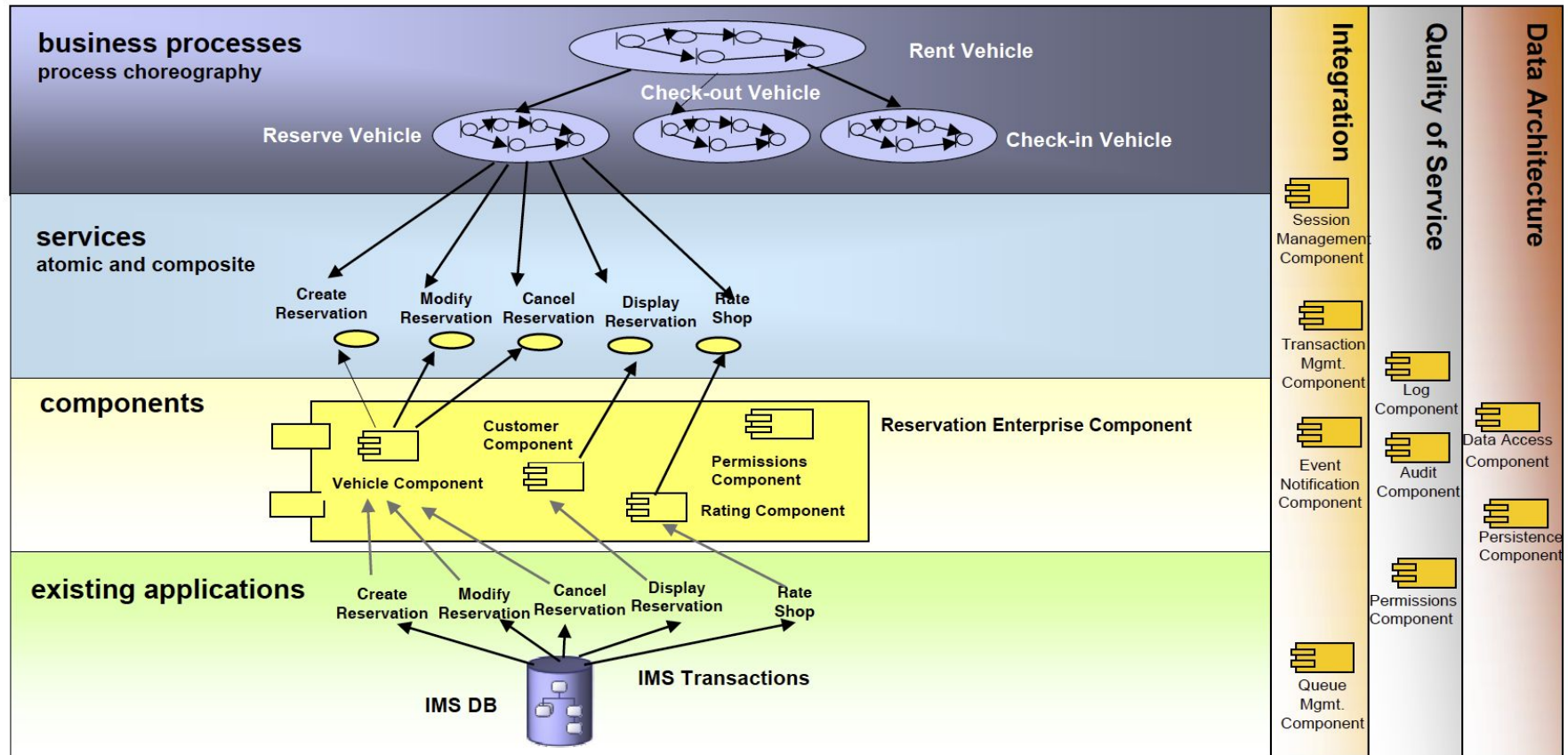
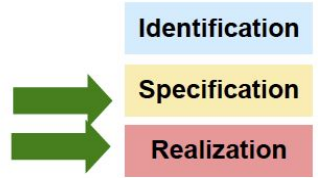
For illustration only

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



EXAMPLE
For illustration only

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.

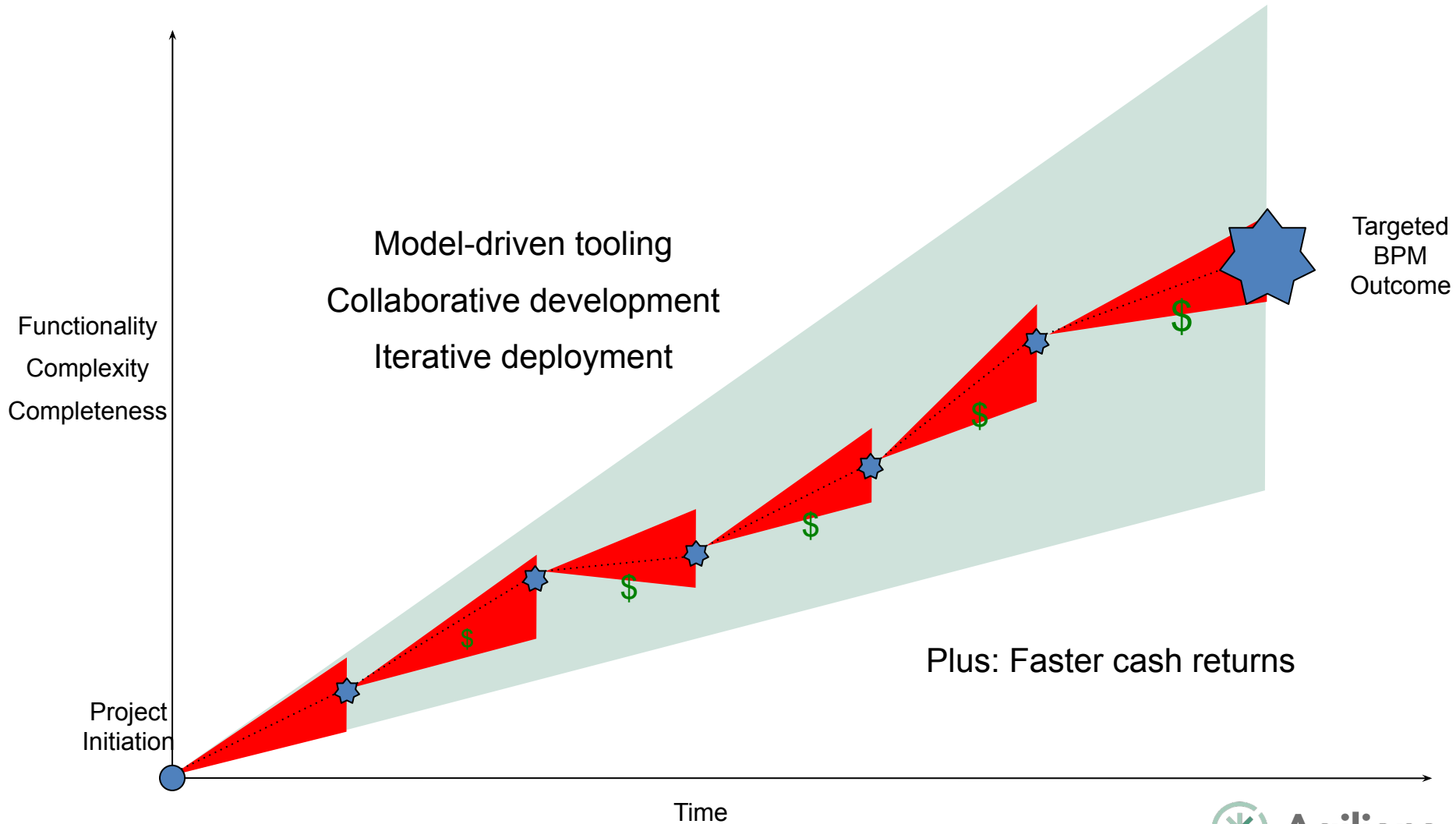
Effectiveness Benefits

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

Technical Presentation on 17/11/2016

Qualification Homework

Technical Hands-on Workshop (Qualification Required)

Interviews and Selections

Agility Hackers Exercise



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

