Subject Oriented Business Process Management

A new paradigm focussed on user’s perspective

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Business needs

- Productive workforce
- IT Supported Business Process
- Quick response to change
- Visibility of performance indicators
- Process optimization

AGILE
Challenges faced by IT teams

- Constantly changing requirements
- Requirement gaps
- Implementation time and cost is high
- Architecture not robust enough
- Compromise on quality
Business Process Management Systems

is one of the solutions
Challenges of traditional BPM System

- Model–reality divide
- Require specialized professionals
- Very complex hence difficult to adopt
- Too formal modeling languages
- High Implementation Costs
Subject oriented BPM
Process: communication between subjects

Message

Message
Modeling is subject centric

- **Receive**
  - What?
  - From Whom?

- **Send**
  - Information I Send
  - What?
  - To Whom?

- **Function**
  - Action I Perform
Subject level view

Create Approval Request

Approval Request created

Send Approval Request

To: Boss Leave Approval Request

Receive Response

From: Boss Approval

Leave Approved (end)

From: Boss Rejection

Leave Rejected (end)

Employee
Modeling language based on natural language
Process modeling with just 5 symbols
Component Architecture

Model

Validate

Execute

Administration
Challenges of traditional BPM System

- Model–reality divide
- Require specialized professionals
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Value adds

- Employees become owner of their processes, leading to motivated and more productive work environment.
- Clear visibility of processes and KPIs promote process innovation and optimization.
- IT became an enabler rather than a bottleneck.
- Reduction in implementation time and cost.
Product Journey
Our approach

Empathize and Understand

- Explore and understand pros and cons of traditional BPM
- Create user persona
- Understand user challenges and needs
- Deep understanding of principles of S-BPM
Our approach

Define Product Vision

• **Product Management Team Discussion**
  - Product team discusses findings of previous stage
  - Defines high level details about target market segment, needs of the customer that product will cater to, product landscape and business goals

• **Stakeholder Discussion**
  - Present product vision to stakeholder
  - Get stakeholder consensus on product vision
## Metasonic product vision (sample)

**Vision:** Provide the capability to business to be able to adapt their IT systems rapidly, effectively and continuously as per changing business needs

<table>
<thead>
<tr>
<th>Target Group</th>
<th>Needs</th>
<th>Product</th>
<th>Business Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users: Business Users and Employees</td>
<td>• Have a tool that allows the business users to model business processes themselves and automatically generate business applications using the process models&lt;br&gt;• Modelling language should be simple, easy to learn and easy to understand for everyone</td>
<td>• Desktop application to allow business users to model business processes based on S-BPM methodology&lt;br&gt;• Application to simulate and validate a modelled process&lt;br&gt;• An executable application should get generated out of the modelled process&lt;br&gt;• Application using multi-taction technology for business users to create business process using physical modeling kit</td>
<td>• Popularize the concept and benefits of S-BPM&lt;br&gt;• Revenue Generation</td>
</tr>
<tr>
<td>Customers: Small to mid sized organizations</td>
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</tbody>
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Our approach

Ideate

- Ideation Workshop
  - Sketch solution ideas
  - Discuss various solution sketches
  - Gather feedback and proceed with the most supported idea

- Brainstorming Sessions
Prototype and Test

- Create low fidelity prototypes
- Organize prototype testing sessions
- Collect feedback, incorporate feedback and re-test
Our approach

**Develop**

- Development team is an agile team and follows SCRUM methodology.
- It carries on development in each iteration as per defined user stories in the order of priority.
- Product owner is responsible for story acceptance based on the defined acceptance criteria
Our approach

Validate and Iterate

- Provide the product to business partners at each milestone for user testing
- Seek feedback
- Include feedback in next iterations
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- **Intriguing, fascinating** – It has caught our interest or curiosity during the past six months


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