

## Business Process Re-engineering for Competitive Advantage - 4 Days

### Course 381 Overview

- You Will Learn How To**
- Select, organise and implement a business re-engineering project using CLAMBRE/UML
  - Achieve competitive advantage by capitalising on technology opportunities and the application of UML tools
  - Maximise customer satisfaction by matching process design to customer needs
  - Identify typical symptoms of business process dysfunction
  - Redesign workflow and structure successfully within the business
  - Ensure best practice through the application of business patterns
- Course Benefits** Faced with a rapidly changing business environment, organisations are under pressure to effect dramatic performance improvements. Business process re-engineering (BPR) improves productivity through redesign, innovation and the enabling power of modern technology. In this course, you gain the critical skills needed to implement BPR within your organisation. It provides a use case-driven approach utilising proven tools and techniques for re-engineering key elements of your business.
- Who Should Attend** Business analysts, systems analysts and those who lead or participate in projects that involve simplifying, improving, restructuring, modelling or re-engineering key business processes.
- Workshop Course** Workshops and demonstrations, which provide you with key skills of the re-engineering process, include:
- Profiling the customer
  - Determining anomalies in worker roles and responsibilities
  - Mapping essential business processes using UML
  - Incorporating business patterns for knowledge reuse
  - Identifying symptoms of process dysfunction
  - Streamlining the organisation
  - Establishing the process boundary with UML use case diagrams
  - Describing workflow using UML activity diagrams
  - Eliminating process redundancy
  - Simulating a business process

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### Course 381 Outline

#### Introduction and Overview

##### The what and why of business process re-engineering (BPR)

- Maximising competitive advantage through radical redesign
- The need for re-engineering
- Determining what re-engineering is and is not
- Focusing on the business process
- Achieving cost reduction and revenue generation goals

##### Applying the proven CLAMBRE/UML framework for re-engineering

- Modelling standards: UML and BPMN
- Customers vs. stakeholders
- Identifying activities and information structure
- Creative right-brain thinking

#### Targeting the Customer

##### Exploring the customer interface

- Expanding customer roles with aggregation
- Refining customer types using generalisation
- Establishing an accurate customer profile

##### Documenting customer values and needs

- Service provision vs. product supply
- Evaluating customer satisfaction: quality, flexibility, speed, cost, service
- Categorising customer relationships using the PRIDE checklist
- Assessing how effectively the business process meets customer needs

#### Modelling the Business Process

##### Pinpointing processes for re-engineering

- Uncovering core business processes
- Choosing suitable metrics to assess process performance
- Detecting business process antipatterns
- Presenting findings to senior management

##### Describing worker roles and responsibilities

- Identifying anomalies in worker roles using cross-reference matrices
- Mapping a business process using UML activity diagrams
- Partitioning activities between roles

#### Analysing the Business Process

##### Detailing business processes

- Selecting appropriate UML tools
- Scoping the process with UML use case diagrams

- Pinpointing key business actors
- Modelling alternative workflows
- Capturing ineffective business activities

##### Exploring the business structure

- Revisiting organisation infrastructure
- Mapping information using class diagrams
- UML business stereotypes
- Designating process architecture with communication diagrams
- Removing restrictive structures

#### Redesigning the Business Process

##### Maximising the benefits of information technology

- Web-enabled technology
- Interaction through social spaces
- Designing future-proof business systems
- Business intelligence solutions
- Enterprise Information Systems

##### Redefining customer-process boundaries

- Adapting the business process to benefit specific customer types
- Integrating and capitalising on technology opportunities
- Personalising the process
- Meeting and exceeding customer expectations

##### Creating the new process using best business practice

- Incorporating business patterns
- Resolving process anomalies
- Comparing strategic alternatives
- Ensuring durable, reliable information management

##### Rolling Out the Re-engineered Process

- Re-educating the workforce
- Linking metrics with customer satisfaction
- Supporting ongoing process improvement
- Monitoring and measuring results
- Demonstrating success