



IBM Software Group

Using Business Scenarios in the Software Development Process

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WebSphere® software



e business software

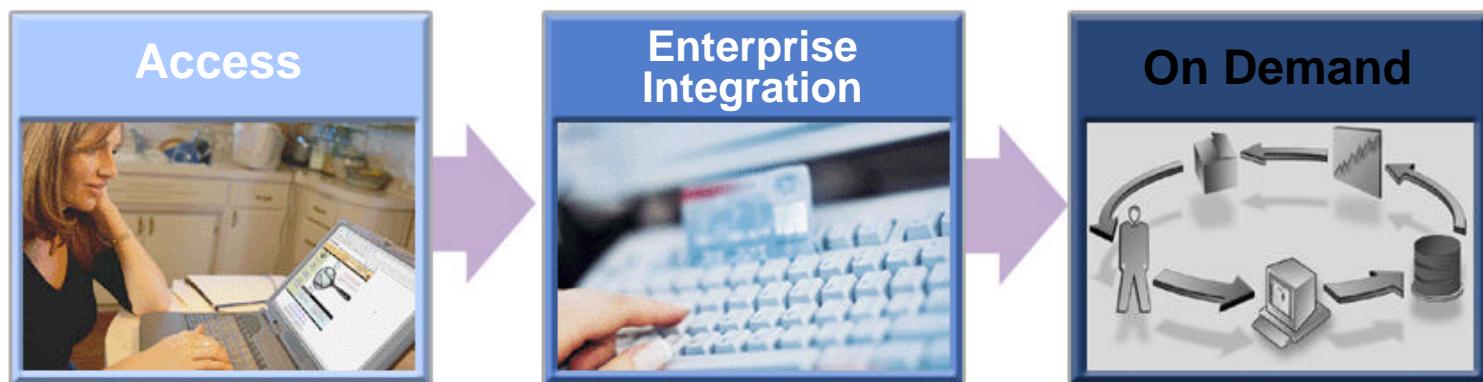
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Agenda

- Why Business Scenarios?
- What is a Business Scenario?
- Understanding who is doing what?
- What is a Technical Scenario?
- Influencing the Software Development Process
- Results



Evolution of e-business



Access | Publish | Transact | Integrate Internally | Integrate Externally | Adapt Dynamically



Why Business Scenarios?

- Provide the context of how the products will be used
- Reduce the complexity of what developers need to consider
- Focus on solutions to customer problems rather than the “nice to have”s



Market Dynamics

From management of transactions to horizontal integration for e-business on demand



Evolving Business Scenarios

- Phase 1 – Identify scenarios based on business problem
 - Representative of a large number of customer solutions
 - Representative of a small number of large customer solutions
 - Addresses a number of known customer issues
- Phase 2 – Validate that they are important strategically
 - Review with marketing
 - Review with architects
- Phase 3 – Identify architectural issues in products
 - Prototype enough of the scenario to drive out architectural issues
 - Identify line items for products
- Phase 4 – Ensure scenario can be implemented
 - Test scenario by implementing to ensure it works

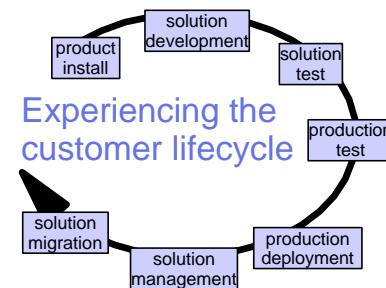


What is a Business Scenario

- Business Scenario (revenue potential, customer profile, business pains, etc.)
 - Business Use Cases
 - Steps (business role, duration, description)
 - Technical Solution (architecture, technical issues, existing infrastructure, etc.)
 - Technical Scenarios (products, components, design, etc.)
 - Technical Use Cases (views)
 - Steps (technical role, duration, description)
 - Line Items



Sample Business Scenarios



Mergers & Acquisitions Scenario Objective

- Expand market opportunity by acquiring a channel to the web. Must increase profitability by reducing infrastructure costs.

Customer Benefits:

- Create a single, complete view for each customer.
- Quickly converge administration processes of acquired companies.
- Minimize the impact of convergence and costs on IT infrastructure.

Private Exchange Scenario Objective

- Provide a one-stop shopping exchange for a set of suppliers and buyers by making product information available to the exchange participants

Customer Benefits

- Reduce costs associated with multiple manual data entry processes
- Improve quality/accuracy of product information
- Reduce cycle time to get product information to the market -- including new products

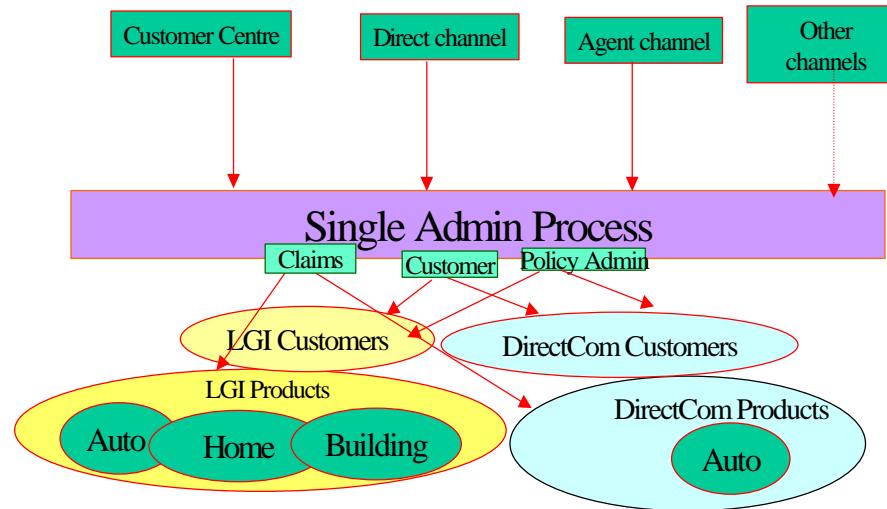
Customer Loyalty Scenario Objective

- Aggregate the customer view across the total portfolio to provide consistent support/service
- Provide customer access anywhere and anytime....clicks & mortar

Customer Benefits

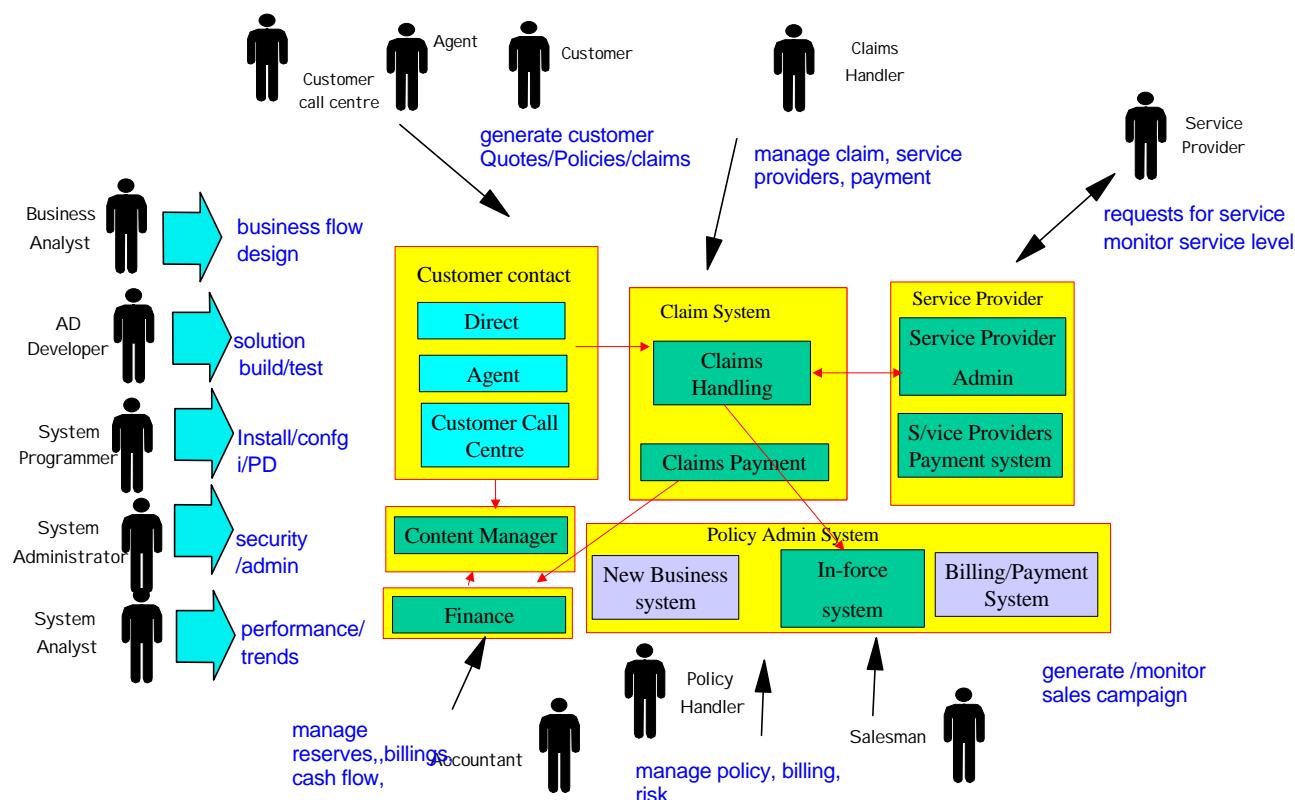
- Improve profitability by maintaining customer base & increasing number of services
- Increase customer service & marketshare

Business Scenario



Lord General Insurance (LGI) acquiring DirectCar for access to its successful web channel operations and for its relevant IT skills. LGI needs to quickly consolidate the customer records and policy information to enable a single face to the customer and improved target marketing

Who is doing what



Business Use Case: Investigate Claim

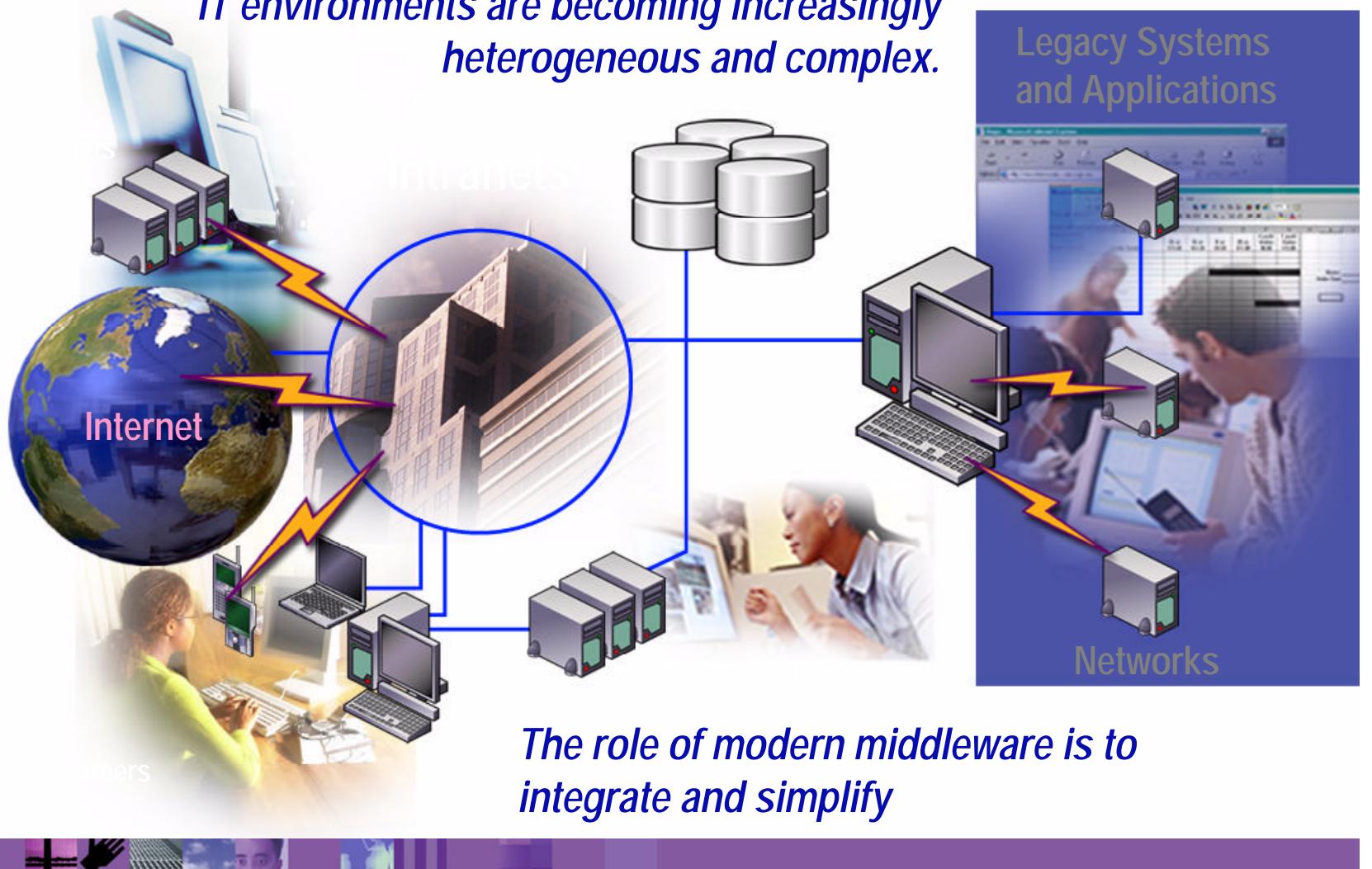
The Claims Handler requests and collates various sources of information pertaining to the claim from internal and external sources

Step	Role	Step Description
1	Claims Handler	Claim Handler logs into the Business Process Management system and is presented with a view of claims in a 'Valid Claim' status. The Claim Handler selects a Claim and retrieves details for that Claim
2	Claims Handler	Check previous claim history -> Alert-. Claims exceeding \$30000 NOTE: other external 3rd party checks could include <ul style="list-style-type: none">- A Medical Examination,- An Assessment for another vehicle in addition to the policy holders vehicle- A Legal document from a solicitor- If claimant stated police were involved , it may have been necessary to request a police report All checks should be completed before moving to the next activity!
3	Claims Handler	Send externally for detailed Assessment of damage
4	Claims Handler	Check 3rd party and Assessor report (Assumed in Auto to be unstructured), although standard assessor reports could be sent via EDI



Today's Enterprise IT Environment

IT environments are becoming increasingly heterogeneous and complex.



Technical Roles

Technical user roles:

I. Business Analysis

Business Analyst

II. Up & Running

Product Installer

III. Solution Development & Deployment

Solution Architect

Security Architect

Application Developer

User Interface Developer

Information Developer

Internal Tools Developer

Solution Integrator

Solution Tester

Solution Deployer

IV. System Administration & Operation

System Administrator



Technical Use Case: Production Environment install

The production environment is sacred. Therefore the products need to be installed and backed out quickly if they cause any adverse impact on existing products or solutions

Step	Role	Step Description
1	Solution Deployer	Back up existing software and data
2	Systems Administrator, Solution Deployer	Review hardware and software levels across the entire production environment
3	Solution Deployer	Apply prereqs and test
4	Solution Deployer	Install solutions/products on the production environment
5	Solution Deployer	Apply any urgent quickfixes and test
6	Solution Deployer	Prepare to back out to previous level if problems occur



Influencing the Software Development Process

- Adding business use cases to the product “theme” documents
- Adding use cases to the component design documents
- Building samples around business scenarios
- Building testcases around technical use cases

- Product architects using business scenarios to make tactical decisions so that they fit with strategy

- Use business scenarios to prototype new technologies

- Use business scenarios to incrementally add new component features



An Example of how it Helps Development

- Business use case
 - On every logon, the user's information is displayed to the user. They can change it if it is incorrect.
 - Technical use case
 - Retrieve the data for the customer from the "Customer" Entity EJB
 - Problem:
 - Developer focussing on how to optimize ejbCreate implementation
 - However, scenario shows following usage pattern:
 - ejbCreate called 4% of the time
 - ejbLoad called 70% of the time
 - ejbStore called 25% of the time
 - ejbDelete called 1% of the time
- Therefore, based on scenario, developer should focus on optimization mechanism for ejbLoad rather than ejbCreate



Results

- Changing the development culture to focus on customer solutions
- Helping make the “is-it-nice” or “is-it-necessary” kind of decisions
- More general knowledge of what customers are trying to do with our products

- Interesting side-effects
 - Customers interested in the process
 - Using business scenarios to build their own platform
 - Customers interested in how their scenarios map to the ones we are addressing in development (ie. Coverage)

Providing e-business on-demand

