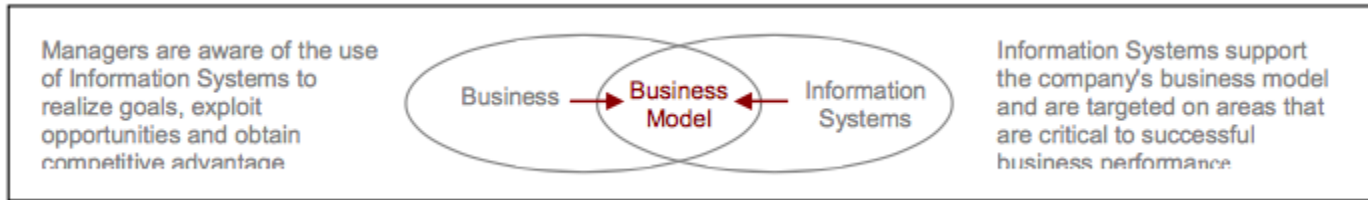


the next gen biz analyst

for finishers of Bund's CIS 315

what they're doing

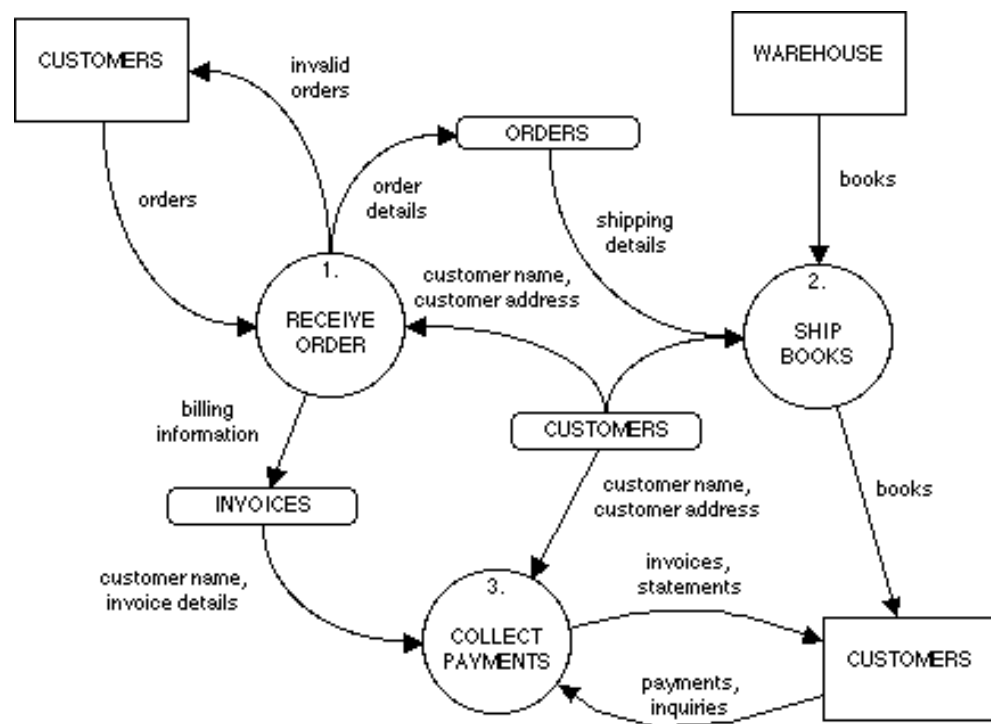
- problem domain analysis
- corporate strategy
- business process improvement, BP automation, BP reengineering
- requirements analysis
- software, infrastructure and database design



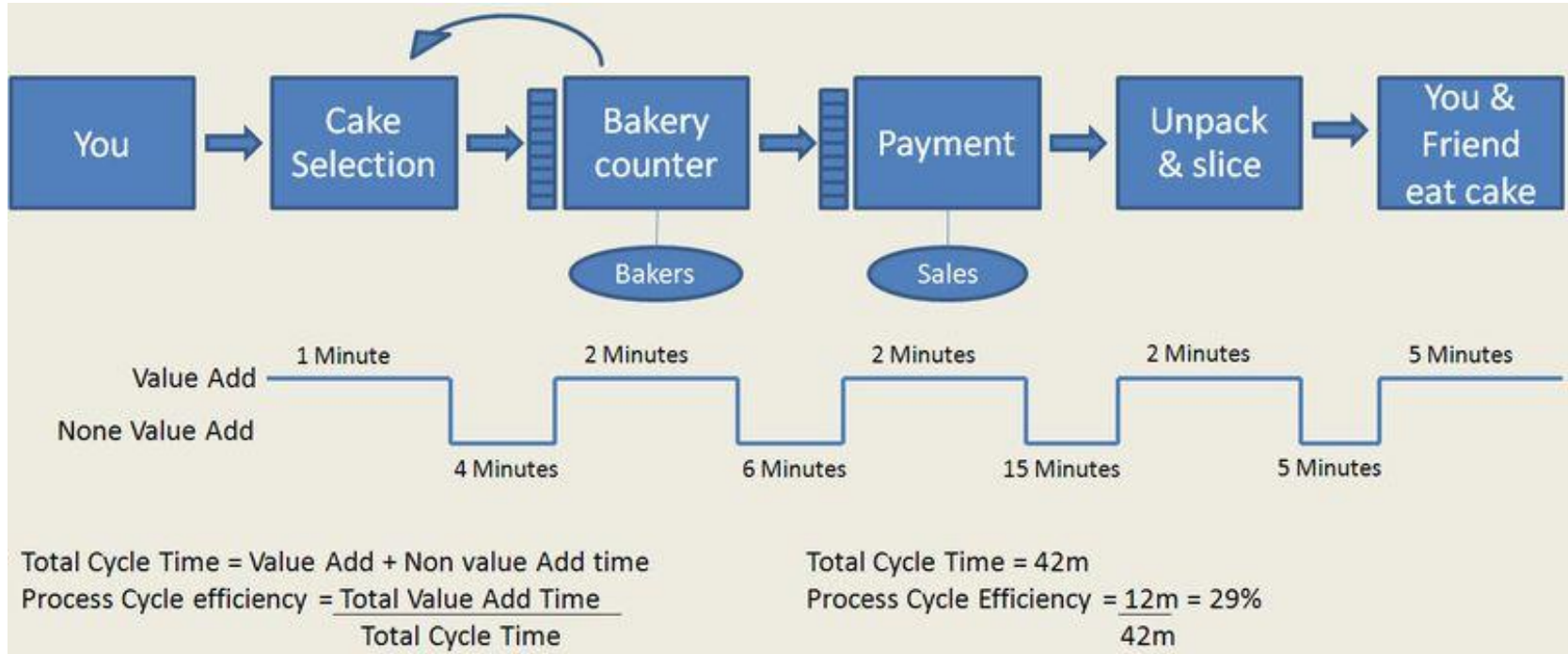
problem domain analysis

- document existing business using:
 - data flow
 - value stream analysis
 - kanban
 - org charts
 - venn diagrams

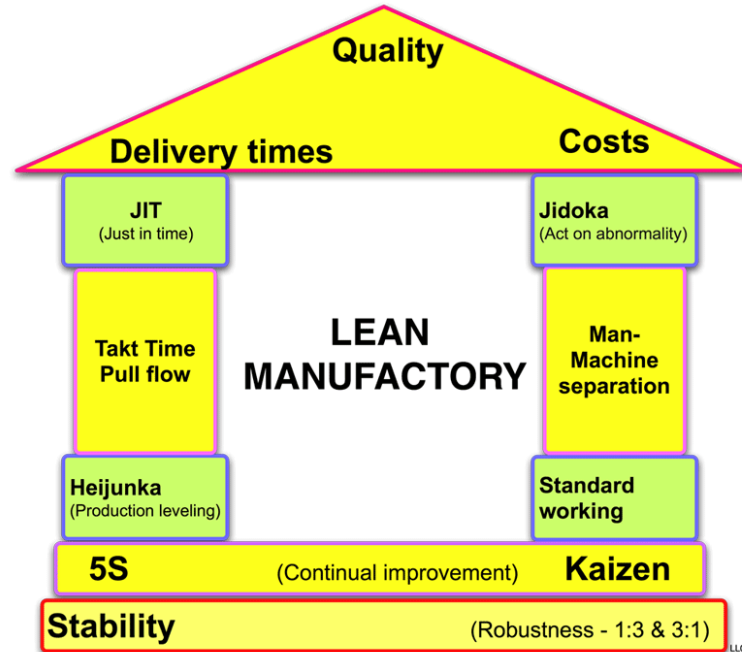
data flow analysis



value stream analysis



kanban

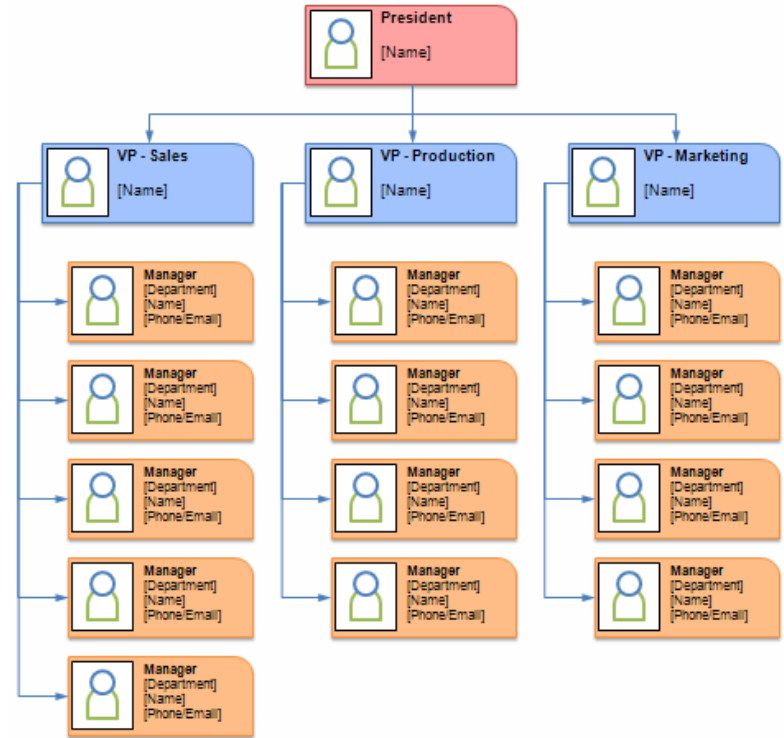


Taiichi Ohno's Kanban -> John Krafcik's *Lean Manufacturing*

http://en.wikipedia.org/wiki/Lean_manufacturing

organizational charts

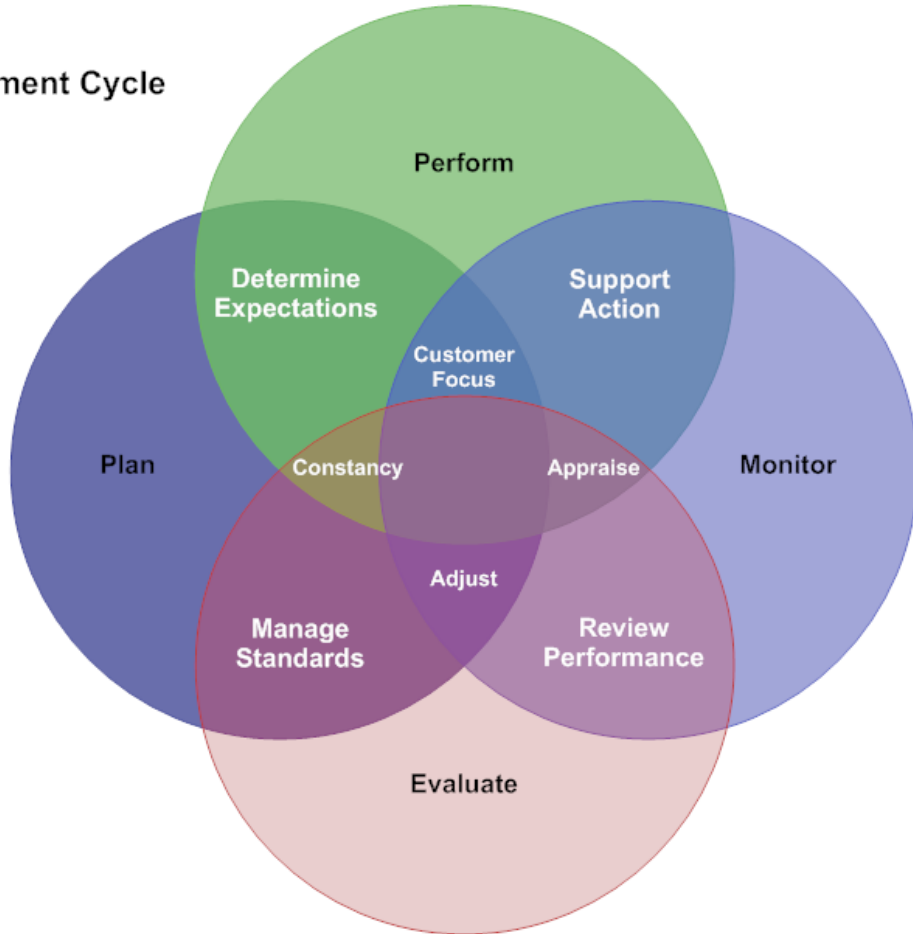
Company Organizational Chart



<http://images.vertex42.com/ExcelTemplates/orgcharts/company-organization-chart.gif>

venn

Management Cycle



corporate strategy analyses

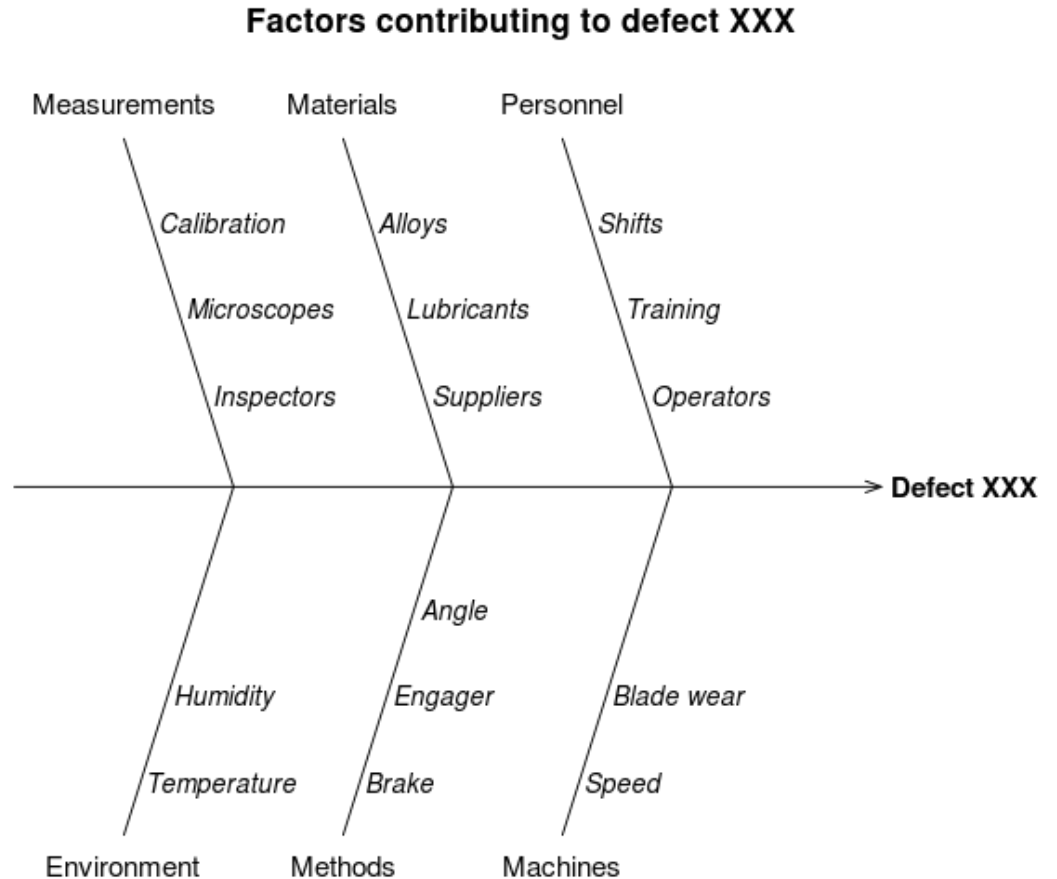
- SWOT
- cause / effect
- ishikawa
- business model canvas

SWOT ANALYSIS



ishikawa

cause / effect



The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<h3>Key Partners</h3> <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>KEY RESOURCES AND RELATIONSHIPS Channel partners and resources Distribution of our value proposition Acquisition of particular resources and activities</p>	<h3>Key Activities</h3> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>KEY RESOURCES Production Infrastructure Platform Network</p>	<h3>Value Propositions</h3> <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>CHANNEL PARTNERS Distributors Agents Customization Sharing the risk (owner) Design Packaging Fulfillment Cost Reduction Risk Reduction Accessibility Complementarity</p>	<h3>Customer Relationships</h3> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p>CHANNELS Direct sales Customer Personal Assistance Self Service Automated Services Communities Co-creation</p>	<h3>Customer Segments</h3> <p>For whom are we creating value? Who are our most important customers?</p> <p>Mass Market Niche Market Segmented Customized Multi-Sided Platform</p>
<h3>Cost Structure</h3> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>IN THEIR BUSINESS MODEL Cost Structure (Material, production, distribution, infrastructure, extensive outsourcing) Fixed costs (overhead) vs. variable costs (production, variable support)</p> <p>KEY COST STRUCTURE Fixed costs (overhead, infrastructure) Variable costs (production, support) Economies of scale Economies of scope</p>		<h3>Revenue Streams</h3> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>PRICES Fixed price Usage fee Subscription fees Licensing/royalties Advertising</p> <p>PRICES Fixed price Usage fee Subscription fees Licensing/royalties Advertising</p> <p>PRICES Fixed price Usage fee Subscription fees Licensing/royalties Advertising</p>		

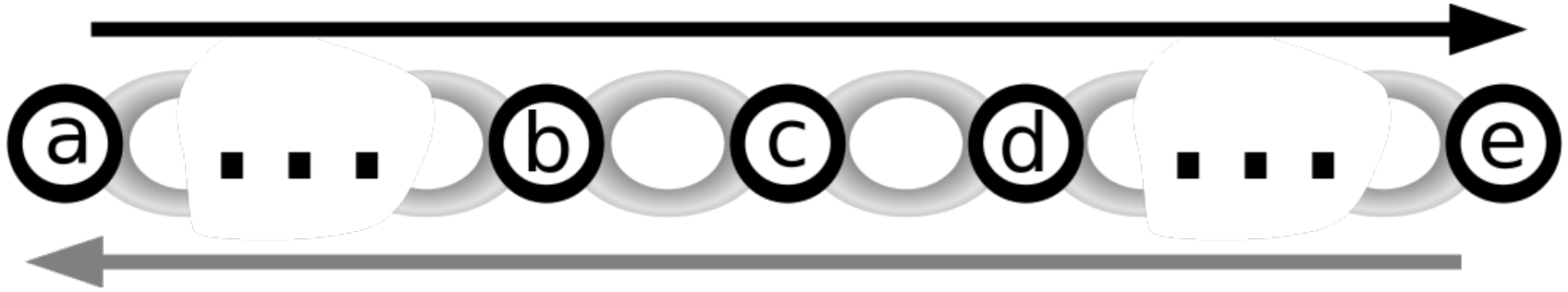


DESIGNED BY: Business Model Foundry AG
The makers of Business Model Generation and Strategyzer

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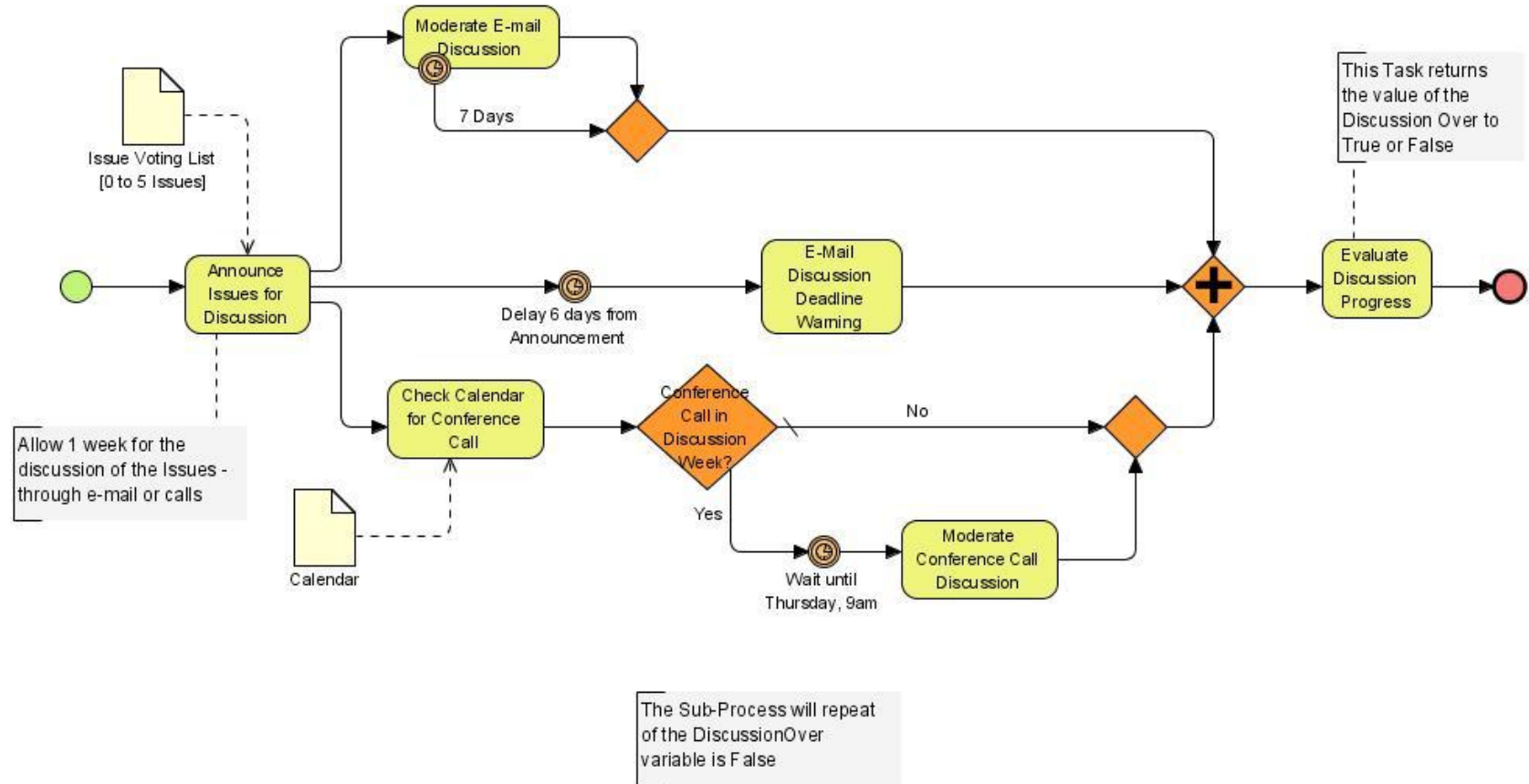
the supply chain



business process analysis

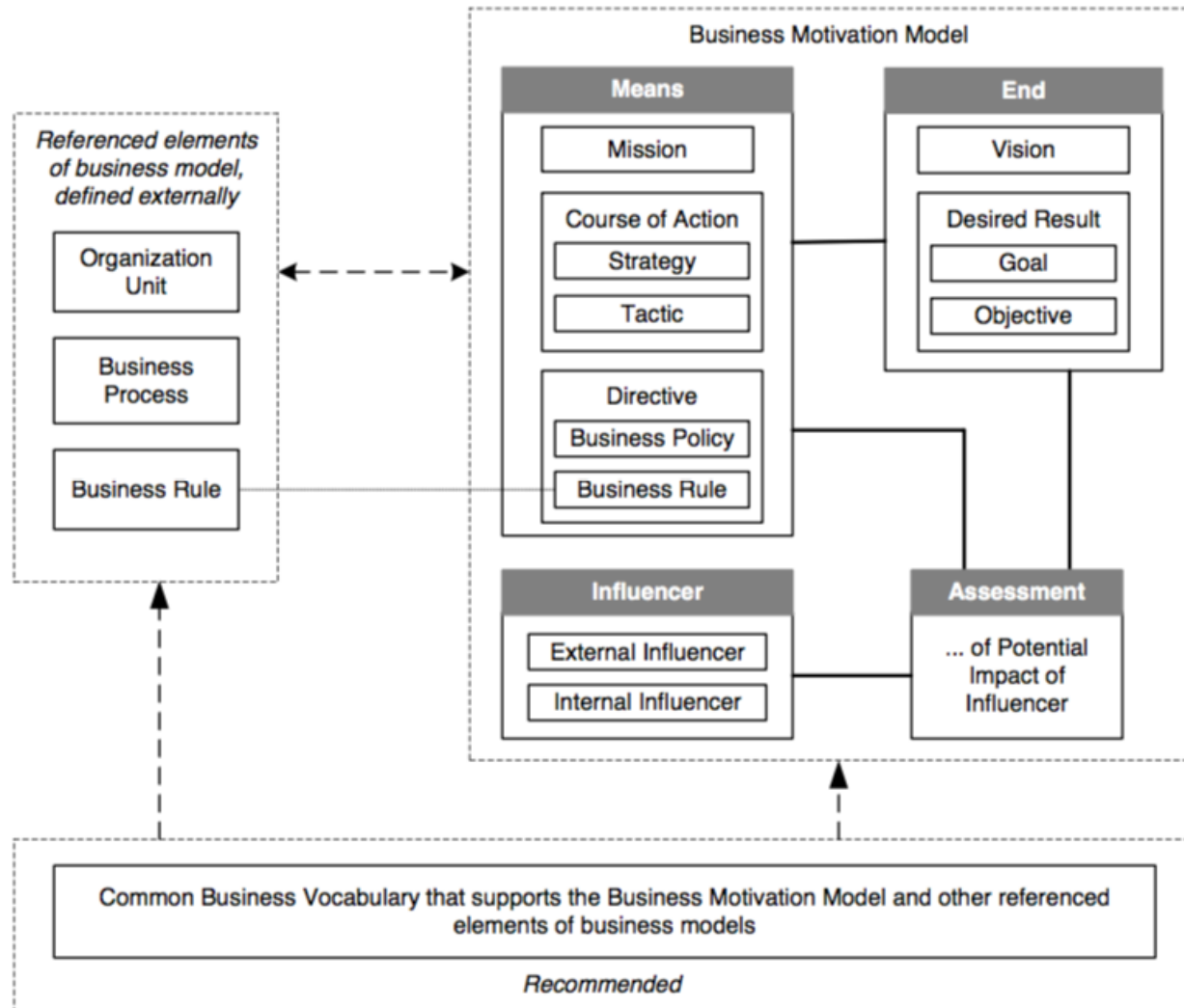
- BPMN
- UML Use Case
- UML Activity
- OMG families
 - business motivation
 - decision model notation

business process modeling notation

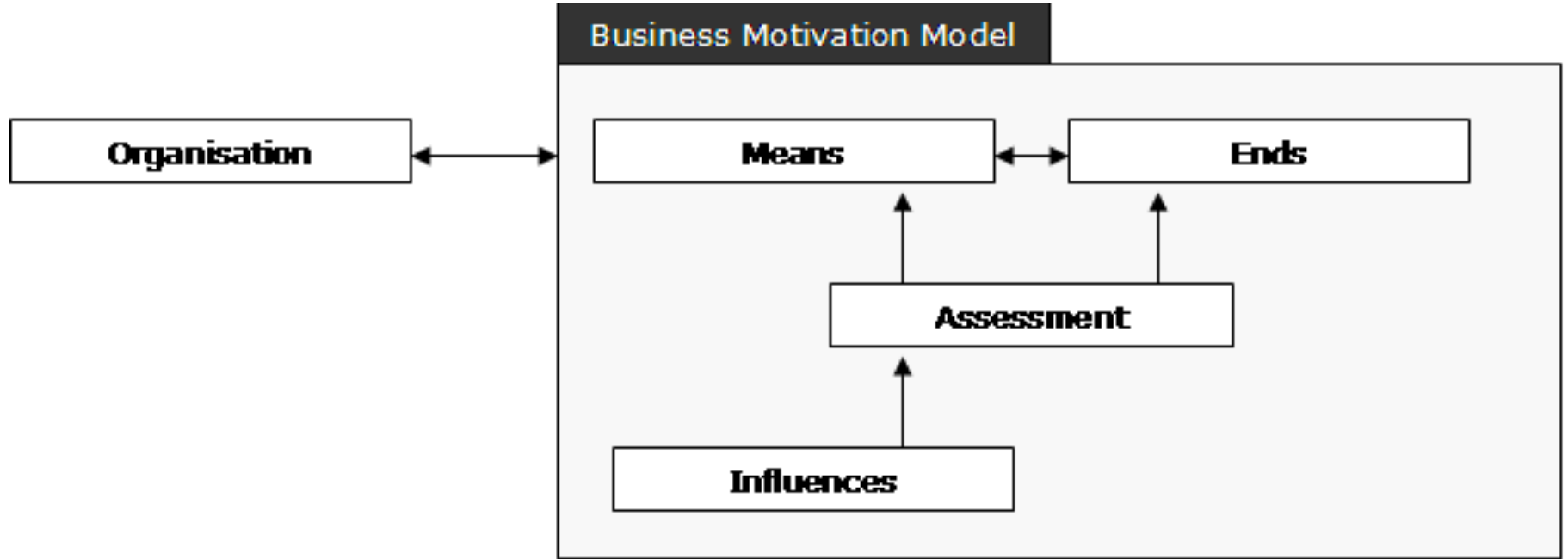


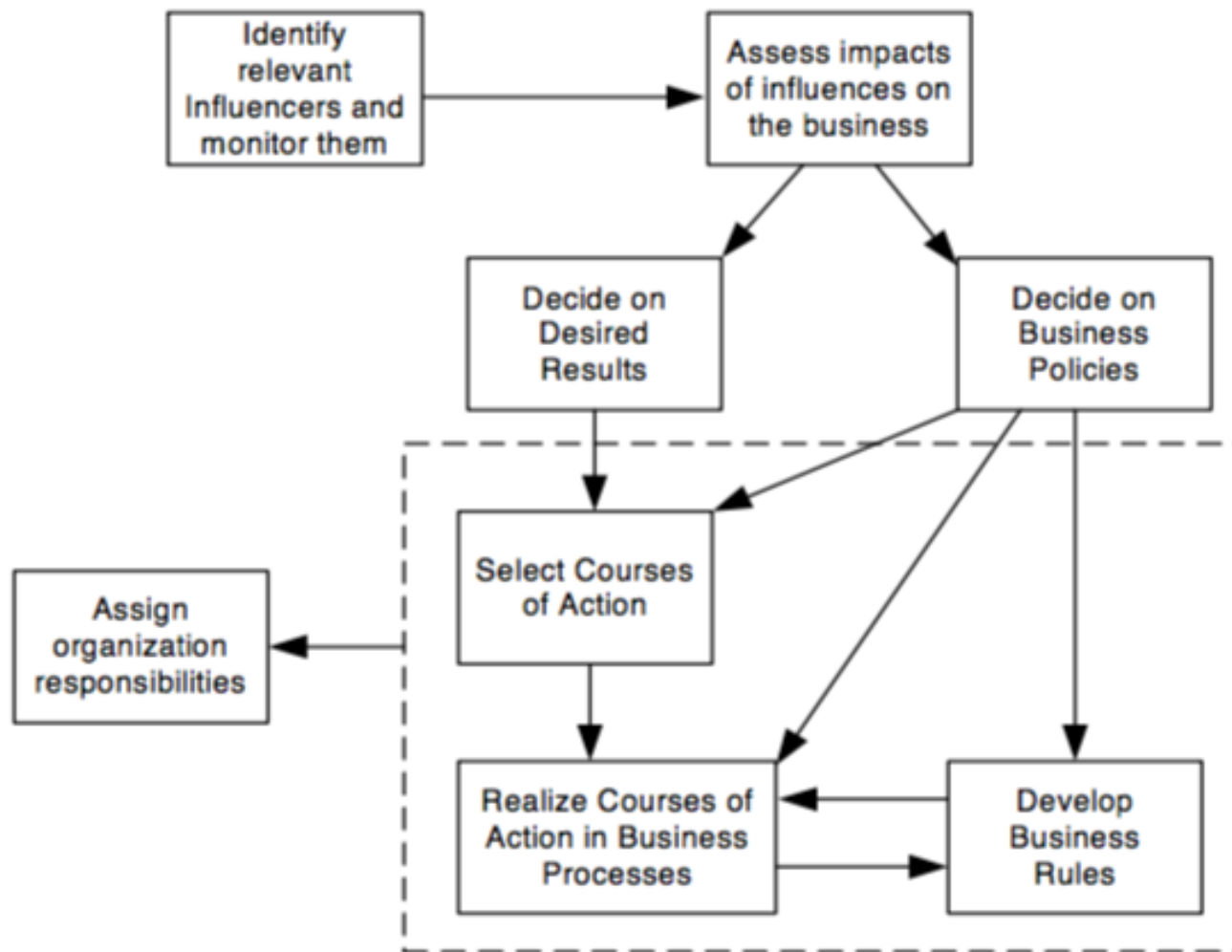
business motivation modeling

communicates a plan in an effective manner by weaving motivations and elements together

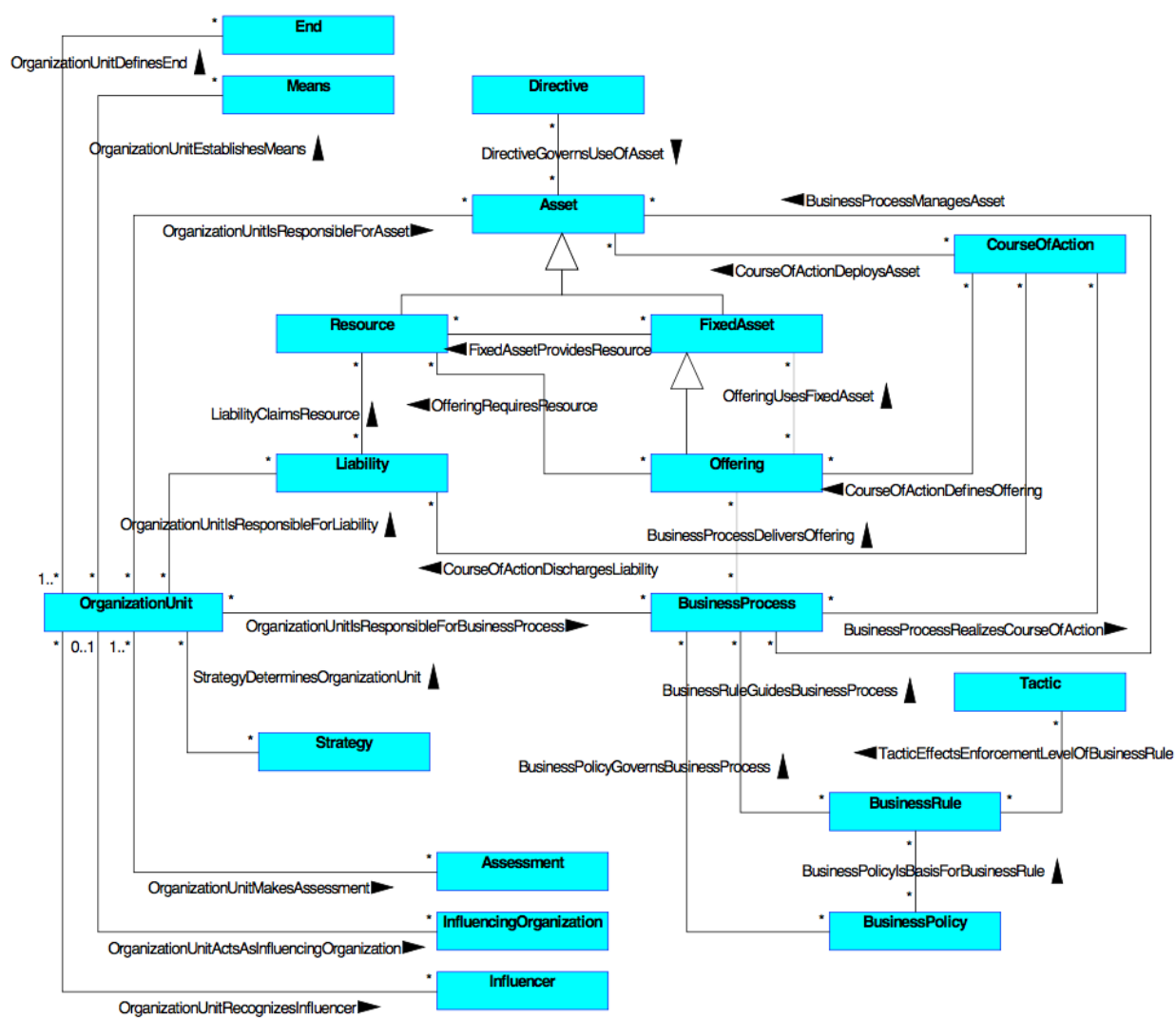


bmm in a nutshell









new systems design

- requirements analysis
- UML use case, activity diagrams
- ui wireframes
- class
- sequence diagrams