1. Review their business case, area of application, approach/ methods, tools used, results, actions, benefits. Write a summary/ critique of one case study that you chose. Min. 10-12 sentences, diagrams or figures taken from the case study or prepared by you are desirable. You must include suitable references, i.e. to any material from the case study or other sources. (5%)

I reviewed the case study from Heathrow Airport, focusing on analyzing large volumes of streaming real time data and constructing a model of efficiency. The challenge is not only keeping up with existing traffic but bracing for major rises in the near future living within its existing footprint. A business activity monitoring (BAM) capability is used to manage crews, gate assignments, docking and undocking, refueling, cleaning, and more duties, which did help with ground management. What is more, managers from Heathrow applied a BPM system in conjunction with a "Seek, Model and Adapt" approach. This system gets information from multiple processes and take different approaches depending on whether the user comes from a planning oriented or reactive company. In details, for plan-oriented company, different scenarios pair with alternative responses. Reactive companies may be able to leverage elements of real time analysis to "learn by doing" – inventing new ways to operate quickly with the help of BPM analytics. For Heathrow, this system provides ground crews with a visual and intuitive indicator of where planes are in the process, numerous scenarios can be invoked for different levels of traffic and delays. This has resulted in happier passengers and security workers, and also contributed in raising retail revenues substantially.

Nowadays, BPM has tended to focus on the adapting part of the equation and may have missed the "seeking" part. Because information comes from multiple processes, they need to work more on statistic gathering to improve the overall performance of their real time analytics model. The top level aim is that CPM could handle unexpected exceptions, which indicates that where someone managing the process gets notification either from complex events or modeling tools, the real time analytics system could find something unusual is happening and report it to the user.

Reference: https://www.slideshare.net/lsakoda/case-studies-utilizing-real-time-data-analytics