SHAPE

BMM Modeling Example Buyer / Seller Scenario

The following illustrates how to define the model the business goals with BMM. These describe the business goals of a particular a business entity (e.g. a person, department, or a company). In consequence, these denote the motivation for participating in SOA system that can ensure the achievement of these individual goals. Figure 1 shows an example of a BMM motivation model.
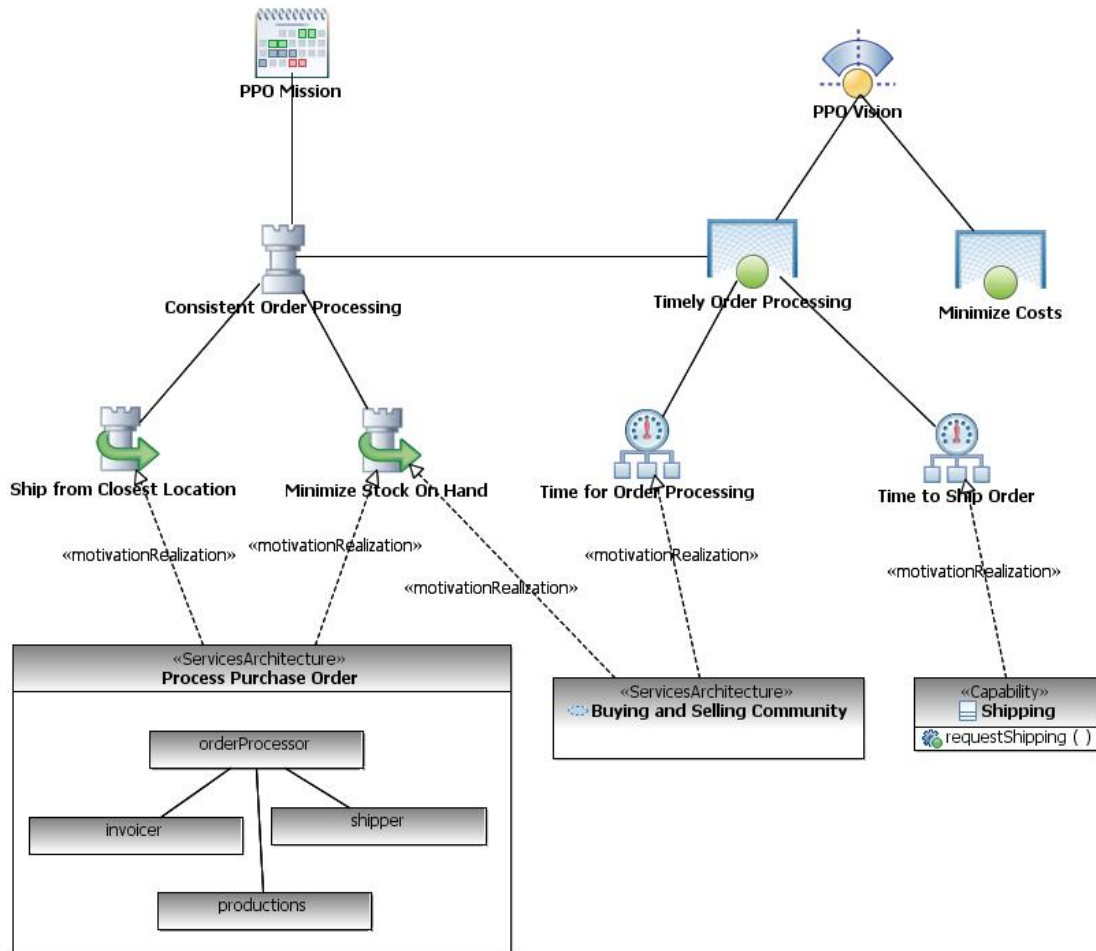

Figure 1: A BMM Motivation Model

For our example, we can identify the following goals, objectives, and visions for the buyer:

- **Goal**: get the wanted product with sound price and good quality
- **Objective**: find the proper merchant
- **Objective**: define a budget for the product
- **Objective**: contact properly with the merchant

- **Vision**: find the perfect component that needed.

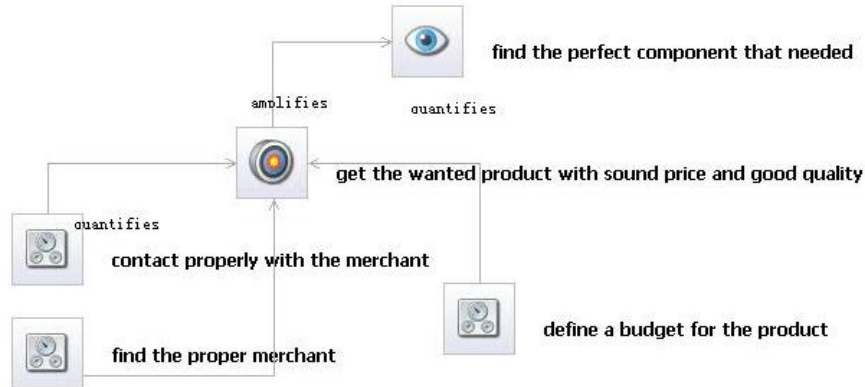Figure 2 shows the visual representation of this in BMM.

find the perfect component that needed

amplifies   quantifies

get the wanted product with sound price and good quality

quantifies

contact properly with the merchant

find the proper merchant

define a budget for the product

Figure 2: BMM – Buyer's Ends

Analogously, we can define the motivation for the seller as follows (see Figure 3):

- **Goal**: provide the customer with the best product and service

- **Objective**: **development** (Expand the market, develop marketing strategies suited to the business, diversification of development: horizontal and vertical)

- **Objective**: **market** (in 3 - 4 years become market leader in related manufacturing domain).

- **Objective**: **production** (reach 1000,000 production per year by the end of this year)

- **Vision**: provide customers with the best product and service

provide the customer with the best product and service

provide the customer with the best product and service

amplifies

quantifies
quantifies
quantifies

production objective

developing objective

market objective

Figure 3: BMM – Seller's Ends

The next part of BMM models are the *means*, i.e. the resources, strategies, and tactics that are available to a business entity for achieving the ends. For the buyer, we can define the following means:

- **Objective**: contact properly with the merchant

  ⇨ **Tactic:** hold a formal meeting for the trade

- **Objective**: find the proper merchant

  ⇨ **Strategy:** invite public bidding

⇨ **Strategy:** medium ads

- **Objective**: define a budget for the product

    ⇨ **Strategy:** find a way to evaluate the price

    ⇨ **Tactic:** market investigation

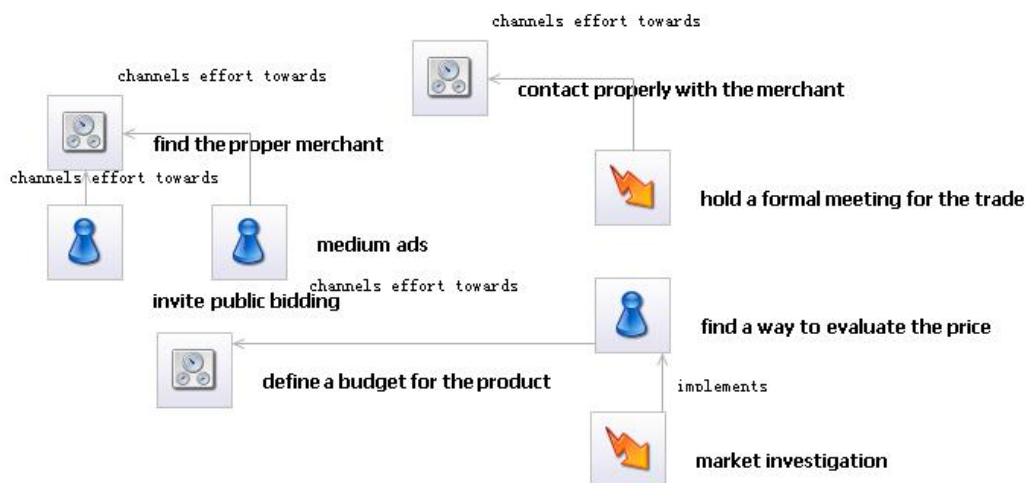Figure 4 shows the BMM model that represents the buyer's means. Analogously, we can define the seller's means. However, we refrain from further details as the resulting model is similar.

Figure 4: BMM – Means of the Buyer