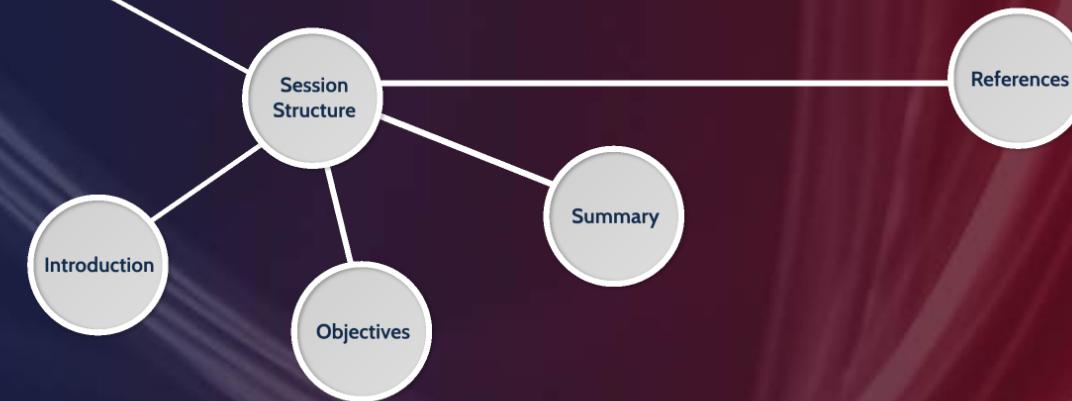


Foundations of Applied Process Mining

Objectives



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Session Structure

Learning Objectives –
The objective dimension of a Process Mining project

What are the internal and external drivers of process improvement

How the objectives of a project help to:

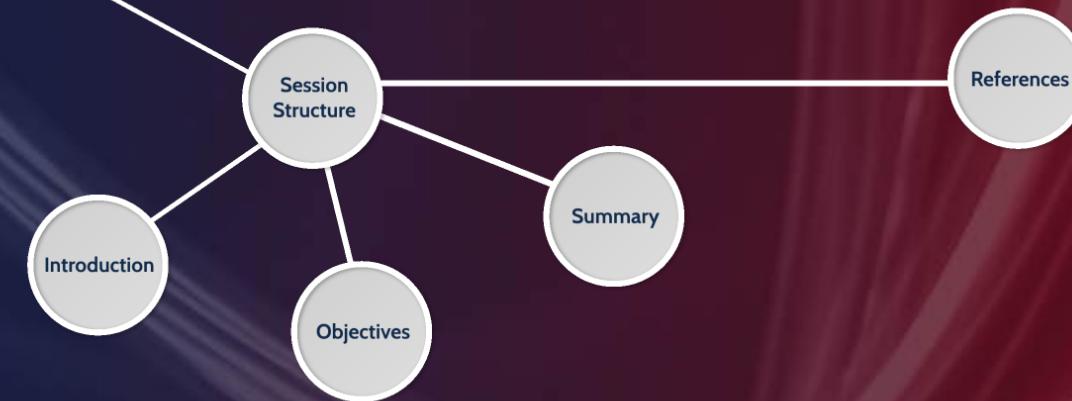
- Achieve an organizational fit
- Justify the costs and investments in the project
- Keep the focus throughout the project

If you want to read more,
references are always included
at the end of each session!



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Examples of Objectives

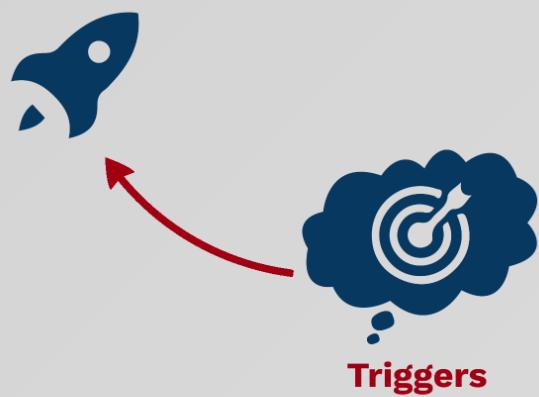


Triggers

Drivers of
Process
Improvement

Examples of Objectives

Increase
speed of the
process



Drivers of
Process
Improvement

Examples of Objectives

Increase speed of the process



Decrease running costs



Triggers



Drivers of Process Improvement

Internal driver

Drivers of Process Improvement

Internal driver



Drivers of Process Improvement

Internal driver



External driver

Drivers of Process Improvement

Internal driver

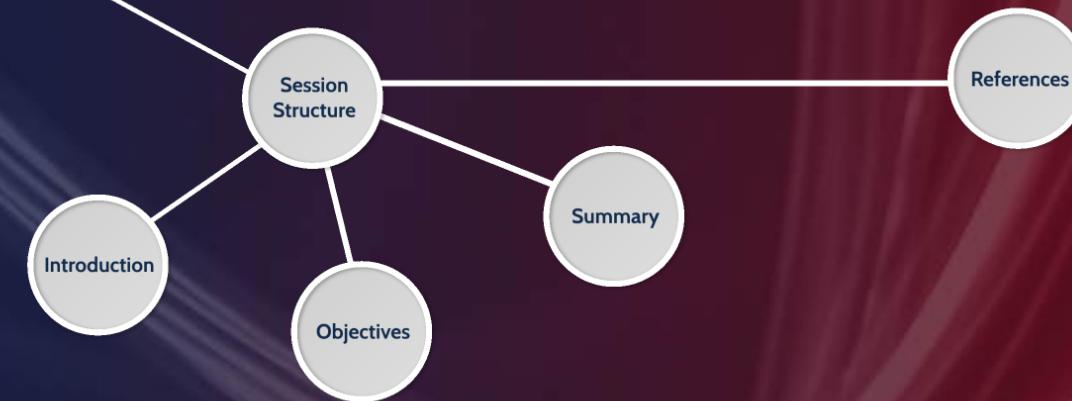


External driver



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Having a business objective is often forgotten

Organizational
Fit

ROI

Focus

Having a business objective is often forgotten



Having a business objective is often forgotten



Having a business objective is often forgotten



Organizational Fit

(Porter, 1996)



Project Goal



Organizational Goal

Organizational Fit

(Porter, 1996)



Project Goal

=



Organizational Goal

Organizational Fit

(Porter, 1996)



Project Goal

=



Organizational Goal

E.g.



Leading online
retailer

Organizational Fit

(Porter, 1996)



Project Goal

=



Organizational Goal

E.g.



Fast delivery

=



Leading online retailer

Organizational Fit

(Porter, 1996)



Project Goal

=



Organizational Goal

E.g.



Fast delivery

+



Customer
satisfaction &
convenience



Leading online
retailer

Costs and Return

Costs and Return

Project costs



Manpower



Software
purchasing



Training

Costs and Return

Project costs



Manpower



Software
purchasing



Training

Return on Investment



Costs and Return



Focus of the Project

Having a clear improvement goal in mind

Focus of the Project

Having a clear improvement goal in mind

Prioritize later actions

Focus of the Project

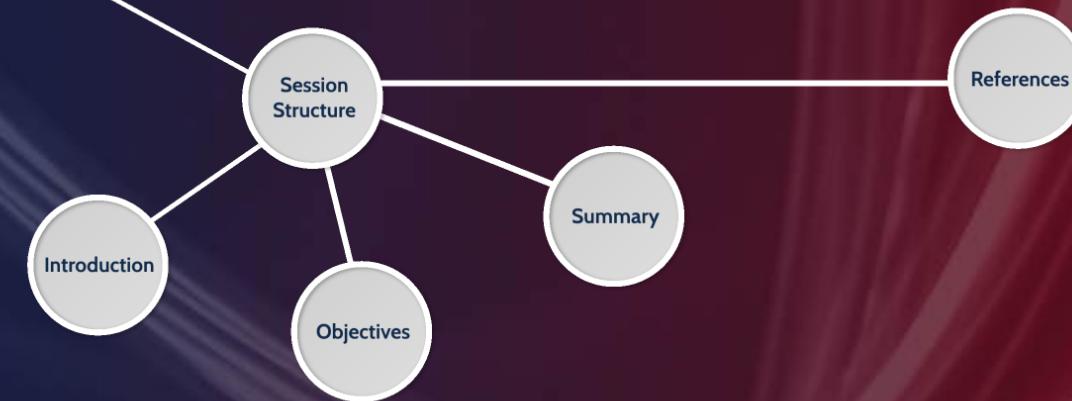
Having a clear improvement goal in mind

Prioritize later actions

Keep the focus

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Importance of Having an Objective

Importance of Having an Objective

- Understand the value for the organization

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- Understand the value for the organization
- Meet the organizational goals

Importance of Having an Objective

- Understand the value for the organization
- Meet the organizational goals
- Calculate ROI

Importance of Having an Objective

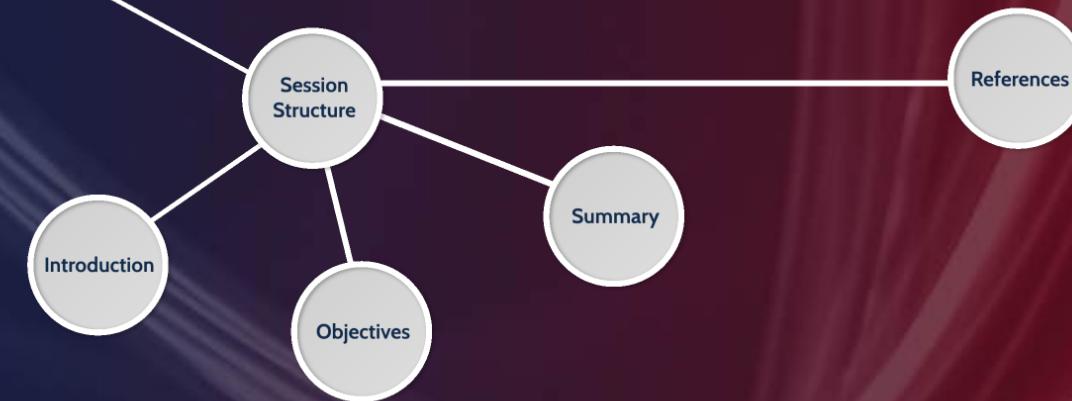
- Understand the value for the organization
- Meet the organizational goals
- Calculate ROI
- Keep the focus

Importance of Having an Objective

- Understand the value for the organization
- Meet the organizational goals
- Calculate ROI
- Keep the focus
- Interpret the analysis results

Foundations of Applied Process Mining

Objectives



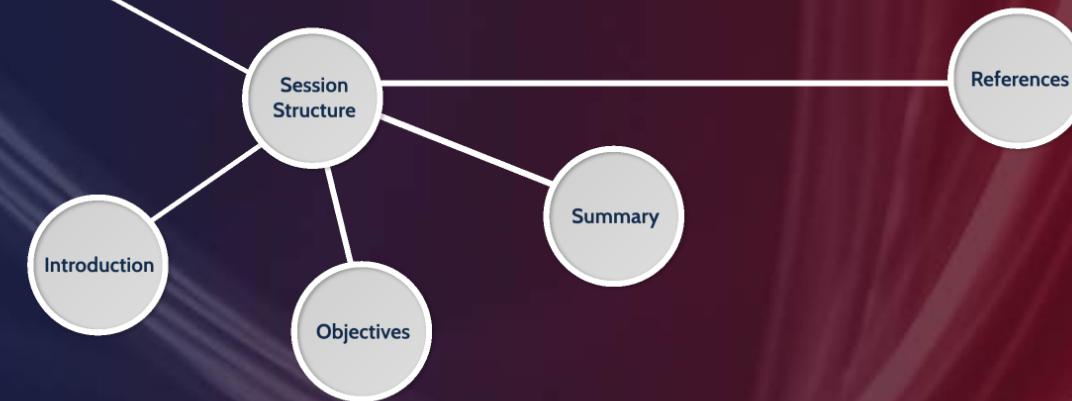
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References

1. Dumas, M., Rosa, M. L., Mendling, J., & Reijers, H. A. (2013). Fundamentals of Business Process Management. Heidelberg: Springer.
2. Porter, M. (1996). What is strategy? Harvard Business Review 74(6) 61–78.

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