BUSINESS PROCESS LANDSCAPING

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STRUCTURE

PARAMETERS

- Input and Output
- Sequence and Interaction
- KPI's
- Resources and Responsibilities
- Risks and Opportunities
- Competencies and Authorities
- Documents and Methods
- Changes
- Methods of Monitoring, Measurement and Evaluation
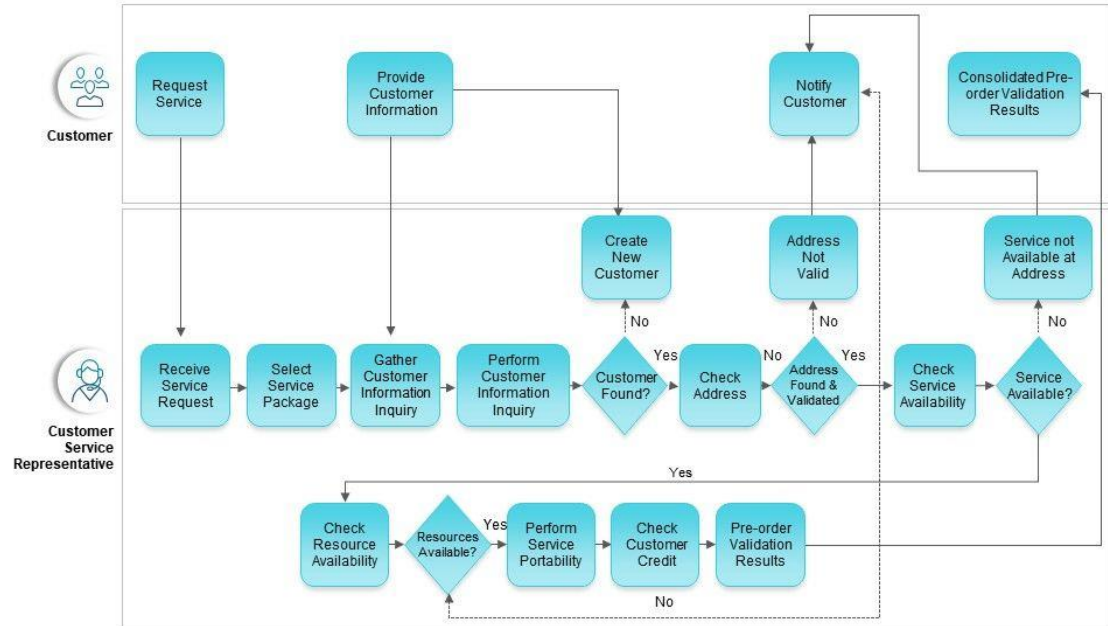- Opportunities of Improvement
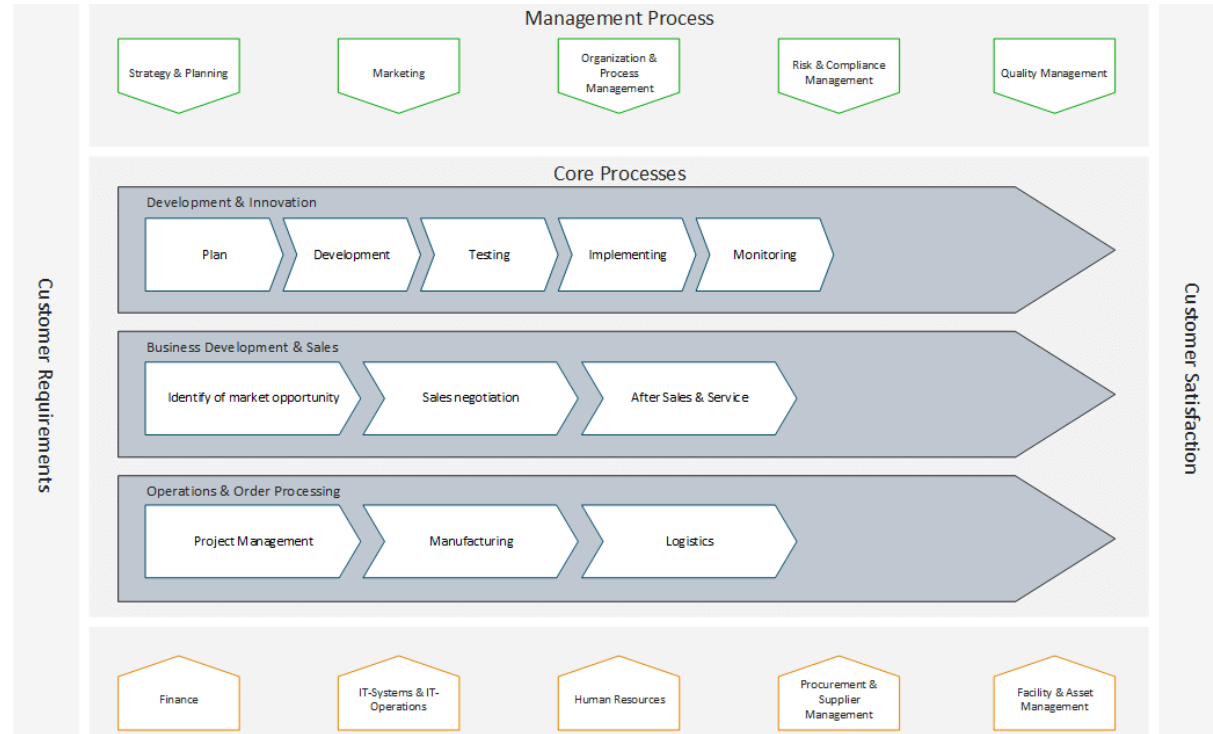
BENEFITS

- Speed up Results

- Increase Efficiency

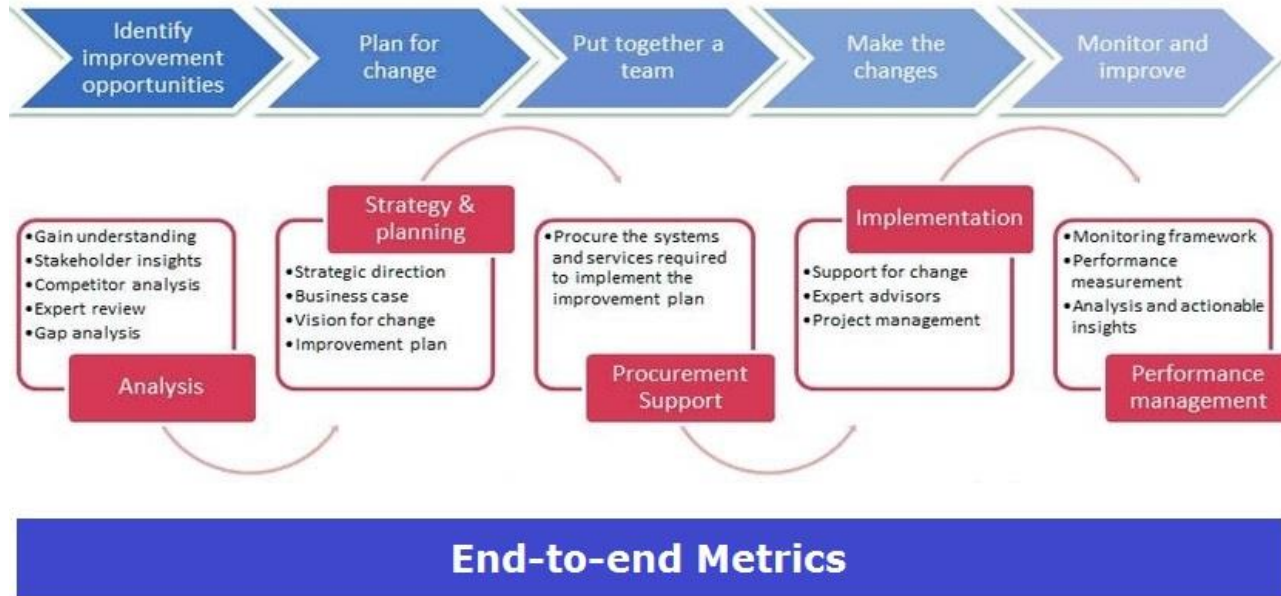- Recognize Interfaces

- Way to Process Optimization

Telecom Services Business Process Landscape Flowchart

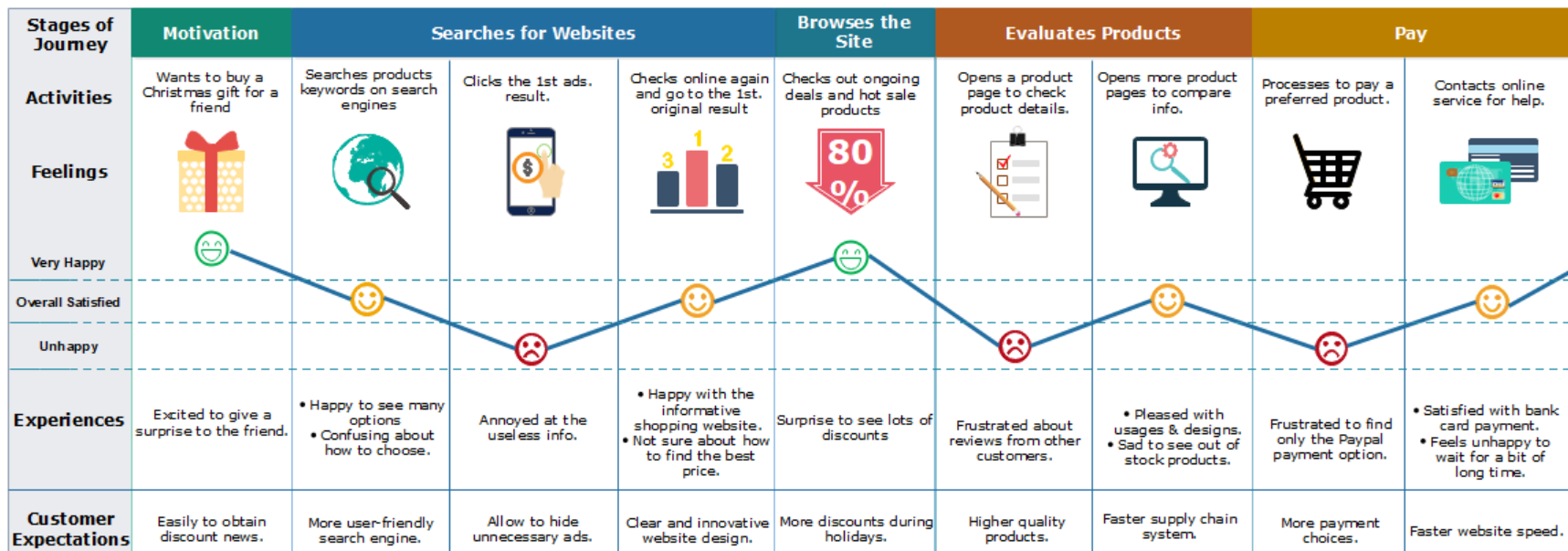This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

STATIC BPL
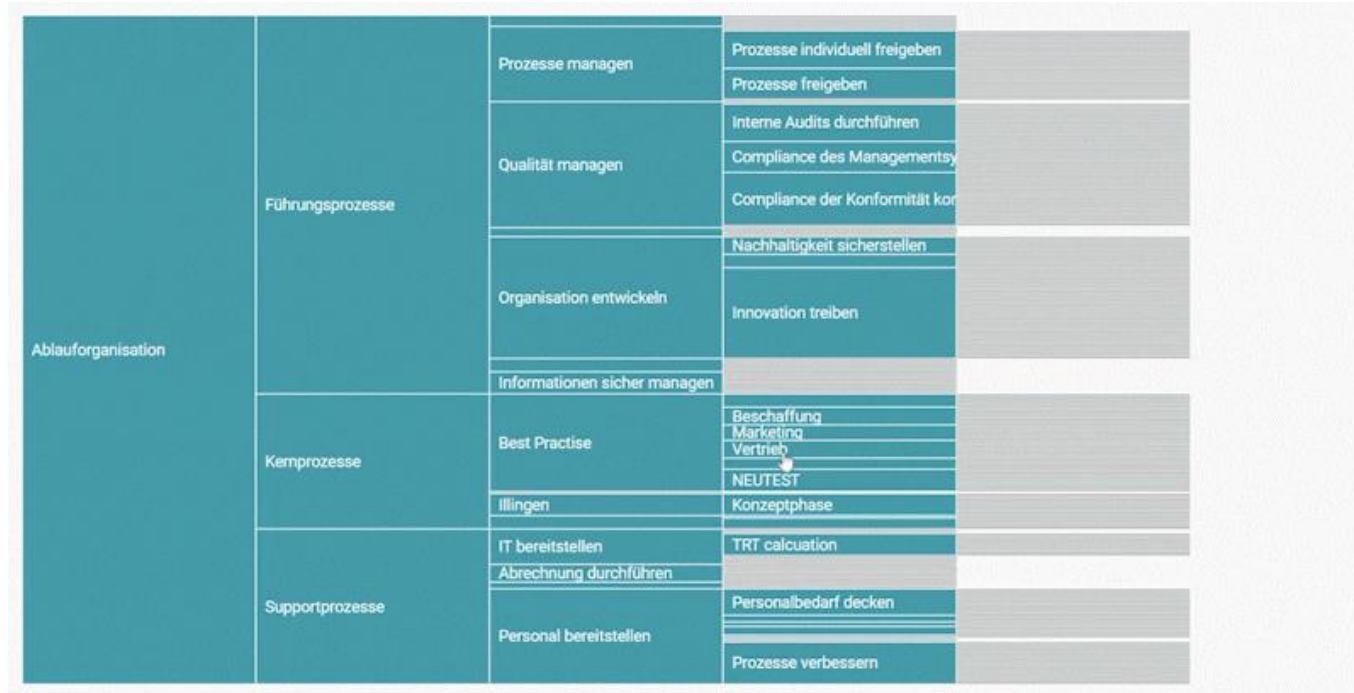

Example of end-to-end Processes

STATIC BPL

Online Shopping Customer Journey Map

Stages of Journey	Motivation	Searches for Websites			Browses the Site	Evaluates Products		Pay	
Activities	Wants to buy a Christmas gift for a friend	Searches products keywords on search engines	Clicks the 1st ads. result.	Checks online again and go to the 1st. original result	Checks out ongoing deals and hot sale products	Opens a product page to check product details.	Opens more product pages to compare info.	Processes to pay a preferred product.	Contacts online service for help.
Feelings									
Experiences	Excited to give a surprise to the friend.	• Happy to see many options • Confusing about how to choose.	Annoyed at the useless info.	• Happy with the informative shopping website. • Not sure about how to find the best price.	Surprise to see lots of discounts	Frustrated about reviews from other customers.	• Pleased with usages & designs. • Sad to see out of stock products.	Frustrated to find only the Paypal payment option.	• Satisfied with bank card payment. • Feels unhappy to wait for a bit of long time.
Customer Expectations	Easily to obtain discount news.	More user-friendly search engine.	Allow to hide unnecessary ads.	Clear and innovative website design.	More discounts during holidays.	Higher quality products.	Faster supply chain system.	More payment choices.	Faster website speed.

DYNAMIC BPL

– Changing view

  – Role

  – Unit
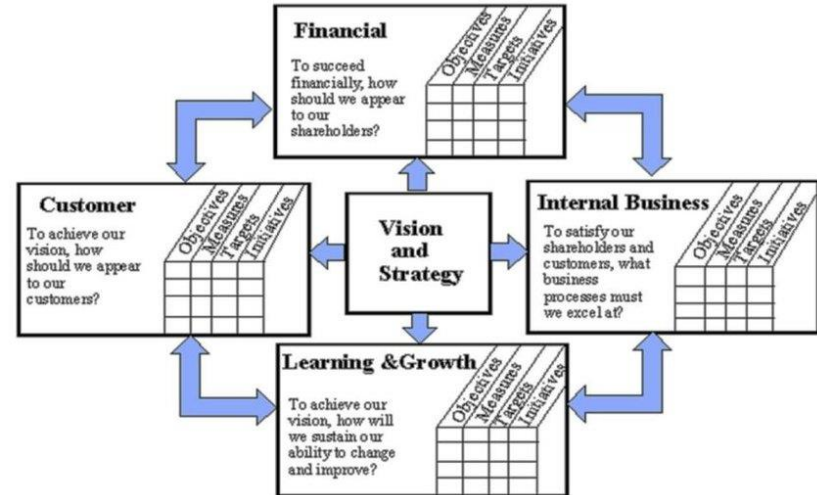
  – Country

2.PROCESSES

2.1. Management

2.2. Core

2.3. Support

MANGEMENT

– Planning

– Controlling

– Leading
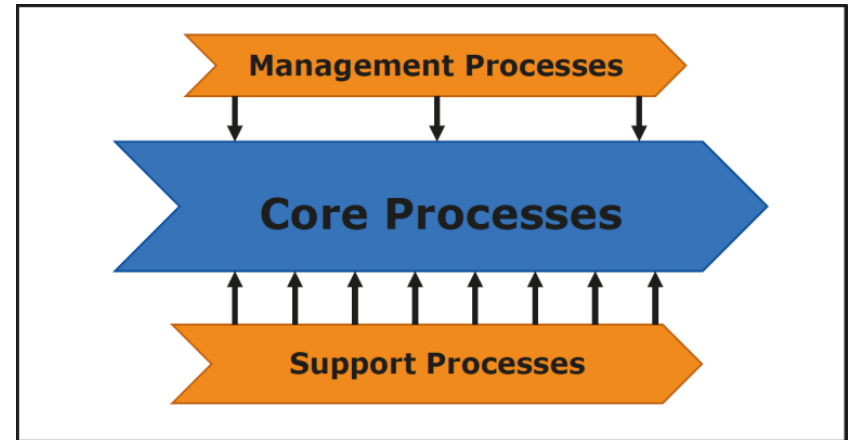
– Organization

– Strategy

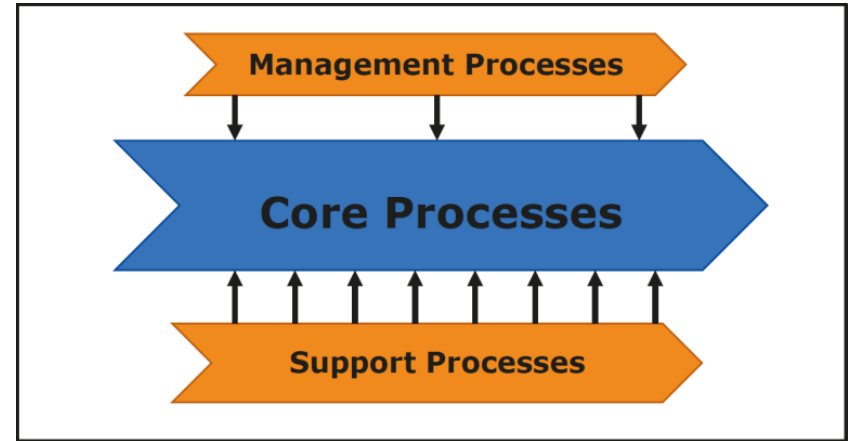## BALANCED SCOREBOARD

CORE

CUSTOMER REQUEST → VALUE CREATION PROCESS → CUSTOMER SATISFACTION

- Production

- Service

- Growth and Profit

- Logical Order

SUPPORT

- Support Core Processes

- Provide:
  - IT
  - Employees
  - Materials
  - Logistics

3. HOW TO CREATE BPL
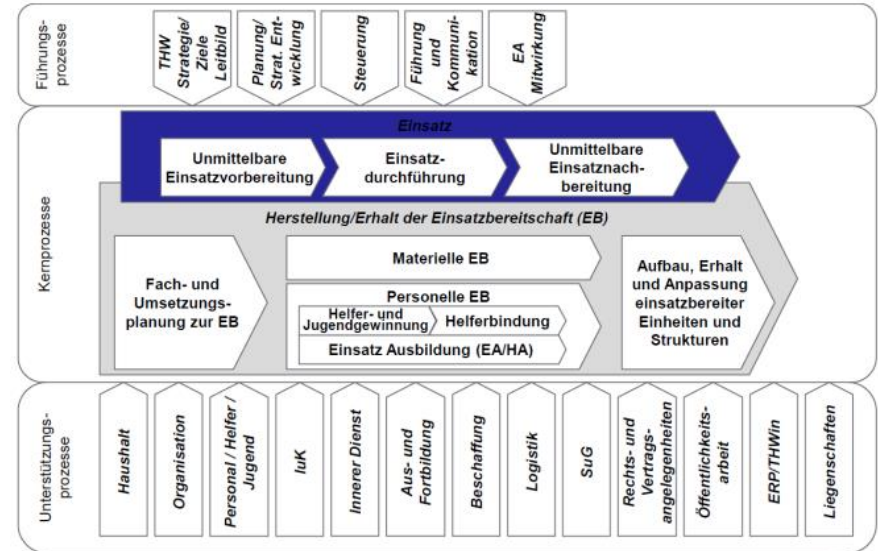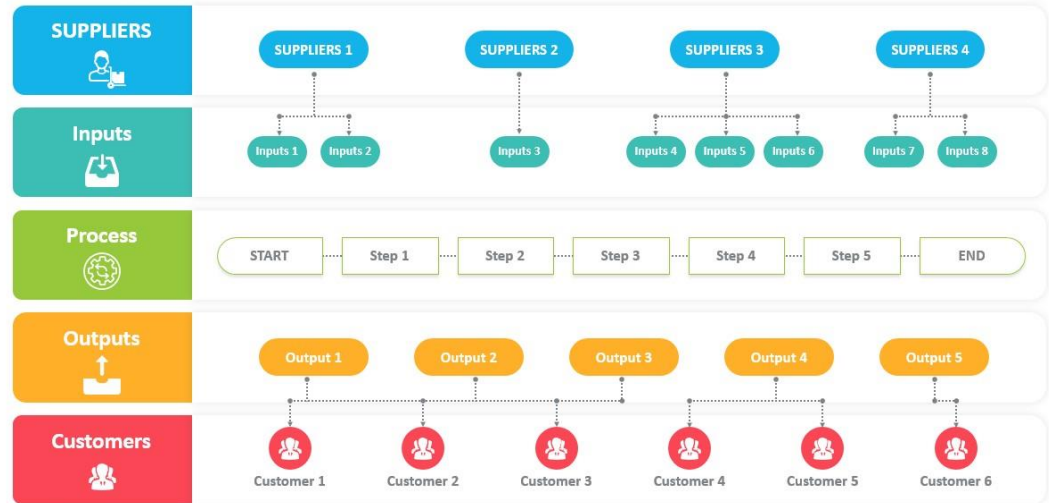
STEPS

- Goal setting

- Selection of the form of presentation

- Determination of the participations (top down vs. bottom up)

- Creation of the process map

- Announcement

PROCESS DESCRIPTION

– S – Suppliers

– I – Inputs

– P – Process

– O – Output

– C – Customers

PROCESS DESCRIPTION

– R – Responsible

– A – Accountable

– C – Consulted

– I – Informed

Read the full article at: thedigitalprojectmanager.com/raci-chart-made-simple

PROCESS DESCRIPTION

AREA	EXEC MANAGER	PRODUCT MANAGER	PROJECT MANAGER	MARKETING LEAD	DESIGN LEAD	TRAINING MANAGER	USER EXPERIENCE LEAD	PROGRAMME MANAGER	TECH LEAD	TEST MANAGER	RELEASE MANAGER	OPERATIONS MANAGER	SUPPLIER ONE	SUPPLIER TWO	SERVICE THREE	OUTSOURCED DEV STREAM
	PRODUCT				DESIGN				TECH				DEPENDENCIES			
Define Product Objectives	A	R	R	R	R	R	C	C	C	C	C	C	I	I	I	I
Plan Product MVP	C	A	R	R	R	I	R	I	R	C	C	C		C	I	
Branding and UX Direction	R	R	I	R	A	I	R	C	C	C	C	C	I	I	R	
Manage Product Budget	R	A	R	C	C	I	I	I	R	I	I	I				
Manage Product Release Plan	C	A	R	R	R		C	C	C	R	C	C	I	C	I	I
Manage Iteration Routines		R	A	R	C			C	R	C	C				C	
Groom Product Backlog	I	A	R	R	R	I	I	I	R	R	C	R				
Technical Direction		R	C		C		C		A	R	R	R		C		
Operational Support			C				I		R	R	A			R	R	R
Quality Assurance	I	R	R	R	R	I	I	I	A	R	R	R			C	
Risks Management	R	R	R	R	I	I	I	A	R	R	R	C			C	
Press and Publicity	C	R	C	A	R	I	R	C					R	C		
Staffing, Pastoral & Personal Development	R	A	R	R	R	I	I	R	C	C	C	C				

THANK YOU

SOURCES

- https://smct-management.de/prozesslandkarte/
- https://prozessoptimierung-sprung.de/prozesslandkarte-erstellen/
- https://www.business-wissen.de/hb/prozesslandkarten-erstellen/
- https://www.weka.de/qualitaetsmanagement/prozesslandschaft-damit-haben-sie-den-ueberblick/
- https://www.intellior.ag/drei-beliebtesten-prozesslandkarten-aus-der-praxis/
- https://www.tuvsud.com/de-de/-/media/de/management-service/pdf/iso-9001/broschuere-iso-9001.pdf
- https://i.imgur.com/afbXmAF.png
- https://www.mittelstand-digital.de/MD/Redaktion/DE/Bilder/Dossiers-Top/prozesse-digitalisieren.jpg?__blob=normal&v=5&size=1900w
- https://i2.wp.com/the-report.cloud/wp-content/uploads/2020/03/Fig-1.png?resize=768%2C406&ssl=1
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