




Go for the Green – Realize Both Cash and Environmental Savings across the Enterprise

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There is much debate about the future of our environment, and while no single solution exists, it is clear that future change and "green" improvements must be driven by organizations across all industries on a global basis. In the past, manufacturing firms have been targeted due to the emissions and by-products that often result from product creation; however, now the need has emerged to expand beyond the obvious pollutants and focus more creatively on achieving environmentally friendly and sustainable business operations across the board.


In its December 2007 report, "Green IT: The New Industry Shock Wave," Gartner looks at how IT organizations can take a leadership role in driving initiatives to reduce the carbon footprint, establish more environmentally sustainable business practices, and support a greener supply chain.

While one definition of greener IT may be reducing the amount of power consumed by systems, there are other ways that IT organizations can more creatively drive change to support the environment – while at the same time also generating significant cost savings for the business. To do this, IT and other corporate stakeholders need to re-examine the fundamental processes and practices that drive the business on a daily basis. Think about these basics:

- *Paper:* How much paper do you consume as an organization?
- *Fuel:* How much fuel is wasted on inter-office location mailings and paper mailings to customers and suppliers?
- *Hardware & Software:* How often do you bring on yet another specialized application or system to support a single business process or business function?

As an IT organization, you have the power today to leverage technology to significantly reduce consumption across all three of these areas.

By adopting and standardizing on a common Business Process Management (BPM) and Enterprise Architecture and Modeling (EA) technology platform throughout your organization, you can have an immediate impact on both cost saving and environmental improvements and deliver a platform for ongoing improvements and long-term sustainability. At the same time, you can also drive strategic business process improvement that will ultimately help you gain significant operational advantages.



In 2008, the City of New Orleans will use Metastorm BPM software to take its contracts management process online. "This year, the city will process between \$1 billion and \$2 billion worth of contracts. Each contract moves by manila folder through approximately eight offices. So it goes from my desk to your desk, and if you put it under a stack of papers, you may not find it for two months. In the meantime, people are calling the mayor and saying, 'Where's my contract?'"

– Government Computer News, March 17, 2008.

What are BPM and EA?

Business Process Management is an approach to business process improvement that focuses on modeling and understanding how you do business, looking at ways to improve the efficiency of key business processes, automating processes, and measuring, monitoring, and fine-tuning processes for ongoing improvement across your operations. A BPM suite is a set of technology that allows you to achieve effective business process management and support continuous improvement. The best BPM suites are designed to provide a platform for deploying an unlimited number of processes of all types on a single technology platform. This reduces the need for multiple applications to support various business needs.

Enterprise Architecture and Modeling are functions designed to understand the current assets (systems, information, people, products) in an organization and their interdependencies and to plan new models and asset acquisitions to support future growth. EA and modeling technology allows for the graphical modeling of the enterprise, collaboration on models and enterprise strategy, and the management of enterprise asset portfolios.

Together, EA and BPMS technology provides a common framework of understanding that helps organizations align strategy with execution and foster collaboration between the business and IT functions in an organization.

A common platform for BPM and EA provides significant short-term and long-term benefits in the form of greater visibility, lower costs, increased productivity, enhanced agility and response time, and numerous other positive benefits. But BPM and EA technologies also have the potential to deliver a lesser known value proposition – greener operations.

BPM and EA as Green IT Initiatives

Reduce Paper

In the quest to eliminate paper, BPM software proves to be a highly effective solution because it not only allows both commercial and government organizations to create online forms and documents, but it also allows organizations to incorporate those online documents into automated processes that remove the need to manually route and track paper. As a result, BPM



Tetra, a global manufacturer of aquarium products, used Metastorm BPM to move its engineering change request (ECN) process online. The solution allowed the organization to eliminate paper and costly mailings between offices and to allow engineers, scientists and other knowledge workers to collaborate on product changes online.

Before BPM, one ECN, which could potentially include drawings of more than 50 parts, generated an exponential amount of paperwork to process the request. Use of mail to process the requests usually led to lost forms, further delays, and an inadequate system for engineers and drafters to keep track of requests.


With BPM, all documentation is now online and multiple users can review simultaneously the product folders and subfolders on the system – a collaborative quality that also leads to more efficient production. Because the solution can store all file formats, documents can be opened without needing a full implementation of the original application software on each desktop. And any ECN ever created can be retrieved through the Tetra Intranet portal at anytime, from anywhere in the world.

eliminates the cost and environmental burden of paper, while at the same time allowing for more effective governance and control – including online audit trail capture, system-controlled security access to information, and online storage of documents, thus eliminating the overhead of physical storage facilities. While some specialty applications can also deliver similar capabilities, those applications are typically limited in terms of their extensibility or ability to support the entire organization across all business functions, documents, and processes. With BPM, there is no limit to the number of processes and paper that can be taken online – from mission-critical case management, to customer-facing applications and forms, to HR and accounting paperwork, BPM software can serve as the common platform for eliminating paper and automating processes throughout the organization. The environmental savings are huge – and at the same time you gain greater control and visibility to more effectively run your operations.

Likewise, the documentation of the processes themselves often results in volumes of paper being consumed and stored – this is further exacerbated if the organization is engaged in formal quality programs like ISO or DMAIC in which documentation of processes is a critical component of the methodology. In this situation, adopting common enterprise modeling or EA software across the organization will allow you to create graphical models of all of your processes, complete with annotations and documented interdependencies. The paper is largely eliminated and it becomes much easier to maintain processes and keep them current, reducing the overhead of ongoing compliance and resulting in more accurate "virtual documentation."

Reduce Fuel and Transport

Reducing or eliminating paper also cuts down on the amount of physical transport that is required to share information. The ability to complete and submit forms online eliminates the need to mail documents such as applications, purchase orders, and expense reports. In addition, because BPM also allows for the automation of human-intensive processes and the movement of mission-critical paperwork such as case files and product design diagrams online, knowledge workers are now able to review, annotate, and collaborate online – eliminating the transport of large files to multiple office locations and reducing the frequency of business travel needed to accomplish group activities. The savings in transport and travel is huge from an environmental perspective – lower transportation emissions, less fuel usage, and less wear and tear on the physical infrastructure that supports these activities – and it is also huge in terms of the cost savings to your organization.



A hair salon franchise with over 2500 stores and growing, Great Clips uses Metastorm software to model its franchise processes and systems and to automate many of the critical path activities for new store opening. Initial success resulted in the consolidation of several mission-critical forms and information sources, the elimination of 40 hours per month of labor compiling and routing information, real-time visibility into salon construction, and the elimination of two cumbersome work steps that had frequently delayed new salon openings in the past.

Great Clips can now plan more effectively, better evaluate new sites, identify all of the stages and actions that need to occur to open a new store, and collaborate with outside parties on critical activities related to opening a new store – from franchisee application and selection, to site evaluation, to store build-out. Metastorm BPM provides a process layer across all of Great Clips' systems and has helped the company consolidate databases – from 35 down to 4 – and to integrate disparate systems – substantially reducing its overall IT system overhead.

More strategically, the use of enterprise modeling software allows you to lay out the big picture of your organization and analyze it for ways to reduce physical transportation of goods – whether they are goods that you produce or goods that you consume as an organization. For example, a complete view of your supply chain will help you plan more efficient distribution of product and sourcing of raw materials. And an understanding of what goods your organization consumes and at what locations will help you identify local sourcing opportunities and perhaps identify more eco-friendly supply options. Enterprise models also provide the framework to better identify areas for cost savings and reuse – so again the benefit goes beyond just the environmental win.

Consolidate Systems

A fundamental premise of a Business Process Management Suite (BPMS) is that it can serve as a single platform for reducing the complexity of backend systems and databases and provide a consistent process layer for end-to-end visibility across processes that span multiple departments, employees, customers, and suppliers. As a result, organizations deploying BPM technology are often able to reduce the number of backend databases (and associated hardware), reduce or eliminate the reliance on legacy systems (thus retiring outdated systems and hardware), and gain greater visibility into additional areas for improvement and efficiency. The result: lower costs, reduced overhead, and a greener IT footprint.

In addition, enterprise modeling software allows you to gain a complete picture of all of the assets in your organization – systems, people, data, products, capabilities, etc. This comprehensive understanding will allow you to identify overlap in shared resources, isolate and redirect work from underutilized systems, and plan more effectively for the future state of the organization – with a common enterprise modeling platform, you gain visibility into all available enterprise assets for optimal use and reuse. Enterprise architecture software is an extremely useful tool for M&A analysis as well as ongoing growth and maintenance of operations. The capabilities that a common enterprise modeling platform provides enable you to realize both environmental gains and cash savings through the elimination of duplicate and unused systems, the more efficient use of existing resources, and the ability to model green IT objectives into your overall enterprise architecture and organizational strategy.



Double the Green – Cash Savings + Environmental Impact

There is no question that the need for environmentally sustainable business practices exists, and most likely governments worldwide are going to force the issue through new regulations and requirements in the near future. You can either wait for the mandates – a risky option both financially and ethically – or you can take the initiative to proactively improve your business operations in a variety of ways that will not only have a positive impact on the environment, but will also likely deliver measurable cost savings and a long-term platform for ongoing sustainability and strategic advantage.

Implementing a common technology platform for business process management and enterprise modeling – such as Metastorm Enterprise™ – will allow you to "go green" in more ways than one.

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