

Metastorm Reference Model for Customer Chain



Today's customer chains are increasingly complex. Embracing all functions that support interactions between an organization and its customers – such as sales operations, point of interaction solutions, and analytical solutions – an efficient customer chain is critical to optimizing your business performance. The Metastorm Reference Model for Customer Chain answers your demand by helping you rapidly configure a world-class customer chain.

Customer Chain Excellence

The Metastorm Customer Chain Reference Model contains the CCOR (Customer-Chain Operations Reference) model developed by the Supply-Chain Council's (SCC) customer chain special interest group. It contains best practices and pre-built models that empower you to better anticipate, meet and manage customer needs. To enable the tracking and continuous improvement of customer chain processes, an extensive set of measurements is included.

The Metastorm Customer Chain Reference Model provides a standard framework of high-level customer chain definitions used by members of the SCC. By employing standardized customer chain process definitions you can benchmark your processes with SCC members, and then identify and implement the changes needed to improve your organization's customer chain. This tested approach significantly cuts the cost and time involved with implementing your programs.

The Metastorm Customer Chain Reference Model is implemented in the Metastorm ProVision® enterprise modeling solution. This combination enables you to efficiently and quickly configure and define the complete scope of a customer chain – and then analyze the process start to finish to determine where weaknesses exist. Typical customer chain project objectives include:

- Creating an enterprise that can swiftly respond to customer chain changes – thus implementing inter-organization customer chain strategies by configuring process categories and extending definitions of customer chain process elements to an implementation level across the organization
- Employing customer chain standards to accelerate customer chain initiatives and increase efficiencies throughout the customer life-cycle
- Implementing pre-built process models to quickly configure customer chains according to industry best practices
- Re-evaluating strategies for Plan, Relate, Sell, Contract, Assist and Enable–

Highlights

Benefits

- Contains best practices and pre-built CCOR models developed by Supply-Chain Council experts
- Empowers you to better anticipate, meet, and manage customer needs
- Helps you rapidly configure a world-class customer chain
- Configures and defines the complete scope of your customer chains so they can be analyzed from start to finish
- Benchmarks processes against the similar processes of other Supply-Chain Council members
- Implemented in Metastorm's enterprise modeling solution, Metastorm ProVision
- Can be used for additional purposes, such as Enterprise Architecture, requirements analysis, ISO certification, strategic planning, and application development

enabling organizations to rapidly develop new or respond to industry advancements and changes to product and service delivery and support methods

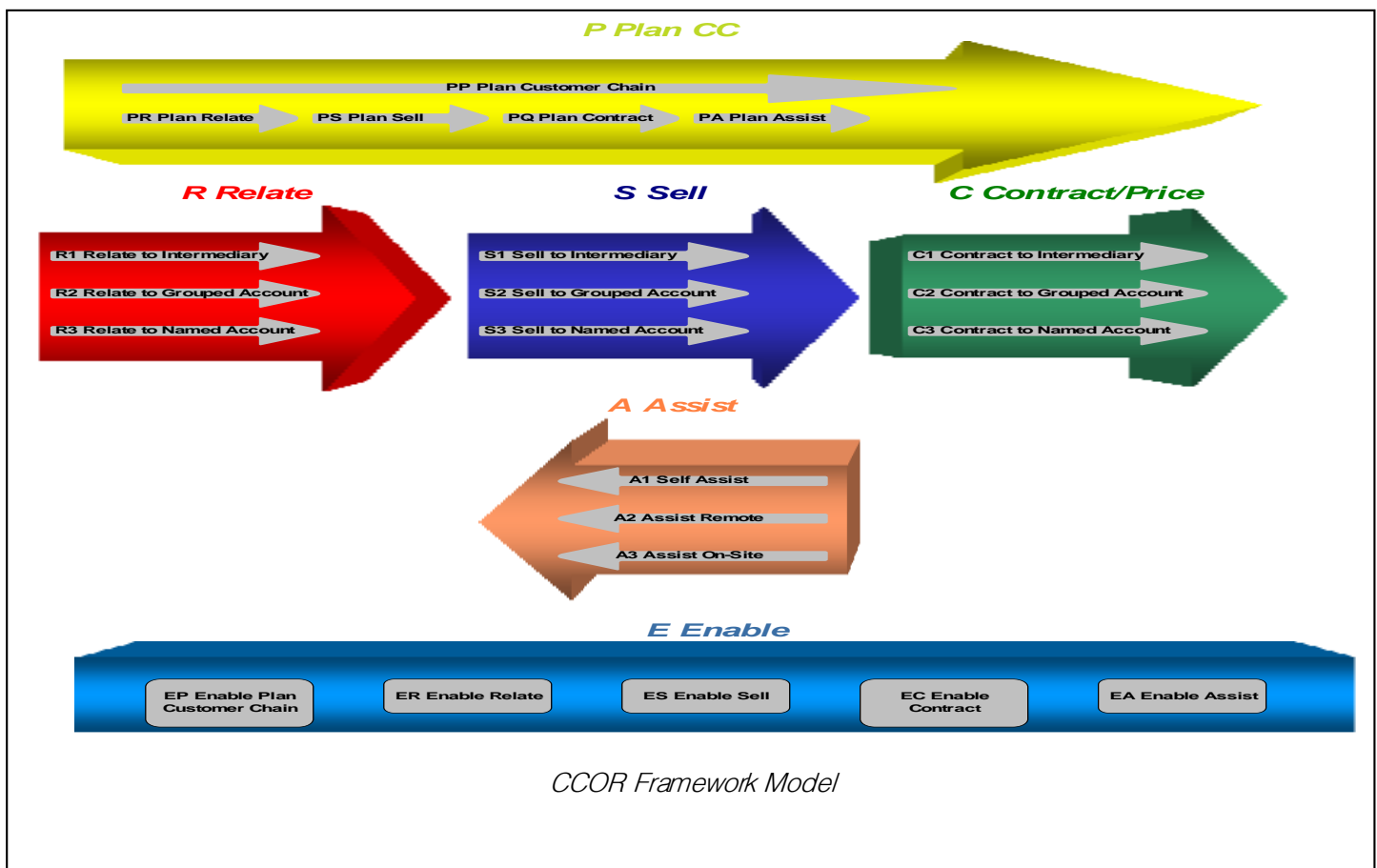
- Leveraging customer chain models and interpretations for additional purposes, such as Enterprise Architecture, requirements analysis, ISO certification, strategic planning and application development

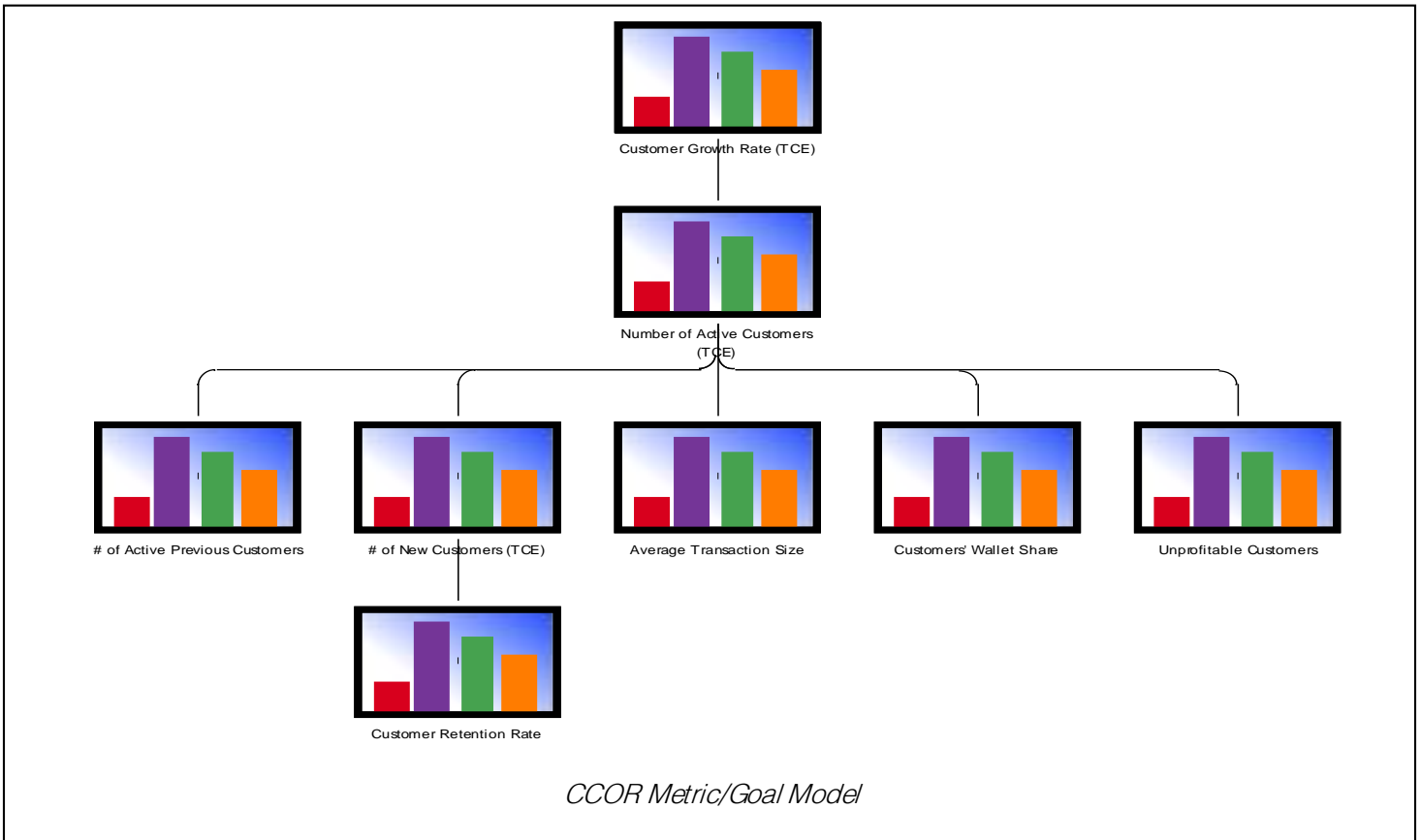
Some of the key models within the Metastorm Customer Chain Reference Model include:

CCOR framework model — depicts the customer chain from a strategic perspective. It contains process types and process categories that associate the process elements at the activity level. It profiles the enterprise-wide business scope, establishes the process boundaries, and portrays the relationship of activities within the CCOR structure.

This end-to-end business process model includes the primary activities by which business partners provide exceptional service to their customers, and it serves as a navigational tool and starting point to access all lower-level workflow models.

CCOR Process Hierarchy Model — a decomposition model that structures the business scope and business processes. It shows a general-to-specific view of the Activity objects within the customer chain, including the three process levels (process type, process categories and process elements) defined in CCOR as activities. This model is useful in analyzing the business at various levels in the hierarchy.





CCOR Process Element (Workflow) Model — is composed of distinct objects that are capable of linking to other objects and storing significant amounts of additional information. Workflow Models are used in reviewing as-is processes, modeling new processes, or re-thinking current business processes.

Plan Design Chain Process Category Workflow Model — involves the development and establishment of courses of action over specified time periods that represent a projected appropriation of design chain resources to meet design chain requirements.

CCOR Metric/Goal Model — a model comprised of the measurements of 16 customer change processes that are associated with the customer chain activities to be measured.

The Metastorm Reference Model for Customer Chain provides a common framework to understand, communicate and improve customer chains. If you need further guidance, Metastorm’s Professional Services team offers the necessary experience, tools and techniques to successfully employ this reference model in your customer chain initiatives.

Other reference models in Metastorm’s portfolio include those for supply chain (SCOR), design chain (DCOR), value chain (VRM), finance (including Sarbanes-Oxley compliance), Information Technology Infrastructure Management (ITIM, based on ITIL®), and the telecom industry (based on eTOM®). As an added benefit, Metastorm built the reference models to be integrated within a common taxonomy, so they can be tied together to provide a comprehensive organizational view. All of these various reference models serve as starting points

for process and automation initiatives. They empower you to easily evaluate your processes and systems, and then intelligently establish your priorities. All the reference models are stored within a shareable repository in the Metastorm ProVision enterprise modeling solution, which provides the framework necessary to define and analyze specific requirements and models.

For more information on how Metastorm solutions can help you, contact us at 1 877-321-META or sales@metastorm.com.

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