

# Metastorm Reference Model for Design Chain

## Solution Overview

### Success is a Matter of Design

To achieve a real competitive advantage in today's dynamic business environment, organizations must optimize their design chains — streamlining the process from product concept to launch while reducing production costs and improving design quality.

Metastorm delivers the Metastorm Reference Model for Design Chain to accelerate your design chain initiatives and increase efficiencies throughout the product life-cycle. Our reference model houses the Design Chain Operations Reference (DCOR) model, which is developed and promoted by the Supply-Chain Council's (SCC) special interest group for design chain.

Metastorm's pre-built reference model quickly configures design chains according to industry best practices. Inter- and intra-organizational communications are clarified and understood using a model-driven approach, which enables organizations to identify beneficial changes to design chain operations.

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

The Metastorm Design Chain Reference Model includes the industry's leading enterprise modeling tool, Metastorm ProVision®. This robust combination enables organizations to efficiently and quickly configure and define the complete scope of a design chain – and then analyze the process start to finish to determine where weaknesses exist. Typical design chain project objectives include:

- Creating an enterprise that can swiftly respond to product design changes by implementing inter-organization design chain strategies, configuring process categories and extending definitions of process elements to an implementation level across the organization
- Employing design chain standards to accelerate design chain initiatives and increase efficiencies throughout the product life-cycle
- Implementing pre-built design models to quickly configure design chains according to industry best practices
- Re-evaluating strategies for Plan, Research, Design, Integrate and Amend – enabling organizations to optimize their design chains and streamlining the process from product concept to launch while reducing production costs and improving design quality
- Leveraging design chain models and interpretations for additional purposes, such as Enterprise Architecture, requirements analysis, ISO certification, strategic planning and application development

### Highlights

### Design Chain Reference Model

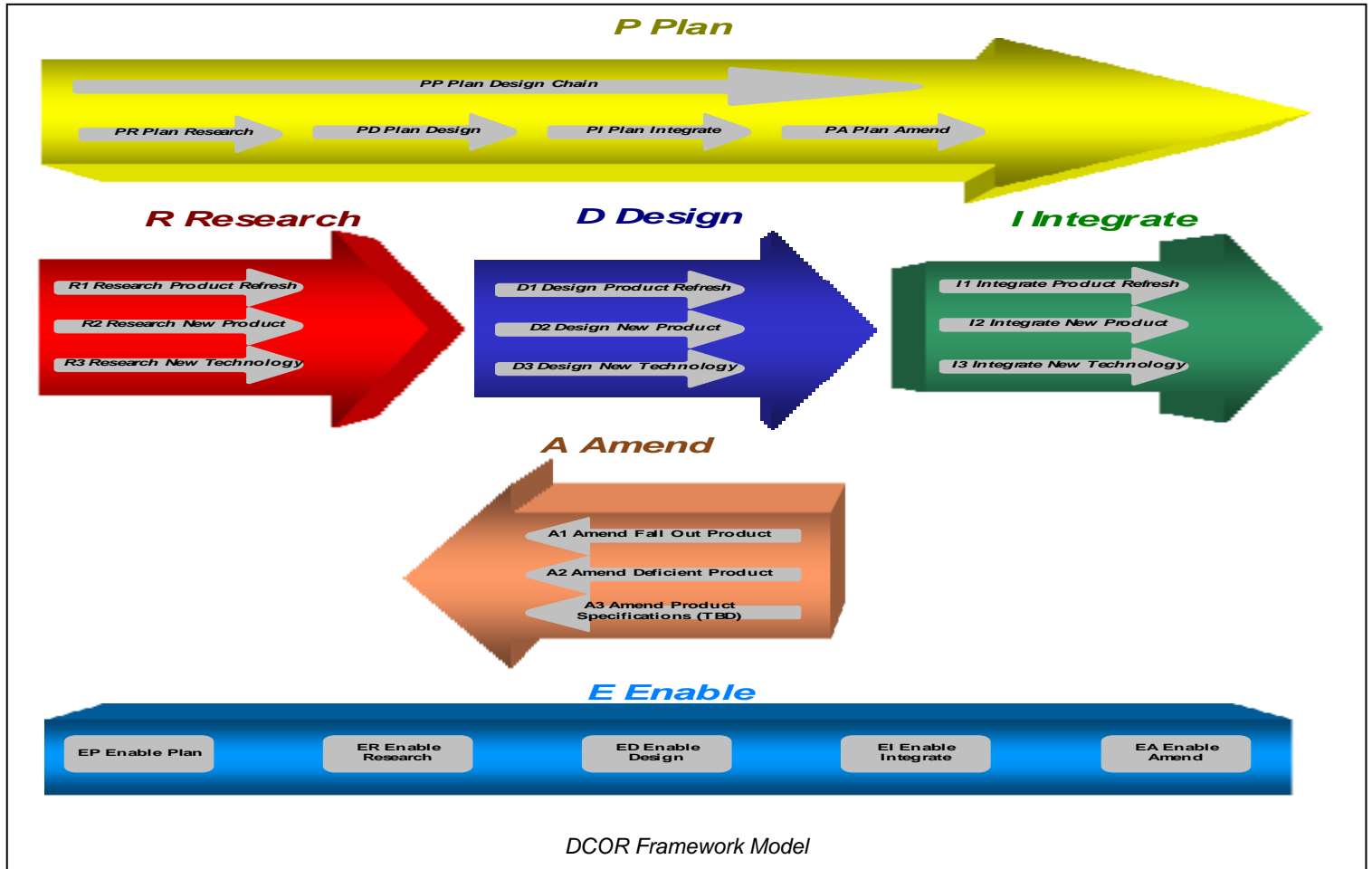
#### Benefits

- Contains the DCOR models developed and promoted by the Supply-Chain Council
- Provides a common design chain framework to understand, communicate and improve design chains
- Helps identify and implement the changes needed to develop a world-class design chain
- Configures and defines the complete scope of your design chain and then analyzes the process from start to finish
- Benchmarks processes against the similar processes of Supply-Chain Council members
- Includes the industry leading enterprise modeling tool, Metastorm ProVision
- Can be used for additional purposes, such as Enterprise Architecture, requirements analysis, ISO certification, strategic planning and application development

Some of the key models within the Metastorm Design Chain Reference Models include:

**DCOR framework model** — depicts the design 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 DCOR structure.

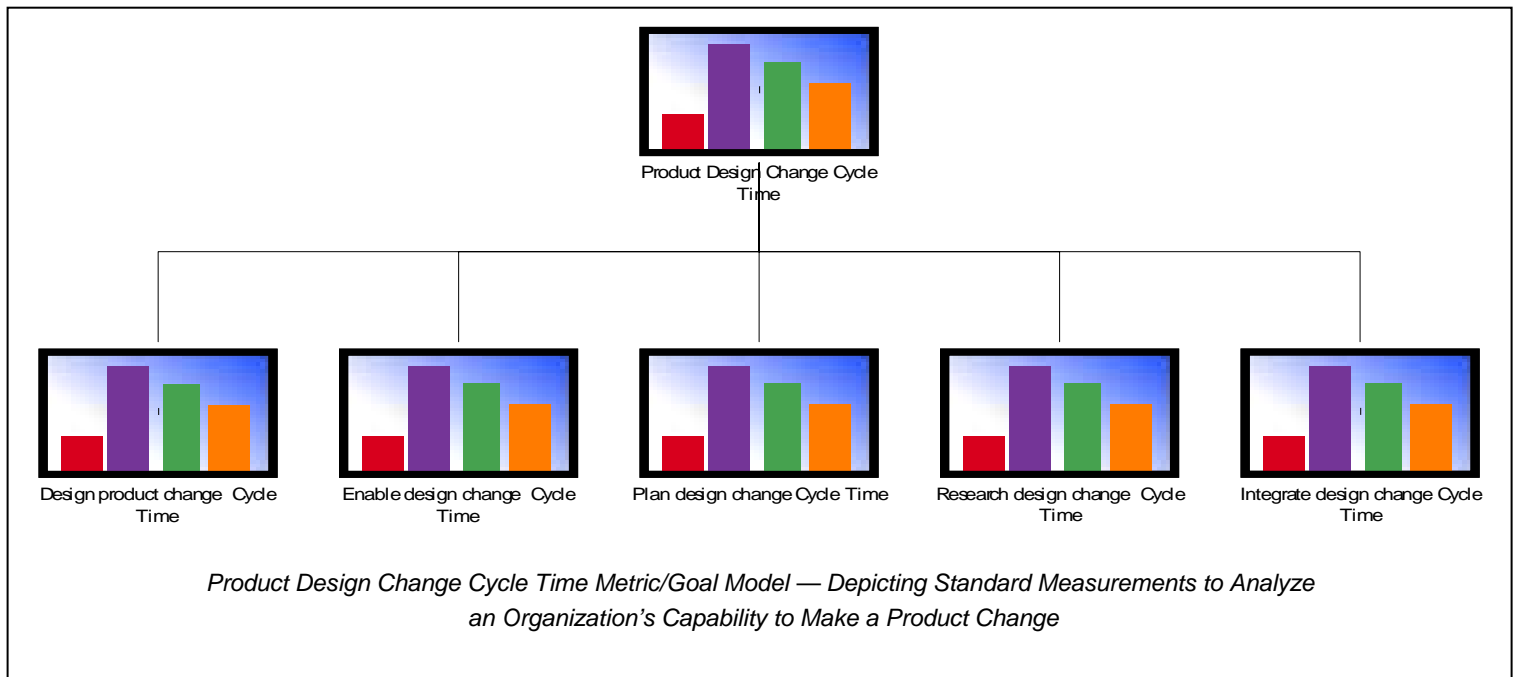
This end-to-end business process model includes the primary activities by which business partners provide exceptional service to their customers, and it serves as a navigational tool and starting point to access all lower-level workflow models.



**DCOR 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 design chain, including the three process levels (*process type*, *process categories* and *process elements*) defined in DCOR as activities. This model is useful in analyzing the business at various levels in the hierarchy.

**DCOR 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.

**DCOR Measurement (Metric/Goal) Model** — comprised of the measurements of 12 design change processes that are associated with the design chain activities to be measured.



The Metastorm Reference Model for Design Chain provides a common design chain framework to understand, communicate and improve design chains. If you need further guidance, Metastorm's highly-skilled consultants offer the necessary experience, tools and techniques to successfully employ this reference model in your design chain initiatives.

Other reference models in Metastorm's portfolio include those for supply chain (SCOR), customer chain (CCOR), finance (including Sarbanes-Oxley compliance), Information Technology Infrastructure Management (ITIM, based on ITIL®), and the telecom industry (base on eTOM®). 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 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, which provides the framework necessary to define and analyze specific requirements and models.

## About Metastorm Inc.

With a focus on enterprise visibility, optimization, and agility, Metastorm offers market-leading solutions for Enterprise Architecture (EA), Business Process Analysis & Modeling (BPA) and Business Process Management (BPM). As an integrated product portfolio, Metastorm Enterprise™ allows organizations to maximize business results by unifying strategy, analysis and execution. Metastorm is the only solution provider to bring together these critical disciplines on a single software platform to enable an understanding of enterprise architecture and strategy, accurate impact and opportunity assessment, effective process execution, and accelerated value realization for organizations worldwide. For more information on powering strategic advantage with Metastorm Enterprise, visit [www.metastorm.com](http://www.metastorm.com).



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