

Metastorm Value Reference Model

Solution Overview

Optimize Your Value Chain for Agility

Enterprises must rapidly respond to market changes to be successful in today's dynamic global business environment. Doing so requires a comprehensive understanding of business processes across integral functions -- from operations to product development to customer service. To answer this demand, Metastorm offers an implementation-ready Value Reference Model (VRM).

Built on the foundation of the VRM developed by the Value Chain Group, Inc. (VCG), this solution enables organizations to develop unique, competitive value chains composed of highly integrated business processes that cut across corporate and functional boundaries and are fully aligned with the corporate strategy.

The VRM provides capabilities for practitioners to improve the full spectrum of business operations required for the design, manufacture, delivery, and support of products through the full integration of all critical business operations in a single framework. Additionally, it accelerates business improvements by providing a validated reference set of measurements, processes and practices.

The VRM has been implemented by some of the world's largest and most successful organizations. It was designed by the VCG to:

- Enable corporations to integrate the three critical domains of Global Product Development, Global Supply Network and Global Customer Success
- Reflect the layers of decisions and operations found in most corporations
- Support strategic decisions and tactical deployment of the same decisions
- Include priority dimensions linking strategy and tactics to operations on all levels of the model
- Provide a common language which enables internal and external collaboration
- Enable the customization of value chains
- Establish a framework for the successful integration of business processes and IT and support the creation of a successful SOA game plan

Through the use of a set of standard business models that delivers an end-to-end view of value chain management processes, the Metastorm VRM serves as a powerful resource for value chain process owners in developing an accurate model of the business activities and information required to provide exceptional service to customers and improve the efficiency of interactions with suppliers and partners.

The Metastorm VRM is implemented by one of the industry's leading enterprise modeling tools, Metastorm ProVision®. This robust combination enables organizations to efficiently and quickly configure and define the complete scope of a value chain – and then analyze the process start to finish. It represents:

- An enterprise-level business framework for today's value chain processes, based upon the VCG framework
- An end-to-end business model that is focused on process types including Plan, Govern and Execute, as well as a common set of definitions
- Over 1,000 process-specific metrics aligned with performance attributes for process measurement and benchmarking

Highlights

Metastorm Value Reference Model

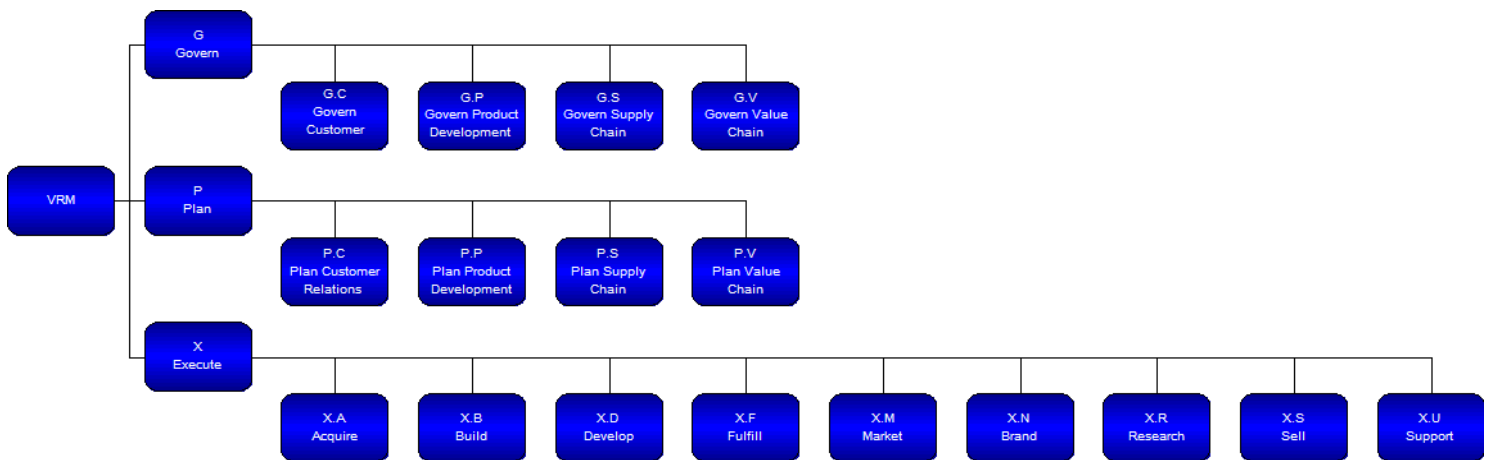
Benefits

- Enables organizations to develop unique, competitive value chains with highly integrated business processes
- Fully integrates all critical business operations in a single framework
- Provides a holistic view of business processes across operations, product development, and customer facing domains of an enterprise
- Improves the full spectrum of business operations required for the design, manufacture, delivery, and support of products
- Provides a common framework to understand, communicate and improve value chains
- Configures and defines the complete scope of value chains so they can be analyzed from start to finish
- Built on the foundation of the VRM developed by the Value Chain Group, Inc. and implemented by the Metastorm ProVision enterprise modeling solution

- More than 400 industry-proven best practices that facilitate delivering best in class supply chain performance
- A flexible framework of process categories that can be configured to support value chain operations strategy
- An integrated set of process elements that can be extended to support organization-specific processes, systems and practices

Some of the key models within the Metastorm VRM include:

VRM Process Model — serves as a functional hierarchy that structures business processes and activities within the context of a business domain. The VRM process model depicts the value chain from a strategic perspective. It profiles the enterprise-wide business scope, establishes process boundaries, and portrays the interrelationship of activities within the VRM structure.



VRM Measurements and Priority Dimensions Models — implements seven priority dimensions. Each dimension has a set of supporting performance indicators (measurements) enabling the monitoring of each dimension.

VRM Best Practices Model — provides a set of best practices. Each best practice is part of the best practices hierarchy.

VRM Workflow Model — concentrates on the flow of work through the business for a single output (i.e. product or service), or a single input (i.e. handling of an order). As processes cross organizational boundaries, the workflow model depicts the organizational role performing each activity and the workflow (deliverables and/or events) between the activities. The workflow model serves as the basis for designing/redesigning the process, and redesigning the organizational structure to better support the process.

Other reference models in Metastorm's portfolio include those for supply chain (SCOR), customer chain (CCOR), design chain (DCOR), finance (including Sarbanes-Oxley compliance), Information Technology Infrastructure Management (ITIM, based on ITIL®), and the telecom industry (based 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.

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 value chain initiatives.



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