

Standards Required: Business Modeling Standards

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The purpose of this document is to describe five Business Modeling Standards useful for business decision making. Using TeamsWin terminology, these are the standards for Information Heavylifting. Standards are product definitions, defining what one has to understand to produce a product. The five Business Modeling Standards are: Business Science, Data Management, Database Management, Data Cleaning and Data Conversion. Integrated, they are Business Modeling Standards.

Business Model Overview

First an overview, a business model is like a set of buckets set up to both characterize a business and collect history (or confidence) supporting that character. A business model is a stable vision shared by each person in the organization. Stability makes a business model useful; but, it can change slightly, for example: new people and types of people; new products processes and facilities and their types; new customers and suppliers; new laws rules and regulations and their types. That information comes from internal and external business functions. For example: decision makers have always transformed functional information into a “big picture” strategic enterprise view of the business. But now, there are tools to automate that transformation. Before these tools and before business models, each individual did his own transformation mentally, resulting in as many models as people. The better way is to create one vision. Then, it is easy to measure confidence and apply it through business decisions to the future of the organization. Besides the future views, we also have the ability to look back and see who was responsible for what, where, why, how and when. Here are the five standards.

1 Data Conversion

Data Conversion is the clerical part of the job that replaces the old mental transformation. It reads internal and external reports of interest to the business and transforms that data into a decision support format (the business model buckets). Besides the clerical function, Data Conversion recognizes new buckets and communicates them to Data Cleaning.

2 Data Cleaning

Data Cleaning updates the business model for new buckets and bucket types. The formal term for bucket is entity. As the Data Conversion clerk gains experience, they can begin Data Cleaning and set up these new entities. Using Business Science, they can also recognize new relationships between buckets. Data Cleaning recognizes new bucket relationships and communicates them to Data Management.

3 Business Science

Business Science is the general language of business, the language of teamwork, the way we communicate to an audience of diverse talent. It is the science of bringing people together to accomplish an objective. Business Science is what you learn in business school, including all the majors like: accounting; administration; banking; finance; marketing; investment; real estate, insurance; etc.,; including the information they use for the decisions they make. Business Science is required for business modeling, which is strategic Data Management.

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4 Data Management

Data Management includes both Data Modeling and Business Modeling. Business Modeling is a strategic approach to Data Modeling that uniquely defines a business within its environment. Using Business Science Standards, Data Modeling updates the design of the business model for new buckets or business relationships. This step is where the integration of Data Modeling and Business Science standards takes place. The meta-model we use to build Business Models will at the same time teach those five standards. Integrating Data Management and Business Science standards, the system we use at TeamsWin is unique.

5 Database Management

Database Management includes the use and maintenance of the physical tools that contain and communicate the business model. This management includes networking or controlling the queries so they produce Business Science effectively, while running efficiently. It also includes knowing the latest integration and abilities of “DataWatch Monarch” information distribution and “Microsoft Office Professional” programs.

Summary: Standards Required for Business Modeling

In summary the purpose of this document is to describe five standards useful for business decision making. The better way is to create and share one view of the business, or create a Business Model. A business modeling is the integration of these five standards. Currently, finding that combination on the market is either impossible or very expensive. Business schools can present all the pieces, but do not do a good job with the integration. TeamsWin services and products train people in the integration of these five Business Modeling Standards.