



Business Process Optimization by Model Driven Development of Mobile Business Solutions

Heidelberg Innovation Forum

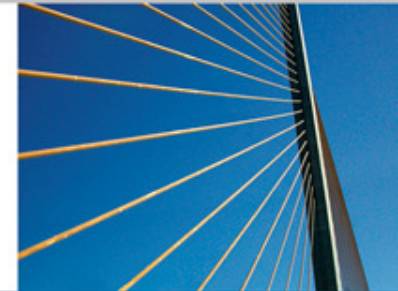
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blueCarat
Software & Consulting



Agenda

- ▶ A couple of Questions
- ▶ Solution Approach
- ▶ Business Process Management
- ▶ Business Process Optimization
- ▶ Model Driven Software Development
- ▶ Example given: Mobile Service



Could you answer a couple of questions ?

- ▶ Are your business processes
 - ▶ in line with your business objectives ?
 - ▶ as efficiently as they could be ?
 - ▶ limited to your individual enterprise ?
- ▶ Are your information about your business processes
 - ▶ completely analysed ?
 - ▶ consistently documented ?
 - ▶ high quality ?



Solution Approach

- ▶ Dedicated and approved methods and techniques are helping to analyse, design and optimize your operative processes

Business Process Management

- ▶ Business process management is a precondition for

Business Process Optimization

- ▶ The challenge:
 - ▶ integration of those methods and techniques within the entire enterprise
 - ▶ all divisions from business process owner up to management are responsible



Business Process Management

- ▶ Key benefits:
 - ▶ get agile business processes
 - ▶ decrease process costs
 - ▶ flexibility to a changing market environment
 - ▶ enhance your presence in the global competition
 - ▶ added value by efficient processes
 - ▶ optimize productivity
 - ▶ higher customer satisfaction



Business Process Optimization

- ▶ Our recommendation:

Business Process Optimization
driven by Mobile Business Solutions

- ▶ But – keep in mind, mobile business solutions

- ▶ are highly customer individual
- ▶ have to be integrated completely into optimized business processes
- ▶ have to find user acceptance

Model Driven Software Development

Model driven Software development

► Our solution:

Customer individual mass production of mobile business solutions by using the blueCarat process model:

1. comprehensive analysis of the business needs
2. collaborative design of the mobile business solution
3. generation of software code with high quality
4. getting an individual mobile business solution
5. being a market leader

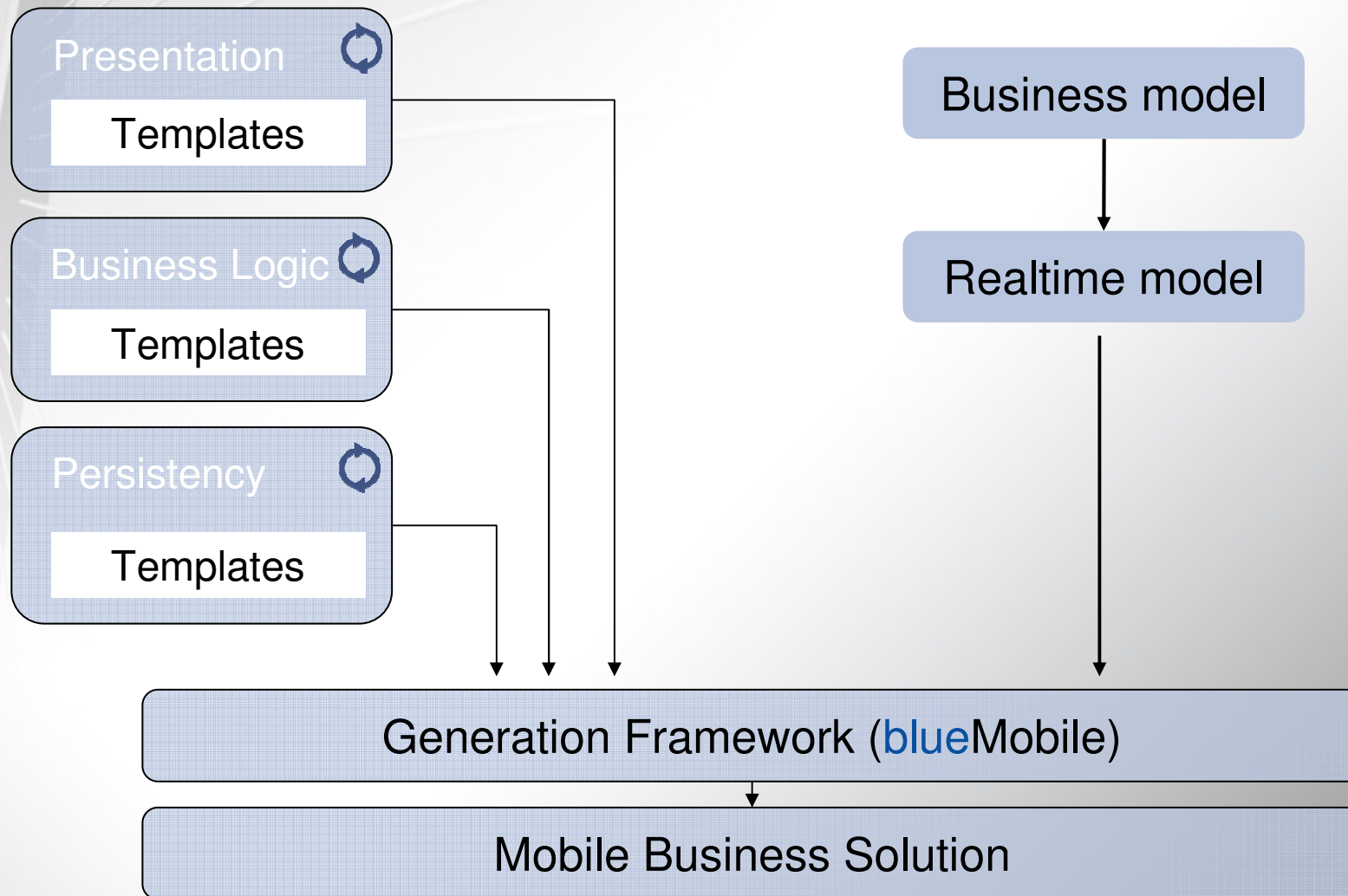
Model driven Software development

- ▶ Model driven software development
 - ▶ reduce the manual steps to a minimum
 - ▶ fast design to build
 - ▶ less time for development – more time for quality

- ▶ But – how is it going ?

blueMobile – the flexible and scalable integration and communication platform developed by blueCarat





Example given: Mobile Service

- ▶ Mobile business solution for
 - ▶ sales
 - ▶ field Services

- ▶ Have a look at the foyer !



Requirements

- ▶ Requirements concerning the transfer business:
- ▶ We are looking for
 - ▶ business partners and/or
 - ▶ pilot projects



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