

Effective systems and processes that are truly aligned with an enterprise's strategies are vital to succeed in today's tough environment. Promendo's Business Engineering Practice is focused on assisting enterprises achieve greater efficiency, profitability and customer service by leveraging technology and information better than their competitors.

## WE BELIEVE THAT ENTERPRISES CAN BE 'ENGINEERED' TO IMPROVE THEIR PERFORMANCE

Business Engineering is the function of defining and understanding the goals, critical success factors and the environment that the business currently operates within and then challenges the way business processes are performed. Better processes can be developed to drive increased profitability, cost reduction, improved service standards and efficiency gains.

Our Business Engineering practice, using our proven methodology Object Orientated Business Engineering® ('OOBE®'), has worked with many of Australia's leading enterprises to achieve superior results through better alignment of business strategies, processes and IT systems.

## WHAT IS OBJECT ORIENTATED BUSINESS ENGINEERING?

OOBE® is a framework and methodology developed by Promendo for architecture, business engineering, business process management and object-oriented software development.

OOBE® provides the framework that businesses use to articulate and communicate business process improvements, business definitions and rules. It provides the crucial link missing from traditional approaches to business process engineering and systems development: by identifying a clear path from business strategies to reusable information systems components.

The major difference OOBE® provides over traditional software Object Oriented Analysis and Design approaches is its focus on business needs.

OOBE is a flexible and outcomes driven methodology. It works with specific techniques that enterprises may use to improve their performance, such as 'Six Sigma' or 'ITIL'.

Our methodology works because it looks holistically at the enterprise and can integrate techniques and specific initiatives into a structured framework making sense of and setting out a pathway for improvement. OOBE is built on an architectural framework that enables the business to translate its requirements and strategies into agile systems and processes.

## HOW DOES THE OOBE FRAMEWORK DELIVER FOR THE BUSINESS?

The OOBE Framework partitions information systems architecture into four dimensions:

- business
- applications
- technology
- management

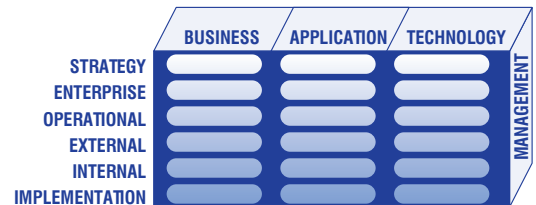
Management Architecture encompasses the other three dimensions and provides the organisational context in which architecture is applied. Each dimension of the framework spans from strategic thinking about the business to the implementation of software components that represent the business.

The framework advocates an iterative process applied to each of the dimensions, and accomplishes this by scoping tasks within each level of each dimension. Iteration is crucial, as the implementation of architecture is a process of organisation growth and change. "Big Bang" approaches to change generally fail. Iteration toward a clearly-defined goal is manageable, achievable and measurable.

## WHO HAS USED OOBE?

A selection of clients includes:

- ANZ Bank
- Optus
- Brisbane City Council Government
- Translink Transport
- Queensland Education
- Golden Casket Lottery Corporation
- Clorox (US)
- Access Queensland
- Flemings Merchant Bank (UK)
- General Motors (US)



**The OOBE® Framework provides the infrastructure for integrating and sharing information throughout the organisation**

## PROMENDO'S BUSINESS ENGINEERING SERVICES

- Accelerated Business Engineering This is a pre-defined fast start service that will quickly analyse, and deliver a high level business architecture
- Methodology Guidelines and Procedures
- Documentation Templates
- Training and Mentoring
- Process and Information Patterns
- Business Analysis and Documentation (functional and technical specifications)
- Business process and information modelling
- Support and Mentoring for business process modelling tools and initiatives

## FIND OUT MORE

Call us to arrange an appointment to find out more on how we can assist your enterprise be more agile and efficient. Alternatively look at our website for more information.

## ABOUT PROMENDO

Promendo was formed from the established consultancies of Open Engineering and Delegate IT in 2004. Since 1990 we have been providing guidance and leadership in Enterprise Architecture and Business Engineering through consulting assignments, project engagements, and seminars in Australasia, the UK and the USA. Open Engineering pioneered the definition of Business Objects through its founding and co-chairing of the Business Objects Special Interest Group on behalf of the Object Management Group (a consortium of 850 International Companies).

Our clients are from a range of sectors including Manufacturing, Finance, Transport, Technology and Utilities as well as Federal, State and Local Government