



OOBE®

THE OOBE® APPROACH TO ENGINEERING BUSINESS SOLUTIONS

Over the course of the last 12 years, Promendo has developed a unique Business Engineering methodology that applies key architecture, engineering and object-oriented software design concepts to the transformation of enterprises, enabling them to deliver improvement, embrace challenge and encourage growth while synchronising Information Systems with the business model they should be supporting.

OOBE® is a framework for architecture, business engineering, business process management and object-oriented 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 systems development and business process engineering: a clear path from business concepts to reusable information systems components.

**Systems that deliver
what the business needs,
when the business needs it.**

The primary difference between OOBE® and traditional business modelling and redesign approaches is that OOBE® facilitates thinking about the business as though it were a series of modular components that can be reconfigured at-will as the business changes. OOBE® encourages convergence of diverse thinking (through business patterns); while still very clearly capturing and respecting those differences that create profitable differentiation in the marketplace. OOBE® harmonises information systems thinking with business thinking, driving systems from the business point of view, but not treating

business and systems as incompatible. By providing a clean transition between business and systems thinking, OOBE® makes possible the realisation of a new breed of business operations where key processes, and even entire businesses, are implemented electronically.

The major difference OOBE® provides over traditional Object Oriented Analysis and Design approaches is its heavy foundation in business modelling and engineering and the strong link through each viewpoint from strategy through to the implementation of software: coined as 'Concept to Code'.

OOBE® encompasses three core elements of process, framework and business patterns.

Process

Companies engage in business planning and process design, and separate these activities from systems planning and design. Promendo believes that this is no longer a competitive strategy. Information technology is a vital part of business today. Yet traditional approaches to business strategy and business design provide no methods or mechanisms for making this translation.

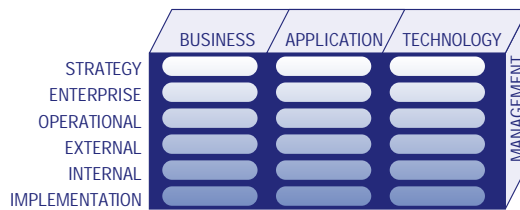
OOBE® enables corporate management to articulate their business strategy, operational management to translate this into well-designed processes, and systems architects to translate both into component software that both reflects and realises the business as envisioned by the business people themselves.

An essential element in making this possible is the OOBE® approach to modelling, which applies industry-standard modelling techniques within a rigorous, integrated modelling approach.

By harnessing the power of Business Process Management and distributed object software technology ("middleware") to integrate all of the information from their various applications, we can use business objects to integrate information systems, guarantee clean data, enforce business rules, and squeeze more flexibility and value from legacy systems. OOBE® enables management of the whole process, ensuring value for investment and effort in, Web Services, Distributed Object Computing and Business Objects.

FRAMEWORK

The OOBE® Framework expresses the concepts of information systems architecture in a way that we can implement and manage what is otherwise a very complex and abstract idea. It organises the capture of business knowledge, models, specifications and software. In addition, it provides the infrastructure for integrating and sharing this information throughout the organisation. Once practitioners are familiar with OOBE® and the concepts that it embodies, it becomes a powerful tool for reasoning about, managing and delivering information systems and business process improvement.



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

Promendo has implemented this framework in a number of widely used architecture and modelling tools, which enables our consultants and clients to map and manage business knowledge about processes, data, rules, roles, workflow, organisations, logistics, applications and information systems technical infrastructure. Additionally, these implementations automate the publication of this vital organisational knowledge via corporate portals.

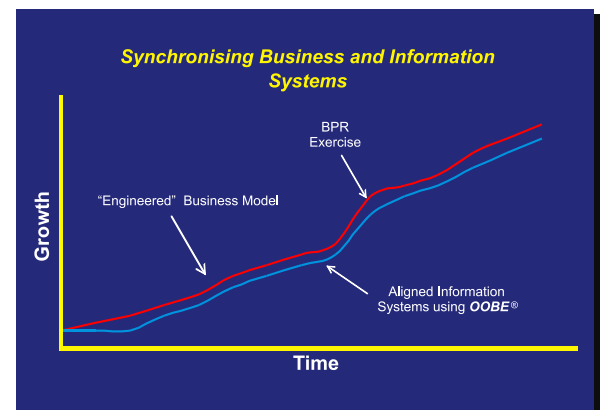
BUSINESS PATTERNS

Our pioneering work with business patterns has revolutionised the way in which organisations approach business engineering and systems development.

Business patterns take the guesswork out of defining business concepts, processes, events and performance metrics. Patterns organise one's "world view" to promote identification of common and shared business elements; and standardise business models (and thus the software components derived there from) both within an enterprise and between enterprises in an integrated value chain.

Some patterns, such as the "Basic Entities", form the foundation for modelling, knowledge organisation and component design. Others, like "Business Party", extend the foundation to enable the rapid assembly and customisation of business models and their software design counterparts. Others, like "Business Party", extend the foundation to enable the rapid assembly and customisation of business models and their software design counterparts.

Business patterns are a key reason why Promendo is able to achieve business standardisation and stabilisation today, while others still view this as a future goal.



Our OOBE® approach enables enterprises to continuously:

- Define, engineer and integrate their business processes into an open, adaptable and agile enterprise;
- Integrate their business with customers and suppliers to achieve the benefits of a seamless value chain;
- Improve, integrate and re-invent business processes across the enterprise;
- Rapidly design & implement business solutions in response to new market opportunities;
- Cut solution delivery time and development costs by allowing re-use of information and business concepts;
- Leverage the power of an enterprise view of information assets by removing the barriers which cause incompatible data stores to flourish; and
- Capture & share essential organisational knowledge that is otherwise being lost.

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.

Promendo Pty Ltd ACN 109 960 545

OFFICES: BRISBANE, MELBOURNE, SYDNEY, PERTH.

Ph: 1300 654 676 or +61 (0)7 3891 6700

Fax: +61 (0)7 3891 6780