

How to make sure BPMS and other enterprise systems are aligned to the company's strategy Jorge S. Coelho (SisConsult) /Sandra Derom (W3SI)

Abstract: Today “time” is the competitive differentiator between companies. Companies have to be agile: bring new products and services to market quickly and respond rapidly to changing demands. From an IT point of view, there is an evolution from client-server to service-oriented architecture. What does BPMS contribute to this evolution? Furthermore, there is a myriad of BPMS providers available in the market. What are the right selection criteria? They are specific to each company and should contribute to the competitive market positioning. Are process templates useful and how to avoid commonality? The Método Learn assists companies in building a process-architecture based on continuous improvement departing from the company's strategy. The objective is to assure that organizations take advantage of all the potential offered by the new IT solutions.

A systemic and integrated process approach is presented as an important contribution to improve the IT alignment with business strategy, not only during the planning process but also in the maintenance phase. A special technique, offered by the Método Learn, using the business object concept in an early stage of organization modeling, in several layers, enables to identify the information needs in a way that all the semantics is gathered and preserved until its translation to a logic model. The organization change and the user role are taken in account in this approach.

Brief CV: Jorge S. Coelho is the managing partner of SisConsult, a management consulting company founded in 1996. He has developed the Método Learn, a strategic approach to business processes to improve organizational performance. He also teaches the Método Learn at several universities, mainly at the Universidade do Minho and at the Universidade Portucalense. He holds a degree in Mechanical Engineering and a master in Computer Science. During four years he led the IT Department of Price Waterhouse of the Porto Office and worked for the Portuguese Post for twelve years, running a regional Organization and IT department. He is also the president of IPBPM – Portuguese Institute for BPM.



Brief CV: Sandra Derom is Director of the BPM Business Unit at W3si, an IT consulting company. She holds the title of Commercial Engineer acquired at the University of Antwerp and has an MBA from Warwick Business School. She has been working in the business and academic sector. She started her career in the Telecommunication sector. Then she went into consulting, working for Arthur Andersen and 4C Consulting. Next, she worked as a Senior Researcher at the Vlerick Leuven Gent Management School. In the meanwhile, she has been holding her own practice working as a Teacher and Management Consultant.



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