

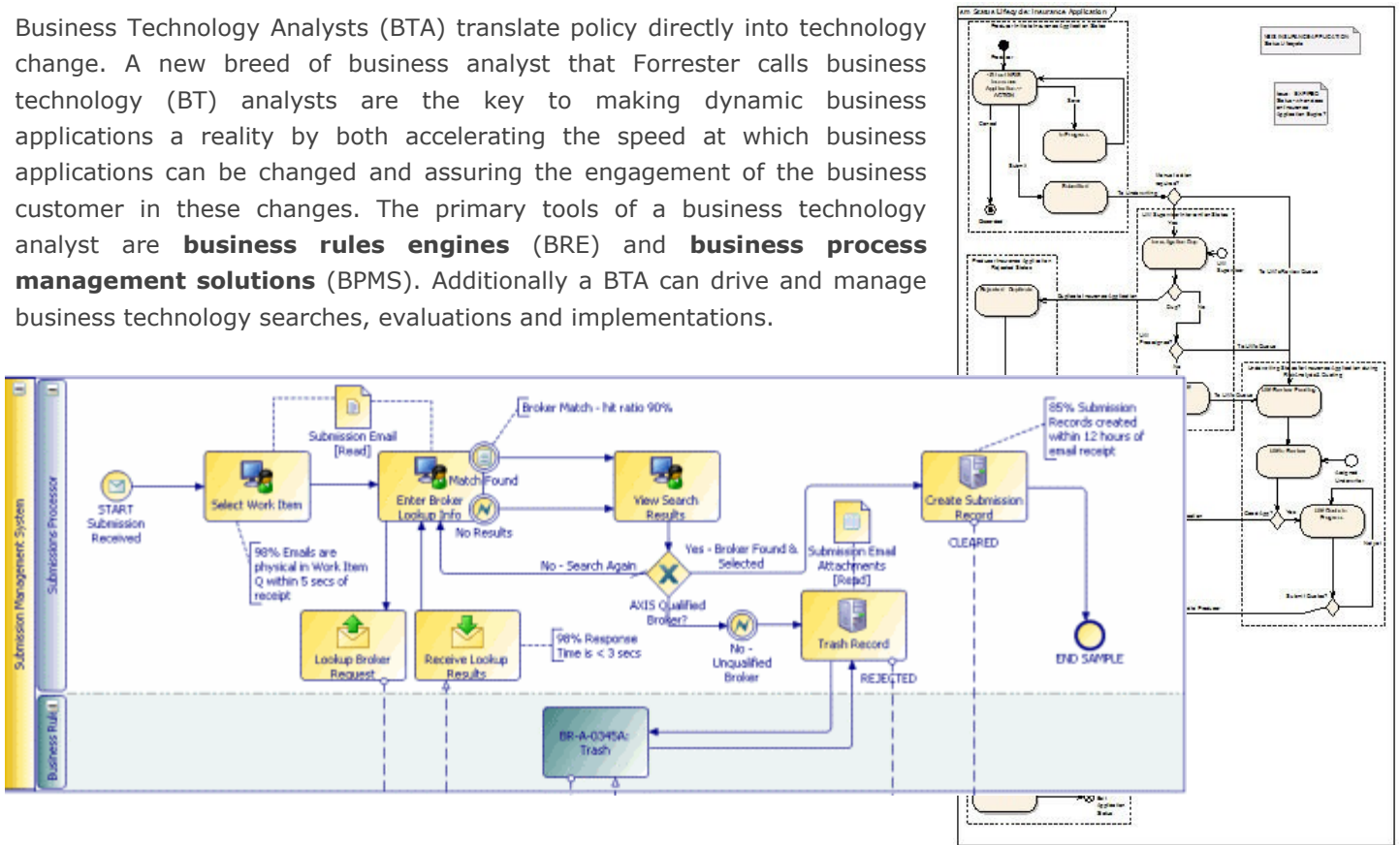
# Technology ByDesign

## BUSINESS TECHNOLOGY ANALYSIS

**Business Technology Analysis (BTA)** is key to making dynamic business applications a reality by both accelerating the speed at which business applications can be changed and assuring the engagement of the business customer in these changes.

### >> Technology Agility

Business Technology Analysts (BTA) translate policy directly into technology change. A new breed of business analyst that Forrester calls business technology (BT) analysts are the key to making dynamic business applications a reality by both accelerating the speed at which business applications can be changed and assuring the engagement of the business customer in these changes. The primary tools of a business technology analyst are **business rules engines (BRE)** and **business process management solutions (BPMS)**. Additionally a BTA can drive and manage business technology searches, evaluations and implementations.



### Technology ByDesign - Connecting Strategy To Execution

- >> Things done with a sense of planning, purpose and method are done **"by design"**;
- >> **"By design"** initiatives, by their very nature, focus on connecting corporate strategy to project execution;
- >> Those organizations that best control and exploit information and knowledge **"by design"** will be the ones to pull forward in terms of strategy and competitive advantage;
- >> Reduce risk and increase process-centric initiative success by **contacting OnKue** today.

## About Us

**OnKue ByDesign** provides consulting services which help businesses reduce risk and increase process-centric initiative success through the application of OnKue "ByDesign" disciplines.

**Design** is a term often used to represent the visual aesthetics of an artifact however design, at its root, has little to do with the visual and much to do with the intellectual. Things done with a sense of planning, purpose and method are done "**by design**".

**ByDesign** initiatives, by their very nature, focus on connecting corporate strategy to project execution.

Those organizations that best control and exploit information and knowledge "**by design**" will be the ones to pull forward in terms of strategy and competitive advantage.

## Connecting Strategy To Execution

### >> ByDesign Disciplines

- Enterprise Business Architecture
- Business Process Management
- Business Rules Management
- Business Requirements Management
- Functional Software Design
- Business Technology Analysis

### >> Frameworks | Reference Models

- The Open Group Architecture Framework - TOGAF™
- Federal Enterprise Architecture Framework - FEAF
- Enhanced Telecom Operations Map - eTOM®
- APQC® Process Classification Framework - PCF
- Value Reference Model—VRM<sup>SM</sup>
- Integrated Process & Technology Framework®
- Information Technology Infrastructure Library - ITIL®

### >> Functional Areas

- Enterprise Content Management - ECM
- Imaging & Document Management
- Collaboration, Portals, Intranets
- Knowledge & Records Management
- Customer Relationship Management - CRM
- Enterprise Resource Planning - ERP
- Marketing & Sales Force Automation
- Inventory & Warehouse Management
- IT Operations Management/Service Desk
- Insurance Claims, Policy Administration
- Accounting & Finance

### >> Commercial Business Software

- Microsoft® SharePoint
- Microsoft® Dynamics CRM, SL, AX, GP
- Salesforce.com®, Siebel, Vantive
- IBM® Content Manager
- Vignette® Collaboration
- Kofax® Ascent Capture
- Stellent/Acorde Imaging and BPM
- EMC® Documentum, eRoom, Captiva InputAcce/
- Ultimus® BPMS, TIBCO® BPM+

### >> Methodologies | Standards

- Six Sigma Black Belt, Lean
- Waterfall, Iterative, Agile, Lean SDLC, SCRUM
- Structured & Object-Oriented Analysis & Design - OOAD
- Unified Modeling Language™ - UML®
- Business Process Modeling Notation - BPMN
- Process and Enterprise Maturity Assessments - PEMM™

### >> Commercial Tools

- Microsoft® Office Visio
- Process Modeler for Visio
- Enterprise Architect (Sparx)
- TIBCO Business Studio®
- Metastorm ProVision®
- Ultimus BPM Modeler®
- Blueprint Requirements Center™
- ILOG JViews BPMN Modeler®
- Embarcadero® EA/Studio™
- Corticon® Business Rules Studio
- Casewise® Corporate Modeler
- MindMap, Axure, iRise®
- Embarcadero® ER/Studio®
- DB Visualizer

### >> Vertical Industries

- Aerospace
- Utilities Construction
- Manufacturing
- Online Auctions
- Insurance: GL - P & C
- Wholesale Distribution
- Call/Contact Center
- Professional Services
- Value-Added Reseller
- Marketing Services & Media: Online & Print



### >> Professional Certifications

- Six Sigma Green/Black/Lean - Masters Certificate
- Process Manager-Practitioner - (CPM-P)
- Certified Process Professional - (CPP)
- Integrated Continuous Improvement Methodology - (ICIM) Level 1 Framework and Process Design Principles
- AIIM® - Fundamentals of Enterprise Content Management System Architecture
- ITIL v3 Foundation