

Ontology and Business Value

Track 3: Value Metrics, Value Models & the Value Proposition

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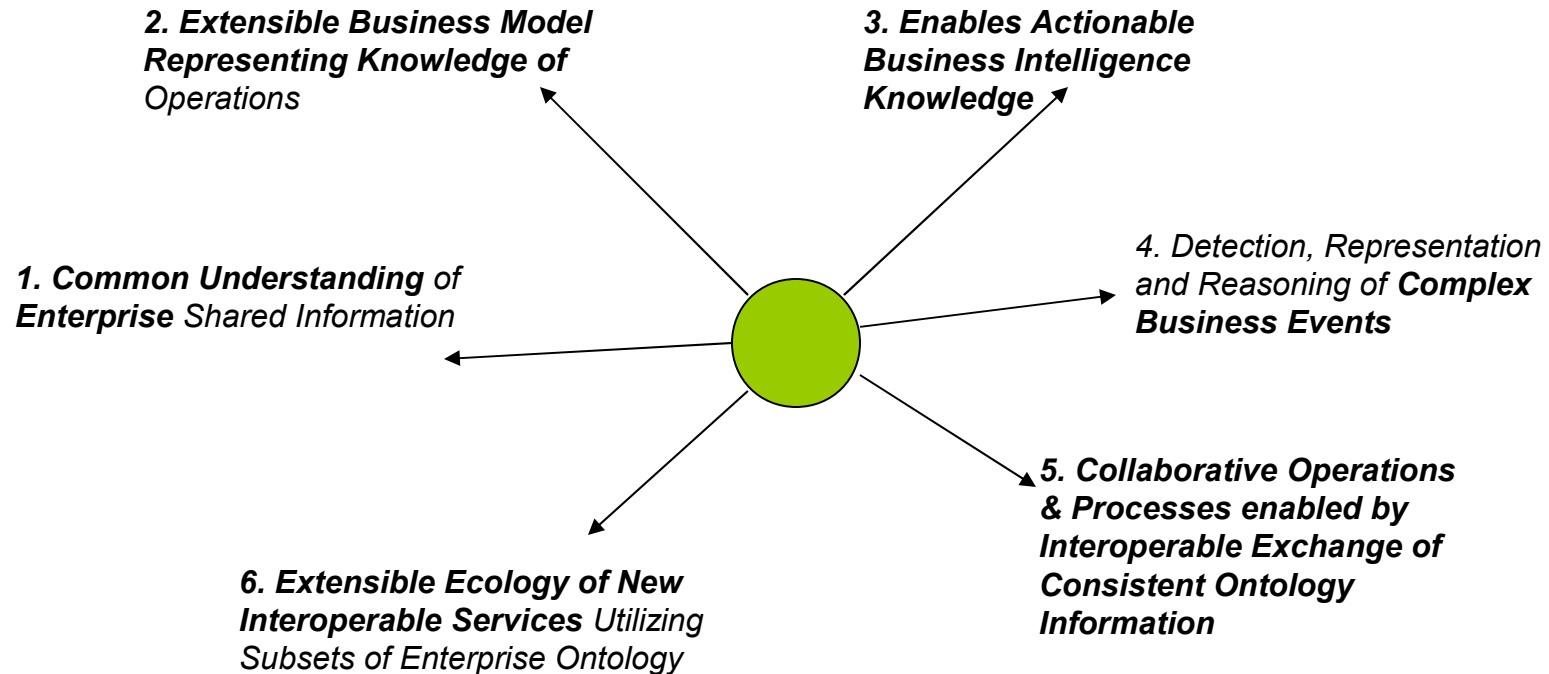
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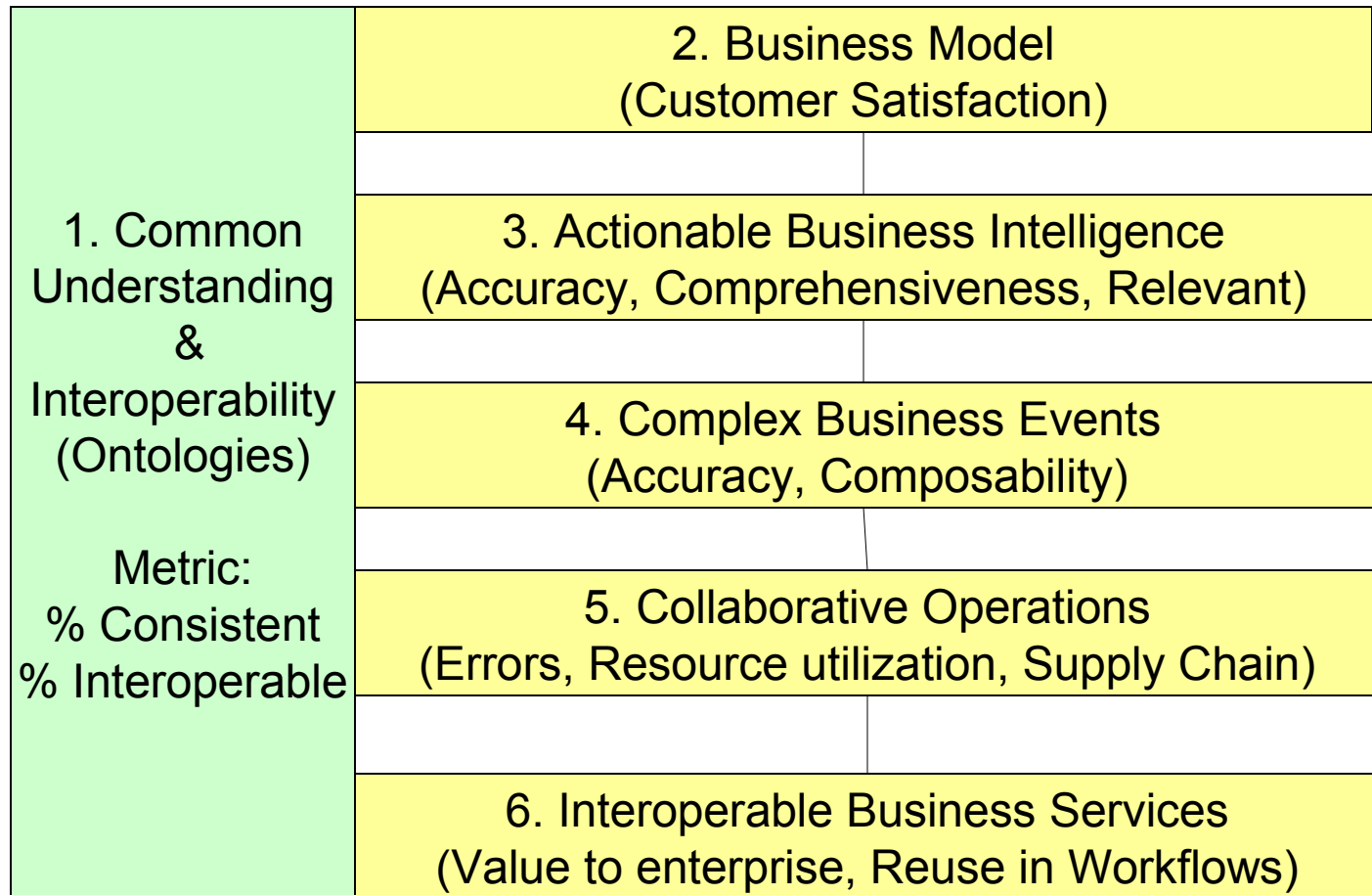
Context and Presentation Goal

- Context: Examples, not a comprehensive treatment of all business areas impacted by development and application of ontologies
- Goal: Identify elements of a value model comprised of exemplary business areas impact of use of ontologies

Business Areas Affected by Enterprise Ontology



Value Model - Ontology and Business Area Relationships



1. Common Understanding of Enterprise Shared Information

- Enterprise level ontologies enable interoperability and consistent understanding of shared information across enterprise model consisting of workflows, actionable intelligence, complex events, operations, and services
- Metrics of success include:
 - % of organization business elements such as workflows and collaborative processes and services compliant with enterprise ontologies

2. Business Model

- Better understanding of business model entities and external dependency relationships, i.e., customers, market conditions, products and services offered, internal operations, etc.
- Customer Impacts
 - Increased customer satisfaction of due to improved customer knowledge (CRM)

3. Actionable Business Intelligence

- Enterprise Ontology enables improved knowledge and reasoning of relevant extraction and analysis of external market events
- Mapping and merging of information into a common ontology from all supporting organizations across the enterprise enable more comprehensive and accurate knowledge of business performance

4. Complex Business Events

- Ability to evolve knowledge of complex business events enables the enterprise to adapt to changing conditions by combining and leveraging expertise of individual organizations
- Individual organization events can be combined to create new complex enterprise level business events that inform business level intelligence

5. Collaborative Business Operations

- Common ontology elements and models reduce errors of interpretation for workflows and processes
- Improved understanding of workflow information exchanges, events, and dependencies between different enterprise organization processes
- Supply Chain Information improvements resulting in lower inventory, increased resource utilization, faster and more accurate order fulfillment

6. Interoperable Business Services

- Improved knowledge and understanding of value added services offered by each organization sales, marketing, manufacturing, engineering to the enterprise
- Improved service interoperability due to common enterprise vocabulary, data element definitions, and interpretation from each enterprise organization's perspective