# Ontology Summit 2011
# Track 3
# Value Metrics & Value Models
# Synthesis

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# Value Models & Metrics

- Value Models – What's important to the stakeholders

- Metrics - Value Measuring Methodologies
  - How are these Measurements Made?
  - What do these Measurements Mean?

- Models: Formal ROI & Beyond
  - Do our Quantitative Metrics Make the Tangible Clear?
  - How do we Model the Qualitative Intangibles?

- The Value Proposition: What's the Benefit?
  - Do our Models Fit Stakeholders Wants/Needs?
  - Do our Metrics Focus on the Value Proposition?

# Value Models

- Derived from Case Studies
  - Business Efficiency
    - Collaborative Operations
  - Business Agility
    - Interoperable Business Services allowing new products and services
    - Actionable Business Intelligence
  - Operational Efficiency
    - Improved search & discovery
    - Quicker, more precise responses
  - Customer Satisfaction (internal & external)
    - Reduce CRM costs
  - IT Efficiency
    - More agile and complex workflows

# Value Metrics

Varied by case study
- Business Efficiency
  - What cross cutting or business wide operations were changed
  - What was changed that saves time or improves performance
- Business Agility
  - What changed to provide agility
- Operational Efficiency
  - What operations were changed
  - What was changed that saves time or improves products
- Customer Satisfaction
  - How was customer frustration reduced
- IT Efficiency
  - What services were made more effective (e.g., QoS improvements)
  - More operations were improved

# Synthesis Process

- Based on synthesis of case studies
- OAF Category Assigned
- Success Metrics Identified
- Value Model Identified

| Case Study Name | OAF Category | Problem Description | Solution | Solution Success Metrics | Synthesis |
|---|---|---|---|---|---|
|  |  |  |  |  |  |

# CRM for Telecoms

- OAF Category – Semantic Augmentation
- Success Metrics
  - **Eliminates** system and **agent diagnosis time**
  - Provides **consistent and efficient call handling**
  - **Increases** agent and **customer satisfaction**
  - Anticipated benefits based on 100K actual accounts assessment:
    - AHT reduction of 10-15
- Synthesis
  - Value Model
    - Operational Efficiency
    - Customer Satisfaction
  - Metrics
    - Reduced agent response times
    - Reduced customer interaction times
    - Response consistency

# Mass Customization of Vehicles

- OAF Category – Decision Support
- Success Metrics
  - Ontology allows **quick and reliable specification** of new variations
  - Rules are specified in terms of the Ontology (incl. features and attributes)
  - Changes in Ontology and **Changes** in Rules **can take effect immediately** (or at designated times and plants)
    - **Allows flexible change** in suppliers and parts
    - New models and variations **reuse previously proven engineering work**
- Synthesis
  - Value Model
    - Business Agility
    - Operational Efficiency
  - Metrics
    - Reduced response times
    - Response reliability
    - Time to implement changes

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