

Collaborating with Business to Model the Enterprise

*Introducing **ELM** & the emerging focus on the Agile Business Model*

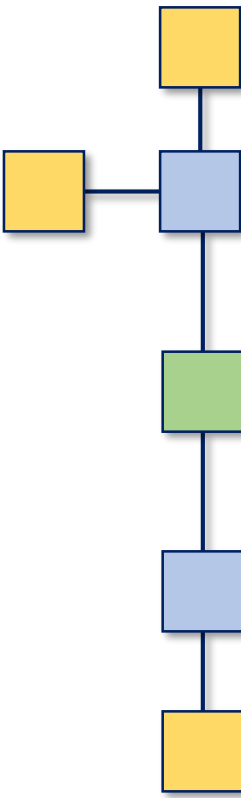
Presented by:

Hans Hultgren



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Ensemble Logical Modeling

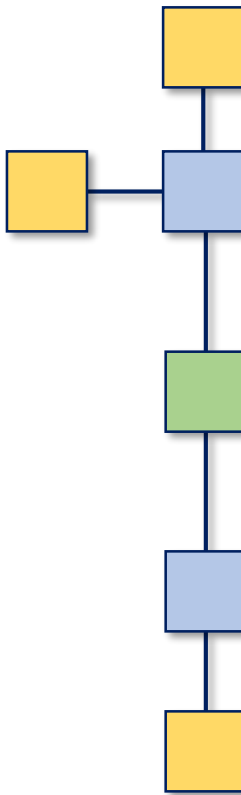


ELM workshops are
interactive,
facilitated,
business-driven
design sessions for
Business-Driven
Models

Why a Business-Driven Model?

“You can’t hit a target if you don’t know what it is.”

— Tony Robbins



“If you aim at nothing you will hit it every time.”

— Zig Ziglar

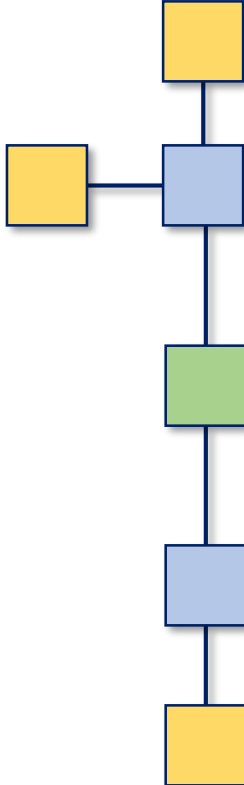
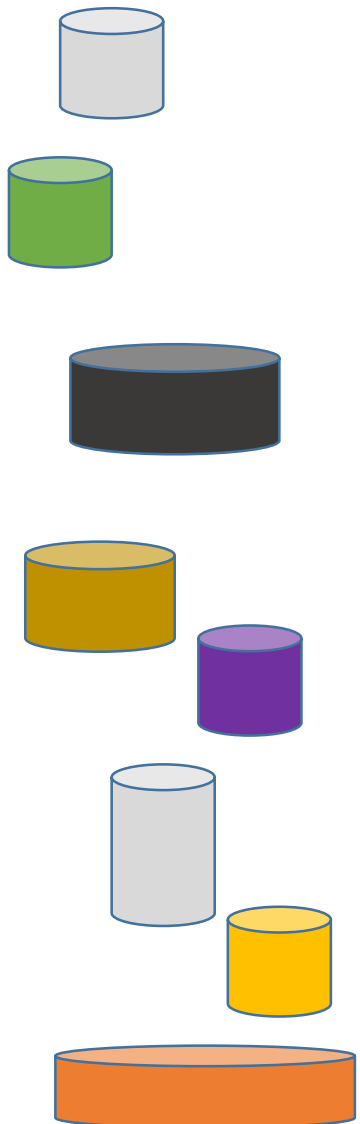
“nothing improves your aim like having a target”

— Aristotle

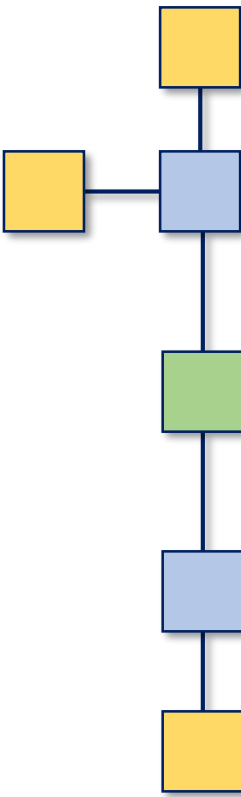
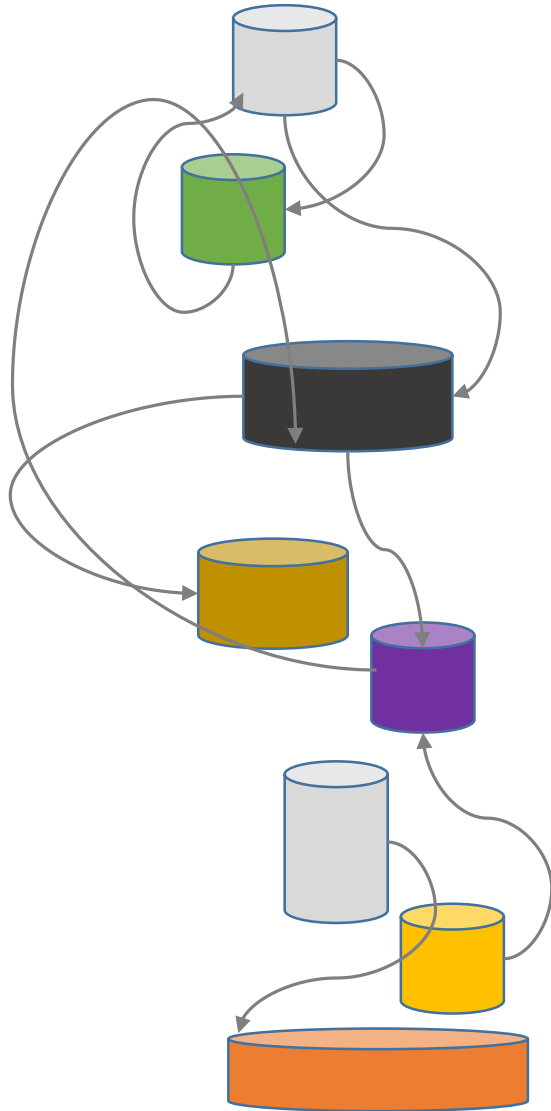


“Without a goal, you can't score”

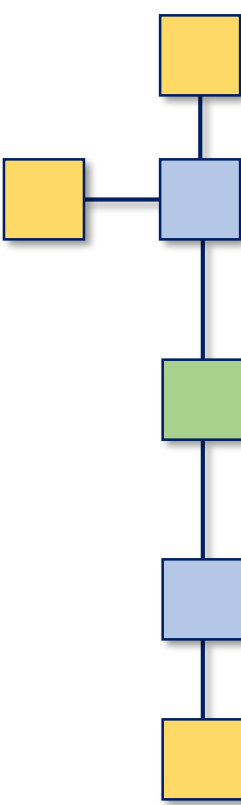
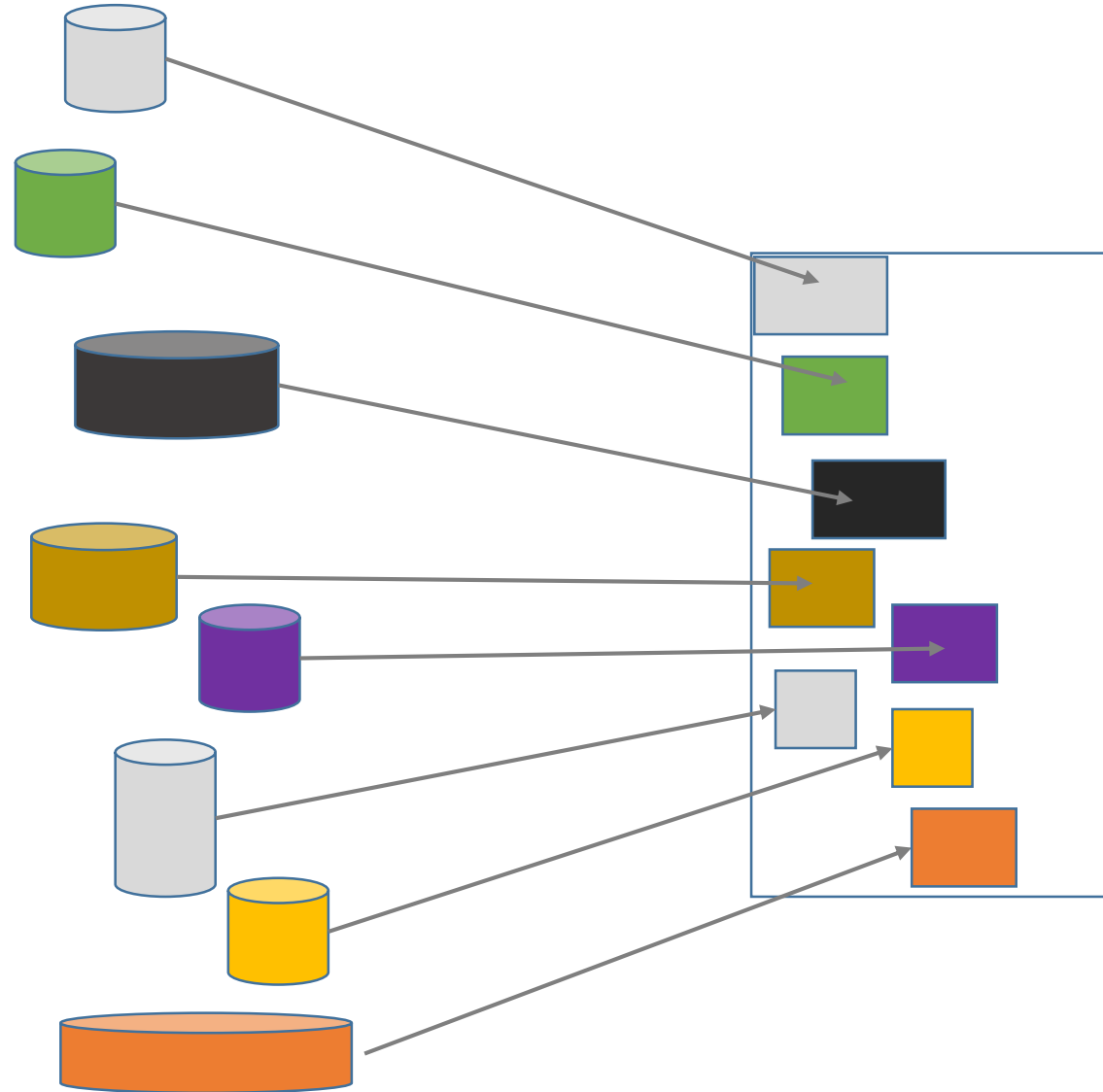
Why a Business-Driven Model?



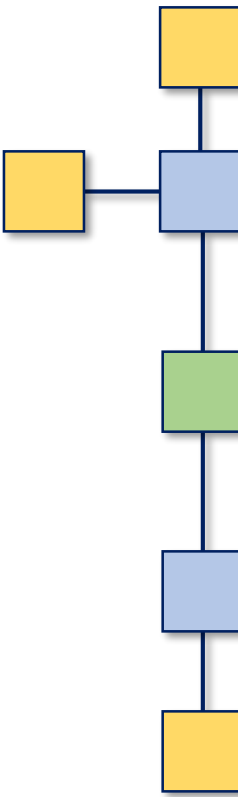
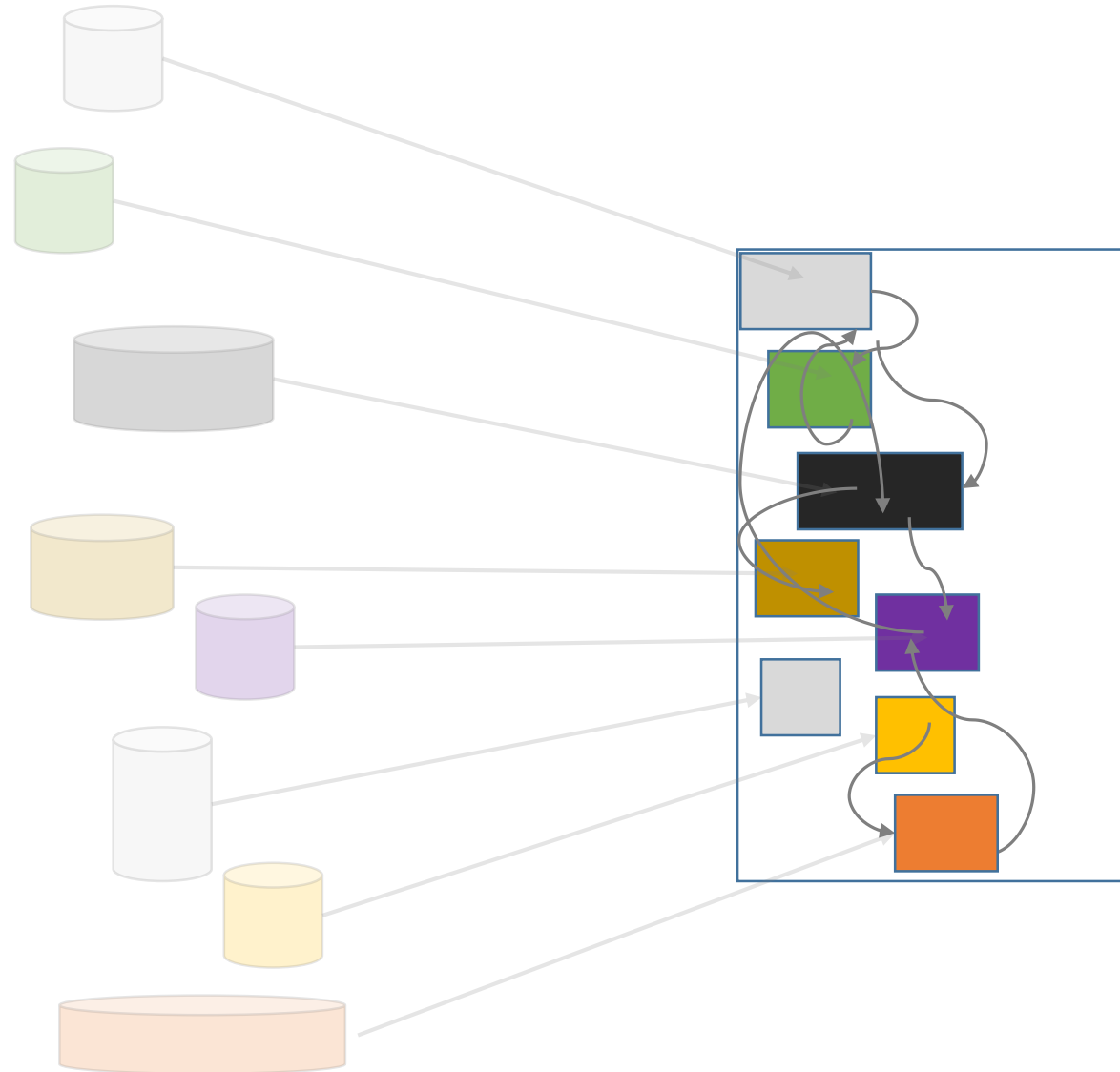
Why a Business-Driven Model?



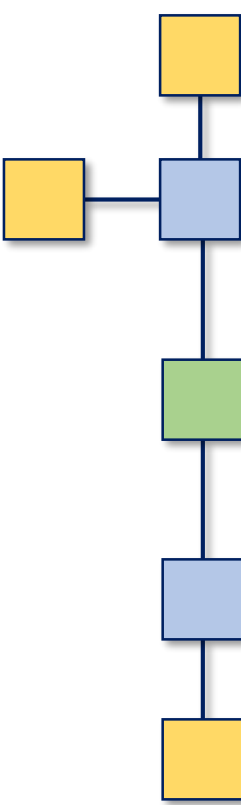
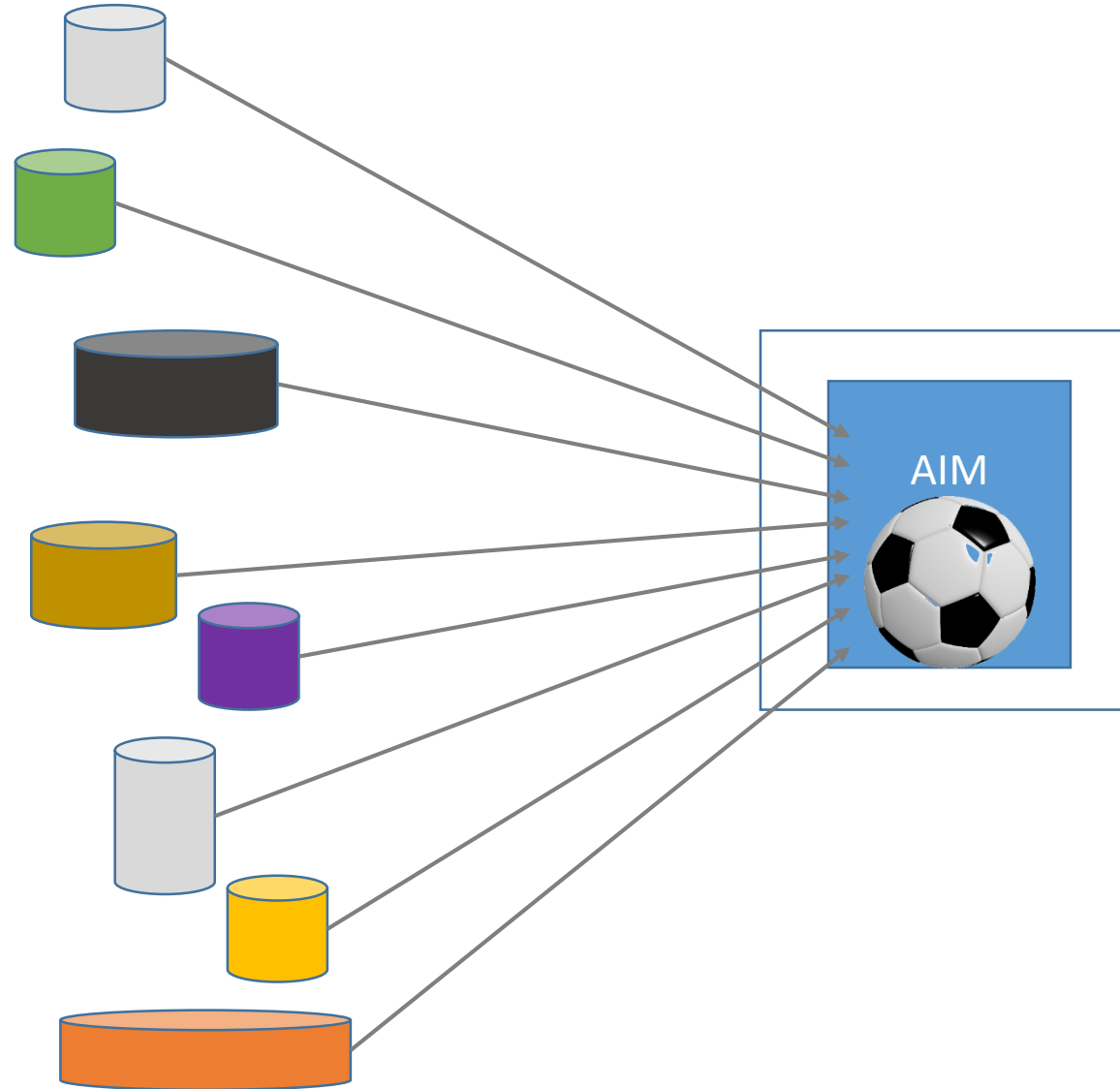
Why a Business-Driven Model?



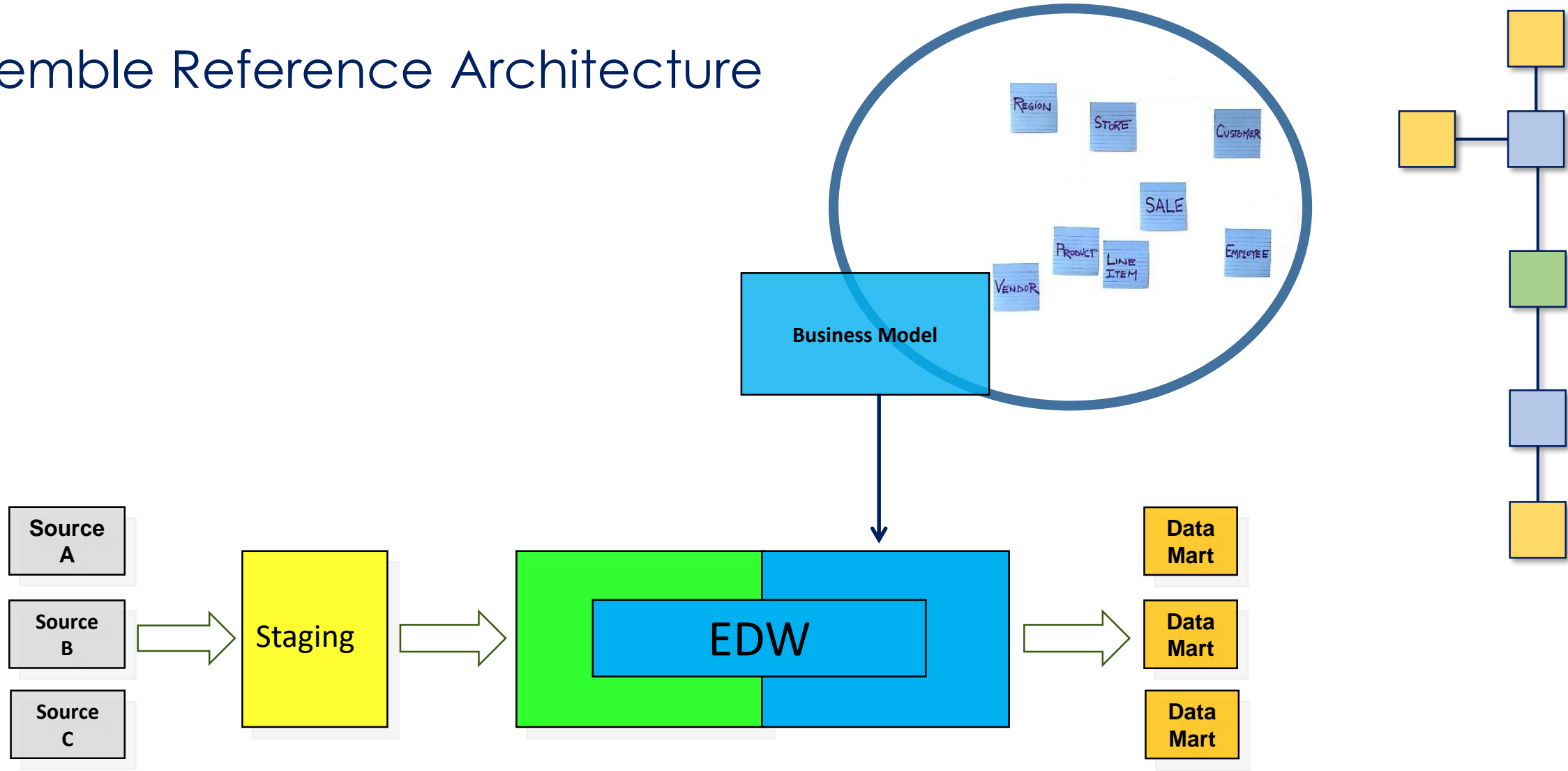
Why a Business-Driven Model?



Why a Business-Driven Model?



Ensemble Reference Architecture

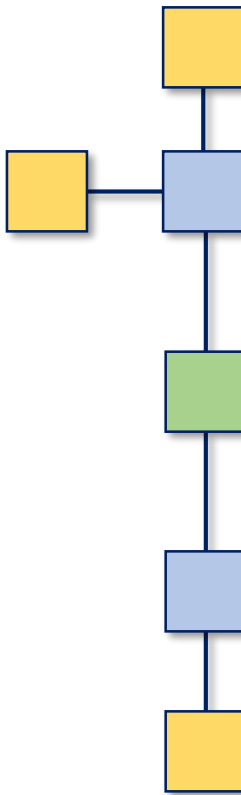


Presenting Two Topics:

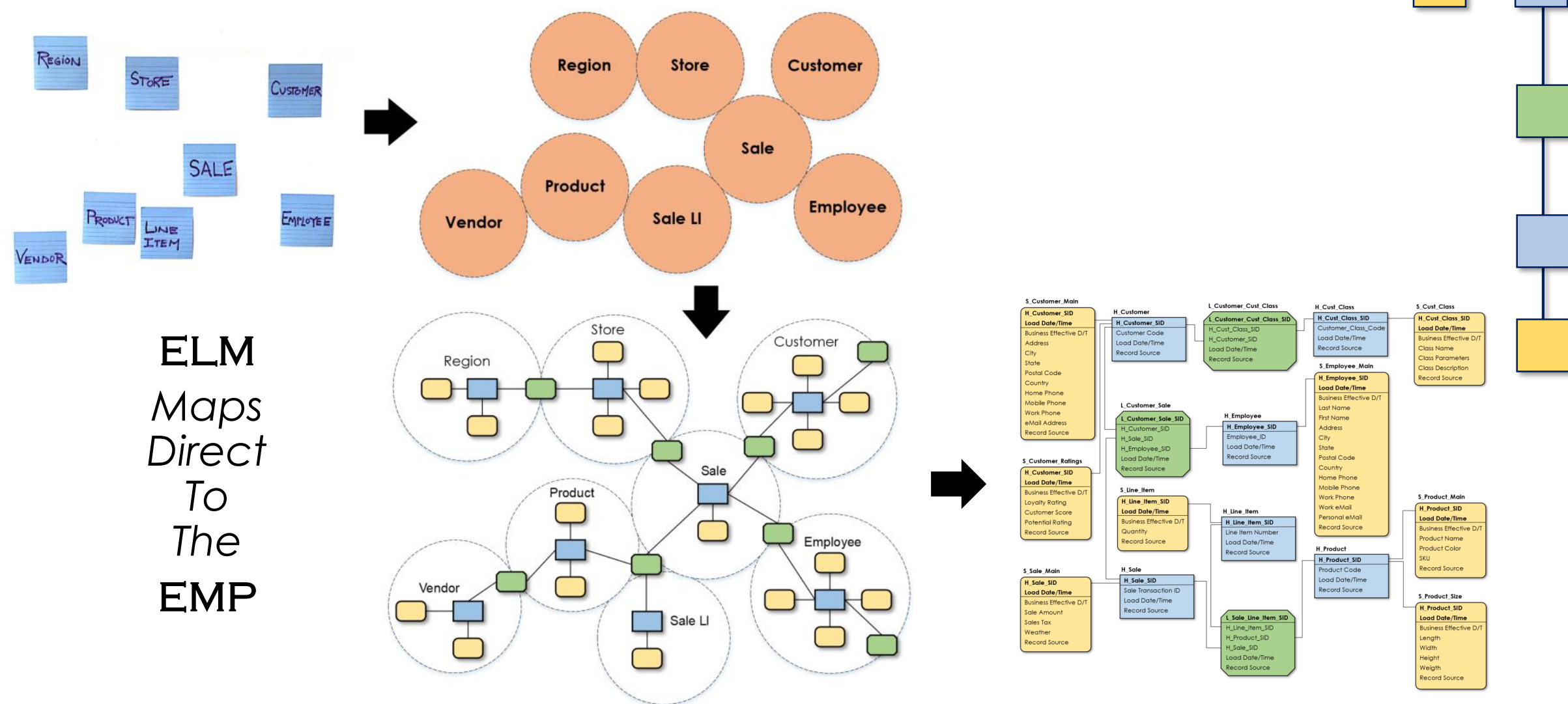
- **Ensemble Logical Modeling**

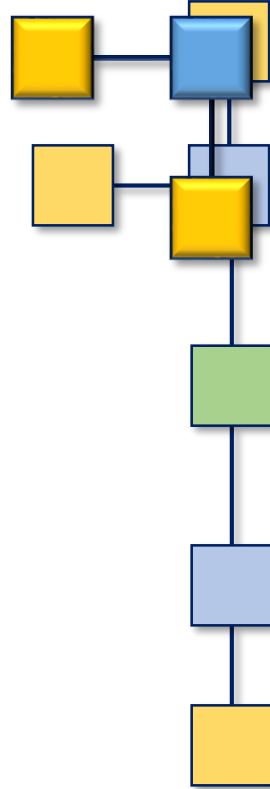
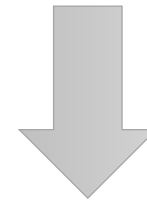
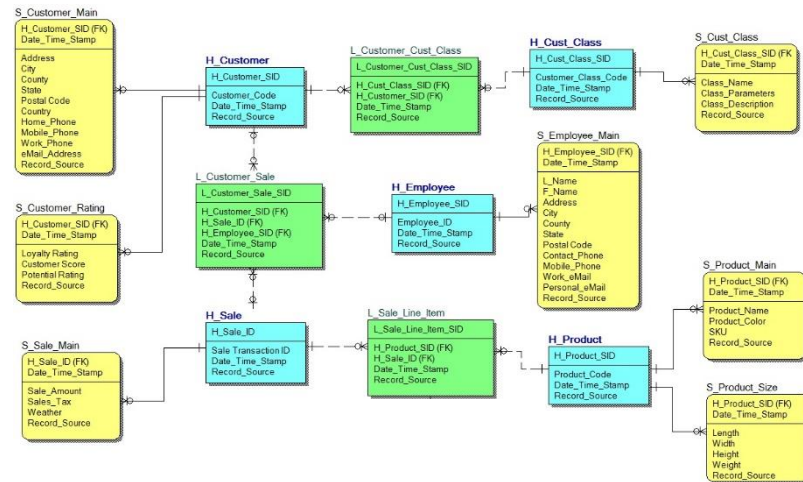
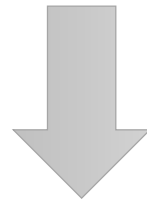


- **ELM Workshop**



ELM maps directly to Ensemble Modeling Pattern (EMP)



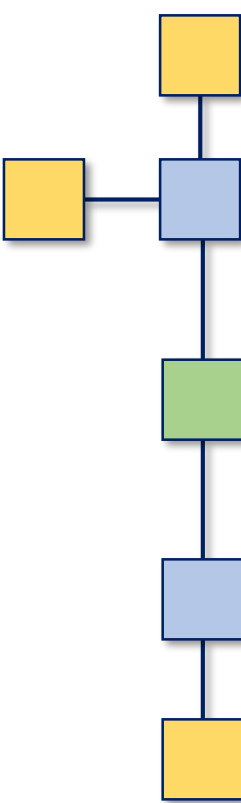
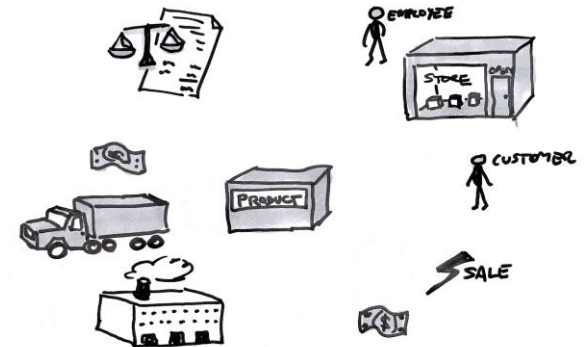


ELM Workshop

- The ELM workshop is an interactive, facilitated, business-driven design session. It depends on the active participation of all attending business representatives.



- During the workshop, participants work together on identifying the Core Business Concepts (**CBCs**) of the organization and the Natural Business Relationships (**NBRs**) that associate the concepts



Running the ELM Workshop



Analyze

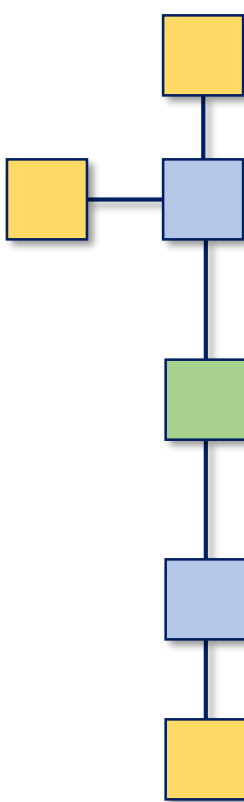


Contemplate

Discuss

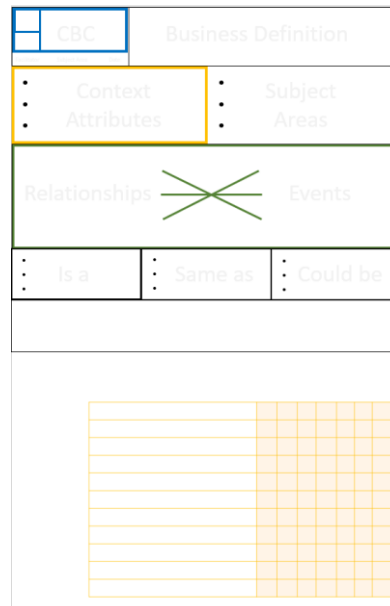
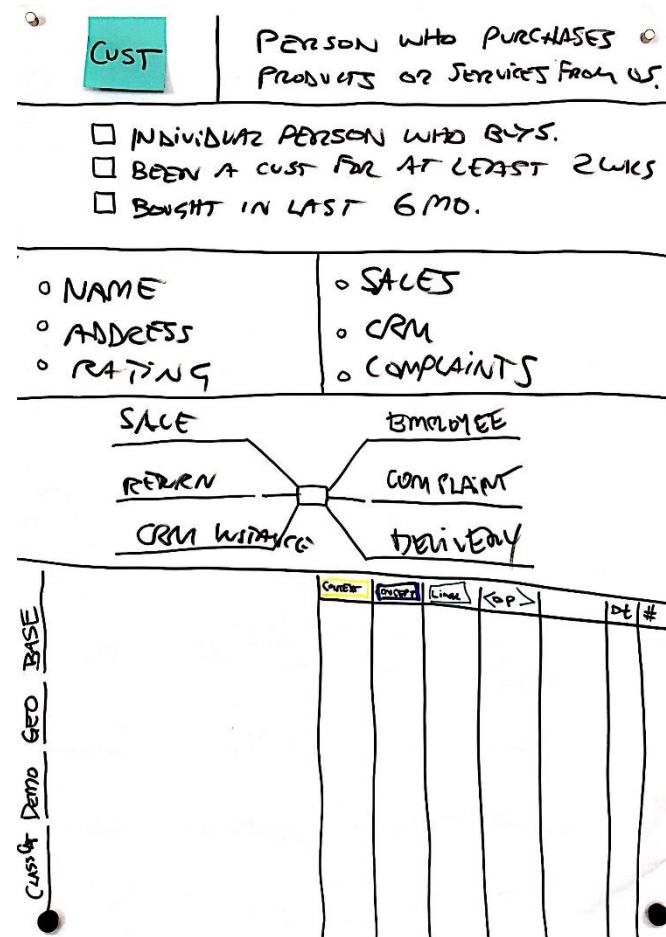


Present

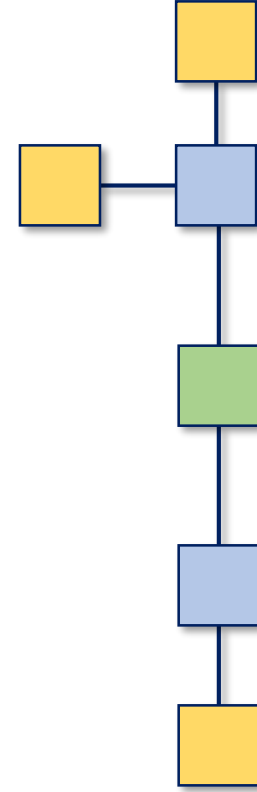
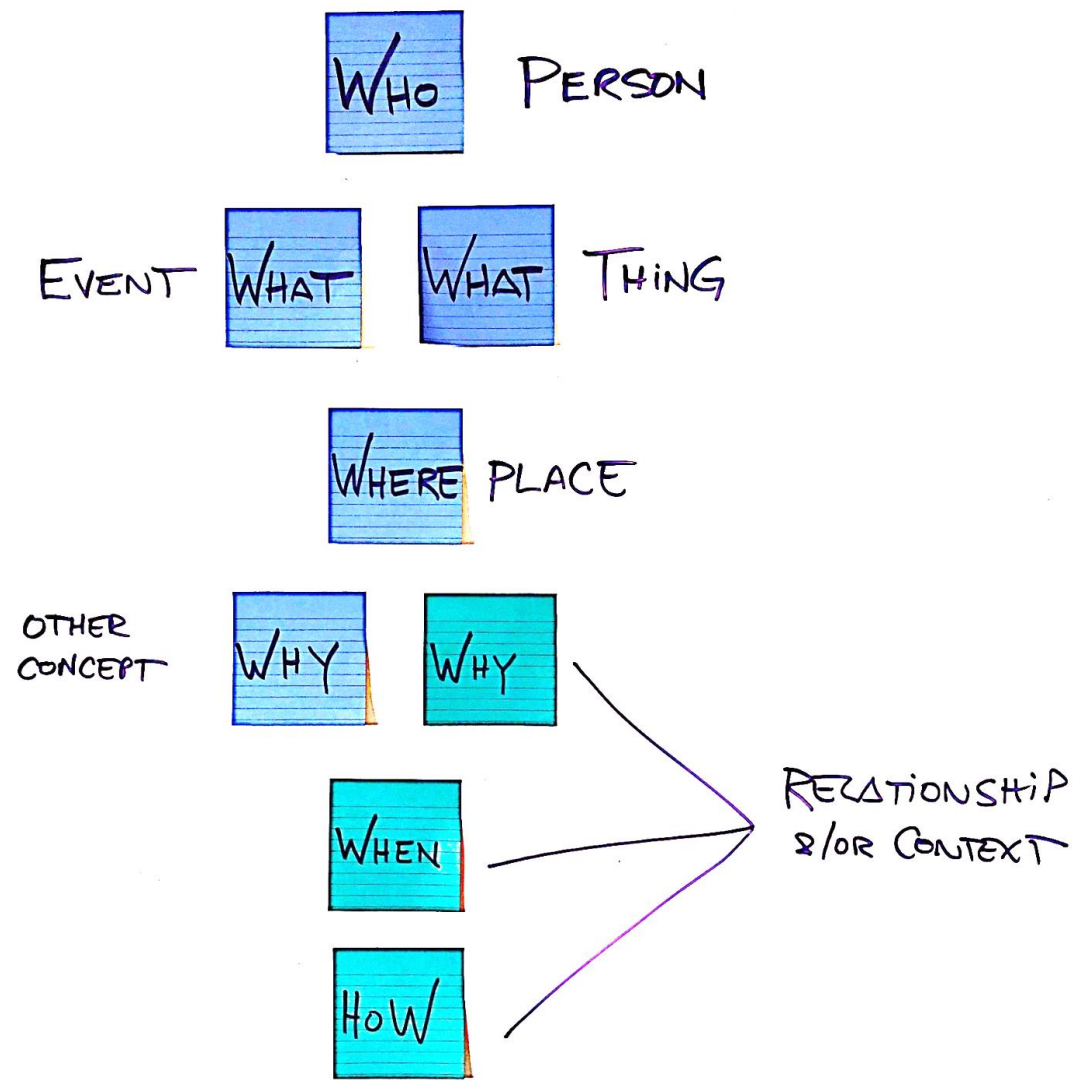


```

graph TD
    A[Yellow] --- B[Blue]
    B --- C[Green]
    C --- D[Blue]
    D --- E[Yellow]
    B --- F[Yellow]
  
```



ELM 8WS



Ensemble Modeling Process: Step 1 CBC

An **EMPLOYEE** in a store **STORE** selling **SALE** products **PRODUCT** customer **CUSTOMER**

Coming from a

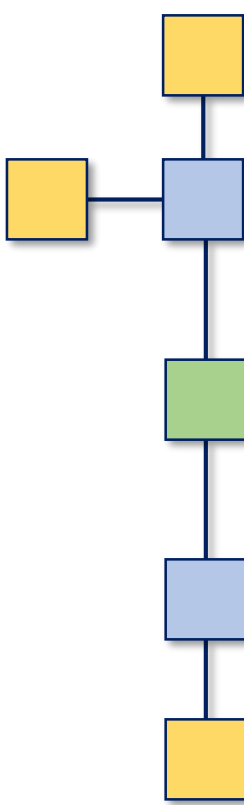
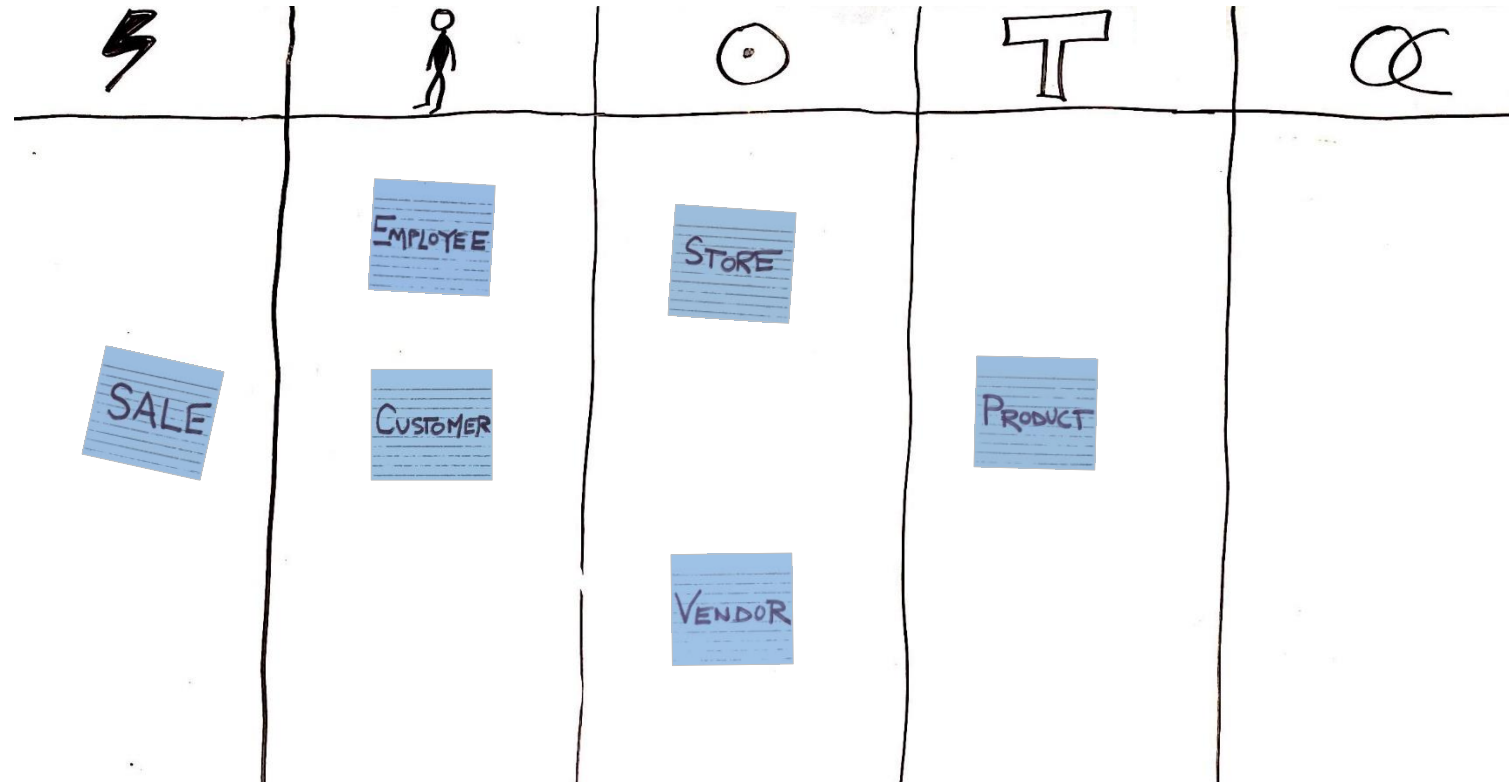
VENDOR

	Event	Person	Place	Thing
EMPLOYEE		✓		
STORE			✓	
SALE	✓			
PRODUCT				✓
CUSTOMER		✓		
VENDOR			✓	

- What are the Core Business Concepts (CBC) in the story?
- Write all recognized identifiers on PostIts – most likely to be the nouns & verbs

Organize into Event, Person, Place, Thing

CBC Canvas



- Begin to consider CBCs that might be the same
 - Semantic integration
 - Level of CBC
- Discuss any missing CBCs in each category related to this event

UoW Event Matrix

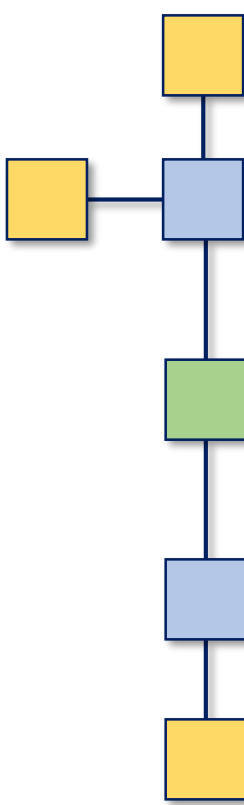
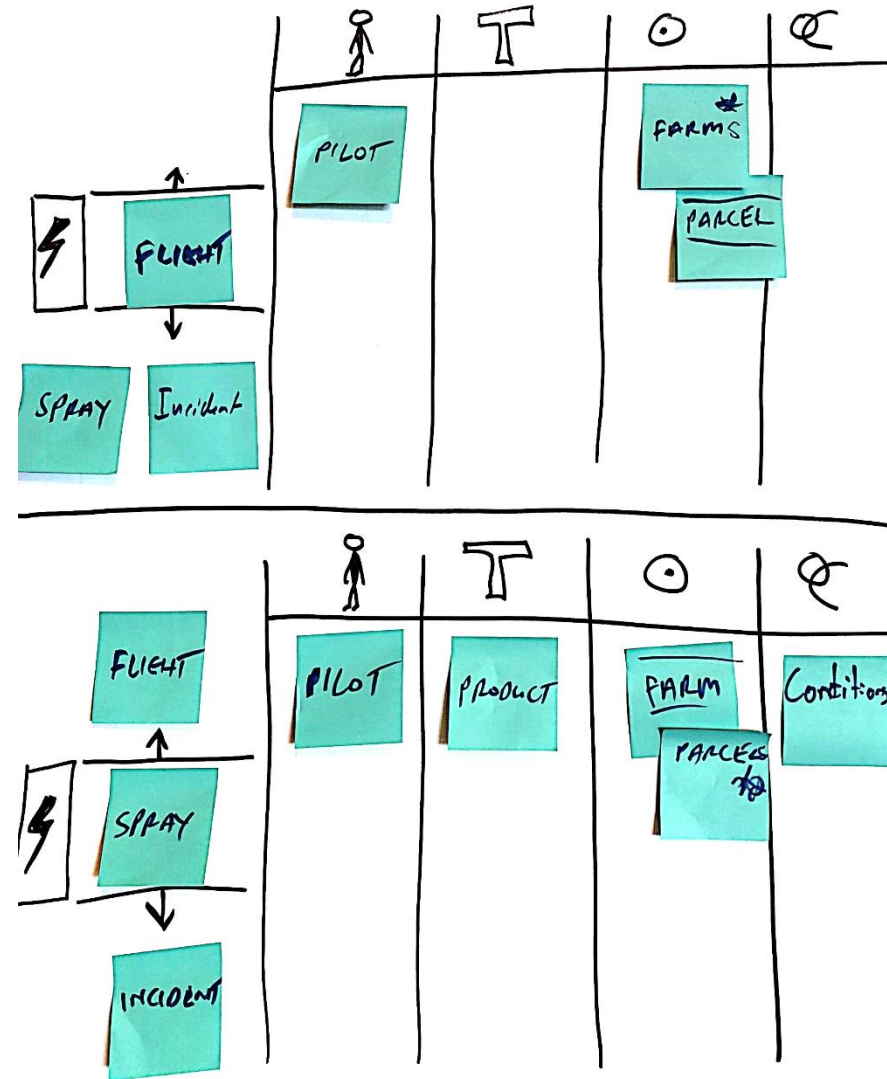
- **For each Event:**

- Align with all other CBCs that are involved
- Organize by Person, Place, Thing, OC

- Consider CBC that might be the same

- Semantic integration
- Level of CBC

- Discuss any missing CBCs in each category related to this event



From 8W's to UoW Event Matrix to ELM

An employee in a store is selling a car to a customer

	Event	Person	Place	Thing
Employee		✓		
Store			✓	
Sale	✓			
Car				✓
Customer		✓		

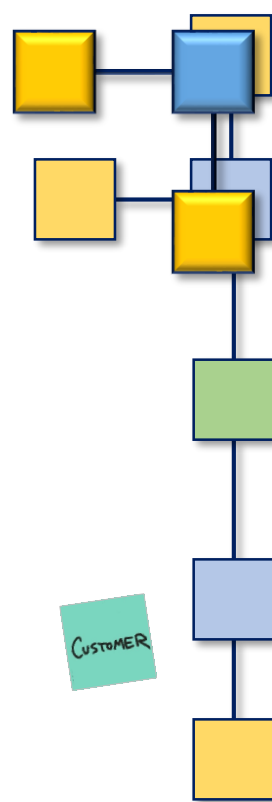
EVENT

	PERSON	PLACE	THING	OTHER CONCEPT
Employee	Employee	Store		
Customer	Customer		Car	
Sale				
Sale LI				

* Note: Per Event

	PERSON	PLACE	THING	OTHER CONCEPT
Employee	Employee	Store		
Customer	Customer		Car	
Sale				

* Note: Includes all Events



- _____



NBR Form

1. NBR – name of the relation
2. Involved Identifiers (CBC's)
3. Other simultaneous relations
4. Sample of relations
 1. Enter sample records

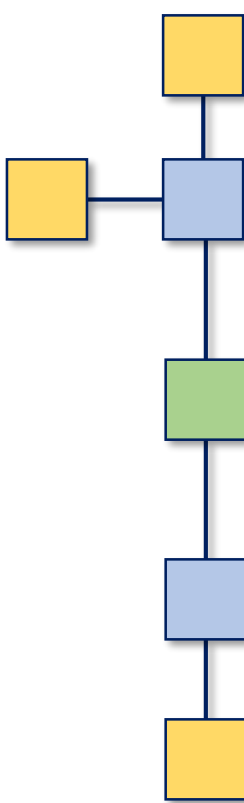
Note: UoW analysis

1

2

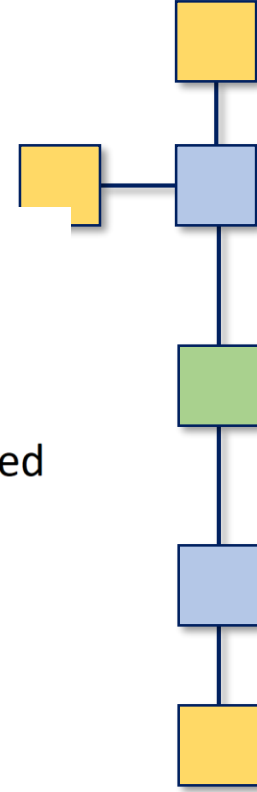
3

4



Attributes

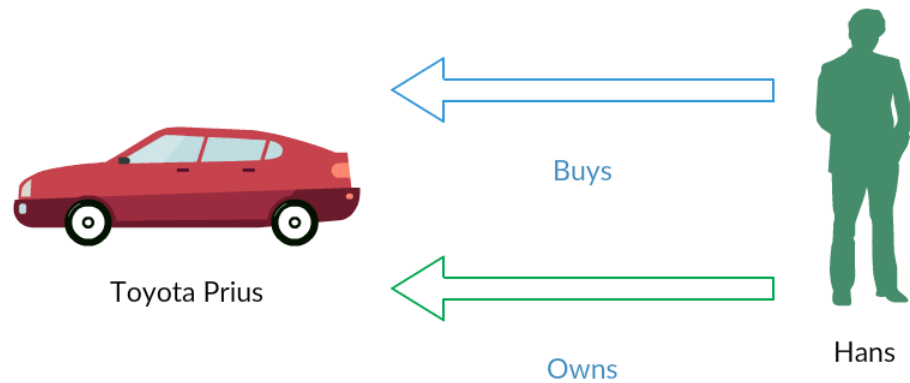
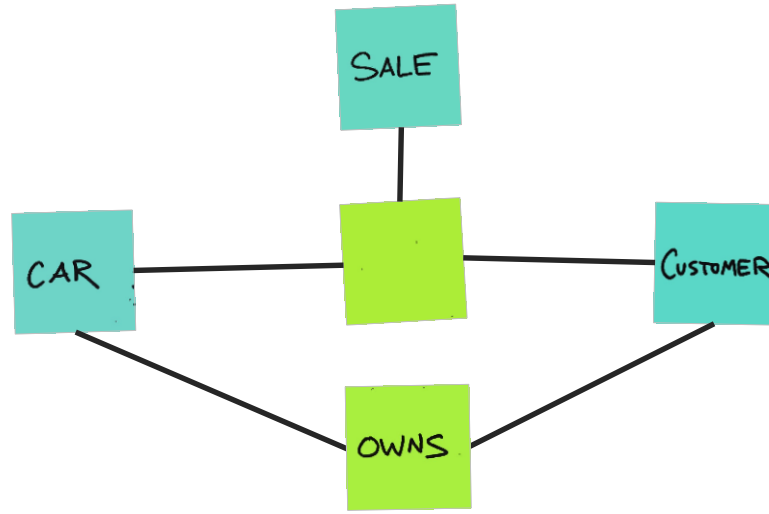
- Describe** Context that is describing the CBC (name, description, address, etc.)
- Classify** ↑ Group (is part of) ↔ Same as (Similar) or ↓ Type (could be, subset, delineate)
- Locate** Geographic or other Location reference
- Measure** Metrics, additive or summarized value, numbers, percentages, scores, derived or captured
- Date/Time** Any and all date/time references
- Status/State** Status and State change tracking
- Reference** A code relating to a reference table or other disconnected concept (currency, postal, ...)
- Identify** Any and all identifiers, keys, key references, partial identifiers, etc.



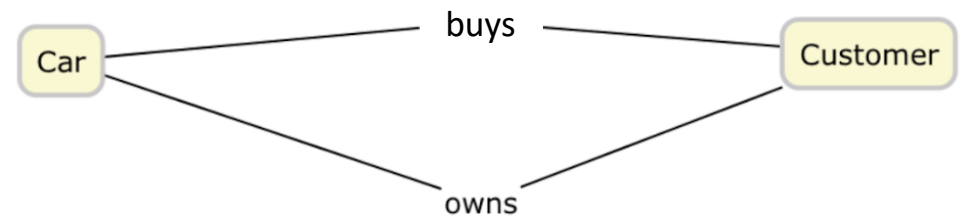
	Describe	Classify	Locate	Measure	Date /Time	Status /State	Reference	Identify

Speaking the Business Language: Other Modeling Paradigms

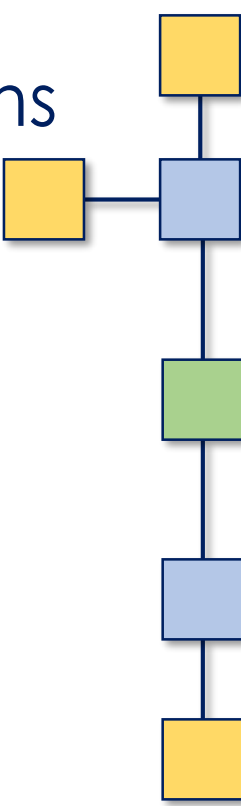
ELM Style



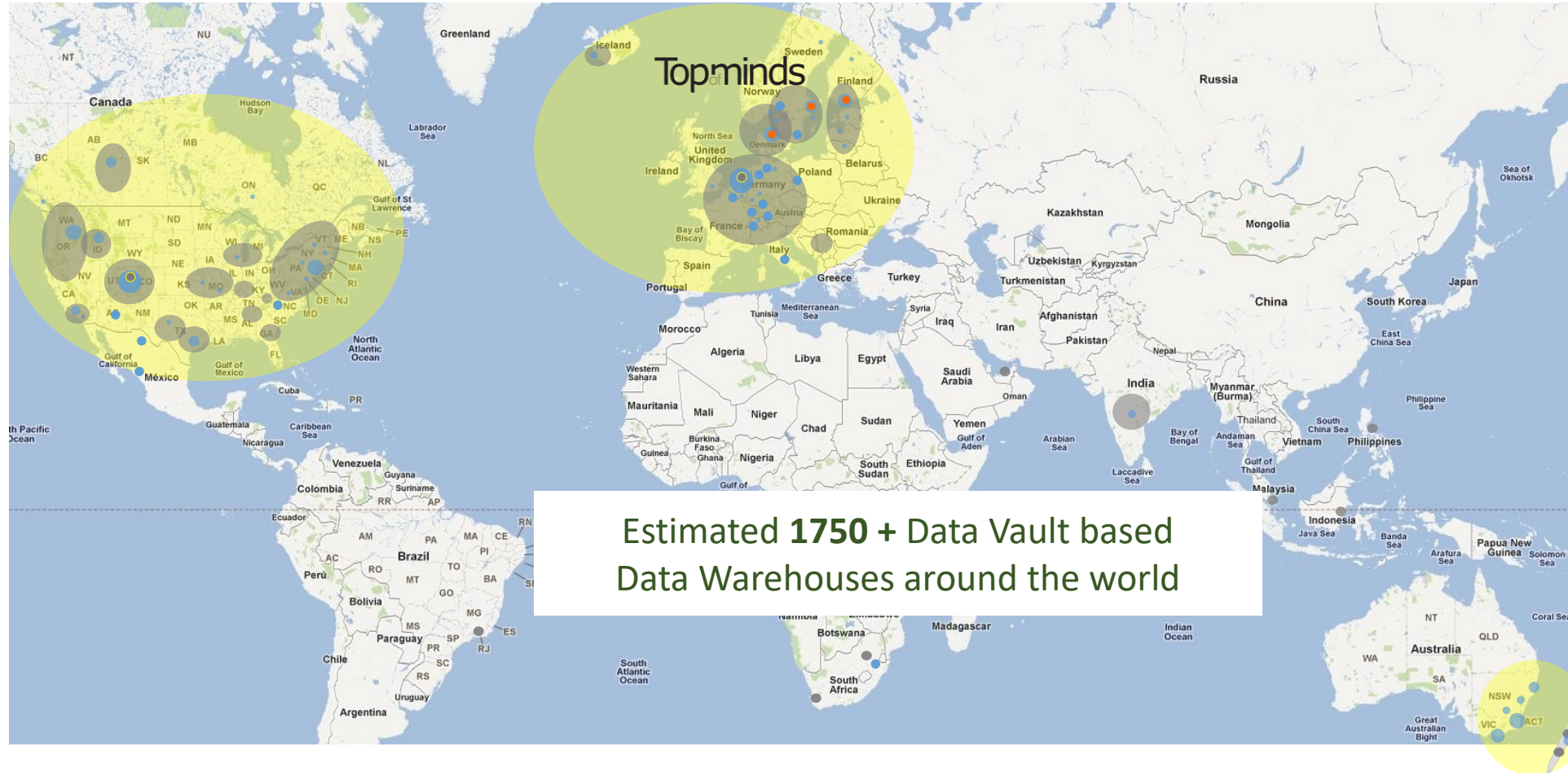
Directed Graph Style



Concept Mapping Style



About Data Vault Ensemble



Currently over **1350 +** Data Vault CDVDM Certified Professionals

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