

Business Ecology Initiative: Optimization for Innovation

Business Ecology is a business-technology imperative focused on streamlining business processes, removing waste from technology portfolios, and adjusting resource consumption, to optimize business operations and foster business innovation.

As the world economy emerges from a painful recession, organizations are confronted with the challenge of retaining bottom-line diligence, while pursuing market sustaining and gaining innovation.

For many organizations, the answer lies in harvesting savings and trapped value from existing processes, resources and capabilities. To accomplish this, organizations are turning to Business Ecology.

Business Ecology is not a one-time fix, but rather a management philosophy concerned with business vitality over time, balancing current conditions, external change forces, optimization and innovation focus areas, resource allocations, and longer-term business motivations, capabilities and outcomes.

An important enabler of Business Ecology is the use of technology beyond automation. Business Ecology practitioners employ technology to identify, measure, model and drive business change.

Business Ecology adoption and execution requires a cross functional team, comprised of business and information technology professionals. Key team capabilities include business process thinking, business performance measurement and analysis, financial analysis, IT architecture, portfolio management, service delivery and iterative project management.

Successful Business Ecology initiatives adopt the principles and values of Business Technology. The team communicates with each other, sponsors and constituents in a common, business based language. Measurement is defined and reported in business terms. Funding and governance decisions and mechanisms reflect a shared resource, investment portfolio approach.

As Business Ecology teams progress, technology and business savvy is exchanged, fostering a greater understanding of each other's challenges, skills and tools, which leads to a break in the longstanding, constraining, business and IT divide. A byproduct of successful Business Ecology is business-IT integration.

The Chief Information Officer (CIO), given his/her unique position to view business processes, resource consumption, and technology portfolios across the organization, most often champions Business Ecology adoption and execution. C-level executives, including the CEO, CFO and COO, sponsor Business Ecology initiatives.

Business Ecology Initiative (BEI)

OMG, via the Business Ecology Initiative, leads the drive towards Business Ecology.

The Business Ecology Initiative provides education, advocacy and member programs to enable organizations to achieve Business Ecology success, employ Actionable Architecture™, and carve a path to business-IT integration.

Actionable Architecture™ brings transparent business methodology to the definition and delivery of common IT infrastructure, platforms and services. Emphasized business attributes include quality, efficiency, compliance, agility, value, effectiveness, ease of use, sustainability and business goal traceability.

Business-IT Integration is the organizational model for business and information technology convergence. This model promotes collaborative strategy, planning, architecture and execution; shared decision-making, business-tech savvy personnel and service delivery at the point of value generation.

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Business Ecology Enablers

Techniques: LEAN, Six Sigma, BPM, Value Chain Analysis, Actionable Architecture™, Business Technology, Agile, Modeling, Simulation, Business Measurement and Sustainability Analysis

Technology: SOA, BPM(S), Cloud Computing, Event Processing, Analytics, Master Data Management (MDM), and Open Standards

Measurement Models: Business Process Maturity Model (BPMM), Sustainability Assessment Model (SAM)

People: C-level executives, business and information technology professionals, who embrace the philosophy of Business Ecology

Business Ecology Initiative Program Activities

Business Ecology Advocacy Program: Public focused program to build groundswell support for Business Ecology that will transition to (direct or indirect) commitment to Business Ecology Initiative offerings. The advocate utilizes social media, public forums and traditional writing forms (whitepapers) and venues (online publications, press releases) to spread the word on Business Ecology, and make the connections to popular business and technology constructs.

BEI Conferences and Symposiums : OMG hosted events to provide education on Business Ecology, enabling techniques and technologies. The conferences and symposiums are designed to encourage attendee interaction. These events are open to the public.

BEI Member Community: BEI members have the opportunity to interact with like-minded, and tasked, individuals on the opportunities, challenges, and paths to Business Ecology success.

Business Ecology Practice Collection: A federated collection of Business Ecology practices, created or identified by BEI members, principals and supporters. The practice collection spans Business Ecology program management, core practices and business-technology enablers.

Business Ecology Case Study Collection and Awards Program: An online case study collection and annual case study awards program to highlight business success stories and lessons learned to provide proof points and insights for other organizations considering or pursuing Business Ecology.

BEI Participation in Industry Conferences: BEI members, principals, and supporters will participate in industry events to spread the message of Business Ecology, successful adoption, and the importance of related techniques and technologies. Conference participation includes keynote speakers, session speakers, panel moderation, panelists, un-conference facilitation and contribution.

Business Ecology Related Education & Certification: Publication of BEI branded educational content, practitioner guidance, and professional certification materials.

Practice Area Communities: Advocacy groups comprised of practitioners, service providers and technology vendors, dedicated to promoting the business value, and enabling the successful adoption, of specific, key business-technology strategies, by the Global 1000, major government agencies and midmarket businesses.

2010 Practice Area Communities: BPM / SOA, Green CIO, Cyber Security and Event Processing.

All CoP members belong to BEI and contribute to, and benefit from, the Business Ecology Practice Collection.