

OMG's Business Ecology™ Initiative

Introduction

"I can't change the direction of the wind, but I can adjust my sails to always reach my destination."

Jimmy Dean
American country music singer, television host,
actor and businessman.

Since inception, nearly twenty years ago, OMG™ has proven its ability to chart its course in line with movements of the business needs of Information Technology and remain a leading force in this growth industry.

As we look back on our charted waters so far, we see that IT has made a series of shifts towards a closer relationship with strategic business alignment and has moved up the corporate ladder in terms of leadership and design. OMG has mimicked this trend in all our programs and standards development efforts and continues this course going forward.

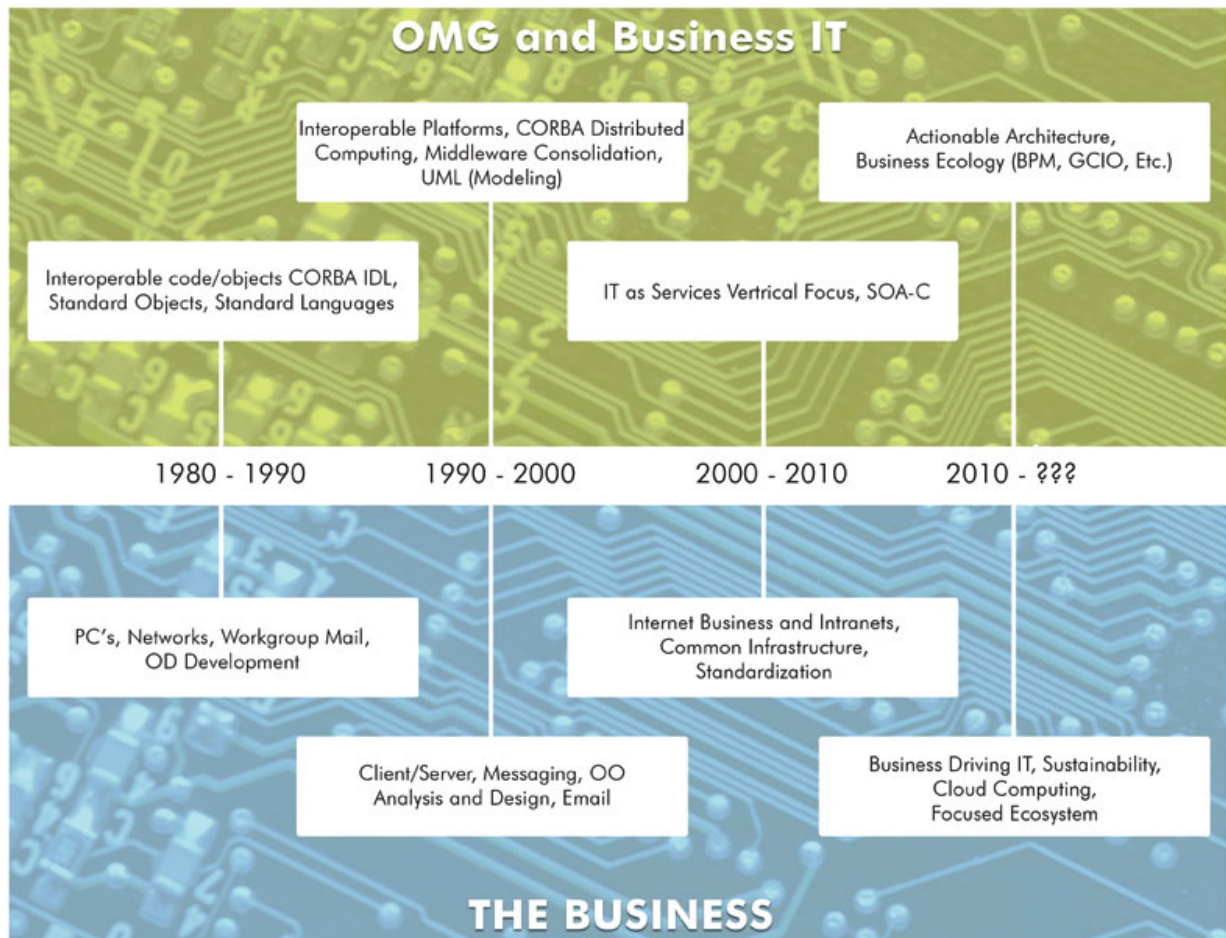
OMG began its journey in the late 1980's as personal computing was revolutionizing the way IT interacted with the business. Computer networks and networked storage, workgroup mail and object oriented development were making their debuts into the common business market. It was during this period that OMG set its sights on supporting this industry direction through our standards work on interoperable code and objects. Our early work on a standard interface definition language (IDL™) with widespread support would change the way development occurred from that point forward.

The industry direction towards client / server design prompted IT and business leaders to take a serious look at how users could more intelligently interact with their computing resources. Businesses demanded closer interaction between their applications and faster delivery of new services. E-mail became more commonplace. To support these demands, object oriented development became more serious and new requirements on how to make these applications "enterprise-ready" became increasingly important. OMG supported this natural progression through our interoperable platform work: CORBA® for distributed object computing and UML® for modeling. This standards work played an instrumental role in the consolidation of middleware technologies and interoperable infrastructure services.

Nearing the turn of the century, businesses were ready to focus their computing applications to closer mimic their unique market space. They looked for IT to drive them towards solutions specific to their own vertical market. OMG took to applying its rapid, neutral, worldwide standardization process to a vertical focus, starting with telecommunications. Today some 85% of OMG standardization activities are focused on

some two-dozen vertical markets (healthcare, finance, telecommunications, manufacturing, life sciences, government, military command control, etc.).

At this same time the business market was rapidly changing from a brick and mortar storefront mentality to an environment where the Internet would serve as both an Intranet backbone for computing operations and as a new way to deliver services to customers.



Our standards work supported this as OMG's vertical-market focus made for a strong transition point to base all new standardization efforts on our Model Driven Architecture® (MDA®) initiative. The vision of a world where modeling, in a standardized way, would provide for a higher level of transparency for the business drove our programs, initiated by the UML standard, Meta Object Facility (MOF™), other core modeling standards, and joined by modeling languages focused on specific application domains (all brought together by a common metamodel).

Business rules standards became increasingly important and OMG membership saw a need to capture business operations, processes and services to the benefit of business and IT analysts. Recognizing that an underlying strength of OMG was always in bringing communities together and creating excitement for industry directions, we expanded

beyond a focus of pure standards work and into an environment for measuring maturity and collaborating for solutions to business and IT issues.

OMG's SOA Consortium™, BPM Consortium™ and Green Computing Impact Organization™ (GCIO™) are OMG managed advocacy groups that aren't focused on standards in the technical sense, but instead are communities of people, agencies and companies driving common standardized means of education, definitions and goals for use by business and IT. Together these communities energize the market and promote involvement.

Our maturity model work (Business Process Management Maturity Model or BPMM and Green Computing Maturity Model or GCMM) allow for standard, common ways for organizations to measure their own success. They define common missions and provide a means to build momentum.

Reviewing our course over time we see that the future of OMG is at the business level—from standards that support capturing business processes, modeling, accessing and measuring these processes for improvement, driving best practices through collaboration and addressing the needs of the business while filling the requirements of analysts and developers. It is through this strong combination of services that together we can energize the business ecosystem.

The Actionable Architecture™

As business and IT move closer to a convergence than ever before, we must approach transparency with an even broader view. Business will access technology resources not just through a common infrastructure or application platform, but also through a transparent business methodology. OMG calls this the Actionable Architecture™.

This requires Information Technology (IT) to no longer be viewed as a utility but rather as an integral and vital asset to the company. IT must lead quality initiatives, drive efficiency *and* revenue, and provide measurable, clear return on investment.

To support this role, it's not enough to merely use technology as a means to an end, but rather as a driving force of the business. The business must have access to all the necessary underlying architecture it requires from IT without effect to the business services it needs to supply. OMG is taking a leading role in this charge through the *Business Ecology™ Initiative* – an initiative that brings together best practices in process management to develop and deliver on the *actionable architecture*.

An actionable architecture is one that provides the business with a number of important attributes including:

Quality: to ensure that business products and services are of competitive substance, and processes are repeatable and improvable.

Efficiency: to ensure that the products and services delivered to the customer are available within a better than reasonable timeframe to support the business, with minimal use of corporate resources.

Compliance: to standards whether these are through mandates or supporting best practices.

Agility: to prepare for what cannot be forecast, being in a position to adapt to the changing business climate with ease and speed.

Scale: to support business growth with little impact to the quality and efficiency of the delivery of product or service, based on standard technologies, standard processes and standard methodologies across the enterprise.

Reuse: to make use of corporate investments to save resources and time.

Leverage: to build on the existing investments in a way that supports new investments moving forward.

Value: to improve the business investments so that they deliver real value to the business by supporting return and cost of ownership metrics.

Effectiveness: to insure the business services delivered yield their intended outcomes, based on agreed upon and public metrics.

Optimization: to improve the speed at which products and services are delivered with minimal impact on resources.

Sustainability: to allow the business to remain operational even as demands on energy, space and time increase.

Business Ecology Initiative

To this end, OMG is positioned as a leading proponent of the drive towards Business Ecology through the Actionable Architecture. This movement requires standards of course, but also relies on a stronger relationship and communication mechanism for IT and business alignment. OMG uses its proven ability to bring communities together and motivate new initiatives through offerings beyond standards work and into industry collaboration forums such as:

SOA Consortium: A community of business analysts and IT end-users dedicated to sharing experiences to maximize the effective transition to a Service Oriented Enterprise.

BPM Consortium: A community of business analysts and IT end-users dedicated to sharing experiences to maximize the performance of business processes.

GCIO: A community of business analysts and IT end-users dedicated to promoting and implementing sustainable business practices.

At the same time OMG recognizes that there must be a way to measure, model and drive the effectiveness of this transition to closer IT and business alignment through standard maturity models. OMG supports this through our growing work in maturity model definitions:

BPMM: A standardized methodology for measuring an organization's success at adopting BPM for process efficiency across the enterprise.

Green Computing Maturity Model (GCMM): A set of standard business practices to measure against organizational business practices to maximize efficiency and minimize environmental footprint for sustainability.

As standards continue to play an instrumental role, OMG continues its standards work and plays a key role in defining new standards that support business and IT alignment. OMG currently has more than 100 standards programs underway, some examples include:

Architecture Driven Modernization: A set of standards for modeling legacy systems so that they may be readily connected to and transitioned to more modern systems methodologies and technologies, and related standards for optimizing software assurance and software quality.

Software Defined Radio: A set of standards to allow a wide array of different communication technologies to interoperate in the field on an as-needed basis without predefined interoperability.

SysML™ Modeling Language: A shared standard language for defining large, complex systems so that they may be effectively designed, optimized and combined.

Business Ecology Program

The OMG's Business Ecology Program offers a wide range of opportunities to promote our common vision. Included in this program are the following:

Business Ecology Advisory Panel: Comprised of leading CEOs, CIOs, COOs, Analysts and Visionaries from both technical and business backgrounds. This panel assists in analyzing market trends and insures our work is in line with the business needs of IT.

Educational Events: Focused on collaboration, these events are business focused with an executive format and presentation. Not only do these forums promote involvement, they provide for lead generation and lead maturation.

Educational Materials: Inclusive of white papers, case studies, trade articles, maturity model and standards documentation used as vehicles to promote success.

Available Product Information: In the form of product profile collections and demonstration opportunities to drive revenue towards the Business Ecology marketplace.

Summary

OMG gains its strength through a mission that has never changed: to advocate for, and provide through international standards, broad interoperability, portability and reuse. With a history of building on our programs and expanding along with trends, OMG is the natural leader in the move towards a new World of ecological businesses where Information Technology is not a cost center, but a true partner and asset to the business: driving new services, supporting the customers, adapting to unexpected changes and creating truly actionable business architecture.

Business Ecology is not a vision but a direction to be charted, tracked and driven through strong programs that bring together the values of both the business and the technology marketplace. OMG is taking that course and furthering our mission. We invite valued sponsors to come aboard.