genBPM

The next generation Business Performance Management Tool

genBPM is a total Business Performance Management (BPM) generation and management platform designed to assist businesses generate a flexible and dynamic BPM solution. It is responsive to changes in business, system and data requirements over time. With an implementation cycle of about 3-6 months and at a cost of about 25% that of developing a traditional BPM solution, genBPM is a revolutionary product that will overhaul the DW process as it exists today.

Executive Summary:

Market Demand:

There is a tremendous need for timely and accurate information across the enterprise. It is very critical to be able have a 360-degree view of the organization. A complete BPM solution provides enterprises the Business Intelligence (BI) that gives them this much needed insight to know where they are today, where are they heading to and how will they get there.

The status quo of designing, developing, and deploying these solutions is expensive, time-consuming resulting in an inflexible solution. What today's ever-changing market demands is a dynamic and sustainable BPM framework which generates this solution and is adaptable to keep pace with the rapidly changing business, systems, data sources, and levels of users.

Problem:

There are several problems with the conventional custom built data warehouse approach of today.

- It is a costly, labor- intensive activity that requires specialized expertise and long implementation time cycles.
- The custom built data warehouses are not dynamic and do not keep up with the changes in business needs and the state of the business. 50% of all the data warehouse projects are considered failures because they become out-of-date and obsolete.
- The lack of flexibility means staggering maintenance cost to keep pace with changes in business resulting in a 50% failure rate.

- Each enterprise uses a number of disparate information systems either developed in house or vendor-developed apps, e.g. accounting, CRM, ERP and the transactional systems. Conventional data warehousing technology cannot automatically adapt to the inevitable changes in the business and transactional systems used.

Solution:

Intelli-Mine's genBPM was designed to address these problems, with a proven automation process based on Microsoft components.

The most significant challenge faced by organizations is populating the data warehouse. genBPM helps the user to create and populate the data warehouse, customize it and maintain it. Above all, it adapts to the ongoing changes to business and data. Since all the information is stored in its own repository, future changes can be made with efficiency and integrity. Additionally, it also can handle complex mergers and acquisitions, international divisions and can easily report on single view of the organization or can be broken down to the lowest level.
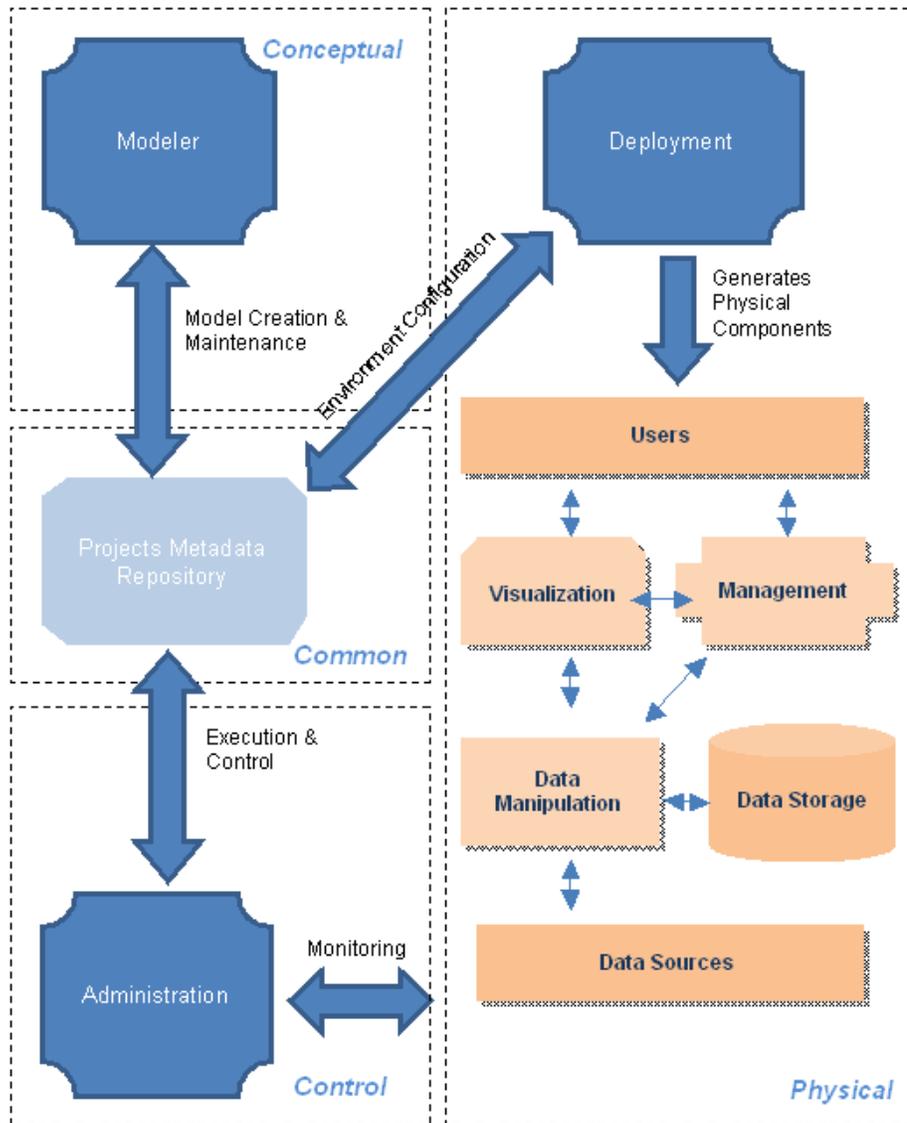
The key components of the solution are:

1) Business Modeling,

2) Metadata Management

3) Object Generator

4) Administration Module

With genBPM, there is no more writing stored procedures, ETL's or queries, designing staging, data warehouse or cubes – just enter your business information and let genBPM do the rest.

genBPM Technology Vision

The architecture of genBPM is broken down into four main components namely 1) Conceptual, 2) Common, 3) Control and 4) Physical as shown in the figure below:

Figure 1 – genBPM - High Level Architecture

Conceptual
- User Creates and Maintains different models covering: Business, Information Integration, Visualization, and Administration
- Several modeling and data representation tools can be used, i.e. Visio, Excel, Custom UI
- Models are transformed into STD data representation
- (XML) ensuring compatibility with vendors in areas as diverse as Data Management & Storage, Data Warehouse, Business Intelligence, and Performance Management

Common
- Based on Metadata generation / sharing for common repository of definitions and behaviors
- Eliminates discrepancies, duplicates, inconsistencies, and misunderstandings
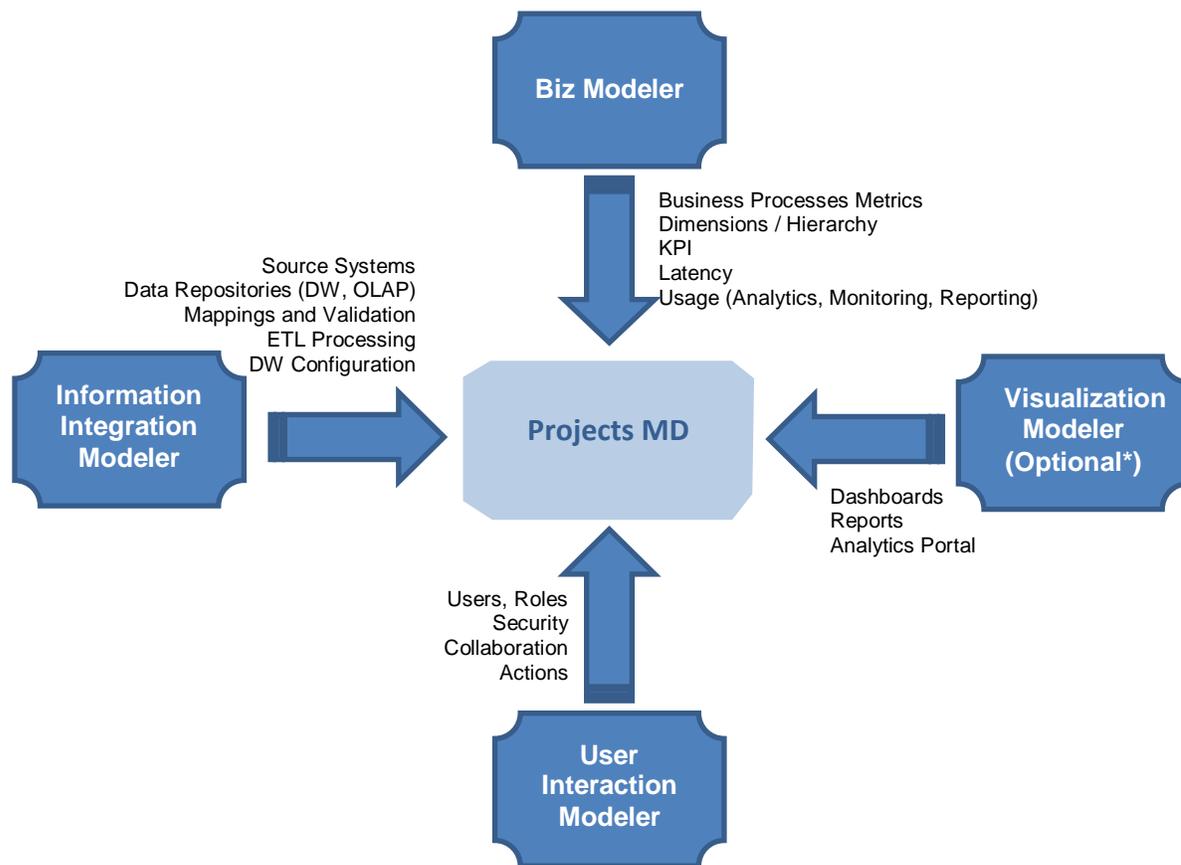- Ensure reusability and flexibility

Physical
- Ability to deploy on different technologies and platforms
- Creates key implementation components: ETL and other Data Interaction technologies, Database Schemas (DDL), OLAP objects, Dashboards, Reports, and other visualization objects

Control
- Defines and Monitors Execution and Performance
- Assigns Security and access to physical objects

Figure 2. genBPM – Modeler Module

Biz Modeler

Business Processes Metrics
Dimensions / Hierarchy
KPI
Latency
Usage (Analytics, Monitoring, Reporting)

Source Systems
Data Repositories (DW, OLAP)
Mappings and Validation
ETL Processing
DW Configuration

Information Integration Modeler

Projects MD

Visualization Modeler (Optional*)

Dashboards
Reports
Analytics Portal

Users, Roles
Security
Collaboration
Actions

User Interaction Modeler

- **Biz Modeler:** Users build a model oriented towards business processes and metrics, where the metrics are defined using business rules and expressions, and can be presented as KPIs as soon as a goals and further actions are defined. The user defines the dimensions, with their correspondent hierarchies, resulting in the creation of the analytical platform for the particular set of metrics defined for the business process.

- **Information Integration Modeler:** Focused on the representation of the business rules. It defines the attributes and functions (sorting, grouping, aggregating) needed. It is also covers the mappings against the different source systems and their tables and fields.

- **User Interaction Modeler:** Defines roles, users and security around them in order to grant or restrict access to the components defined during the Biz Modeler. It also covers the definition of collaboration groups and the foundation of knowledge base.

- **Visualization Modeler (Optional):** Allows users to assign proper visualization options to the Metrics, KPIs, and attributes, like dashboards, reports, analytical views, etc. It allows users to group them together and assign these components to the community of Users defined during the User Interaction Models.

Intelli-Mine Expertise:

Since early 2000 Intelli-Mine Inc has been a recognized leader in data warehouse development. Our clients include Fortune 500 companies panning across entertainment, financial services and managed services vertical. Intelli-Mine has an offshore development center in Gurgaon, India. Our team has vast experience on the Microsoft technologies, SQL Server, C#, Visual Studio.

In 2002 Intelli-Mine launched Intelli-Mortgage, a prepackaged data warehouse solution for the Financial Services. Intelli-Mortgage was built on a framework that is flexible, customizable and configurable to the client needs. It was developed on SQL, .Net and other Microsoft technologies.

Following the success of Intelli-Mortgage, we launched Intelli-Servicing, Intelli-Ops, and Intelli-ODS. In 2006 we broadened our market reach to the small and midsize financial companies and introduced the above products as Software as a Service (SaaS).

Version 5 of Intelli-Mortgage has been installed at multiple locations spanning across Entertainment, Financial and Managed Services sectors. Beginning 2007 it was decided to productize the framework, which had been used to deliver the DW solutions to clients in the last six years. genBPM uses the same framework which has been implemented at various sites and has withstood the test and challenges of a real working environment.. genBPM was released in early 2008, and takes advantage of all the new features provided by SQL Server 2005.