

Project IST 026850 SUPER

Semantics Utilized for Process management within and between Enterprises

Deliverable 10.2

Showcase

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Version	Description	Comments
0.1	Initial version	Structure of the document
0.2	Methodology description	Inserted the description of the methodology and its application to the development of the first release
0.9	Version ready for the peer review	Inserted contributors' names and affiliations
1.0	Final version for intermediate release (M12)	Finalized version after the peer review
1.5	Update with description of second cycle of the methodology	Inserted the description of the second round of application of the methodology to the development of the showcase
1.9	Version ready for the peer review	Updated contributors' names and affiliations
2.0	Final version for the deadline (M18)	Finalized version after the peer review

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1 Executive Summary

The SUPER Showcase deliverable is aimed at producing suitable materials to demonstrate how the SUPER technologies can be applied to business and the advantages of their adoption. The Showcase can be used in workshops, tutorials and events to help both technical and non-technical users to understand how the results of SUPER can improve their business and their daily operations.

The first version of the Showcase consists of a PowerPoint-based presentation that tries to summarize the objectives of the project, its added values from the point of view of business users, the technological innovations introduced and an example of its application to a use case in the telecommunication domain.

The main content of this version of the deliverable, therefore, is contained in the presentation. In this document, however, we briefly introduce the methodology we adopt to develop the Showcase and the following steps in its implementation.

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2 Methodology

In this section we briefly introduce the methodology we adopt for the design and production of the Showcase. As in the development of the technologies and tools within the SUPER project, also the Showcase activities are carried on with the spiral approach. Therefore, multiple iterations of the described methodology are foreseen within the duration of the project. This will enable the SUPER consortium to deliver multiple showcases, by using different media and formats (e.g., PowerPoint presentations, Flash animations, videos, etc.) and by focusing on different audience targets (e.g., business users, technical experts, etc.).

2.1 The four steps of our methodology

As sketched in Figure 2-1, the methodology we adopt consists of four steps, guided by a quality assurance process. In the following paragraph we describe those steps and how we applied it in realizing the first deliverable of the Showcase.

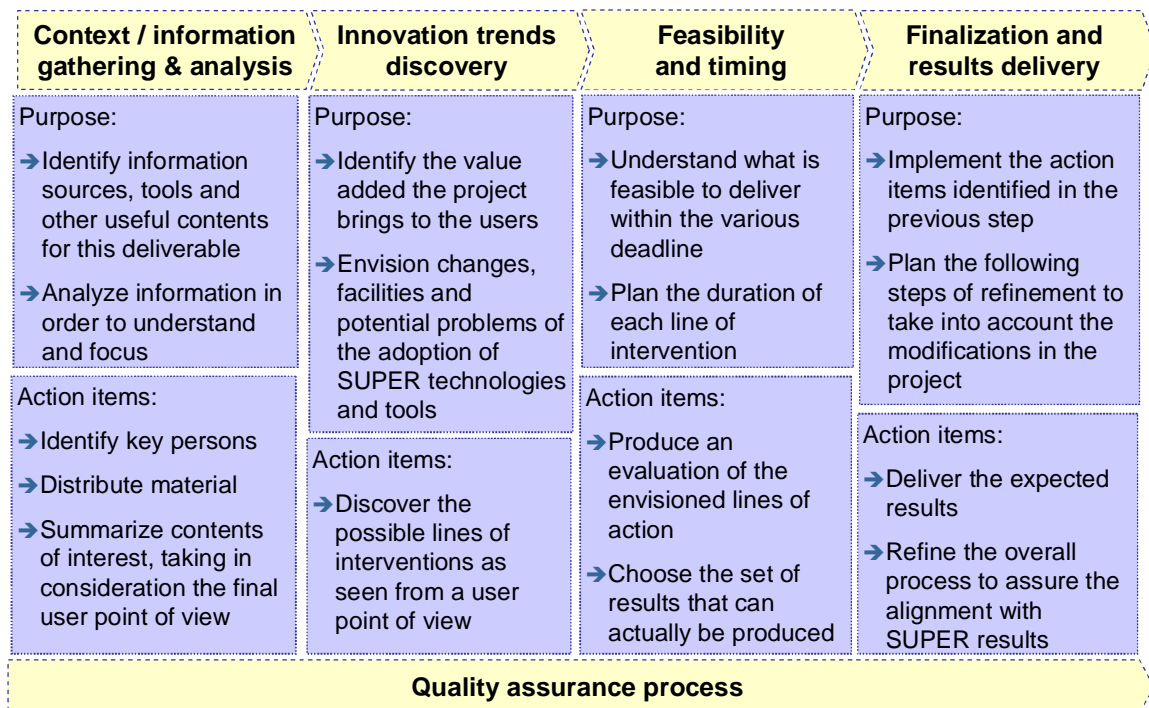


Figure 2-1 The methodology applied to the Showcase preparation

2.1.1 Context/information gathering & analysis

The purpose of this step is to gather and analyze the available information in order to identify the sources, the tools and any information that can be useful for the delivery of the Showcase. It is also necessary to analyze the gathered information to understand their scope and to focus on the key messages to include in the Showcase. To achieve those goals, the action items are the identification of key persons within the consortium that can be of help in providing valuable information, the distribution of material among those who are in charge of the development of the Showcase, and the

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summarization of interesting contents to keep into consideration, always focusing on the final user point of view.

2.1.2 Innovation trends discovery

The purpose of this step is the discovery of the innovation trends to highlight in the Showcase, by identifying the value added that the SUPER project brings to the business users and by envisioning changes, facilities and potential problems of the adoption of SUPER technologies and tools. To achieve those goals, the action item is the discovery of all the possible lines of intervention and the outcomes of the SUPER projects, as they are seen from a user point of view.

2.1.3 Feasibility and timing

The purpose of this step is to check the feasibility of the identified actions and the time planning of the activities to carry on within the development of the Showcase. This means understanding what is feasible to deliver within the time-frame and planning the duration of each line of intervention. To achieve those goals, the action items are the production of an evaluation of the envisioned lines of action and the choice of the set of results we actually expect for the preparation of the deliverable.

2.1.4 Finalization and results delivery

The purpose of this step is the finalization of the work carried on in the previous steps (collection of material, identification of innovation trends, time planning) and the delivery of the expected results. This is the final step in which we implement and make concrete the action items identified in the previous step, but also in which we plan the following steps of refinement of the Showcase, in order to take into account the modifications and the achievement of results within the project. To achieve those goals, the action items are the delivery of the expected results for the project deadline (e.g., the review) and the refinement of the overall process to assure the alignment of the Showcase with SUPER's results.

2.1.5 Quality assurance process

The methodology described above, even within the spiral approach, would not allow us the achievement of good results if it were not coupled with a quality assurance process. To this end, we identify within the consortium one or more key persons that hold a complete vision on the project and the suitable seniority (e.g., the Scientific Manager) who check, comment and suggest modifications to the Showcase implementation during all the production lifecycle of the deliverable.

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2.2 Results

2.2.1 First iteration of the methodology (M12 intermediate release)

During the first iteration of our methodology, we followed the described steps to produce a PowerPoint-based presentation that helps the business users to understand the value added introduced by SUPER and that induces them to enquire on its application to their business.

During the first phase, we identified the contributors and their expertise, the project deliverables and other documentation to take into account as information sources. The second step of our methodology helped us to focus our attention of the advantages brought to business by SUPER, the “delta” that the project results can introduce in daily operations; during this phase we drew a preliminary outline of the presentation, trying to find a suitable balance between the technological innovation (easily understandable by technical users) and the strong business value (more crucial and interesting for business users). Afterwards, during the third step, we assigned responsibilities on the different sections of the presentation to the involved partners, by defining contributors (those who actually produce the contents) and editors (those who review and are in charge for the coherence of the various sections), and we recommended deadlines for the production and revision of the different sections within the fourth step of the methodology. During the whole process of implementation of the Showcase, we took into due consideration the comment, remarks, criticism and proposals of the key persons of the consortium that acted as quality assurance reviewers.

Hereafter we provide the outline of the first Showcase deliverable:

1. Today scenario
2. Problems: alignment, heterogeneity, fragmented methodology
3. Introduction to the SUPER technologies
4. End-to-end methodology, from design to implementation, with emphasis on the SUPER added value (the “delta” introduced)
5. Scenario and “storyboard” with simulation of running tools that cover the whole process
 - a. Narrative of a sample scenario of application of SUPER
 - b. Simulation of running tools - A tool business expert can use to build BPMN
 - c. Simulation of running tools - Explanation of how sBPMN and BPMO can be created automatically
 - d. Simulation of running tools - Explanation of the process that transforms sBPMN → BPMO → sBPEL
 - e. Simulation of running tools - Illustration of BPEL4SWS execution
 - f. Simulation of running tools - A visual tool business expert can use for analyzing and mining events
6. Business impact

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2.2.2 Second iteration of the methodology (M18 release)

During the second iteration of our methodology, we followed the described steps to produce an updated version of the PowerPoint-based presentation. Since the feedbacks on the first version indicated that the presentation was too technical, we decided to completely restructure the showcase, in order to make it more appealing for a business audience. Like in the previous presentation, however, we keep as an objective to help the business users to understand the value added introduced by SUPER to induce them to enquire on its application to their business.

During this second iteration, we took as starting points both the first version of the deliverable and the work done in preparation of the first official project review. Therefore, the telecommunication business partners acted as drivers, by providing real-world use cases to demonstrate the applicability of the SUPER technologies to their everyday activities. The technical partners mapped the use cases to the SUPER technologies, applying – whenever possible – the scientific achievements and prototypical tools developed in the first part of the project and framed the results within the SUPER Methodology developed within WP2. The exploitation partners explored and analyzed in-depth the business impact of the application of the SUPER results.

The current version of the Showcase is the result of the harmonization of the work of those different teams. The approach used to deliver the Showcase presentation is compliant to the methodology illustrated in section 2.

Hereafter we provide the outline of the Showcase deliverable and give a quick overview of its contents:

1. *Introduction to the project*: this section represent a short overview of the project and the consortium; it also states to the high level objectives;
2. *General business introduction*: in this section we introduce the global business context, by analysing requirements and market features; we also elaborate on today problems and challenges in Business Process Management and outline the opportunities for improvement, with special attention on BPM solutions;
3. *Brief introduction to SUPER methodology and architecture and ontology stack*: this part of the showcase presentation is devoted to introduce the SUPER Methodology framework (within which all the project activities are framed) and to explain the use and the added value of semantics in this context; we provide a short and high-level description of the technological approach (the adoption of WSMO, the advantages of Semantic Web Services technology, the semantics put into BPEL) and we draw the SUPER architecture (in its structural perspective) and the SUPER ontology stack;
4. *Business scenarios (focused on Telco) for each of the methodology step*: in this long section we present some preliminary usage scenarios, based on the requirements set by the telecommunication partners on their business; for each methodology step, we underline: (i) the Business view, (ii) the Technological challenges, (iii) the SUPER solution to the challenges, everything described from the business point of view;

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- 4.a *Modeling phase*: in this part, we highlight the requirements for the modelling of Business Processes and the benefits coming from the adoption of “semantics” within the modelling tool;
- 4.b *Configuration phase*: in this part, we describe a scenario for configuration and we describe the advantages of Process Composition during this phase;
- 4.c *Execution phase*: this scenario is introduced by a high-level explanation of what happens during the execution of a process; then a scenario from a telecommunication partner and the introduced benefits are presented;
- 4.d *Analysis phase*: the last phase of the SUPER methodology is presented from the business point of view, though a quick overview of what is requested to the current technologies and how the analysis activities and their results can benefit from the introduction of “semantics” into the methods;
5. *Business impact*: this section discusses about the SUPER Unique Selling Proposition, the impact we expect on the business and the competition on the market (through an evaluation of the impact SUPER can have in terms of costs reduction, improved efficiency, shortened time-to-market, etc.) and the business opportunities we foresee from the introduction of Semantic BPM solutions;
6. *Next steps/objectives of the project*: finally we present some details on the following steps of the project and the deployment of SUPER solutions in real settings.

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3 Conclusions and future steps

In this document, we described the methodology we adopted to produce the Showcase for the SUPER project. We also briefly explained how we enforced the methodology in the development of the first and second releases of the Showcase.

The actual deliverable, however, being a demonstrator, is contained in the PowerPoint presentation named after the deliverable.

Within the activities related to the tasks T10.2 (ending M18) and T10.6 (from M19 to the end of the project), we aim at designing and producing multiple showcases, by using different media and formats and by focusing on different audience targets.

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4 Annex

The demonstrator implemented within the activities related to the 10.2 task is the PowerPoint-based presentation contained in the file named 070928_D10.2_Showcase.pps.