
BUSINESS MOTIVATION MODEL (BMM) UTILIZATION WITHIN A PROCESS CENTRIC INITIATIVE

MONTREAL, December 20, 2007 – Trisotech’s specialists used the Business Motivation Model (BMM) within the initial phase of a process centric initiative in a large Canadian financial institution.

The Business Motivation Model provides a scheme or structure for developing, communicating, and managing business plans in an organized manner.

Specifically, the Business Motivation Model does all of the following:

- It identifies factors that motivate the establishing of business plans.
- It identifies and defines the elements of business plans.
- It indicates how all these factors and elements inter-relate.

There are two major areas of the Business Motivation Model.

- The first is the Ends and Means of business plans. Among the Ends are things the enterprise wishes to achieve — for example, Goals and Objectives. Among the Means are things the enterprise will employ to achieve those Ends — for example, Strategies, Tactics, Business Policies, and Business Rules.
- The second is the Influencers that shape the elements of the business plans, and the Assessments made about the impacts of such Influencers on Ends and Means (i.e., Strengths, Weaknesses, Opportunities, and Threats). The Ends, Means, and Influencers are related to each other in order to answer the following two fundamental questions

The Business Rules Group (BRG) developed the Business Motivation Model. It is now a key element in the OMG (Object Management Group) portfolio of business process related standards.

For more information, please contact André Sirois at 514-990-6639, ext. 777 or at asirois@trisotech.com.