

Hi, I'm Roger.

Business Process Specialist
Digital Technologist
Bot Creator

The Digital Process Prime

Let's face it. Making and having access to all the good things we rely on and enjoy in our every-day lives is not simple. From the products and the services, to the experiences, all included.

PROCESS
PRIME

Evolving processes

We may safely assume that everything around us has gone through certain steps -one way or another- to become what it is, or to hold the value which it provides. *Everything*, even the trees at the park.

“Trees go through a growth process of their own. Albeit one that is natural and evolving.”



Similarly, the products and services we produce also go through certain steps to become what they are at a given point in time.

While the trees at the park could mostly evolve on their own and flourish with occasional watering and pruning, it is not the same for people-made processes like the ones we adopt in business, or business processes.

Coupling business logic to information systems

Essentially, business processes add, shape, transfer, or transform value to create a defined useful outcome or goal. More often than not, end-to-end value transformation takes place across *fairly* complicated and overlapping business environments with *clear*, as well as, *fuzzy* constraints.

Increasingly, the same value transformation is becoming more *tightly-coupled* or sometimes embedded within enabling and supporting information systems.

It is not a secret that information technology advances at a remarkably fast pace, at the same time organisations sometimes rely on legacy systems. Quite a challenge you may think. *Exactly*. A business understandably has little control over a business process that is tightly-coupled to an information system.

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“Overly-coupled business logic does not evolve efficiently and is inclined towards either high-velocity change or legacy-style standstill.”

The need for a Process Prime

This paradox of tightly-coupling business logic to information systems frequently results in process pain-points. It contributes to decrease process effectiveness and efficiency, and practically increases process uncertainty, risk and waste.

Employees may end up in a mode of *'firefighting'* towards achieving their goals. Customers may easily face a daunting experience as a result of such front-end processes.

In similar less-than-ideal situations, a business process owner ponders *"After all, we realise that we need to keep our business processes in good shape. Yet, how?"*

Yes. Your business success largely depends on *how, where, when*, and with *what* you do to achieve what your customers or your business needs. All while your business and its surrounding environment are constantly changing.

Another process owner contemplates *"Our business processes are specific and complicated. We see a challenge in identifying a broad and consistent understanding for our business processes. We presume an even bigger challenge if we untangle the nitty-gritty workings of the same business processes"*.

All these concerns are valid. And the Process Prime we see helps tackle some of these major operational challenges. Further ahead, the same Process Prime empowers your business with a solid digital foundation on which the digital future of your organization rests.

The simple way forward

Yes. We understand it may be slightly complicated. But, a **Digital Process Prime** administers to:

1. **Simply** identify, model, and analyse business processes to ensure they are in **good** shape.
2. **Pragmatically** improve, streamline, and simplify your business processes to **deliver** defined, measured, and value-added **success**.
3. **Optimally** design, replicate, simulate, experiment, and continuously **build**.
4. **Consider** business processes in their original operating **environment** and promote incremental high-value change with a fresh perspective.
5. **Automate** towards your envisaged change to match your current and future business requirements.

The *Process Prime* we see is delivered through fit-for-purpose *Business Process Services* which are briefly described on our website:

www.rogerberkley.com