

# Local Language Governance Enables Global Business Sustainability

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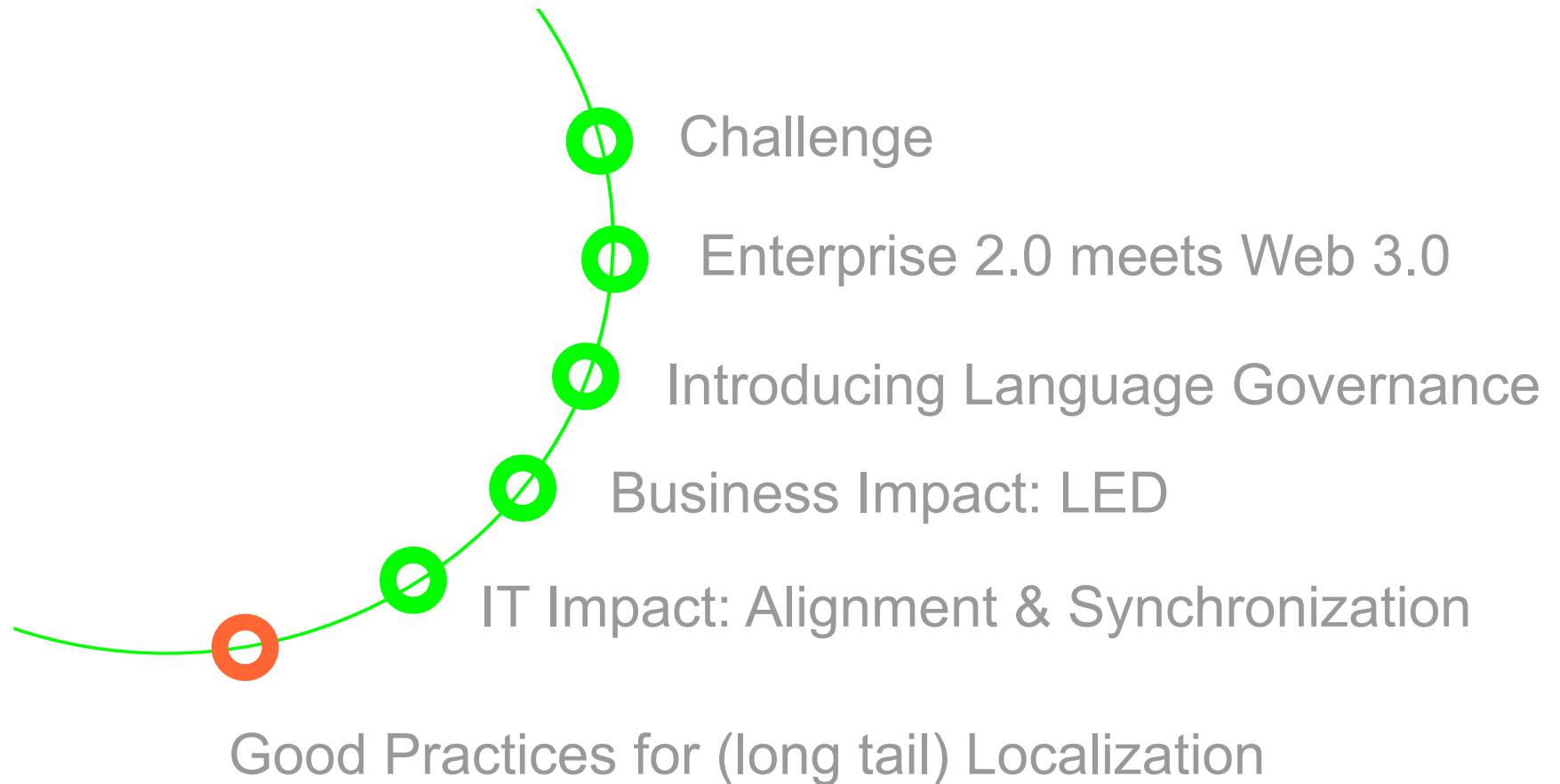
# About: Optimizing Business Processes

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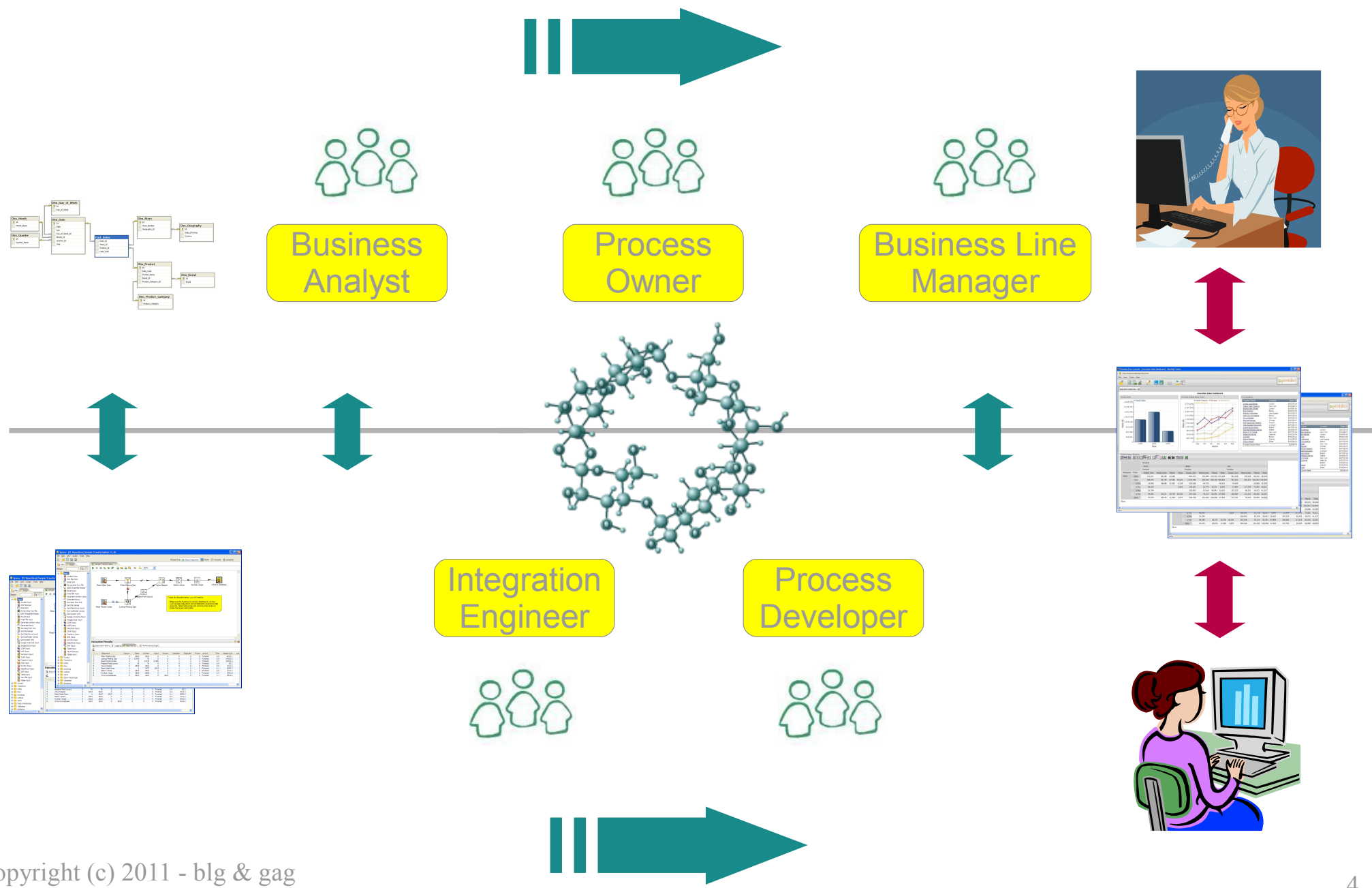


# Agenda

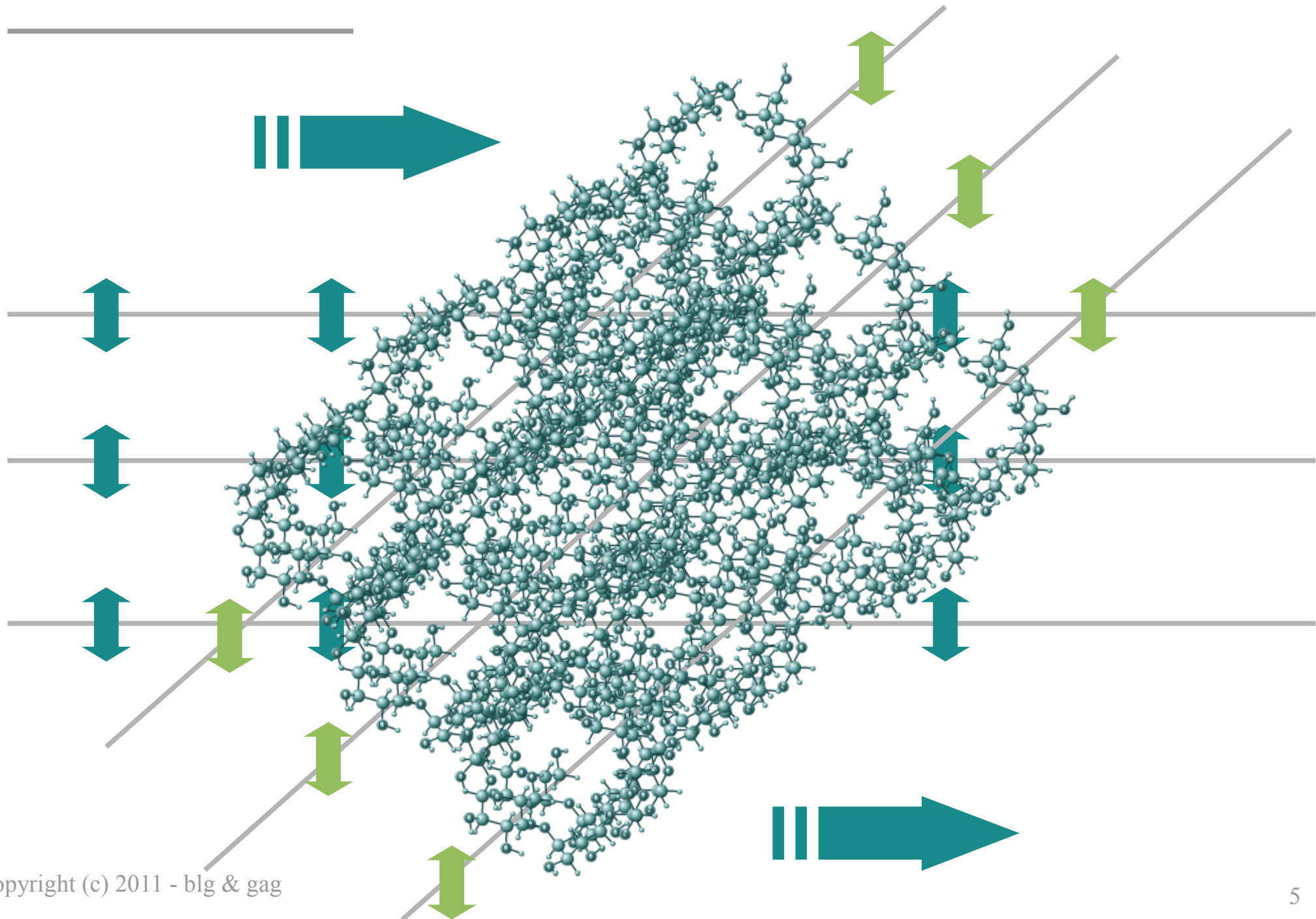
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# Synchronization in Local Environment (Scheme)

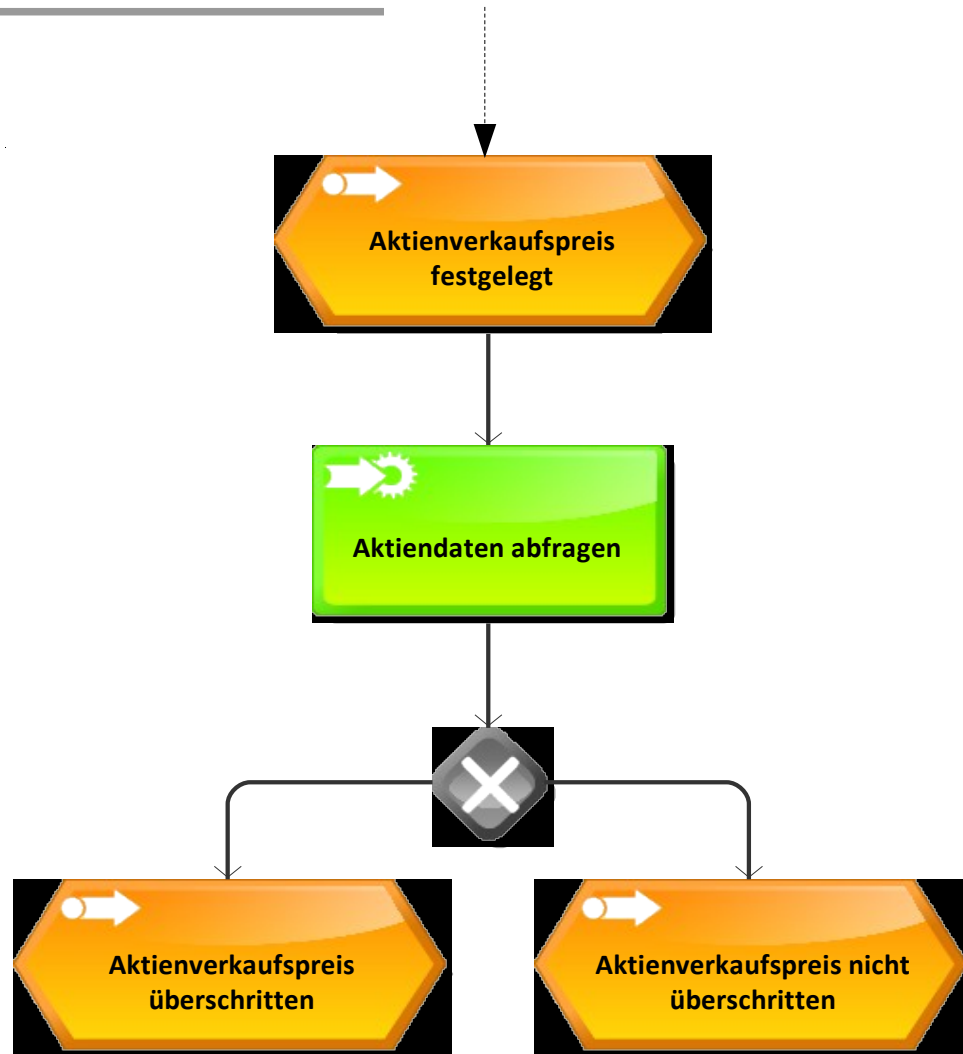


# Synchronization in Global Environment (Scheme)

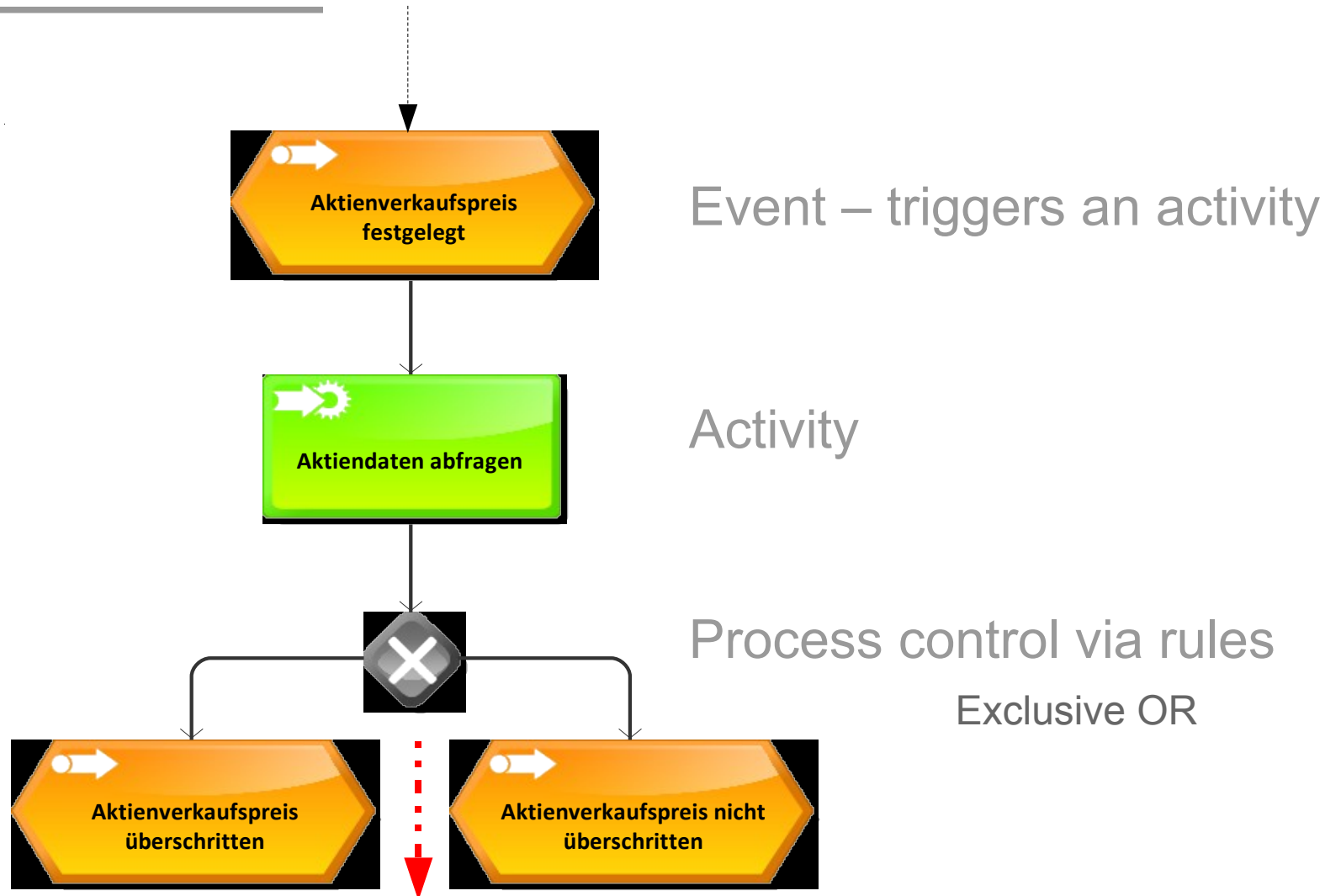


# BPM Example – Initial View

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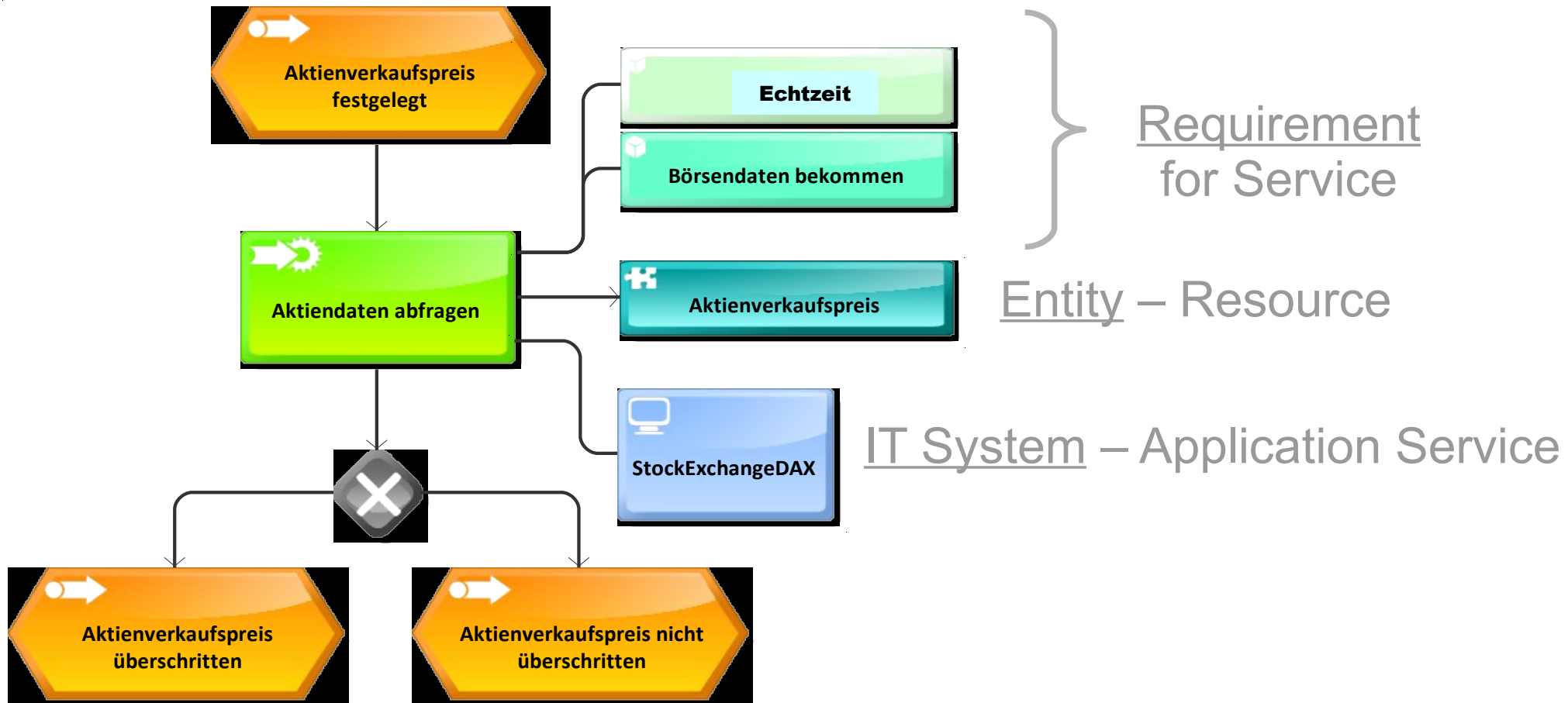
Event – triggers an activity

Activity

Process control via rules  
Exclusive OR

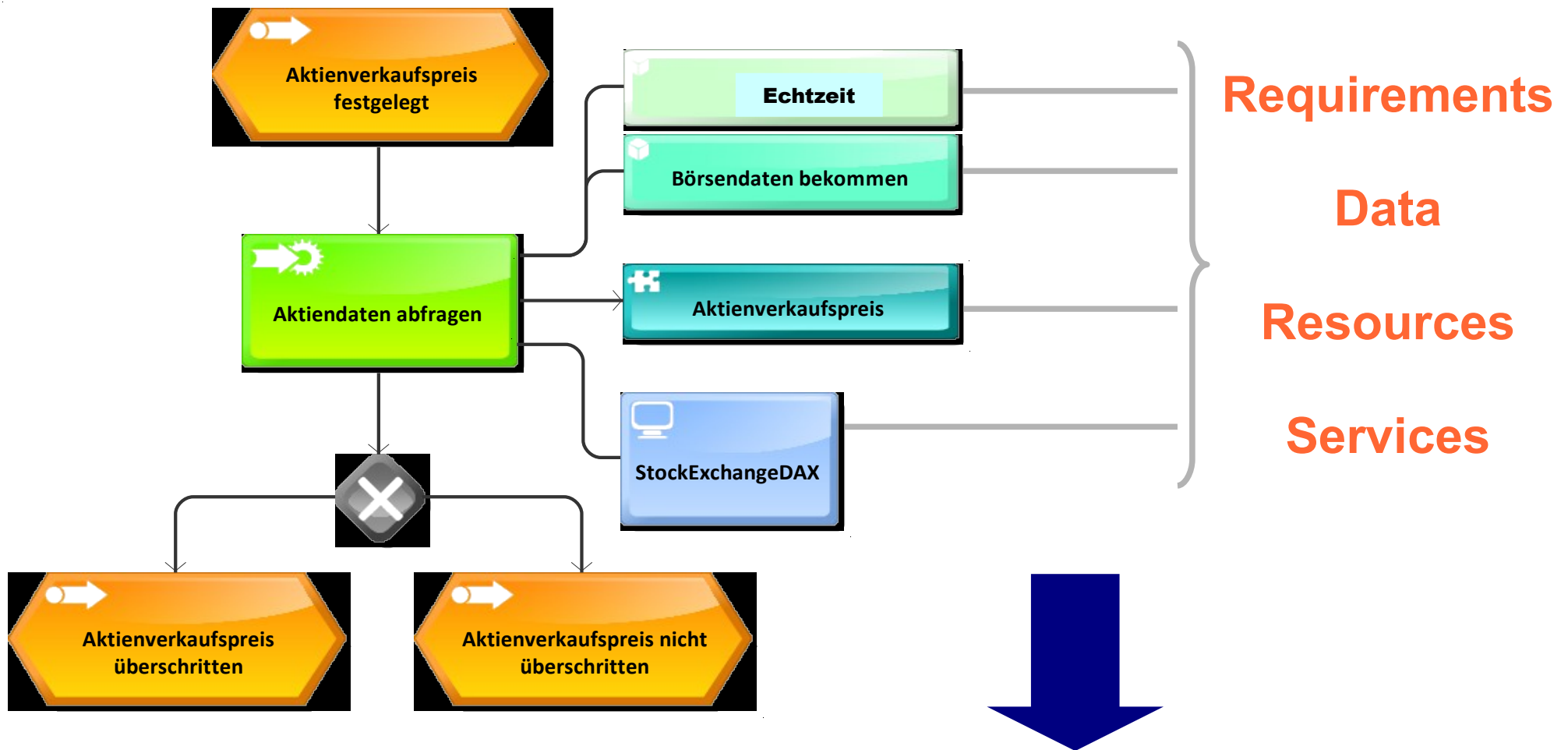
Only one of the options (follow-up event)  
may occur

# BPM Example – Additional Constraints





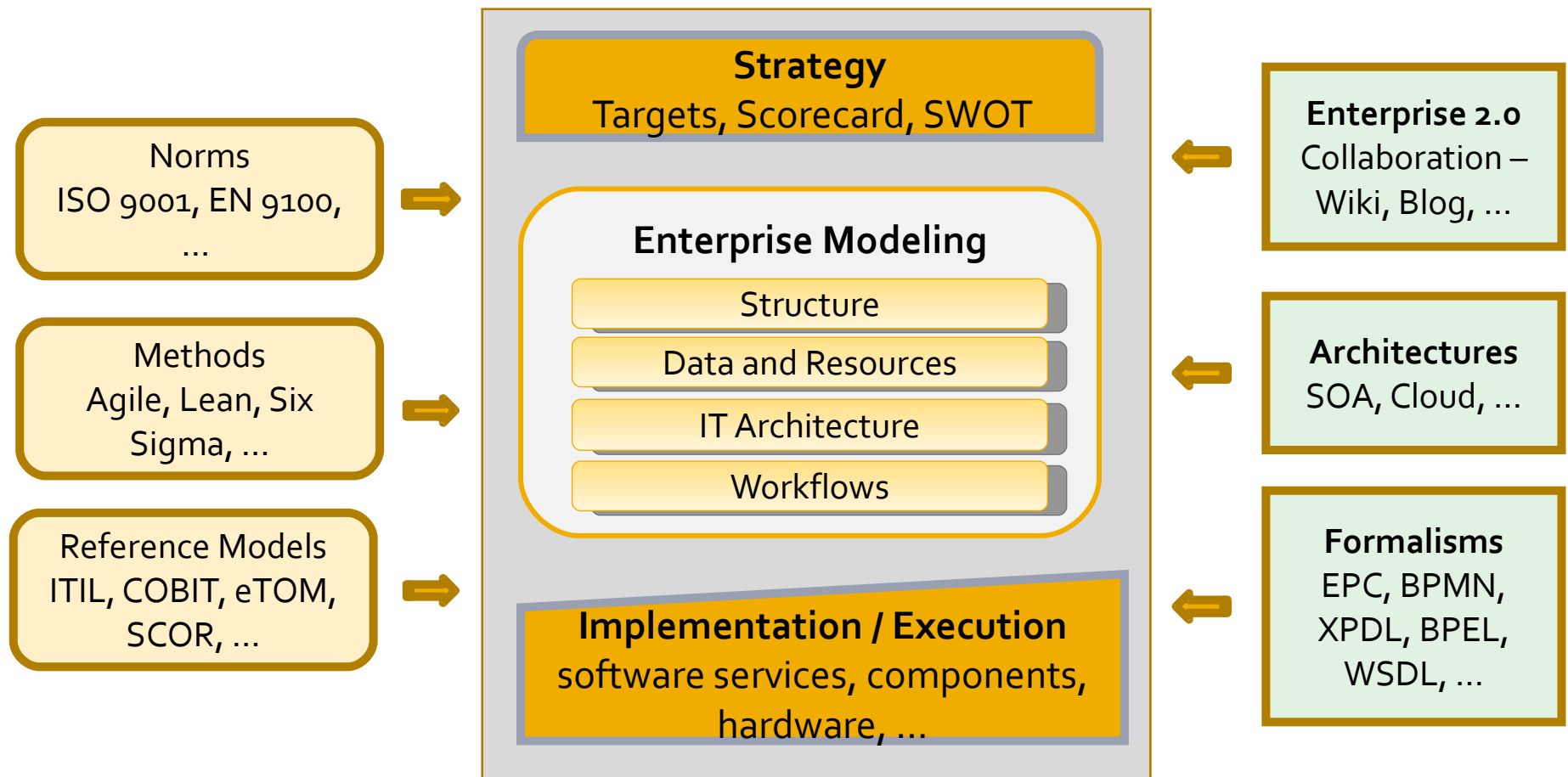
# BPM Example – Additional Constraints



**»Web Service Implementation«**

# BPM Essentials

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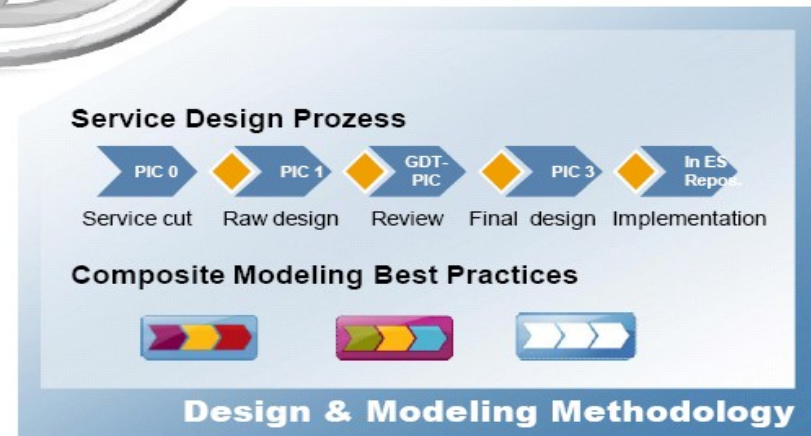
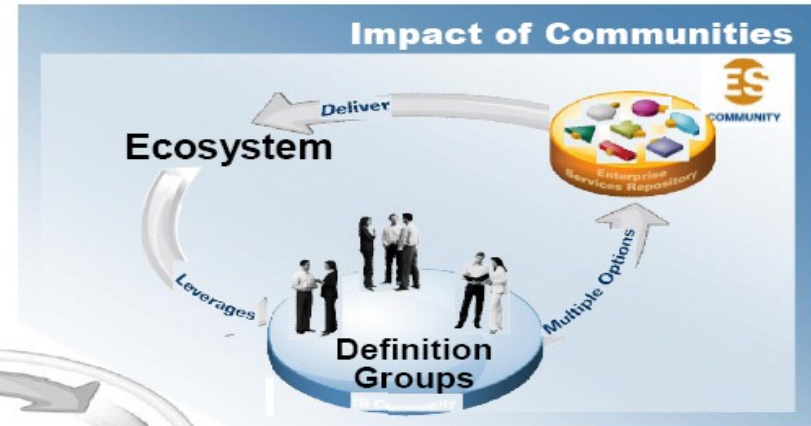


# Elements of Business IT Alignment

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- Notation Transformation, e.g. EPC-2-BPMN
- **Governance Setup** and Workflow
- Model Roundtripping
- Conflict Resolution
- Review Cycle
- Automated Notification
- **Ad-hoc Collaboration**
- **Process-oriented Communities**

# Enterprise Governance



Quelle: SAP AG, 2007

# User Stories

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- Process performance
- Resource naming conventions
- Selecting the “wrong” service

# Process Performance in Global Teams

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- A CR team in Germany and a CR team in India use a formally identical, but localized process model for dealing with call center requests.
- An analysis indicates that the German team operates with a higher performance than the Indian team.
- It turns out that one control element in the process execution needs an authorization which is specified as a “SHOULD” case in the German workflow, and as a “MUST” case in the Indian workflow.
- This “minimal” difference permits the German team to fulfill the authorization at a later point in time, whereas the Indian process flow is blocked.

# Resource Naming Conventions

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- Simple and easy selection of objects, activities, roles and properties according to enterprise guidelines and policies, e.g. a company vocabulary / terminology.
- Controlling is accomplished through the semantics of the employed diagrams – EPC and BPMN.
- Prevention of inconsistencies and contradictions when using negation.

# Resource Naming Conventions

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*“Guided Modeling”*

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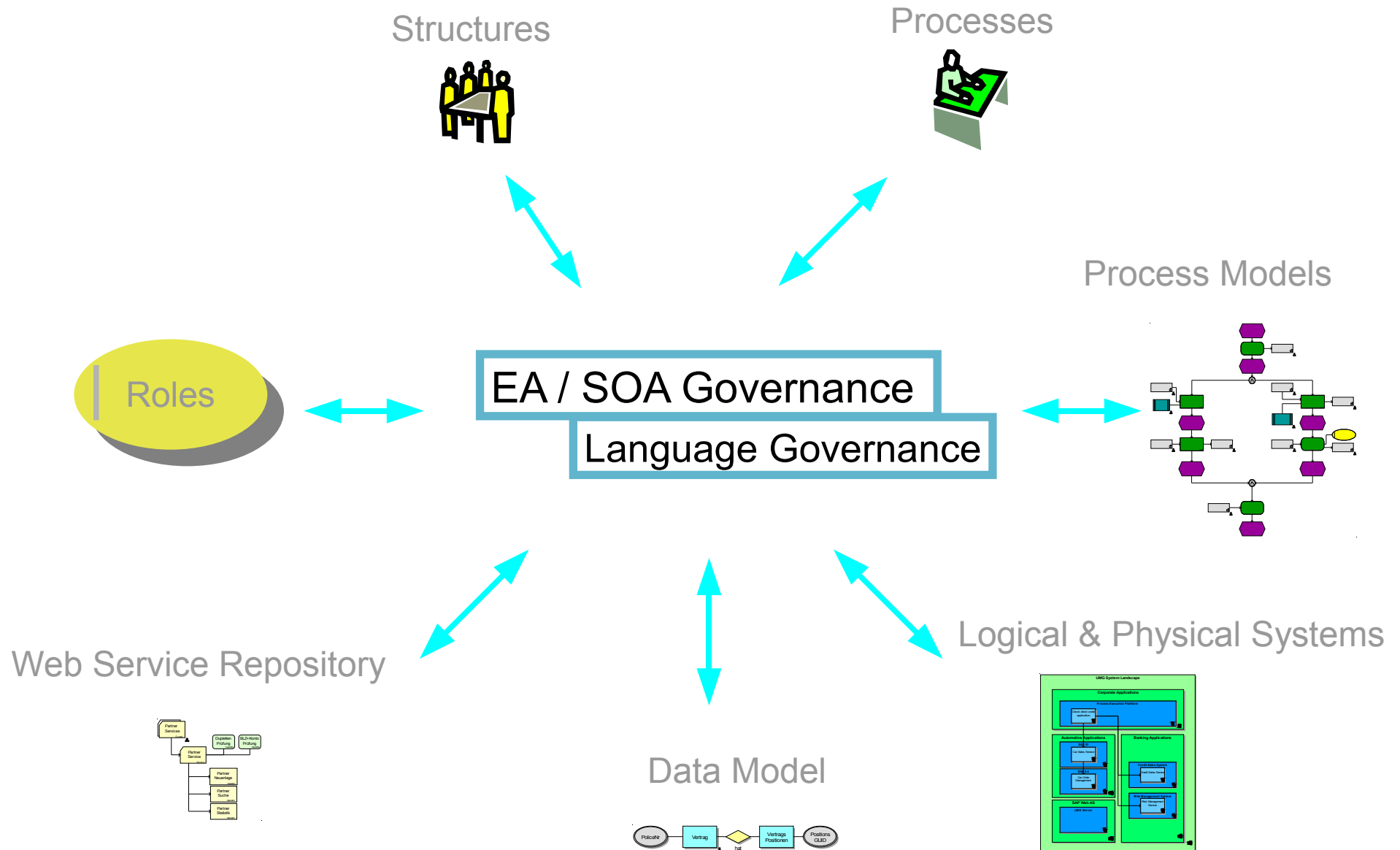


# Selecting “Wrong” Service

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- Besides language ambiguities, terminological weaknesses, such as the exactness of a term, can cause errors when implementing a service description programmatically.
- General language weaknesses can also introduce redundancies and loops within the process models which further propagate down to the technical layer.
- Example: Setup of a Facebook account – Although the privacy statement was declined, the customer data was stored. Is it caused by a modeling fault, or by a language weakness?

# Situating Language Governance



# Language Governance

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- Formal Grounding
  - Basic Statements
  - Commonality and Variability
  - Properties, Relationships, Uniqueness
  - Deep, detailed Constraints
- Modeling Support

# LG Basis

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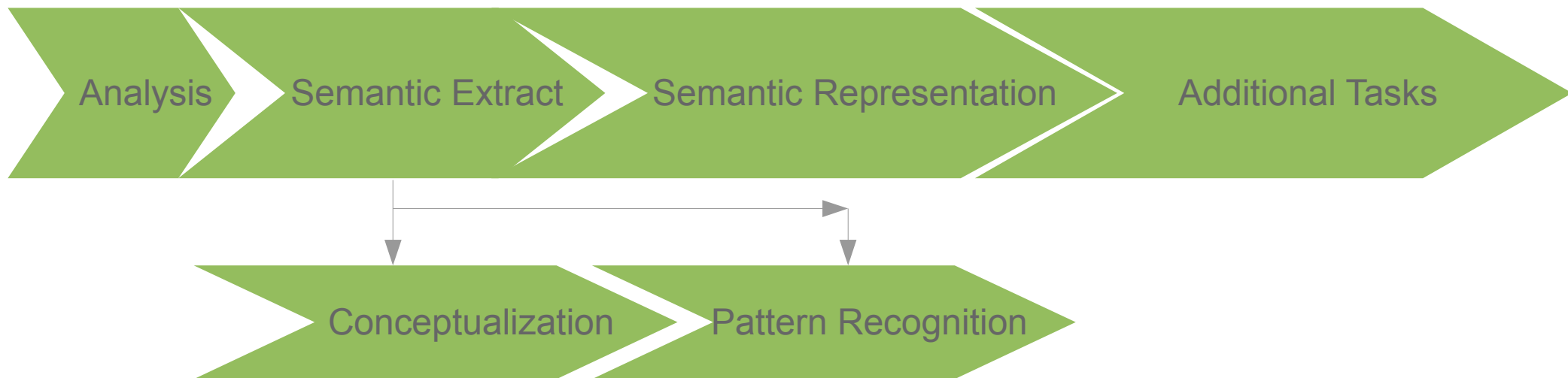
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# LG in Operation

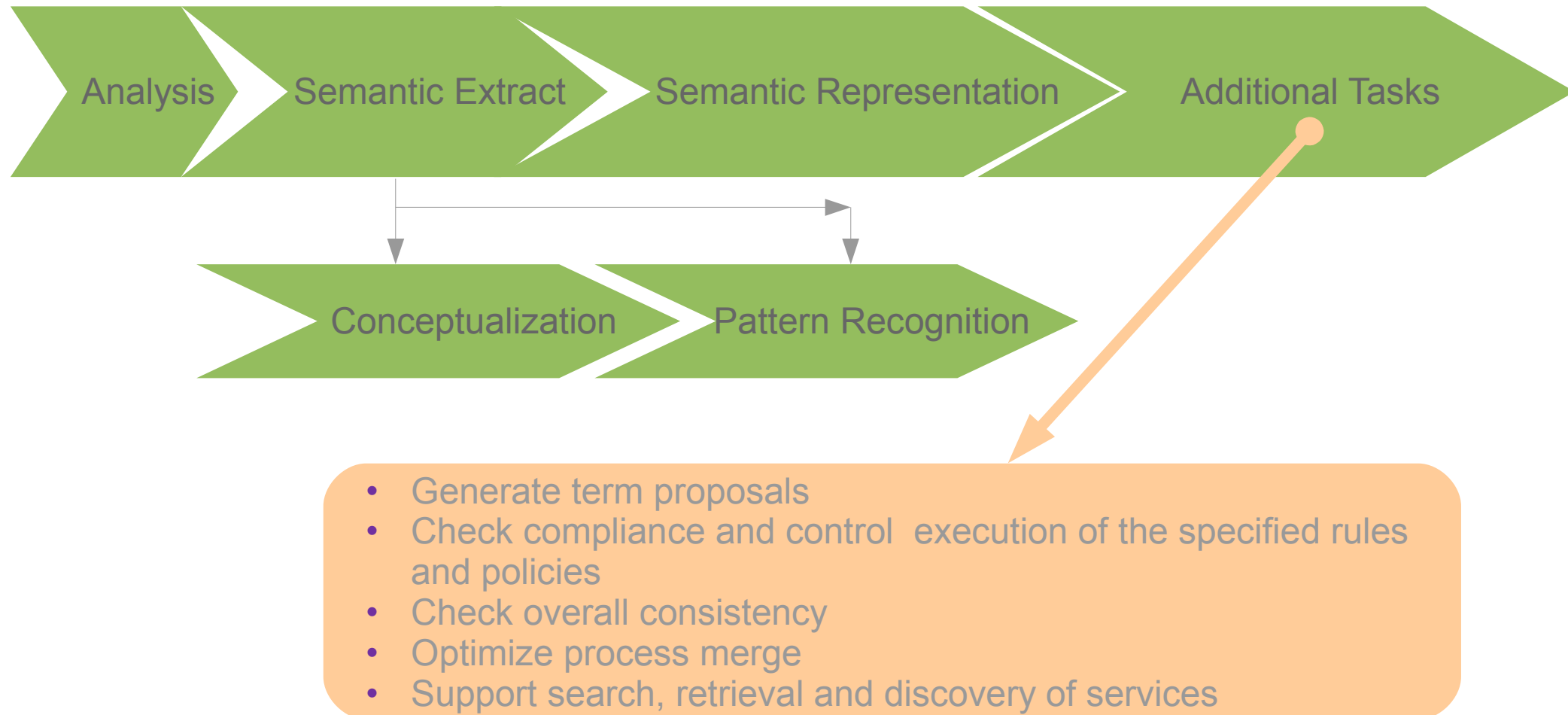
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# LG – Additional Tasks

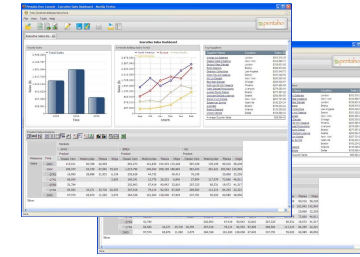
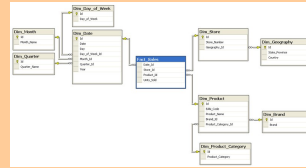
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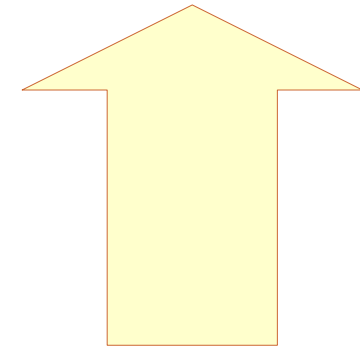
# LG Example

## Model:

```
[ rdf:type gag:StorageDevice;  
  gag:store gag:CustomerData ].
```



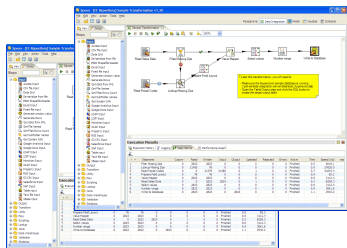
gag:DataBaseSystem \_b22 .



## Application Data:

de-DE: Abnehmer-Daten im Datenbanksystem speichern.

en-US: Save customer data in database system.



# LG Meta Data Examples

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- Provenance
- Likelihood
- Context
- Time frame



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- Provenance
- Likelihood
- Context
- Time frame

Customer A reported that tool T failed in environment E.

It is 20 % probable that tool T fails in environment E.

Customer A's IT set up environment E.

Environment E was installed Feb 11 through March 6, 2011.

# Impacts of LG

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- Business
- IT
- Long tail language localization and translation

# Agenda

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- Thank you for your attention!
- Challenge ✓
  - Enterprise 2.0 meets Web 3.0 ✓
  - Introducing Language Governance ✓
  - Business Impact: LED ✓
  - IT Impact: Alignment & Synchronization ✓
  - Good Practices for (long tail) Localization ✓