

How can the e-business analysis be blended with RUP and how does it help to achieve business goals



Scope

- 3rd semester elective – e-commerce course
- 3rd semester systems development and programming project – Rewebution system
 - A web project for Roskilde Grej company
 - Built following Unified Process (UP)

Rational Unified Process overview and its objectives

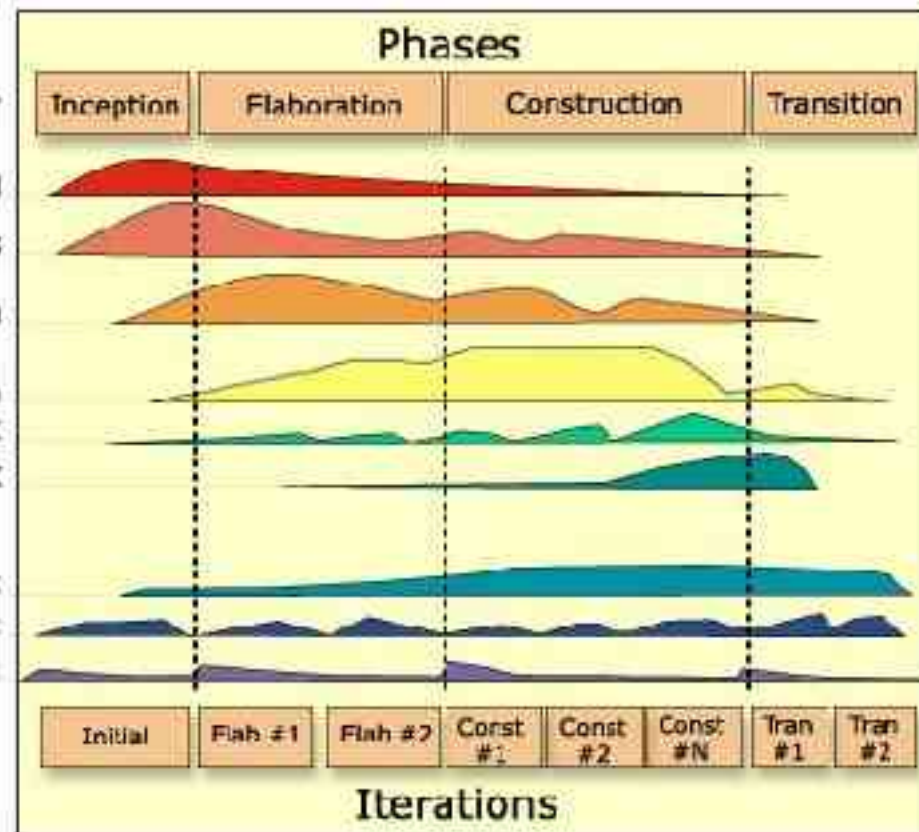
- RUP does involve business modeling.

- Business Modeling and Business Analysis are of different scope

- Analysis is deeper and more thorough

Workflows

- Business Modeling
- Requirements
- Analysis & Design
- Implementation
- Test
- Deployment
- Configuration & Change Mgmt
- Project Management
- Environment



Rational Unified Process overview and its objectives (continue)

- The objective is only to build IT system and fit it to organization
- It does not involve procedural, managerial, organizational, educational, or political change

Problems with RUP

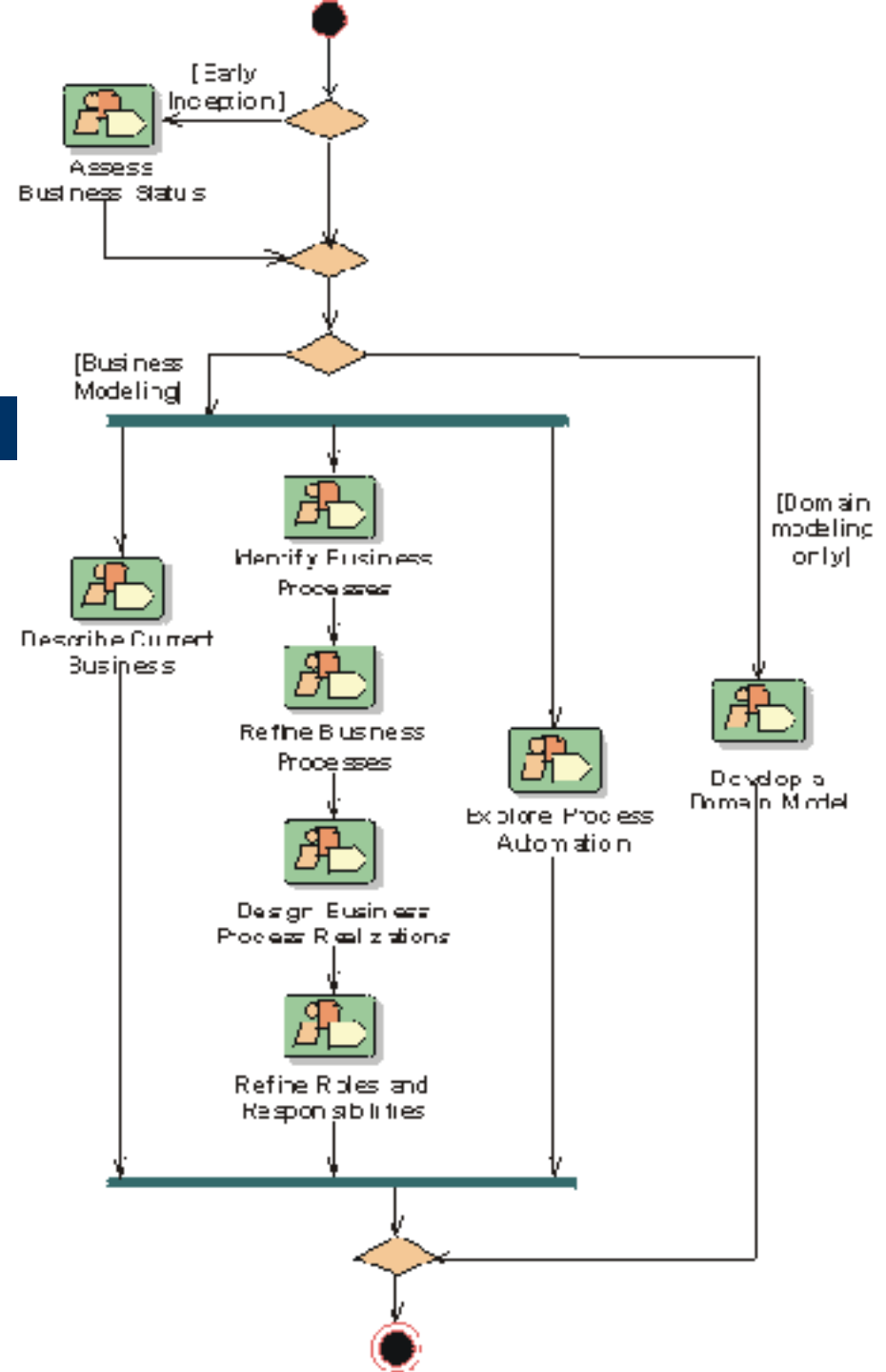
- Sole IT solution will not solve the problems in businesses.
- It is possible that IT solution is not even needed to achieve business goals
- Does not carry the investigation on whether the company needs and/or how could improve the e-business process.

Business analysis in other Information system development processes

- Some methodologies address business analysis in more detail (IE, SSADM, MERISE, SSM, and PI).
- Only MERISE process is intended for building web projects

Adding e-business analysis

- Adding 3 analysis steps:
 - Strategic analysis
 - Strategy definition
 - Strategy evaluation and selection



Strategic analysis

- Social, legal, economic, political factor analysis
 - Internet is widely used
 - Difficult to investigate
- Application Portfolio analysis
 - Rental System operational
- Demand Analysis
 - A research study could be performed to analyze the demand
- Porter's Five Forces
 - No threats from newcomers, customers would only benefit from faster and more flexible rental process

Strategic analysis (continued)

- SWOT Analysis
 - Strength – the country it is operating
 - Opportunity – seize the e-market
 - Threat – possibility to fail in delivering fast and flexible rental process
 - Weakness – currently none

Strategy definition

- Vision statement
 - Roskilde Grej will be the strongest rental company in the local area seizing e-commerce market in several years
- Objective setting
 - Start renting equipment on-line
 - Decrease the time needed to order equipment
- Strategy option generation
 - Rewebution system (Thin Web client architecture)
 - Rewebution system (Thick Web client and/or Web delivery)

Strategy evaluation and selection

- Strategy selection
 - If the company's long-term strategy is to move deeply into e-commerce area, the Thick Web client must be chosen.

Conclusion

- The addition of business analysis to RUP helps answer the question how and whether the IT system helps achieve business goals
- As with Rewebution system, the analysis might even lead to different system implementations

The end

- Thank you for your attention