



Domain Specific Reference Models

Domain Specific Reference Model

Mathias Eggert

- **Reference frameworks for information models**
- **Retail-H reference model**
- **Application of the Retail-H reference model**
- **Other domain specific reference models**
- **Lessons learned**

- **Reference frameworks for information models**
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- Lessons learned

- **Many processes exist in a company**
- **Necessity for an overall model that creates a relationship and enables a navigation through all (process) models**
 - „A system framework **classifies relevant elements and relationships** of an original on a **high abstraction level** in a chosen structure in any language. The purpose of an organizational framework is to **arrange an overview** of the original and to unfold the references of elements and relationships to other elements and relationships of inferior detail levels.“ [Meise (2001), p.62]
- **Model with a high degree of abstraction**

- **Central focus: Clarification of overall relationship**
- **Create unique wording and identifiers**
- **Representation of new organization structure**
 - Logo of reorganization
 - Static frameworks are not useful for a real motivation to redesign
 - Use of old names and notions is not meaningful to create a new awareness
- **No concrete modelling language is necessary for the framework design**

Two important points must be considered for the construction:

■ Strategic component

- Development of an organization structure based on strategic considerations

■ Graphical component

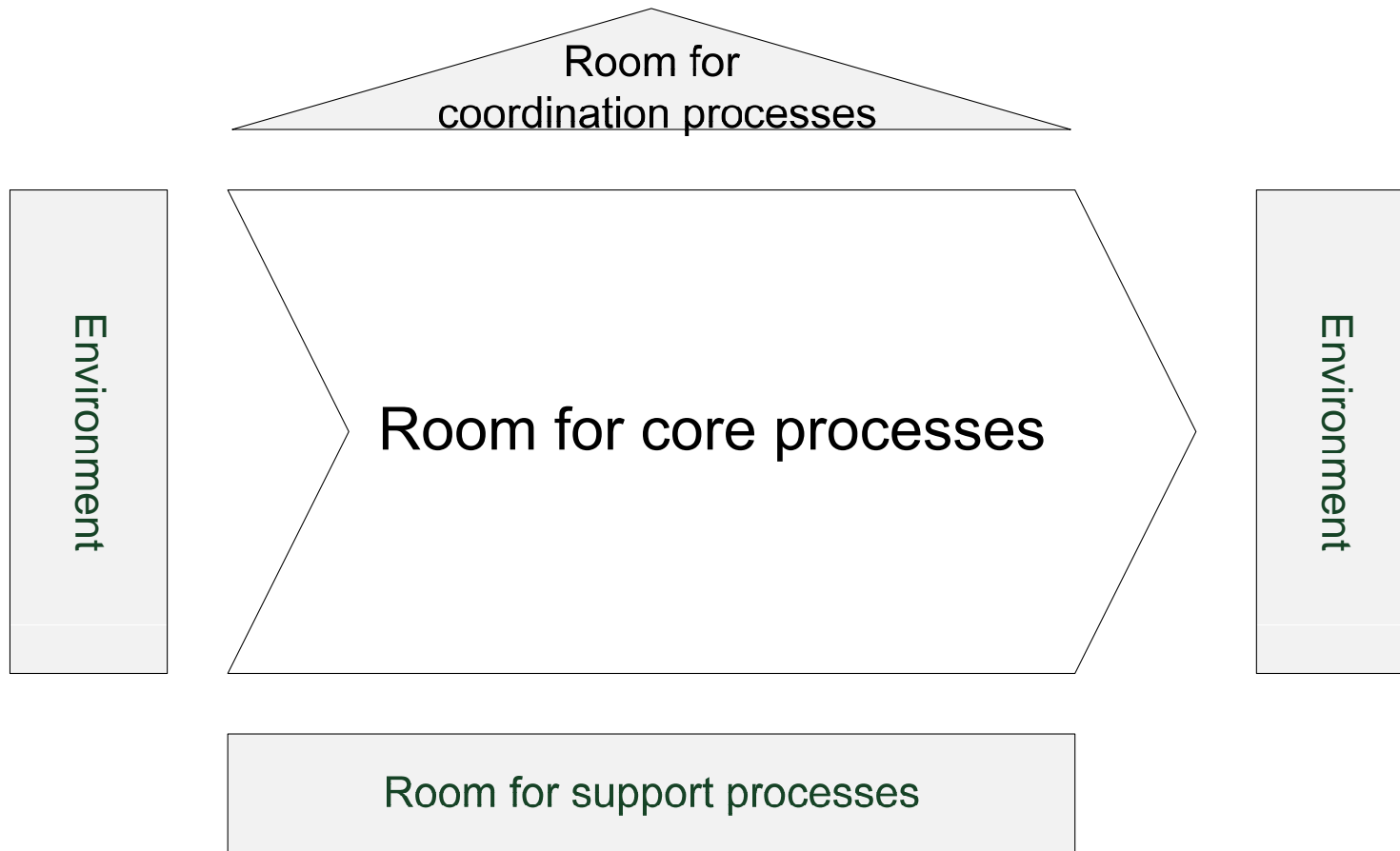
- Transformation of the structure in a graphical form, with the goals:
 - Communicate a suitable overview
 - Order property
 - Communication platform

- **Device goal/strategy of process management projects**
 - content, scope, timeframe
- **Define macro-structure**
 - Market-oriented, external perception (market-based view), 80s
 - Branch und competitor behavior are focused
 - Strategies: cost leadership and product differentiation
 - Resource based, internal perception (resource-based View) – 90s
 - Focused on core competences
 - Combined strategy – today
 - classification organization in Market- and Core areas
- **Identification of core-, coordination- and support processes**
 - general process identification e.g. by using reference models
 - Individual process identification

- **Reorganization projects can only successfully realized with a commitment from the employees.**
- **Reference frameworks can influence the behavior and attitude of employees**
 - Overcome attention gap
 - Base-Rate-Fallacy
 - When rating probabilities, dynamic impressions will get more attention as raw data material (pictures vs. numbers)
 - Perceivability Bias
 - information blocks that are easy to recognize will get a higher weighting compared to hard recognizable ones
 - In addition cognition is depending on:
 - Spatial order of elements (e.g. hierarchies)
 - Size relations
 - Form und colors
 - Fonts

Reference frameworks for information models

Reference design



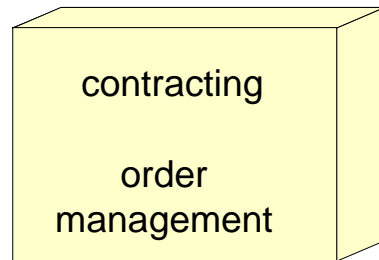
According to Meise (2000)

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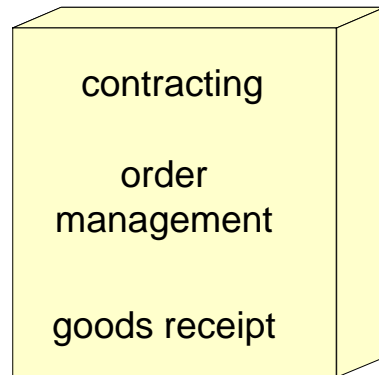
The Retail-H reference model ■



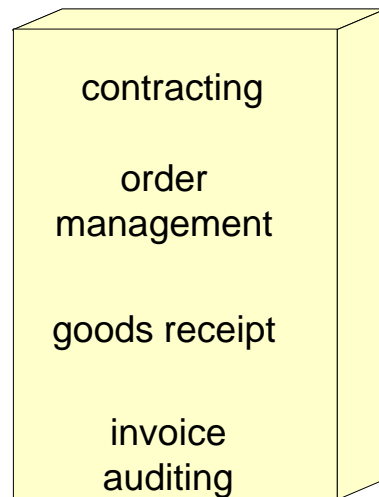
The Retail-H reference model ■



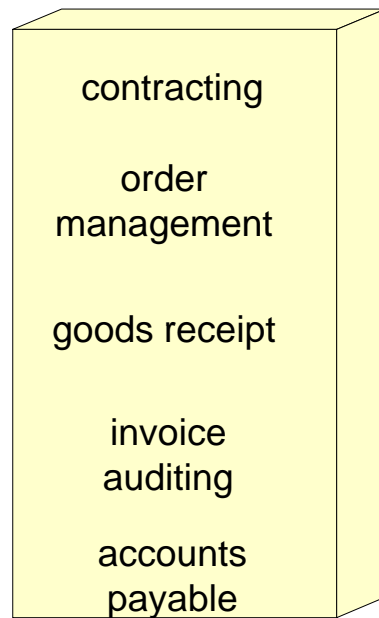
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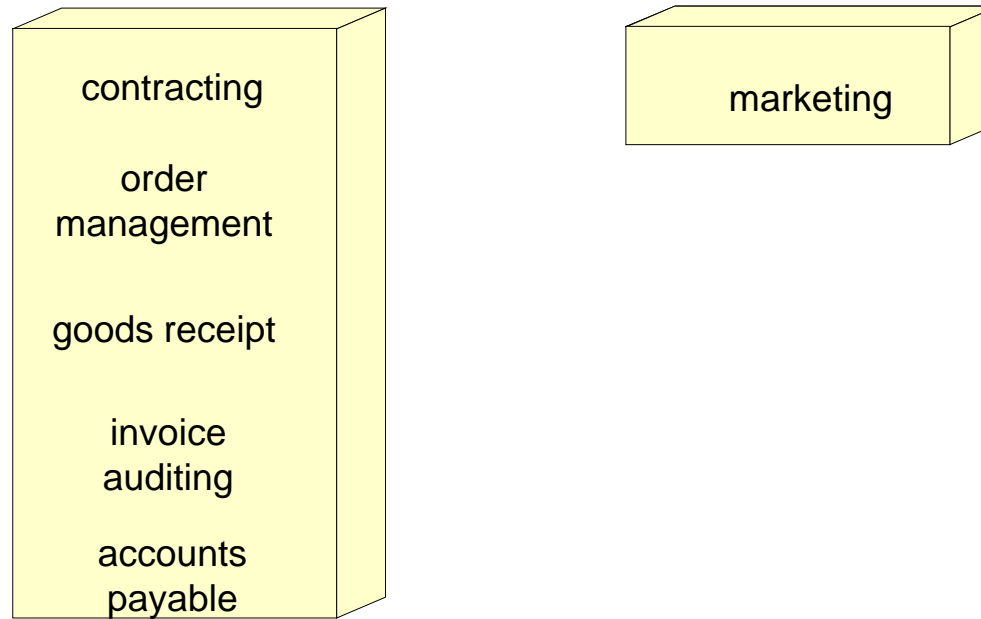
The Retail-H reference model ■



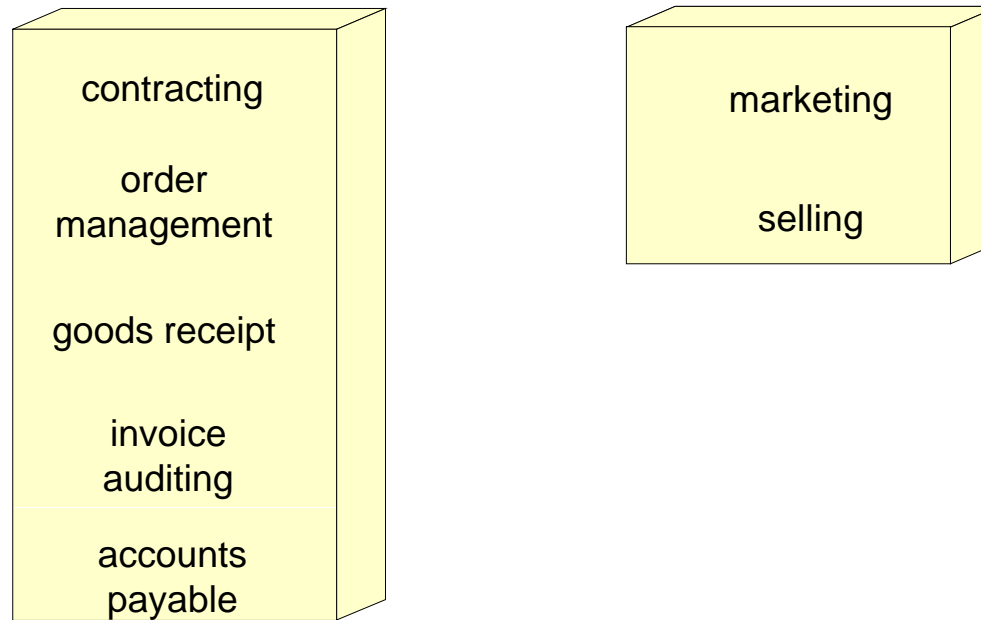
The Retail-H reference model ■



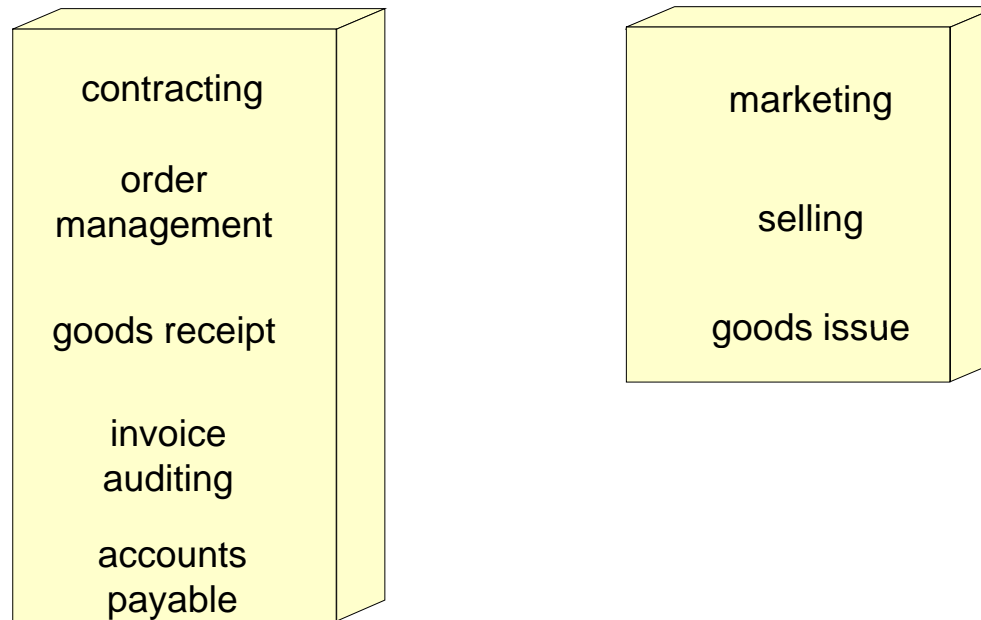
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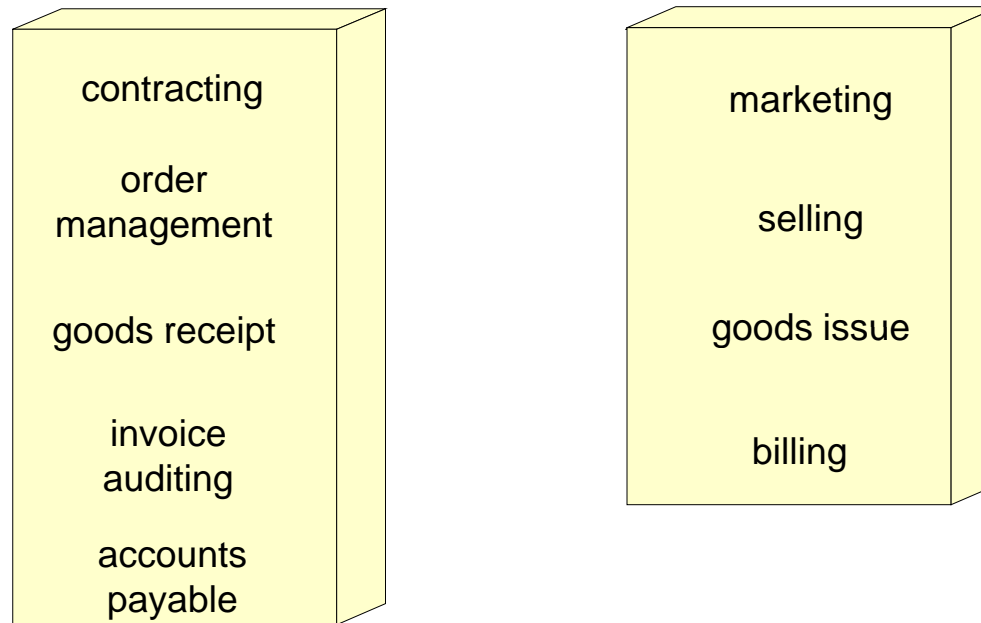
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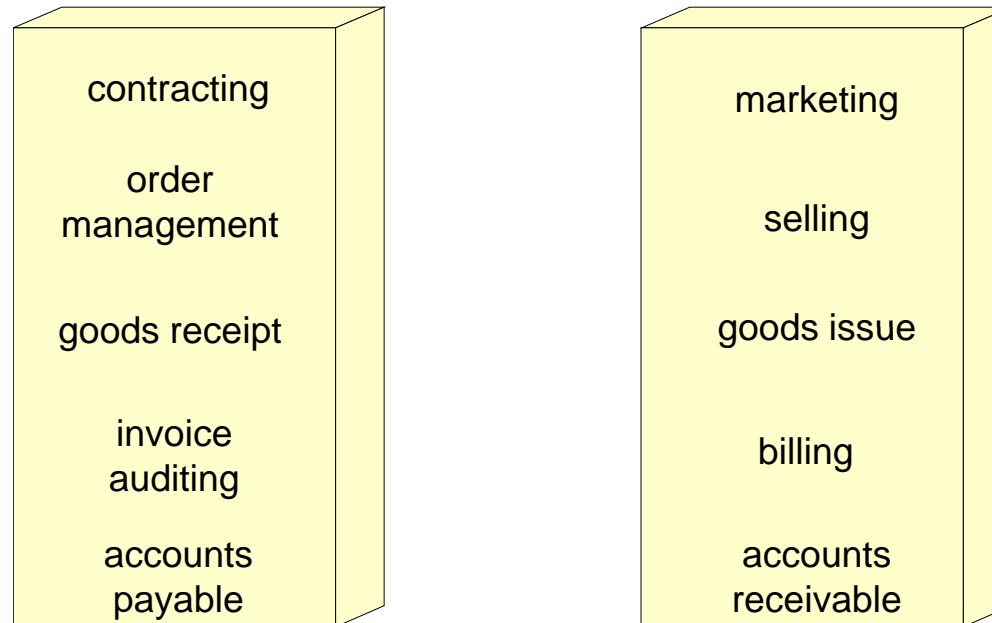
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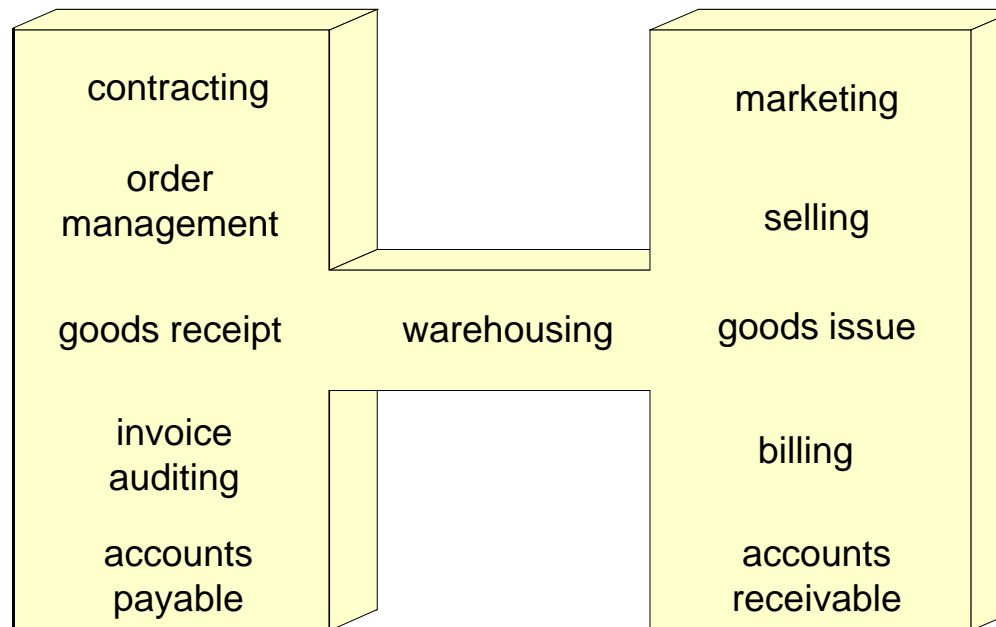
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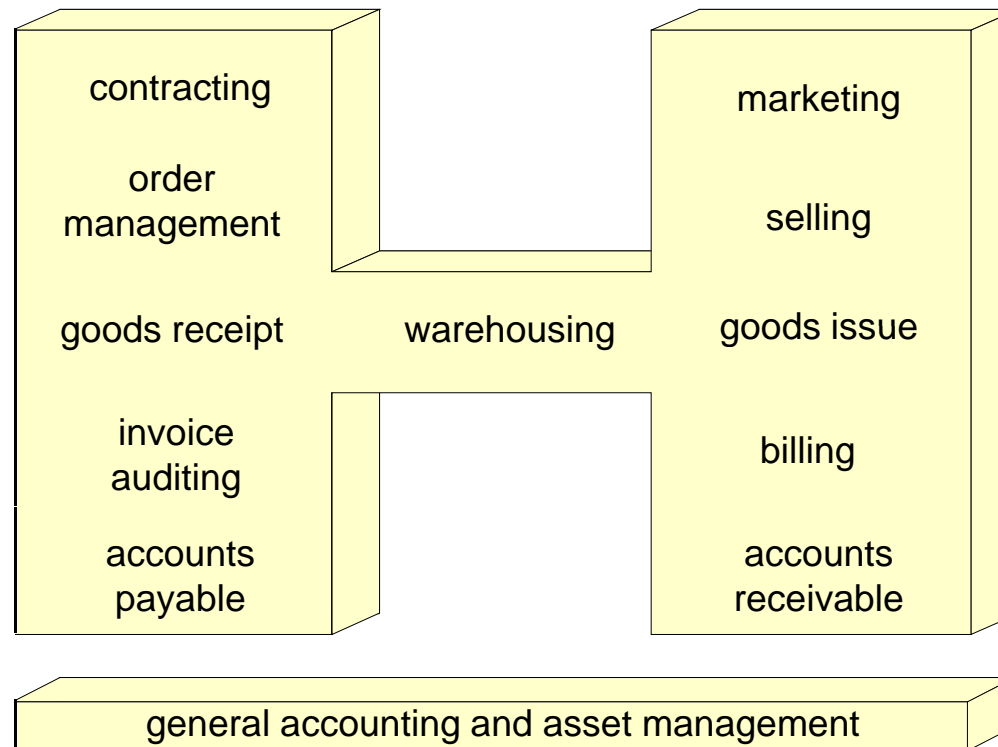
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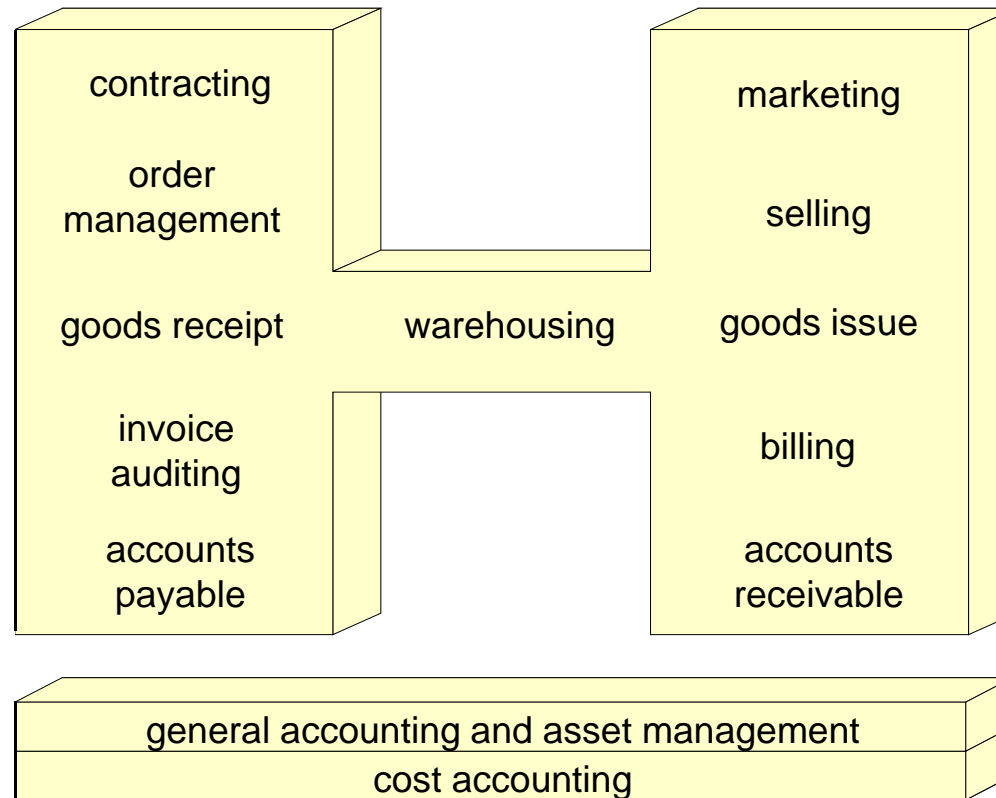
The Retail-H reference model ■



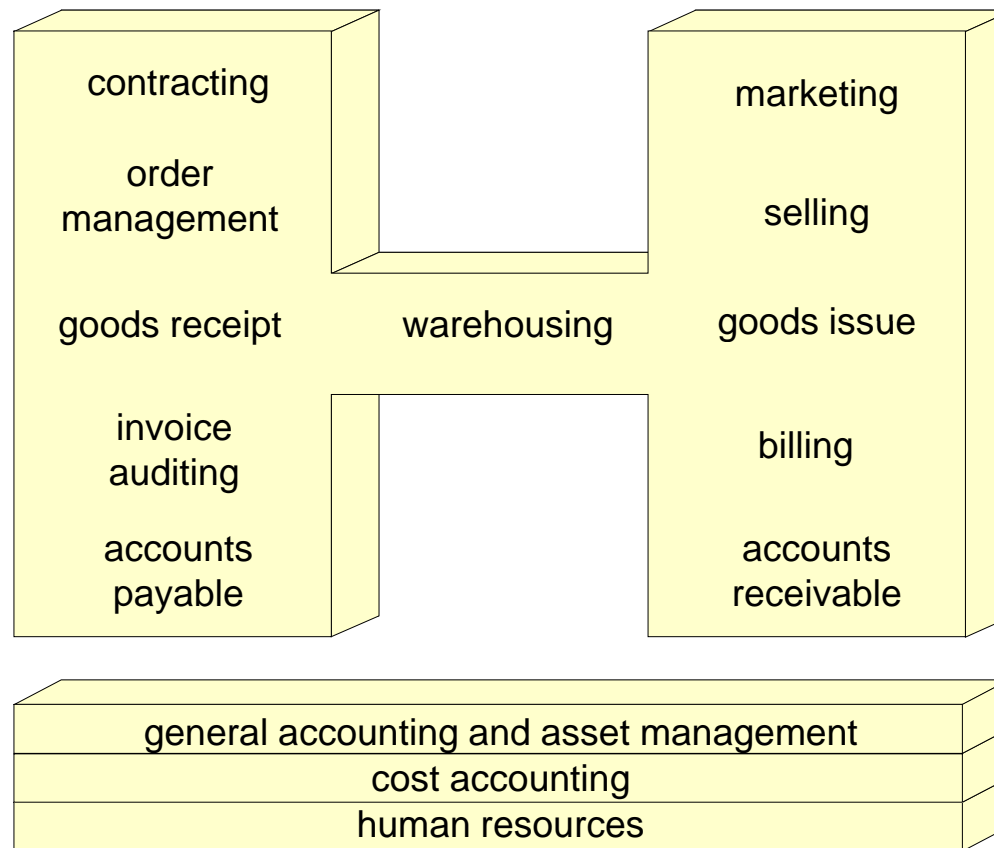
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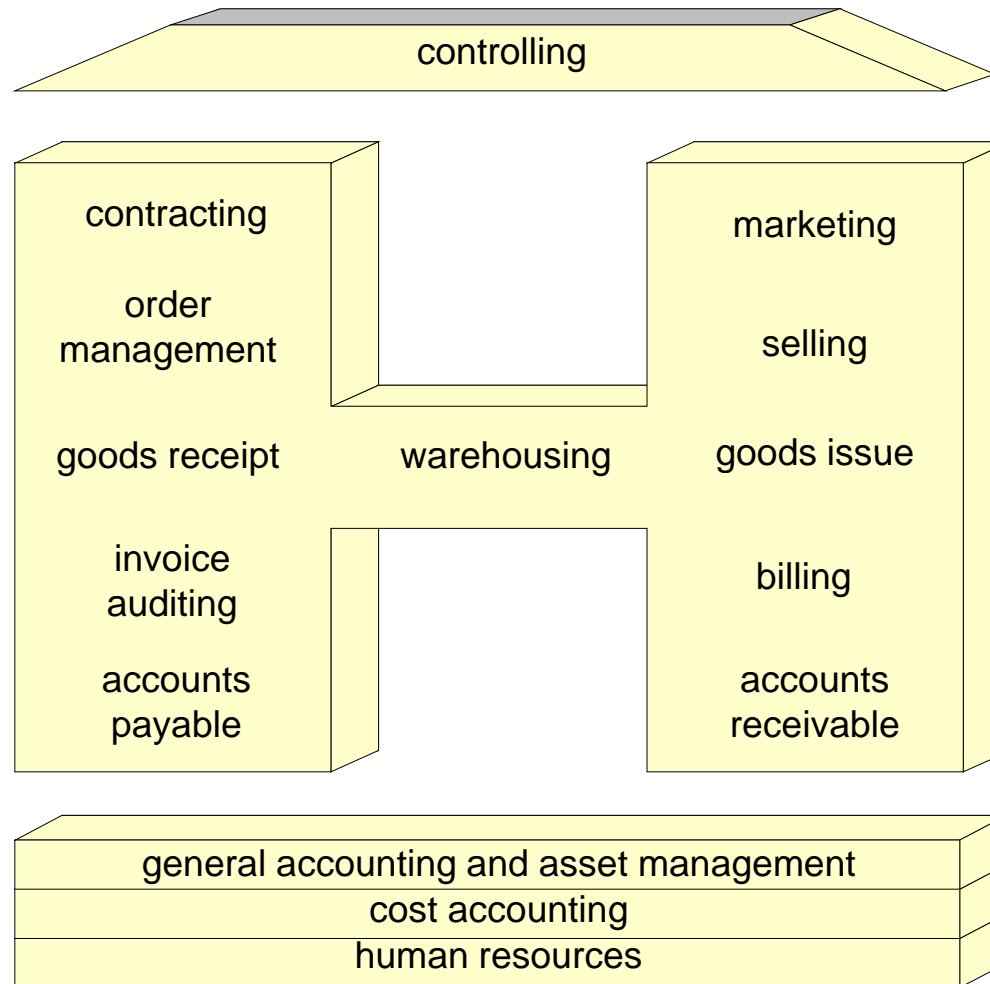


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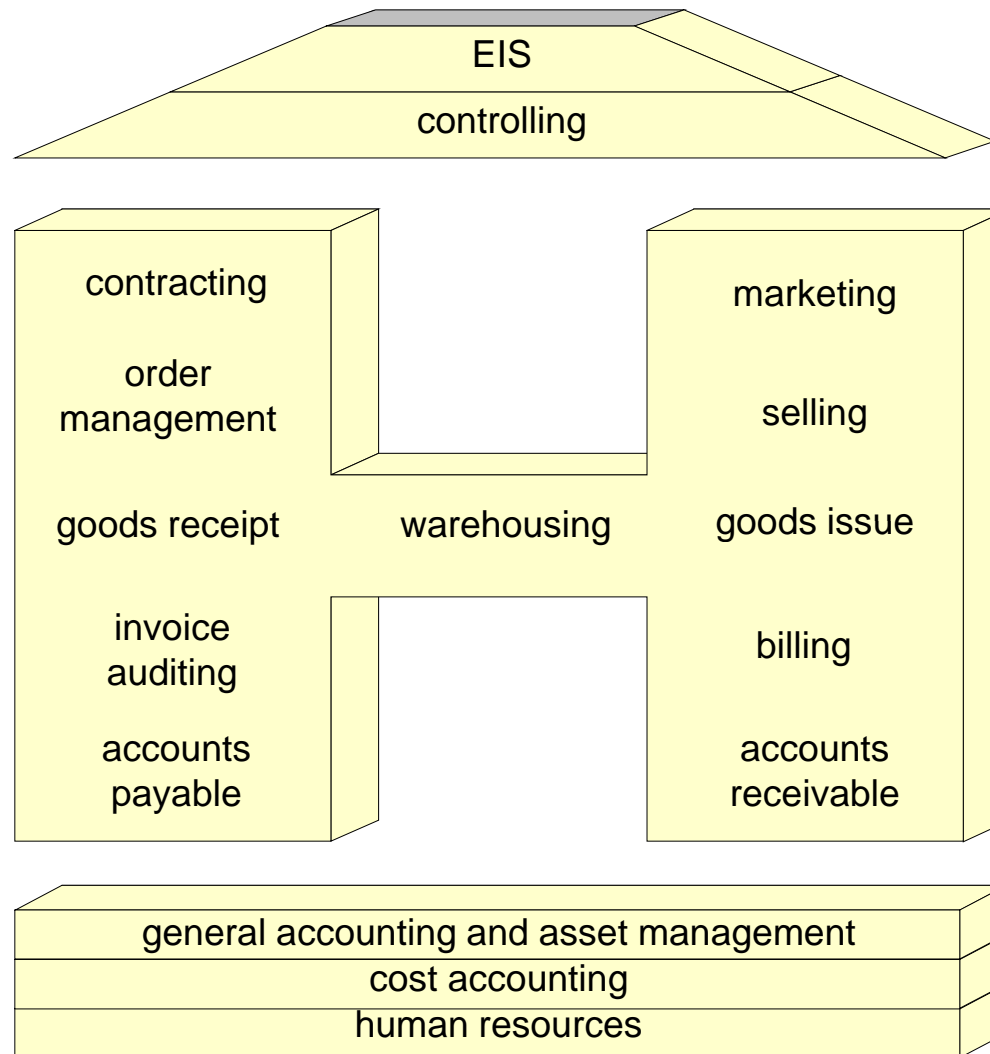
Domain Specific Reference Models

The Retail-H reference model ■



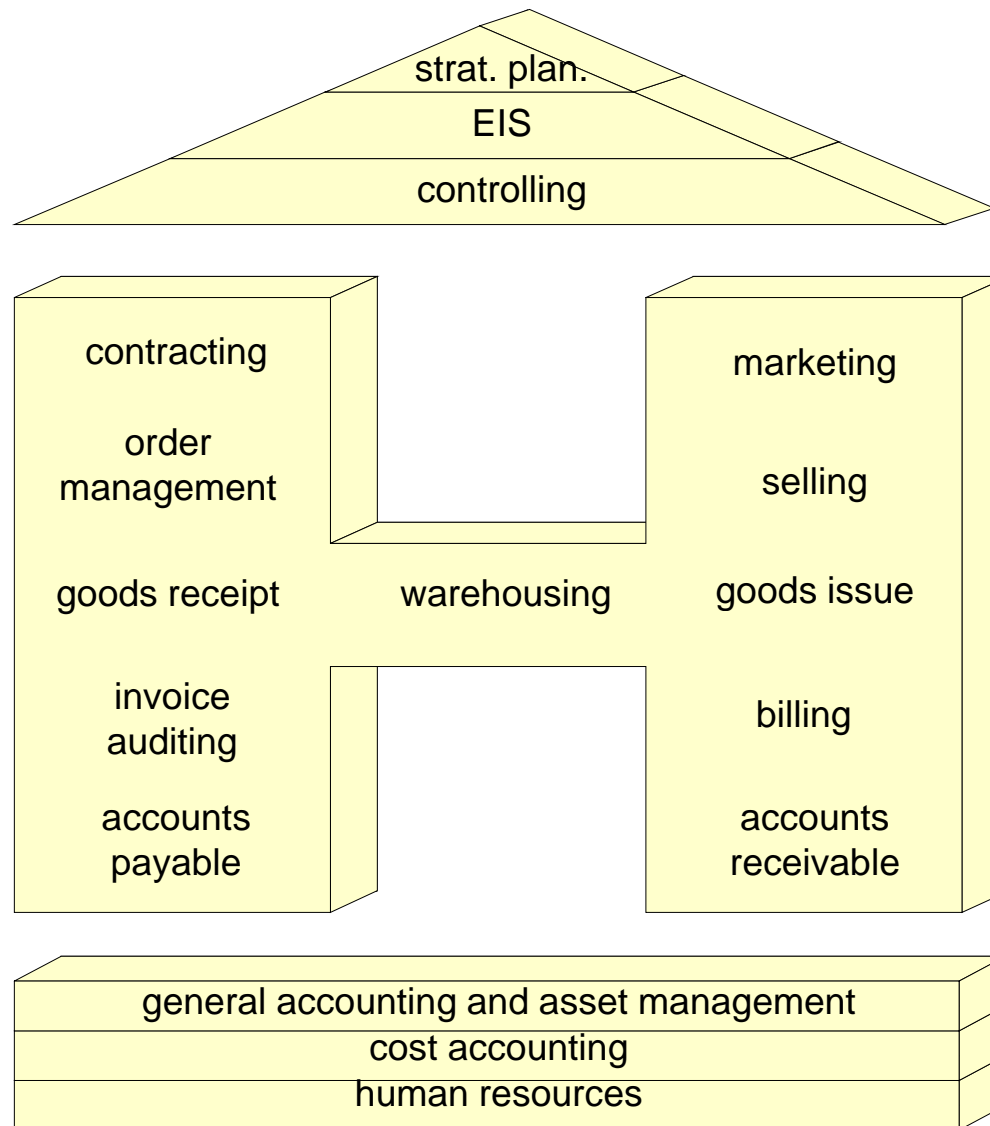
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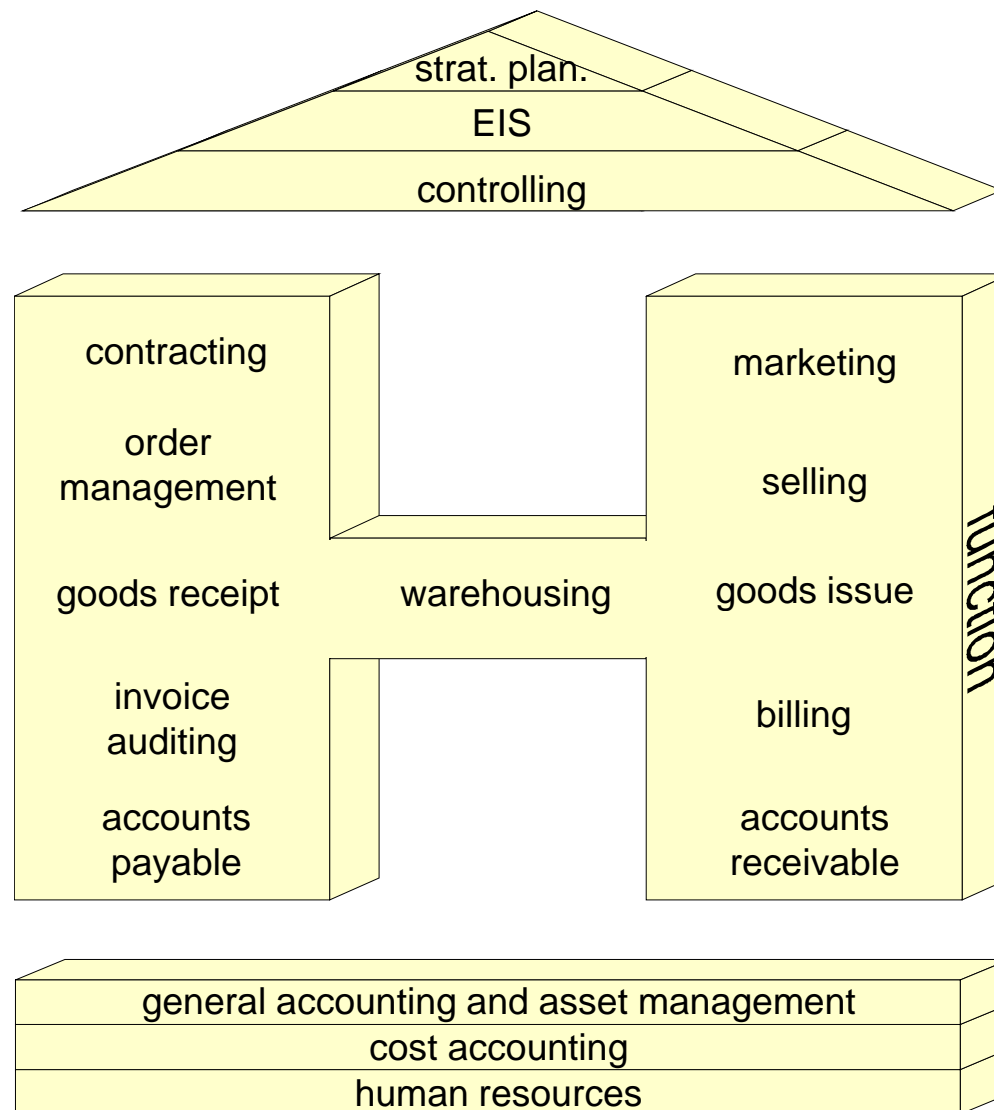
Domain Specific Reference Models

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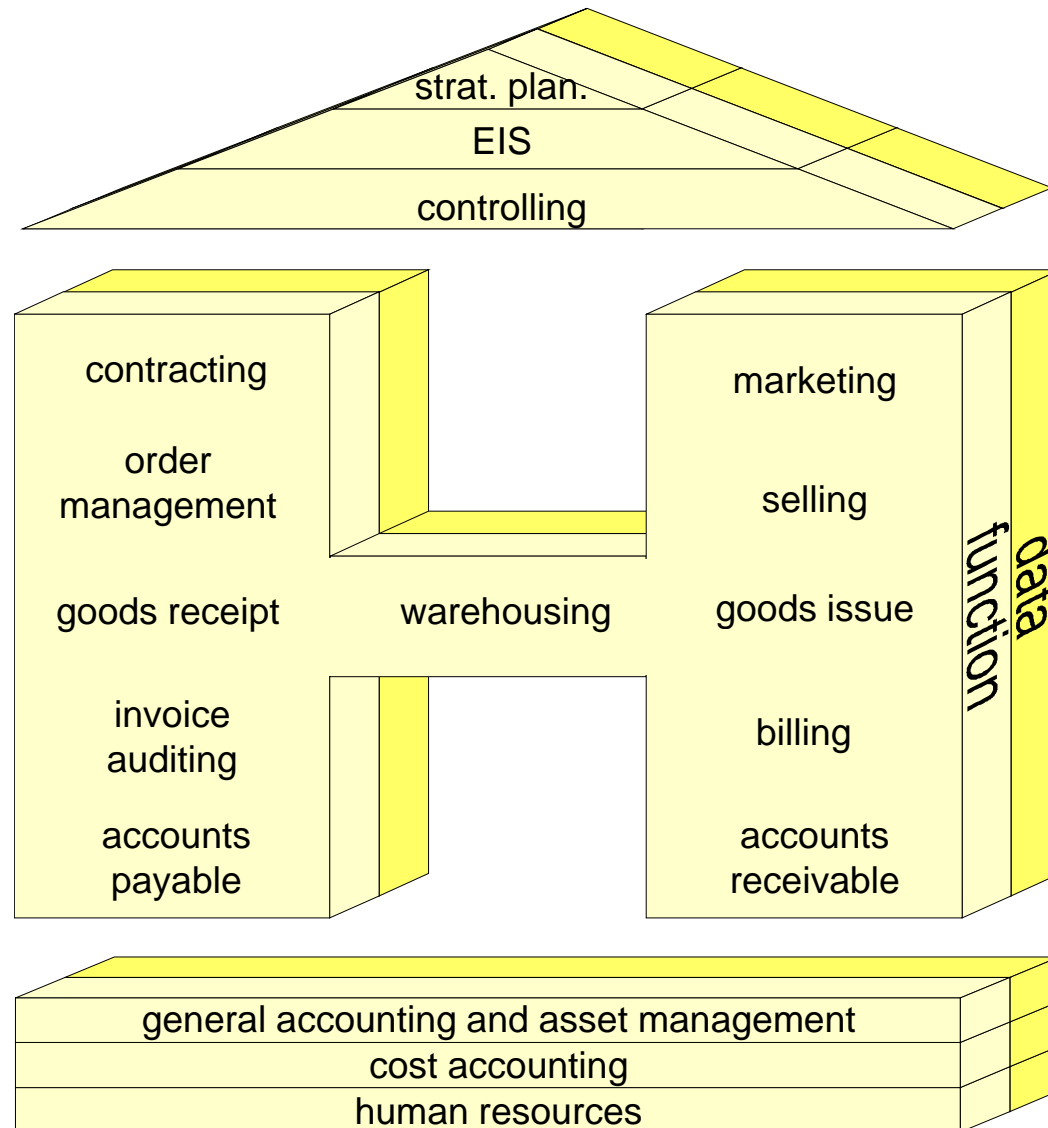


Domain Specific Reference Models

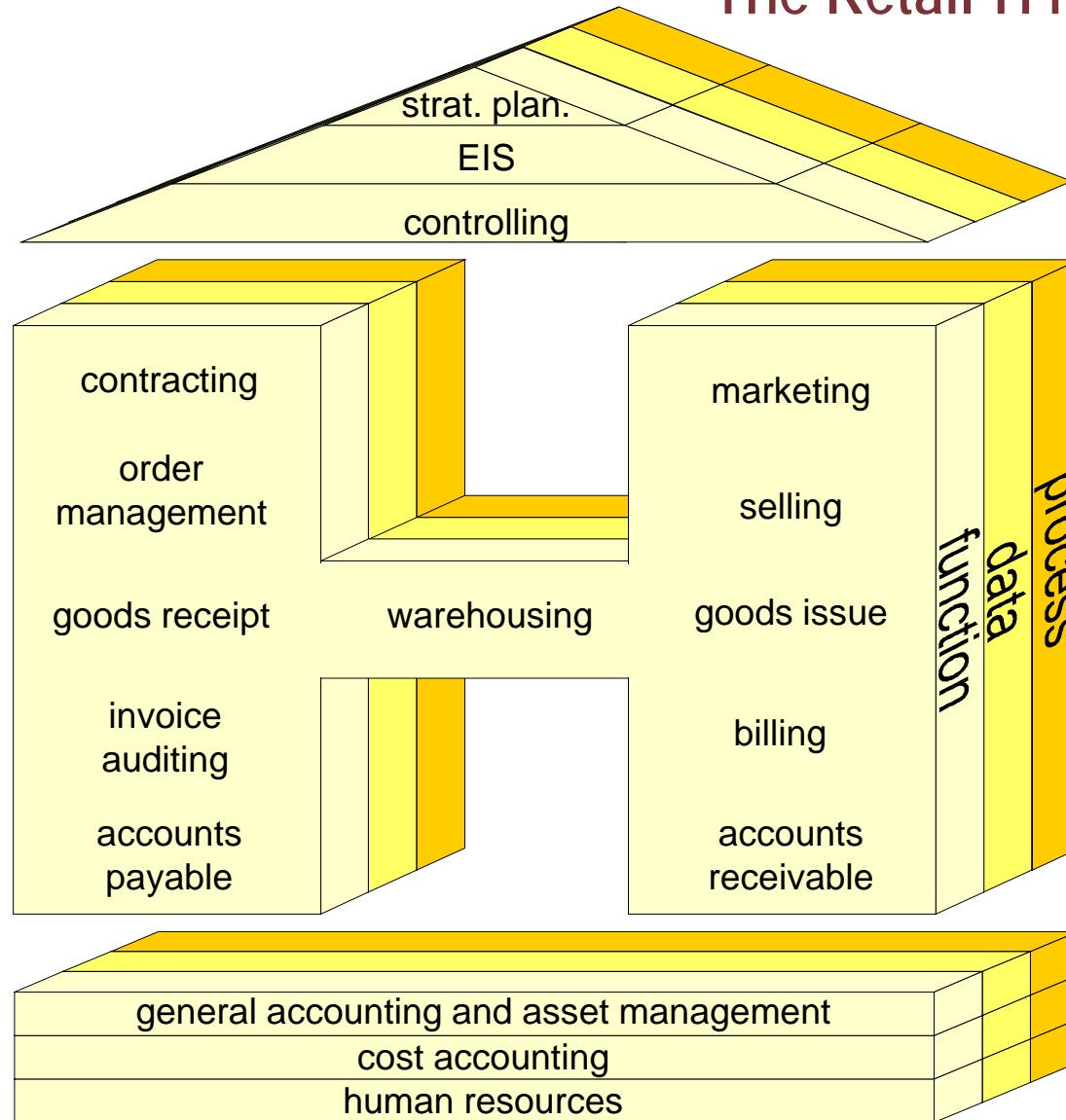
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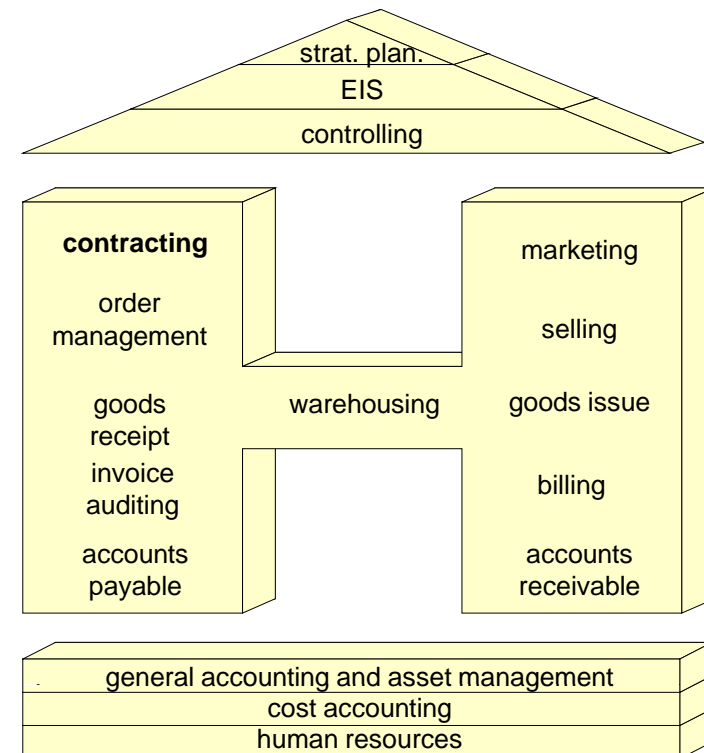


Domain Specific Reference Models

- Reference frameworks for information models
- Retail-H reference model
- **Application of the Retail-H reference model**
- Other domain specific reference models
- Lessons learned

Application of the Retail-H reference model ■

Example Contracting



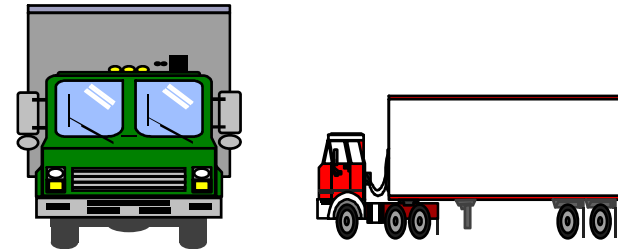
Domain Specific Reference Models

Application of the Retail-H reference model

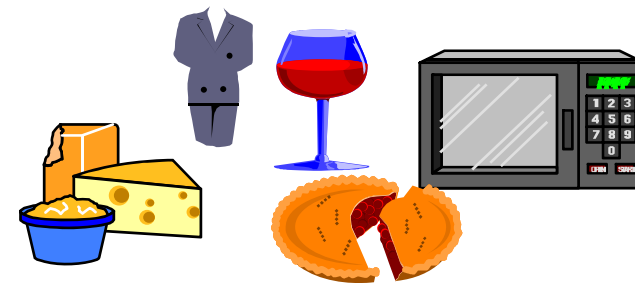
Example Contracting

Contracting

Master data maint.
suppliers



Master data maint.
products



Master data maint.
conditions

12%



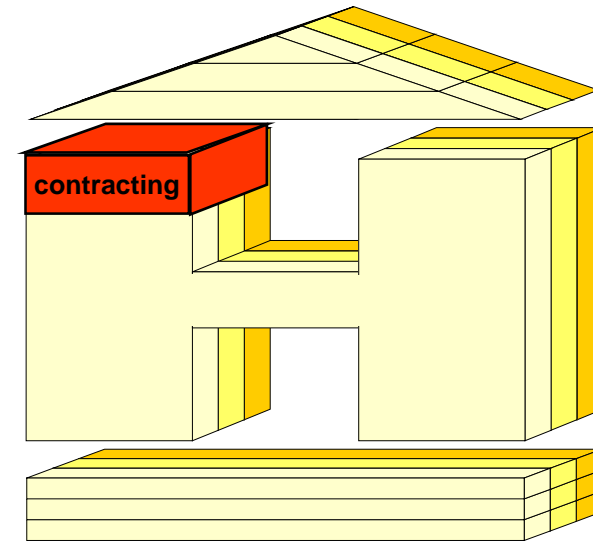
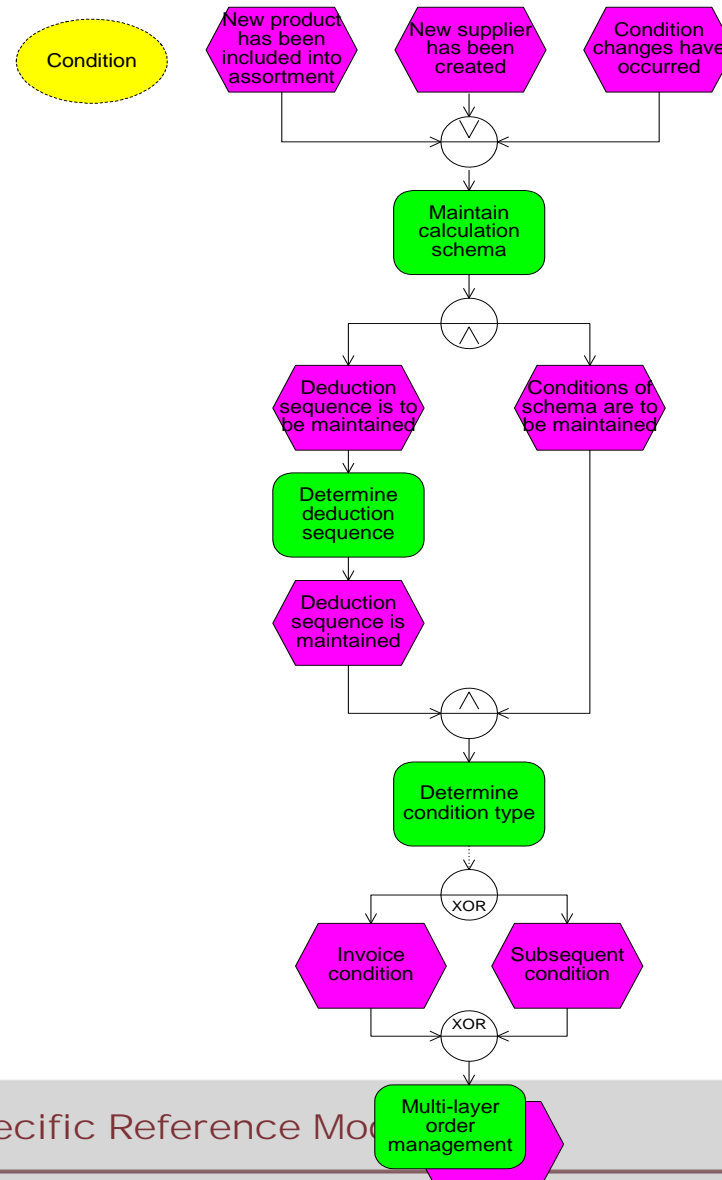
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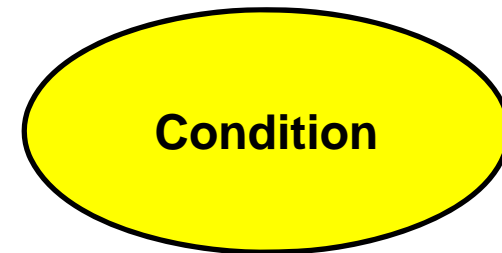
Domain Specific Reference Models

Application of the Retail-H reference model

Example Contracting

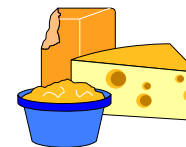
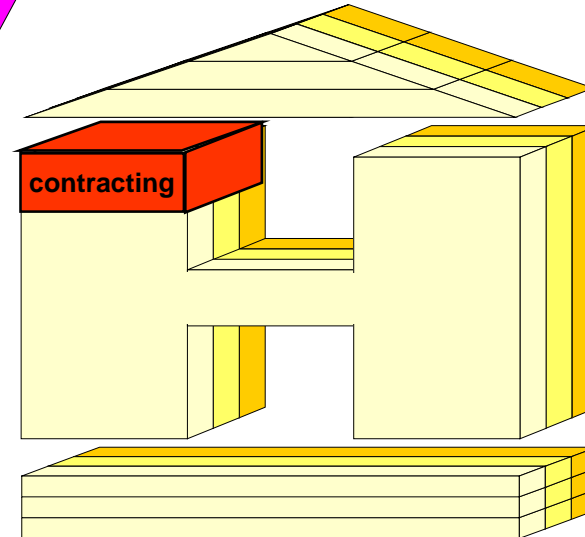
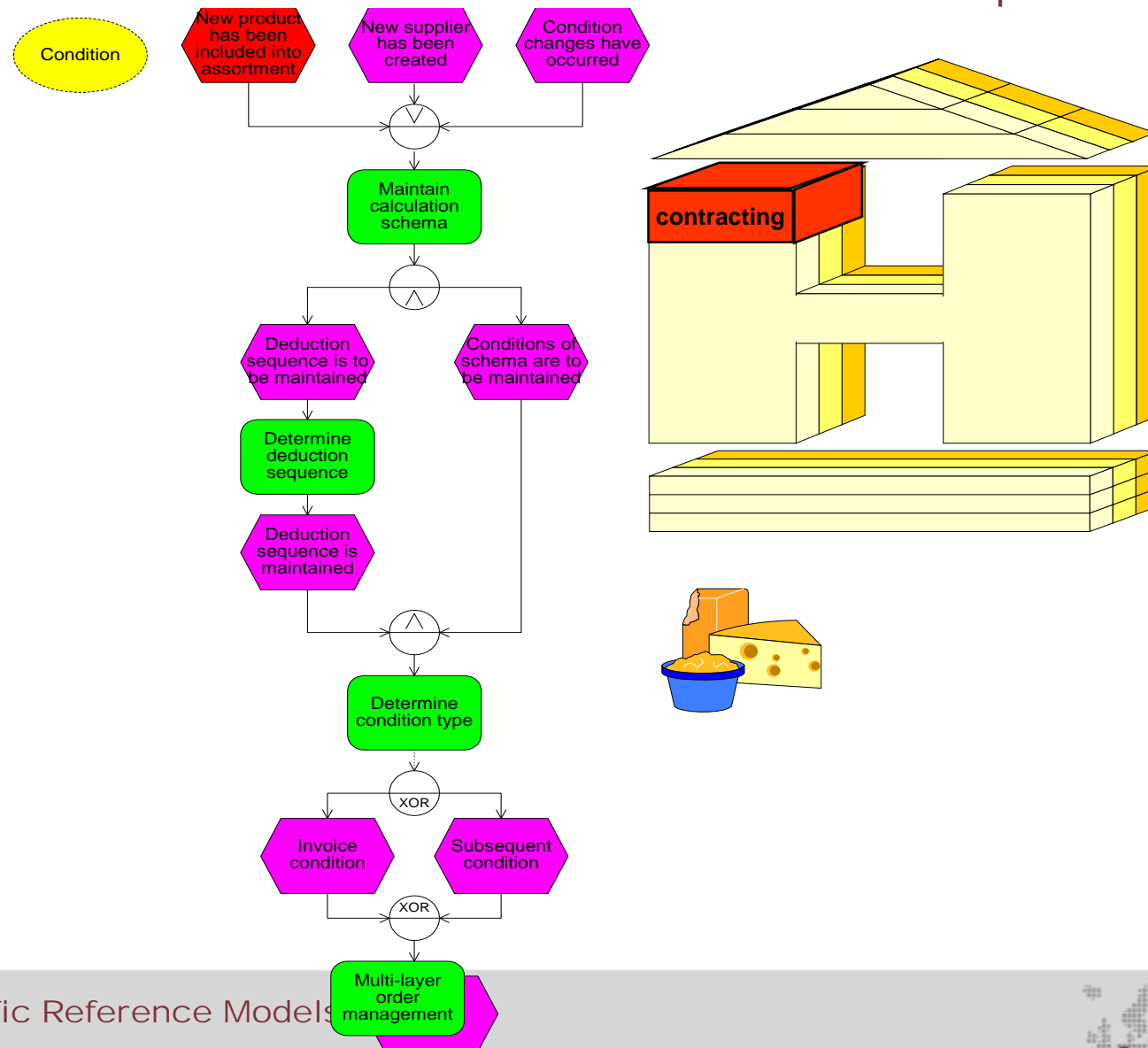


Process object:



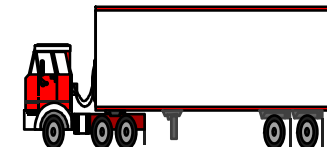
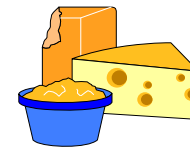
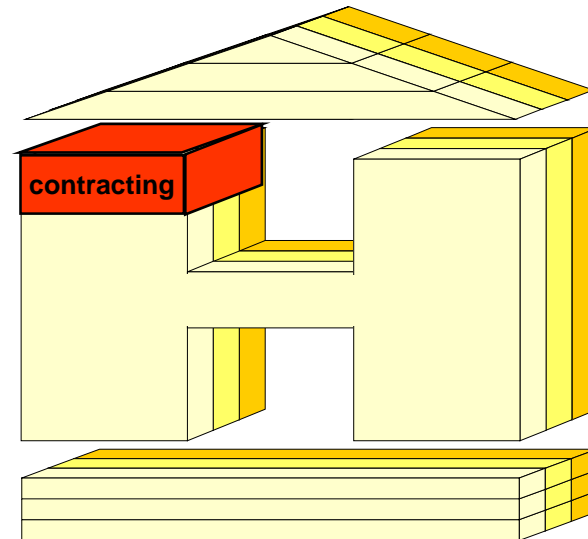
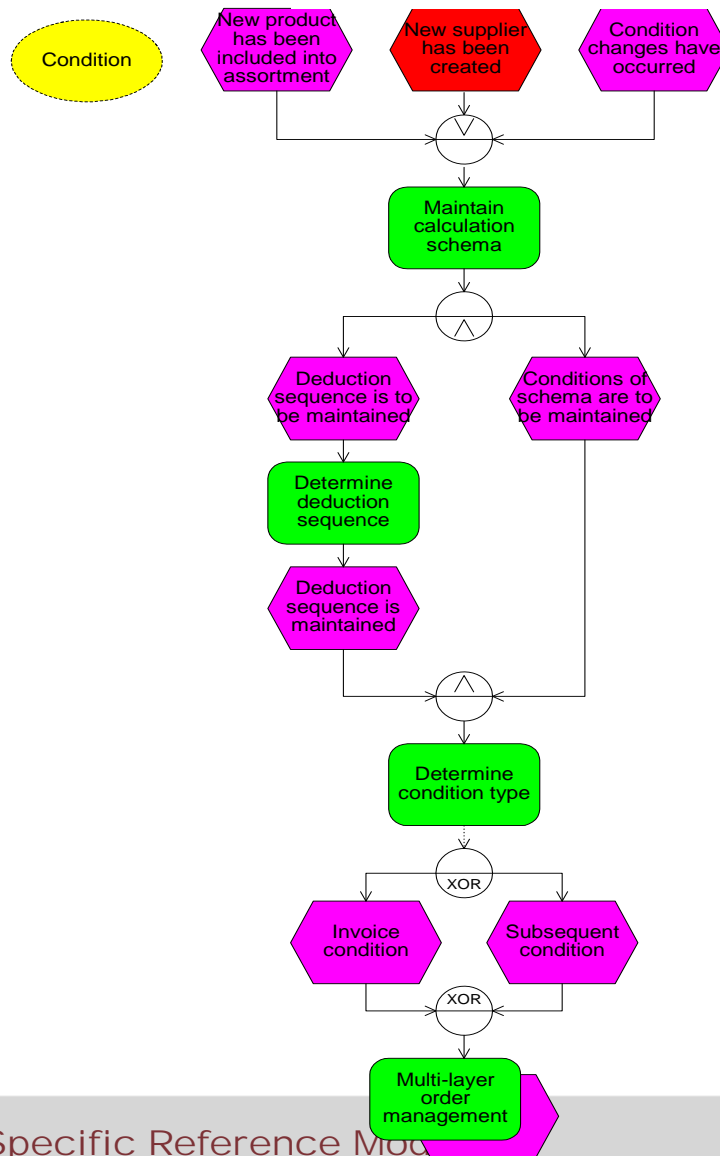
Application of the Retail-H reference model

Example Contracting



Application of the Retail-H reference model

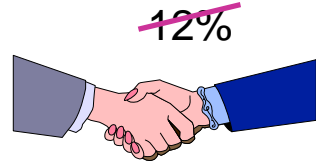
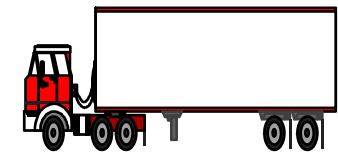
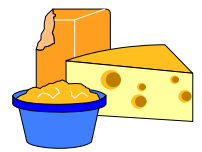
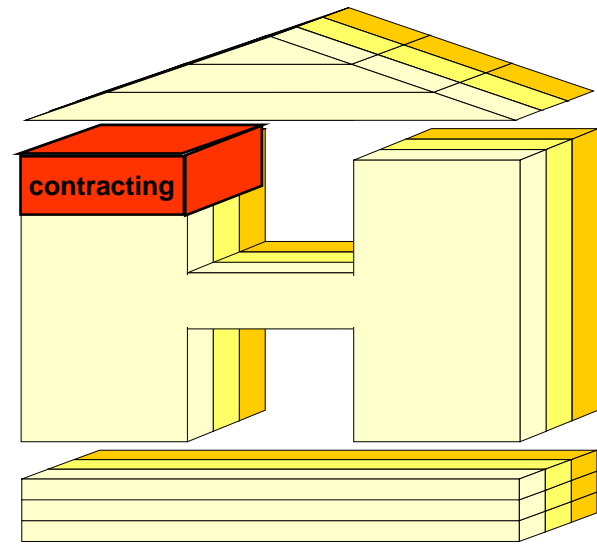
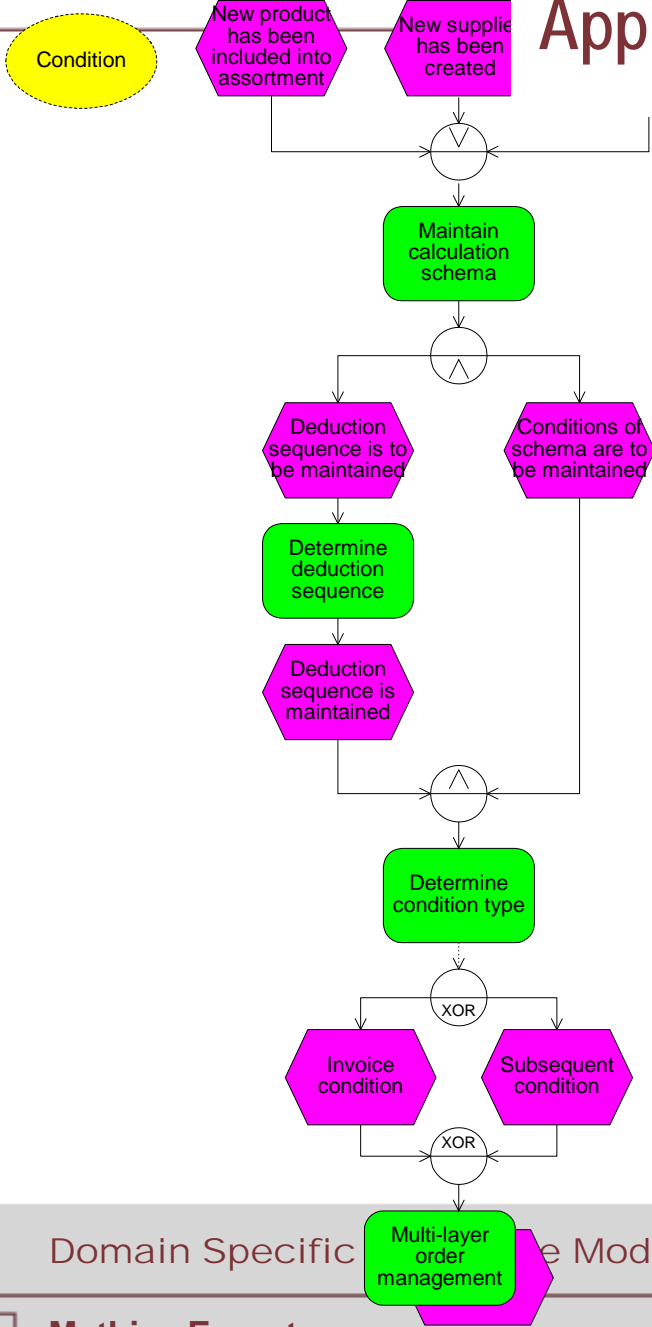
Example Contracting



Domain Specific Reference Model

Application of the Retail-H reference model

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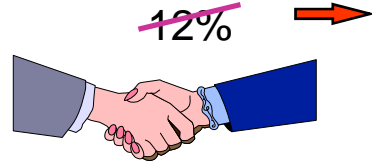
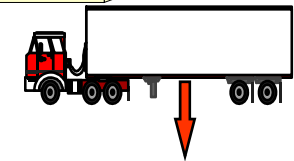
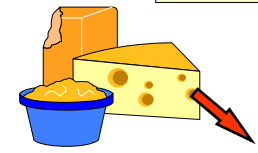
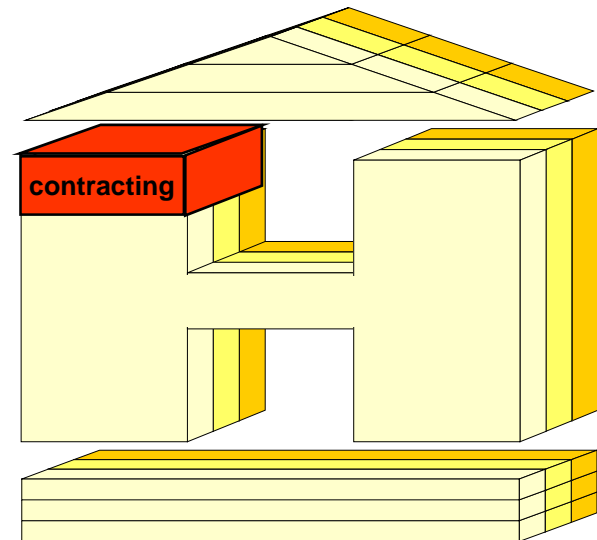
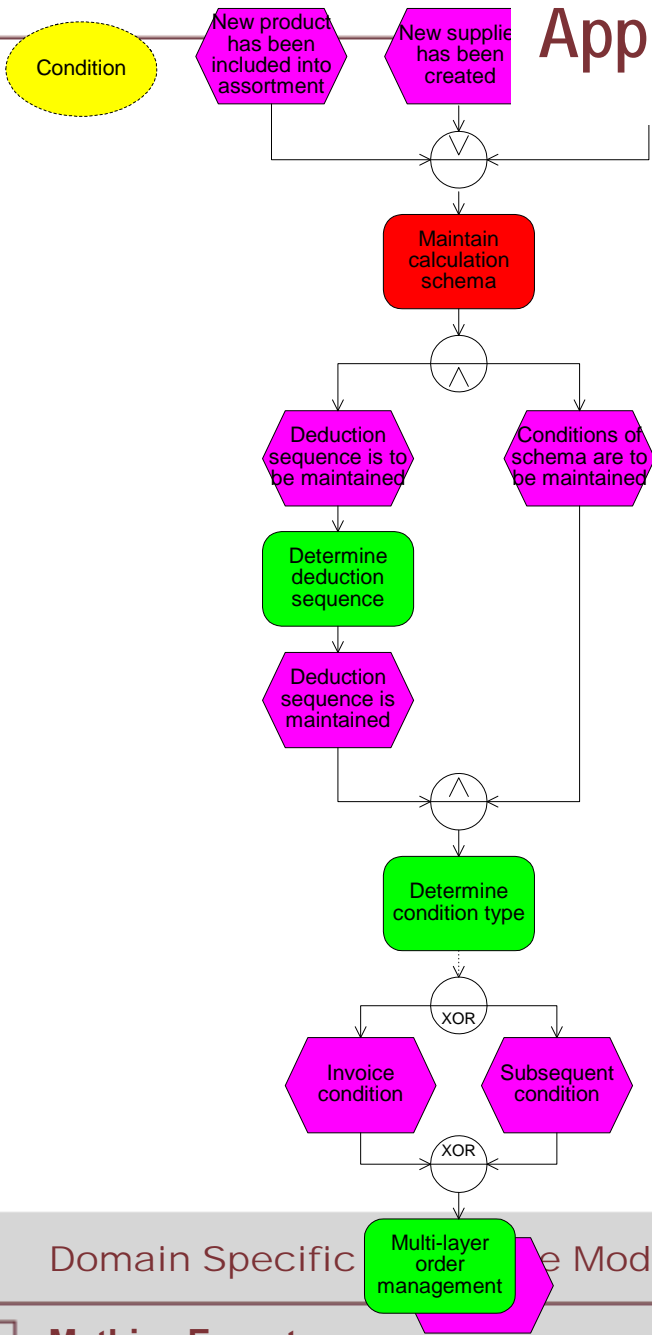


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Domain Specific ... Models

Application of the Retail-H reference model

Example Contracting

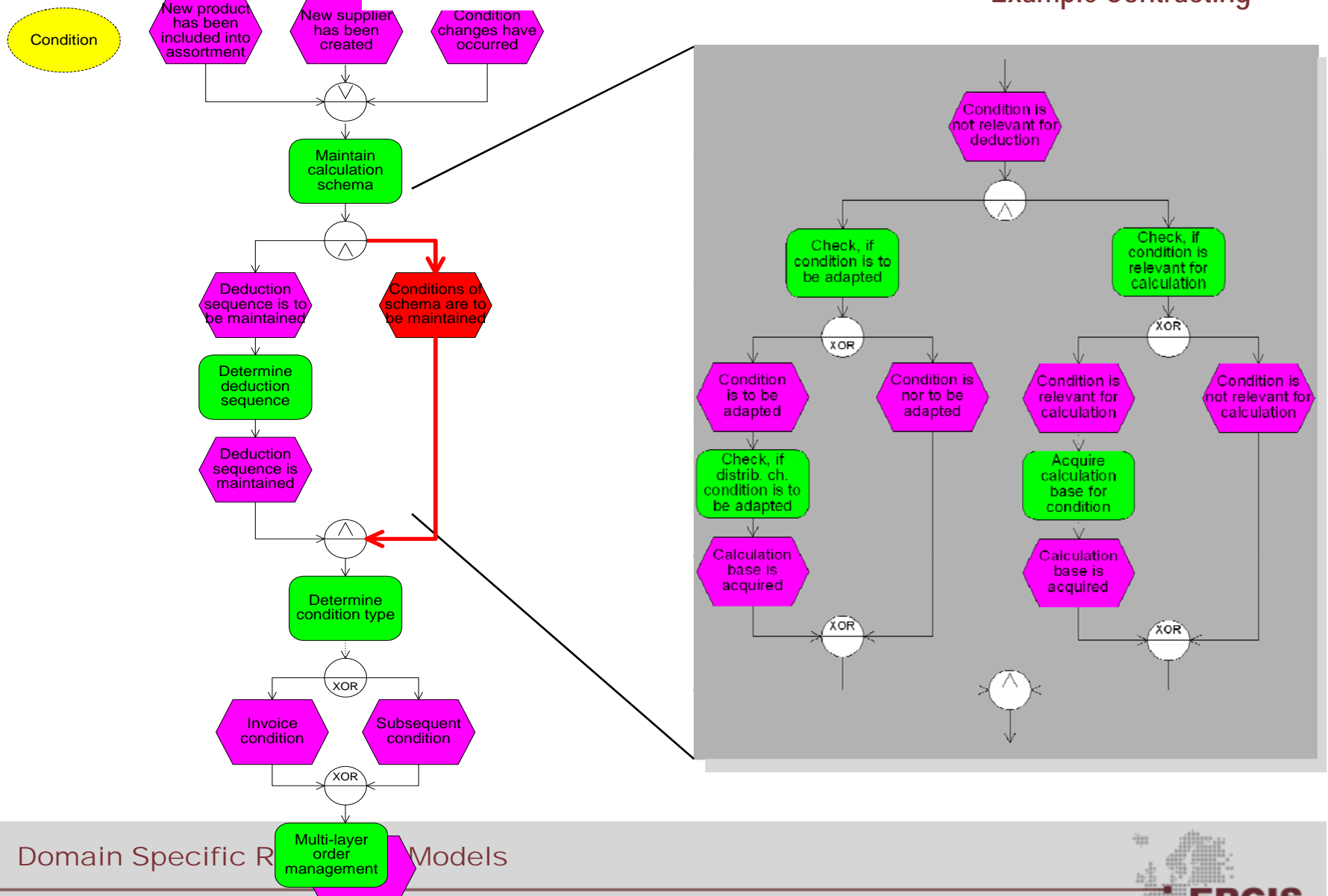


amount	10:00 PM			
product	R100026	Baguette, 300g		
Description	Value	QU	KoValue	
PB00 gross price	1,49 EUR	1 p.	14,90	
gross value	1,49 EUR	1 p.	14,90	
RGR0 group rebate %	2000- %		0,30-	
Net value incl. Rebate	1,46 EUR	1 p.	14,60	
NAVS not ded. input tax	0 EUR		0,00	
NAVM not ded. input tax	0 EUR		0,00	
Net value incl. input tax	1,46 EUR	1 p.	14,60	
DSC discount	3000- %		0,44-	
effective value	1,42 EUR	1 p.	14,16	
VKP0 VKP incl. tax	0,72 EUR	1 p.	7,20	
VKP1 VKP excl. tax	0,63 EUR	1 p.	6,30	
profit margin	0,79 EUR	1 p.	7,86-	

Domain Specific ... Models

Application of the Retail-H reference model

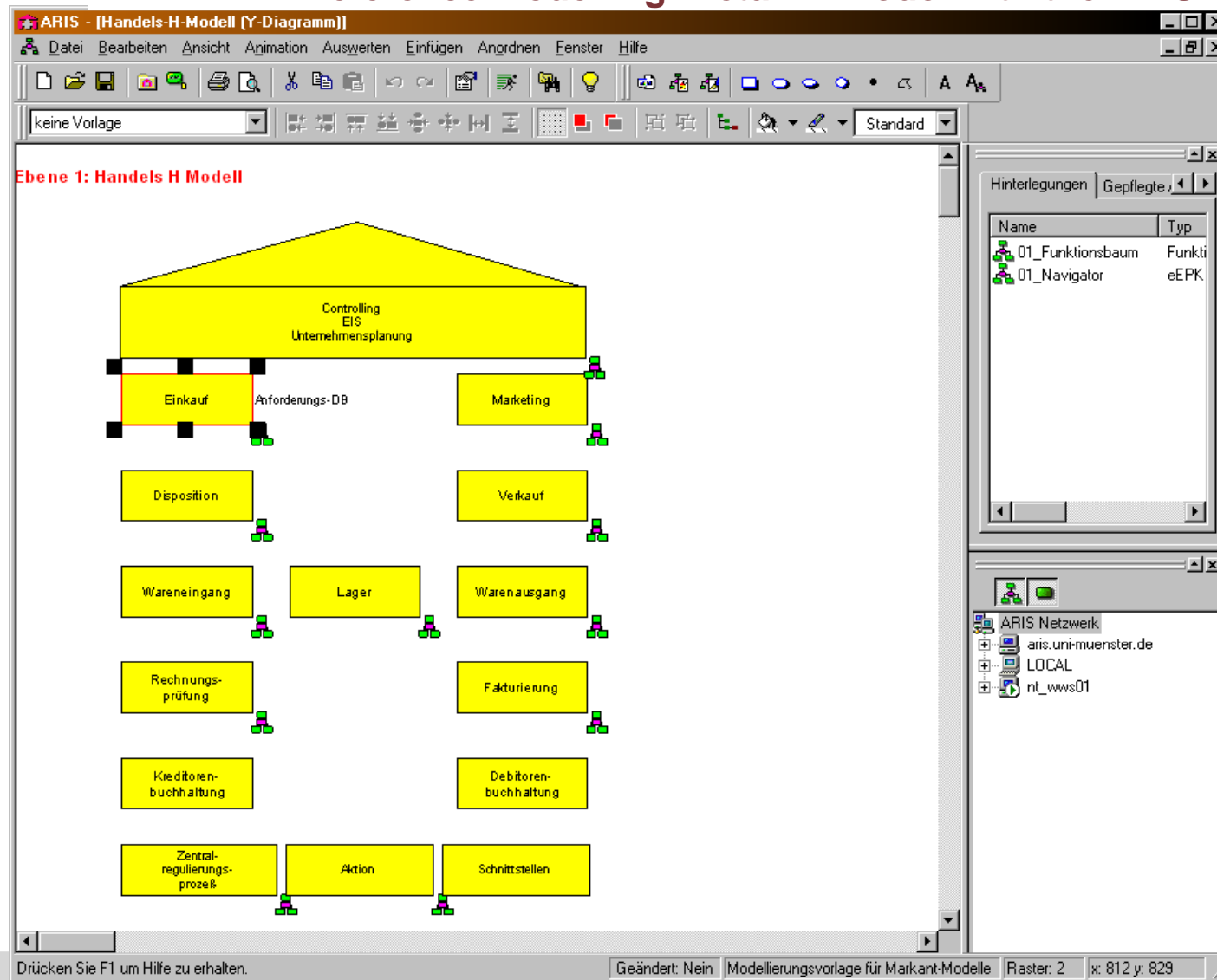
Example Contracting



Domain Specific R Models

Application of the Retail-H reference model

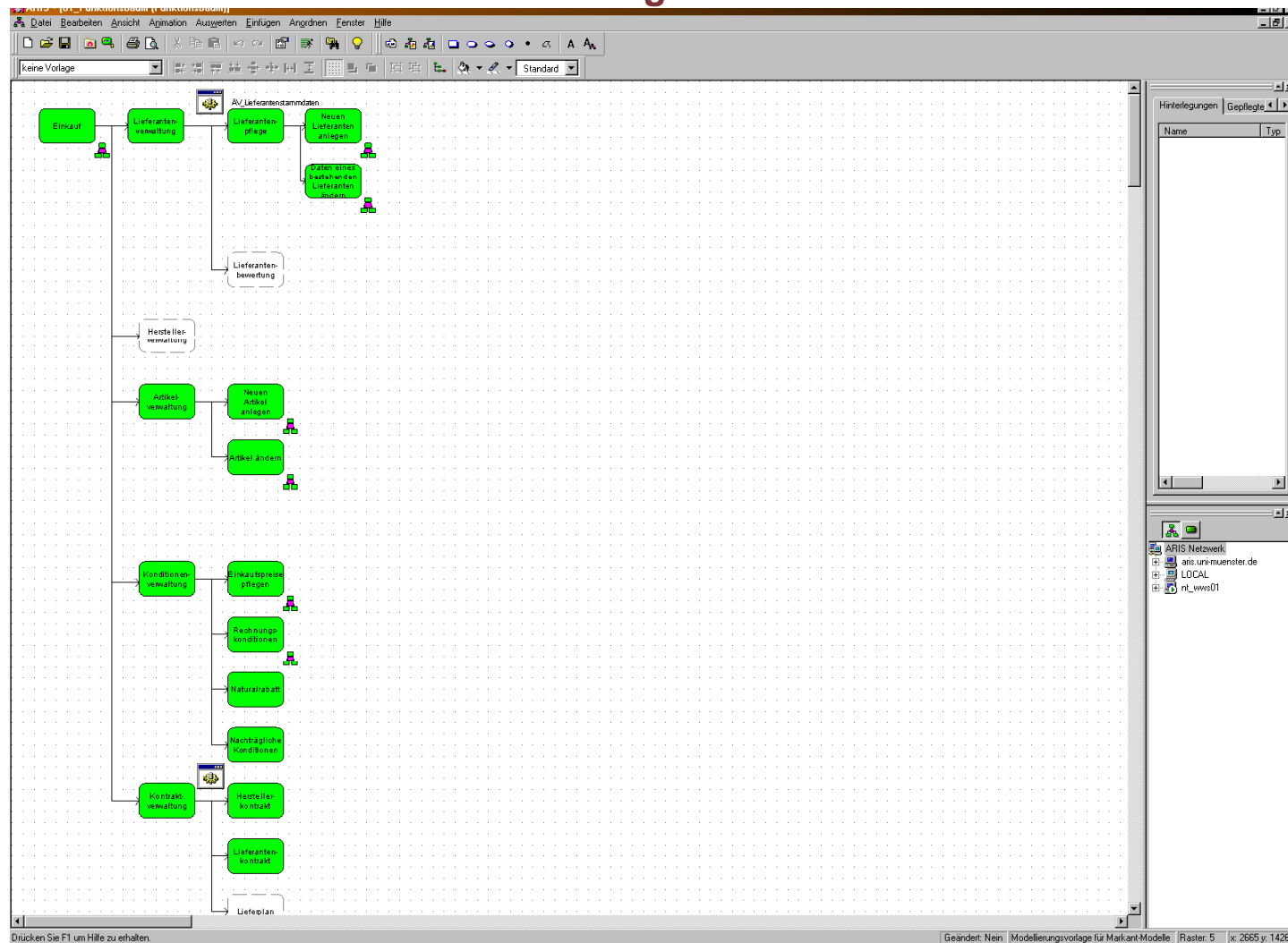
Reference modelling: Retail-H model with the ARIS-Toolset



Domain Specific Reference Models

Application of the Retail-H reference model

Reference modelling: Retail-H model with the ARIS-Toolset

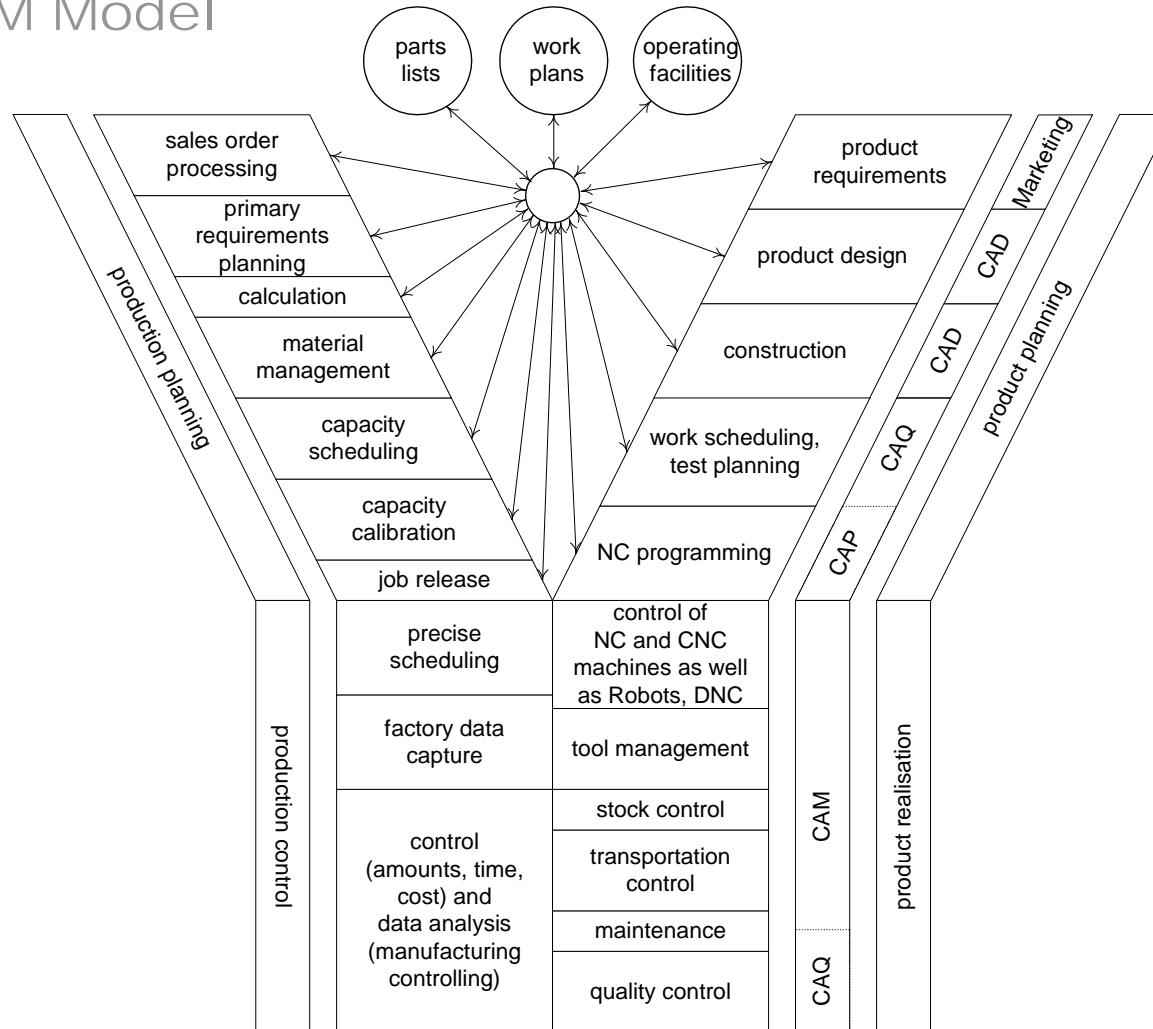


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- **Other domain specific reference models**
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Other domain specific reference models ■

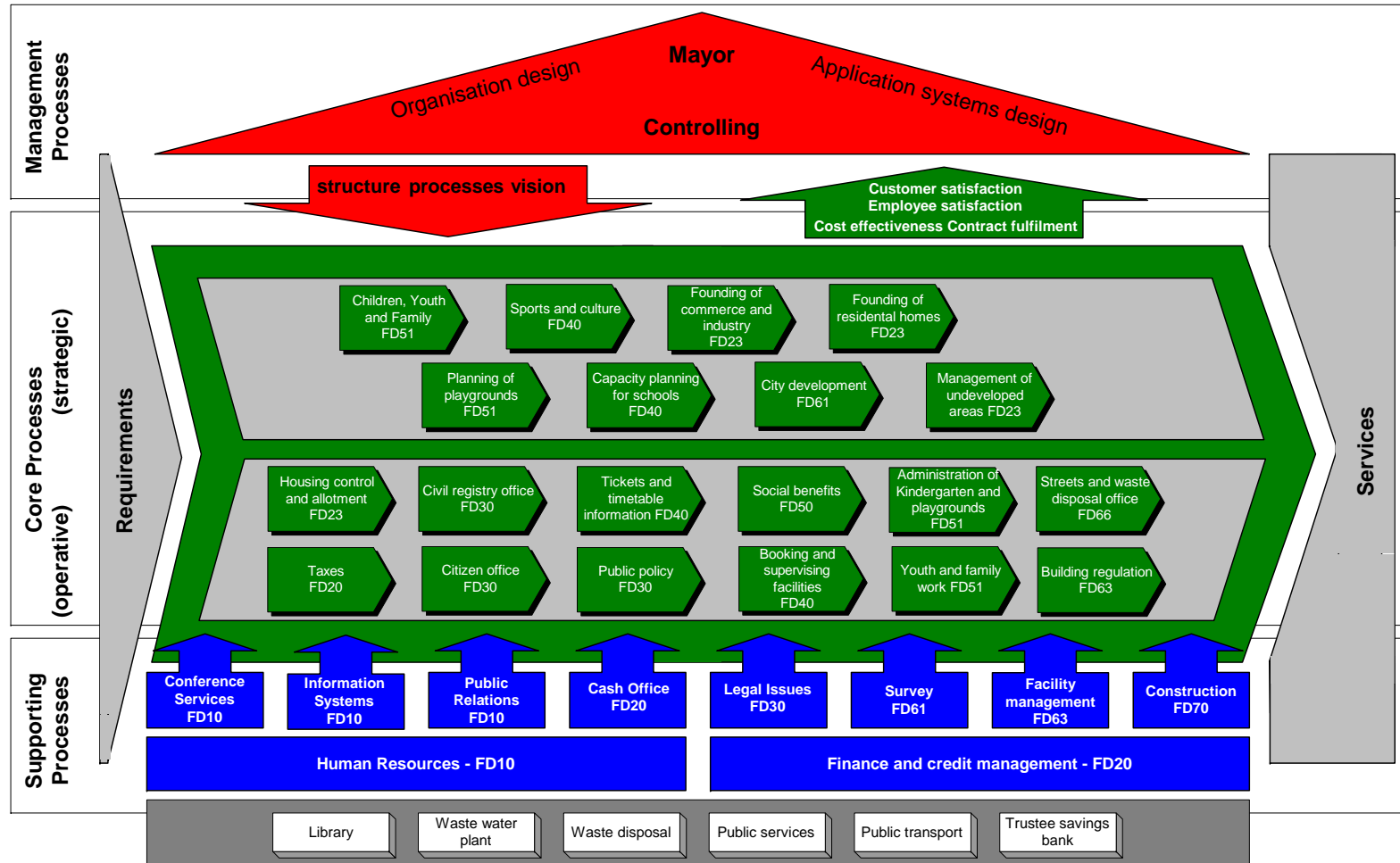
■ The Y-CIM Model



Domain Specific Reference Models

Other domain specific reference models ■

■ Public Administrations



Domain Specific Reference Models

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- **Lessons learned**

■ Why do we need reference models?

- High abstraction level
- creates a relationship between the elements
- enables a navigation through all (process) models

■ How to create reference models

- Strategic and
- Design aspects

■ What is the Retail-H reference model?

■ How can we apply the Retail-H reference model?

- Contracting example
- ARIS toolset

■ Other domain specific reference models

