

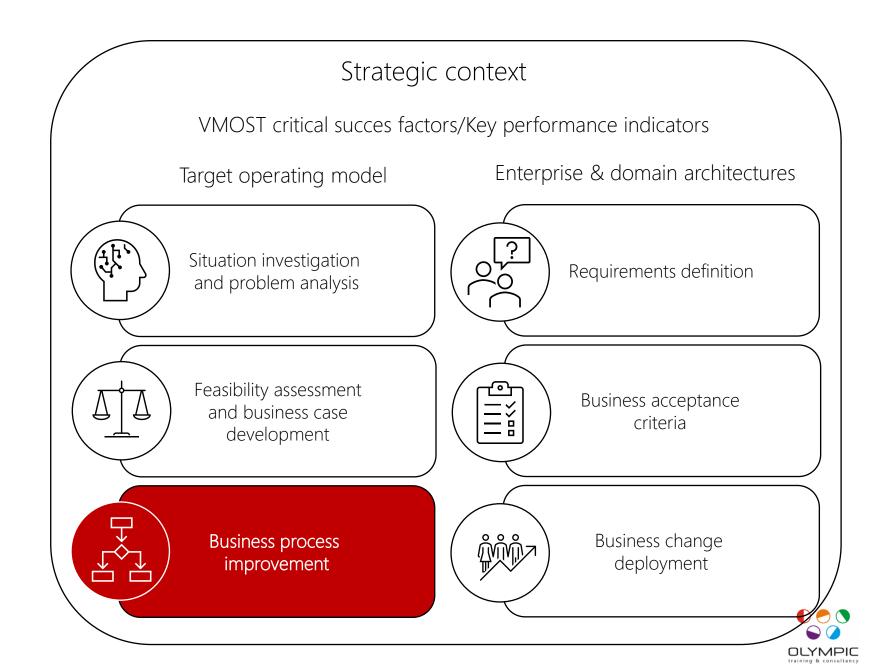


Lesson 12

Enterprise level modelling

Chapter 7: Pag. 164 – 176

Business process improvement service



© Objectives

The candidate can...

- 7.1 explain the business process hierarchy
- 7.2 list the following techniques used to model the enterprise level processes:
 - Value propositions
 - SIPOC
 - Value chain analysis





Fig. 3.9

Business model canvas

BCL cooperates with other car companies (e.g. Toyota) and with IT companies to develop new technologies together.

Strategic partners

Sales, marketing and production are daily activities. Continuous innovation for a better driving experience and development for the future of mobility.

Key Activities

BCL employs talented people for maintenance and service.

Key Resources

BCL has various
types of cars that
offer the customer a
great driving
experience. From
the customer's point
of view, the driving
experience is
continuously
enhanced by new
technologies. This
includes adaptive
cruise control and

various online

stays mobile.

services to ensure

that the customer

Value Propositions

BCL builds up a longterm relationship with its customers. Personal service is always a priority.

Customer Relationships

BCL has a traditional dealer network to sell and service its cars.
They provide services and the connection to the car via apps (e.g. MyBCL).

Channels

People who are aware of safety and the environment.
Recently, BCL has also been targeting city dwellers with its electric cars and mobility services.

Customer segments

BCL invests in partnerships for innovation in electric driving and IT. Daily budget spending on sales and marketing. Training people to deliver good service.

Cost Structure

BCL earns its money by selling cars and also by service and maintenance, leasing and rental.

Revenue Streams

Value Proposition (Osterwalder & Pigneur)







Value Proposition (Kaplan & Norton)



Functionality + Price + Quality + Choice + Availability

+ Image + Customer Relationship



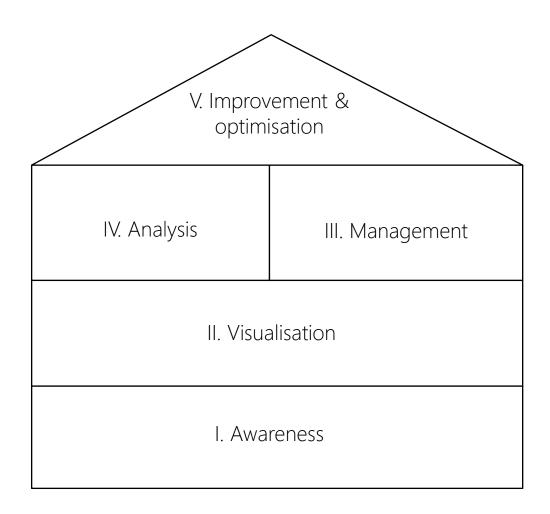




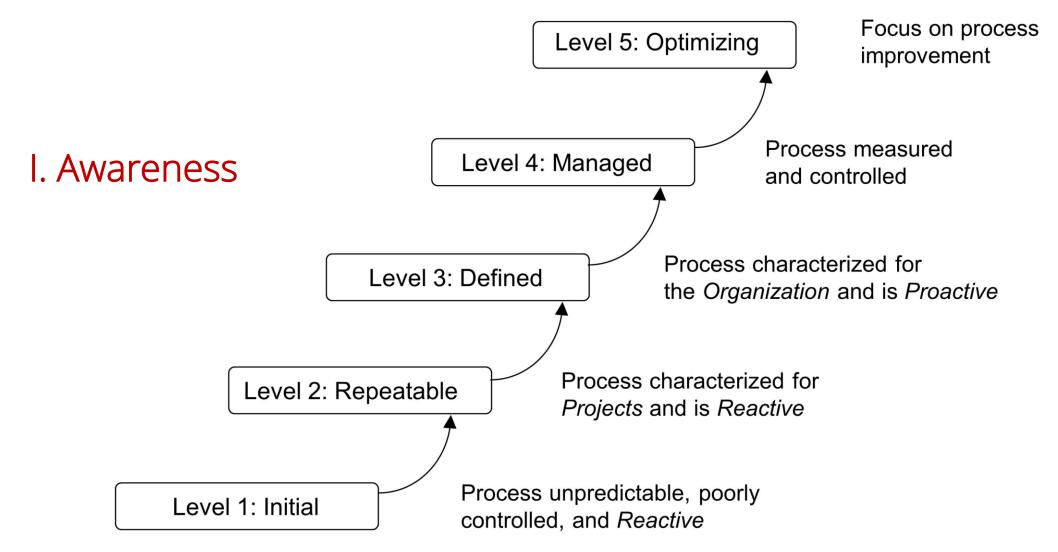




House of BPM



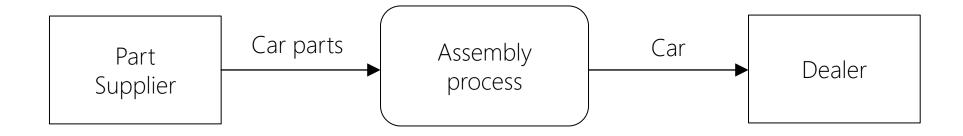






SIPOC



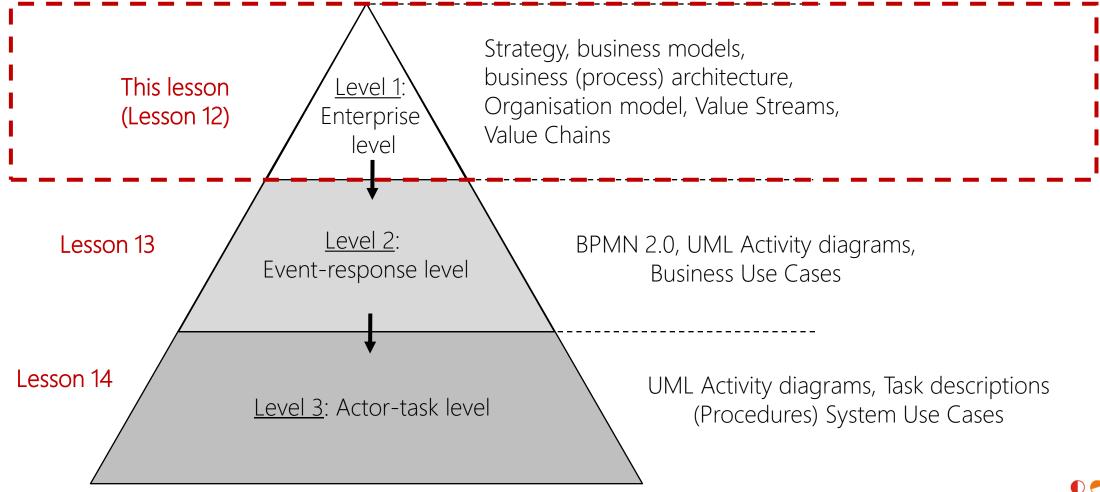






II. Visualisation: business process hierarchy







Enterprise level techniques

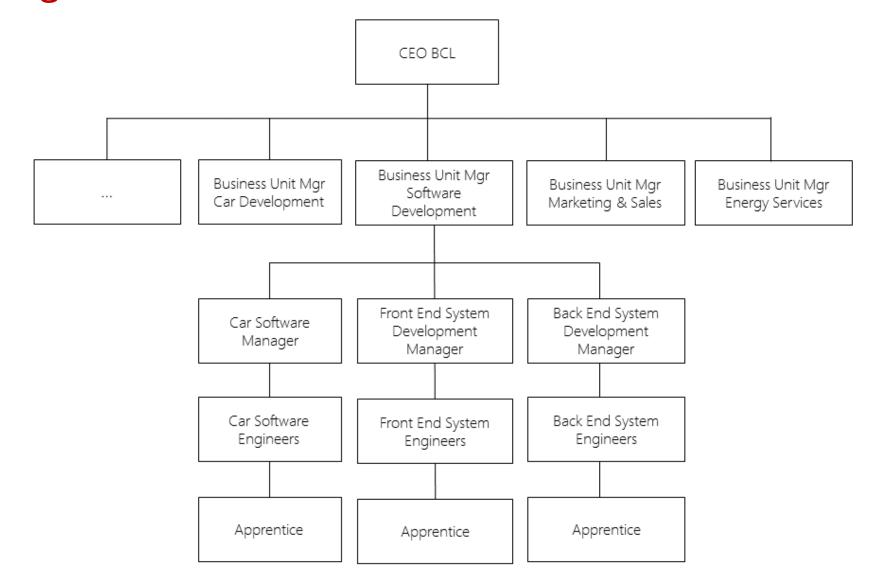
- ✓ Value Proposition
- Organisation chart
- Organisation model (Harmon)
- ✓ Value Stream
- Value Chain (Analysis)





Organisation chart

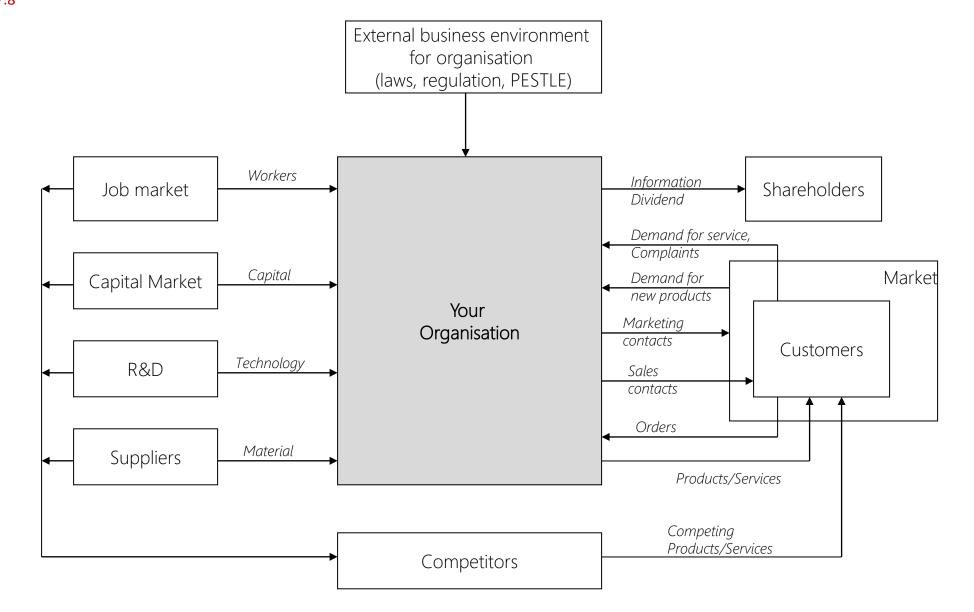
Fig. 7.3





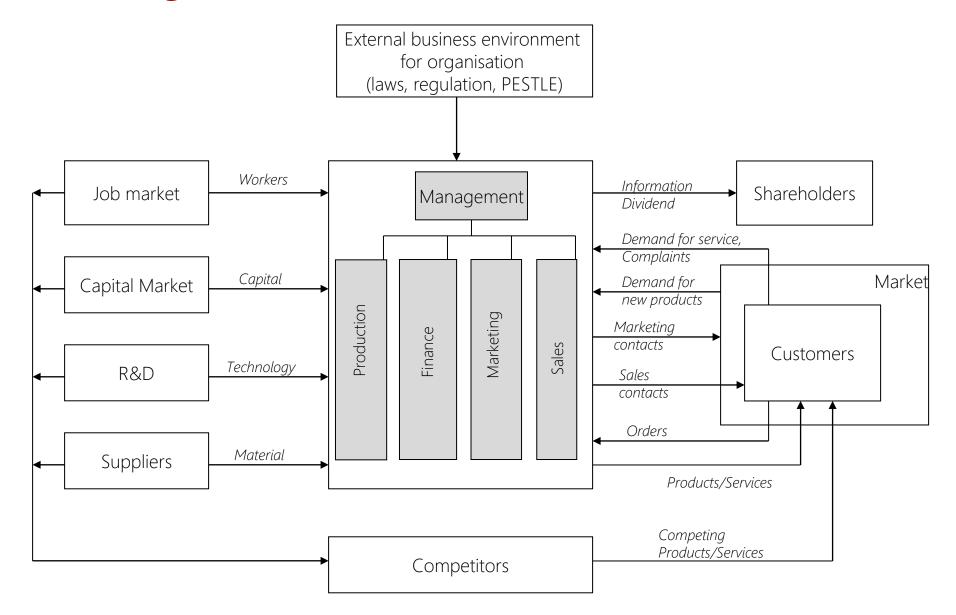


Organisation model (Harmon)





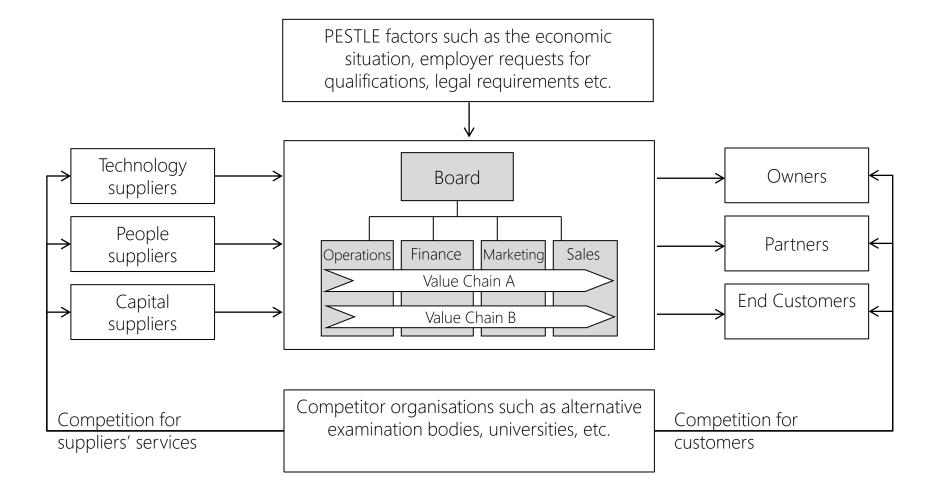
Silo-thinking





Process-thinking



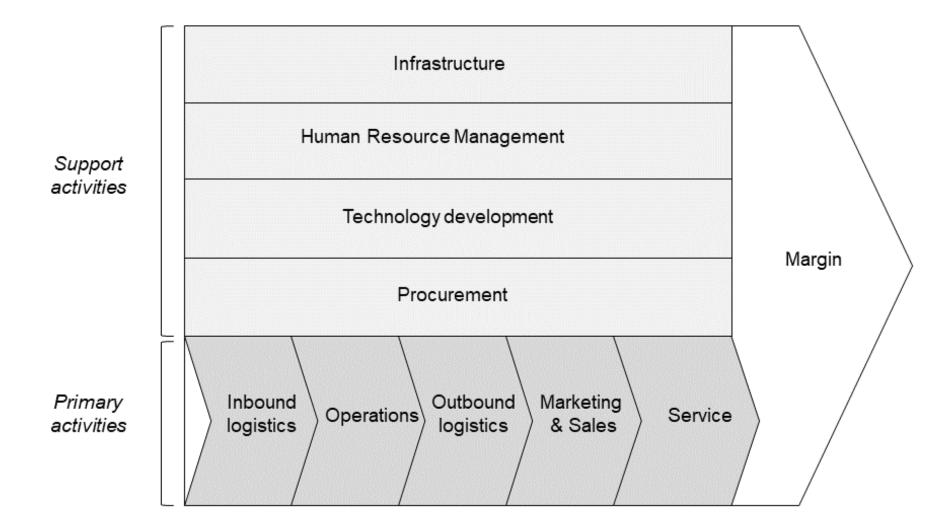




Pag. 168-170

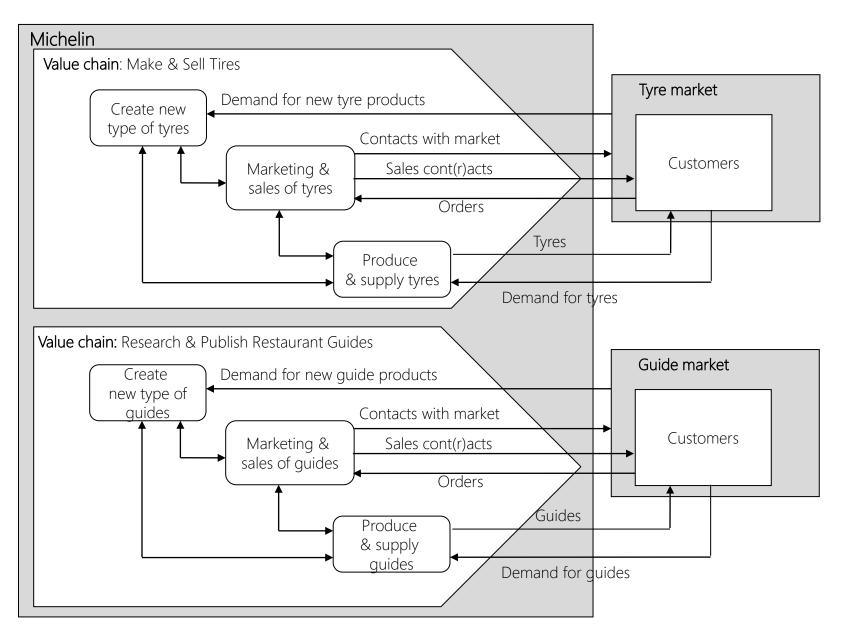
Value Chain (Porter)







Value Chain Example 1





Value Chain Example 2

