DEMO-3 Awareness

course description

ENTERPRISE ENGINEERING
institute

What is DEMO?

DEMO (Design and Engineering Methodology for Organisations) is the principal methodology in the new discipline of Enterprise Engineering (EE)[1]. In EE, an organisation is considered a designed (social) system, even if it seems to have grown 'organically'. Changing an organisation thus means deliberately re-designing and re-engineering it, including the supporting ICT applications.

The *philosophy* of DEMO is that people are the 'pearls' of every organisation. The basic stance is that people are good by nature, that they are able and willing to bear responsibility for their acts, provided they have got the right authority. This is the ambience in which people want to collaborate, and to excel in bringing about the services through which the common mission of the enterprise is accomplished. ICT applications are meant to support people, not to take over their responsibility.

The main *PSI theory* of DEMO (Performance in Social Interaction) is that collaboration tales place in social interaction and that it evolves in universal patterns, called transactions. Consequently, business processes become simple trees of transactions, instead of mind-bending railroad yards. Analysing business processes with DEMO yields the so-called *essential model* of an organisation, which is a model of its construction and its operation, that completely abstracts from implementation, like ICT, and from realisation, thus from informational aspects (remembering, sharing and deriving facts) and documental aspects (storing, retrieving and copying documents or data).

The essential model consists of four integrated aspect models: the Construction Model (actor roles and transaction kinds), he Action Model (business rules and work instructions), the Process Model (business events and processes), and the Fact Model (business objects and facts). The essential model is comprehensive, coherent, consistent and very concise. The reduction of complexity that the essential model achieves, compared to current models, is over 95%. Consequently, the essential model of an organisation offers the insight and overview that you want and need.

What does DEMO offer you?

* Your employees become the pearls of your organisation again
* Transparent authorisations and responsibilities
* Univocal and clear process and data ownership
* Comprehensive, coherent, consistent and yet concise models
* Broad overview and deep insight in the operations of your organisation
* Keeping control over the most complicated organisational changes

Examples of DEMO in practice

* Uniform ICT applications based on the essential model (SGC 1995)
* Determining 'untraceable' causes of business problems (PTT Telecom 1997)
* Reference model for organising civil engineering projects (VISI 1999)
* Stable basis for reorganisation (Police district Rotterdam/Rijnmond 2001)
* Unique overview of and insight in allying organisations (Air France/KLM 2010)
* Collective involvement of management and shop floor (KMar 2011)

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[1] See "The Discipline of Enterprise Engineering" on www.ee-institute.org

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For whom is the course intended?

There are three target audiences for the course DEMO Awareness:
- Employees and managers who are involved in DEMO projects and who want to be mature participants in these projects.
- Managers and employees who want to be introduced to an organisational change approach that offers insight, overview and manageability.
- Business and ICT professionals who want to acquire skills in Enterprise Engineering, and for whom the course DEMO Awareness is the first step.

Learning objectives

You will get to know the paradigm shift in thinking about organisation, business processes, information systems and ICT that is caused by the philosophy and the underlying theories of DEMO. You will move over from the traditional, ineffective and unsuccessful, information-centric view, to the effective and successful communication-centric view. You will learn the basic ideas of the DEMO theories, sufficient for understanding the *essential model* of an organisation. On the basis of small exercises and examples from practice, you will appreciate that this model is comprehensive, coherent, consistent and very concise, and that it captures the essence of an organisation, independent of realisation and implementation. It offers you the insight and overview that you want and need in your work.

Other course information

A DEMO Awareness course takes about 6 hours. Everyone with common sense and an open mind (and with some experience in organisations) is able to attend the course successfully.
As the course book, "Red garden gnomes don't exist" (RGGDE version 3.1) by Jan L.G. Dietz is used. It is available from the Sapio shop (www.sapio.nl/shop)