

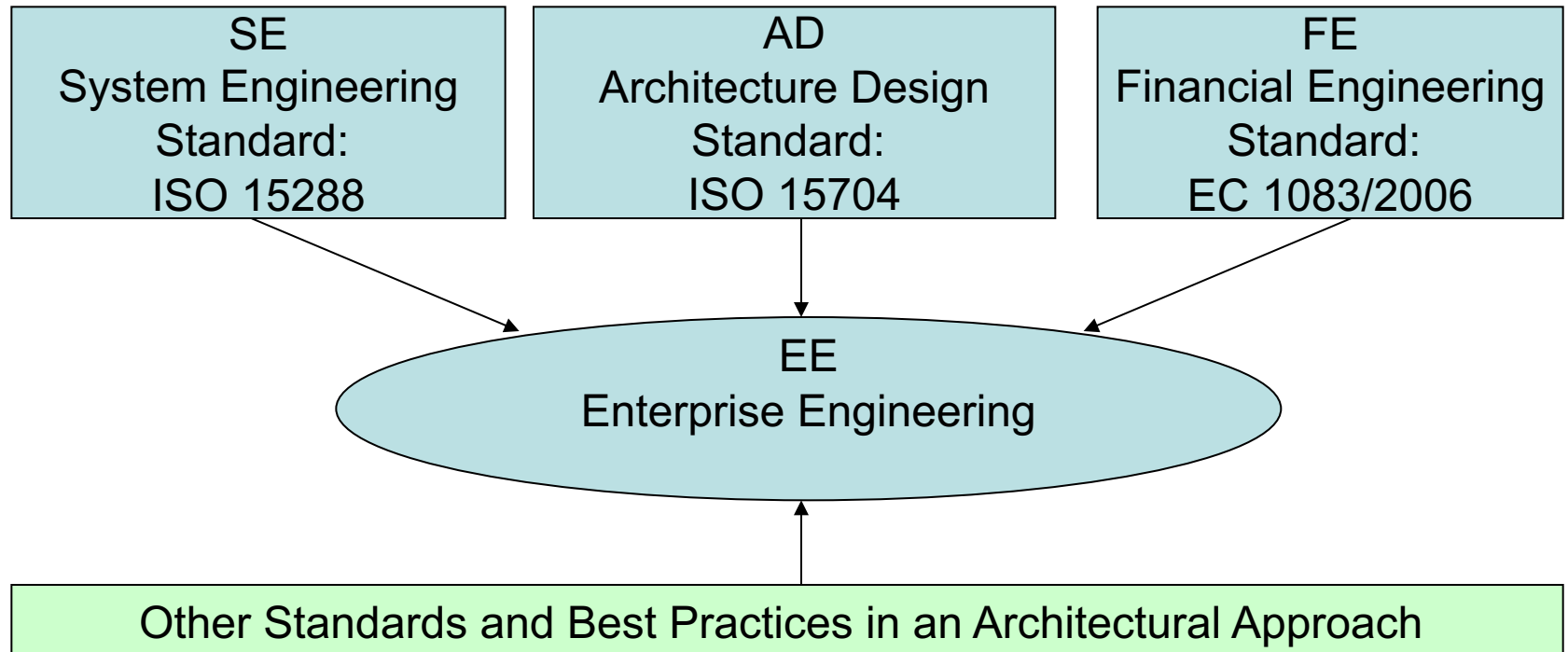
**EURADA Conference Agenda:
Innovation in Business Support
Services Schemes**

**Discussion Paper:
D2R – Architecture Approach
for EU Structural Interventions**

Tomas Feglar
Zdenek Chalus
KPMG Czech Republic
Brussels, 15 & 16 November 2007

Structural Intervention & Engineering

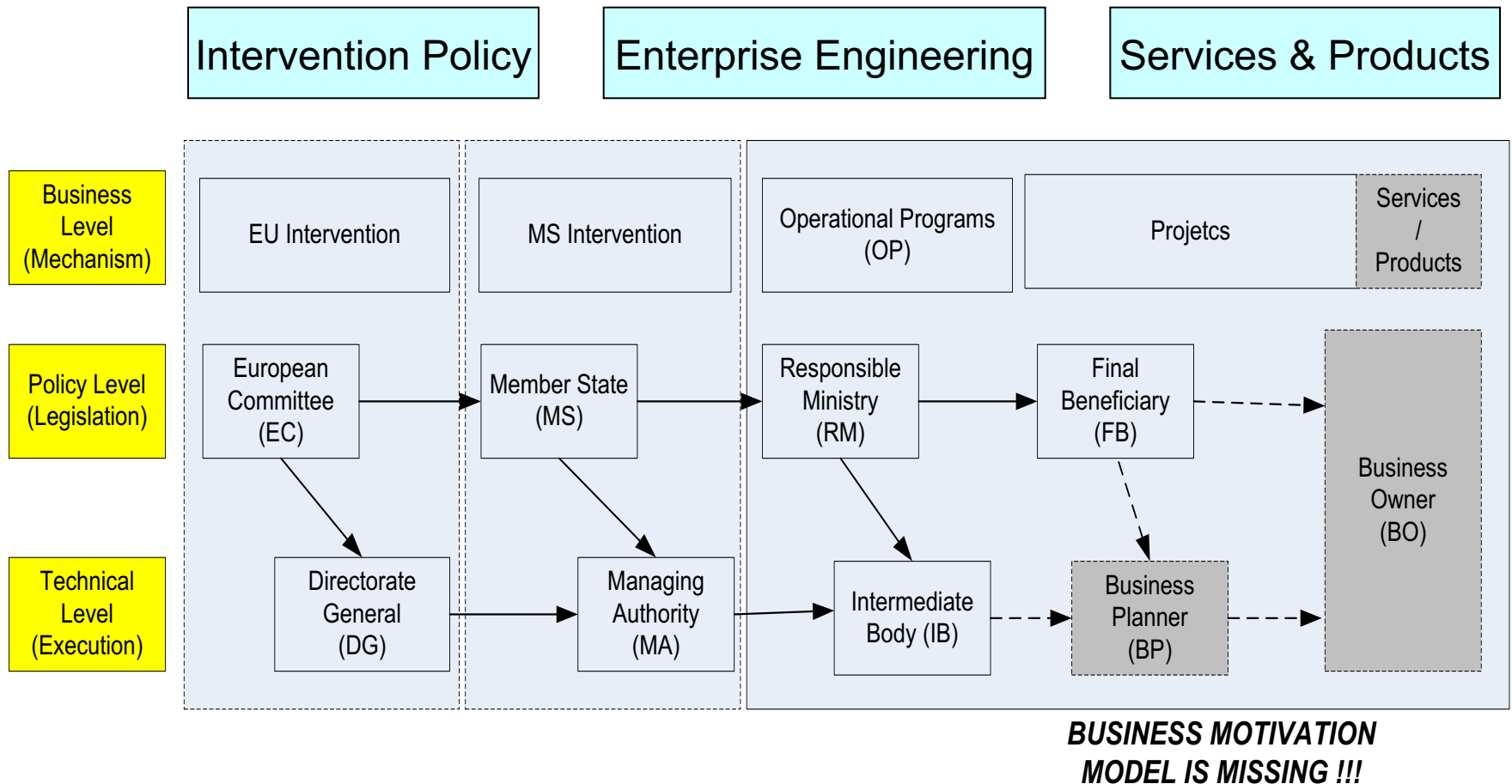
Key standards supporting engineering techniques in practices



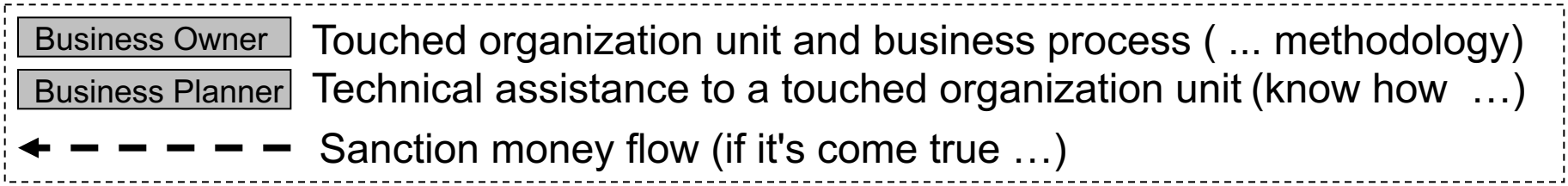
Structural Intervention Mechanism

- Current Structural Intervention Landscape with missing elements (Business Owner and Business Planner)
- Impact of missing elements on Structural Intervention Landscape (Controlling and Audit Trail functions)
- Proposed Improvement of the Structural Intervention Landscape (Top Decision Making Process Support)
- Concept of Proposed Improvement (Impact of the D2R)
 - Business Motivation Model (BMM) Structure
 - Benefit Opportunity Cost Risk based decision increases performance
 - Choice of the most preferable alternative
- Proposed Structural Intervention Landscape

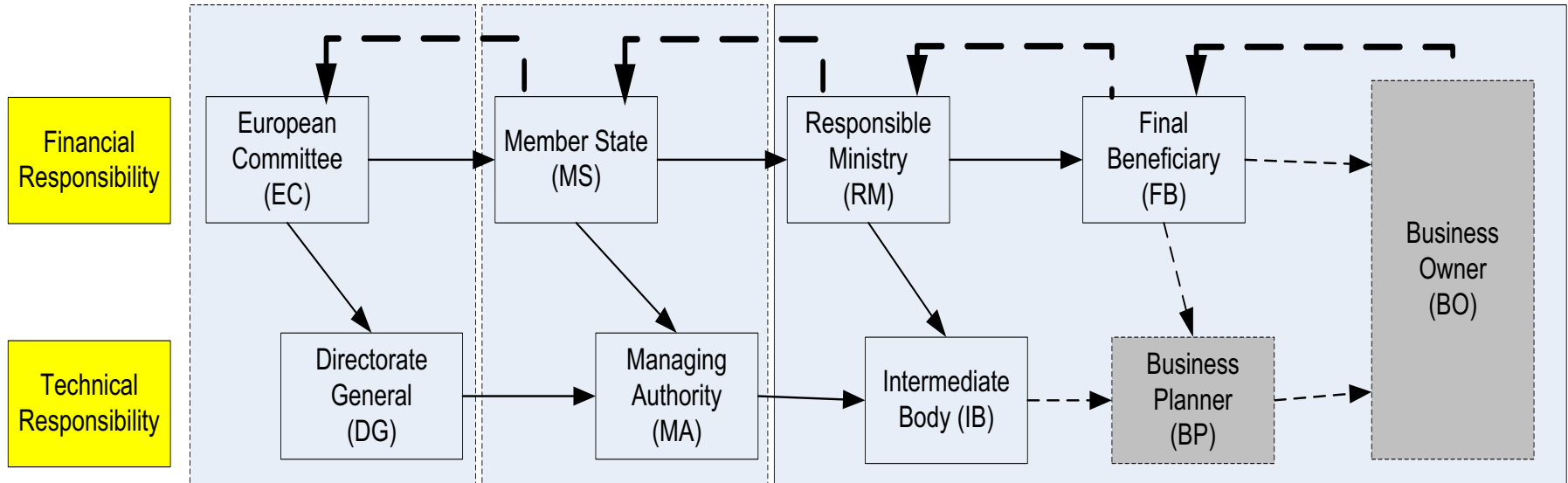
Current Structural Intervention Landscape with missing elements



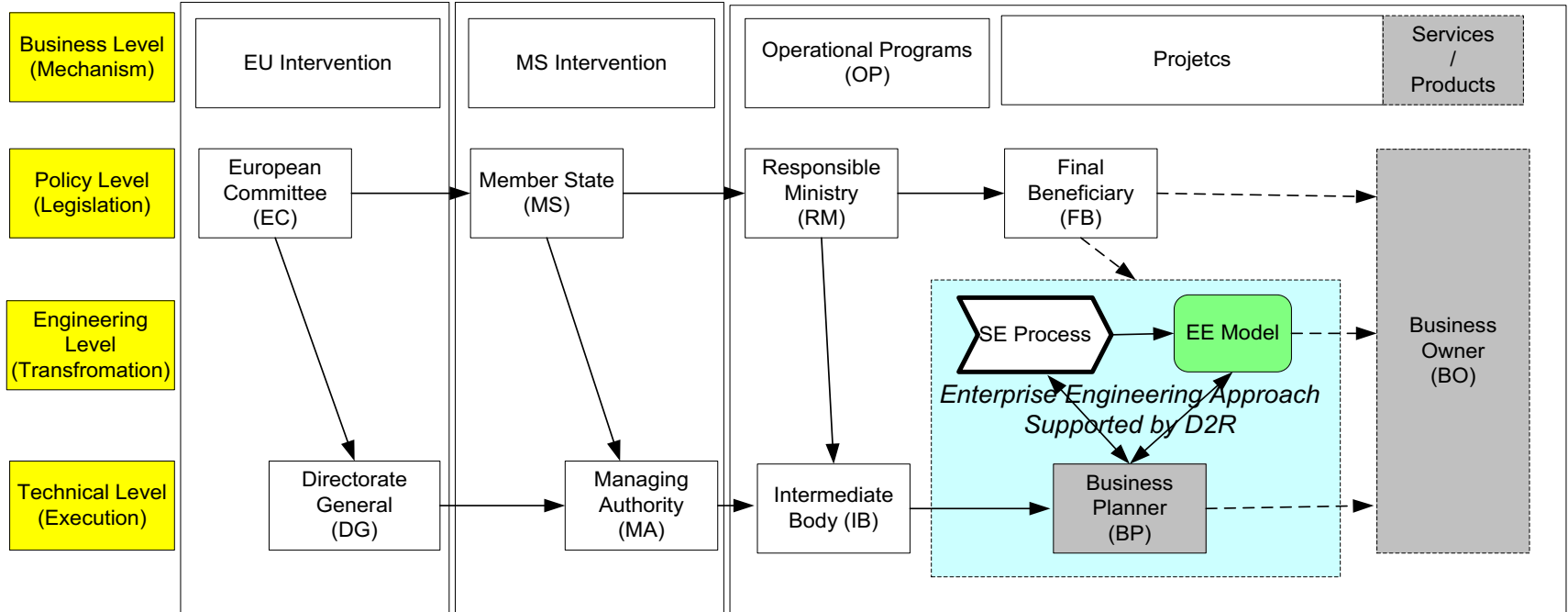
Impact of missing elements on Structural Intervention Landscape



MISSING BUSINESS MOTIVATION MODEL NEGATIVELY INFLUENCES PRECISION AND TIMELESSLY OF CONTROLLING !!!

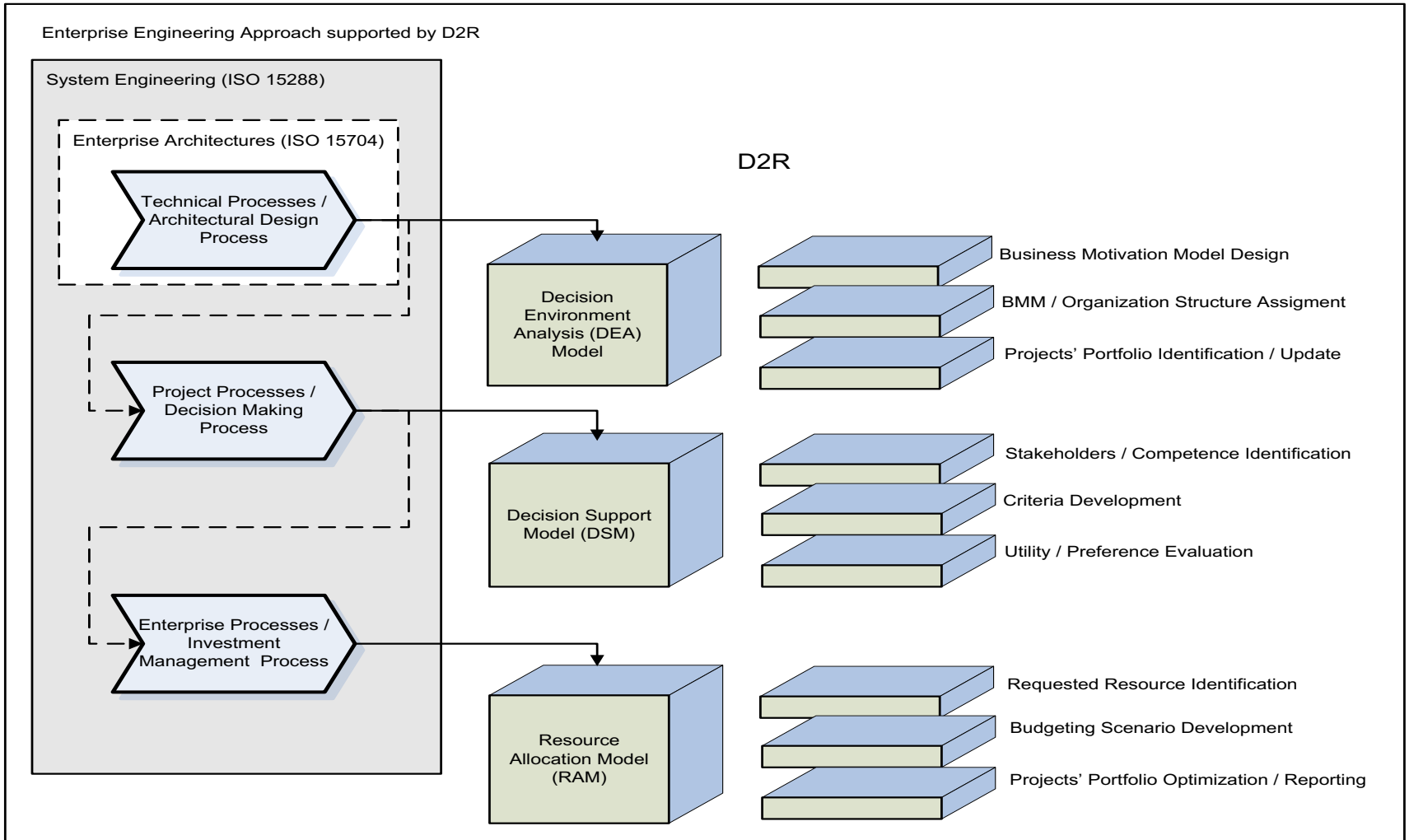


Proposed Improvement of the Structural Intervention Landscape

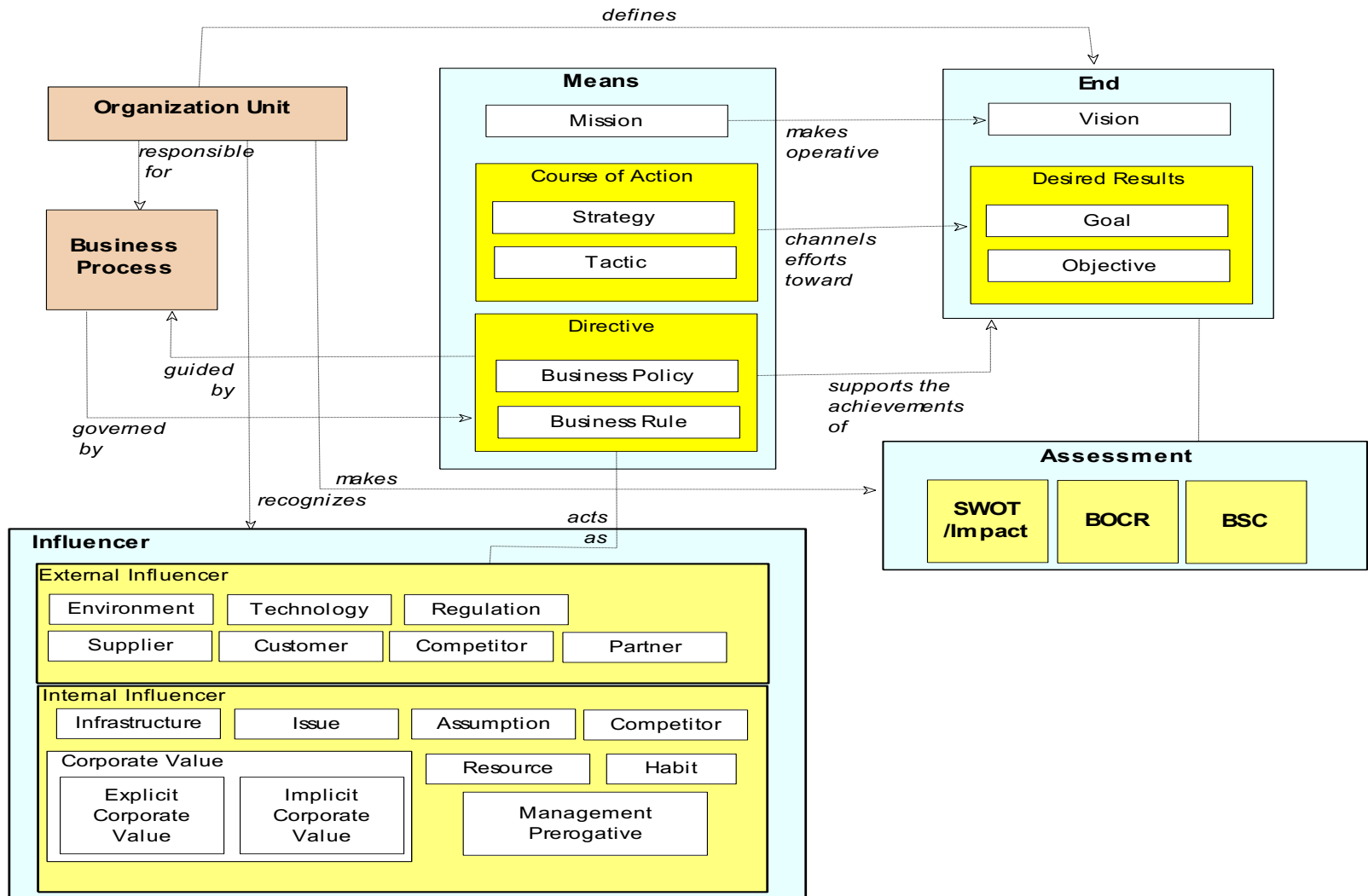


Enterprise Engineering Approach is derived from BUSINESS MOTIVATION MODEL and allows overcoming gaps in projects management, increases projects' portfolio benefits and decreases a risk of penalty.

Concept of Proposed Improvement



Business Motivation Model (BMM) Structure

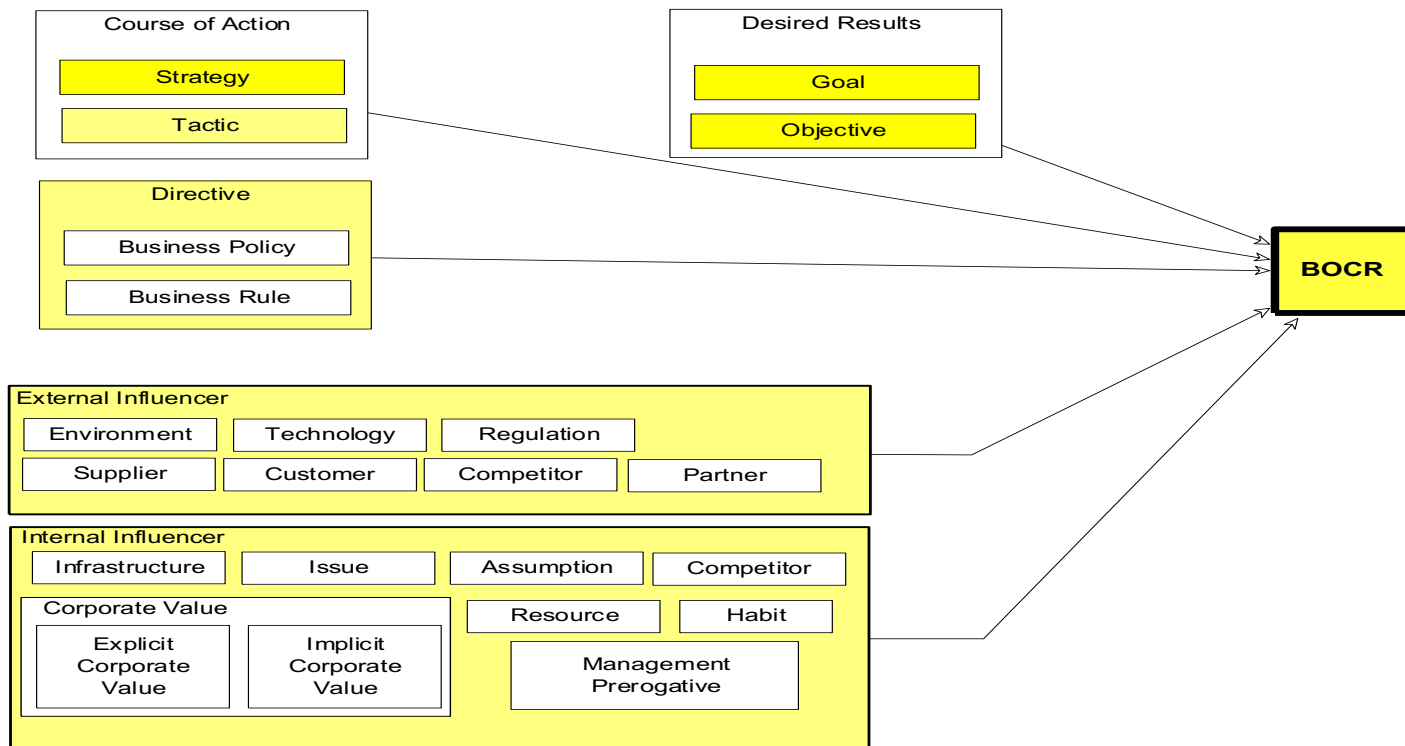


Benefit Opportunity Cost Risk (BOCR) based decision increases performance

Means (Mission)

Ends (Vision)

Assessment



Criteria & choice of the Preferable Alternative

Goal (Benefit, Opportunity, Costs, Risks)

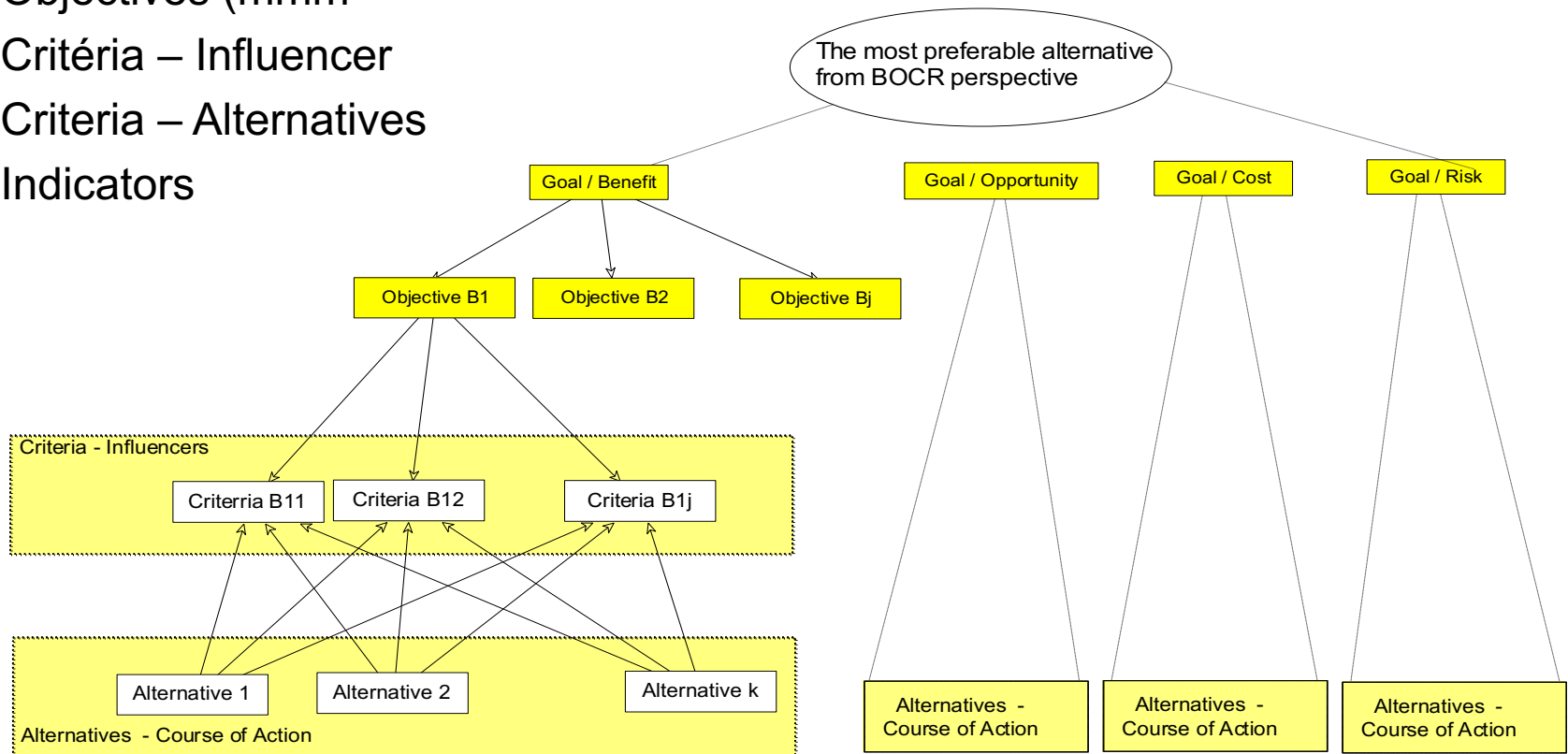
Objectives (mmm)

Criteria – Influencer

Criteria – Alternatives

Indicators

Alternatives



Proposed Structural Intervention Landscape

D2R

Architecture support of the organization and process building from perspectives

Business Owner (BO) & Business Planner (BP)

DEA

Business Motivation
Model Design

BMM / Organization
Structure Assignment

Projects' Portfolio
Identification / Update

DSM

Stakeholders /
Competence Identification

Criteria Development

Utility / Preference
Evaluation

RAM

Requested Resource
Identification

Budgeting Scenario
Development

Projects' Portfolio
Optimization/Reporting

Projects' Portfolio Management applying Project Planning Process
synchronized with D2R

D2R – Architecture Approach (AA)

AA for EU Structural Interventions (SIs) offer:

- What does it mean „AA and Engineering“; is it a chance?
- Why we need less Policy and more Engineering ?
- How Top Manager and Officials can be supported; by D2R?
- Where we can prove it? In European SIs projects ?
- Who should be interested in D2R? SIs Stakeholders?
- When can we do it? Now?

For example to prepare an Innova or Interreg project !

Can we ask you to join this challenge?

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