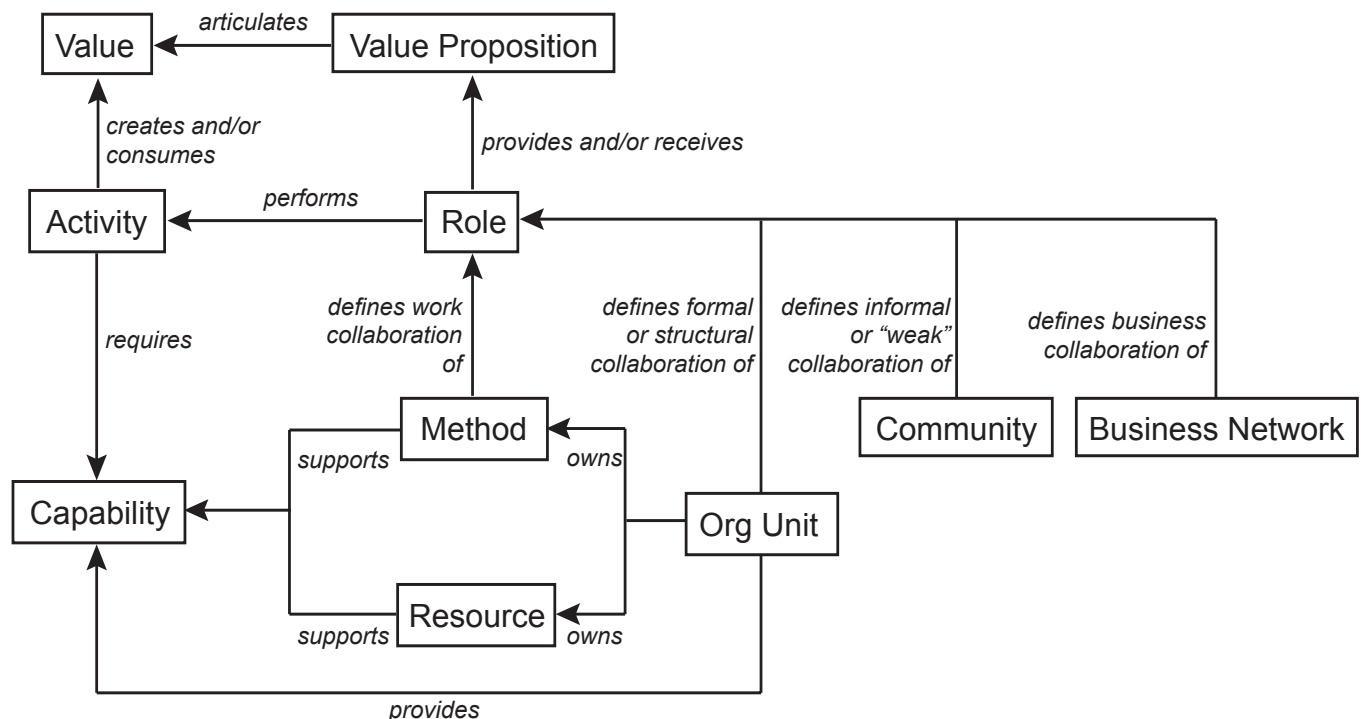


Value Delivery Modeling Language (VDML): Modeling for Managers



The Value Delivery Modeling Language™ (VDML™) is an Object Management Group® (OMG®) specification. It is intended to provide business design models for managers that fill the gap between strategic planning and business operations. It integrates multiple perspectives and provides a level of abstraction more appropriate for executives and top management. The specification also provides sufficient detail to clearly guide the implementation or transformation of business operations while providing a context for understanding performance measurements, operating errors and inefficiencies.

The diagram, below, depicts the core concepts of VDML and their relationships. The organization of the enterprise is fully represented as collaborations spanning from business partner relationships, to management hierarchy, to interdepartmental initiatives and all the way to business operations. People working together to do the business of the enterprise. Collaborations represent people in roles performing activities that are potentially supported by other collaborations.



Organizations provide and manage capabilities. Activities require and engage capabilities. Capabilities are supported by resources and/or methods with roles that perform activities. Analysis of capabilities is supported by networks of activities and deliverable flows representing how the business actually works, but without the distraction of detailed decisions and exception handling.

Activities are the sources of values of concern to customers and other stakeholders. Value contributions are aggregated to support value propositions that represent the particular interests of different stakeholders and market segments. Values can be traced back from a value proposition to the contributing activities. The roles of people and the consumption of resources are represented in the activity networks.

VDML supports libraries of re-usable model elements, such as definitions of capabilities, roles and values, to enforce the use of standardized business vocabulary in models, and to enable detection and reconciliation of redundancies in the business.

A VDML model provides the ability to capture sets of measurements that represent different circumstances. A set of measurements for elements of a VDML model for a certain circumstance is called a scenario. The same model may be used to represent different scenarios. This allows the analyst to compare the performance variables and satisfaction levels achieved for each of the scenarios, and then examine the sources of differences between the scenarios by tracing back to the value contributions of activities.

A VDML model can provide a shared understanding of a desired future state to guide business transformation. VDML models can define the current state of organizations anticipating a merger or acquisition as a basis for analysis of compatibility and potential economies of scale. A VDML model provides the basis for analysis of the benefit and impact of changes on values of concern to customers and other stakeholders. And a VDML model can be configured for a new line of business, leveraging existing capabilities and identifying needs for new or improved capabilities.

Conventional business planning and modelling techniques have employed a variety of disconnected graphical and tabular representations of aspects of a business. The VDML standard can support many of these high-level views and integrates them with a more robust model of how these views must be realized in the operation of the business.

Want to learn more?

Interested in contributing to the VDML standard? Contact the Business Development team at bd-team@omg.org to learn more about becoming an OMG member!



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