

# Business Modelling is not Process Modelling!

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## Business modelling is *not* process modelling

- Requirements engineering for innovative e-Business services often start with the design of a *new business model*
- An e-Business model states: *who* is offering *what* of *value* to *whom* and expects *what* in return
- Often, such a *business* model is expressed using a *process* modelling technique
- The *gap* between e-business model – process model:
  - A *business model* shows *what* objects of *value* are exchanged between actors
  - A *process model* shows *how* objects are exchanged between actors



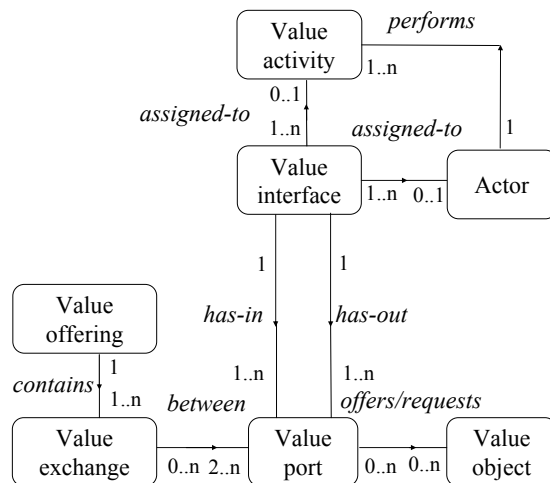
## Different Design Decisions

- Business model:
  - Who are value adding actors?
  - What are their offering (elements)?
  - What value-adding activities produce/consume offering?
  - What value-adding activities are performed by which actors?
- Process model:
  - Who are the operating actors?
  - Which operational activities and ordering exist?
  - What are in- and outputs of activities?
  - Which activities are executed by which actors?

3



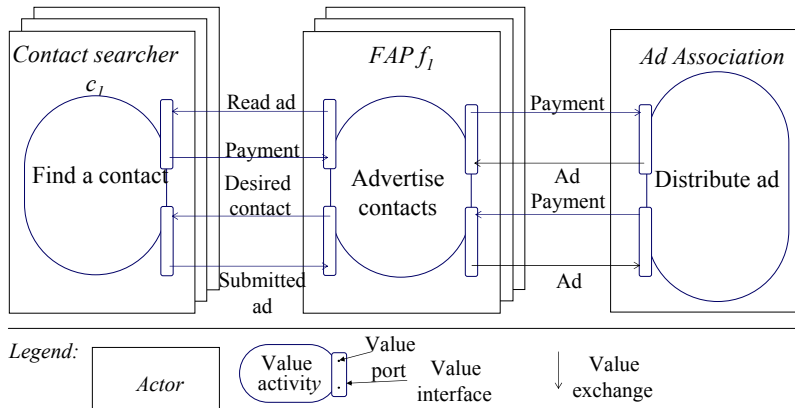
## e-Business Model Conceptual Structures



4



## Example of an e-Business Model



5

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## Difference 1: Value Object and Object

	Business model	Process Model
Modelling Purpose	Something of value to someone	Input or output of an activity
Objects properties	Determination of value	Determination of state transition

6

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## Difference 2: Value Exchange and Flow

	Business model	Process Model
Modelling purpose	Transfer of ownership	Transitions (sequences)
Physical and information flow	Flows can be also non-physical or informational, as long as they imply transfer of value	Physical flow and information flow

7



## Difference 3: Value Interface

	Business model	Process Model
Modelling purpose	One good turn deserves another	-

8



## Difference 4: Value Activity

	Business model	Process Model
Modelling purpose	State value addition	State how something is carried out
Decomposition	Finding new value adding activities	Clarity, common understanding



## Difference 5: Actor

	Business model	Process Model
Modelling purpose	Someone adding value (business party)	Someone carrying out an activity (scheduling)
Instances	Interest in actors on an instance level	Interest in types of actors



## Conclusions

- Difference in modelling goals:
  - Business model: *focus on value, and the creation, exchange and consumption in an actor network; shows why a business model may work*
  - Process model: *focus on operational fulfillment*
- Difference in modelling constructs:
  - Differences in *purpose* and *meaning* of concepts
  - Process model lacks a *value interface* notion
- Difference in modelling process: decomposition:
  - Business model: discover new value adding activities and negotiating about who is doing what
  - Process model: clarity, common understanding, assignment of resources to activities

