All companies are basically built using the same architecture—no matter if they are big or small, in Europe, Asia or the Americas. All have a business model, processes and IT applications. The business model describes what products and services are produced for which markets, who the customers and business partners are, and the company’s plan for the future.

Processes, however, are built for each company based on the business model. A bank, for example, has different processes than a consumer goods/retail or a chemical/pharmaceutical company. Nevertheless, all processes, no matter the industry or business, exist to support the business model. Each process exists at varying levels of maturity—from ad hoc and manual processes to well-documented and automated processes.

The backbone of the layer of processes is IT. Information technology makes sure the business processes have the applications and data they need to be up and running. In most companies, business models change often. New products are launched. Acquisitions take place and must be integrated. New markets must be conquered. This, of course, directly impacts a company’s processes.

Keeping up is a never-ending job. Existing processes must be modified and new processes established. Processes from an acquired organization must be aligned and integrated. Also, the IT landscape has to be adjusted. That means existing applications must be changed, new applications introduced and acquired applications integrated.

The problem lies in that this adaptation isn’t very fluid in most organizations because the business model, the process layer and IT applications are not well connected. In fact, there’s often a dramatic disconnect. If the strategy changes, it’s hard to see which processes are affected and how to change them. If a process needs to change, it’s hard to figure out which IT systems are affected and how they must be changed to support the new process. Once the process is up and running in the application layer, it’s almost impossible for most of the organization to prove that processes support the new strategy. With such a disconnect between strategy, process and applications, it is hard—if not impossible—to adapt quickly to changing business models and new market conditions.
To stay agile and competitive, every business should be concerned about how fast it can adjust to business model changes and how fast its processes and its supporting application landscape can adapt. ARIS Cloud answers this concern by making all processes explicit and manageable. This process-driven approach is key to keeping a business adaptive because it directly interconnects strategy, processes and IT. It helps your business to continuously adapt to new market conditions.

Managing the business by managing the processes

Processes are the lifelines of your business, and they can only link a corporate strategy with processes and IT when you nurture them sufficiently. ARIS Cloud was made exactly for this.

Unfortunately, process improvement is not implemented optimally or at all in most organizations. Sure, companies may have plenty of process improvement projects, some more than they can keep track of. These projects, though, are stuck in disparate departmental silos using different tools and methodologies. They don’t interact with each other very well or at all. A department may have “perfect” processes. But what’s the real business value if a process isn’t well connected to its predecessor and its successor—and benefits only one business unit but harms another?

That’s where ARIS Cloud comes into play. By making all your processes explicit and improving them with an end-to-end approach that follows your business objectives, you can unleash process power for your entire enterprise. ARIS Cloud breaks up the different silos and brings them together in a sustainable corporate-wide program, spanning all departments. The result is a holistic end-to-end view of your process landscape that helps you to understand the impact of a new strategy on your processes and IT layer. ARIS Cloud is based on industry-leading ARIS technology and best-practice methodologies so that you can collaboratively define your corporate strategy and then model, analyze and improve processes all the same time.

Productivity at Cargolux takes off with ARIS

Process improvements took off at Europe’s largest all-cargo carrier Cargolux, operating 14 Boeing 747 freighters in a worldwide network, all thanks to analyzing logistics, staff utilization and data workflows. ARIS provided Cargolux complete visualization and modeling of business processes, identified disruptive factors and uncovered potential areas for savings. More than 180 improvements were identified in 2006 with project costs comprising only 20 percent of projected savings.
To be that agile enterprise, business and IT—in fact, all stakeholders—must be connected through social collaboration capabilities, provided by ARIS Cloud. This is the way to unleash process power and to get the maximum business value from your process improvement initiative!

By cleaning up your process mess with ARIS Cloud, you’ll be able to:

- Understand the business environment
- Identify the strategy and key objectives
- Analyze critical success factors
- Define and follow standards
- Record an enterprise process landscape
- Define end-to-end processes
- Identify improvement opportunities
- Develop to-be concept and processes
- Transform the organization
- Implement BPM governance model

ARIS Cloud is not just about process improvement projects. It’s about “transforming” your processes to deliver business objectives by re-using and optimizing your business infrastructure, which incorporates IT, people, equipment and resources. Processes are vital to all organizations, so you need to treat them as business assets to be managed and controlled. But processes are more than just an asset. “Processes are the business” so managing your business is the same as managing your processes.

Running a process improvement project with ARIS Cloud enables you to:

- Ensure that processes deliver business objectives
- Respond faster to changing market and business environment
- Rapidly deliver new products and services
- Adapt to organizational change more quickly
- Ensure effective use of resources
- Take advantage of new technology more effective and efficiently
- Accelerate process cycle times while improving quality
- Make your organization customer-centric, increasing customer satisfaction and loyalty
About ARIS Cloud

ARIS Cloud is a social process improvement application in the cloud that leverages social collaboration to improve requirements management and business processes. It is built on proven ARIS technology which has shaped the process management discipline over the past 20 years. Organizations can design, share and collaboratively improve processes all in the same environment. Because ARIS Cloud runs in the cloud, projects can start immediately with minimal total cost of ownership.


“ARIS Cloud gives us the opportunity to start process improvement projects immediately and to dynamically scale them based on demand and maturity. The new user experience and the social collaboration capabilities turn process management into an interactive dialog, increasing awareness and acceptance which significantly eases change management.”

— Fabian Erbach | Partner at Litmus Group Singapore