



Fractal Enterprise Model (FEM)

– and its Usage for Business Model Innovation and
Business Transformation

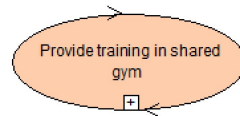
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FEM in a Nutshell

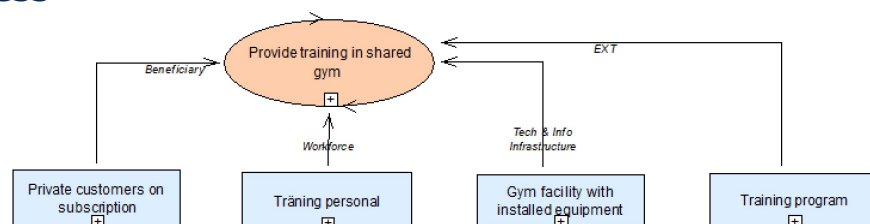
FEM – step by step

- To build a FEM, one **starts with a process** (in most cases a primary one) ...



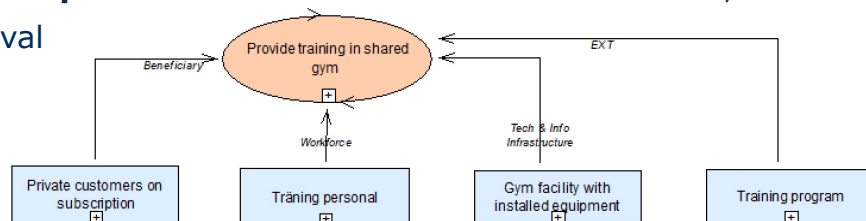
FEM – step by step

- ... then identify **assets (resources)** that are needed to run the process



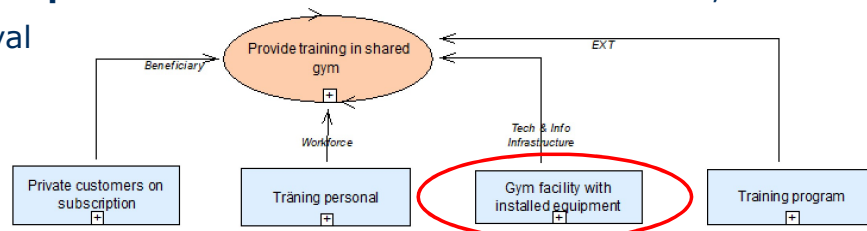
FEM – step by step

- For each asset, **identify how the asset is managed, that is identify the processes needed** for the asset's creation, maintenance and removal



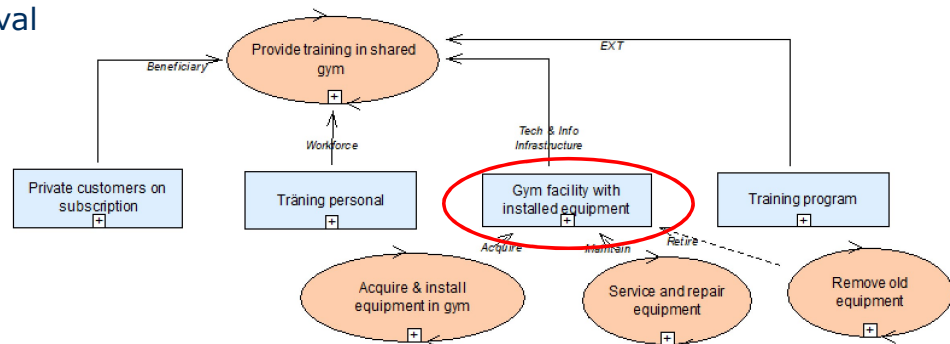
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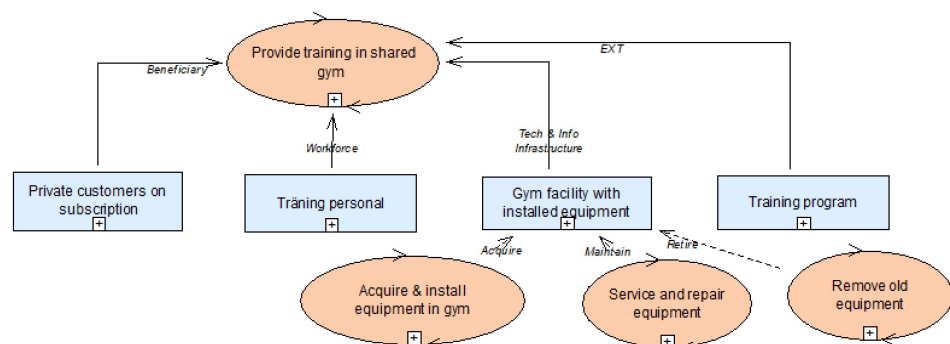
FEM – step by step

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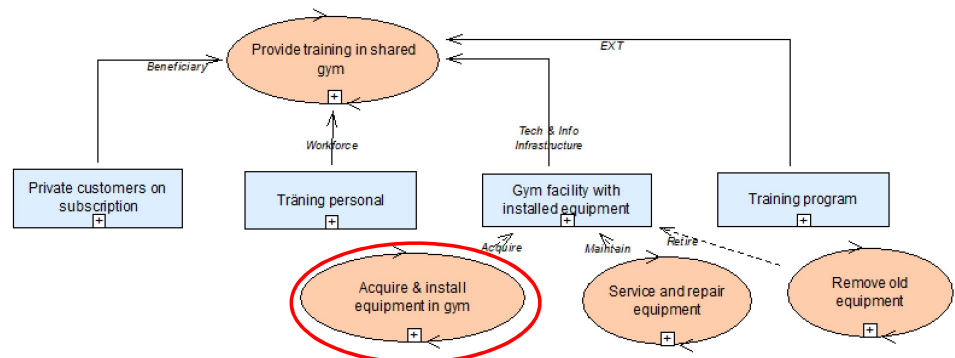
FEM – step by step

- Then **for each newly added process**, once again, **identify the assets that are needed for running that process**

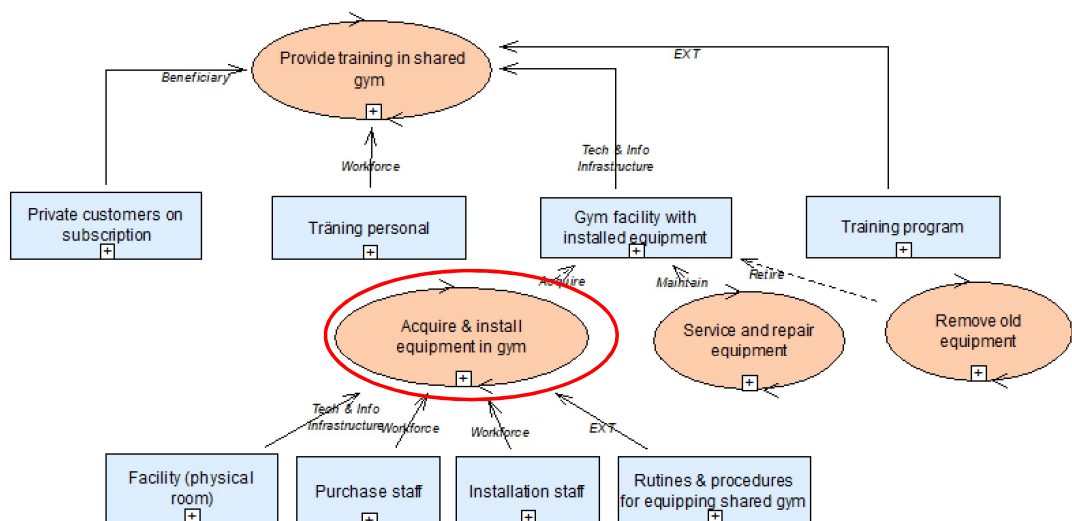


FEM – step by step

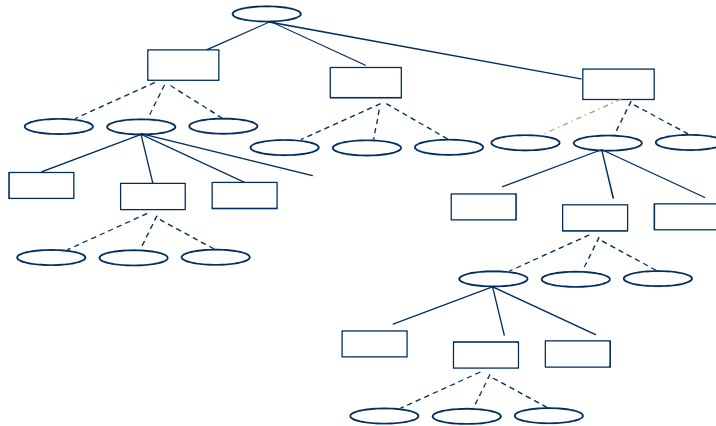
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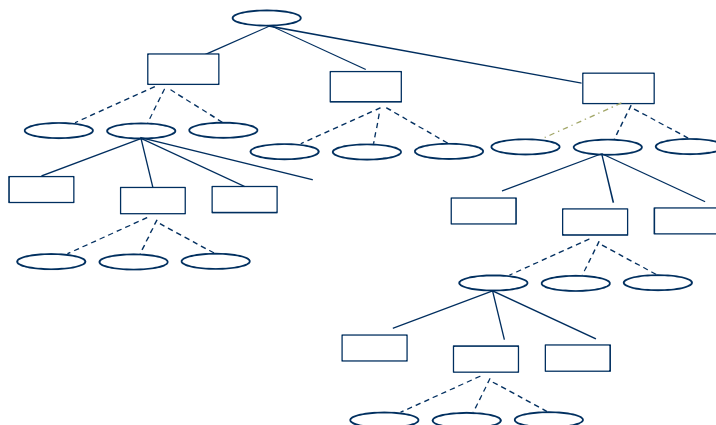
FEM – step by step



FEM – the final model will present an hierarchy of processes and assets

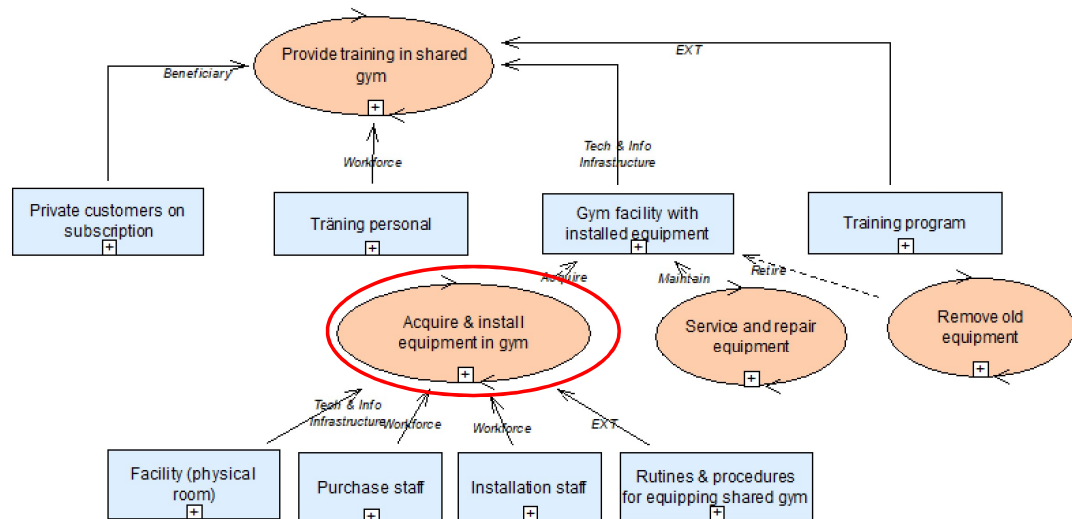


FEM – the final model will present an hierarchy of processes and assets

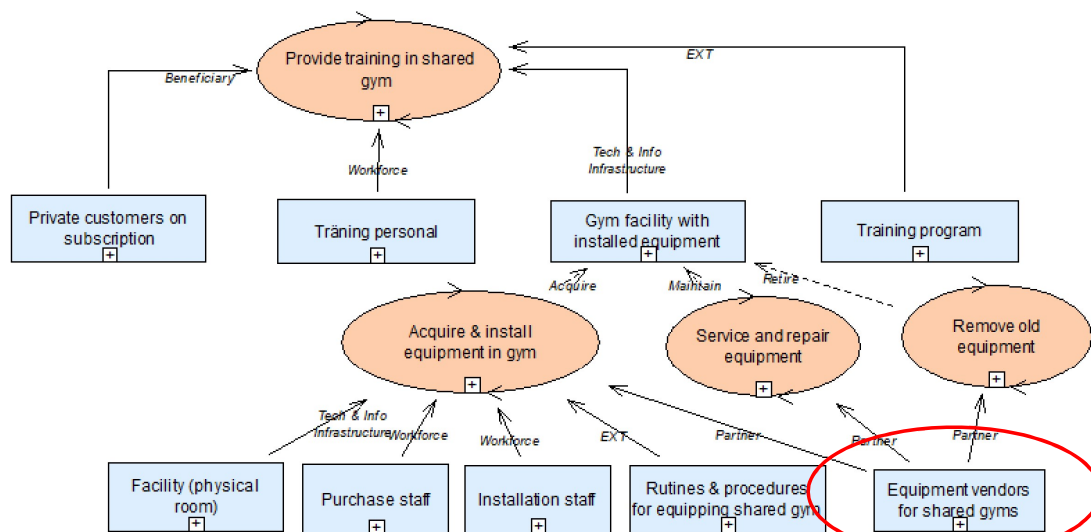


*Note, you can
modell all - or
some - of the
processes
and assets -
depending on
the goal of
your
modelling
task*

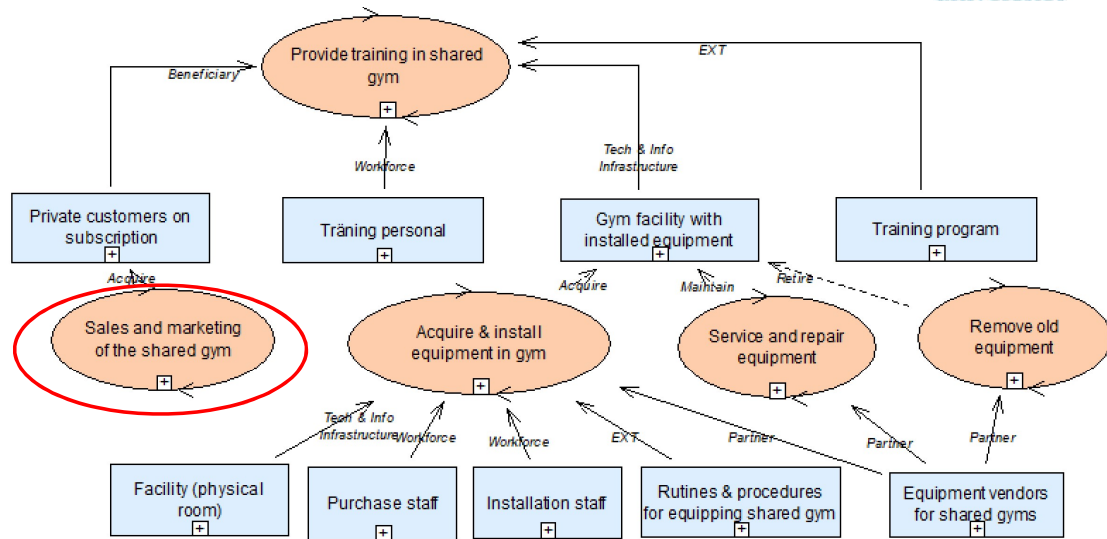
FEM – step by step



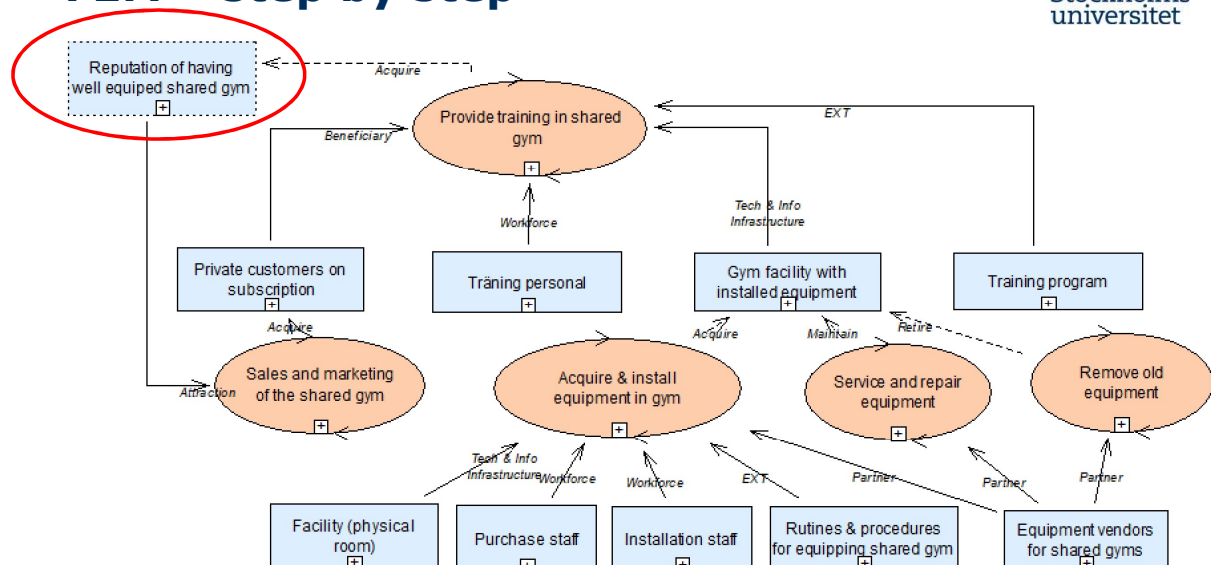
FEM – step by step



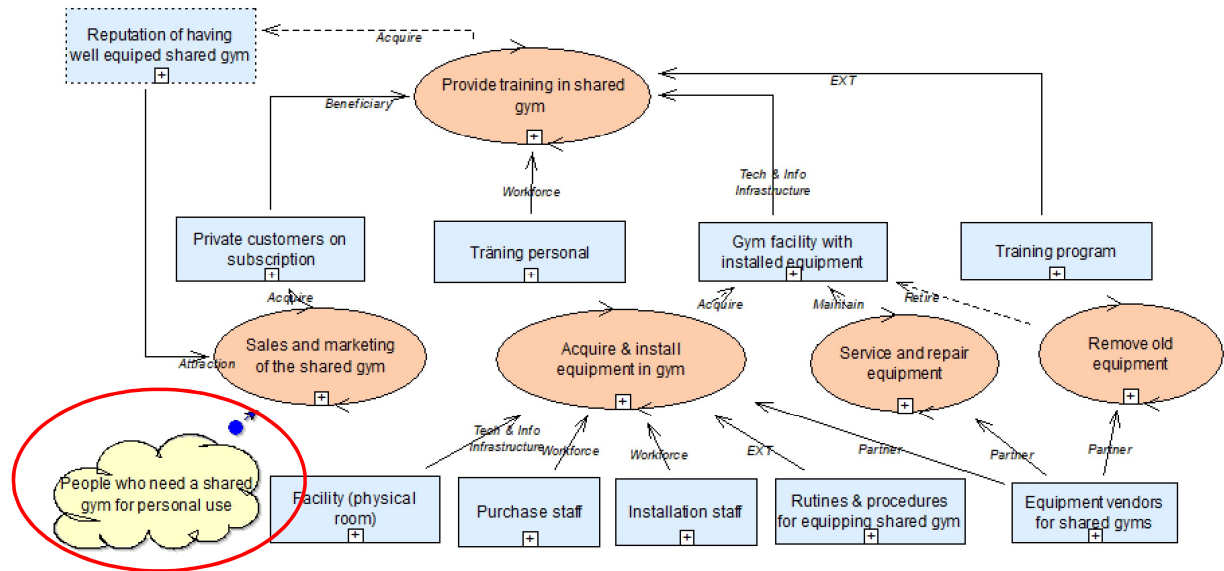
FEM – step by step



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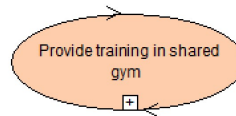


FEM – step by step

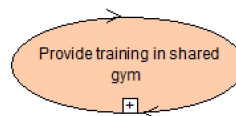


Build FEM – with archetypes (patterns)

How to identify the assets?

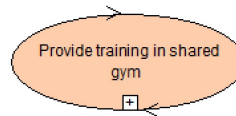


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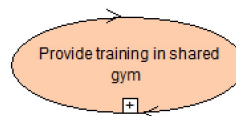
- **Carry out an empirical investigation** at the organization at hand

How to identify the assets?



- **Carry out an empirical investigation** at the organization at hand
- **Apply archetypes (patterns)**

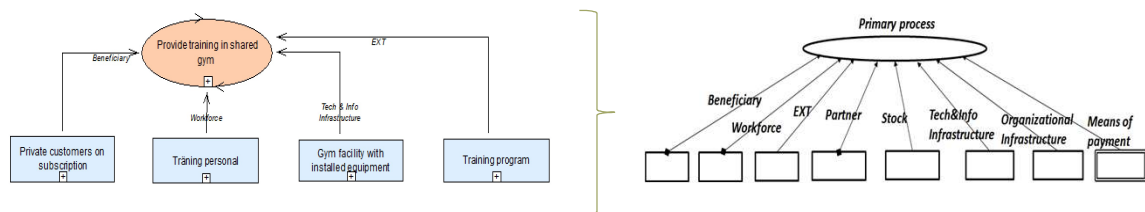
How to identify the assets?



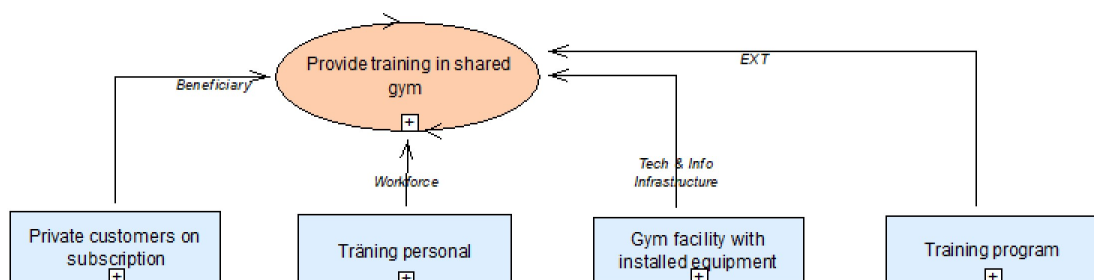
- **Carry out an empirical investigation** at the organization at hand
- **Apply archetypes (patterns)**
- **Combining the two activities above**

How to identify the assets?

- A **process-assets archetype (pattern)** could be used to support the identification of assets

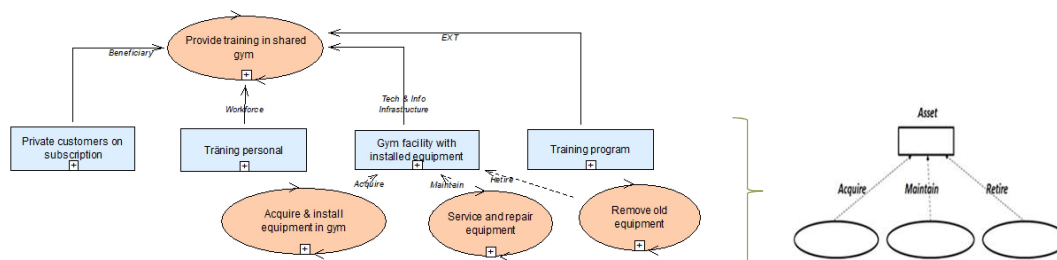


How to identify the processes?



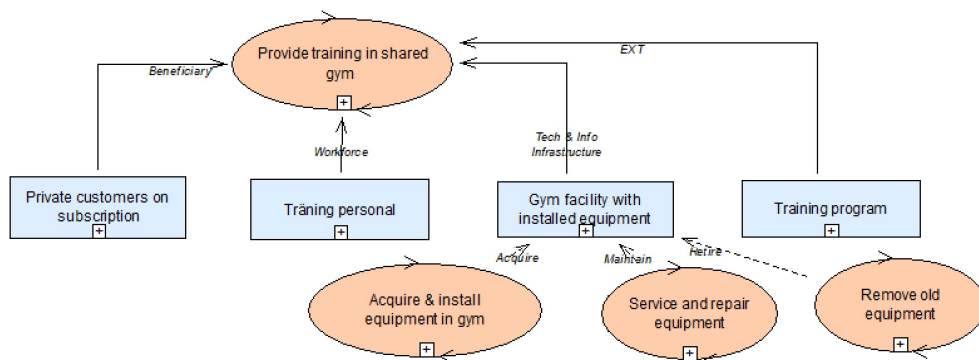
How to identify the processes?

- An **asset-processes archetype (pattern)** could be used to support identification of processes



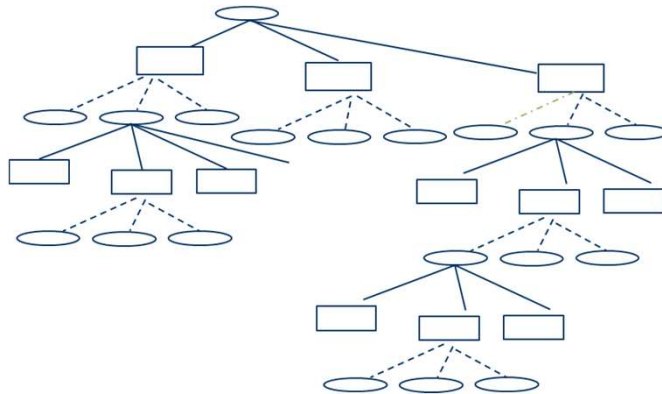
Build FEM – with archetypes (patterns)

- FEM can be created by **recursive application of archetypes** (process-assets → asset-processes → ...)



Build FEM – with archetypes (patterns)

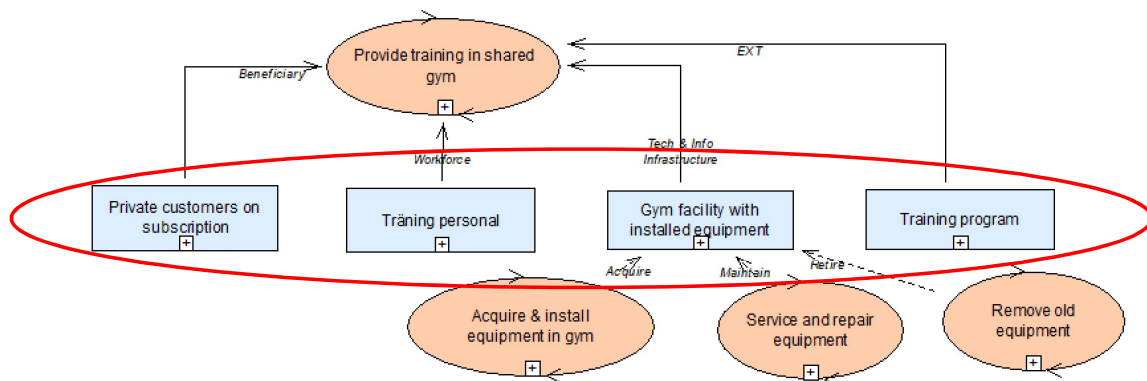
- FEM is created by **recursive application of archetypes**
(process-assets → asset-processes → ...)



Why FEM?

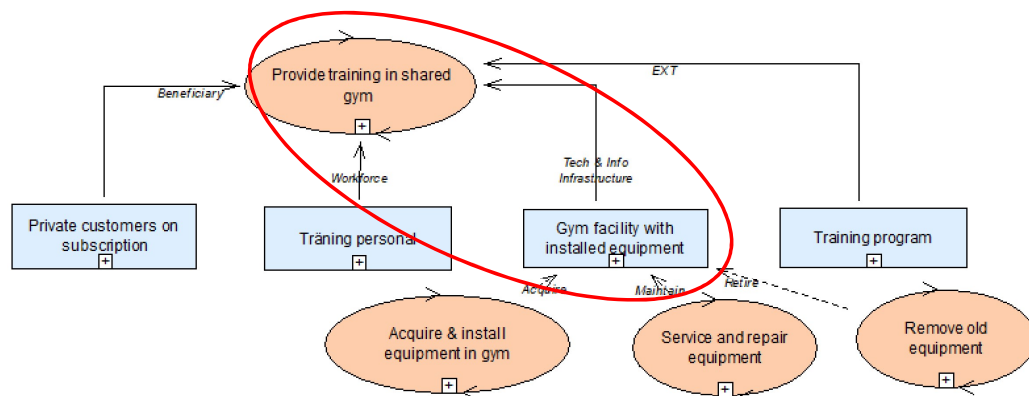
Why FEM?

- **FEM visualizes the assets** – the assets become central in the analysis – compared to a “traditional” business process model



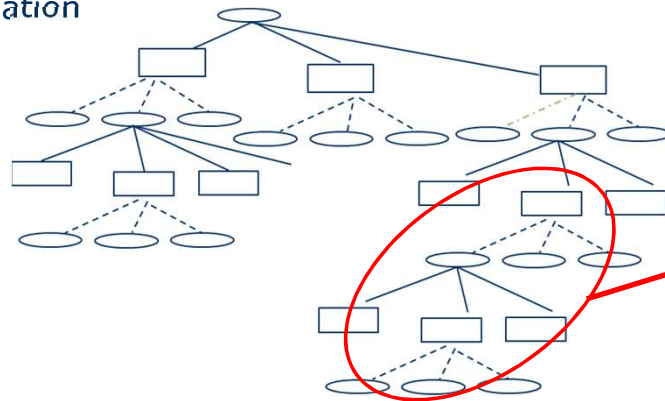
Why FEM?

- **FEM relates assets to processes** - showing in which process the assets are used



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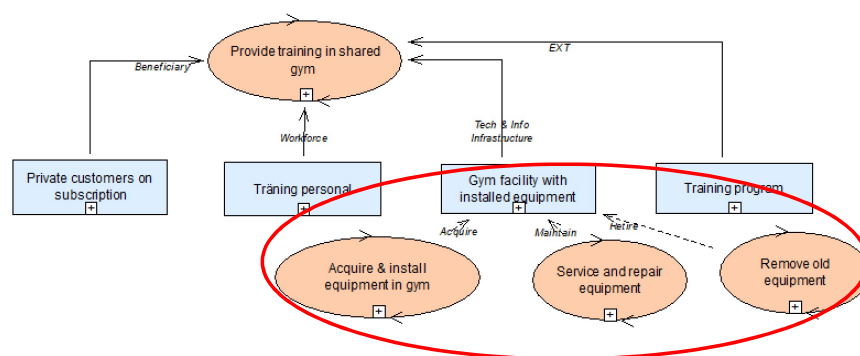
- **Identify existing and non-existing processes and assets** – by applying the archetypes and making an empirical investigation



This part could or should exist according to the archetypes, but may not exist in a specific organization. Therefore, archetypes provides business analyst and/or managers with a useful instrument for analysis

Why FEM?

- **FEM shows existing “capabilities” of the organization** - that can be the base for identifying new business models





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