

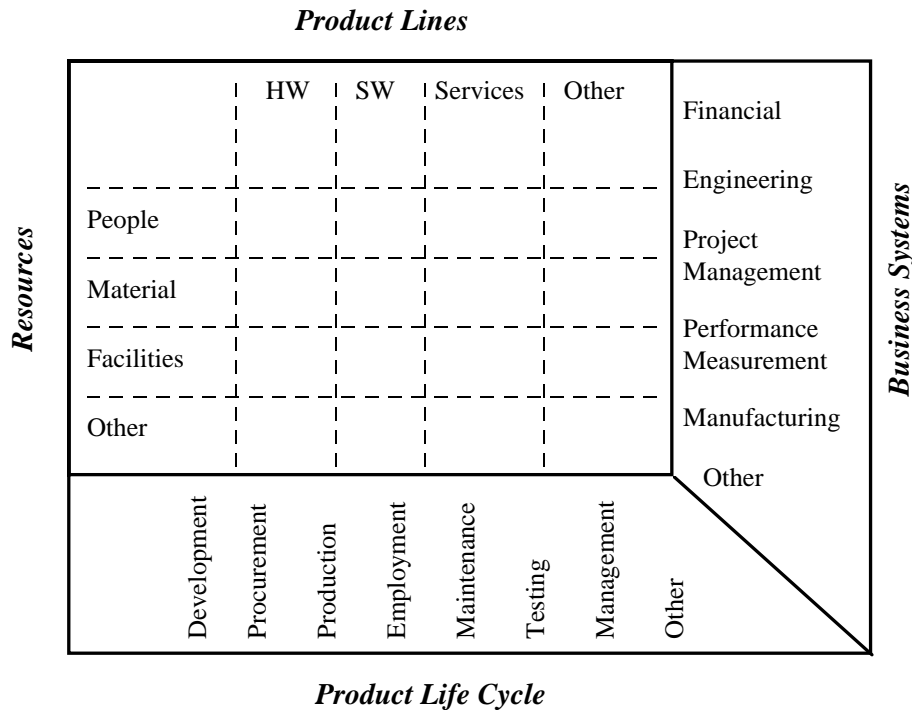
Adapted Business Domain Approach

Company X has been using the Adapted Business Domain (ABD) approach to meeting cost estimating and analysis problems since 1981. This approach maximizes our client's return in minimum time. Over the past 17 years, we have altered our approach to take advantage of technological advances in processing and in re-engineered business practices.

ADP is structured around a four element view of the business enterprise. These elements are the foundation of all organizations - only the specific areas of focus within each element vary. The Business Domain elements are:

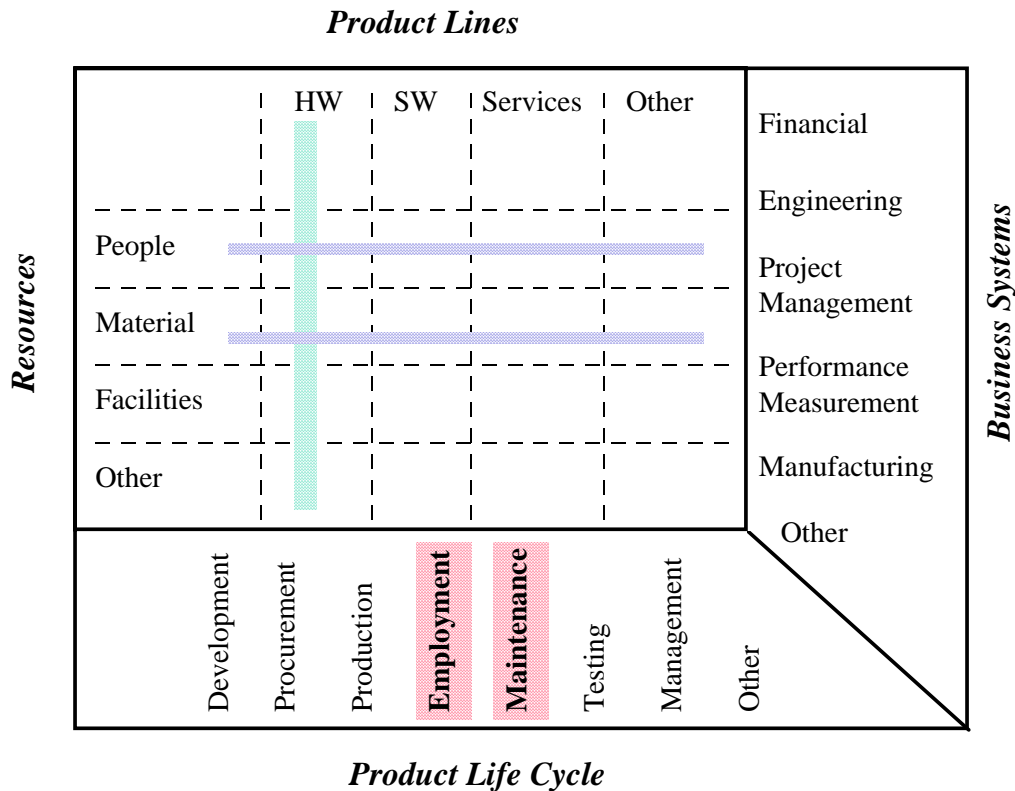
1. Product Lines: The goods and services that the organization delivers or manages.
2. Resources: The organization assets (people, equipment, facilities) that create, manage, or support the product lines.
3. Business Systems: The processes and practices applied by the resources to product line fulfillment.
4. Life Cycle: The stage(s) of product line life pertinent to the organization.

4 Element Business Domain Model



How does the ABD approach fit a specific professional services engagement? The American Airlines SABRE system maintenance cost analysis was a study to independently assess the probable cost of maintaining a world wide network of over 20,000 PC workstations for 3 years. The picture below shows the domain areas of this particular engagement. In this instance, attention is to a subset of the entire hardware product line as well as to a subset of the people and materials of the organization - only those responsible for the workstation maintenance. This study required no interface with client business systems. The product life cycles of concern are use and maintenance.

SABRE Engagement ABD



3 Phased Approach to ABD Solutions

Company X uses a three phased solution to ABD. This approach has proven to be the most cost effective way to support evolutionary growth of knowledge, both by Company X and the client. This is extremely important for the engagement to have long term, lastly benefit to the client. Often, client problems and Company X capability to solve those problems do not become evident until the engagement is underway. By adopting a 3 phased approach, the client has the best chance of immediately seeing real benefit. And, in cases where benefit is not immediately evident, the client can end the engagement.

Phase 1: Prospecting

During the prospecting phase, Company X explores the feasibility of satisfying client needs. For many engagements, this phase is conducted prior to any contracted work; we have done something like this before, for example. For moderate and high risk problems, prospecting will be a limited attack of the problem; perhaps cutting the problem horizontally (attack one part of the problem across most of the business domain) or vertically (attack most of the problem down most of the business domain). When limited attack is warranted, Company X and the client jointly agree on the area to attack. The prospecting phase concludes with a report on findings, an estimate of time, effort, and cost to perform phase 2 tasks, and a recommendation for proceeding to phase 2.

Phase 2. Positioning

This is the only phase that is always performed under contract with clients. It will be preceded by prospecting if the project risk is moderate or high. This is the phase where all identified tasks for a specific problem have been performed. It will usually involve a specific product or resource within the business domain, or a specific business system or life cycle phase. There are a variety of deliverables with this phase: training, reports, interfaces to existing business systems; manuals, among others.

Phase 3. Maturing

This is the continuation of the positioning phase to institutionalize the solution throughout more of the client domain. This phase is usually sees a hand-off between Company X and the client when the solution has evolved into an additional business system.