



Overview for the Minority Business Development Agency

Business Process Re-engineering for CRM Implementation

Anne Kelly

Janice Nakashima

Federal Consulting Group

U.S. Department of the Treasury

September 4, 2008

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What is BPR?

Business process reengineering (BPR) is a management approach aiming at improvements by means of elevating efficiency and effectiveness of the processes that exist within and across organizations.

The key to BPR is for organizations to look at their business processes from a "clean slate" perspective and determine how they can best construct these processes to improve how they conduct business.

Business process reengineering is also known as BPR, Business Process Redesign, Business Transformation, or Business Process Change Management.

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BPR for CRM Process Overview

Typically includes these steps:

- Define Scope and Business goals
- Determine "As Is" business process
- Discover and document current business processes, then validate the findings
- Develop process "To Be"
- Develop/modify the existing processes so that they meet the business goals
- Collaborate with the software architect on functional requirements
- Educate customers on the new functionality
- Deliver Software design documentation
- Implementation/customization
- Training, adjustments, monitor and measure

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Role of the NECs and Funded Centers

- Active participation in documenting the "As Is" existing processes from the business and functional requirements perspectives
 - ✓ Business requirements tell why things are done from the business perspective (laws, compliance, best practices, needs for other areas)
 - ✓ Functional requirements define what is done and how
- Examine what works well, what needs improvement. Include both routine and exception processing.

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Role of the NECs and Funded Centers

- Active participation in identifying gaps in service and performance today
- Active participation in designing the “To Be” process

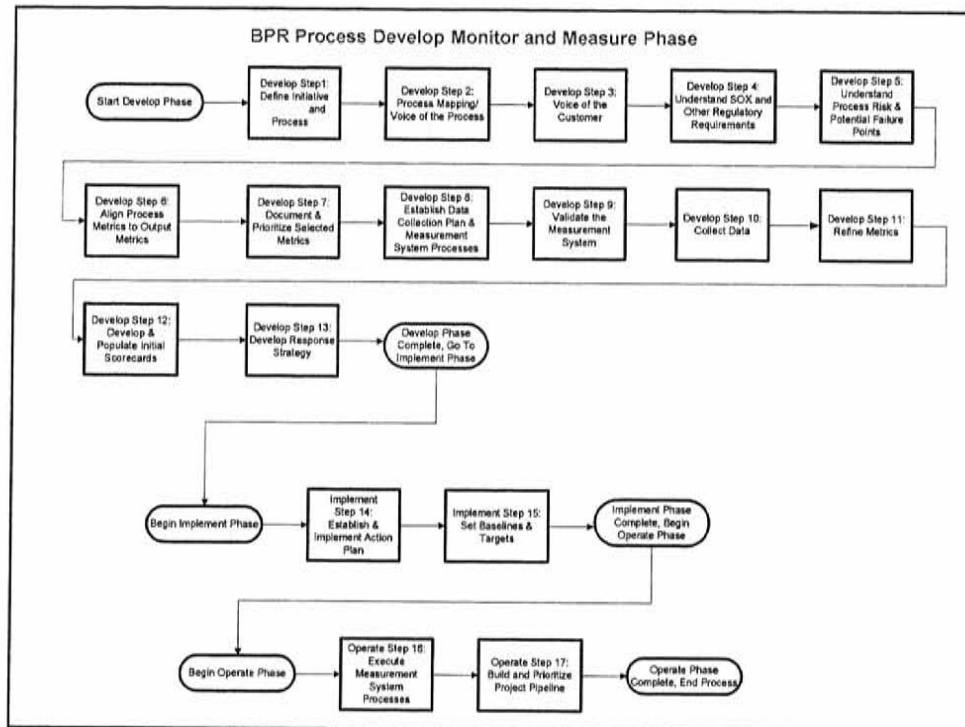
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Focus Group Participants – who do we need

- ✓End-users with first hand knowledge of the process
- ✓Knowledge of existing processes
- ✓Knowledge of business requirements
- ✓Knowledge of functional requirements
- ✓Knowledge of standard and exception to the rule situations
- ✓Knowledge of what works well today
- ✓Knowledge of what doesn't work well now
- ✓Knowledge of what is currently tracked or measured to monitor progress
- ✓Willingness to participate
- ✓Innovative thinkers

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Next Steps



Contact Information

Yolanda A. Whitley
Chief Information Officer
U.S. Department of Commerce
Minority Business Development Agency
202-482-0404