

SemTalk®

SemTalk – Modelling Platform based on Microsoft Visio and Microsoft SharePoint

Semtation GmbH

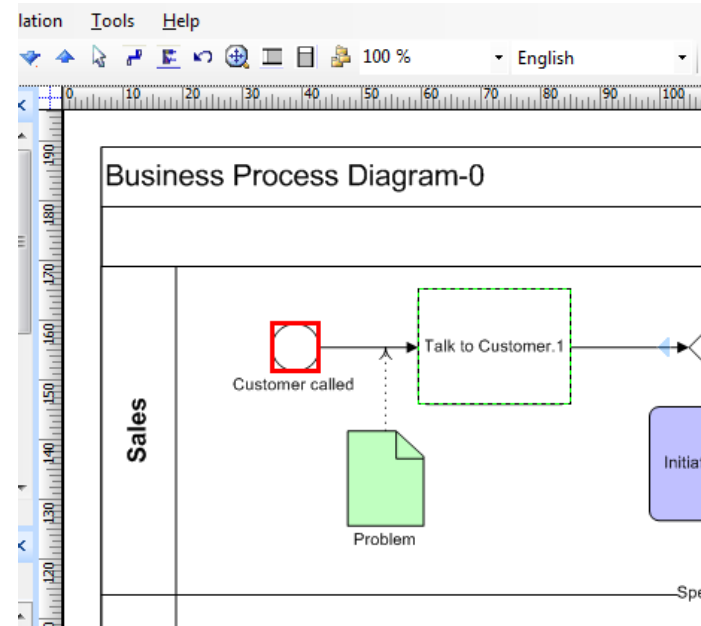
What is SemTalk?

- SemTalk extends Visio by an integrated XML database
- Business Process Modeling with SemTalk
 - As easy to use as Visio, but supporting additional logic
 - Many modeling methods (BPMN, EPC, PROMET, Flow Chart, CSA ...)
 - Import of Visio diagrams
 - HTML Generator, MS Office Export, MS Project, simulator, reporting, multilingual models
 - Easy to customize to specific needs
 - Compatible, Microsoft-based alternative
- Knowledge Modeling/Ontology Editing with Visio
 - Glossaries and ontologies following W3C's recommendations (OWL, „Semantic Web“)
 - Used for EAI, Portals, Knowledge Management, Product Modeling, MS-Office Documents, Data Warehouse Metadata Modeling
 - Integration with Business Process Modeling

SemTalk and Visio

- Modeling processes with SemTalk is as simple as drawing a Flow Chart with Visio:

- Drag a shape on the drawing area, rename it and connect it. No complicated dialogs at all.
- SemTalk maintains consistency in the background:
 - The same objects on multiple shapes or pages
 - Deletion and renaming
 - Use of the connector tool for every link
 - Navigation to different pages
 - IDEF Numbering of process steps
 - Search
- All sophisticated features of Visio can still be used



- Modeling processes with SemTalk is even simpler than using plain Visio:
 - SemTalk optimizes Visio for Business Process Modeling:
 - Only those menu entries are visible, which are needed for this task
 - User-defined attributes are specified on objects instead of shapes
 - Model-Explorer and Property Window

Typical Customer Scenario

- International Company
 - Cross-border standardization of processes, e.g. Sales
 - Implementation of a common IT solution, e.g. SAP
- Business Process Modeling
 - Concept for an x-tier modeling architecture
 - Up to now PowerPoint, Visio and Word or non-Microsoft BPM-Tool
 - Existing guidelines for modeling and models, e.g. compliance
 - about 50 High-End Modelers, 500 Low-End Modelers, 1000+ Viewers on a global scale
- Challenges
 - Reducing modeling efforts
 - With better communication
 - reuse
 - Using SAP reference models, if available
 - Automatic translation
 - Better acceptance of models in operating departments
 - Reports in order to support the implementation of the IT solution
 - Acceptable invest in Tool infrastructure and training

Customer Scenario Hamburg Port Authority (HPA)

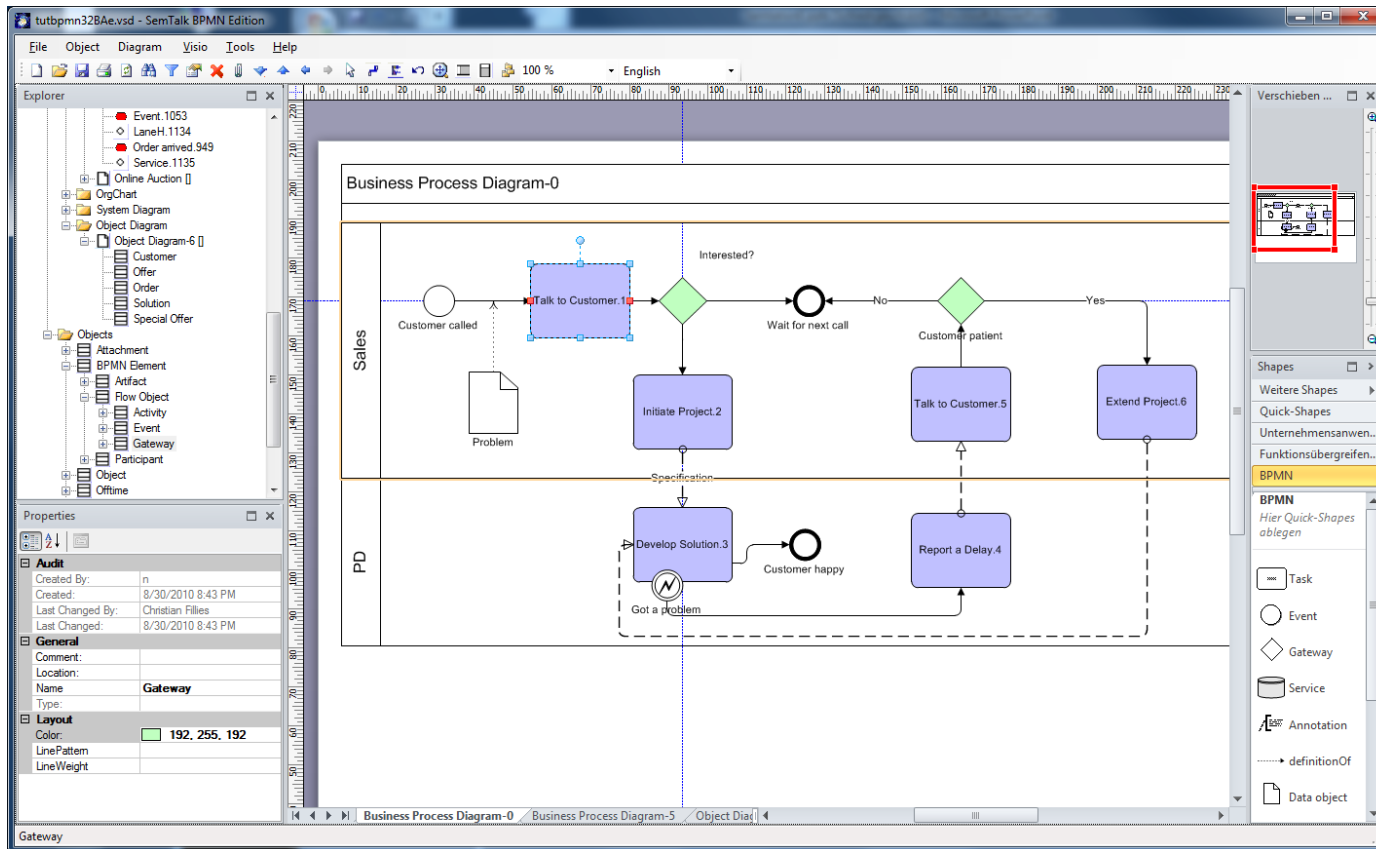
- Hamburg port among the 20 biggest ports of the world (container, passenger and general cargo)
- HPA:
 - Infrastructure, financing and organizational tasks for Hamburg port
 - 1900 employees
- Process Modeling at HPA:
 - **Process Management Group** (3 people) in Service Department acting as in-house coach for process management topics
 - Process modeling as one central subject in process management
 - Definition of several seminars where departments are taught how to do process management using SemTalk
 - Departments model themselves, Process Management Group acts as coach and quality assurance
 - **Visio 2010/SemTalk as process editor (BPMN subset), SharePoint 2010 as model DMS and modeling repository**
 - Tool decision in May 2010 after selection process of 20 tools
 - Project start in July 2010, productive after 10 days
 - First modeling results in August/September 2010 (30 modelers this year, more to come next year)

Necessary components of the Microsoft Office System

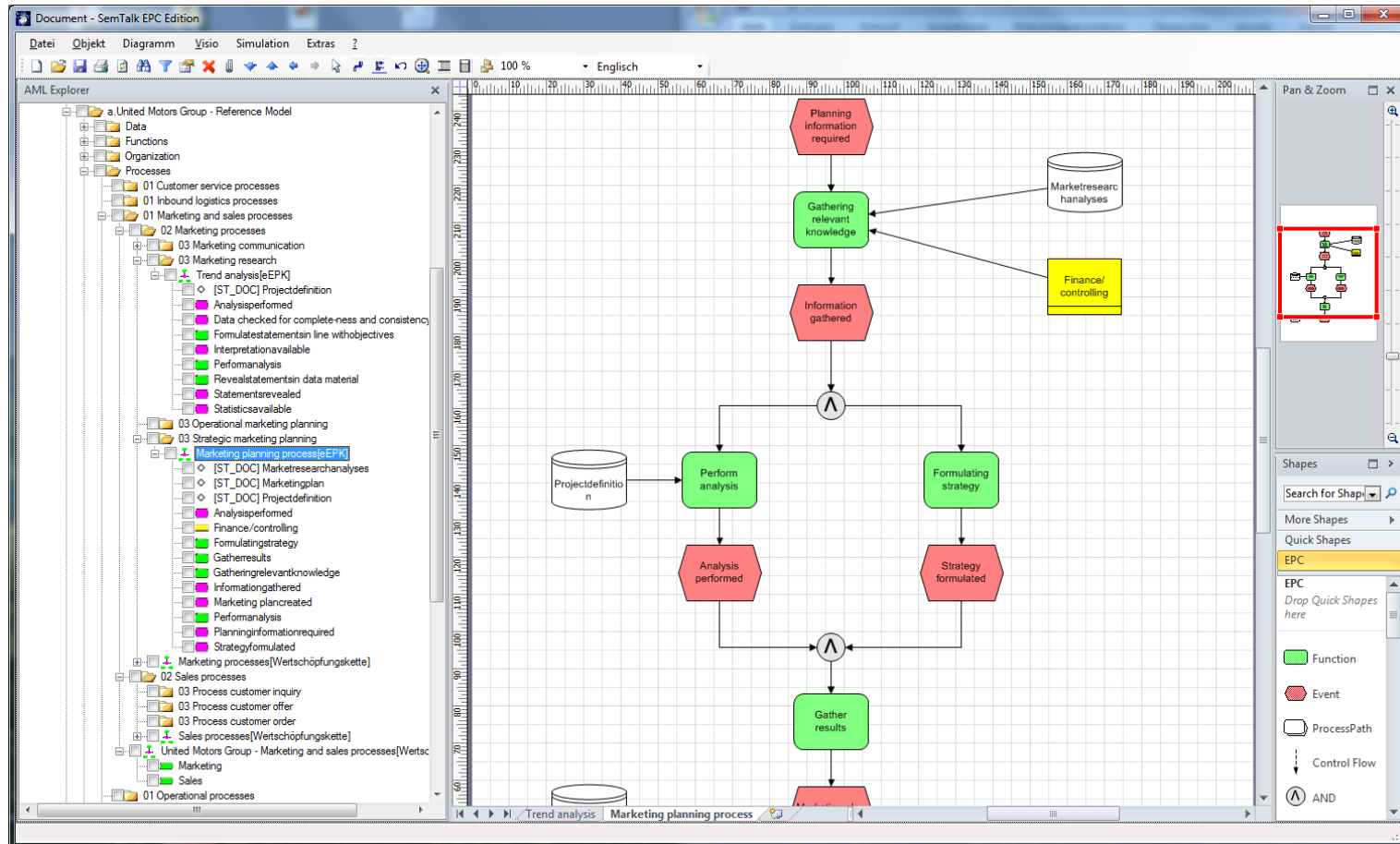
- Microsoft Visio
 - Development of FlowCharts, OrgCharts and other kinds of drawings
 - Easy to use
 - Notation can be adapted to customer's needs
 - Visualization of data (e.g. from SAP) inside the process drawing
- Microsoft SharePoint
 - Collaboration platform for development of documents and process models
 - Document Management with user rights, versioning, Check-In, Check-Out, approval workflows etc.
 - Management of Meta-Data, e.g. Process Owner, validity and others
 - Repository for modeling elements using SharePoint lists
 - => management of structured and unstructured data
 - Portal infrastructure for an intranet presentation adequate to the target audience
- SemTalk
 - Consistency of model elements in Visio, complying to modeling guidelines
 - Consistency and reuse of applied concepts and terms (Repository)
 - Model elements can be managed in SharePoint (e.g. roles, positions)
 - Interfaces to e.g. SAP content, MS Word, MS Excel
 - Connections to detail models and documents also in SharePoint
 - Reports, Variants, multi-language models

BPMN Modelling

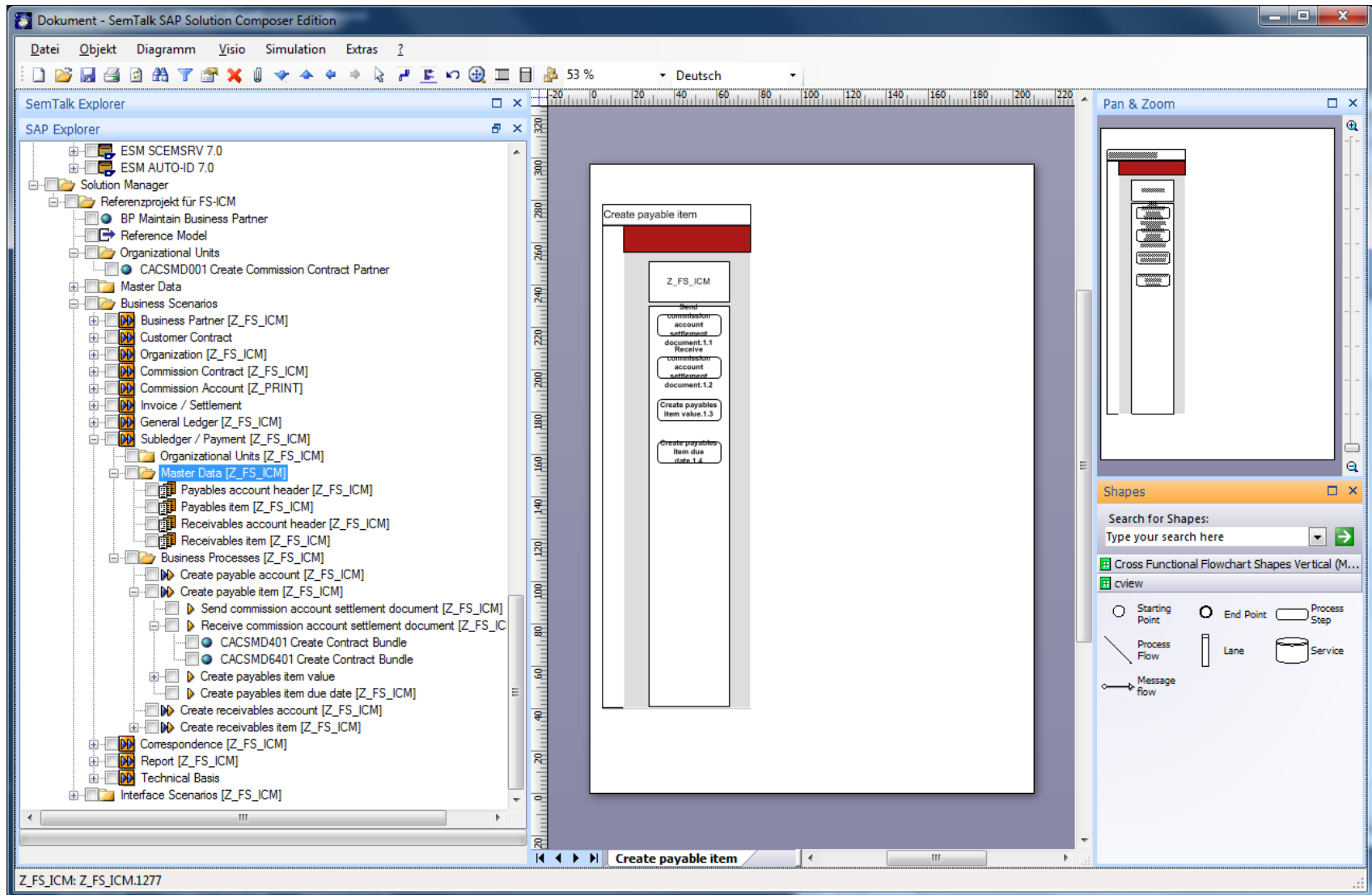
- BPEL for BizTalk
- XAML for Sharepoint



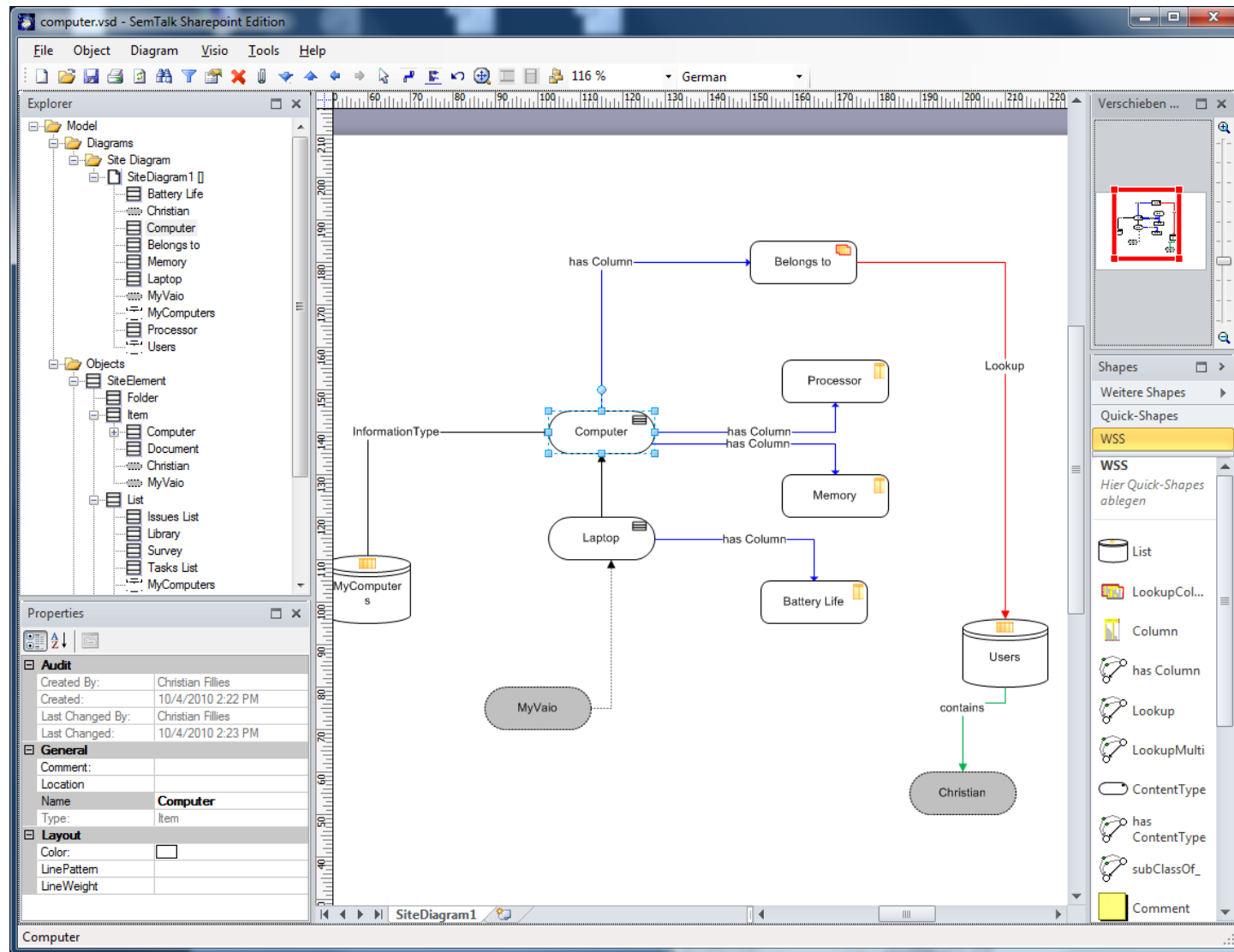
EPC with ARIS Interface



SAP Solution Manager / Composer / ESR



SiteBuilder: A Case Tool for SharePoint



Process Portal in Sharepoint

The screenshot shows a web browser window titled "Homepage - ARIS - Windows Internet Explorer". The address bar displays the URL: <https://semtalkemamicrosoftonlinecom-1.sharepoint.emea.microsoftonline.com/aris/default.aspx?PageView=Shared>. The browser's menu bar includes "Datei", "Bearbeiten", "Ansicht", "Favoriten", and "Extras". The "Favoriten" bar shows "Homepage - ARIS". The browser's status bar at the bottom indicates "Lokales Intranet | Geschützter Modus: Inaktiv".

The web application interface is titled "SemTalkTest" and "ARIS". It features a sidebar on the left with the following sections:

- Alle Websiteinhalte einblenden**
- Dokumente**
 - Models
 - HTML
- Listen**
 - Activities
 - Buffers
 - HumanResources
 - Offtimes
 - PhysResources
 - Objects
 - AttributeType
 - Method
 - State
 - RelationType
 - Relation
 - Attribute
 - Requirements
- Diskussionen**
- Websites**
- Benutzer und Gruppen**
- Papierkorb**

The main content area is titled "SemTalkTest > ARIS" and "Seiten-Viewer-Webpart". It includes a "Go to Page" dropdown menu set to "Trend analysis" and a "Pan and Zoom" toolbar. Below this is a "SemTalk Browser" section with a "Details" tab. The "Details" tab shows the following information:

Instance Reveal statements in data material.2

| Beschriftung | Wert |
|-------------------|--|
| Seite | Trend analysis |
| Extern | Bearbeiten |
| Klasse | Reveal statements in data material |
| bekommt Input von | Projectdefinition |

Below the table is a "Search Pages" section with an input field and a search button. The main content area displays a process diagram with the following steps:

- Start: Data checked for completeness and consistency (red hexagon)
- Perform analysis (green rounded rectangle)
- Decision: Statistics available (red hexagon) and Interpretation available (red hexagon)
- Decision: Both conditions are met (red hexagon)
- Reveal statements in data material (green rounded rectangle)
- Projectdefinition (cylinder icon)
- Statements revealed (red hexagon)
- Formulate statements in line with objectives (green rounded rectangle)
- Analysis performed (red hexagon)
- Marketing planning process (green rounded rectangle)

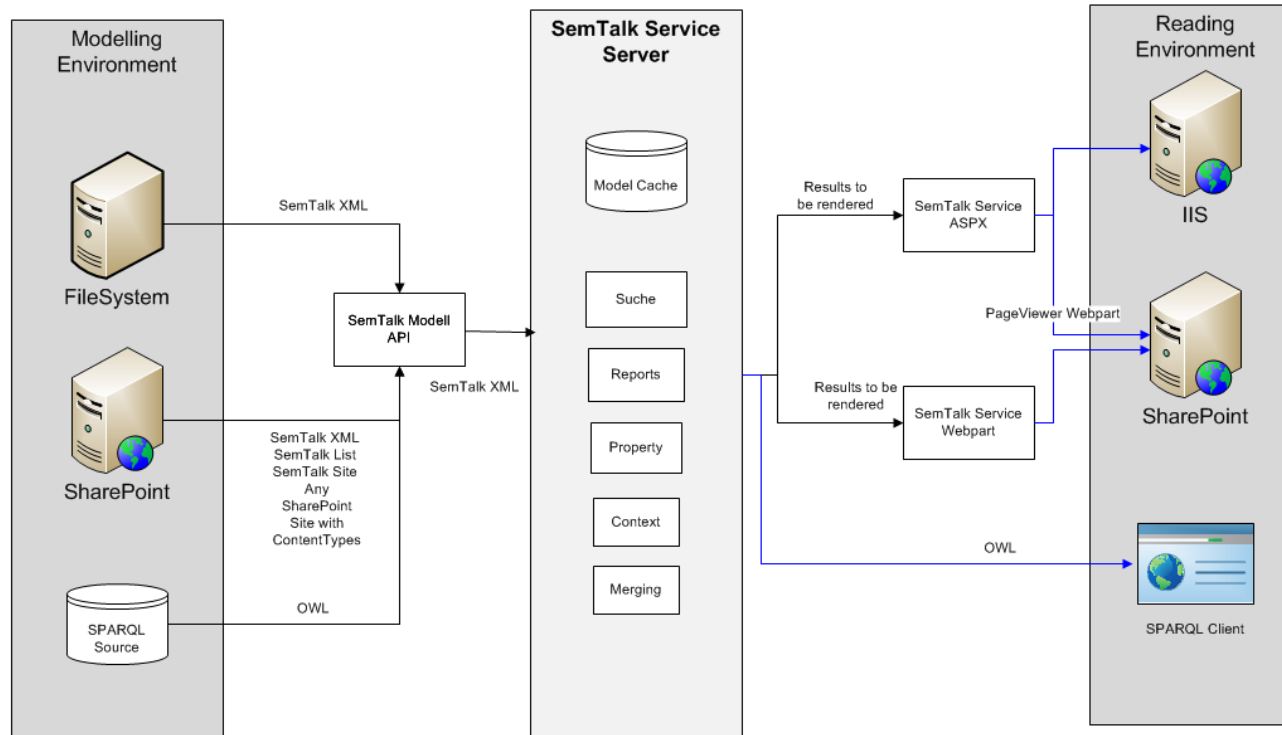
SemTalk Services in HTML-Frameset

The screenshot shows the SemTalk web application running in a Windows Internet Explorer browser. The address bar indicates the URL is <http://localhost:63495/frame3.htm>. The browser's menu bar includes 'Datei', 'Bearbeiten', 'Ansicht', 'Favoriten', and 'Extras'. The status bar at the bottom shows 'Lokales Intranet | Geschützter Modus: Inaktiv' and a zoom level of 100%.

The application interface is divided into several frames, each labeled with a number in a blue circle:

- Frame 1 (Left Sidebar):** Contains navigation links for various BSC elements: BSC KL, BSC MAN, BSC SPB, Corporate Functions, Data Object, Document, EPC Object, Event, Technical Term, Function, Human Resource, Buffer, Manager, Market / Factory, Offtime, Operator, OrgUnit, OrgChartElement, Person.
- Frame 2 (Top Right):** A list of BSC elements: BSC KL, BSC MAN, BSC SPB, Corporate Functions, Market / Factory, OrgUnit, Person, Role, Position.
- Frame 3 (Bottom Right):** A tree view showing the structure of the 'Market / Factory' element, including 'Results', 'Classes', 'Instances', and 'Market / Factory [EM 2.5.7.5]'. A 'Run' button is visible.
- Frame 4 (Bottom Left):** A table of process steps for 'EM 2.5.7.3 Process Customer Receipts and Credits Adjustments'. The table has columns for 'BSC MAN', 'BSC SPB', 'BSC KL', 'Market / Factory', and 'Corporate Functions'. The 'BSC KL' row contains the values 1128, 1129, and 1300. The 'Market / Factory' row contains the value 1126.
- Frame 5 (Main Content Area):** Displays the 'BPRF test' header with the JTI logo. Below the header, it shows the title 'EM 2.5.7.3 Process Customer Receipts and Credits Adjustments' and a table of process steps.

SemTalk Services Architecture



- SemTalk Model API, SemTalk Server and SemTalk Service ASPX can be distributed to separate IIS
- Currently we are running all three components together on a 200€ PC
- Virtual PC is also possible
- Prerequisite: Windows Communication Foundation on the server
- 600 heterogeneous models in the cache require less than 1 GB of RAM

SemTalk Services using SemTalk HTML in a Webpart

testhtml - Windows Internet Explorer

http://pirat2010/test/SitePages/testhtml.aspx

Site Actions Browse Page

test testhtml

Home Search this site...

SemTalkNavigationWebPart

- Information Model
- Process

SemTalkPropertyWebPart

SemTalkHTMLWebPart2

Ausblenden Alle reduzieren

Gehe zu Seite

Angebot erstellen

Verschieben und Zoom

Details

Instance Angebot schreiben.4.4

| Beschriftung | Wert |
|-----------------------|------------------|
| Seite | Angebot erstelle |
| Klasse | Ac Angebot sch |
| Methode von | In Angebot |
| Erzeugnisbeschreibung | OR |

SemTalkObjectsWebPart

Buchhaltung

- OrgUnit
- Person
- Position

SemTalkQueryWebPart

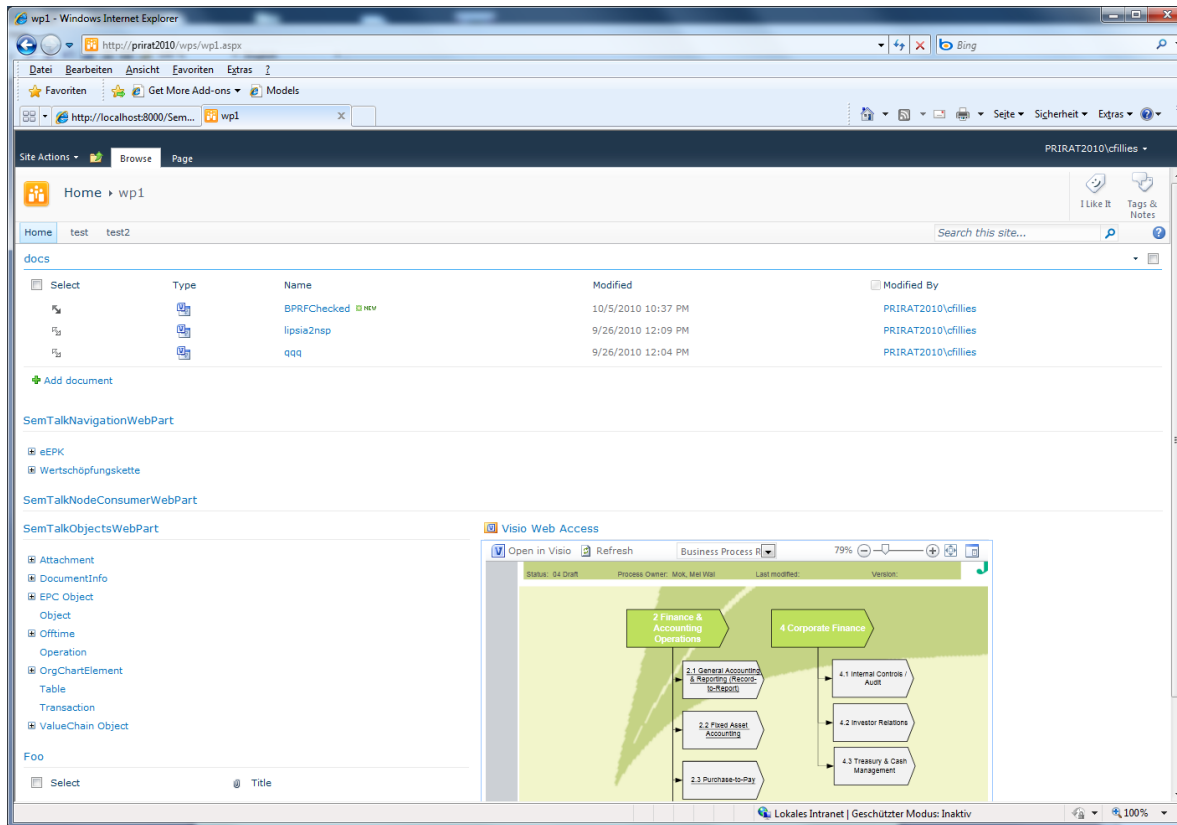
| Name | Capacity | uses hum.resource | store to |
|----------|--------------------|--|--------------|
| Vertrieb | 1.0000000000000000 | Anfrage entgegennehmen.1573 | |
| Vertrieb | | Kunde kontaktieren.1588 | |
| Vertrieb | | Anfrage-Checkliste vervollständigen.1623 | |
| Vertrieb | | Angebot diktieren.1651 | |
| Vertrieb | | Angebot nachhaken.1708 | Sage KHK CRM |
| Vertrieb | | Auftrag prüfen.1804 | |
| Vertrieb | | Auftrag nachverhandeln.1947 | Sage KHK CRM |
| Vertrieb | | Preis diskutieren.2581 | |

SemTalkSearchWebPart

Find: Model: OK

Fertig Lokales Intranet | Geschützter Modus: Inaktiv 100%

SemTalk Services in SharePoint Web Parts using Visio Services



- A Web Part for each service
- Users can specify their (personal) UI
- Users can connect Web Parts without frames
- SemTalk Web Parts may be used as filters for SharePoint lists (especially those filled up by SemTalk)
- Visio Services may be used instead of HTML
 - No HTML Generation needed anymore

Filtering Std-Web Parts

Home - test - Windows Internet Explorer

http://prirat2010/test/default.aspx

Site Actions Browse Page

test

Search this site...

Libraries

- XML
- Docs
- HTML
- Site Pages
- Queries
- WPS

Lists

- Activities
- Attribute
- AttributeType
- Buffers
- HumanResources
- Method
- Objects
- Offtimes
- PhysResources
- Relation
- RelationType
- State
- Models
- Requirements

Discussions

- Recycle Bin
- All Site Content

Queries

| Select | Type | Name | Modified | Modified By |
|--------------------------|------|------|-------------------|---------------------|
| <input type="checkbox"/> | act1 | | 9/30/2010 9:37 PM | PRIRAT2010\cfillies |
| <input type="checkbox"/> | act4 | | 9/29/2010 4:55 PM | PRIRAT2010\cfillies |

Add document

SemTalkQueryWebPart

| Name | Capacity | uses hum.resource | store to |
|----------|-------------------|--|--------------|
| Vertrieb | 1.000000000000000 | Anfrage entgegennehmen.1573 | |
| Vertrieb | | Kunde kontaktieren.1588 | |
| Vertrieb | | Anfrage-Checkliste vervollständigen.1623 | |
| Vertrieb | | Angebot diktieren.1651 | |
| Vertrieb | | Angebot nachhaken.1708 | Sage KHK CRM |
| Vertrieb | | Auftrag prüfen.1804 | |
| Vertrieb | | Auftrag nachverhandeln.1947 | Sage KHK CRM |
| Vertrieb | | Preis diskutieren.2581 | |

SemTalkObjectsWebPart

Buchhaltung

- OrgUnit
- Person
- Position

SemTalkNodeConsumerWebPart

Object: act1.xml

Model:

Diagram:

Shape:

Type:

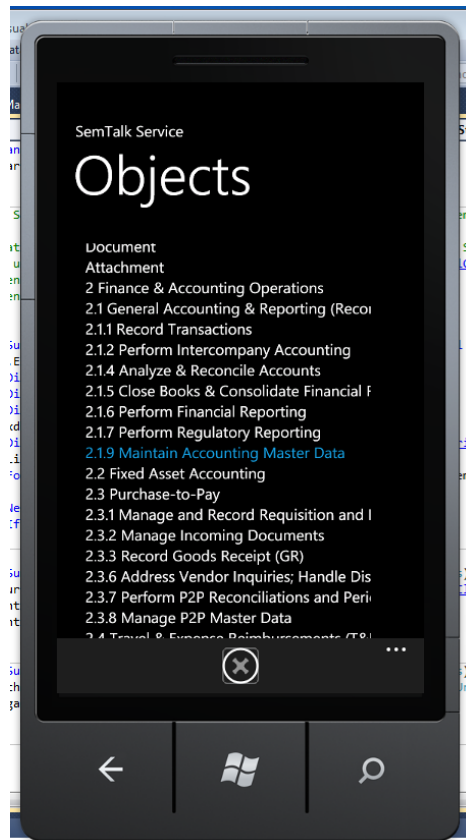
Value:

Activities

| Type | Title | uses hum.resource | uses phys.resource | store to | read from |
|------|------------------------|-------------------|--------------------|----------|-----------------------|
| 1 | Anfrage bearbeiten | | | | |
| 3 | Auftrag bearbeiten | | | | |
| 4 | Angebot erstellen | | | | |
| 5 | Anlage ausliefern | | | | |
| 1.1 | Anfrage entgegennehmen | Vertrieb | | | |
| 1.2 | Anfrage priorisieren | Geschäftsführer | | | Liste Kundenpriorität |
| 1.3 | Kunde kontaktieren | Vertrieb | | | Sage KHK CRM |

Lokales Intranet | Geschützter Modus: Inaktiv

WP7 Clients



USPs

- Notations can be customized easily to match the customers requirement
- 10% of TCO compared to other BPM Suites, but very rich functionality
- SemTalk uses Visio Documents as primary document format
 - All features of Visio incl. SharePoint can be used: Visio is in the focus of the customer
 - All other Visio BPM solutions generate just some drawings: Visio is not in the focus of the customer.
- SemTalk uses SharePoint as Collaboration Platform
 - Most global customers already have started deploying SharePoint
 - If the do not have SharePoint, a SemTalk Process Portal will be a good starting point
- SemTalk uses SharePoint as a Repository
 - Every SharePoint list (such s SOX Controls) may be integrated in any model
 - All SemTalk objects may be stored and maintained in SharePoint lists

Semtation GmbH

- Tool development and sales of Visio based SemTalk since 2001, in the subject since 1989, Microsoft Gold Certified Partner
- Current offerings:
 - Modeling tool SemTalk
 - Training
 - Implementation support
 - Customization of SemTalk
- SemTalk Scenarios of our customers (e.g. Bayer or Vattenfall) or our consulting partners with SharePoint Process Portal can be found at:
[customer solutions 09](#) or [customer solutions 08](#)
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