Value Metrics: Value Measuring Methodologies

- Which ones?
- How are these Measurements Made?
- What do these Measurements Mean?

Value Models: Formal ROI & Beyond

- How can we Ensure our Business Values are Accurately Modeled?
- Do our Quantitative Metrics Make the Tangible Clear?
- How do we Model the Qualitative Intangibles?

The Value Proposition: What’s the Benefit?

- What does the Client Want/Need?
- Does our Model Fit the Want/Need?
- Do our Metrics Focus on the Value Proposition?
Expectations of Values

◆ What Are the Expectations of Value Metrics & Value Models?
◆ How Can we Manage Expectations of Value Metrics & Value Models to Increase the Success of the Value Propositions?
◆ Community Input Conducted by Wiki Contributions & Discussions

http://ontolog.cim3.net/cgi-bin/wiki.pl?OntologySummit2011_ValueMetrics_CommunityInput

◆ Example: An Ontology Development is Only Viable if it Increases Productivity by 15%
◆ Suggestions Welcome
Track 3 Objectives

- We are not asking for Absolute Answers for Anything
- We want to Ask Right Questions to Develop Sound Value Propositions
- We want to build a Draft Outline of What Value Metrics, Value Models & Value Propositions we should Consider.
- Some Overlap of Metrics is Inevitable across the Lifecycle of Use Cases
- We will Collect Community Input for these Objectives in the Wiki
Business Value Alignment to Support Ontology Development: Mr. Kurt Conrad, Sagebrush Group

◆ What are some Key Risks of Business Value Alignment for Ontology Development?
◆ What is Business Value Alignment?
◆ How is Ontology Involved in Business Value Alignment Solutions?
◆ How do Solutions Affect the Value Proposition?
Ontology Integration: Mr. Rex Brooks & Mr. Christian Fillies

- To What Extent Can the Use of Ontology or Related Technologies be Integrated into the Client’s IT Systems?
- What are the Risks Associated with the Use of Ontology?
- How much does the Cost of Ontology Integration Affect the Value Proposition?
Ontology Performance: Ms. Mary Balboni, Raytheon

♦ How Much/Well does the Ontology or Related Semantic Technologies Improve or Impede Performance?
♦ How much does the Cost of Ontology Performance Affect the Value Proposition?
♦ How Well Can we Measure this?

GOAL
Analyze Ontology Technology to better understand the performance impact on systems in multiple domains from the viewpoints of the Developer and End User.
Ontology and Business Value: Dr. John Yanosy, Rockwell Collins

◆ How can we Measure the Success of Ontology Deployment within the Enterprise?
◆ What are the Business Areas Affected by Enterprise Ontology?
◆ What are the Value Models for Business Areas within the Enterprise?
Ontology Use -- Maintenance
Dr. Todd Schneider, Raytheon

◆ To what Extent does the Use of Ontologies and Semantic Technologies Improve or Worsen the Maintenance of Services, Systems or Products that employ them?

◆ For Services, Systems or Products using Ontologies How much does the Cost of Maintenance affect the Value Proposition?

◆ What Costs are Increased or Reduced in Corrective, Adaptive, Perfective, or Preventive Maintenance with the use of Ontologies?
Follow-Up Steps
Dr. Todd Schneider, Raytheon

◆ Q&A

◆ Wiki
http://ontolog.cim3.net/cgi-bin/wiki.pl?OntologySummit2011_ValueMetrics_CommunityInput

◆ Suggestions