

# **Ontology Summit 2011: Making the Case for Ontology**

## **Track 3: Value Metrics, Value Models & the Value Proposition**

# 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](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](http://ontolog.cim3.net/cgi-bin/wiki.pl?OntologySummit2011_ValueMetrics_CommunityInput)

- ◆ Suggestions