

Hitachi Social Innovation Forum 2017

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Inspire the Next

Prof Marcello La Rosa
IT & Services, Process Intelligence
**Queensland University of
Technology**

Professor Marcello La Rosa leads a high-performing research group in business process management at QUT, with a strong focus on developing and applying process mining technology to practice. He has successfully implemented BPM solutions in large and complex organisations such as insurance companies, banks, airports, hospitals and government agencies.



Prof Marcello La Rosa
IT & Services,
Process Intelligence
*Queensland University
of Technology*

He leads the development of Apromore - an open source process analytics platform, and coordinates QUT's professional training program on BPM. Marcello has taught BPM to practitioners and students in Australia and overseas for over ten years.

Based on this experience, he co-authored the first, comprehensive textbook on BPM, which has influenced the curriculum of over 150 universities in the world. Using this book, he developed a series of MOOCs on the subject, which have attracted over 20,000 participants to date.

From Data to **Process**: A Journey of **Intelligence** Hitachi Social Innovation Forum 2017

The logo for Queensland University of Technology (QUT), consisting of the letters 'QUT' in a bold, black, sans-serif font on a white square background.

Marcello La Rosa

BPM Discipline

Queensland University of Technology

The background is a dark, textured surface with a subtle grid pattern. A central, glowing, golden-brown area is visible, possibly representing a data visualization or a specific data point. The overall aesthetic is technical and data-oriented.

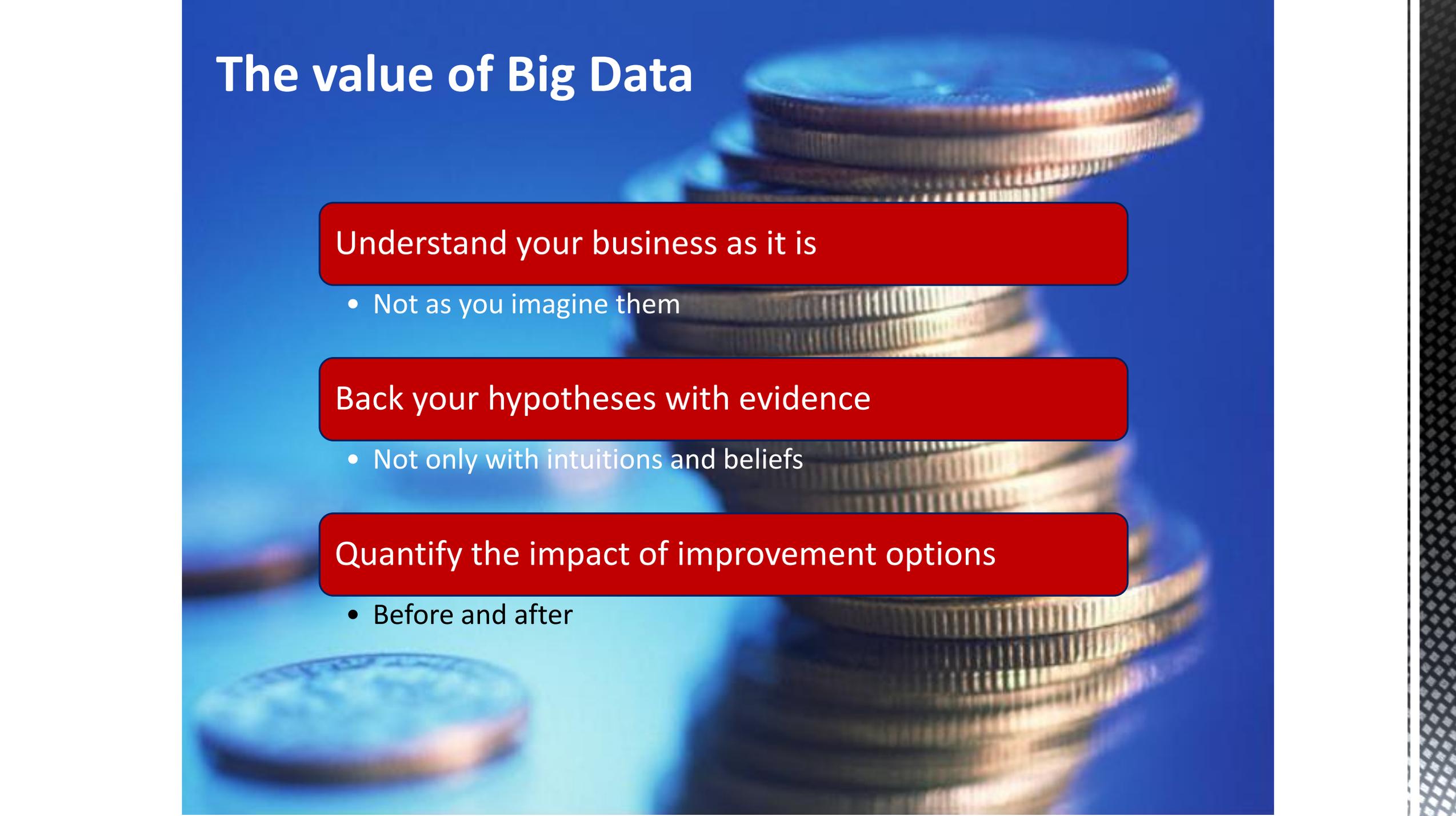
Big Data?

Big Data?

“Big Data is like teenage sex: everyone talks about it, nobody really knows about it, everyone thinks everyone else is doing it, so everyone claims they are doing it.

Dan Ariely

The value of Big Data



Understand your business as it is

- Not as you imagine them

Back your hypotheses with evidence

- Not only with intuitions and beliefs

Quantify the impact of improvement options

- Before and after

The three phases of Big Data development

1. Data collection



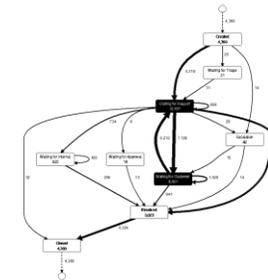
2. Local analytics



3. Global analytics

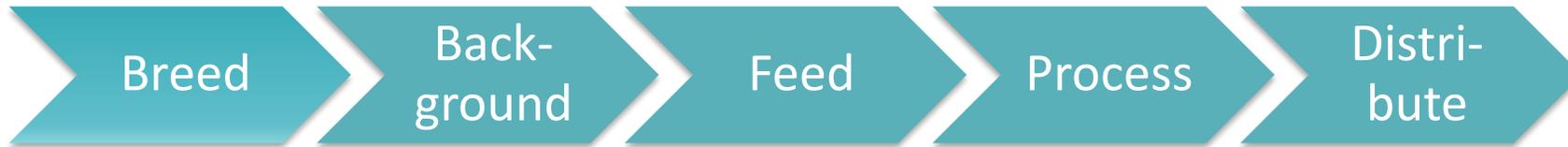
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Business process level



The business process level

Animal farming



Resource mining

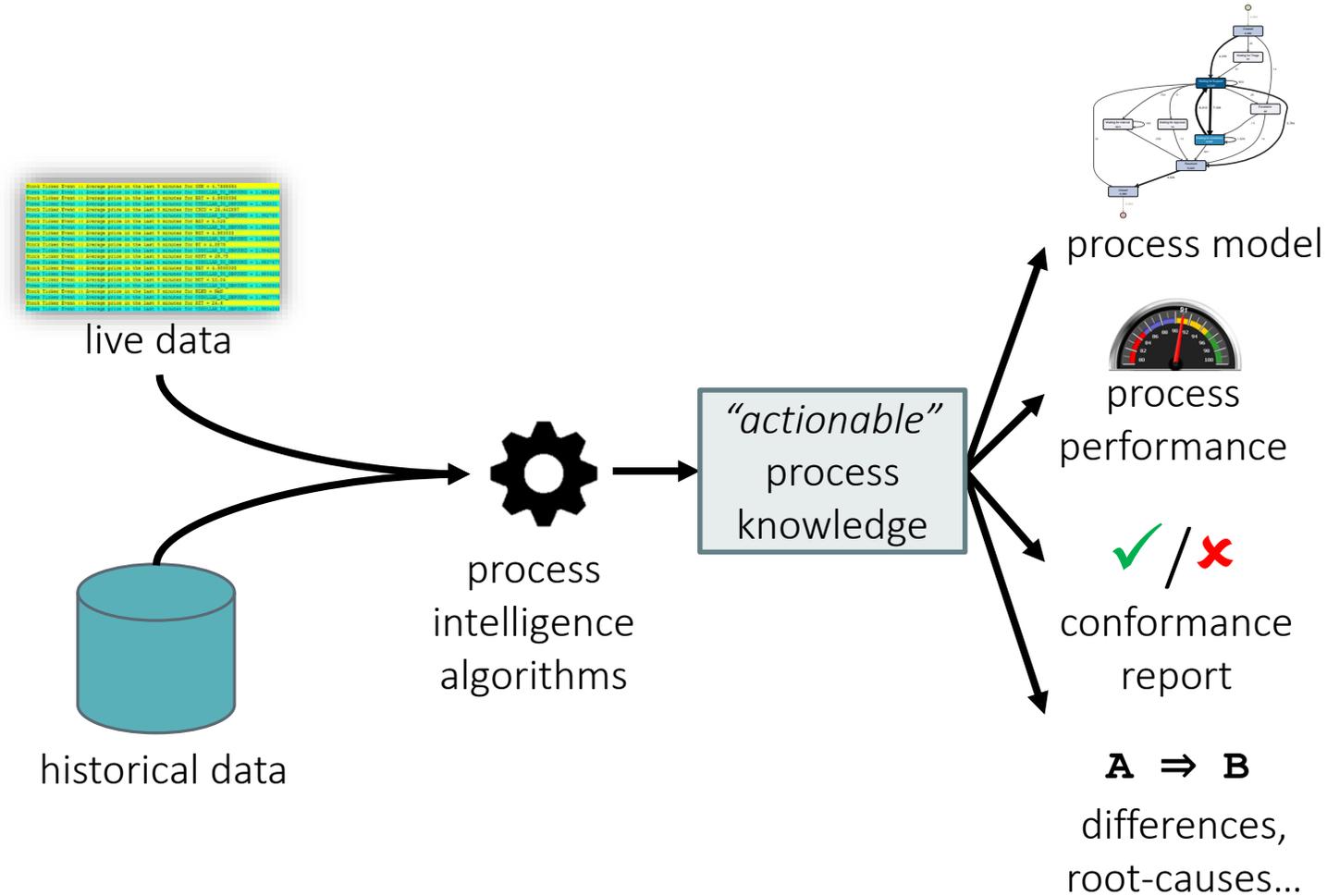


Expected benefits in resource mining

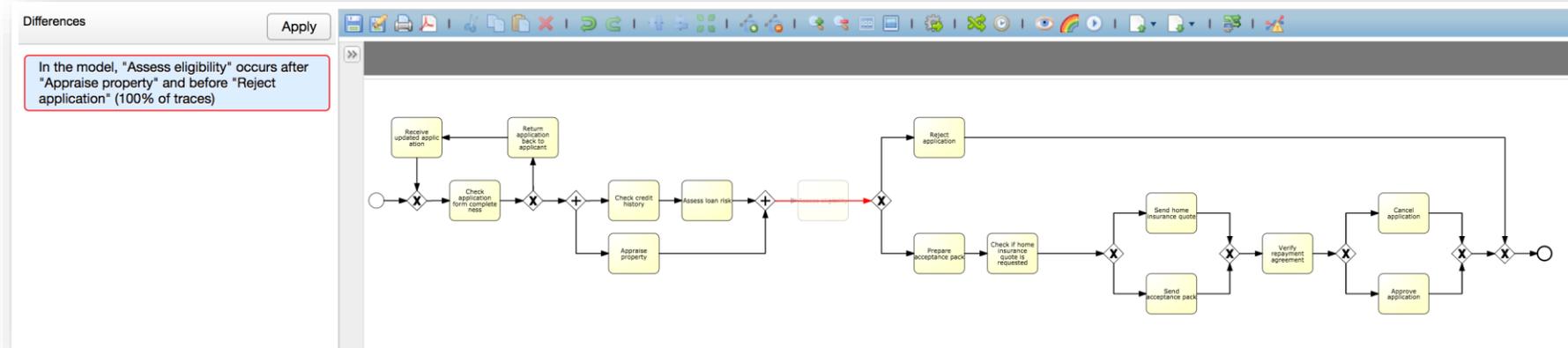
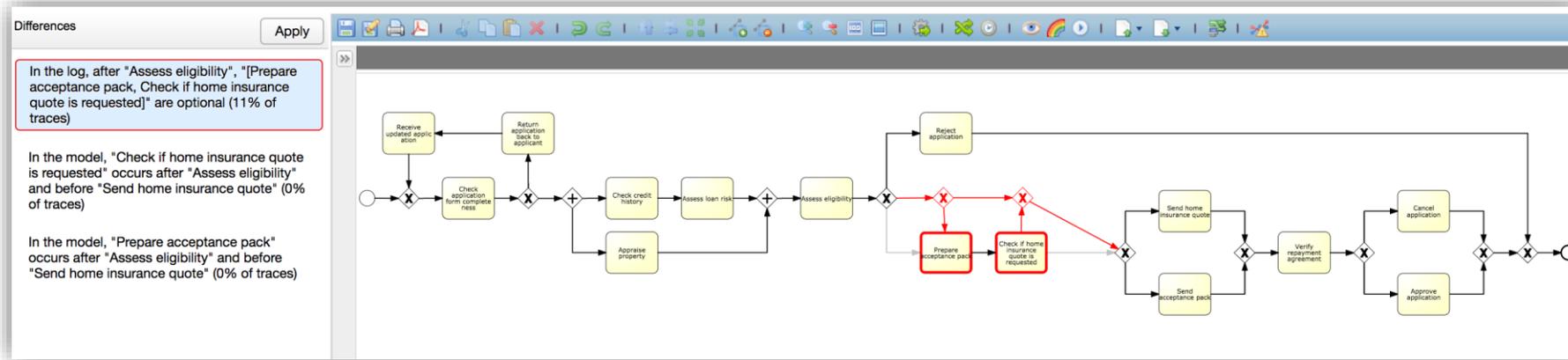
1. **Improved production** by managing processes more efficiently
2. **Cost reductions** due to more efficient deployment of people and equipment resources in “optimized” plans
3. **Higher reliability** of operational performance and safety due to rigorous, auditable integrated planning
4. **Improved compliance** and ability to deploy changes in regulation, in turn leading to **improved safety**

What type of global analytics?

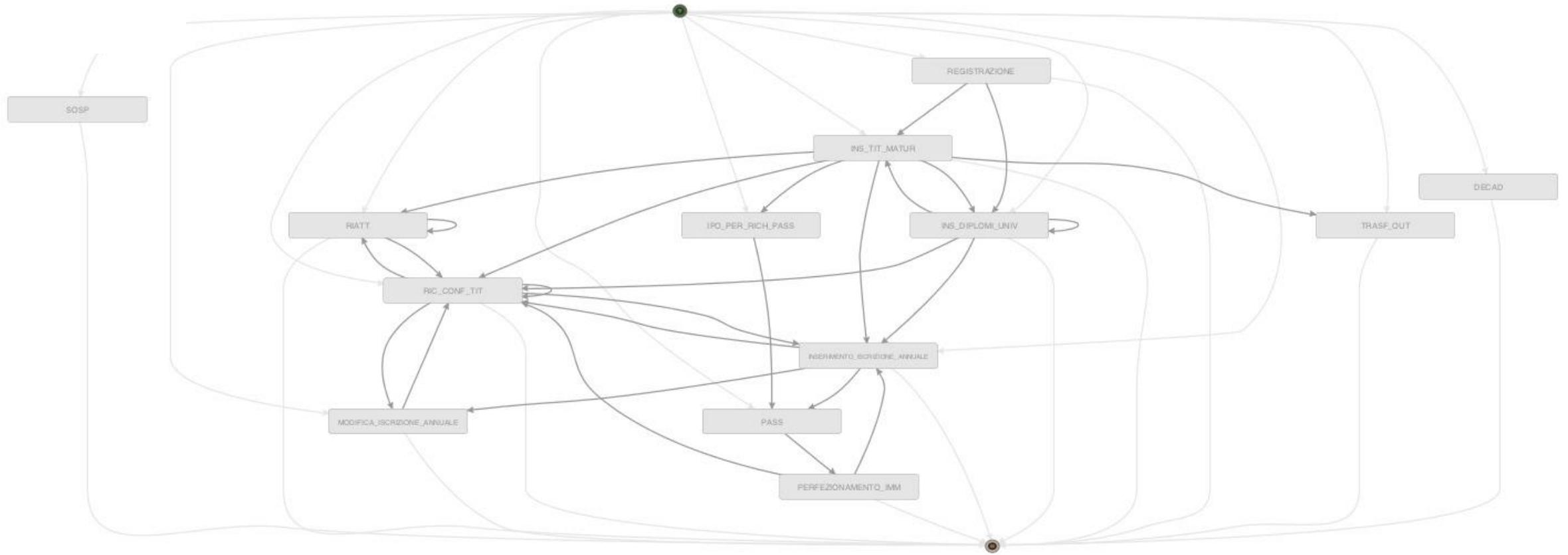
Business process intelligence



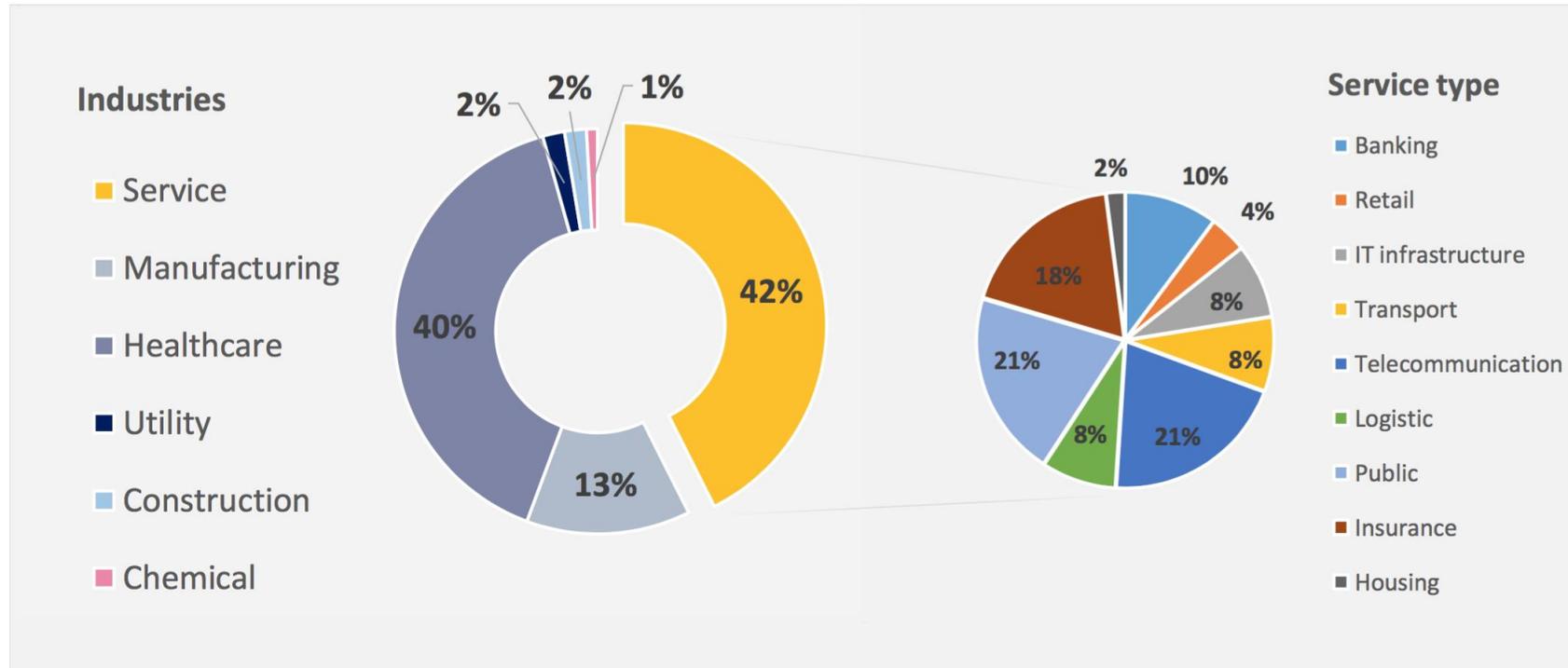
Pinpointing remarkable deviations



Breathing life into your process models



Where is process intelligence used?



HSPI, Process Mining: A Database of Applications, 2016

Where's next?

Non-traditional “manual” business processes



How to get there? Hitachi Process Intelligence

The screenshot displays the Hitachi Process Intelligence web application. The browser address bar shows the URL `hitachiprocessintelligence.com:8080/hpi/#/process-manager`. The application header includes the Hitachi logo, navigation tabs for Operational Station, Control Center, Decision Center, Process Manager (active), and Data Sources, and a user profile for 'admin' with a 'Sign out' link.

The main interface features a 'Key word filter' and a 'Folders' tree on the left. The 'Process Manager' view shows a table of processes with the following data:

Name	Id	Original language	Domain	Ranking	Latest version	Owner
ACBH_compare	50	BPMN 2.0		☆☆☆☆☆	1.0	admin
ACBH Value Chain Flow 2	51	BPMN 2.0		☆☆☆☆☆	1.0	admin
Variant12_bpmn	55	BPMN 2.0		☆☆☆☆☆	1.0	admin
discover	56	BPMN 2.0		☆☆☆☆☆	1.0	admin
discovered_model	57	BPMN 2.0		☆☆☆☆☆	1.0	admin
Variant1	58	BPMN 2.0		☆☆☆☆☆	1.0	admin
Variant2	59	BPMN 2.0		☆☆☆☆☆	1.0	admin
Variant12	60	BPMN 2.0		☆☆☆☆☆	1.0	admin
HI21_noseelfoops	36	OpenXES		N/A	N/A	
HPI2_withDrift	37	OpenXES		N/A	N/A	
HPI2_BarkleyDown_MorayDowns_noloops	38	OpenXES		N/A	N/A	
HPI2_Millungera_RugbyRun_withloops_no_selfoops	39	OpenXES		N/A	N/A	
HPI2	40	OpenXES		N/A	N/A	

At the bottom of the interface, it indicates '13 out of 56 elements.' The footer contains the Hitachi Consulting logo and the text 'Terms of Service | Privacy Policy | @ Hitachi Consulting 2017, All Rights Reserved'.

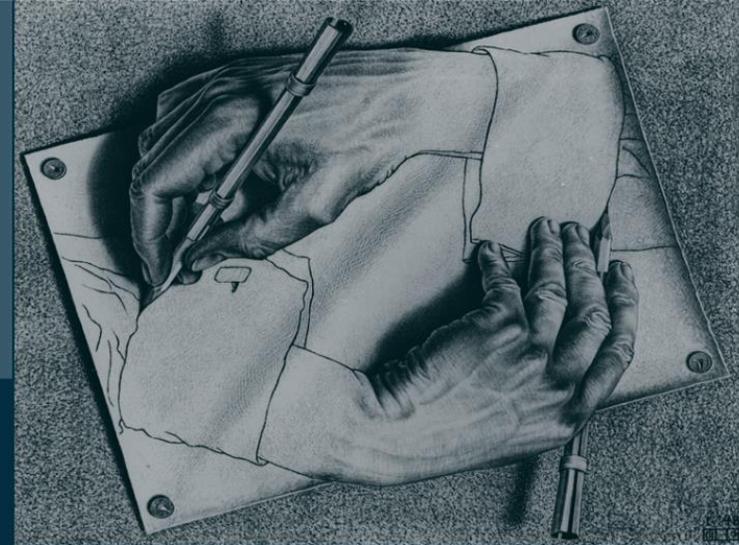
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Fundamentals of Business Process Management

Marlon Dumas
Marcello La Rosa
Jan Mendling
Hajo A. Reijers

 Springer

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