CoEPM² European Commission

Centre of Excellence in PM² presents

OpenPM² 2018 CONFERENCE

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Integrating Project Management Standards within Business Technology Management (BTM)

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btm-forum.org

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Objectives

1. Meet PM² community, share with PM enthusiasts
2. Introduce BTM and plan to integrate PM² as core
3. Explain how PM² may benefit from BTM in return
4. Explore if PM² community may fast-track to BTM
5. Network with EU institutions concerned with BTM

Why PM²? Why BTM?

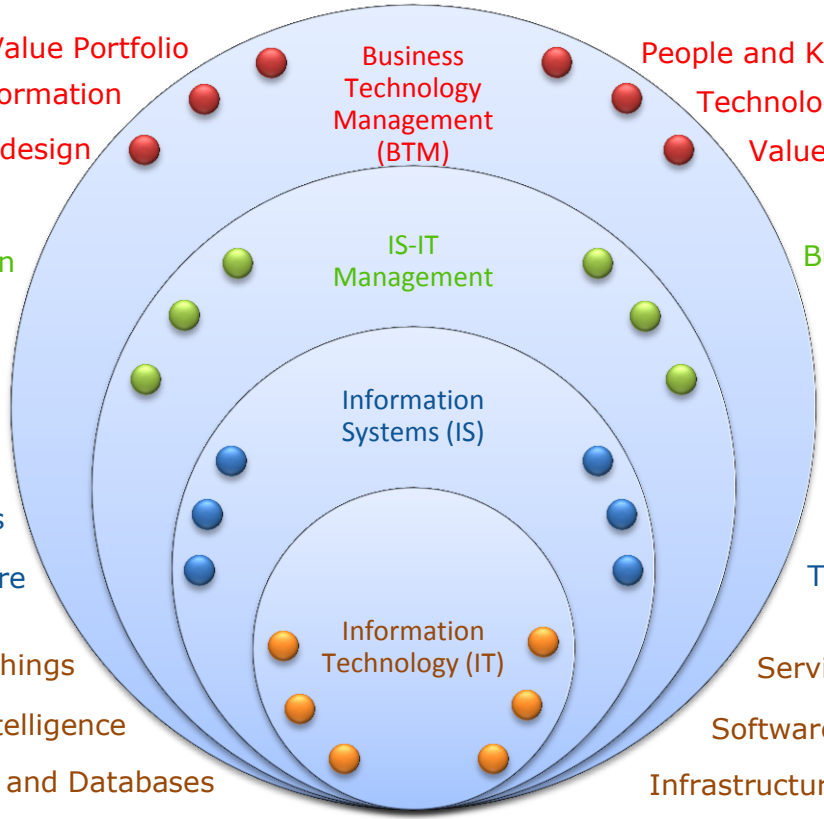
1. PM² offers simplicity yet complete coverage of core value-driven concepts for BTM, flexible for customizing
2. PM² has one of one of the most complete “roles” model
3. Open PM² license is compatible with Eclipse Process Framework (EPF), the metamodel for BTM standards
4. Once integrated, PM² creates a language for BTM, and BTM enriches the language of PM² in return
5. PM² may benefit from greater process orientation and extensible ontology/metamodel (PM² interfacing)

Outline

1. Business Technology Management (BTM)
2. BTM Forum and Professional Community
3. BTM Body of Knowledge (BOK) Architecture
4. Integrating PM² as BTM Core
5. Possible Impact on PM² community

1. Business Technology Management (BTM)

From Information to Business Technology



Digital Value Portfolio
Innovation and Transformation
Business Model Redesign

People and Knowledge Management
Technology and Alliance Ecosystem
Value Chain Redesign

IT Strategy and Acquisition
Governance, Risk, and Compliance
Enterprise Architecture

Business Relationship Management
Project Management
Services Management

Business Analysis
Requirements Analysis
Systems Architecture

Model-Driven Engineering
Systems Integration
Testing and Quality Assurance

Devices and Things
Knowledge and Intelligence
Information and Databases

Services
Software
Infrastructure

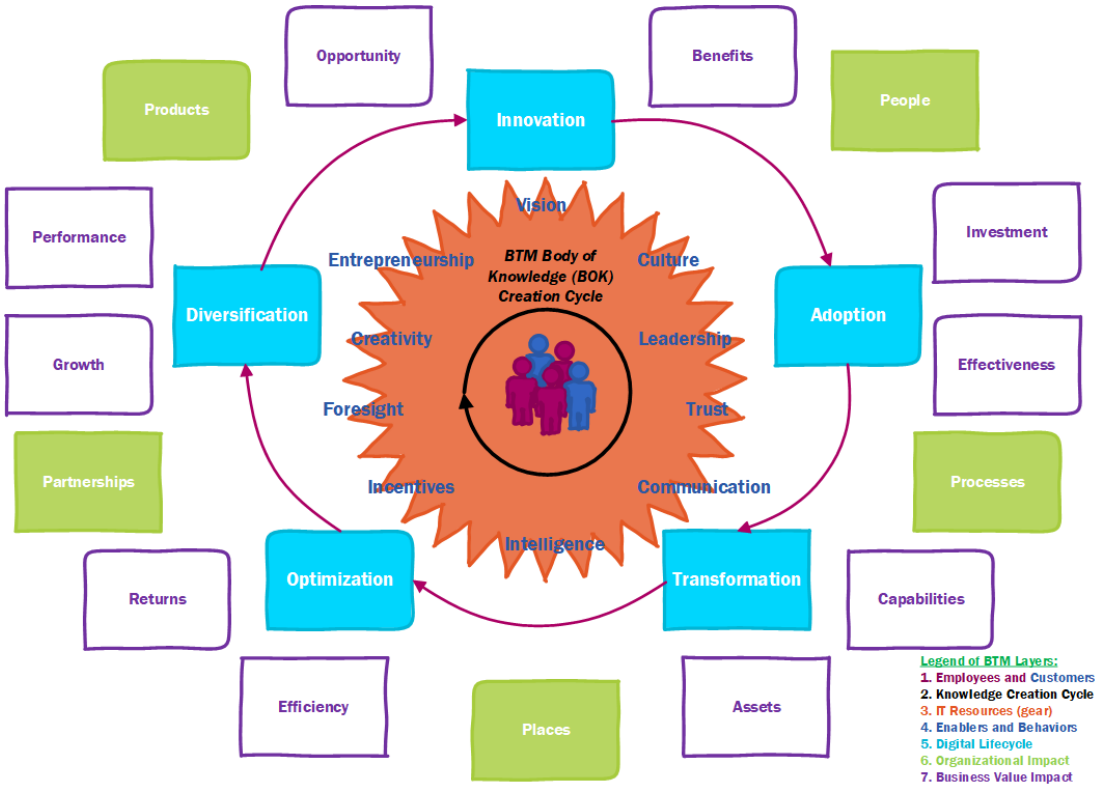
What is BTM?

- New professional designation: Business Technology Management (**BTM**)
- Unifying **Information Systems** (IS) and **Information Technology Management** (ITM) graduates within a stronger community of practice
- Stakeholders moving from an **information** to a broader **business** focus
- Emphasize distinctive professional abilities for digital leadership:
  - Renewed focus on innovation and digital value
  - Leaders of the digital lifecycle and transformation
  - Hybrid acumen as key to effective leadership

Hybrid Acumen

- A digital organization is one that has achieved a high degree of **business-technology-management "hybrid acumen"**
- The digital mindset is clearly visible in the 5Ps of your business strategy:
  - the **agility** in how your people use and master IT
  - the **innovative** application of IT throughout your processes
  - the **fusion** of IT in your products and services
  - the unusual places and ever **expanding** territory or things where you integrate IT
  - the strong, **transformational** leader positioning, in applying IT for business value, relative to other firms in your market and value chain
- This hybrid acumen doesn't come naturally, creative nurturing of people
- Creating the digital organization requires a different kind of professional
- Train digital leaders in **BTM**, the integrated/rebranded **IS-ITM Profession**

Digital Lifecycle



2. BTM Forum and Professional Community

ITAC talent
Inspiring Tech Careers

BTM FORUM FORUM GTA

BTM
Business Technology Management

BTM Community in Canada

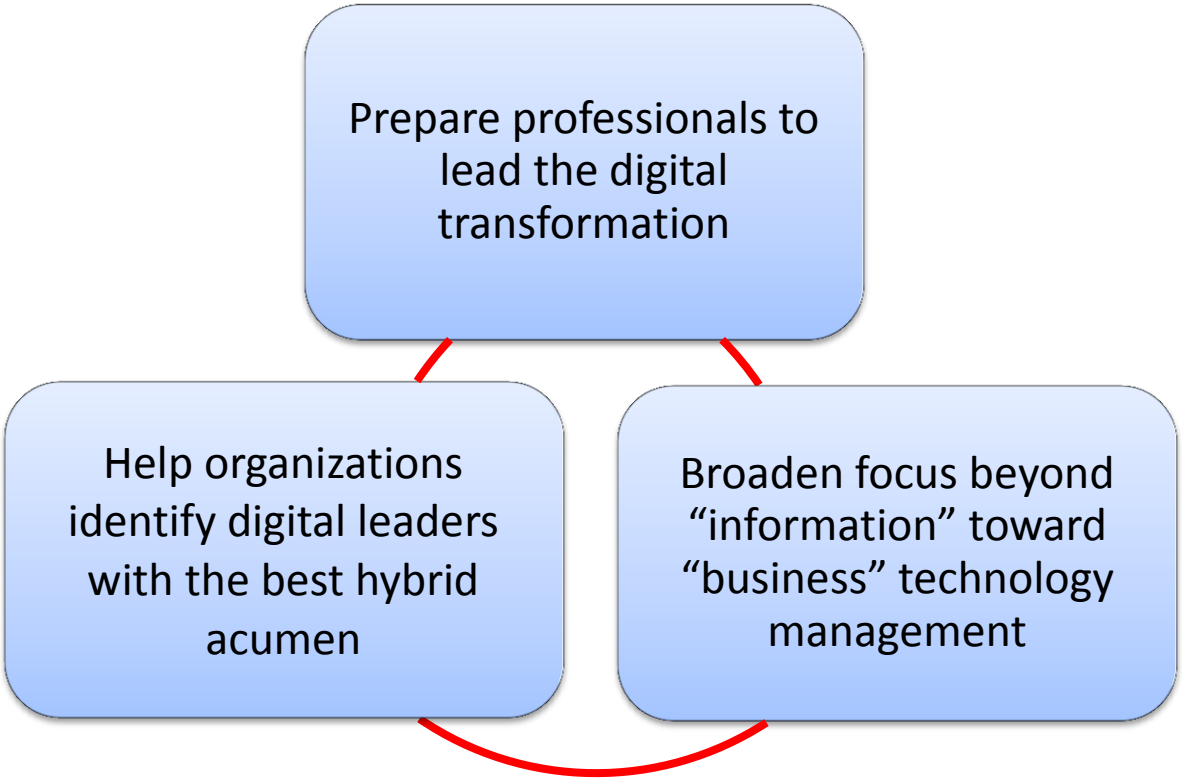
ITAC Talent

- Division of **IT Association of Canada**
- Addressing long term ICT talent and **skills needs** of all industries
- **Inspiring** to pursue ICT-related careers
- Accelerating the flow of talented people into **emerging** tech careers
- Leveraging **diversity** as a solution for prosperity and competitiveness
- Setting industry **standards** and raise the quality of education
- http://itactalent.ca

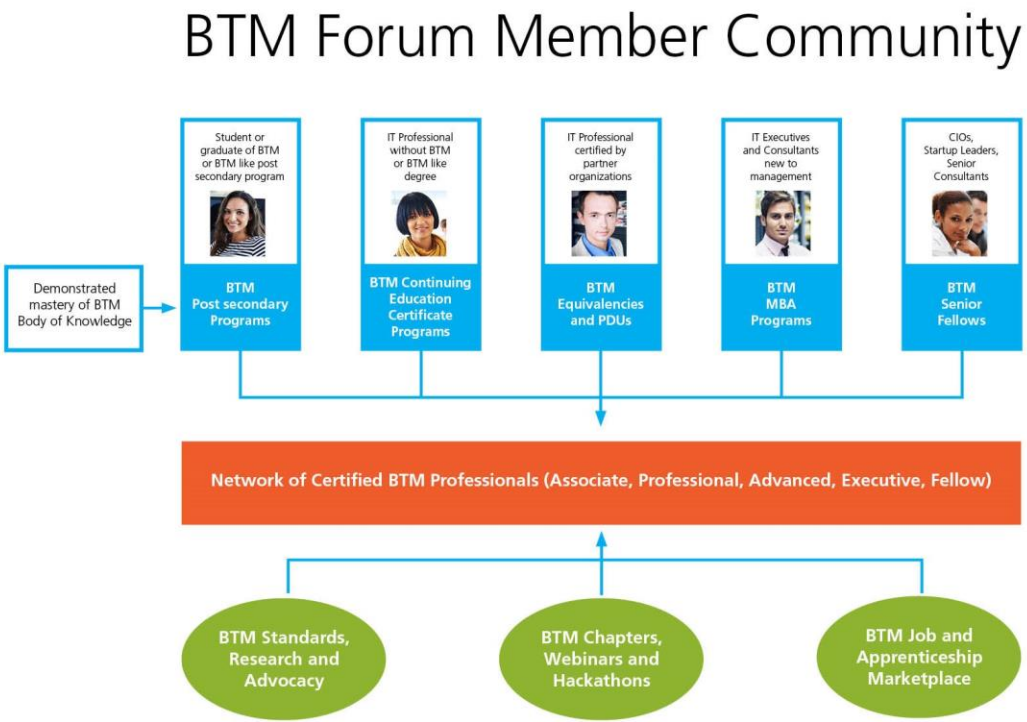
BTM Forum

- Founded in Fall 2016 to support a unified **BTM profession**, aiming for international
- Builds upon the BTM Initiative, an **accreditation** standard published in 2009, complete revision in 2016
- Develop an alliance with existing ICT orgs. to build an umbrella **certification** program
- Build a new **BTM BOK** to guide professionals in their career
- Web **community** to create dialogue
- https://btm-forum.org

BTM Forum Mission



BTM Professional Engagement



Benefits of BTM

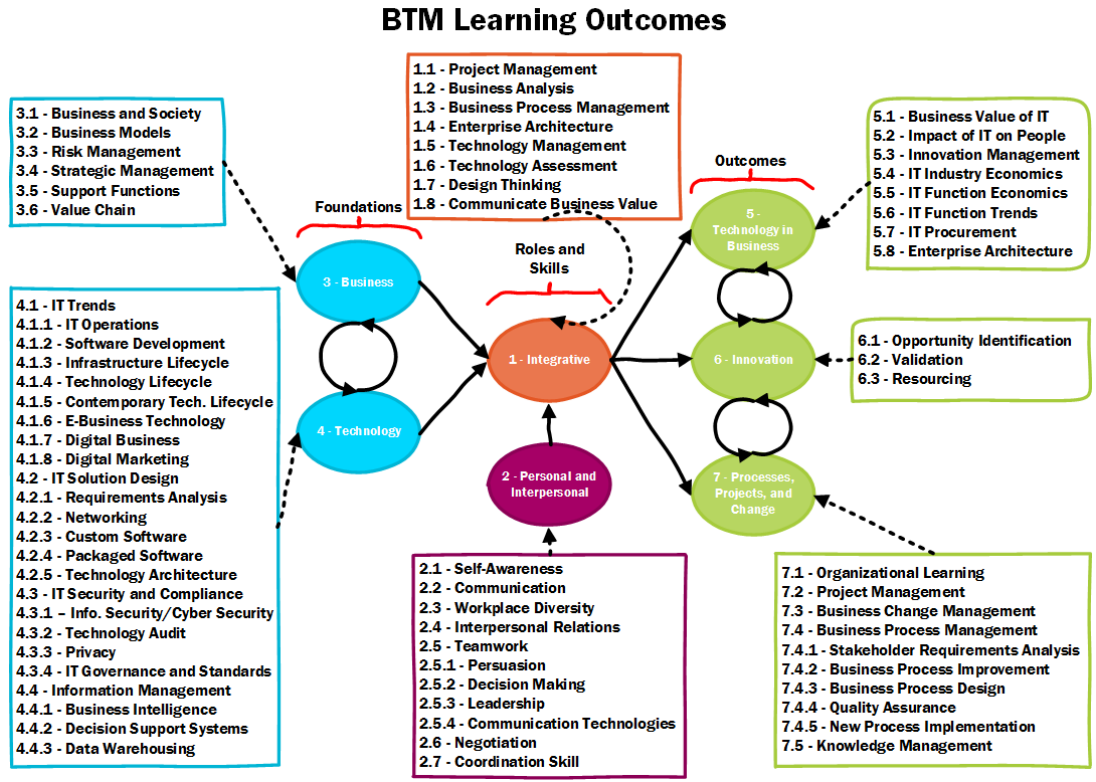
Benefits for …	… from BTM BOK	… from BTM Certifications	… from BTM Community
Professionals	Students: clear guidance on career paths/growth	Practitioners: add new business/management skills	Careers: easy recognition of skill level by open network
Associations	Specializations: formal integration of several BOKs	Multi-Certified: complement certifications, no competition	Membership: recruit new members, wider visibility
Academia	Faculty: implement research across all specializations	Schools: clear accreditation and curriculum guidance	Enrollment: attract talent to get best jobs (cf., CPA, PEng)
Employers	Managers: formal transdisciplinary job profiles	Promotion: standards for promoting through ranks	Markets: well-defined talent pools, easier skills discovery
Industry	Innovation: more open, cross-specialization ideas	Vendors: all specializations have same tech. acumen	Start-ups: facilitate careers in-and-out of corporate
Society	Government: specializations share same principles	Business: higher org. to address complex ethics cases	Economy: fill talent gap, accelerate digital adoption

3. BTM Body of Knowledge (BOK) Architecture

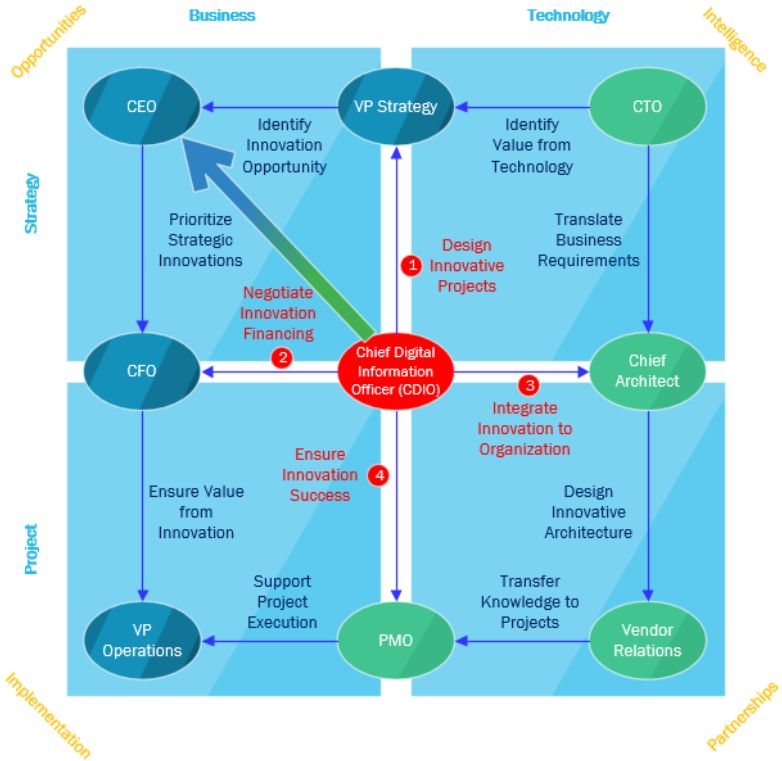
BTM BOK Objectives

1. Develop a single **Body of Knowledge (BOK)**, building upon existing practices, to guide upcoming digital leaders toward the common core competencies of their profession
2. Use the BOK for:
   - Design of **seamless career paths** across multiple specializations for more complete experience and knowledge
   - Define **learning guidelines** to develop new BTM expertise
   - Certification of **digital leaders** at Associate, Professional, Manager, and Executive competency levels
   - Accreditation of **degree programs**, helping them meet job requirements for digital leadership roles

BTM Program Standard (v.2 - 2016)



BTM Executives



BTM BOK and Certification Standards

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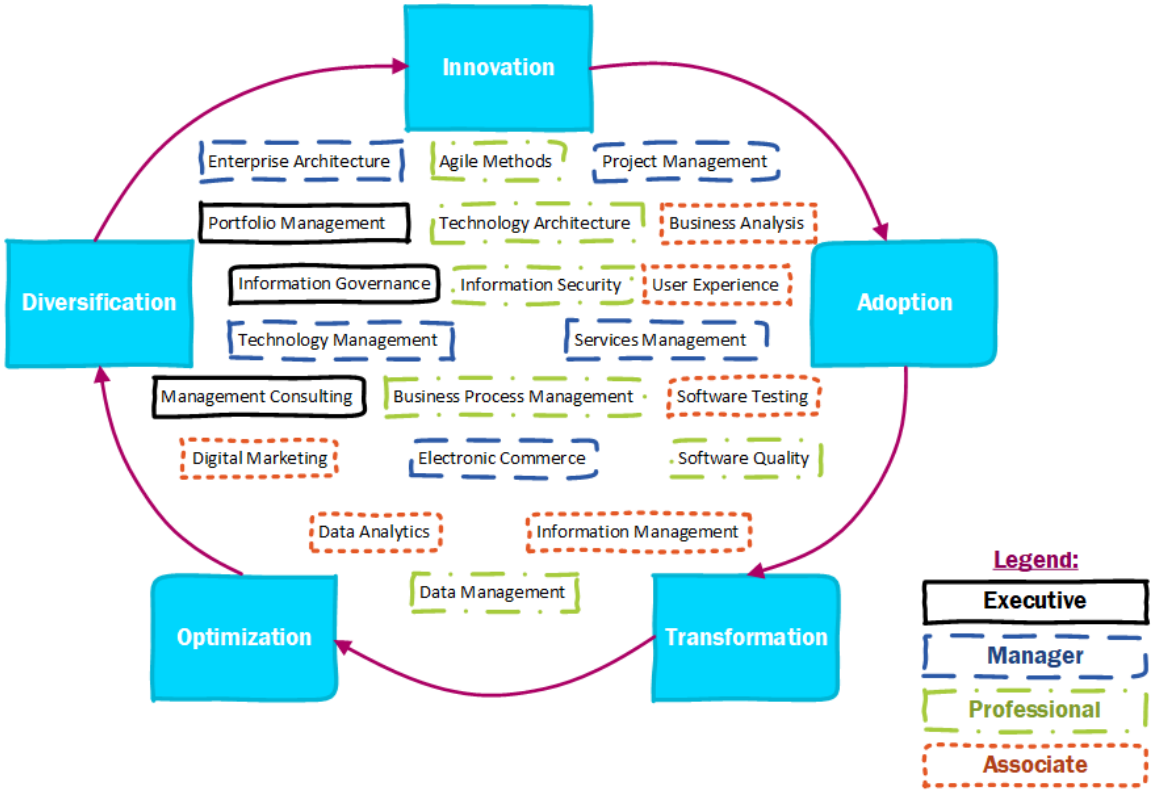
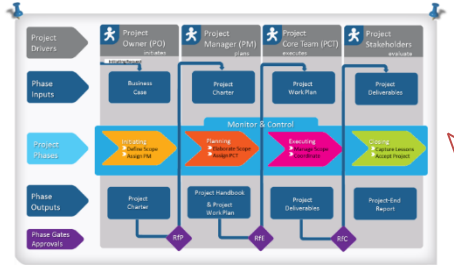
Level	Specialization	Standard	Title
Associate	1. Business Analysis	BABOK	Business Analysis Body of Knowledge
Associate	2. Data Analytics	CAP	Certified Analytics Professional
Associate	3. Digital Marketing	OMCP	Online Marketing Certified Professional
Associate	4. Information Management	CIP	Certified Information Professional
Associate	5. Software Testing	CTFL	Certified Tester Foundation Level
Associate	6. User Experience	UXBOK	User Experience Body of Knowledge
Professional	7. Information Security	CISSP	Certified Information Systems Security Professional
Professional	8. Agile Methods	CSM	Certified Scrum Master
Professional	9. Software Quality	CSQE	Certified Software Quality Engineer
Professional	10. Data Management	DMBOK	Data Management Body of Knowledge
Professional	11. Technology Architecture	CITA	Certified IT Architect
Professional	12. Business Process Management	OCEB	OMG Certified Expert in BPM
Manager	13. Electronic Commerce	CECM	Certified E-Commerce Manager
Manager	14. Technology Management	IT4IT	Information Technology for Information Technology
Manager	15. Services Management	ITIL	Information Technology Infrastructure Library
Manager	16. Project Management	OPM²	Open Project Management Methodology
Manager	17. Enterprise Architecture	TOGAF	The Open Group Architecture Framework
Executive	18. Management Consulting	CMC	Certified Management Consultant
Executive	19. Information Governance	COBIT	Control Objectives for Information and Related Tech.
Executive	20. Portfolio Management	Val-IT	Information Technology Value Management

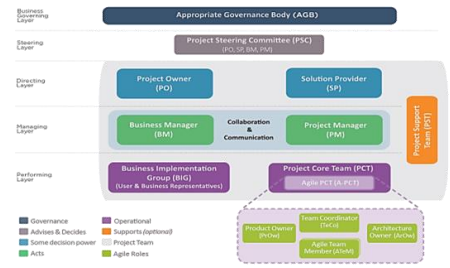
BTM Standards and Digital Lifecycle

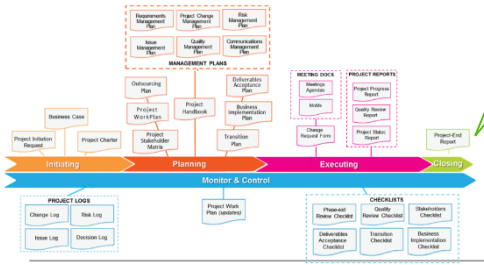


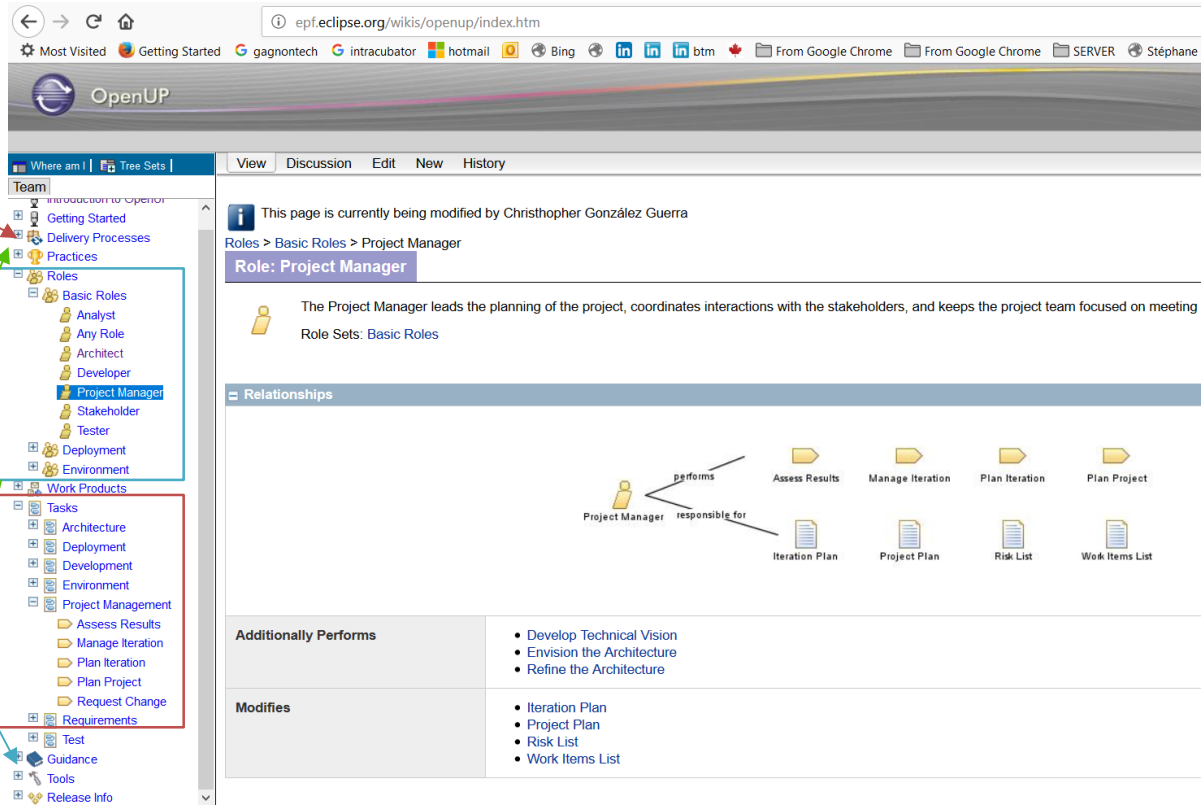
4. Integrating PM² as BTM Core

PM² and Open Unified Process

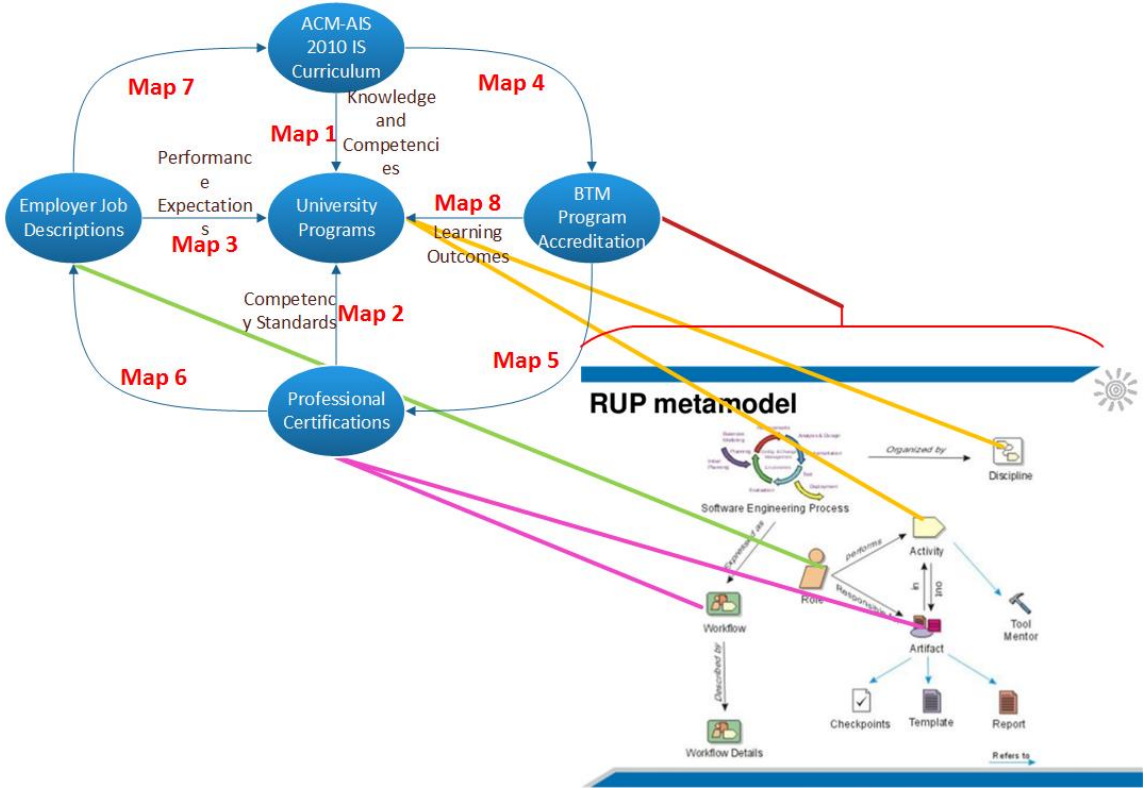




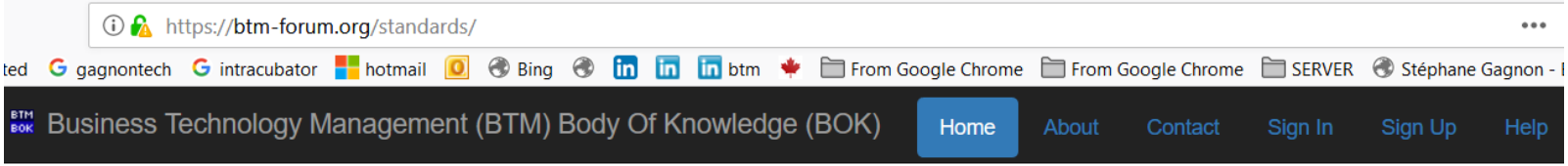


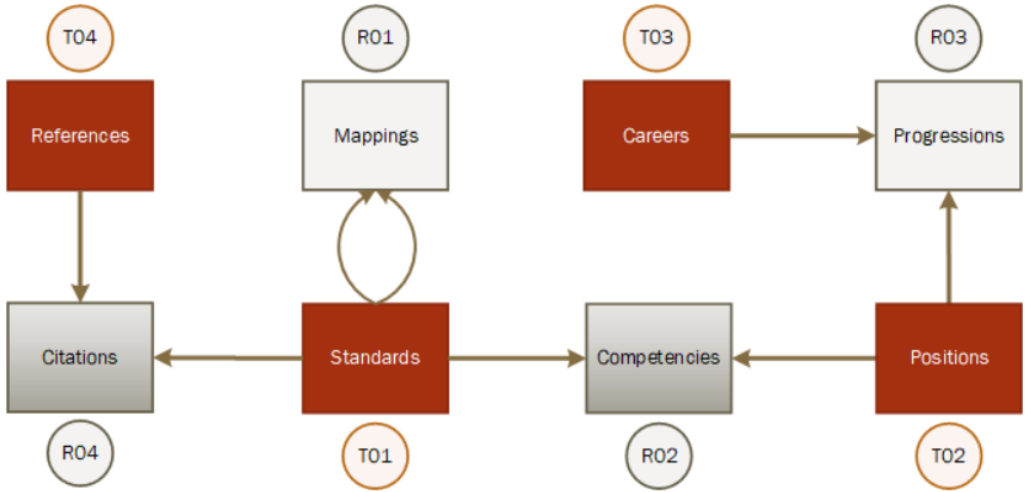


Mapping PM and BTM Metamodels

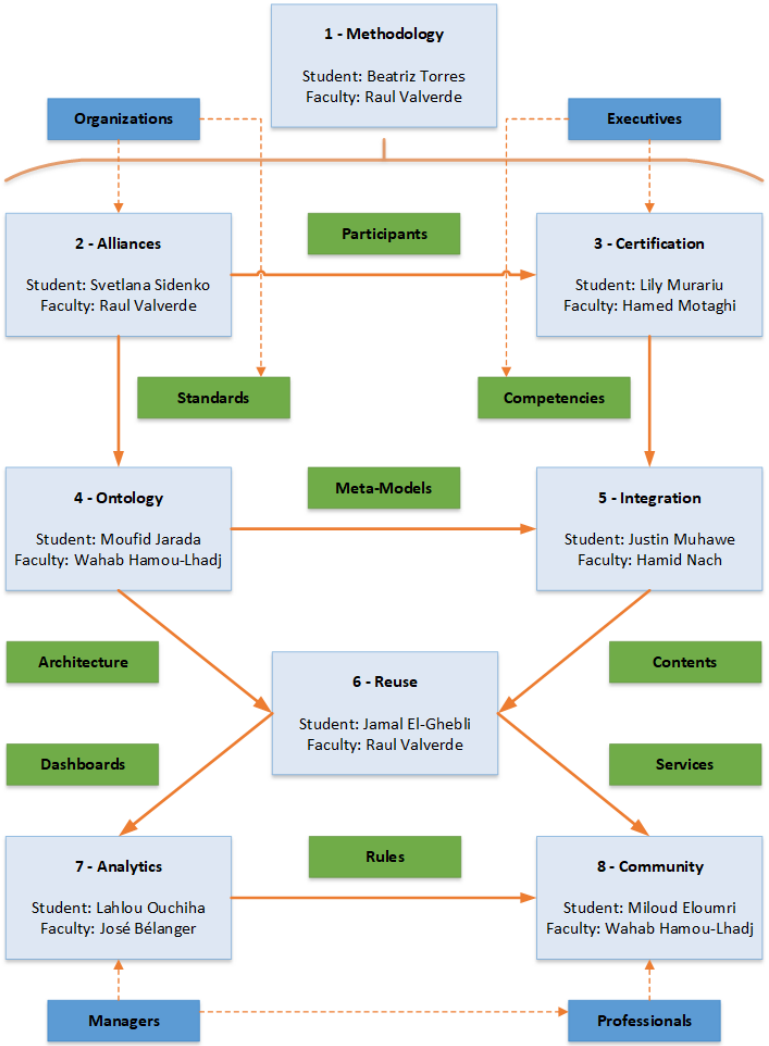


BTM BOK Standards Mapping Team





BTM BOK Team



#	Activities	Deliverables
1.	**Methodology**	Integrate and formalize innovative Agile and Open Source methods for the team.
2.	**Alliances**	Develop formal alliances with IT orgs., dev.-test business models, and get standards.
3.	**Certification**	Consult executives, develop competency standards, formalize certification levels.
4.	**Ontology**	Create meta-models, harmonize standards, create ontology, deploy BOK architecture.
5.	**Integration**	Integrate multiple standards into a core and extensions ontology, integrate maturity model.
6.	**Reuse**	Reuse BOK in HRM processes with flexible architecture, customize into micro-services.
7.	**Analytics**	Perform HRM analytics, integrate standard HRM processes, create business rules.
8.	**Community**	Build a P2P system to reuse and customize BOK references for HRM processes.

5. Possible Impact on PM² community

BTM Serving PM² Community

Institutional Capabilities

- Customize BTM to public sector
- Vendor-neutral digital framework
- Alliance with key BTM associations
- Open standards for all countries
- Translation and global reach
- Merge more open assets to EU's
- New ISA² Programme Standards

Professional Competencies

- PM² becomes more flexible/open
- Open UP wiki more engaging
- Reuse PM² and BTM in HRM tasks
- Integrate PM and BTM learning
- Quality of PM and BTM programs
- PM² certified can fast-track to BTM
- Make PM² a global community

Thank You !

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