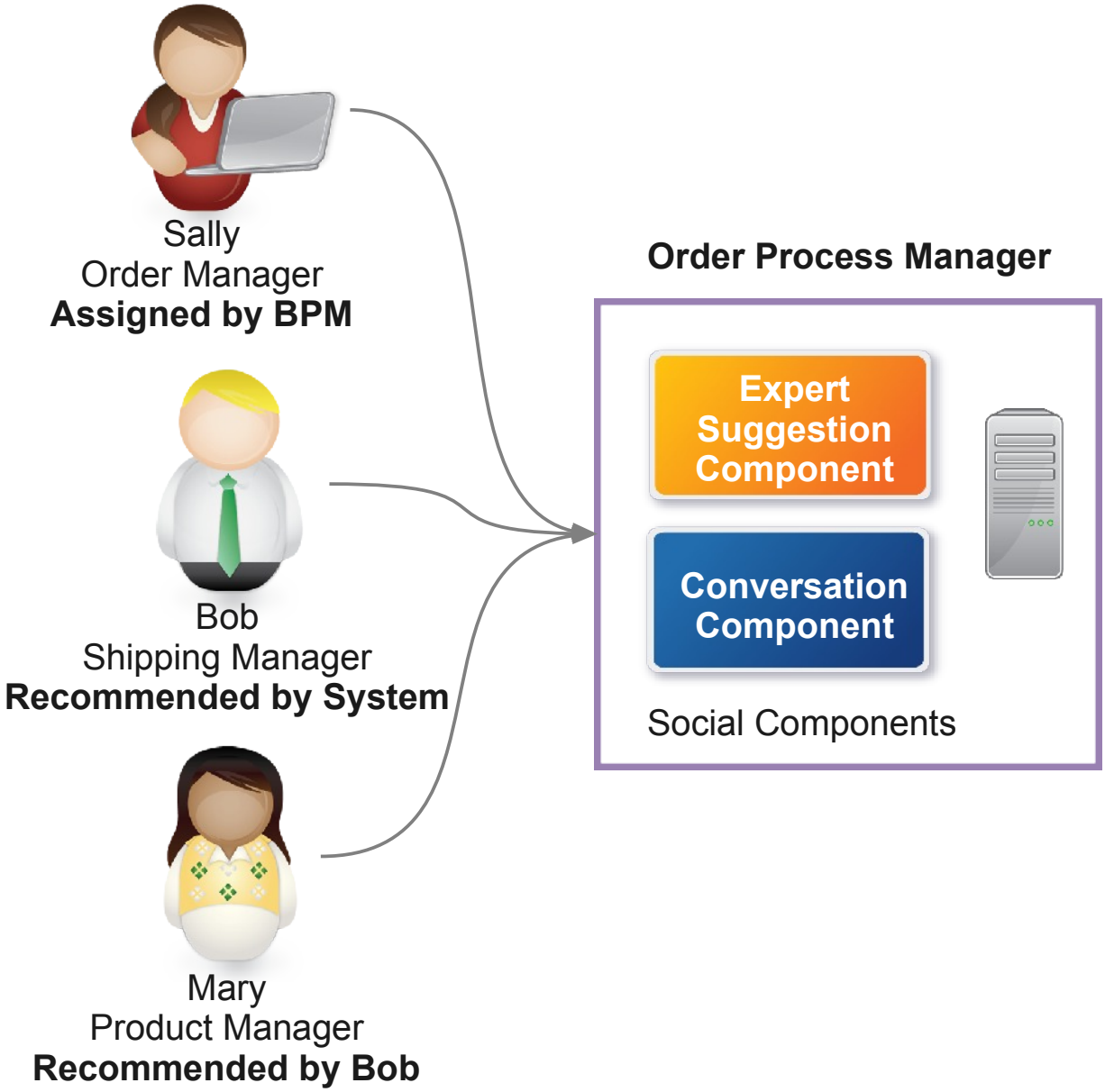
Business Use Case – Order Approval

1. Use Case Identification -

Created By:	Jacob Eisinger
Date Created:	May 8, 2012
Version	1.1



2. Actors

- Sally is an eCommerce/Store Operations Manager who has responsibility for approving exceptional orders.
- Bob is a Shipping Manager.
- Mary is a Product Manager.

3. Definitions

eCommerce/Store Operations Manager – person responsible for approving certain types of Orders that may have been flagged by the system

Shipping Manager – knowledgeable on various aspects of shipping orders, e.g. shipping requirements and regulations for specific countries

Product Manager – responsible for a given product's capabilities.

4. Context

A customer places an Order for one or more items at an online/eCommerce store. Occasionally, the nature of the items being ordered may be flagged by the Order Processing system – either due to sensitive nature of the item (bio-hazardous item), items requiring background checks – like guns, very high priced item requiring payment verification, and so forth. The Operations Manager is responsible for reviewing and approving these Orders for further processing.

Example: An order is placed by a customer for a large scale printer. Due to the fact that it is an international order, the order is required to be approved explicitly by a manager.

5. Business Goal(s)

The business goal is to alert the Operations Manager of the need for an order approval decision, in a timely manner and with sufficient context and detail so that the Manager can get the requisite information, find and interact with subject matter experts she needs to, and make a well informed and timely decision to resolve the pending Order.

The benefit of social business in this use case is the ability to quickly find, suggest, and interact with subject matter experts regarding the order approval decision at hand. Additional benefit is to capture and archive that interaction for regulatory compliance.

6. Use Case Operation

6.1. Current Solution

Typically, Order Processing systems will flag an Order, and an alert in the form of an email or text message may be sent to the Operations Manager. The Operations Manager then has to log on to the Order Processing system, review the Order and decide upon the appropriate additional checks that are needed to resolve the Order. Frequently this may require logging onto yet another application to run background checks, or verify payment transactions.

It may also involve the need for the Operations Manager to get answers to questions that are not readily known. This creates the need to identify and reach colleagues that are subject matter experts on various aspects of the order. Examples: the client, the contract, the regulations, the financials, corporate policy, product configuration options, etc. If the Operations Manager is not familiar with exception, they may have gaps in their understanding and/or not know who to reach out to which leads to poor decisions.

Further, governmental and corporate regulations are always changing and the systems used to enforce these regulations might be to slow to change to the business environment.

6.2. Desired Social Business Implementation

Social Business enables the process to bring in people who can adapt to new regulations faster.

User Stories:

1. *Sally* is notified by appropriate means (SMS, e-mail, ActivityStream, etc.) that an exceptional order requires her attention.

2. *Sally* opens the order to see that the exception is caused by it being an international order to Canada.

3. *Sally* knows from previous experience that different countries have different regulations on the ink that is shipped with the printer. She wonders what the regulations are for Canada.

4. *Sally* searches for an expert who knows the shipping regulations. The Order Processing system is configured to identify a set of experts. These can be identified from the enterprise social platform or other sources, such as order processing history logs.

5. The system identifies *Bob*, a shipping manager, as someone who can help with this order because he has helped out with orders before and he has returned orders that don't meet shipping regulations before.

6. *Sally* includes *Bob* in the exception mediation process and asks him if he knows about any issues with sending a printer to Canada.

7. *Bob* responds that Canada does not allow ink XXX and instead requires YYY or ZZZ. *Bob* also includes *Mary*, a product manager, in the conversation because she can advise on the best ink

option.

8. *Mary* recommends ink option YYY.

9. *Sally* updates the order for the printer for ink YYY and approves the order.

10. The Order Processing system archives *Sally's* approval, process information, and the conversation *Sally* had with *Bob* and *Mary* in order to meet governmental regulations.

Bringing together the right people with the right information systems to solve a common business objective makes this solution social business.

7. Social Business Standards

7.1. Standards Gaps

Expertise location – consider standard that can allow systems to request and respond to expertise requests; social graph / API (OpenSocial?) navigated to determine people to include like Bob; how do you represent experts who can help out on a business objective (step 4-5)

Community provisioning – start community, add member (step 6-7)

Social Content Archiving – ability to retrieve social content generated in the process of resolving the order exception (step 10); this content needs to be archived along side the other order process artifacts. From this use case, it is not clear that the content needs to be understood by the Process Ordering System like it would for business analytics.

8. Architecture Overview Diagram