



What is DEMO?

DEMO (Design and Engineering Methodology for Organizations) is a pioneering methodology in the new discipline of Enterprise Engineering (EE)¹. In DEMO, an organization is primarily considered as a purposefully designed system. Changing the organization thus means re-designing and subsequently re-engineering it. Only in this way can unity and integration be achieved and maintained.

The *philosophy* of DEMO is that people are the 'pearls' of every organization. Equipped with the right authority and acting from the corresponding responsibility, these people bring about the services they deliver to each other, in social interaction. The philosophy therewith encourages sense making and collaboration.

The *theory* of DEMO is that this social interaction takes place in universal patterns, called transactions. Business processes are clear tree structures of transactions, not mind-boggling railroad yards. ICT applications are supporting tools for people, they do not take over responsibility. The *essence* of every organization is that it consists of a network of transactions and actor roles, independent of any implementation. This essence is captured in four integrated *models*: the Construction Model (actor roles and transactions), the Process Model (business events and business processes), the Fact Model (business objects and business facts) and the Action Model (business rules and work instructions). Because the models are formalized, ICT applications can directly be generated from them, and the dynamic behavior of the organization can be studied through simulation.

What does DEMO offer you?

- Unequaled and deep insight in the essence of your enterprise
- Transparency of authorities and responsibilities
- Keeping control over the most complicated change initiatives
- Unequaled fast and effective diagnosis of organizational problems
- Expressive and yet concise and precise models
- The ideal starting point for (re)designing and (re)engineering your organization
- The ideal starting point for (re)designing your ICT applications

Examples of DEMO in practice

- Uniform ICT applications based on the essential model (SGC 1995)
- Determining 'untraceable' causes of business problems (PTT Telecom 1997)
- Reference model for organizing civil engineering projects (VISI 1999)
- Stable basis for reorganization of police district (Rotterdam/Rijnmond 2001)
- Application portfolio analysis based the essential model (Rijkswaterstaat 2007)
- Unique survey of and insight in post merger integration (Air France/KLM 2010)
- New energy from connecting management and shop floor (Marechaussee 2011)

¹ See the Enterprise Engineering Manifesto on www.ee-institute.com



For whom is the course intended?

There are three target audiences for the course DEMO Awareness:

- Employees and managers who are involved in DEMO projects and who want to be mature participants in these projects.
- Managers who want to familiarize with an organizational change approach that offers insight, survey and manageability, in order to decide on it later.
- Business and ICT professionals who want to acquire skills in Enterprise Engineering, and for whom the course DEMO Awareness is the first step.

What do you learn in the course?

You get acquainted with the radically new way of thinking of DEMO about organization, business processes, information systems and ICT. You will learn the basic ideas of the theory that underlies the methodology; this will be sufficient for understanding the four kinds of models of DEMO. On the basis of small exercises and examples from practice, you recognize that the DEMO model of an organization is concise, comprehensive, coherent and consistent, and that it captures the essence of the organization, independent of any implementation. Equipped with this knowledge, you are also able to validate such a model, i.e. to compare it with reality.

Other course information

A course DEMO Awareness covers two shifts (morning-afternoon or afternoon-evening). The net course duration is 6 hours, divided into 4 blocks of 1.5 hour each. There are no formal admission rules. Everyone with common sense and an open mind (and with some experience in organizations) is able to complete the course successfully.

Next to the course binder, two booklets are used as base material:

- Jan L.G. Dietz: *Red garden gnomes don't exist*
- Alicia P.C. Perinforma: *The essence of organization*

After the course you get a certificate from the Enterprise Engineering Institute.