

What are the factors that influence the success of the BiSL framework for business information management?

Bled e-conference 2015
Maurits Methorst
Frank van Outvorst



Agenda

1. Introduction
2. What is BIM / BiSL
3. Research method
4. Findings
5. Conclusions

1. Introduction

- Presenters
- Context
- Research questions



1.1 Presenters

Maurits Methorst
Student Industrial Engineering and
Minor Business & Information Management



The lifecycle company
INFORMATION PROCESS IMPROVEMENT

Frank van Outvorst
Independant consultant, BiSL author



1.2 Context

- HU Utrecht University of applied sciences Utrecht, the Netherlands: minor Business & Information Management
 - Benny de Waal
- Research assignment for students:
 - Jelle van Dam
 - Maurits Methorst
 - Sjoerd Spée
 - Erwin van Steijn
- In cooperation with ASL BiSL Foundation and The Lifecycle Company
 - Frank van Outvorst



1.3 Background

- 2005: Introduction of BiSL
- Over the last decade BiSL has developed to industry standard for BIM in the Netherlands
 - Estimated: 95% coverage
 - 35000 books sold
 - 25000 people certified
 - Work in progress on next version
- Nevertheless not all organizations use BiSL (to the same extent)
- Internationalization



1.4 Research questions

Influencing factors for success of BiSL:

- Why do organizations adopt BiSL?
- Why do organizations reject adopt BiSL?
- When is BiSL regarded as being successful in an organization?
- What are the critical success factors for application of BiSL



2. What is BIM / what is BiSL

- BIM = Business Information Management
- BiSL = Business Information Services Library



2.1 BIM

Business:

Business goals, business talk,
Business contracts,
Business language



IT:

IT-structures,
IT buzz words,
IT-language



2.1 BIM

Business

Business go
Business co
Business la



How do they communicate?

How do they align?

How do they benefit from each other?

How do they understand each other?

?

IT:

structures,
words,
language



2.1 BIM

Business

Business go
Business co
Business la



How do they communicate?

How do they align?

What benefits can be realized?

Demand

Business
information
management

Supply



IT:

structures,
words,
language

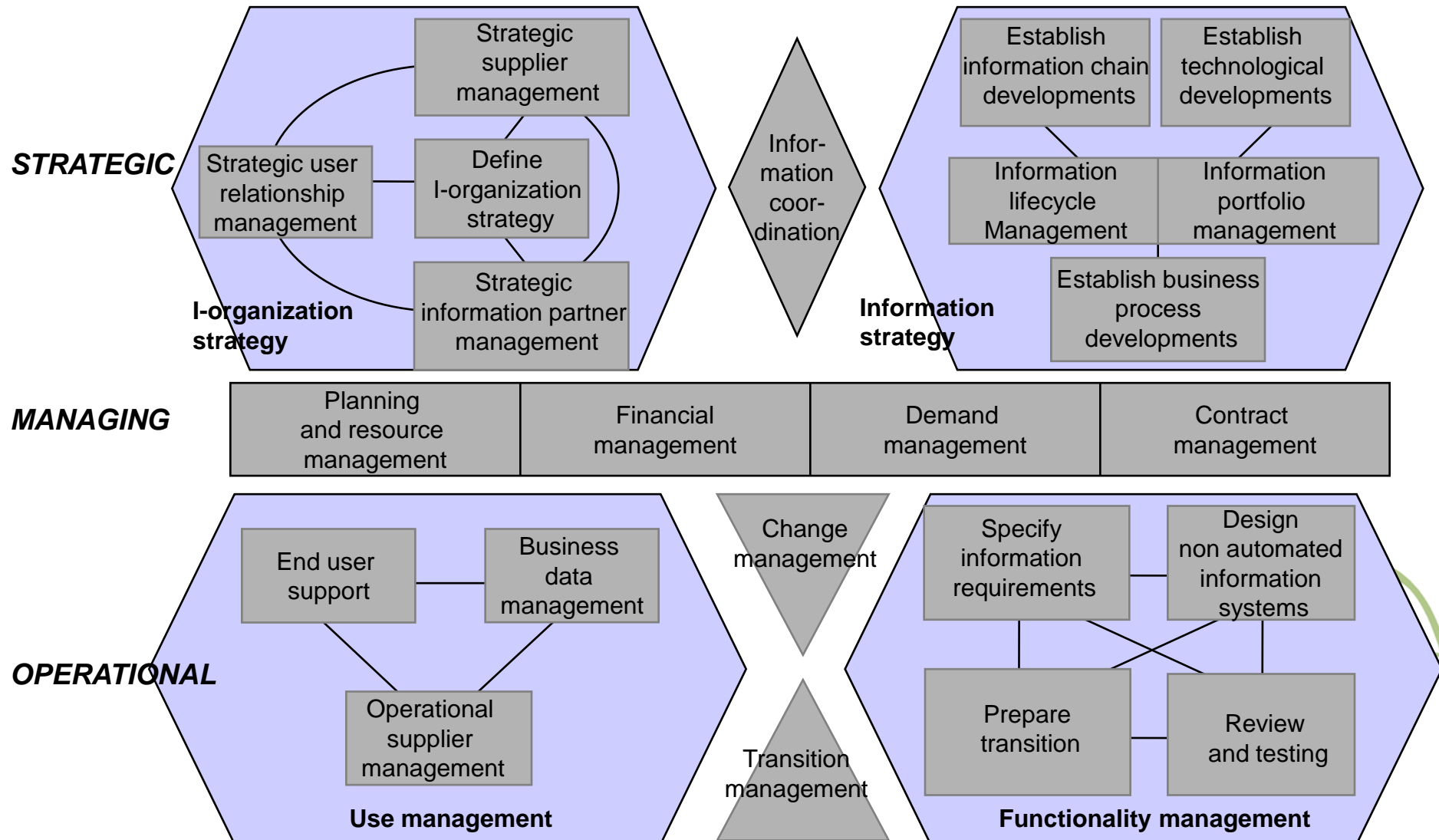


2.2 BiSL

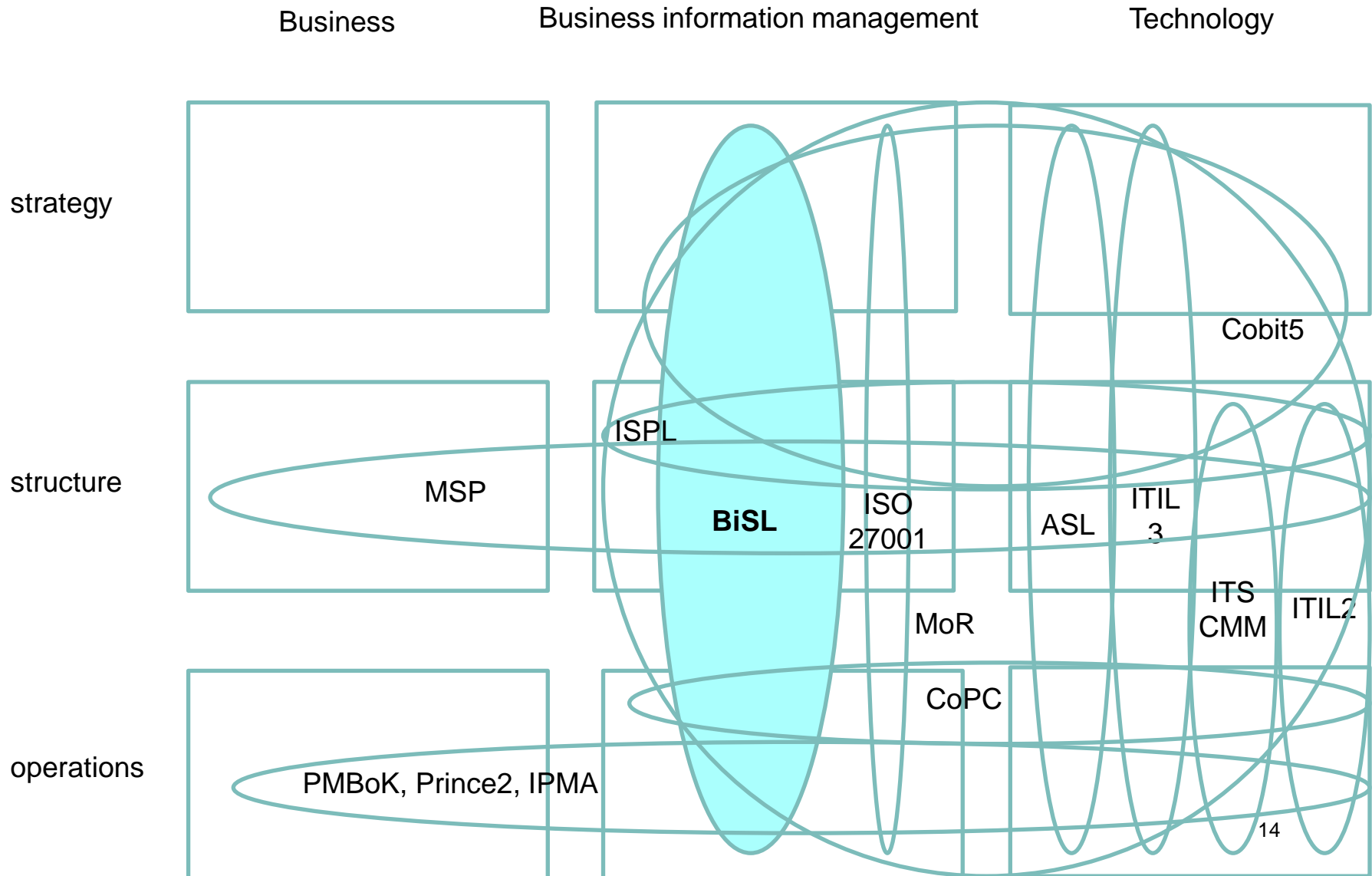
- Framework (process model) with underlying theoretical concepts (books) and best-practises
- Tool to professionalize business information management (BIM)
- Interfacing mechanism for strategic business information management and operational user support
- Common language and knowledge management
- Foundation in which various organizations participate that use, supply or maintain best practices



2.3 BiSL framework



2.4 Positioning of BiSL



3. Research methods

- Interviews
- Analysis



3.1 Data collection

- Interviews
 - Target respondents: as varied as possible
 - Positive reactions: 30
 - Scheduled interviews: 17
 - Semi structured interviews (open and closed questions)

3.2 Respondents



Rabobank



ABN-AMRO



**Royal
HaskoningDHV**



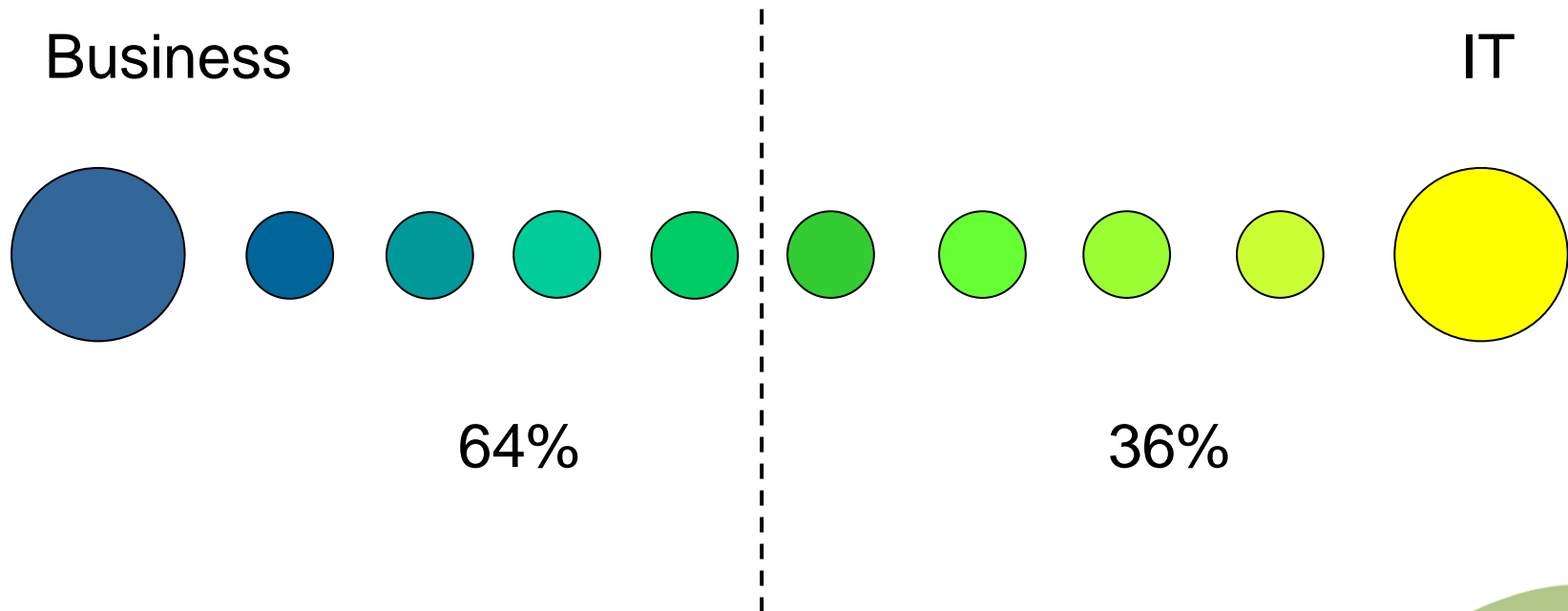
3.3 Data analysis

- Analysis
 - Language patterns
 - Coding
 - Classification

4. Findings

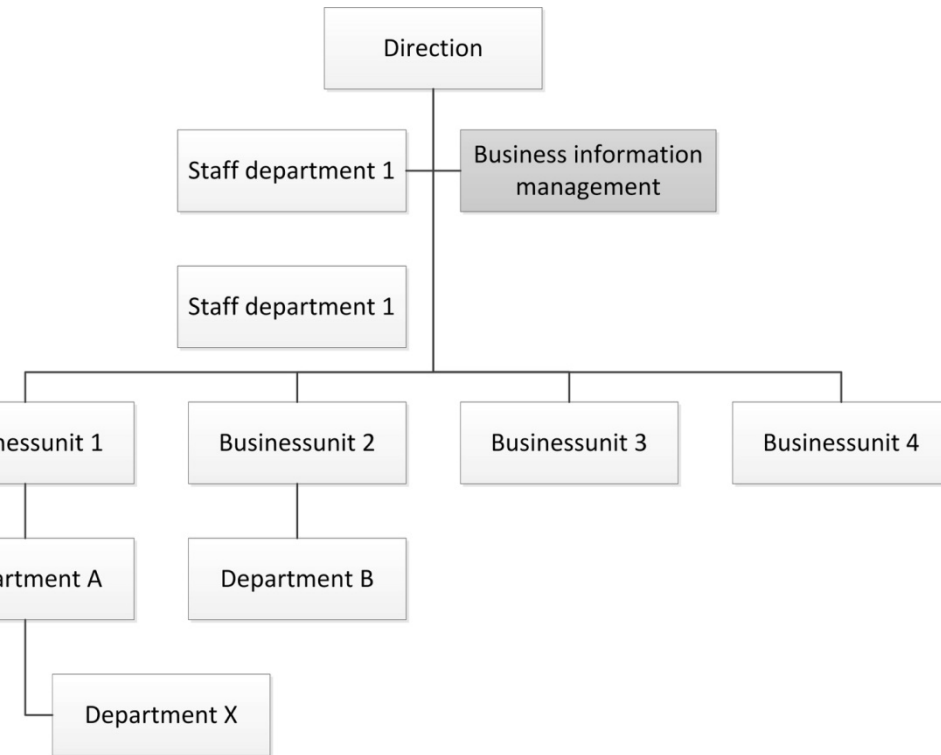


4.1 Positioning of BIM



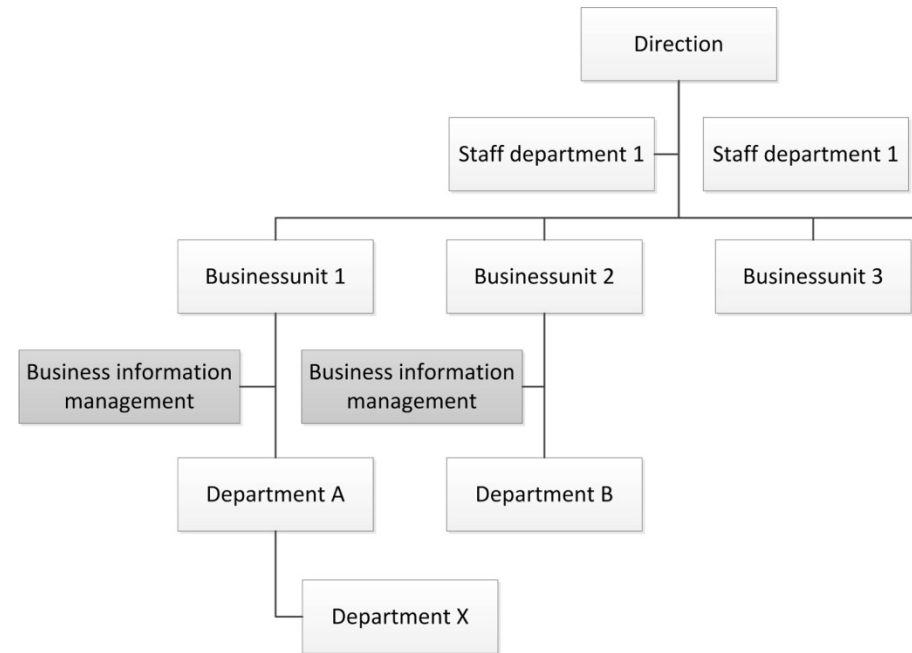
4.2 Centralized vs decentralized

Centralized



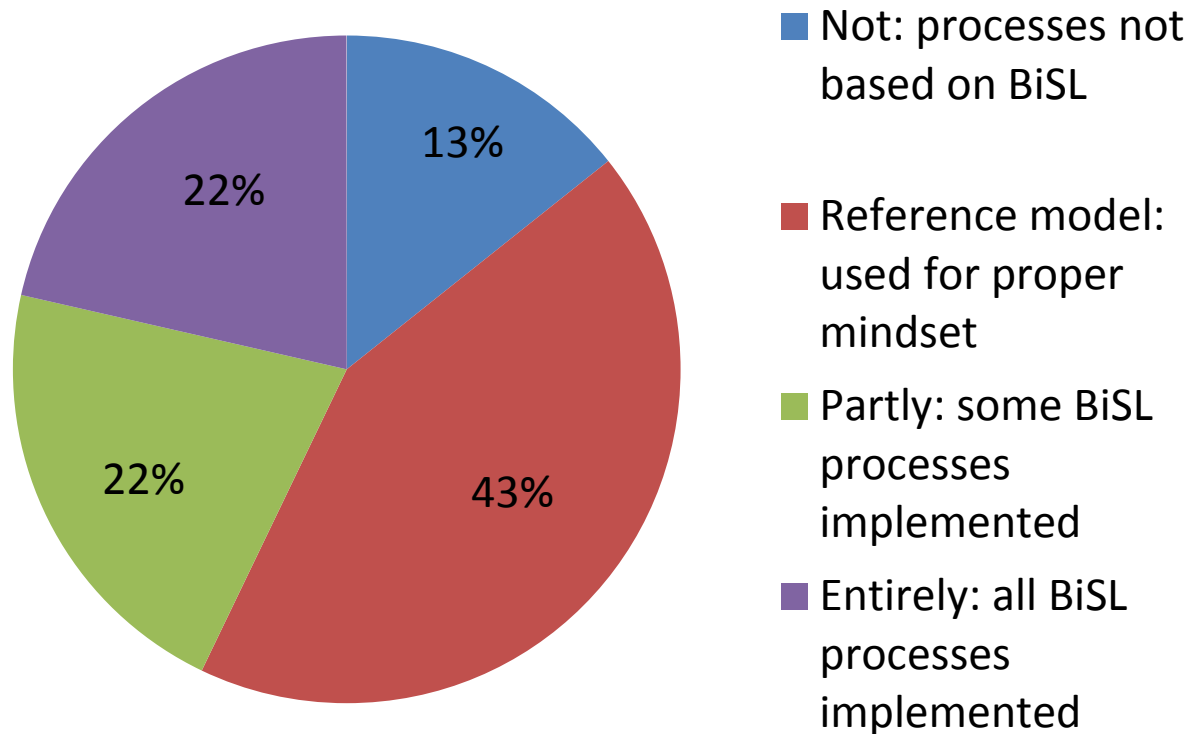
43%

Decentralized



57%

4.3 Extent of use of BiSL



As stated by the respondents

4.4 Motives to adopt BiSL?

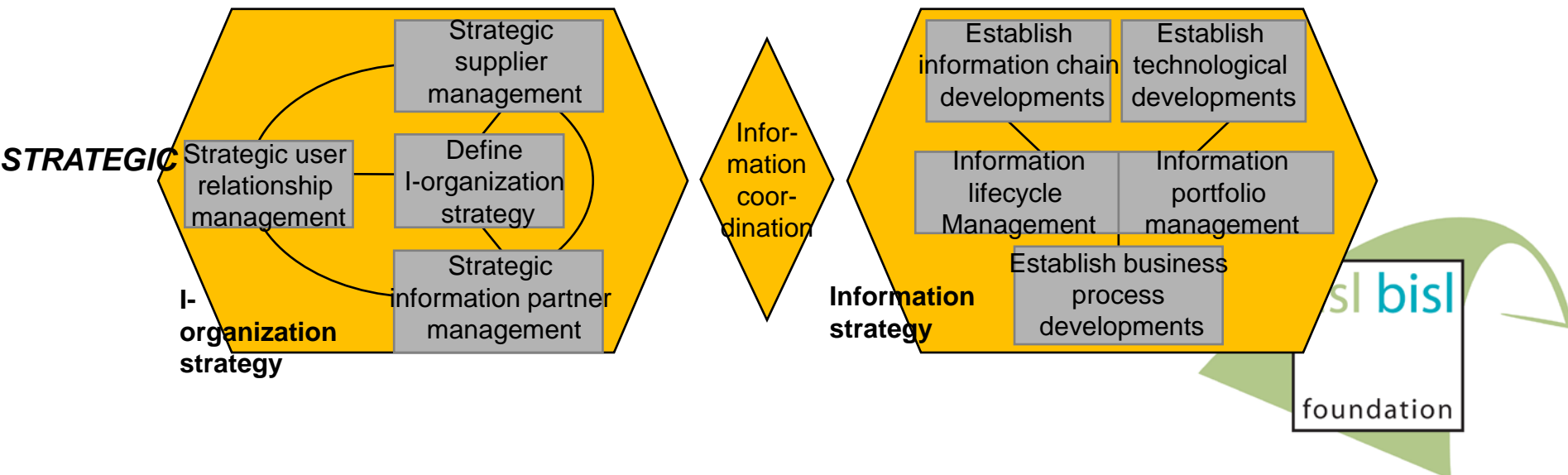
Interview statements

- Professionalization
- Structuring mechanism
- Common language
- Best Practices



4.5 Motives to reject BiSL?

- Limited connection to other frameworks
- Descriptions limited practical use
- Strategic processes not clearly understood



4.6 Indicators for success of BiSL



- BiSL is an instrument and not a goal
- No indicators for BiSL defined
- Focus on BIM
- Indicators for BIM:
 - User satisfaction
 - Speed of call handling
 - Cost reduction
- BiSL self assessment as indicator for maturity and possible process improvements



5. Conclusions

5.1 Critical factors for success

- Awareness
- Management support
- Mindset: BiSL is not a goal
- Education
- User and technology sensitive
- Skill set for BIM



5.2 Final conclusions

- BiSL is the industry standard
- Intended goals:
 - Professionalization of BIM
 - Improvement of business IT alignment
 - Improved collaboration between business and IT
- Goals are realized
- Not every organization adopts BiSL, without general causes
- BiSL in itself is not subject to evaluation
- Possible improvements identified



Thanks for your attention

Any questions?



Further information

- Contact us:
 - Frank.van.Outvorst@thelifecyclecompany.nl
 - mauritsmethorst@hotmail.com
 - benny.dewaal@hu.nl

- Look at the websites:
 - www.aslbisfoundation.org
 - www.thelifecyclecompany.nl

