



## VDMbee delivers Strategy Discovery Extensions to the Most Extensive and Flexible Business Model Planning solution for Real-time Strategy

***VDMbee extends Value Management Platform to include Strategy Map, Value Stream Map, Capability Map, Capability Library, BPMN2.0 Process Designer, CMMN1.1 Case Designer and support for Business Architecture Guild® reference models. The new extensions are effective for the creation of fact-based and data-driven business models and related plans. The Value Management Platform provides now even more insight how your Business Model Plan delivers value to whom.***

**Veenendaal – November 1, 2018 – [VDMbee](#)**, the Value Management Platform, today announced the launch of seven major extension to its ground-breaking Value Management Platform.

The newly added extensions offer the following customer benefits:

- [Strategy Map](#) – to specify key values and visualize cause-effect relations, based on the Kaplan/Norton method
- [Value Stream Map](#) – to analyze and visualize how the eco-system creates value
- [Capability Map](#) – to visualize and structure organizations' capabilities
- [Capability Library](#) – to accelerate discovery of Value Streams and Business Models based on reference model content
- [Process Designer \(BPMN2.0\)](#) – to design high-level Business Processes
- [Case Designer \(CMMN1.1\)](#) – to design your high-level Case Models
- [Support for Business Architecture Guild® reference models](#) – to kick-start and standardize your Business Model Plan

VDMbee addresses the need of decision makers for fact-based and data-driven business model plans, and to steer the business in a continuously changing environment.

### **VDML™-based Solution of VDMbee Delivers Real-time Strategy**

Speed and ability to adapt to changing market conditions and effectively set up new products, have always been a significant challenge for business operations. However, when new technologies and innovations accelerate, disrupting all traditional and growing industries and markets, these challenges rush to the center stage.

A lot of experience and good results have been gained by Continuous Improvement efforts and focus on Operational Excellence. However, in many instances those programs are stuck at the operational level or incremental improvement level.

The current emphasis for the profession needs to be on strategy, value creation and customer experience. Basically on applying similar continuous improvement techniques at the strategy level, where core innovation ideas and strategy are rationalized and new business models are introduced and/or existing ones are transformed. And this is exactly what VDMbee, with its Value Management Platform, supports, productively and based on a structured approach.

As industries are evolving and innovations are right around the corner, well-defined Business Models are needed in order to stay ahead of the competition. The Value Management Platform provides direct insight into core business networks and relationships, whilst exploring alternatives and new value propositions.

*“The VDMbee team, with his deep insight in business models, have helped tremendously to make the VMP platform quickly become a great asset in my day to day decision making”, said Steven ten Napel, CEO of CoMakeIT. “Making business models, and value addition transparency, actually helps me to make our value contribution more explicit and there for do better sales”*

### VDMbee Platform helps turning Value Delivery Insight into Strategy

VDMbee provides a view to look ahead with dashboards that gives insight in value delivery through the business network. The VDMbee Value Management Platform can simulate the combination of ideas, business/organization designs, risk scenarios, facts and data. VDMbee provides businesses a clear and shared understanding of how business models deliver value, to whom, and what the limitations are in the delivery process and structure. In a changing world, strategy needs to be agile too. With VDMbee, alternatives can be created and the impact on value contribution can be measured in real-time. This way, decisions can be based on facts and data.



*“The new extensions to our Value Management Platform provide valuable insights during the business model planning workshops and capture the different views for further refinement and prototyping of your business models”, said Theodoor van Donge, co-founder of VDMbee.*

### Availability

The new version of the VDMbee Value Management Platform will be general available on November 1, 2018. For more information about the [Value Management Platform](#) follow this [link](#).

### About VDML™

The Value Delivery Modeling Language™ (VDML™) is an Object Management Group® (OMG®) specification that provides business design models for managers that fill the gap between strategic planning and business operational design. OMG® is an international, open membership, not-for-profit technology standards consortium.

## **About VDMbee**

VDMbee is the easiest digital innovation platform, helping business and IT teams to rapidly turn ideas into real-time strategy. Drive towards a better business outcome by creating new products and services that deliver value faster. With the VDMbee Value Management Platform, value management dashboards can be built for decision making about future direction. For more information see [vdmbee.com](http://vdmbee.com) and follow us on [Twitter](#) and [LinkedIn](#).

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