Welcome to
the SEDITA Launching Workshop
at The University of Reading

Hosted by:

- SEDITA project at Reading
- AIS Forum - www.cs.rdg.ac.uk/ais
- Computer Science Department

SEDITA website: http://www.cs.rdg.ac.uk/ais/sedita/

Semiotic Enterprise Design for IT Applications (SEDITA)

Team members at Reading:

Prof. Kecheng Liu, Dr Lily Sun (investigators)

Dr. Steven Xie, Dr. Joseph Barjis (Research fellows)

Mr. Simon Tan (PhD student)

In collaboration with

Prof. A Alderson, Dr. H Shah, Dr. R. J. Clarke, Staffordshire University

Industrial Collaborators:

- ❑ BTExact Technologies
- ❑ Britvic Soft Drinks Ltd
- ❑ Winning Moves Ltd
- ❑ Lindale Associates Ltd
  and welcome more from this workshop……

Problems to be addressed in the project

- No positive correlation between IT investment and return in economy

- Disparities between IT systems functions and business requirements

- Inflexibility of IT systems in response to the changes of business requirements

Project Aims

- Aim: To further develop the MEASUR approach for designing information infrastructure for enterprise

Enterprise architecture: contexts, stakeholders and strategies

Business processes & functions: multiple viewpoints, roles and responsibilities

IT systems architecture: Interoperability, connectivity, extensibility

The MEASUR Approach

Problem Articulation	Scoping, making ill-defined, vague problems structured and manageable
Semantic Analysis	Elicit and represent requirements precisely
Norm Analysis	Dynamic aspects: identify norms governing organisations

Theoretical foundations

- Organisational semiotics – a theory of studying signs (symbols, language, human communication and information in organisations)
- We try to capture the kernel of a business's information requirements
  - the relevant organisational knowledge, concepts, terminology, meanings, responsibilities and priorities
  - with formality and precision so that the IT requirements may be deduced logically
- Underlying theses of the SEDITA project:
  - Organization as an information system
  - Business requirements -> IT systems requirements -> Co-design of business and IT aspects

Work with Industrial Collaborators

- Input of real problems and practical cases
- Apply research outcome to industrial practice
- Disseminate to the research to industrial users, as well as academic community

Forms of collaboration

Joint case studies, mini projects

Spin-off initiatives/new projects for research and consultancy

MSc/PhD studentships in focused areas

Workshop Agenda

9:30   registration, coffee/tea
10:00 – 10:10 Welcome – Prof. Rachel Harrison, HoD Computer Science
10:10 – 10:30 Self-introduction of delegates
10:30 -10:40 The Systems Integration Programme – Prof. Bob Malcolm, EPSRC's SI Programme Coordinator
10:40 – 11:00 Introduction to SEDITA – Prof. Kecheng Liu
11:00 – 11:50 An Brief overview of MEASUR – Prof. Ronald Stamper
11:50 – 12:20 Update on Research Progress – Dr. Rodney Clarke

12:20 -13:30 Lunch

13:30 -14:00 Semiotic Design of Information Systems: where to go from here – Prof. K Liu
14:00 -14:50 Discussion: evaluation of the work so far and suggestion on future work
(coffee/tea served at 1400)
14:50 -15:00 Conclusions of the workshop
15:00 -16:00 after workshop discussion: collaboration on SEDITA and other projects