

Strategy Modeling vs. Data-Driven Engineering: Can They Be Reconciled?

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The original idea of i* was to enable light-weight graphical modeling of multi-stakeholder strategies in business and information systems engineering. Modeling the strategic business environment was considered an elegant way to bridge the well-known gap between business process management and information systems, e.g. in the Tropos methodology. With the digitalization of more and more aspects of life, the resulting flood of "big data" has enticed entirely different bottom-up development strategies emphasizing rapid time to market, continuous customer-driven system evolution, end-user and open source development. After reflecting a bit on these two very different trends, the talk will discuss if and how strategy-driven and data-driven systems engineering can profit from each other. Some recent experiences from supporting professional web communities, mostly in the context of engineering knowledge management and continuous education, will illustrate the ideas.