

Social Labs

Knowledge from all sides

Since the introduction of Web 2.0, the Internet has exploded into a social space. Everyone has the opportunity to spontaneously participate in knowledge or share their own knowledge. This social space can also be applied to business process management (BPM): Social BPM. For a long time, this was considered a one-man job, performed by one, usually external expert. Other knowledge carriers acted only in the background. Much of the knowledge, ideas or suggestions that other people could have actively contributed were lost. This is why social BPM has established itself. Here, other knowledge carriers are involved and have the opportunity to map their own structures and processes and thus actively contribute their knowledge. As a result, all parties, both inside and outside the company, are involved.

Ideas and innovations as well as different expert knowledge thus flow directly into the processes. Social BPM encompasses social networking, communication and collaboration in the mapping and optimization of business processes. Through structured joint processing of individual processes, these can be optimized and adapted in a targeted manner.

Digital Knowledge



Business Transformation

Increased efficiency of daily routines through joint creation of business process models

In order to gain practical experience in the joint development of process models and to get to know different tools, Horus offers the so-called Social Labs. The goal of these labs is to face practical challenges of everyday BPM with the help of expert support as well as to develop according solutions.

The labs are intended to offer users who are concerned with the topic of business processes and knowledge management the opportunity to get acquainted with the software and the individual tools and thus gain initial insights into business process modeling.

Business Transformation with Horus Social Labs

In addition to the offer for companies, the Social Labs are also available as part of the Horus Endeavor Program for networking and further development of Horus in collaboration with leading research institutions and universities. This offer is aimed in particular at students who come into contact with the Horus Business Modeler. Therefore, mainly colleges and universities in Germany and abroad are addressed here. An exemplary set-up of a Lab within the Endeavor Program / Lab Agenda.

Part 1	Methods & Tool Training
Part 2	CEO conference and case study launch
Part 3	Reengineering of local processes into a global process
Part 4	Process optimization through process simulation

Win-win-win: Benefits on all parts

The social labs create a win-win situation for everyone. Students get their first insights into the real world. This proximity to practical experience is important and will be highly credited later in working life. Universities are given the opportunity to establish new contacts with other universities and companies at home and abroad through the broad Horus Endeavor network. At the same time, Horus provides professional software tools that allow direct application in the study content. And Horus benefits from the valuable feedback on functions and usability, which flows directly into the development and thus contributes to the sustainable improvement of the products.