



October 2023

Use Case Validation: What, Why and How

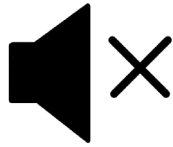
Informatica Professional Services

Poonam Gulati, Sr. Principal Consultant
Janan Dakak, Sr. Principal Consultant

Where data & AI come to **LIFE**

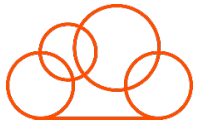


Housekeeping Tips



- Today's Webinar is scheduled for **1 hour**
- The session will include a webcast and then your questions will be answered live at the end of the presentation
- All dial-in participants will be muted to enable the speakers to present without interruption
- Questions can be submitted to "All Panelists" via the **Q&A option** and we will respond at the end of the presentation
- The webinar is **being recorded** and will be available on our [Success Portal](#) - where you can also download the **slide deck** for the presentation. The link to the recording will be emailed as well.
- Please take time to complete the **post-webinar survey** and provide your feedback and suggestions for upcoming topics.

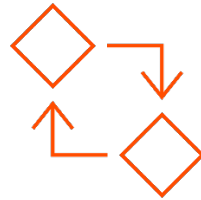
Feature Rich Success Portal



Bootstrap trial and
POC Customers



Enriched Customer
Onboarding
experience



Product Learning
Paths and Weekly
Expert Sessions

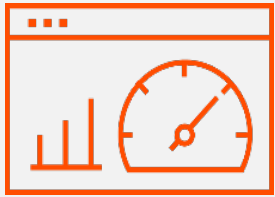


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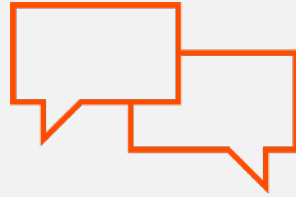
Tailored training and
content
recommendations

More Information



Success Portal

<https://success.informatica.com>



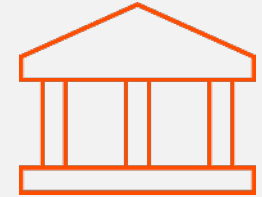
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University

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**Where data
& AI come to** 

Speakers



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Sr. Principal
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Agenda

1 Panel Introduction

2 What are Use Cases and Why are they required

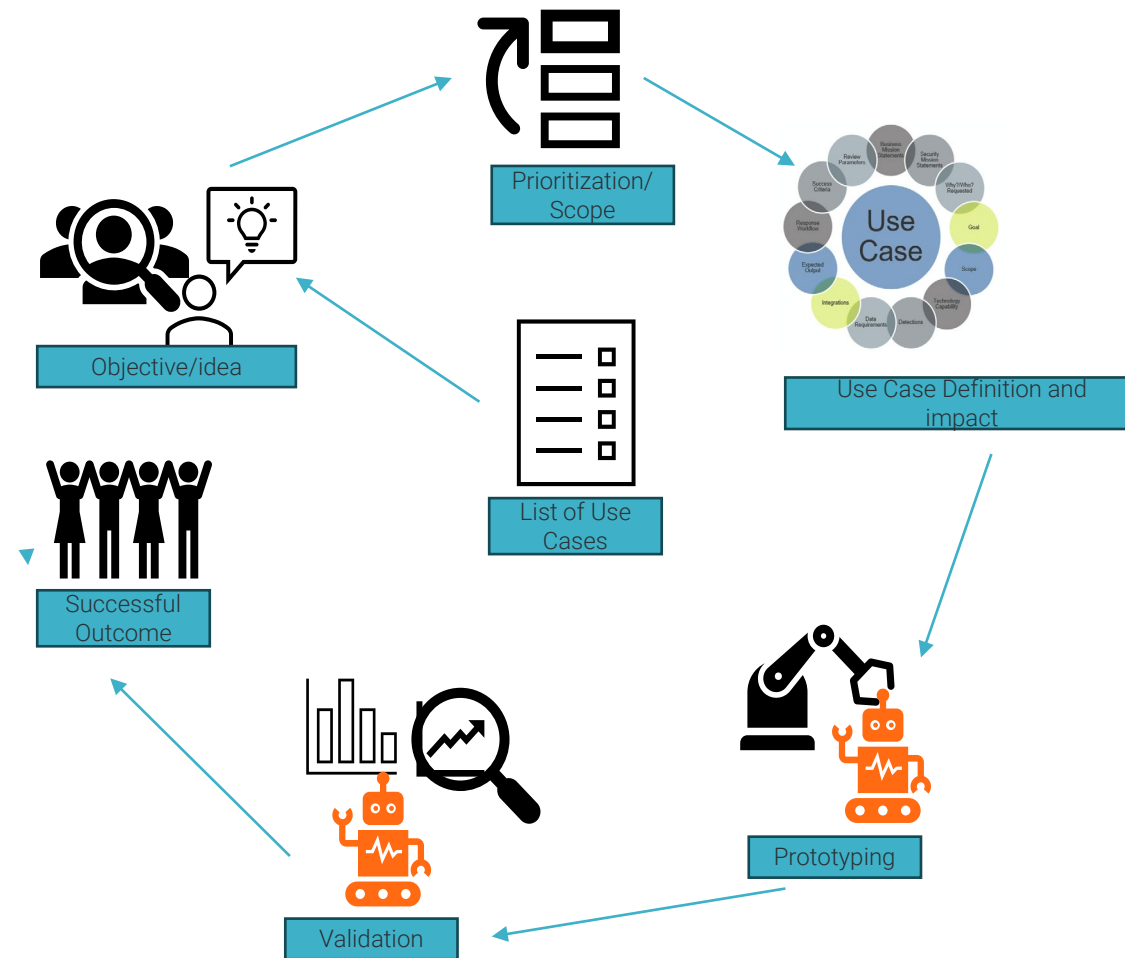
3 Use Case Examples

4 Validating Use Cases

5 How to Write an Effective Use Case

6 Q & A

Process for Use Case Definition and Validation



Best Practice: Focus on Driving Business Value

Use Case Determination

Business Strategies

- ✓ Expand online customer base
- ✓ Increase product profitability
- ✓ Accelerate new product innovation



Governance Outcomes

- ✓ Single View of Customer
- ✓ Reduced Cost of Data
- ✓ Data Democratization



Business Use Cases

- ✓ Standardize customer on-boarding process to eliminate data errors
- ✓ Normalize data to enable accurate parts forecasting for equipment maintenance



Functional Use Cases

- ✓ Determine customer data lineage
- ✓ Identify duplicate datasets
- ✓ Define metadata for critical data

Success Measurement

Strategic

- ✓ % of sales as cross-sell
- ✓ COGS performance to target
- ✓ Avg product time to market

Operational

- ✓ Data Quality error rate
- ✓ Duplicate data %
- ✓ % of CDEs owner-certified

Use Cases: What and Why

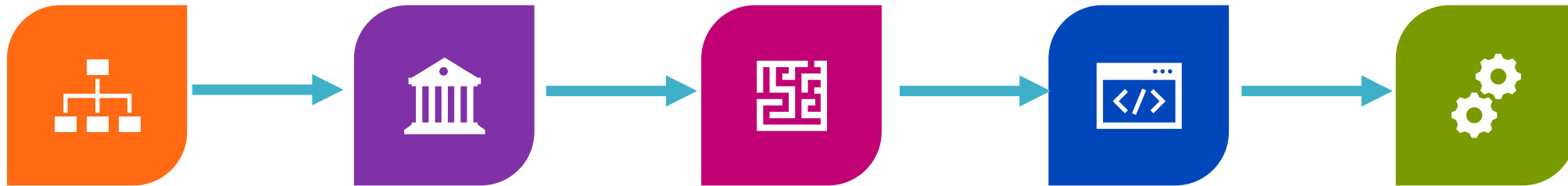
Use Case: What

- A use case is a written description of how users will perform tasks to accomplish a set of objectives or to prove out ideas for solving business challenges. It outlines the **goals, scope, a system's behavior as it responds to requests, events and triggers**. A Use Case contains complete and lengthy descriptions. It is used to capture the requirements of a project in a simpler and more concise way. It is designed to provide a detailed description of how a system should work. Each use case is represented as a sequence of simple steps, beginning with a user's goal and ending when that goal is fulfilled.
- Use Cases are often confused with User Stories. Typical user stories contain simplified and short descriptions. A Use Case is often comprised of multiple user stories.

Use Case: Why

Use cases add value because they help explain how the system should behave while helping to brainstorm what could go wrong. They provide a mechanism to document requirements, participants, impacts, dependencies, identification of gaps, risks and preconditions. A Use Case establishes clear outcomes which are aligned with the business and IT objectives.

Benefits of developing Use Cases:



1. USE CASES ARE ALIGNED WITH BUSINESS REQUIREMENTS – use cases put requirements in context; their relationship to business tasks is clearly described.

2. FROM SCENARIOS TO WHOLE STORIES – use cases enable us to tell stories. it is very easy to describe a use case in a concrete way by turning it into a story or scenario.

3. CREATE TEST CASES FROM USE CASES – use cases are reusable in a project. use cases can be used in a way that captures requirements from each iteration, into a development guide for programmers, into test cases, and finally into user documentation.

4. DERIVE WIREFRAMES AND USER INTERFACES FROM USE CASES – use cases focus on the interaction between the user and the system. they make it possible for the user interface designer to participate in the development process before or in parallel with the software developer.

5. DECOMPOSE SYSTEM SCOPE TO PRIORITIZE FUNCTIONALITY – use cases are useful for scoping. use cases make it easy for projects to take a phased approach to delivery; they can be added and removed from software projects with relative ease as priorities change.

Getting Started is **EASY**

Engage

Widely accepted that we should be doing better around data, so we need to engage with people across the organization.

Adapt

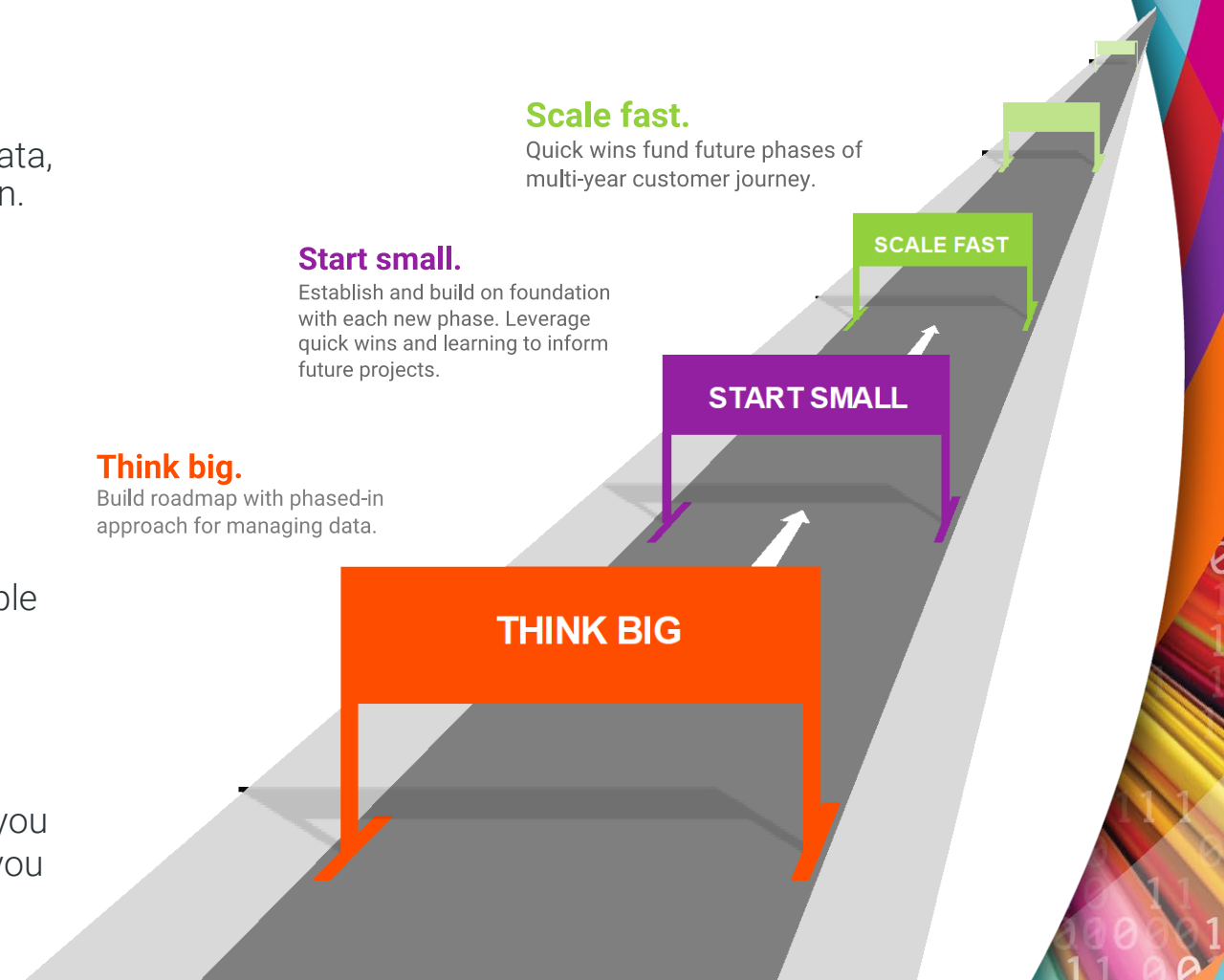
This work is already being done in pockets, just not in a connected, transparent way.

Simplify

Creating items and connections in Axon is incredibly simple and intuitive, no data modelling is required

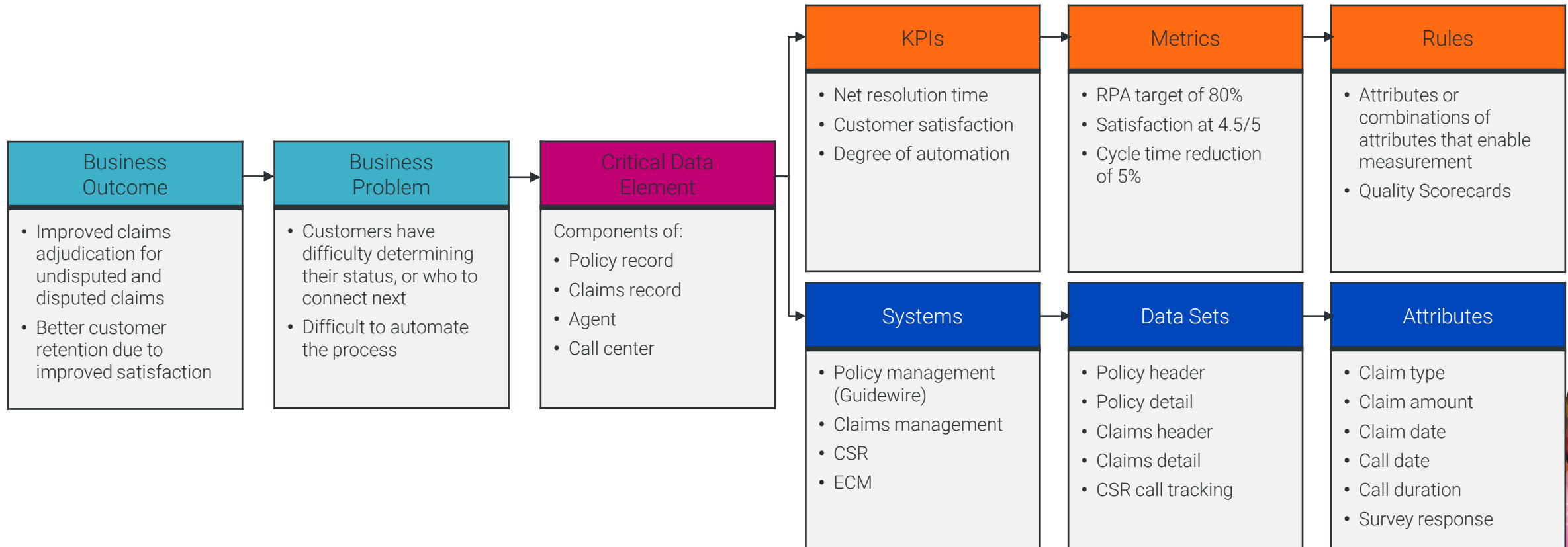
Yield Results

Individuals get out more than they put in. If, for example, you create a project - the connections do the fact-finding for you



Identify Business Use Cases and Outcomes

This example shows a Property & Casualty (P&C) insurance context, starting from the business outcome, traced to the components that drive it



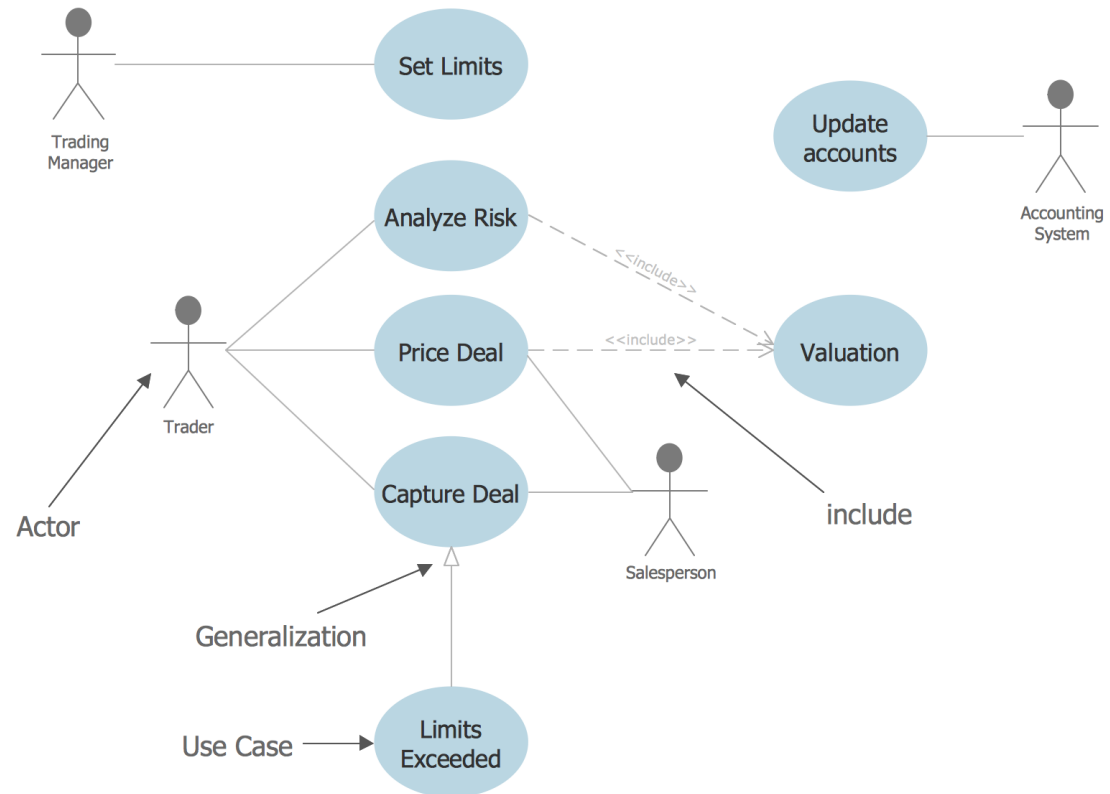
Use Cases: Examples

Examples of Business Drivers for Use Case Creation

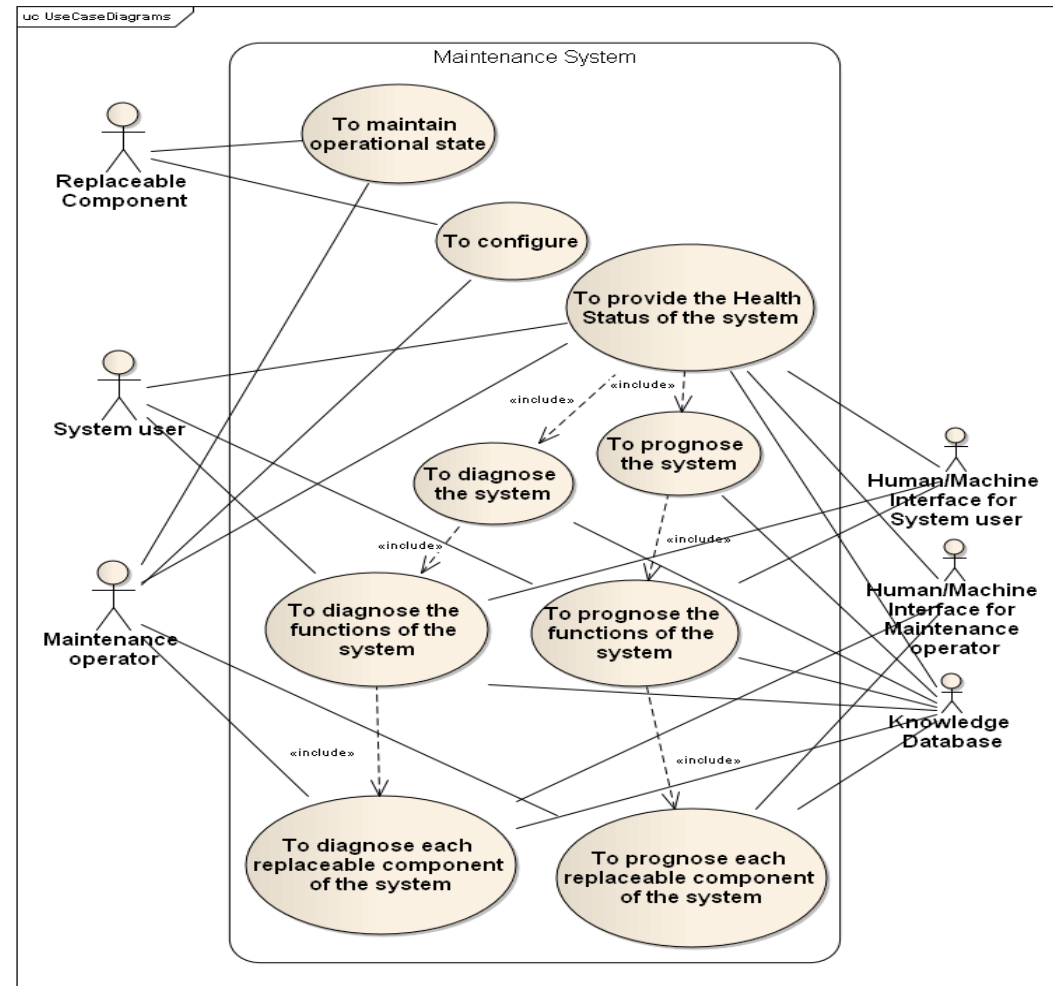
- Regulations, Compliance, Security, Classification
- New capabilities and products
- Reputation Management
- Analytics
- Mergers and acquisitions
- Operational Efficiencies, cost avoidance/reduction, customer management, etc.....
- Manage the proliferation of data in an efficient, cohesive manner
 - Ability to find the data I need, when it is needed , and be able to trust it
 - Data Literacy: easily understand what the data is and for what for

Use Case Example: Financial Trade UML diagram

This sample represents the actors, use cases and dependencies between them, as well as the relationships between use cases. There are used dependency and use case generalization associations on this UML diagram. Use case generalization is used when you have two similar use cases, but one of them does more than another.



Use Case Example: Preventive Maintenance in Manufacturing



Use Cases: Verification & Validation

Use Case: Validation and Verification

- Verification and validation are an integral part of building confidence in the product by assuring that the product meets the expectations of stakeholders.
- Verification and validation help reduce the chances of product failure and improve the reliability of the end product.
- Without rigorous verification and validation, user acceptance will be at risk.
- Outcomes from each step in the use case model must be validated to meet the stated success criteria.
- Results from each of the steps must be shared with the project team and stakeholders to make sure they agree with the outcomes.
- All failures must be documented and prioritized with remediation required.
- Both verification and validation happen simultaneously in agile development methodology due to the need for continuous refinement of the system based on the end-user feedback.

Use Case: Validation and Verification

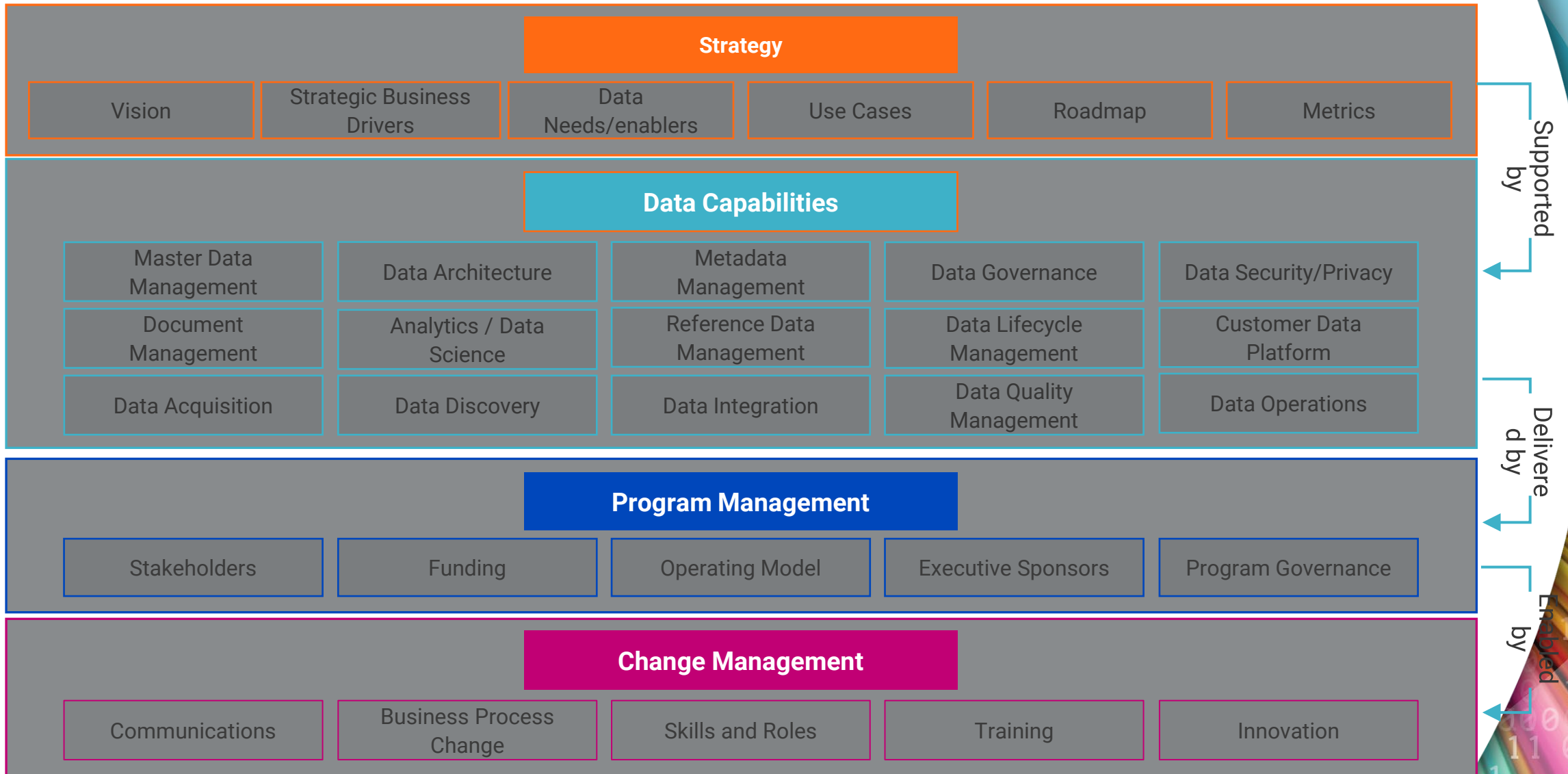
	VERIFICATION	VALIDATION
Definition	It is a process of checking if a product is developed as per the specifications.	It is a process of ensuring that the product meets the needs and expectations of stakeholders.
What it tests or checks for	It tests the requirements, architecture, design, and code of the software product.	It tests the usability, functionalities, and reliability of the end product.
Coding requirement	It does not require executing the code.	It emphasizes <u>executing the code</u> to test the usability and functionality of the end product.
Activities include	A few activities involved in verification testing are requirements verification, design verification, and code verification.	The commonly-used validation activities in software testing are usability testing, performance testing, system testing, security testing, and functionality testing.
Types of testing methods	A few verification methods are inspection, code review, desk-checking, and walkthroughs.	A few widely-used validation methods are black box testing, white box testing, integration testing, and acceptance testing.
Teams or persons involved	The quality assurance (QA) team would be engaged in the verification process.	The software testing team along with the QA team would be engaged in the validation process.
Target of test	It targets internal aspects such as requirements, design, software architecture, database, and code.	It targets the end product that is ready to be deployed

Summary

- Goals – identify the purpose for developing the capability, e.g., reduce customer churn to stabilize market share; deliver pre-emptive maintenance to robots on the factory floor to reduce down time; Fraud detection to safeguard transactions, reduce financial impact etc....
- Scope – document what this use case will deliver and what will not be addressed, which systems and people resources are required and any conditional requirements which may impact the Use Case
- Stakeholders – receiving the outcomes
- Actors - participants
- What would Success look like – what are the KPI's
- Write all the preconditions, which may impact delivery of the Use Case – e.g., availability of machine and human resources, budgets, dependencies etc.....
- Execute each step
- Verify and validate outcomes against stated goals/objectives for the use case
- Document and review any gaps and missed deliverables
- Prioritize remediations
- Include as part of the next phase or refactor and retest

Advisory Offerings

Data Strategy Framework: Building Blocks



Infomatica Service Offering

Business Use Case Assessment

Benefits

- Thought starters for efficient utilization of IPUs based on current use cases
- Increased Business Value through new use cases and improved approach of current use cases
- Increase business adoption and promote IPU consumption

Typical Duration

- 6 hours

Learn More

Do It Right the First Time
Contact Infomatica
Professional Services at
ips@infomatica.com

Are Your Use Cases Solving Real Business Problems?

Overview

Infomatica's Advisory Consult program provides short engagements in which our experienced senior Advisory Consultants work with your team to quickly assess your needs and provide targeted guidance. In the **Business Use Case Assessment**, we will conduct a brief interview with your team to understand current business problems, processes, use cases, and implementation plans. Advisory Services will assess your use cases for value and fit, recommend additional use cases based on our experience, and review a high level roadmap to increase business adoption.

Why Business Use Case Assessment Is Important

Use cases have many components or attributes that help describe their business objectives, expected outcomes, impacts, issues, and interactions between users, systems, and specific data. A common mistake when defining use cases is to orient these mainly to technical capabilities without a strong articulation of what specific business processes and personas will be engaged and how specific value will be achieved and measured.

Our Process

Your Business Use Case Assessment will come to life through the process below. We will seek to provide fast time-to-value through our best practice approach:

DISCOVER

- Engage key stakeholders
- Explore IPU utilization patterns
- Review 1-2 current use cases

ASSESS

- Evaluate 1-2 key use cases
- Identify additional industry use case ideas

RECOMMEND

- Executive road-out on use case assessment and additional use case ideas

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What is an Advisory Consult?

- **Complimentary**, limited-scope assessments to provide targeted improvement guidance

Consults Offered:

- **Business Use Case Assessment**
- Data Maturity Assessment
- Strategy Stoplight Assessment
- Measuring Success Primer
- Business Engagement

Business Use Case Assessment

A high-level assessment to quickly review customer IPU consumption and propose high level use cases and roadmap to increase business adoption and consumption

Activities	Deliverables	Outcomes
<ul style="list-style-type: none">•Conduct brief interview with the client and understand current IPU consumption pattern, business process, current use cases and implementation plan•Conduct assessment using Informatica's best practices and Data Strategy or Data Governance framework elements•Conduct Use Case review using the checklist of key areas around use case and value.	<ul style="list-style-type: none">•Current IPU usage pattern and recommendations for current use cases•Propose any new use cases aligned with business drivers, strategy and governance to realize immediate business value•Recommendations on the 'art of the possible' incremental value with working from left to right from business use cases•Readout of the deliverables along with next steps recommendations and timeline if applicable	<ul style="list-style-type: none">•Thought starters for efficient utilization of IPUs based on current use cases•Increased Business Value through new use cases and improved approach of current use cases•Increase business adoption and promote consumption



Thank You

Where data & AI come to **LIFE**



Q & A