

Business Motivation Model (BMM)

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Table 1: Data sheet for Business Motivation Model (BMM)

Title	Business Motivation Model
Acronym	BMM
Version	1.3
OMG Document Number	formal/2015-05-19
Release Date	April 2015
About Specification	https://www.omg.org/spec/BMM/1.3/About-BMM/
Document	https://www.omg.org/spec/BMM/1.3/PDF

Note: The following is an excerpt from the actual document. It is provided here as a convenience and is not authoritative. Refer to the original document as the authoritative reference.

Scope

Introduction

The Business Rules Group (BRG) developed the Business Motivation Model and published Version 1.0 on the BRG web site (www.businessrulesgroup.org) in November 2000. The latest version of BRG/BMM, version 1.3, was published in September 2007.

The Business Motivation Model provides a scheme or structure for developing, communicating, and managing business plans in an organized manner. Specifically, the Business Motivation Model does all of the following:

- *Identifies factors that motivate the establishment of business plans*
- *Identifies and defines the elements of business plans*
- *Indicates how all these factors and elements inter-relate*

Among these elements are those that provide governance for and guidance to the business — Business Policies and Business Rules.

The structure of the BMM provides the basis for the logical design of easily-constructed tools for storing, cross-referencing, and reporting the elements of business plans for business enterprises.

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