

# Case Swiss Re

Read the Swiss Re case description

Discuss and work in groups on the following tasks. Define

1. Swiss Re decided
  - to standardize business processes by defining global processes
  - to standardize data by defining the Swiss Re Data Language SDL

How can you categorize these standardization efforts? Model them as a Business Motivation Model in Visual Paradigm.

2. Based on the SWOT analysis for Swiss Re identify further means and ends, refine them into
  - Mission, strategies, tactics
  - Vision, goals, objectivesand add them to your Business Motivation Model.

Be prepared to present your solution.