

Understanding Your Models and What They Are Trying to Tell You

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Need for standards

KnowProcess

Marketing Automation

Single level process

Diagram: Multi-layer processes



Diagram: Do that thing



Copy and Paste your way to glory



ModelMinder

Questions...

Search interface

dataObject:contact

**Let's get the conversation
started**

**process -> callActivity ->
process**

**process -> dataObject
-> resource**

Standards problems



Extensions - sigh!

On to the demo