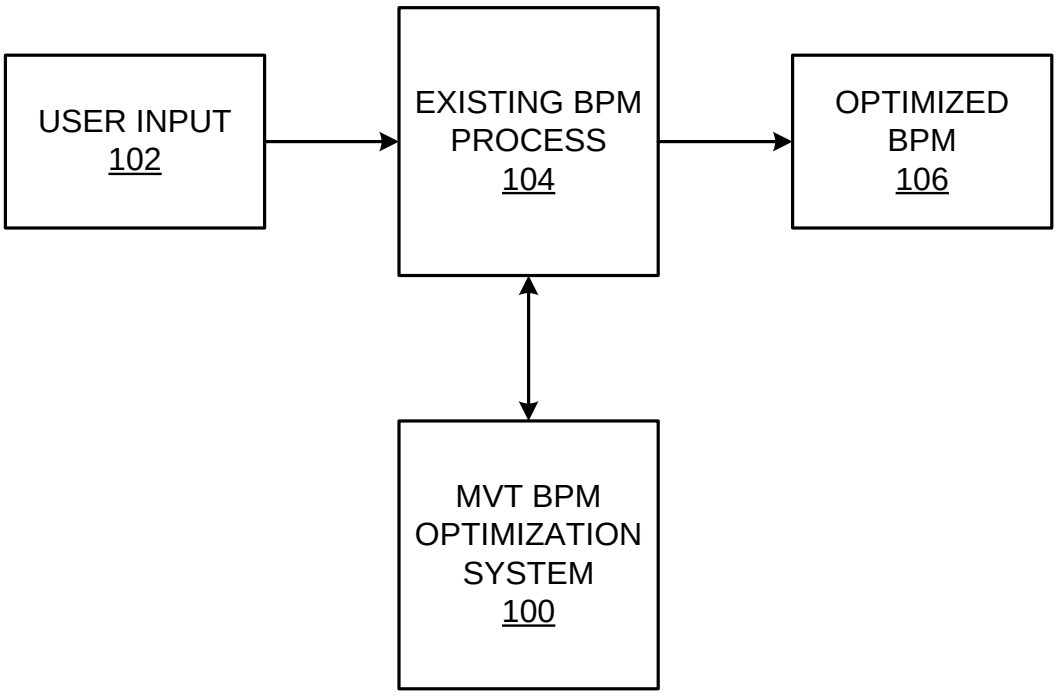

USER INPUT
102
EXISTING BPM
PROCESS
104
OPTIMIZED
BPM
106
MVT BPM
OPTIMIZATION
SYSTEM
100

FIG. 1

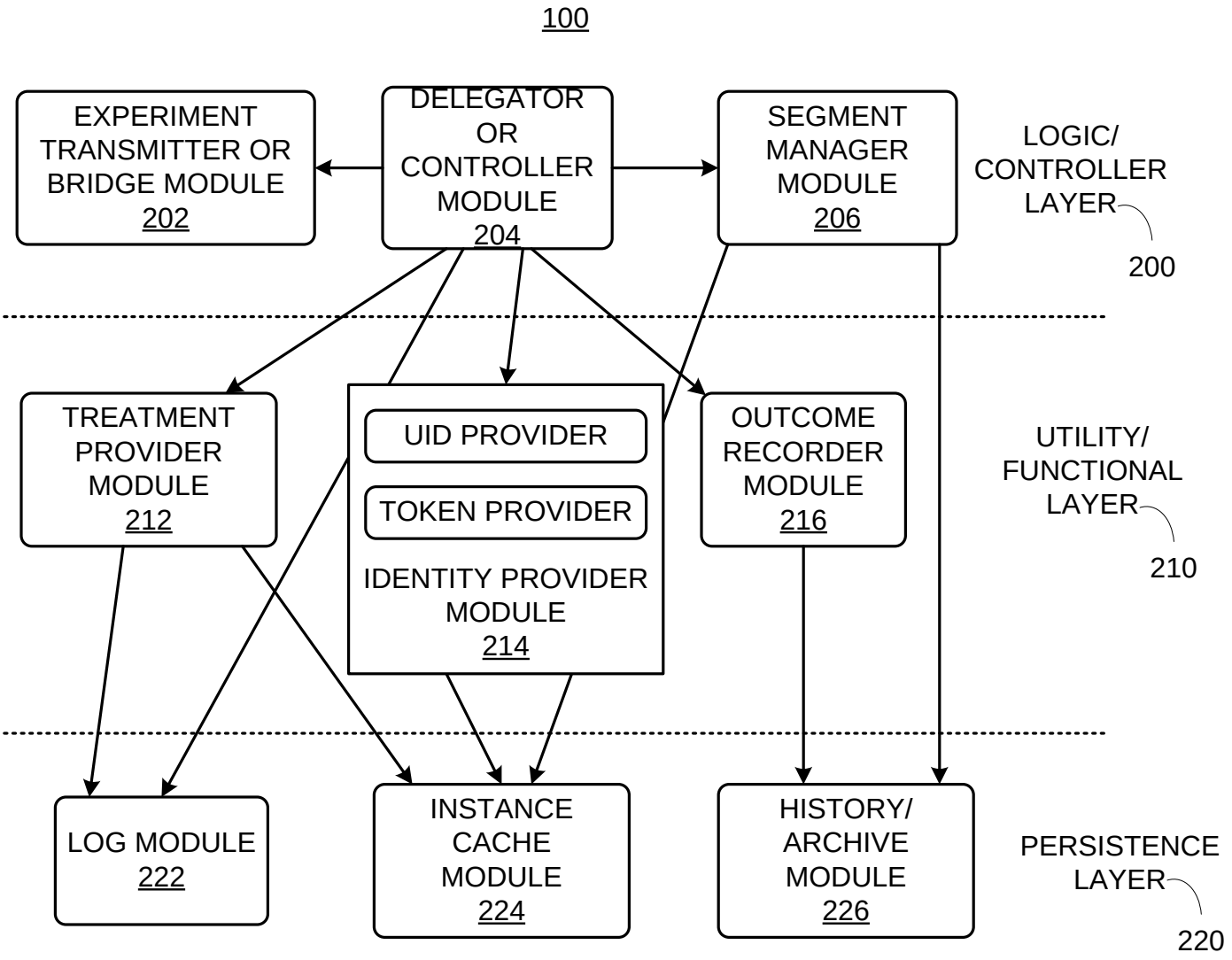

100
EXPERIMENT TRANSMITTER OR BRIDGE MODULE 202
DELEGATOR OR CONTROLLER MODULE 204
SEGMENT MANAGER MODULE 206
LOGIC/ CONTROLLER LAYER
200
TREATMENT PROVIDER MODULE 212
UID PROVIDER
TOKEN PROVIDER
IDENTITY PROVIDER MODULE 214
OUTCOME RECORDER MODULE 216
UTILITY/ FUNCTIONAL LAYER
210
LOG MODULE 222
INSTANCE CACHE MODULE 224
HISTORY/ ARCHIVE MODULE 226
PERSISTENCE LAYER
220

FIG. 2

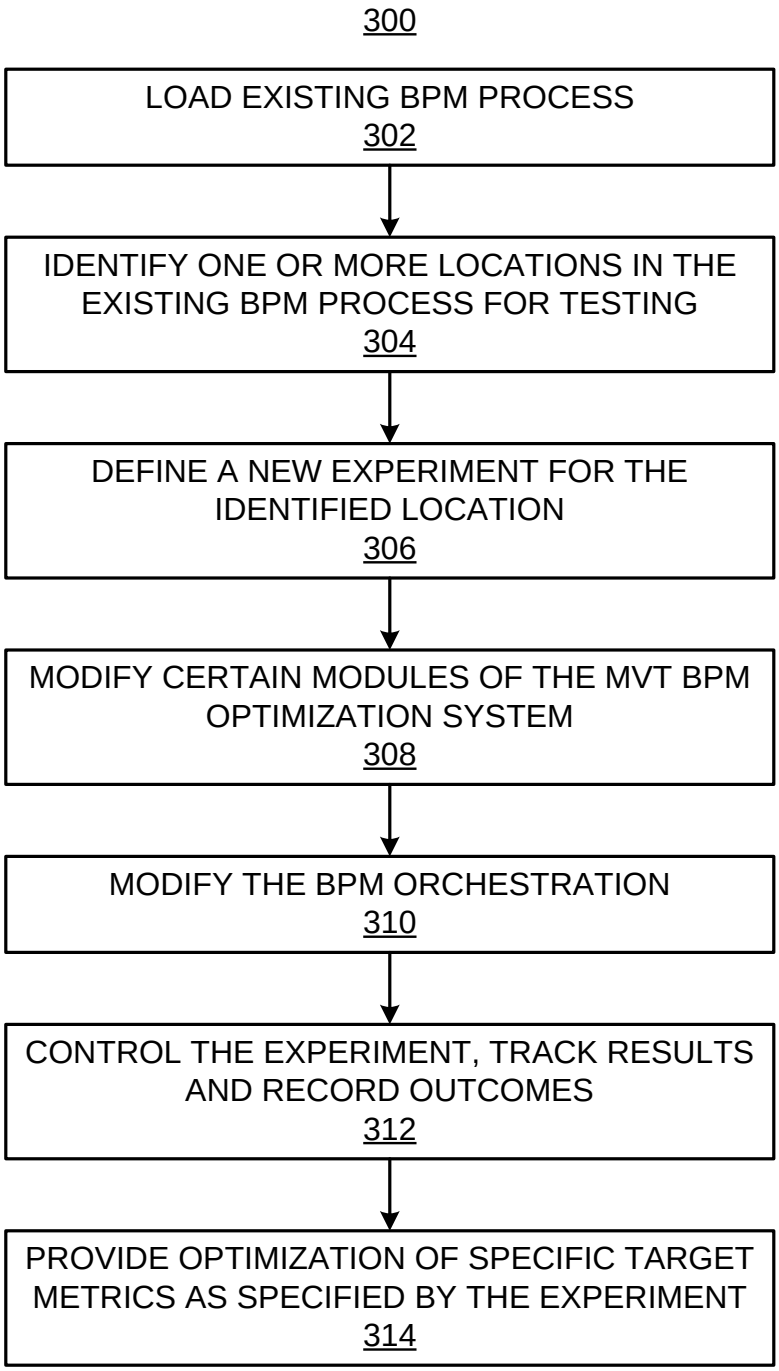

300
LOAD EXISTING BPM PROCESS
302
IDENTIFY ONE OR MORE LOCATIONS IN THE EXISTING BPM PROCESS FOR TESTING
304
DEFINE A NEW EXPERIMENT FOR THE IDENTIFIED LOCATION
306
MODIFY CERTAIN MODULES OF THE MVT BPM OPTIMIZATION SYSTEM
308
MODIFY THE BPM ORCHESTRATION
310
CONTROL THE EXPERIMENT, TRACK RESULTS AND RECORD OUTCOMES
312
PROVIDE OPTIMIZATION OF SPECIFIC TARGET METRICS AS SPECIFIED BY THE EXPERIMENT
314

FIG. 3

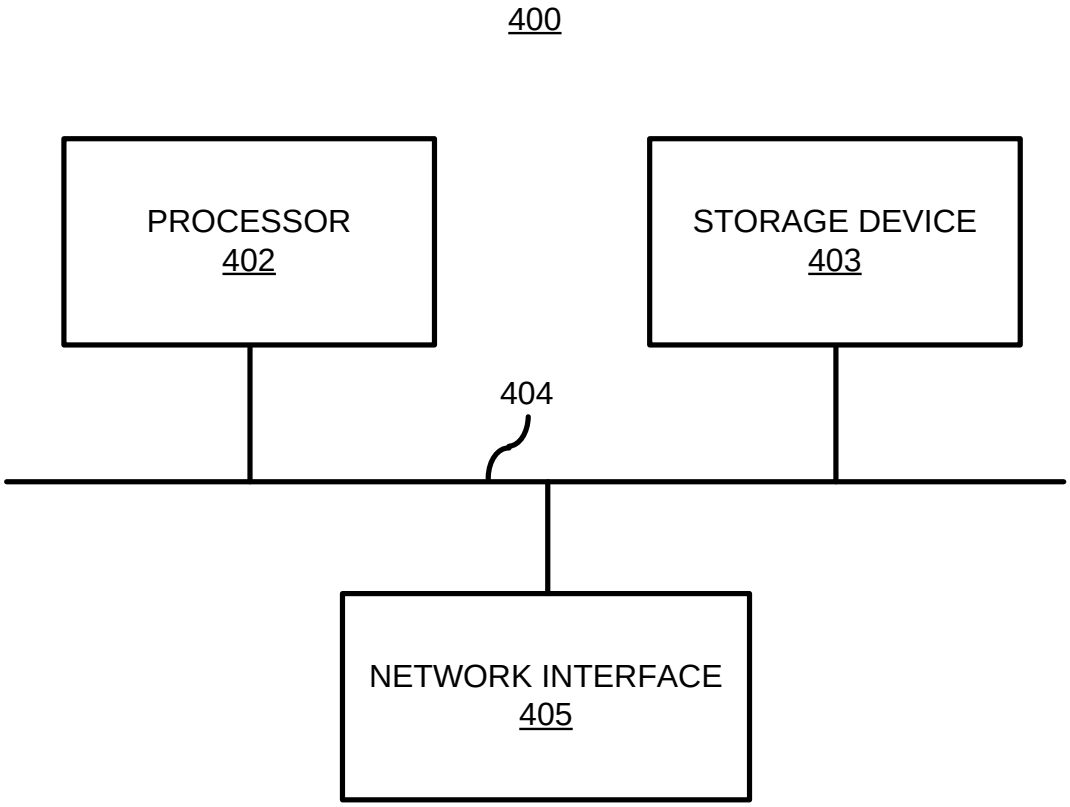

400
PROCESSOR
402
STORAGE DEVICE
403
404
NETWORK INTERFACE
405

FIG. 4