

Segment Direction (Capability)

- 1. Role Definition
- 2. Example of Use
- 3. Executive Summary
- 4. Key Features

Documentation

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Relations

1. Role Definition



Define, implement, track and assess the business performance goals for defined market segments. This perspective supports a particular organizational structure where enterprise strategies and plans are aligned to market segments (often in addition to product divisions)

2. Example of Use



Corporate direction notifies segment leadership of changed goals and priorities that impact their activity

3. Executive Summary



Define market segments and develop and assess performance against the segment plan's performance goals

4. Key Features

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- Define governing policies and guidelines
- Define business goals
- Define supporting business development strategies
- Track progress towards goals and direct activity

Documentation

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Properties

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Property	Value
Service Domain	
API BIAN Portal	Segment Direction API (https://app.swaggerhub.com/apis/BIAN-3/SegmentDirection/12.0.0)
Core Business Object	 Market Segment Strategy (object_26.html?object=45112)
Individual Analytics	segmentStrategyAccumulators segmentStrategyActivityAnalysis segmentStrategyPerformanceAnalysis segmentStrategyTrends&Events
Portfolio Analytics	segmentStrategyPortfolioActivityAnalysis segmentStrategyPortfolioMake-UpAnalysis segmentStrategyPortfolioPerformanceAnalysis
Scenarios	<div> Analyse Customer Segment Performance (views/view_55046.html)  Develop Advertising Campaign (views/view_55317.html)  Analyse External Campaign Portfolio Performance (views/view_55338.html)  Perform Internal Campaign Development (views/view_55520.html)  Develop External Campaign (views/view_54948.html)  Analyse Internal Campaign Portfolio Performance (views/view_54672.html)  Analyse Competitor Activity (views/view_54711.html)  Analyse Product Portfolio Performance (views/view_54619.html)</div>
Service Role	Define market segments and develop and assess performance against the segment plan's performance goals
BIAN Life Cycle	

Registration Status	Registered
Stereotypes	
stereotype	ServiceDomain

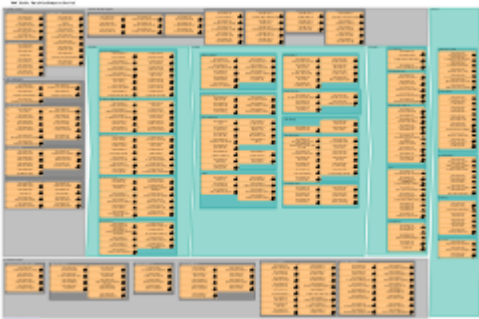
Appears on

(views/view_50812.html)



Segment Direction SD Overview

(views/view_51705.html)







BIAN Service Landscape V12.0 Value Ch...

























(views/view_51891.html)



BIAN Service Landscape V12.0 Matrix Vi...

Relations

aggregated by	 Business Analysis (object_25.html?object=130086)
	 Wave 3 (object_25.html?object=153743)
	 Marketing And Development (object_25.html?object=171926)
is equal to	 Segment Direction (object_36.html?object=42647)

is part of	 Business Analysis (object_25.html?object=130086)
realized by	<div>  Segment Strategy_Analytics Object (object_25.html?object=111319)  Segment Direction_SD_Operations (object_18.html?object=156531)  Segment Strategy_Instantiation (object_17.html?object=156541)  Segment Strategy_Reporting (object_17.html?object=156552)  Segment Strategy_Invocation (object_17.html?object=156554)  Segment Direction_SD_Service Group (object_18.html?object=238853)  Ec BQ Accept, verify, reject, etc. aspects of an initiative (object_12.html?object=29319)  Gr CR Grant permission for some action under the authority of the strategy (object_13.html?object=30431)  Up BQ Update details for a segment initiative (object_13.html?object=32165)  Cr BQ Create/instigate a supporting segment initiative (object_12.html?object=33048)  Ca CR Capture activity details related to implementation of the strategy (object_12.html?object=33232)  Up CR Update details of the segment strategy (object_12.html?object=33369)  Cr CR Create a segment strategy for the associated division (object_12.html?object=33656)  Segment (object_23.html?object=33719)  Re CR Retrieve details relating to the strategy and any supporting activities (object_14.html?object=35163)  Segment Strategy (object_24.html?object=37830)  Ca BQ Capture activity details for a segment initiative (object_15.html?object=40357)  Rq BQ Request manual intervention into a segment initiative (object_16.html?object=43534)  Ec CR Accept, reject, etc. aspects or actions associated with the strategy (object_16.html?object=44267)  Re BQ Retrieve details about a segment initiative (object_16.html?object=44754)  Direct (object_28.html?object=58041) </div>
serves	 Market Management (object_6.html?object=63703)
triggered by	 Business Development (object_20.html?object=32900)