Market Research (Capability)

1. Role Definition ⌃

This service domain supports general market research for a wide range of uses and sources - including customer and competitor activity and related market assessments. It can combine subscribing to and consolidating market research with supporting on-line/interactive access to market news sources (general, not financial market). A more sophisticated implementation will support specific market information requests and the consolidation of gathered intelligence

2. Example of Use ⌃

A market research department handles the access and consolidation and classification of market research

3. Executive Summary ⌃

This service domain handles the capture of market research from multiple external sources. This can include live feeds, analysis and reports in any form. The information is classified/catalogued and stored for retrieval.

4. Key Features ⌃

Identify and subscribe to market resource services

Operate access to market research service to obtain reports

Consolidate, classify and maintain research

Provide access to market research within the bank (direct and for analysis)

Support ad-hoc requests to identify and obtain market research

Documentation ⌃

Properties ⌃

Property	Value
Service Domain	
API BIAN Portal	Market Research API (https://app.swaggerhub.com/apis/BIAN-3/MarketResearch/12.0.0)
Core Business Object	Market Research (object_26.html?object=45160)
Individual Analytics	generalMarketResearchProcedureAccumulators generalMarketResearchProcedureActivityAnalysis generalMarketResearchProcedurePerformanceAnalysis generalMarketResearchProcedureTrends&Events
Portfolio Analytics	generalMarketResearchProcedurePortfolioActivityAnalysis generalMarketResearchProcedurePortfolioMake-UpAnalysis generalMarketResearchProcedurePortfolioPerformanceAnalysis

Scenarios	
	⊞ Analyse Customer Segment Performance (views/view_55046.html)
	⊞ Develop Advertising Campaign (views/view_55317.html)
	⊞ Execute External Campaign (views/view_55170.html)
	⊞ Develop Customer Insights (views/view_55541.html)
	⊞ Analyse External Campaign Portfolio Performance (views/view_55338.html)
	⊞ Perform Internal Campaign Development (views/view_55520.html)
	⊞ Perform Customer Relationship Development Planning (views/view_55161.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)

Service Role	Capture market research from multiple sources, classify and store information for retrieval

BIAN Life Cycle

Registration Status	Registered

Stereotypes

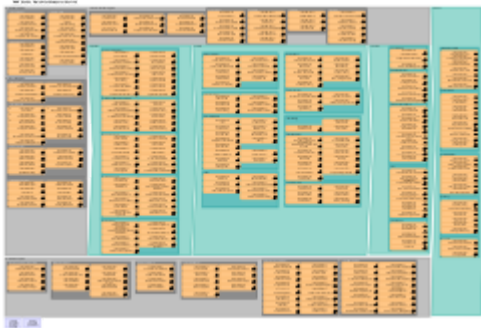| stereotype	
	ServiceDomain

Appears on ⌃

(views/view_51372.html)

Market Research 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 2 (object_25.html?object=153742)
	Wave 1 (object_25.html?object=153747)
	Marketing And Development (object_25.html?object=171926)
is equal to	Market Research (object_36.html?object=34939)
is part of	Business Analysis (object_25.html?object=130086)
realized by	General Market Research Procedure_ Analytics Object (object_25.html?object=111494)
	General Market Research Directory Entry_Reporting (object_18.html?object=217783)
	General Market Research Directory Entry_Instantiation (object_18.html?object=217799)
	General Market Research Directory Entry_Invocation (object_18.html?object=217807)
	Market Research_SD_Operations (object_18.html?object=217816)
	Market Research_SD_Service Group (object_18.html?object=238284)
	General Market Research Directory Entry (object_24.html?object=29220)
	Rq CR Request a viewpoint is refreshed or adjusted in some manner (object_13.html?object=30457)
	General Market Research (object_23.html?object=30736)
	In CR Register or establish a market research viewpoint (object_12.html?object=33211)
	Ex CR Automatically extract details of a maintained market research viewpoint (object_14.html?object=36343)
	Up CR Update the details or make-up of a market research viewpoint (object_14.html?object=36904)
	Re CR Retrieve details about and the content of a maintained market research viewpoint (object_17.html?object=47462)
	Catalog (object_28.html?object=58136)
serves	Market Management (object_6.html?object=63703)

triggered by		Customer Relationship Management (object_21.html?object=30437)
		Competitor Analysis (object_20.html?object=33057)
		Customer Behavior Insights (object_21.html?object=34917)
		Market Analysis (object_21.html?object=36136)
		Advertising (object_21.html?object=37299)
		Prospect Campaign Design (object_22.html?object=39556)
		Customer Campaign Design (object_22.html?object=47269)
triggers		Customer Surveys (object_20.html?object=33538)