

Product Portfolio (Capability)

- 1. Role Definition
- 2. Example of Use
- 3. Executive Summary
- 4. Key Features
- Documentation
- Properties
- Appears on
- Relations

1. Role Definition

Maintain a portfolio of view of the bank's products with key product performance data and consolidated activity details to support profitability and performance analysis across the product portfolio

2. Example of Use

Business development review product performance in order to target product design, marketing, sales, pricing and delivery priorities

3. Executive Summary

Maintain a portfolio of analytical views of the product portfolio to support product profitability and performance analysis

4. Key Features

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- Consolidate product performance data
- Obtain comparative market research on competitor product activity/profitability
- Conduct analysis of product performance
- Propose initiatives to improve product profitability/performance

Documentation

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Properties

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Property	Value
Service Domain	
API BIAN Portal	Product Portfolio API (https://app.swaggerhub.com/apis/BIAN-3/ProductPortfolio/12.0.0)
Core Business Object	 Product Analysis (object_26.html?object=41169)
Individual Analytics	productPortfolioAnalysisAccumulators productPortfolioAnalysisActivityAnalysis productPortfolioAnalysisPerformanceAnalysis productPortfolioAnalysisTrends&Events
Portfolio Analytics	productPortfolioAnalysisPortfolioActivityAnalysis productPortfolioAnalysisPortfolioMake-UpAnalysis productPortfolioAnalysisPortfolioPerformanceAnalysis
Scenarios	<div> Create New Sales Product Bundle (views/view_55028.html)</div> <div> Review Call Centre Activity for New Product (views/view_55164.html)</div> <div> Create New Product (views/view_55146.html)</div> <div> Phase Out Sales Product Current Account (views/view_55434.html)</div> <div> Create New Sales Product Single (views/view_55221.html)</div> <div> Change Operational Current Account Product (views/view_54857.html)</div> <div> Analyse Product Portfolio Performance (views/view_54619.html)</div>
Service Role	Maintain and assess coverage and relative performance/profitability of the full range of offered products and product combinations/ bundles. Direct product development/refinement to re-balance the portfolio
BIAN Life Cycle	

Registration
Status

Registered

Stereotypes

stereotype

ServiceDomain

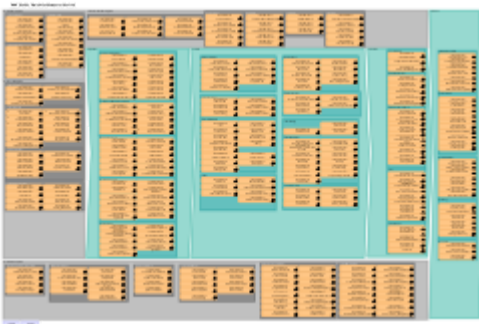
Appears on

(views/view_51513.html)



Product Portfolio SD Overview

(views/view_51705.html)



BIAN Service Landscape V12.0 Value Ch...

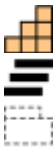
(views/view_51891.html)



BIAN Service Landscape V12.0 Matrix Vi...

Relations

aggregated
by



Business Analysis (object_25.html?object=130086)
























Wave 3 (object_25.html?object=153743)

Product Management (object_25.html?object=172104)

is equal to



Product Portfolio (object_37.html?object=36620)

is part of	 Business Analysis (object_25.html?object=130086)
realized by	 Product Portfolio Analysis_ Analytics Object (object_25.html?object=111341)  Product Portfolio Analysis_Reporting (object_17.html?object=146867)  Product Portfolio Analysis_Instantiation (object_17.html?object=146875)  Product Portfolio_SD_Operations (object_18.html?object=146880)  Product Portfolio Analysis_Invocation (object_17.html?object=146891)  Product Portfolio_SD_Service Group (object_18.html?object=239059)  Product Portfolio (object_23.html?object=29069)  Re CR Retrieve details about product portfolio analysis activity (object_12.html?object=29682)  Product Portfolio Analysis (object_24.html?object=30396)  Ex BQ Execute an automated action against on-going analysis (object_13.html?object=32070)  Up BQ Update details of a specific product performance analysis (object_13.html?object=32246)  Ec BQ Accept, reject, verify, etc. product performance analysis (object_14.html?object=35726)  Ev BQ Evaluate product performance using a specific type of analysis (object_14.html?object=36760)  Rq BQ Request manual intervention to on-going analysis (object_15.html?object=39577)  Ev CR Evaluate product portfolio performance (object_16.html?object=43206)  Up CR Update settings or content for product portfolio analysis activity (object_16.html?object=44096)  Rq CR Request manual intervention in the product portfolio analysis activity (object_16.html?object=45411)  Re BQ Retrieve details about a specific product performance analysis (object_16.html?object=46880)  Analyze (object_28.html?object=58100)
served by	 Product to Information Association (object_6.html?object=131267)
serves	 Product Management (object_6.html?object=130055)  Product Performance Management (object_6.html?object=131525)
triggered by	 Business Development (object_20.html?object=32900)
triggers	 Sales Product (object_21.html?object=37972)  Product Quality Assurance (object_22.html?object=40811)  Product Design (object_22.html?object=44093)