

# Business Development (Capability)

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

Documentation

Properties

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Relations

## 1. Role Definition

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Define, implement, track and assess the new business development plans for the enterprise or specific business divisions. This can cover business activities such as new market segment entry, product coverage and product specification development, brand development, new customer acquisition and existing customer, cross-sell/up-sell and retention.

## 2. Example of Use

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Corporate strategy develops targets for new business acquisition in selected market segments

## 3. Executive Summary

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Define, implement, track and assess the new business development plans

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	Business Development API ( <a href="https://app.swaggerhub.com/apis/BIAN-3/BusinessDevelopment/12.0.0">https://app.swaggerhub.com/apis/BIAN-3/BusinessDevelopment/12.0.0</a> )
Core Business Object	 Business Development Strategy ( <a href="#">object_26.html?object=32067</a> )
Individual Analytics	businessDevelopmentStrategyAccumulators businessDevelopmentStrategyActivityAnalysis businessDevelopmentStrategyPerformanceAnalysis businessDevelopmentStrategyTrends&Events
Portfolio Analytics	businessDevelopmentStrategyPortfolioActivityAnalysis businessDevelopmentStrategyPortfolioMake-UpAnalysis businessDevelopmentStrategyPortfolioPerformanceAnalysis
Scenarios	<div><div> Analyse Customer Segment Performance (<a href="#">views/view_55046.html</a>)</div><div> Develop Advertising Campaign (<a href="#">views/view_55317.html</a>)</div><div> Assess Customer Behaviour Model Performance (<a href="#">views/view_55371.html</a>)</div><div> Analyse External Campaign Portfolio Performance (<a href="#">views/view_55338.html</a>)</div><div> Perform Internal Campaign Development (<a href="#">views/view_55520.html</a>)</div><div> Develop External Campaign (<a href="#">views/view_54948.html</a>)</div><div> Analyse Internal Campaign Portfolio Performance (<a href="#">views/view_54672.html</a>)</div><div> Analyse Competitor Activity (<a href="#">views/view_54711.html</a>)</div><div> Analyse Product Portfolio Performance (<a href="#">views/view_54619.html</a>)</div></div>

Service Role      Define, implement, track and assess the new business development plans for the enterprise or specific business divisions. This can cover business activities such as new market segment entry, product coverage and product specification development, brand development, new customer acquisition and existing customer, cross-sell/up-sell and retention.

BIAN Life Cycle

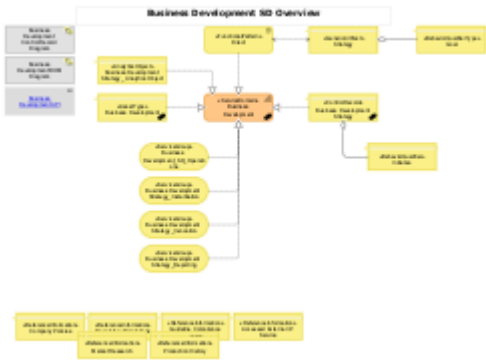
Registration      Registered  
Status

Stereotypes

stereotype      ServiceDomain

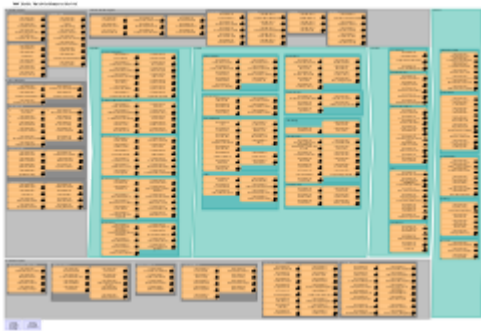
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(views/view\_51492.html)



Business Development SD Overview

(views/view\_51705.html)



BIAN Service Landscape V12.0 Value Ch...

(views/view\_51891.html)

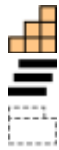


BIAN Service Landscape V12.0 Matrix Vi...

# Relations



aggregated by



Marketing (object\_25.html?object=130117)

Wave 3 (object\_25.html?object=153743)

Marketing And Development (object\_25.html?object=171926)

is equal to



Business Development (object\_36.html?object=32901)

is part of



Marketing (object\_25.html?object=130117)

realized by



Business Development Strategy\_Analytics Object (object\_25.html?object=111371)



Business Development Strategy\_Invocation (object\_17.html?object=150123)



Business Development Strategy\_Instantiation (object\_17.html?object=150126)



Business Development\_SD\_Operations (object\_18.html?object=150129)



Business Development Strategy\_Reporting (object\_17.html?object=150133)



Business Development\_SD\_Service Group (object\_18.html?object=238423)



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)



Cr BQ Create/instigate a supporting business development initiative (object\_13.html?



object=31107)



Ca CR Capture activity details related to implementation of the strategy (object\_12.html?



object=33232)



Business Development Strategy (object\_24.html?object=34621)



Re CR Retrieve details relating to the strategy and any supporting activities



(object\_14.html?object=35163)



Business Development (object\_24.html?object=36209)



Cr CR Create a business development strategy for the enterprise or division



(object\_14.html?object=37697)



Ca BQ Capture activity details for a business development initiative (object\_15.html?



object=39032)



Rq BQ Request manual intervention into a business development initiative (object\_15.html?



object=41258)



Up BQ Update details for a business development initiative (object\_12.html?object=42021)



Re BQ Retrieve details about a business development initiative (object\_16.html?



object=44203)



Ec CR Accept, reject, etc. aspects or actions associated with the strategy (object\_16.html?



































object=44267)



Up CR Update details of the business development strategy (object\_17.html?object=47402)



Direct (object\_28.html?object=58041)

sends output to		Servicing Event History (object_21.html?object=30330)
		Financial Message Analysis (object_21.html?object=30650)
		Prospect Campaign Management (object_21.html?object=32462)
		Correspondent Bank Operations (object_21.html?object=32729)
		Customer Workbench (object_21.html?object=34733)
		Customer Behavior Insights (object_21.html?object=34917)
		Channel Activity History (object_21.html?object=38870)
		Prospect Campaign Design (object_22.html?object=39556)
		Contact Handler (object_20.html?object=41839)
		Product Combination (object_22.html?object=43096)
		Contact Center Operations (object_22.html?object=43894)
		Customer Proposition (object_22.html?object=44191)
		Consumer Advisory Services (object_22.html?object=44522)
		Consumer Investments (object_22.html?object=45432)
		Lead and Opportunity Management (object_22.html?object=45446)
		Customer Campaign Management (object_22.html?object=46174)
		Currency Exchange (object_22.html?object=46441)
		Collateral Allocation Management (object_23.html?object=47470)
		Session Dialogue (object_23.html?object=48273)
<hr/>		
serves		Sales Plan Management (object_6.html?object=115246)
<hr/>		
triggered by		Business Development (object_20.html?object=32900)
<hr/>		
triggers		Term Deposit (object_21.html?object=30653)
		Prospect Campaign Management (object_21.html?object=32462)
		Business Development (object_20.html?object=32900)
		Market Analysis (object_21.html?object=36136)
		Product Portfolio (object_21.html?object=36619)
		Advertising (object_21.html?object=37299)
		Prospect Campaign Design (object_22.html?object=39556)
		Customer Behavior Models (object_22.html?object=41791)
		Segment Direction (object_20.html?object=42646)
		Customer Portfolio (object_22.html?object=43359)
		Customer Campaign Management (object_22.html?object=46174)
		Customer Campaign Design (object_22.html?object=47269)