

Products and Services Direction (Capability)

- 1. Role Definition
- 2. Example of Use
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- Relations

1. Role Definition

Develop and communicate product and service policies and adapt in response to changing needs and to practical experience

2. Example of Use

Senior product and service management assess performance and define the policies governing product and service delivery

Documentation

Properties

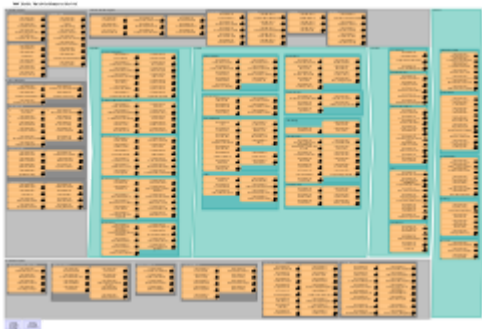
Property	Value
Service Domain	
Individual	products&ServicesStrategyAccumulators
Analytics	products&ServicesStrategyActivityAnalysis products&ServicesStrategyPerformanceAnalysis products&ServicesStrategyTrends&Events

Portfolio Analytics	products&ServicesStrategyPortfolioActivityAnalysis products&ServicesStrategyPortfolioMake-UpAnalysis products&ServicesStrategyPortfolioPerformanceAnalysis
Scenarios	
Service Role	Develop and communicate product and service policies and adapt in response to changing needs and to practical experience
BIAN Life Cycle	
Registration Status	Registered
Stereotypes	
stereotype	ServiceDomain

Appears on

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BIAN Service Landscape V12.0 Value Ch...

(views/view_51891.html)



BIAN Service Landscape V12.0 Matrix Vi...





















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Products And Services Direction SD Ove...

Relations



aggregated by	 Business Direction (object_25.html?object=171820)
is equal to	 Products and Services Direction (object_36.html?object=33782)
is part of	 Business Direction (object_25.html?object=130146)
realized by	<div><div> Products And Services Strategy_ Analytics Object (object_25.html?object=111509)</div><div> Products And Services Strategy (object_24.html?object=133446)</div><div> Products And Services (object_24.html?object=133449)</div><div> Products And Services Strategy_ Invocation (object_17.html?object=151783)</div><div> Products And Services Strategy_ Instantiation (object_17.html?object=151786)</div><div> Products And Services Strategy_ Reporting (object_17.html?object=151804)</div><div> retrieve Products And Services Strategy (object_18.html?object=239090)</div><div> authorize Products And Services Strategy (object_19.html?object=239656)</div><div> request Products And Services Strategy (object_19.html?object=239871)</div><div> notify Products And Services Strategy (object_19.html?object=240817)</div><div> configure Products And Services Strategy (object_20.html?object=243548)</div><div> record Products And Services Strategy (object_20.html?object=244169)</div><div> Products And Services Direction_SD_Service Group (object_20.html?object=250185)</div><div> Direct (object_28.html?object=58041)</div></div>
serves	<div><div> Product Management (object_6.html?object=130055)</div><div> Product to Business Direction Association (object_6.html?object=131084)</div><div> Product Association Management (object_6.html?object=131146)</div></div>