Channel Portfolio (Capability)

1. Role Definition

Evaluate the coverage and relative performance of different channels with respect to the blend of service and product activity. Optimize channel use to minimize costs and enhance customer experience

2. Example of Use

Product designers review the performance of products over different channels and channel combinations to refine product designs and delivery

Documentation

Properties

Property	Value
Service Domain	
Individual Analytics	channelPortfolioAnalysisAccumulators channelPortfolioAnalysisActivityAnalysis channelPortfolioAnalysisPerformanceAnalysis channelPortfolioAnalysisTrends&Events

Portfolio Analytics	channelPortfolioAnalysisPortfolioActivityAnalysis channelPortfolioAnalysisPortfolioMake-UpAnalysis channelPortfolioAnalysisPortfolioPerformanceAnalysis
Scenarios	
Service Role	Evaluate the coverage and relative performance of different channels with respect to the blend of service and product activity. Optimize channel use to minimize costs and enhance customer experience

BIAN Life Cycle

Registration Status	Registered

Stereotypes

stereotype	ServiceDomain

Appears on ⌃

(views/view_51339.html)

Channel Portfolio SD Overview

(views/view_51705.html)
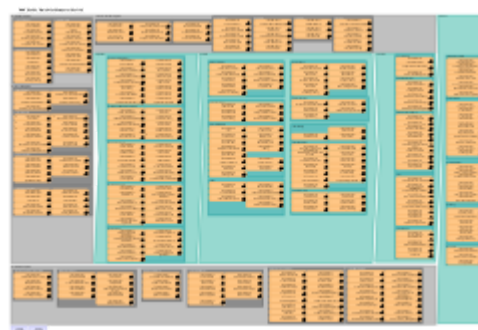
BIAN Service Landscape V12.0 Value Ch…

(views/view_51891.html)

BIAN Service Landscape V12.0 Matrix Vi…

Relations ⌃

aggregated by	▫ Channel Management (object_25.html?object=172028)
is equal to	▤ Channel Portfolio (object_36.html?object=33257)
is part of	▦ Business Analysis (object_25.html?object=130086)
realized by	▭ Channel Portfolio Analysis_ Analytics Object (object_25.html?object=111468)
	⬭ Channel Portfolio Analysis_Instantiation (object_17.html?object=115812)
	⬭ Channel Portfolio Analysis_Invocation (object_17.html?object=115816)
	▭ Channel Portfolio (object_24.html?object=115824)
	⬭ Channel Portfolio Analysis_Reporting (object_17.html?object=115828)
	▭ Channel Portfolio Analysis (object_24.html?object=115838)
	⬭ retrieve Channel Portfolio Analysis (object_18.html?object=239192)
	⬭ request Channel Portfolio Analysis (object_19.html?object=242313)
	⬭ record Channel Portfolio Analysis (object_19.html?object=243084)
	⬭ configure Channel Portfolio Analysis (object_20.html?object=246608)
	⬭ notify Channel Portfolio Analysis (object_20.html?object=249812)
	⬭ Channel Portfolio_SD_Service Group (object_20.html?object=253672)
	◑ Analyze (object_28.html?object=58100)
serves	▦ Channel Management (object_6.html?object=130032)
	▦ Channel Performance Management (object_6.html?object=130665)