

# Corporate Communications (Capability)

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- 1. Role Definition
- 2. Example of Use
- Documentation
- Properties
- Appears on
- Relations

## 1. Role Definition

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Develop and distribute key corporate messages as needed to support the strategy and maintain the enterprise reputation and brand

## 2. Example of Use

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Press releases are developed to coincide with financial performance reporting

## Documentation

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## Properties

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Property	Value
Service Domain	

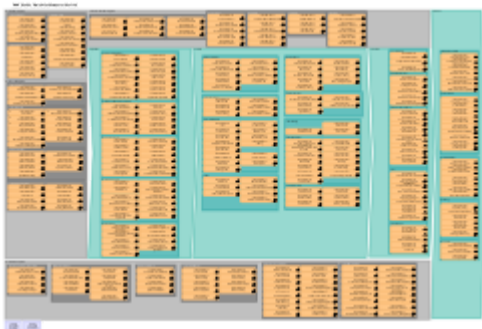
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Individual Analytics	enterpriseCommunicationManagementPlanAccumulators enterpriseCommunicationManagementPlanActivityAnalysis enterpriseCommunicationManagementPlanPerformanceAnalysis enterpriseCommunicationManagementPlanTrends&Events
Portfolio Analytics	enterpriseCommunicationManagementPlanPortfolioActivityAnalysis enterpriseCommunicationManagementPlanPortfolioMake-UpAnalysis enterpriseCommunicationManagementPlanPortfolioPerformanceAnalysis
Scenarios	
Service Role	Develop and distribute key corporate messages as needed to support the strategy and maintain the enterprise reputation and brand
<b>BIAN Life Cycle</b>	
Registration Status	Registered
<b>Stereotypes</b>	
stereotype	ServiceDomain

Appears on

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(views/view\_51705.html)



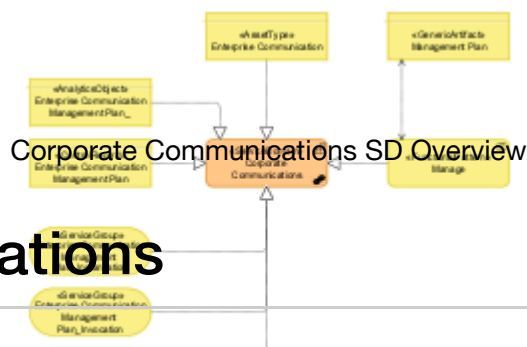
BIAN Service Landscape V12.0 Value Ch...

(views/view\_51978.html)

(views/view\_51891.html)



BIAN Service Landscape V12.0 Matrix Vi...



# Relations



aggregated  
by



Corporate Relations (object\_25.html?object=171786)

is equal to



Corporate Communications (object\_37.html?object=38475)

is part of



Corporate Relations ([object\\_25.html?object=130222](#))

realized by



Enterprise Communication Management Plan\_ Analytics Object (object\_25.html?object=111237)



Enterprise Communication Management Plan (object\_24.html?object=130230)



Enterprise Communication (object\_24.html?object=131303)



Enterprise Communication Management Plan\_Reporting (object\_18.html?object=215304)



Enterprise Communication Management Plan Instantiation (object 18.html?object=215312)



Enterprise Communication Management Plan\_Invocation (object\_18.html?object=215319)



terminate Enterprise Communication Management Plan (object\_17.html?object=238018)



request Enterprise Communication Management Plan (object\_19.html?object=239847)



Corporate Communications SD Service Group (object 19.html?object=239926)



Corporate Communications\_SD\_Service Group (object\_19.html?object=2359928)



configure Enterprise Communication Management Plan (object\_19.html?object=240273)



retrieve Enterprise Communication Management Plan (object\_20.html?object=243629)



record Enterprise Communication Management Plan (object\_20.html?object=250490)



record Enterprise Communication Mana  
Manage (object 28.html?object=58116)

serves



Message Management (object\_6.html?object=65960)