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| **Key Partners**  Software developers  Hardware suppliers  Business Analytics Trainers  Business Process Platforms (SAP, etc) | **Key Activities**  Software development  Hardware design and supply  Business Analytics Training | **Value Proposition**  Process Analytics  Training  Control over processes  Software  Direct contact with SA market | | **Customer Relationships**  Continuous support  Analytics interpretation  Customise a standard solution  Training | **Customer Segments**  IT logging  Manufacturing processes  Automated business processes  Medium sized companies |
| **Key Resources**  Business Process Platforms (SAP, etc)  Customer Relationships | **Channels**  Social media  Proof of concept models  Testimonials |
| **Cost Structure**  Training staff  Software development  IT systems procurement and maintenance  Consulting staff  Customer Support | | | **Revenue Streams**  Training    System design and integration  Software sales  Consultation Fees | | |
| **Social and Environmental Cost**  Automation (job destruction) | | | **Social and Environmental Benefit**  Direct Job Creation  Indirect Job Creation | | |