# The LeanIX Business Capability Model



PRODUCT DEVELOPMENT	PLATFORM AND SERVICE OPERATIONS	ACCOUNT MANAGEMENT	ENTERPRISE SUPPORT	DEMAND GENERATION	PEOPLE OPERATIONS	FINANCIAL SERVICES	IT MANAGEMENT
Product Planning	Software Release Management	Account Analytics	Contract Management	Campaign Management	Salary and Commissions	Accounting	Mobile Device Management
Software Engineering	Infrastructure Services	Account Database & List Services	Travel Management	Social Engagement	Employee Onboarding	Controlling	Enterprise Architecture Management
Product Quality Management	Platform Configuration	Lead & Opportunity Management	Facility Management & Services	Website Management	Training & Education	Payments	Information Security & Compliance
Code Analytics	Platform Analytics and Telemetry	Forecasting & Performance Mangement	Project Delivery	Event Marketing	Recruitment & Hiring	Tax	Application Management
Code Security	Platform Governance	Quotes & Proposals	Relationship Management	Search Engine Optimization	HR Analytics & Reporting	Billing & Dunning	Identity & Access Management
UI / UX Design		Technical Product Support	Reporting	Customer Value Propositions	Talent Management	Expense Approval	IT Support
Source Code Management		Partner Management	Employee Productivity	Advertising	Employee Data Management		
		Supplier Management & Procurement	Content Sharing	Email Marketing			
			Online Conferencing				

#### **BEST PRACTICES**

Business capability modeling is a technique for the representation of an organization's business anchor model, independent of the organization's structure, processes, people, or domains. Even for companies like LeanIX who specialize in enterprise architecture, business capabilities are an essential way to manage services in relation to their underlying technology.

Here is a visual guide into the business capabilities at LeanIX to help other fast-growing software companies model their IT-business landscapes.

## Don't overlap

Good capabilities do not overlap; they are mutually exclusive. A good test is to check whether you can assign Level 2 capabilities without ambiguity.

#### Define "What"; not "How"

Business capabilities encapsulate what a business is doing right now and what it must be doing to meet current and future challenges.

#### Long-term stability

Properly defined business capabilities are fairly stable over time, persisting throughout any organizational changes. Only major business model updates should affect them.

# Cross-organizational

Don't focus too much on business units.

Capabilities should remain the same and be independent of the current structure of the organization.

### $\downarrow \sqsubseteq$ 7 to 10 capabilities at the top level

The highest-level capabilities should be a complete description of your business. Aim to make your categories reflect key aspects of what the business actually does.

# 

Don't go too deep. Illustrate the breadth of your organization's business capabilities by going no more than three levels down. This will be enough to represent the IT landscape of your enterprise.

#### Accepted by all stakeholders

The goal of business capabilities is that they become a common basis for discussion and planning. Take every opportunity to anchor your organization's processes to the model.

Linking strategy and execution

Involve those who define the strategies when creating your map. Consider strategy as one input when defining your business capabilities on the highest level.