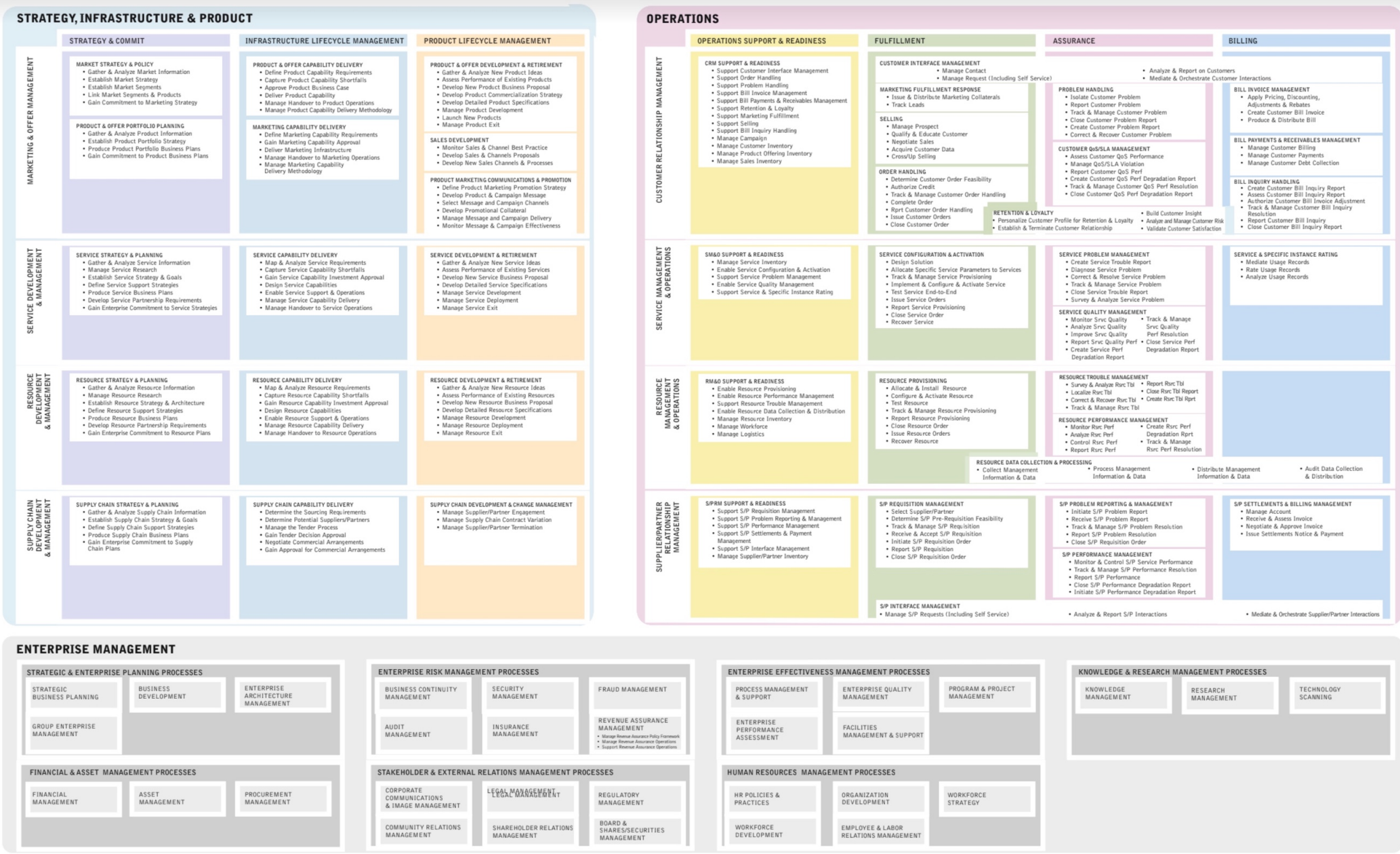
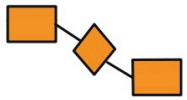
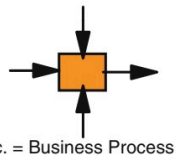
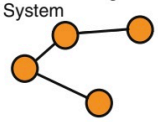
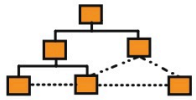
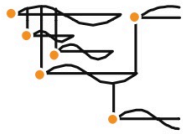
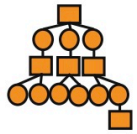
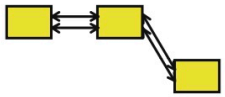
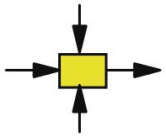
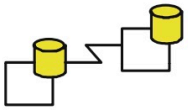
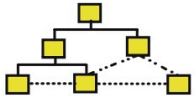
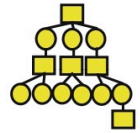
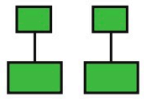
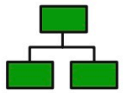
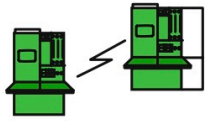
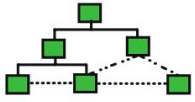
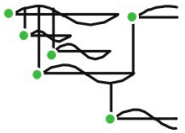
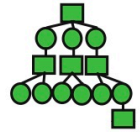

STRATEGY, INFRASTRUCTURE & PRODUCT
STRATEGY & COMMIT
INFRASTRUCTURE LIFECYCLE MANAGEMENT
PRODUCT LIFECYCLE MANAGEMENT
MARKETING & OFFER MANAGEMENT
MARKET STRATEGY & POLICY
• Gather & Analyze Market Information
• Establish Market Strategy
• Establish Market Segments
• Link Market Segments & Products
• Gain Commitment to Marketing Strategy
PRODUCT & OFFER PORTFOLIO PLANNING
• Gather & Analyze Product Information
• Establish Product Portfolio Strategy
• Produce Product Portfolio Business Plans
• Gain Commitment to Product Business Plans
PRODUCT & OFFER CAPABILITY DELIVERY
• Define Product Capability Requirements
• Capture Product Capability Shortfalls
• Approve Product Business Case
• Deliver Product Capability
• Manage Handover to Product Operations
• Manage Product Capability Delivery Methodology
MARKETING CAPABILITY DELIVERY
• Define Marketing Capability Requirements
• Gain Marketing Capability Approval
• Deliver Marketing Infrastructure
• Manage Handover to Marketing Operations
• Manage Marketing Capability Delivery Methodology
PRODUCT & OFFER DEVELOPMENT & RETIREMENT
• Gather & Analyze New Product Ideas
• Assess Performance of Existing Products
• Develop New Product Business Proposal
• Develop Product Commercialization Strategy
• Develop Detailed Product Specifications
• Manage Product Development
• Launch New Products
• Manage Product Exit
SALES DEVELOPMENT
• Monitor Sales & Channel Best Practice
• Develop Sales & Channels Proposals
• Develop New Sales Channels & Processes
PRODUCT MARKETING COMMUNICATIONS & PROMOTION
• Define Product Marketing Promotion Strategy
• Develop Product & Campaign Message
• Select Message and Campaign Channels
• Develop Promotional Collateral
• Manage Message and Campaign Delivery
• Monitor Message & Campaign Effectiveness
SERVICE DEVELOPMENT & MANAGEMENT
SERVICE STRATEGY & PLANNING
• Gather & Analyze Service Information
• Manage Service Research
• Establish Service Strategy & Goals
• Define Service Support Strategies
• Produce Service Business Plans
• Develop Service Partnership Requirements
• Gain Enterprise Commitment to Service Strategies
SERVICE CAPABILITY DELIVERY
• Map & Analyze Service Requirements
• Capture Service Capability Shortfalls
• Gain Service Capability Investment Approval
• Design Service Capabilities
• Enable Service Support & Operations
• Manage Service Capability Delivery
• Manage Handover to Service Operations
SERVICE DEVELOPMENT & RETIREMENT
• Gather & Analyze New Service Ideas
• Assess Performance of Existing Services
• Develop New Service Business Proposal
• Develop Detailed Service Specifications
• Manage Service Development
• Manage Service Deployment
• Manage Service Exit
RESOURCE DEVELOPMENT & MANAGEMENT
RESOURCE STRATEGY & PLANNING
• Gather & Analyze Resource Information
• Manage Resource Research
• Establish Resource Strategy & Architecture
• Define Resource Support Strategies
• Produce Resource Business Plans
• Develop Resource Partnership Requirements
• Gain Enterprise Commitment to Resource Plans
RESOURCE CAPABILITY DELIVERY
• Map & Analyze Resource Requirements
• Capture Resource Capability Shortfalls
• Gain Resource Capability Investment Approval
• Design Resource Capabilities
• Enable Resource Support & Operations
• Manage Resource Capability Delivery
• Manage Handover to Resource Operations
RESOURCE DEVELOPMENT & RETIREMENT
• Gather & Analyze New Resource Ideas
• Assess Performance of Existing Resources
• Develop New Resource Business Proposal
• Develop Detailed Resource Specifications
• Manage Resource Development
• Manage Resource Deployment
• Manage Resource Exit
SUPPLY CHAIN DEVELOPMENT & MANAGEMENT
SUPPLY CHAIN STRATEGY & PLANNING
• Gather & Analyze Supply Chain Information
• Establish Supply Chain Strategy & Goals
• Define Supply Chain Support Strategies
• Produce Supply Chain Business Plans
• Gain Enterprise Commitment to Supply Chain Plans
SUPPLY CHAIN CAPABILITY DELIVERY
• Determine the Sourcing Requirements
• Determine Potential Suppliers/Partners
• Manage the Tender Process
• Gain Tender Decision Approval
• Negotiate Commercial Arrangements
• Gain Approval for Commercial Arrangements
SUPPLY CHAIN DEVELOPMENT & CHANGE MANAGEMENT
• Manage Supplier/Partner Engagement
• Manage Supply Chain Contract Variation
• Manage Supplier/Partner Termination
OPERATIONS
OPERATIONS SUPPORT & READINESS
FULFILLMENT
ASSURANCE
BILLING
CUSTOMER RELATIONSHIP MANAGEMENT
CRM SUPPORT & READINESS
• Support Customer Interface Management
• Support Order Handling
• Support Problem Handling
• Support Bill Invoice Management
• Support Bill Payments & Receivables Management
• Support Retention & Loyalty
• Support Marketing Fulfillment
• Support Selling
• Support Bill Inquiry Handling
• Manage Campaign
• Manage Customer Inventory
• Manage Product Offering Inventory
• Manage Sales Inventory
CUSTOMER INTERFACE MANAGEMENT
• Manage Contact
• Manage Request (Including Self Service)
• Analyze & Report on Customers
• Mediate & Orchestrate Customer Interactions
MARKETING FULFILLMENT RESPONSE
• Issue & Distribute Marketing Collaterals
• Track Leads
SELLING
• Manage Prospect
• Qualify & Educate Customer
• Negotiate Sales
• Acquire Customer Data
• Cross/Up Selling
ORDER HANDLING
• Determine Customer Order Feasibility
• Authorize Credit
• Track & Manage Customer Order Handling
• Complete Order
• Rprt Customer Order Handling
• Issue Customer Orders
• Close Customer Order
PROBLEM HANDLING
• Isolate Customer Problem
• Report Customer Problem
• Track & Manage Customer Problem
• Close Customer Problem Report
• Create Customer Problem Report
• Correct & Recover Customer Problem
CUSTOMER QoS/SLA MANAGEMENT
• Assess Customer QoS Performance
• Manage QoS/SLA Violation
• Report Customer QoS Perf
• Create Customer QoS Perf Degradation Report
• Track & Manage Customer QoS Perf Resolution
• Close Customer QoS Perf Degradation Report
RETENTION & LOYALTY
• Personalize Customer Profile for Retention & Loyalty
• Establish & Terminate Customer Relationship
• Build Customer Insight
• Analyze and Manage Customer Risk
• Validate Customer Satisfaction
BILL INVOICE MANAGEMENT
• Apply Pricing, Discounting, Adjustments & Rebates
• Create Customer Bill Invoice
• Produce & Distribute Bill
BILL PAYMENTS & RECEIVABLES MANAGEMENT
• Manage Customer Billing
• Manage Customer Payments
• Manage Customer Debt Collection
BILL INQUIRY HANDLING
• Create Customer Bill Inquiry Report
• Assess Customer Bill Inquiry Report
• Authorize Customer Bill Invoice Adjustment
• Track & Manage Customer Bill Inquiry Resolution
• Report Customer Bill Inquiry
• Close Customer Bill Inquiry Report
SERVICE MANAGEMENT & OPERATIONS
SM&O SUPPORT & READINESS
• Manage Service Inventory
• Enable Service Configuration & Activation
• Support Service Problem Management
• Enable Service Quality Management
• Support Service & Specific Instance Rating
SERVICE CONFIGURATION & ACTIVATION
• Design Solution
• Allocate Specific Service Parameters to Services
• Track & Manage Service Provisioning
• Implement & Configure & Activate Service
• Test Service End-to-End
• Issue Service Orders
• Report Service Provisioning
• Close Service Order
• Recover Service
SERVICE PROBLEM MANAGEMENT
• Create Service Trouble Report
• Diagnose Service Problem
• Correct & Resolve Service Problem
• Track & Manage Service Problem
• Close Service Trouble Report
• Survey & Analyze Service Problem
SERVICE QUALITY MANAGEMENT
• Monitor Srvc Quality
• Analyze Srvc Quality
• Improve Srvc Quality
• Report Srvc Quality Perf
• Create Service Perf Degradation Report
• Track & Manage Srvc Quality Perf Resolution
• Close Service Perf Degradation Report
SERVICE & SPECIFIC INSTANCE RATING
• Mediate Usage Records
• Rate Usage Records
• Analyze Usage Records
RESOURCE MANAGEMENT & OPERATIONS
RM&O SUPPORT & READINESS
• Enable Resource Provisioning
• Enable Resource Performance Management
• Support Resource Trouble Management
• Enable Resource Data Collection & Distribution
• Manage Resource Inventory
• Manage Workforce
• Manage Logistics
RESOURCE PROVISIONING
• Allocate & Install Resource
• Configure & Activate Resource
• Test Resource
• Track & Manage Resource Provisioning
• Report Resource Provisioning
• Close Resource Order
• Issue Resource Orders
• Recover Resource
RESOURCE TROUBLE MANAGEMENT
• Survey & Analyze Rsrc Tbl
• Localize Rsrc Tbl
• Correct & Recover Rsrc Tbl
• Track & Manage Rsrc Tbl
• Report Rsrc Tbl
• Close Rsrc Tbl Report
• Create Rsrc Tbl Rprt
RESOURCE PERFORMANCE MANAGEMENT
• Monitor Rsrc Perf
• Analyze Rsrc Perf
• Control Rsrc Perf
• Report Rsrc Perf
• Create Rsrc Perf Degradation Rprt
• Track & Manage Rsrc Perf Resolution
RESOURCE DATA COLLECTION & PROCESSING
• Collect Management Information & Data
• Process Management Information & Data
• Distribute Management Information & Data
• Audit Data Collection & Distribution
SUPPLIER/PARTNER RELATIONSHIP MANAGEMENT
S/PRM SUPPORT & READINESS
• Support S/P Requisition Management
• Support S/P Problem Reporting & Management
• Support S/P Performance Management
• Support S/P Settlements & Payment Management
• Support S/P Interface Management
• Manage Supplier/Partner Inventory
S/P REQUISITION MANAGEMENT
• Select Supplier/Partner
• Determine S/P Pre-Requisition Feasibility
• Track & Manage S/P Requisition
• Receive & Accept S/P Requisition
• Initiate S/P Requisition Order
• Report S/P Requisition
• Close S/P Requisition Order
S/P PROBLEM REPORTING & MANAGEMENT
• Initiate S/P Problem Report
• Receive S/P Problem Report
• Track & Manage S/P Problem Resolution
• Report S/P Problem Resolution
• Close S/P Requisition Order
S/P PERFORMANCE MANAGEMENT
• Monitor & Control S/P Service Performance
• Track & Manage S/P Performance Resolution
• Report S/P Performance
• Close S/P Performance Degradation Report
• Initiate S/P Performance Degradation Report
S/P SETTLEMENTS & BILLING MANAGEMENT
• Manage Account
• Receive & Assess Invoice
• Negotiate & Approve Invoice
• Issue Settlements Notice & Payment
S/P INTERFACE MANAGEMENT
• Manage S/P Requests (Including Self Service)
• Analyze & Report S/P Interactions
• Mediate & Orchestrate Supplier/Partner Interactions
ENTERPRISE MANAGEMENT
STRATEGIC & ENTERPRISE PLANNING PROCESSES
STRATEGIC BUSINESS PLANNING
BUSINESS DEVELOPMENT
ENTERPRISE ARCHITECTURE MANAGEMENT
GROUP ENTERPRISE MANAGEMENT
ENTERPRISE RISK MANAGEMENT PROCESSES
BUSINESS CONTINUITY MANAGEMENT
SECURITY MANAGEMENT
FRAUD MANAGEMENT
AUDIT MANAGEMENT
INSURANCE MANAGEMENT
REVENUE ASSURANCE MANAGEMENT
• Manage Revenue Assurance Policy Framework
• Manage Revenue Assurance Operations
• Support Revenue Assurance Operations
ENTERPRISE EFFECTIVENESS MANAGEMENT PROCESSES
PROCESS MANAGEMENT & SUPPORT
ENTERPRISE QUALITY MANAGEMENT
PROGRAM & PROJECT MANAGEMENT
ENTERPRISE PERFORMANCE ASSESSMENT
FACILITIES MANAGEMENT & SUPPORT
KNOWLEDGE & RESEARCH MANAGEMENT PROCESSES
KNOWLEDGE MANAGEMENT
RESEARCH MANAGEMENT
TECHNOLOGY SCANNING
FINANCIAL & ASSET MANAGEMENT PROCESSES
FINANCIAL MANAGEMENT
ASSET MANAGEMENT
PROCUREMENT MANAGEMENT
STAKEHOLDER & EXTERNAL RELATIONS MANAGEMENT PROCESSES
CORPORATE COMMUNICATIONS & IMAGE MANAGEMENT
LEGAL MANAGEMENT
REGULATORY MANAGEMENT
COMMUNITY RELATIONS MANAGEMENT
SHAREHOLDER RELATIONS MANAGEMENT
BOARD & SHARES/SECURITIES MANAGEMENT
HUMAN RESOURCES MANAGEMENT PROCESSES
HR POLICIES & PRACTICES
ORGANIZATION DEVELOPMENT
WORKFORCE STRATEGY
WORKFORCE DEVELOPMENT
EMPLOYEE & LABOR RELATIONS MANAGEMENT

ENTERPRISE ARCHITECTURE - A FRAMEWORK™

	DATA *What*	FUNCTION *How*	NETWORK *Where*	PEOPLE *Who*	TIME *When*	MOTIVATION *Why*	
SCOPE (CONTEXTUAL) *Planner*	List of Things Important to the Business ENTITY = Class of Business Thing	List of Processes the Business Performs Function = Class of Business Process	List of Locations in which the Business Operates Node = Major Business Location	List of Organizations Important to the Business People = Major Organizations	List of Events Significant to the Business Time = Major Business Event	List of Business Goals/Strat Ends/Means=Major Bus. Goal/ Critical Success Factor	SCOPE (CONTEXTUAL) *Planner*
ENTERPRISE MODEL (CONCEPTUAL) *Owner*	e.g. Semantic Model  Ent = Business Entity Reln = Business Relationship	e.g. Business Process Model  Proc. = Business Process I/O = Business Resources	e.g. Business Logistics System  Node = Business Location Link = Business Linkage	e.g. Work Flow Model  People = Organization Unit Work = Work Product	e.g. Master Schedule  Time = Business Event Cycle = Business Cycle	e.g. Business Plan  End = Business Objective Means = Business Strategy	ENTERPRISE MODEL (CONCEPTUAL) *Owner*
SYSTEM MODEL (LOGICAL) *Designer*	e.g. Logical Data Model  Ent = Data Entity Reln = Data Relationship	e.g. Application Architecture  Proc .= Application Function I/O = User Views	e.g. Distributed System Architecture  Node = I/S Function (Processor, Storage, etc) Link = Line Characteristics	e.g. Human Interface Architecture  People = Role Work = Deliverable	e.g. Processing Structure Time = System Event Cycle = Processing Cycle	e.g., Business Rule Model  End = Structural Assertion Means =Action Assertion	SYSTEM MODEL (LOGICAL) *Designer*
TECHNOLOGY MODEL (PHYSICAL) *Builder*	e.g. Physical Data Model  Ent = Segment/Table/etc. Reln = Pointer/Key/etc.	e.g. System Design  Proc.= Computer Function I/O = Data Elements/Sets	e.g. Technology Architecture  Node = Hardware/System Software Link = Line Specifications	e.g. Presentation Architecture  People = User Work = Screen Format	e.g. Control Structure  Time = Execute Cycle = Component Cycle	e.g. Rule Design  End = Condition Means = Action	TECHNOLOGY MODEL (PHYSICAL) *Builder*
DETAILED REPRESEN-TATIONS (OUT-OF-CONTEXT) *Sub-Contractor*	e.g. Data Definition Ent = Field Reln = Address	e.g. Program Proc.= Language Stmt I/O = Control Block	e.g. Network Architecture Node = Addresses Link = Protocols	e.g. Security Architecture People = Identity Work = Job	e.g. Timing Definition Time = Interrupt Cycle = Machine Cycley	e.g. Rule Specification End = Sub-condition Means = Step	DETAILED REPRESEN-TATIONS (OUT-OF CONTEXT) *Sub-Contractor*
FUNCTIONING ENTERPRISE	e.g. DATA	e.g. FUNCTION	e.g. NETWORK	e.g. ORGANIZATION	e.g. SCHEDULE	e.g. STRATEGY	FUNCTIONING ENTERPRISE

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