

Benchmarking and Market Analysis

The *Benchmarking and Market Analysis* pattern creates elements and a diagram that model a competitor in the market and listing aspects of their services, performance or offerings with the intention of improving customer satisfaction, operational efficiency or stakeholder value.

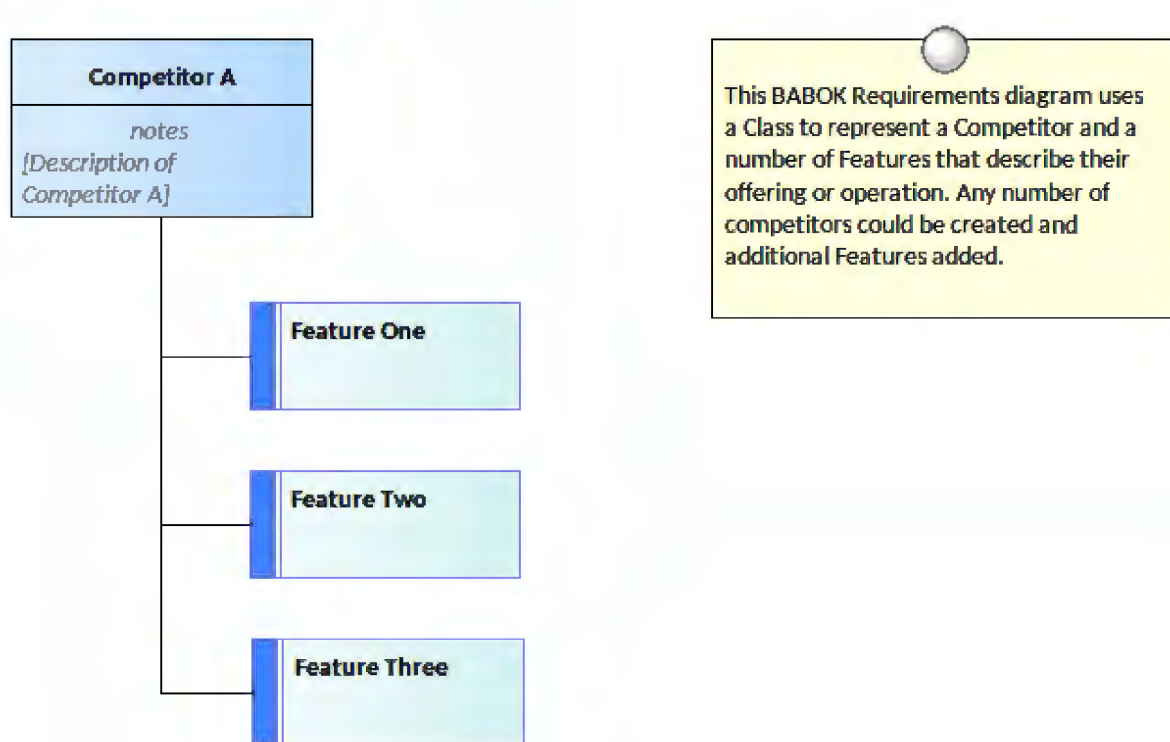


Figure 1. Shows a class that is used to describe a competitor which has a number of service offerings represented as Features which can be compared with an organizations own offerings, services or processes.

Discussion

The purpose of the pattern is provide a mechanism for describing business processes and performance metrics to industry bests and best practices from other organizations.

The pattern can be used in the following circumstances:

- To evaluate the organization performance and determine if it is operating efficiently when compared to other (potentially competitive) organizations.
- In project management to support the selection, planning and delivery of projects.
- To measure the level of compliance with industry standards.

The following is a list of some things you may want to do when working with this pattern.

- Change the name of the diagram to suit the initiative.
- Change the name of the competitor to reflect a competing organization.
- Change the name of the Competitor's Service Offerings by changing Features
- Remove or create additional features as needed.

Reference

The following help topics will assist you learn about how to work with this pattern.

[Benchmarking and Market Analysis](#)

[Business Analysis Body of Knowledge \(BABOK\)](#)

[Traceability Tools](#)

[Documentation](#)

The following are some of the tools that will be helpful when working with this pattern.

Document Generator

The Document Generator is a powerful facility in Enterprise Architect that allows a Database Engineer or other stakeholder to create high quality corporate or technical documentation directly from the model, suitable for internal or external audiences. For more details see the [Documentation](#) help topic or the more general topic on [Model Publishing](#).

Element Discussions

The Element Discussion facility is a fully featured collaboration tool allowing modelers and model viewers and reviewers to communicate with each other directly inside the repository. Modelers using the full client or occasional viewers using WebEA can both

post and reply to discussions and communicate and engage in chat. For more details see the [Element Discussions](#) help topic.

Specification View

The Specification View can be used as a way of working with any element type in a spreadsheet or word process view. It is particularly useful when there are a large number of elements as is typically the case when describing a system of any appreciable size. For more details see the [Specification View](#) help topic.

Relationship Matrix

The Relationship Matrix provides a spreadsheet like view of two groups of elements and the relationships that exist between them. It can be used as a powerful analysis mechanism to visually indicate how elements are related to each other and to discover which elements are missing relationships. For more details see the [Relationship Matrix](#) help topic.

Traceability Window

The Traceability Window automatically displays the relationships that exist between Use Cases and other model elements including up-process and down-process elements. The traceability tree view can be conveniently expanded to see deeper relationships and elements displayed in the window can be located in all diagrams in which they appear. For more details see the [Traceability Window](#) help topic.