

Horizontal Technical Asset Management

Vision

- **Transform "Technical Accumulation" into "Circulable Value":** Build a standardized technical asset market, enabling secure transactions or reuse of high-quality technology assets
- **Free "Technical Selection" from "Experience Dependence":** Introduce automation tools decision mechanism, allowing architects and developers to reduce decision-making time and to increase tool-selection accuracy.
- **Align "Technical Directions" with "Genuine Value":** Aggregate real needs from enterprises and developers to form a structured wishlist library, helping technical professionals move beyond "working in isolation" and clarify the value orientation of technical learning or project development.
- **Reliable:** Provide validated and trustworthy assets.
- **Re-usable & Scalable:** The core objective. Build once, use multiple times, supporting future automation scenarios.
- **Ease of maintenance:** Unify asset management to reduce TCO (Total Cost of Ownership).
- **Trackable:** Be able to clearly know which assets are used by whom and where

Core Objectives

- **Accelerate Delivery:** By providing reusable technical assets (APIs, components, templates), avoid "reinventing the wheel," thus responding quickly to business needs and shortening project go-live time.
- **Improve Efficiency & Reduce Cost:** By unifying standards and establishing a "Way of Working," solve the pain points of scattered assets and inconsistent standards, reduce redundant work and technical debt, and lower long-term development and maintenance costs.
- **Enable Scalability:** Lay a reliable, easy-to-maintain, and sustainable (Scalable & Sustainable) architecture and capability foundation to ensure the CoE can efficiently promote and implement automation in more business scenarios in the future

What to manage

Asset Categories

Explore our comprehensive collection of technical assets organized by category



Code & Components
Scripts, libraries, frameworks, components, and reusable code modules
Scripts Frontend Components Backend Libraries Development Frameworks Open Source Projects



Services & APIs
REST APIs, GraphQL endpoints, microservices, and web services
REST APIs GraphQL APIs Microservices Integration Services AI/ML Services



Automation & Workflows
RPA bots, workflows, processes, and automation scripts
RPA Bots No-Code Workflows Business Processes Scheduled Jobs



Data & Analytics
Data products, schemas, pipelines, and analytics solutions
Data Products Data Schemas Datasets Data Pipelines Data Dictionaries



Architecture & Governance
Architectures, patterns, standards, policies, and governance frameworks
Reference Architectures Solution Patterns Technology Stacks Standards Principles Checklists Policies Decision Records



Knowledge & Practices
SOPs, playbooks, tutorials, guides, and best practices
SOPs Playbooks Best Practices Tutorials Quick Start Guides

Category (L1)	Asset Type (L2)	Description / Key Goal	Example (from your notes)
Architecture & Governance	Reference Architectures	Approved, high-level technical and application architecture designs to guide project implementation.	Automation COE Examples
	Solution Patterns	Standardized technical designs and documents for recurring business problems.	Revival Qualification Report
	Technology Stacks	Defined and approved sets of technologies (languages, frameworks, DBs) for specific project types.	"Standard Java Stack"
	Standards	Mandatory rules, specifications, or guidelines that govern technology implementation and data.	API Service Catalog
	Principles	Fundamental, high-level statements of direction that guide technology decisions.	"Cloud-First," (e.g., "Cloud Principles": Re-use)
	Checklists	Verifiable lists of actions, tasks, or criteria used to ensure quality and completeness for common processes.	"Deployment Readiness" checklist
	Policies	Formal governance documents defining operating models, roles, responsibilities, and processes.	CoE Governance Committee
	Decision Records	Immutable logs recording the 'what' and 'why' of key architectural decisions made over a project's lifecycle.	(e.g., "ADR record" 3)
Services & APIs	REST APIs	Reusable, single-function services exposed via HTTP, typically for system-to-system interaction.	Policy Basic Info API
	GraphQL APIs	APIs that provide a flexible query language, allowing clients to request exactly the data they need.	"Mobile App Gateway"
	Microservices	Services encapsulated by business domain (e.g., Policy, Claim) and oriented towards business scenarios.	(e.g., "Scenario diagram Fig 3")
	Integration Services	Middleware components and services (e.g., ETL) designed to connect disparate systems.	ETL services

		or data sources.	
	AI/ML Services	Encapsulated and deployable models or services providing intelligent capabilities (e.g., prediction, classification).	"Fraud Detection I
Automation & Workflows	RPA Bots	Reusable automation scripts (e.g., login, data scraping) designed to act as 'digital workforce' components.	RPA Bot
	No-Code Workflows	Applications or workflows built using low-code/no-code platforms for rapid UI or process automation.	Front-end Widget,
	Business Processes	Assets that define, model, or execute business logic, including process diagrams (BPMN) and configurable business rules.	"Process/Subproc inventory" (Bizagi rules"
	Scheduled Jobs	Configurable, reusable scripts or tasks designed to run on a schedule for batch processing.	synchronizing dat
Code & Components	Scripts	Reusable scripts (e.g., Shell, Python) used for automating tasks, streamlining workflows, or system interaction.	"Deployment auto
	Frontend Components	Reusable, self-contained UI components (e.g., React, Vue) that accelerate front-end development.	"Shared Date Pick
	Backend Libraries	Reusable code modules or packages that provide common backend functionality (e.g., auth, DB connection).	"Shared Java libra verification"
	Development Frameworks	Scaffolding, SDKs, and toolkits that accelerate the development of specific application types.	Development Frar
	Open Source Projects	Curated and approved open-source tools or libraries that are vetted for use within the organization.	"Curated list of ap libraries"
Data & Analytics	Data Products	Standardized, trusted, and governed datasets packaged for specific business or automation scenarios.	(e.g., "Data/Data p
	Data Schemas	Formal definitions of data structures, formats, and relationships (e.g., JSON schemas, Avro schemas).	Data Template, (S platform schema
	Datasets	Governed, cleansed, and curated foundational data collections, often used for model training or analysis.	Data Set
	Data Pipelines	Automated, reusable workflows (e.g., ETL/ELT scripts) that move and transform data from source to destination.	"Nightly pipeline f data warehouse"
	Data Dictionaries	A centralized repository that defines data elements, their meanings, data types, and relationships.	"Enterprise Data D domain"
Knowledge & Practices	SOPs	(Standard Operating Procedures) Detailed, step-by-step instructions for executing specific, routine operational tasks.	"SOP for new API c
	Playbooks	Strategic guides that define the methodology for complex tasks, such as process optimization or opportunity assessment.	"Process Optimiza" "Opportunity Asses
	Best Practices	Curated guides, principles, and successful patterns, including criteria for tool selection, to improve quality.	"Tool Selection Gu criteria for Bizagi,
	Tutorials	Guided, hands-on learning materials designed to teach a specific skill or how to use a particular tool.	"How to connect t tutorial"

Quick Start Guides	Concise, actionable instructions to help a developer or user get started with a service or tool immediately.	"5-minute quick start guides" for various development frameworks.
--------------------	--	---

Value Proposition Analysis

Federated Discovery Portal

Target Audience (For):

Automation Developers, Solution Architects, and Process Owners looking for automation opportunities

Core Pain Point (Who are):

- When starting new automation projects, they struggle to discover reusable assets scattered across **Bizagi** (processes), **Gravitee** (APIs), the **EA platform** (architecture), the **RPA control room** (bots), and **Confluence** (docs/scripts). They are forced to search manually in multiple "siloed" systems, leading to "reinventing the wheel," which wastes time (violating the "Accelerate" objective) and increases future maintenance costs (violating the "Ease of maintenance" objective).
- When analyzing automation demands from business teams, architects and developers lack a proper approach to select an appropriate automation solution. They don't have clear references and supporting tools to make the correct decision
- Business teams face challenges in tracking the system requirements they depend on and often lack visibility into the technical team's contributions.

The Asset Catalog (Is a):

A "Unified Automation Asset Discovery Portal"

Core Function (That Provides):

"Contextual Search". It does not replace any existing system; instead, it provides a "single view" by **indexing and linking** data from these systems. ()When a user searches for "Policy Revival," they can discover all related assets with one click.

Differentiators (Unlike...)

Unlike Gravitee (API Portal)

- **Gravitee** is the **"System of Record" for APIs**, specializing in API publication, security, subscription, and lifecycle management.

- Our "Catalog" is the "**System of Discovery**" for automation. It answers not "How do I subscribe to this API?" but "To implement this *business process*, which API, which RPA Bot, and which AI model should I use?" (It links APIs with Bizagi processes and RPA bots).

Unlike Bizagi (Process Platform)

- **Bizagi** is the "**System of Record**" for business processes, specializing in process modeling, execution, and monitoring.
- Our "Catalog" links the "process steps" within Bizagi to the "**technical assets**" (APIs, Bots) that implement them.

Unlike the EA Platform (Architecture Management)

- The **EA Platform** is the "**System of Record**" for architecture blueprints, a top-down governance tool focused on "what *should be*" (L1-L5 models). ()
- Our "Catalog" is a "**practical utility**" for frontline developers, a bottom-up discovery tool focused on "what's available for re-use *today*."

Conclusion

The sole and core value of this "CoE Asset Catalog" is to "**connect these silos.**" ()By providing a "Google search box," it allows developers to instantly find and reuse all types of automation assets (processes, APIs, bots, AI, documents), thereby truly achieving the CoE's Horizontal vision: Reliable, Re-usable, Scalable, Trackable.

Golden Source / SSOT

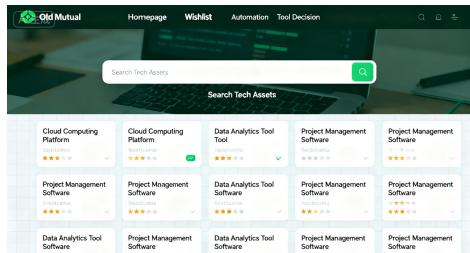
We concluded that the portal **must not** be a manually maintained "Golden Source." This approach is guaranteed to fail, as users will not perform redundant data entry across multiple systems (e.g., Gravitee, Bizagi, *and* this portal). This would inevitably lead to out-of-sync, untrusted information, causing users to abandon the tool.

The correct value proposition is to position the portal as a "**Golden Index**". It provides value not by *storing* data, but by **automatically aggregating metadata** from the true "Single Source of Truth" (SSOT) systems via automated connectors. This automated, read-only, federated approach ensures the portal remains trustworthy and accurate without creating any new maintenance burden for developers

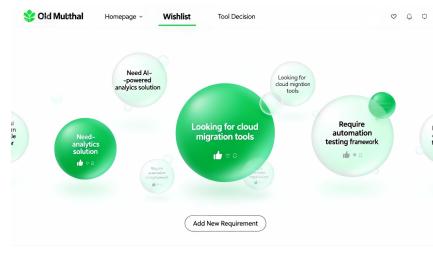
Scenario analysis

3 Main scenarios

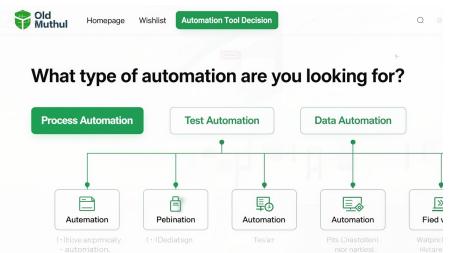
Pain Point	IT team struggles to discover reusable assets across platforms	IT Team lacks a proper approach to select an appropriate automation solution	Business Team perceives the contributions of the technical team
Value	<ul style="list-style-type: none"> Accelerate Delivery by reusing assets. Improve Efficiency & Reduce Cost by unifying standards and establishing a "Way of Working" 	<ul style="list-style-type: none"> Reduce "Selection Costs" and Improve Team Collaboration Efficiency Put an End to "Subjective Decision-Making" and Standardize Tool Selection 	<ul style="list-style-type: none"> Enhance the transparency of the technical team's work. Perceive the priorities of front-line users' demands.
Target Role	Developer-Developer	EA-Journey Owner-Developer	Business team agents-EA/SA/FA
Function	Asset discovery and search	Automation technology decision framework	Idea portal/Wishlist



Homepage: Asset Discovery and Search



Wishlist



Automation Tool Decision

Asset Discovery and search Breakdown

Scenario Name	User Role	Scenario Overview	High-Level Process Description
1. Cross-Silo Asset Discovery	Developer / Architect	Find all reusable assets (APIs, processes, etc.) for a new business need (e.g., "Revival") in one place to avoid redundant work.	<ol style="list-style-type: none"> Search: User enters a business keyword (e.g., "Revival") in the unified search bar. Aggregate: Portal displays a categorized list of results (processes, docs) automatically indexed from all sources (e.g., Gravitee, Bizagi). Redirect: User clicks a result and is redirected to the system (e.g., Gravitee) for consumption.
2. Asset 360°	Solution	Understand all technical dependencies of a single asset.	<ol style="list-style-type: none"> Locate: User searches for and opens the asset's details (e.g., Full STP Claim process). Correlate: Portal automatically displays a "360° view" of the asset's dependencies.

2. Asset View Context View	Solution Architect	business asset (e.g., a "Claim" process) to assess change impact.	<p>related sub-assets (e.g., APIs used, RPA bots involved) from their sources.</p> <p>3. Analyze: User analyzes the complete dependency map from a single, consolidated view.</p>
3. CoE Standard & Playbook Query	New Employee / Process Owner	Find the official CoE "Way of Working" and standards (e.g., "Tool Selection Guide" or "Assessment Framework") from a single trusted source.	<p>1. Query: User searches for a methodology keyword (e.g., "Tool Selection").</p> <p>2. Guide: Portal returns the official "golden" document (e.g., Tool Selection Guide.pdf) indexed from its source (e.g., Confluence).</p> <p>3. Comply: User follows the standard to ensure governance and best practices.</p>
4. Asset Adoption & Analytics	CoE Lead / Manager	Understand which assets are <i>actually</i> being reused [cite: 4] and track compliance with standards to prove the CoE's value and justify future investment.	<p>1. Report (View): CoE Lead opens the "Analytics Dashboard" within the portal.</p> <p>2. Track (Measure): Portal displays "Top 10 Most Reused APIs" (data from Gravitee), "Top 5 Most Reused Bots," and "Adoption by Business Unit."</p> <p>3. Identify (Act): The lead identifies "Searches with No Results" revealing new assets the CoE needs to build, and track "Not Following Standards" for governance. This directly supports the "Trackable" vision5.</p>
5. Business Capability Marketplace	Business Analyst / Process Owner	Discover available automation "solutions" from a non-technical, business-centric perspective, rather than searching for "APIs" or "Bots."	<p>1. Browse (Discover): User enters the portal's "Marketplace" view, categorized by business capability (e.g., "Claims, Admin," "Fast Revival" 6).</p> <p>2. Select (Understand): User clicks "Claims" and sees a list of assets like Full STP Claim Solution 7 or SOP Knowledge 8 described in plain business language.</p> <p>3. Request (Action): User finds a suitable solution and creates an "Automation Request" (linking to the CoE's intake process).</p>
6. Asset Impact & Deprecation Analysis	Architect / CoE Manager	Safely manage the asset lifecycle (e.g., retiring an old API) by understanding the "blast radius" and identifying all dependent processes and components.	<p>1. Locate (Find): Architect searches for the asset to be retired (e.g., Policy_API_v1).</p> <p>2. Analyze (View Impact): The "Asset 360° View" (from Scenario 2) shows all <i>parent</i> assets that depend on this asset (e.g., Fast Revival Process, Claim STP Process).</p> <p>3. Notify (Manage): Architect uses this list to proactively notify asset owners <i>before</i> depreciation, ensuring stability and supporting the "Ease of maintenance" [cite: 5] and "Reliable" [cite: 3] vision.</p>
7. New Asset Certification	Developer / Architect	Ensure a <i>newly built</i> asset (e.g., a new microservice) meets all CoE standards 9 before it gets published and indexed by the portal.	<p>1. Register (Start): Developer registers a "new asset candidate" in the portal.</p> <p>2. Validate (Check): Portal presents an automated checklist based on the "Way of Working" assets: "Is it in Gravitee?", "Is it linked?", "Does it follow the Blueprint? 11"</p> <p>3. Certify (Publish): Once all checks pass, the asset is published and officially indexed, ensuring only "Reliable" [cite: 3] assets populate the discovery portal.</p>
		Proactively showcase emerging technologies (e.g., GenAI advanced)	<p>1. Explore (Showcase): Business Lead browses the "Innovation Hub" section of the portal.</p> <p>2. Experience (Demo): They find a "GenAI for SOPs" demo showing the evolution of the SOP Knowledge Bot [cite: 16] or a "Cloud Vision for Claims" PoC. They can watch a video or interact with a live demonstration.</p>

8. Automation Inspiration Hub	Journey Owner / Business Lead	View pre-built, advanced OCR and their potential business use cases (PoCs) to spark innovation and inspire new automation ideas.	VISION for Claims - See. They can watch a video or live sandbox.
			<p>3. Ideate (Inspire): They see pre-packaged "Potential Cases" (e.g., "Analyze claim photos," "Summarize client interactions") to connect the tech to their business processes.</p> <p>4. Initiate (Act): They click an "I'm Inspired - Submit a button, which directly links to the CoE's demand intake process[cite: 14].</p>

Function map

Stage	Asset Discovery and Search		Asset Analysis and Understanding		Standards and Governance		Analytics and Reporting	Innovation and Inspiration
Activity	Search for Assets	Browse Business Capability Marketplace	View Asset 360 Context	Analyze Asset Impact for Deprecation	Query CoE Standards and Playbooks	Certify New Assets	View Asset Adoption Analytics	Explore Automation Inspiration
Touchpoints	Developer Portal Unified Search Bar Search Results Page	Business Analyst Marketplace View Business Capability Categories Asset Descriptions	Solution Architect Asset Detail Page Dependency Visualization Related Assets Panel	Architect Asset Search Impact Analysis View Dependency Lists	New Employee Standards Search Document Viewer Methodology Categories	Developer Asset Registration Form Certification Checklist Validation Results	Co Lead Analytics Dashboard Adoption Reports Compliance Metrics	Journey Owner Inspiration Hub Technology Showcases Use Case Demonstrations

User story map

Automation Asset Discovery Portal User Story Map-export-2025-11-03

Stage	Asset Discovery and Search		Asset Analysis and Understanding		Standards and Governance		Analytics and Reporting		Innovation and Inspiration
Activity	Search for Assets	Browse Business Capability Marketplace	View Asset 360 Context	Analyze Asset Impact for Deprecation	Query CoE Standards and Playbooks	Certify New Assets	View Asset Adoption Analytics	Explore Automation Inspiration	
Touchpoints	Developer Portal Unified Search Bar Search Results Page	Business Analyst Marketplace View Business Capability Categories Asset Descriptions	Solution Architect Asset Detail Page Dependency Visualization Related Assets Panel	Architect Asset Search Impact Analysis View Dependency Lists	New Employee Standards Search Document Viewer Methodology Categories	Developer Asset Registration Form Certification Checklist Validation Results	CoE Lead Analytics Dashboard Adoption Reports Compliance Metrics	Journey Owner Inspiration Hub Technology Showcases Use Case Demonstrations	
User Stories	<p> developer I want to search for reusable assets using business taxonomy on that I can reuse.</p> <p> developer I want to see categorized search results from multiple sources.</p> <p> developer I want to filter search results by asset type on that I can reuse.</p> <p> developer I want to access asset details in their source system on that I can reuse.</p>	<p> business analyst I want to browse assets organized by business functionality.</p> <p> business analyst I want to view asset details in plain business language on that I can reuse.</p> <p> business analyst I want to initiate automation requests for enable business.</p> <p> business analyst I want to see curated lists of assets for enable business.</p>	<p> solution architect I want to view complete dependency lineage for assets on that I can reuse.</p> <p> solution architect I want to see all related sub-assets and dependencies in a hierarchical manner on that I can reuse.</p> <p> solution architect I want to analyze technical relationships between assets on that I can reuse.</p> <p> solution architect I want to navigate between related assets easily on that I can reuse.</p>	<p> architect I want to identify all dependent assets based on taxonomy on that I can reuse.</p> <p> architect I want to view parent assets that depend on specific assets on that I can reuse.</p> <p> architect I want to generate contact lists for dependent assets on that I can reuse.</p> <p> architect I want to assess the criticality of dependencies on that I can reuse.</p>	<p> new employee I want to find official CoE standards and documentation on that I can reuse.</p> <p> new employee I want to search for methodology documentation on that I can reuse.</p> <p> new employee I want to access the most current version of standards on that I can reuse.</p> <p> new employee I want to browse standards by category on that I can reuse.</p>	<p> developer I want to register new asset candidates for certification on that I can reuse.</p> <p> developer I want to complete automated certification checklist on that I can reuse.</p> <p> developer I want to receive clear feedback on certification failure on that I can reuse.</p> <p> developer I want to track certification progress on that I can reuse.</p>	<p> CoE lead I want to view top reused assets across the organization on that I can reuse.</p> <p> CoE lead I want to track asset adoption by business units on that I can reuse.</p> <p> CoE lead I want to identify search results with no reuse on that I can reuse.</p> <p> CoE lead I want to monitor compliance with standards on that I can reuse.</p>	<p> journey owner I want to browse emerging technologies and their implications on that I can reuse.</p> <p> journey owner I want to interact with live demos and showcases on that I can reuse.</p> <p> journey owner I want to view pre-packaged use cases on that I can reuse.</p> <p> journey owner I want to submit automation ideas generated by me on that I can reuse.</p>	

Product Evolution Roadmap

Automated Aggregation Portal Product Evolution Roadmap

An automated aggregation portal product evolution plan, evolving from solving core pain points to establishing authority, and ultimately becoming an innovation hub

<p>MVP - Establish "Golden Index"</p> <p>Validate the core value of the automated aggregation portal, solving the core pain point for developers searching assets across multiple systems.</p> <p>Q1 2023</p> <p>Objectives</p> <p>User Establish initial recognition of the portal as a trusted single entry point, solving the asset search pain point.</p> <p>Business Validate the core value and product-market fit of the automated aggregation portal.</p> <p>Metrics</p> <p>Weekly Active Users (WAU) 500</p> <p>Zero-Result Search Rate <10%</p> <p>User Satisfaction Score 4.0/5.0</p> <p>Initiatives</p> <p>Product Features</p> <ul style="list-style-type: none">Unified Search Experience BuildFederated Search Engine Backend DevelopmentAutomated Connector Deployment (Confluence, Gravitee, Bizagi, RPA)CoE Knowledge Base Construction <p>Operations</p> <ul style="list-style-type: none">Data Auto-Synchronization Mechanism ImplementationUser Feedback Collection System Establishment	<p>Establish "360° Context" & "Governance"</p> <p>Evolve from "findable" to "understandable," establishing the portal as the authoritative source for asset relationship graphs and quality standards.</p> <p>Q3 2023</p> <p>Objectives</p> <p>User Provide asset relationship graphs and quality standards to help users understand asset context.</p> <p>Business Provide data insights for CoE managers to improve asset quality and reuse rate.</p> <p>Metrics</p> <p>360° View Click-Through Rate 30%</p> <p>Certified Asset Percentage 60%</p> <p>Asset Reuse Rate 25%</p> <p>Initiatives</p> <p>Product Features</p> <ul style="list-style-type: none">Asset Relationship Graph Construction360° View and Impact Analysis FeatureAsset Quality Gate SystemCoE Analytics Dashboard <p>Operations</p> <ul style="list-style-type: none">New Asset Certification Process ImplementationQuality Check Standards ImplementationData Insight Report Generation	<p>Expand "Business Value" & "Innovation"</p> <p>Expand the portal audience from technical teams to business teams, transforming it into a business solutions marketplace and an automation inspiration hub.</p> <p>Q1 2024</p> <p>Objectives</p> <p>User Provide business teams with a non-technical solutions marketplace and innovation showcase.</p> <p>Business Expand the user base, increase business value conversion, and innovation output.</p> <p>Metrics</p> <p>Number of New Automation Ideas 50/month</p> <p>Business User Monthly Active Users (MAU) 200</p> <p>Automation Demand Submission Volume 30/month</p> <p>Initiatives</p> <p>Product Features</p> <ul style="list-style-type: none">Business Capability Marketplace UIInspiration Hub Innovation ShowcaseDemand Intake Integration System <p>Operations</p> <ul style="list-style-type: none">Emerging Tech PoC ShowcaseBusiness Team Promotion ActivitiesDemand Management Tool Integration (Jira)
--	--	--

Phase 1: MVP - The Golden Index

Phase 2: - The 360° Context & Governance

Phase 3: The Business Value & Innovation Hub

自动化聚合门户产品演进路线图

从解决核心痛点进化到建立权威，最终成为创新中心的自动化聚合门户产品演进规划



MVP - 建立"黄金索引"

验证自动化聚合门户的核心价值，解决开发者在多个系统中搜索资产的核心痛点

Q1 2023

Objectives

User 建立门户作为可信单一入口的初步认知，解决资产搜索痛点

Business 验证自动化聚合门户的核心价值和产品市场契合度

Metrics

周活跃用户数(WAU) 500

零结果搜索比例 <10%

用户满意度评分 4.0/5.0

Initiatives

产品功能

- 统一搜索体验构建
- 联邦搜索引擎后端开发
- 自动化连接器部署(Confluence, Gravitee, Bizagi, RPA)
- CoE知识库建设

运营

- 数据自动同步机制实施
- 用户反馈收集系统建立
- 门户推广和培训

建立"360°上下文"与"治理"

从能找到进化到能看懂，建立门户作为资产关系图谱和质量标准的权威来源

Q3 2023

Objectives

User 提供资产关系图谱和质量标准，帮助用户理解资产上下文

Business 为CoE管理者提供数据洞察，提升资产质量和复用率

Metrics

360°视图点击率 30%

已认证资产占比 60%

资产复用率 25%

Initiatives

产品功能

- 资产关系图谱构建
- 360°视图和影响分析功能
- 资产质量门禁系统
- CoE分析仪表盘

运营

- 新资产认证流程实施
- 质量检查标准落地
- 数据洞察报告生成

拓展"业务价值"与"创新"

将门户受众从技术团队扩展到业务团队，转变为业务解决方案市场和自动化灵感中心

Q1 2024

Objectives

User 为业务团队提供非技术性的解决方案市场和创新展示

Business 扩大用户基础，提升业务价值转化和创新产出

Metrics

新自动化创意数量 50个/月

业务方月活跃用户数(MAU) 200

自动化需求提交量 30个/月

Initiatives

产品功能

- 业务能力市场界面
- 灵感中心创新展示区
- 需求入口集成系统

运营

- 新兴技术PoC展示
- 业务团队推广活动
- 需求管理工具集成(Jira)