BEAM* Canvas

Who

Third Party

Who does what? How do we organize them? How do they change? Who else is involved?

Subject/Object Customer: Business, Consumer, Segment Employee Supplier Partner

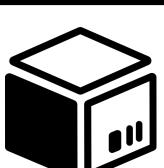
How

How (exactly) does it happen? How do we know it happened? How do we uniquely identify each event?

Verb(s), Activity, Process, Event Effect, Outcome, Status Transaction Type Transaction #, Event ID Step/Sequence #

[Granularity, Event Type: Discrete, Evolving, or Recurring]

What



What is involved/used? How are they organized? How do they change?

Subject/Object Value Proposition Product Service Resource

How Many

How many/much is involved? How long does it take?

Quantities Revenues Costs Discounts/Deltas Balances Activity/Status Counts **Durations** Measure/KPI Formulas

[UoM, Fact Type: Fully Additive, Semi-Additive, Non-Additive]



Where



Where does it happen? Where does it refer to?

Subject/Object Location Branch, Store, Facility Channel Map/Sequence: First → Previous → Current → Next → Last



When does it happen?

What other related dates/times are know/fixed at this time?

Date Time Time Zone Period

Timeline: Event Milestones: Fixed, Variable, Repeatable/Recurring



Why does it happen? Why do quantities vary?

Cause, Reason Promotion Trigger Event ID Quantity Descriptions



