

# Business Model Level 2 (Accountability View): Template

STRATEGIC							
TACTICAL							
OPERATIONAL							

### REVENUE MODEL LEGEND

- = Revenue Opportunity
- = Revenue Flow
- = Channel
- = Core Differentiating Competency
- = Core Competitive Competency

### VALUE MODEL LEGEND

- = Value Opportunity
- = ROI Opportunity
- = Value Identification
- = Value Creation
- = Value Governance

### SERVICE MODEL LEGEND

- = Service Flow
- = Main/Supporting Service
- = Simple Service
- = Complex Service
- = Unique Service

### COST MODEL LEGEND

- = Cost Opportunity
- = Cost Flow
- = TCO Opportunity
- = Cockpits, Dashboards & Scorecards
- = Evaluation & Audits

### PERFORMANCE MODEL LEGEND

- = Performance Opportunity
- = Control & Monitoring
- = BPM (Effectiveness & Efficiency)
- = Measurements
- = Reporting Flow

### OPERATING MODEL LEGEND

- = Integration Opportunity
- = Standardization Opportunity
- = Governance, Policies & Guidelines
- = People Distribution
- = Maturity Level