Revenue Model

Revenue Opportunity
Indicates where products and offerings should be optimized, modified or developed for a new value trade off.

Revenue Flow
Indicates where a revenue flow should be added, removed, changed or optimized in order to support new revenue model concepts.

Channel
Indicates where business, service, application, data, platform and infrastructure channels should be implemented in order to support the wanted revenue model.

Core Differentiating Competency
Indicates a Core Differentiating Competency of the organization. The Core Differentiating Competencies of the organization is the tagging of the integrated and holistic sets of related knowledge, skills, and abilities that are related to a specific set of resources (including persons and organizations) that - once combined - enables the enterprise to differentiate towards the market.

Core Competitive Competency
Indicates a Core Competitive Competency of the organization. The Core Competitive Competencies of the organization is the tagging of the integrated and holistic sets of related knowledge, skills, and abilities that are related to a specific set of resources (including persons and organizations) that - once combined - enables the enterprise to compete head to head with their competitiors and/or rivals.

Value Model

Value Opportunity
Indicates whether there is an opportunity around an anticipated benefit that is of worth, importance, and/or significance to a specific area or stakeholder.

ROI Opportunity
Indicates where value realization can be achieved through technology adoption, and thereby the levels of automation that can be reached with the organization's applications, data, platforms and/or infrastructure.

Value Identification
Indicates where - and which - organizational roles are involved in value identification, value concepts and value developments should be implemented.

Value Creation
Indicates where value owners (this includes people such as business, process, and application owners, etc.) has responsibilities for the creation of value.

Value Governance
Indicates where value measurements (ie. in terms of critical success factors and key performance indicators) should be implemented to support and allow for both value planning, value identification, value creation, value realization and value governance.

Service Model

Service Flow
Indicates where a Service Flow needs to be added, removed, changed or otherwise optimized in order to better support a new or existing service model (service provider and service consumer).

Main/Supporting Service
Main Services are of strategic nature and refer to business functions and tasks that deliver services around strategy interpretation, strategic direction, business goals and business objectives. Supporting Services are of a more tactical nature, and refer to business functions and tasks that deliver services around advice and direction, support, guidelines, control, governance, oversight and audits.

Simple Service
Simple Services are of operational nature and refer to functions, processing, transactions, tasks and cases that are standardized, repeatable, static, simple, plain, easy, straightforward and fixed.

Complex Service
Complex Services are of operational nature and refer to functions, processing, transactions, tasks and cases that are multi-faceted, comprehensive, wide-ranging, widespread, broad, challenging, moving and complex.

Unique Service
Unique Services are of operational nature and refer to functions, processing, transactions, tasks and cases that are dynamic, vibrant, problematic, convoluted, difficult, hard, tricky, intricate and complicated.

Cost Model

Cost Opportunity
Indicates where the organization should capture the cost drivers and not just the cost elements.

Cost Flow
Indicates where a cost flow should be removed, changed or optimized in order to reduce the operating cost of business operations.

TCO Opportunity
Indicates where cost cutting initiatives can - or should - be applied in order to reduce the Total Cost of Ownership (TCO) in the organization.

Cockpits, Dashboards & Scorecards
Indicates where cost measurements (ie. in terms of critical success factors and key performance indicators) should be implemented.

Evaluation & Audits
Indicates where a Cost-Benefit Analysis support role should be implemented to support the decision making of (whether or not to execute) cost cutting initiatives.

Performance Model

Performance Opportunity
Indicates a business competency that needs to perform well (through business performance optimization and improvements) in order to create the right outputs and results.

Control & Monitoring
Indicates where performance control and monitoring should be implemented in order to identify opportunities for optimization and improvement initiatives and efforts.

BPM Effectiveness & Efficiency
Indicates where process and activity optimization or innovation is needed in order to create the required business performance.

Measurements
Indicates where performance measurements (ie. in terms of business performance indicators, key performance indicators and process performance indicators) should be implemented.

Reporting Flow
Indicates where a reporting flow should be added, removed, changed or optimized in order to support new performance models.

Operating Model

Integration Opportunity
Indicates where process integration should be the focus for a focused, responsive, flexible and robust operating model.

Standardization Opportunity
Indicates where process standardization should be the focus for a focused, responsive, flexible and robust operating model. It is also an indicator for where business workflow should to be standardized to support new operating model concepts.

Governance, Policies & Guidelines
Indicates where rules (ie. in terms of governance, policies, guidelines and standards) should be implemented to ensure integration of the right monitoring, control and optimization initiatives and efforts.

People Distribution
An indicator for the estimated (or approximate) number of people that are directly associated with the competency.

Maturity Level
An indicator for the estimated and proposed current maturity level (1-5) of the competency. (Please note that this is an indicator that requires continuous re-evaluation across timelimes in order to represent a trustworthy source for a proposed value estimation).