



Value linked to Products

Based on best practice Enterprise Modelling & Architecture principles

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Introduction

Value is a highly conceptual and complex subject that interlinks with multiple components within the organization. In order to capture the events related to value, the Value linked to Products is built as a matrix. The matrix is a representation that shows the relationship of captured information between specific decomposed and/or composed product and value objects. The core idea of a Value linked to Products Matrix is that it typically consists of product aspects in a list of columns, and another aspect is a set of value columns (taken from the map), while the third and final aspect being the cross product between the rows and the columns.

This allows for the Value linked to Products Matrix to relate (un)familiar objects to familiar objects in the different layers of an enterprise (composition discipline), usually in the form of a diagram, a table or a chart (e.g. rows and columns), thereby outlining direct (and possibly indirect) connection points between different kinds of objects while showing a common pattern of the objects and the relationship between them.

Value linked to Products

The Value linked to Products Matrix provides you with a detailed overview of the cross relationships between products and the values (each identified with a unique name and ID number) that has been identified through the Value Map, and then associated with the internal and/or external value drivers, goals (business, information or technology), value expectations, value propositions, strategic business objectives (SBOs), objectives (plan, forecast, budget, etc.) as well as value indicators (CSFs).

How to use Value linked to Products

Identify, document and relate products to the values (each identified with a unique name and ID number), internal and/or external value drivers, goals (business, information or technology), value expectations, value propositions, strategic business objectives (SBOs), objectives (plan, forecast, budget, etc.) as well as value indicators (CSFs).

For example:

1. A product may have multiple yet specific associations with values, internal and/or external value drivers, goals (business, information or technology), value expectations, value propositions, strategic business objectives (SBOs), objectives (plan, forecast, budget, etc.) as well as value indicators (CSFs).
2. Multiple products may have an association to any single specific value, internal and/or external value drivers, goals (business, information or technology), value expectations, value propositions, strategic business objectives (SBOs), objectives (plan, forecast, budget, etc.) as well as value indicators (CSFs).

What	What	Why			How	What		
	Value #	Internal/External Value Driver	Goal (business, information or technology)	Value Expectation	Value Proposition	Strategic Business Objective	Objective (plan, forecast, budget, etc.)	Value Indicator (CSF)
Product 1	#							
Product 2	#							
Product N	#							

Table 1: Value linked to Products.

Please note that the objects we have listed here are the most typical components that are commonly used within a Value linked to Products Matrix, but there may be more (or fewer) relevant aspects that are used within your organization. If that is the case, feel free to either add new ones, or remove any objects that are not relevant, or are otherwise unimportant, for this particular matrix.

Also note that the objects might have a different name in your organization, so make sure to adapt the objects of this artefact so that it fits to the taxonomy of your organization.

The objects involved with Value linked to Products is shown in table 2.









Objects used within Value linked to Products		
Notation	Name	Description
	Driver	An external or internal factor that drives, establishes motivation for or influences the direction of an enterprise.
	Goal (business, information or technology)	A desired result considered a part of the organizational direction, aims, targets, and aspirations.
	Expectation	The anticipated benefits that are of worth, importance, and significance to a specific stakeholder.
	Value Proposition	The merit and benefit that a customer, added value partner or the market itself can obtain from their perspective and point of view.
	Strategy (strategic business objectives)	The direction and ends to which the enterprise seeks as well as the means and methods by which the ends will be attained.
	Objective	The purpose or target of one's efforts or actions.
	Measure (value indicators)	Any type of measurement used to gauge some quantifiable component of an enterprise's performance.
	Product	A result and output generated by the enterprise. It has a combination of tangible and intangible attributes (i.e. features, functions, usage).

Table 2: Objects typically associated with Value linked to Products.

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