

Business Architecture in Action: Product Management At-A-Glance



Common Challenges

- Impacts to products (e.g. from strategies, capability changes, initiatives, etc.) may be hard to identify, especially across business units or product areas.
- Significant time and money may be spent on product ideas, designs and plans before realizing not to move forward.
- Common capabilities may not always be leveraged across products, leading to duplicate solutions.
- Business units and product areas may perform product management differently, leading to difficulty sharing best practices and creation of duplicate solutions.
- Product strategies may face common strategy execution challenges (e.g. diffusion, conflicting initiative scopes, etc.).
- People across business units and product areas may not have a consistent understanding of the product ecosystem, leading to ineffective communication and solutions.



Opportunities

- Enable a broad set of bidirectional impact analysis related to products.
- Quickly narrow product investment decisions.
- Enable analysis and decision-making for product performance improvement.
- Provide a focal point for streamlining product management across the organization.
- Translate product strategies into a coordinated set of actionable initiatives.
- Create a shared mental model of the product ecosystem.



How We Do It

1. Identify Scope and Goals for Product-Related Analysis.
2. Create or Leverage the Minimum Business Architecture Baseline Content (capabilities, value streams and cross-mapping).
3. Capture Additional Content Needed For Analysis—
 - Products Within Scope Cross-Mapped to Capabilities and Value Stream Stages.
 - Other Necessary Content in Scope (e.g. business units, objectives, initiatives) Cross-Mapped to Products.
4. Perform Your Analysis (e.g. to perform impact analysis, identify areas for improvement, etc.).
5. Visualize the Results, Share Insights and Take Action.



Considerations

- The definition of “product” in business architecture must be for an external customer.
- A baseline of capabilities and value streams are a pre-requisite before product mapping.
- Varying levels of detail may be captured for product mapping depending on the intended use.

Source: **S2E Consulting Inc.**

This work is licensed under a Creative Commons Attribution 4.0 International License. You may copy, distribute, display and make derivative works. We only ask in return that you give us credit (attribution).

