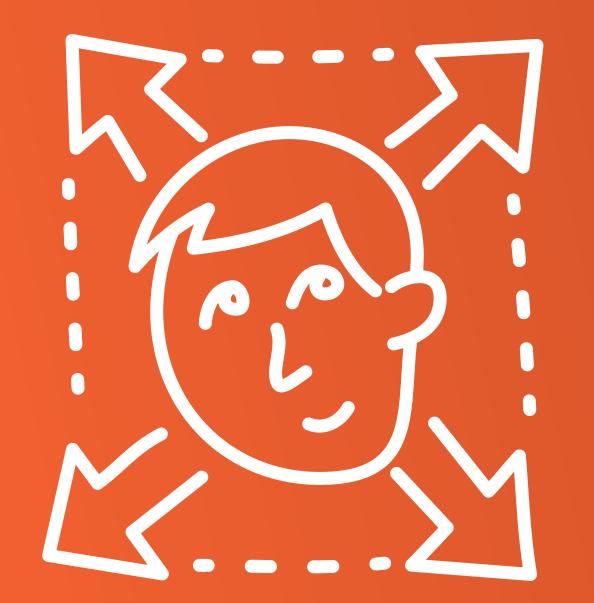
DEFINING AN ORGANIZATION'S CUSTOMERS & PRODUCTS



The role of the business architect is advocate for the enterprise. Business architects possess the mindset and talents that make them enterprise champions. They fight for the interests of the enterprise, such as bringing clarity to customers and products.

PRODUCT



CUSTOMER

A legal entity that has, plans to have, or has had an agreement with the organization, or is a recipient or beneficiary of the organizations products or services.*

WAYS TO IDENTIFY CUSTOMERS

Intention: They are included as a customer

The overall experience provided by the combination of goods and services to satisfy the customer's needs.*

WAYS TO IDENTIFY PRODUCTS

 Intention: It's included as part of the organization's business model

- segment within your business model
- They are managed like other customers
 (e.g., agreement types, information captured)
- They purchase or benefit from products

A FEW EXAMPLES (YES, MAYBE, NO)

- An individual or organization that purchases and receives a product
- An individual that has not purchased a product and has no agreement with the organization, but otherwise benefits (e.g., a shipment recipient or beneficiary)
- An individual or organization that is a degree removed (e.g. employees of employers for

- It's in the organization's product catalog
- Customers pay for it

A FEW EXAMPLES (YES, NO)

- A good or service purchased by customers
- Information you sell to customers Provided it meets the criteria above
- A portal provided to customers A portal is typically a technology asset that delivers capabilities that enable a product
- A technology asset or API made available to partners – Even if a partner pays for access to this asset, they are still considered an entity within an

- insurance or end consumers of distributors for retail) *Depends on your business model*
- An individual or organization that is critical to your business model (e.g., agents for insurance or teachers for education) – This is still a partner

ecosystem using the asset to ultimately deliver value to the customer





* Customer and Product definitions from A Guide to the Business Architecture Body of Knowledge (BIZBOK[®] Guide). Diagram by S2E Transformation.com). 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 credit to Business Architecture Guild, BIZBOK[®] Guide, and S2E Transformation Inc.