

Business Strategy; Methods and Models

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Abstract

The business strategy is input to many activities of architects. Lack of clear strategy complicates the work of architects. At the other hand architects need to contribute to the creation and evolution of the business strategy. We discuss several common methods and models to work on strategy, such as Strength, Weakness, Opportunity, and Threat Analysis, road mapping, and technology classification.

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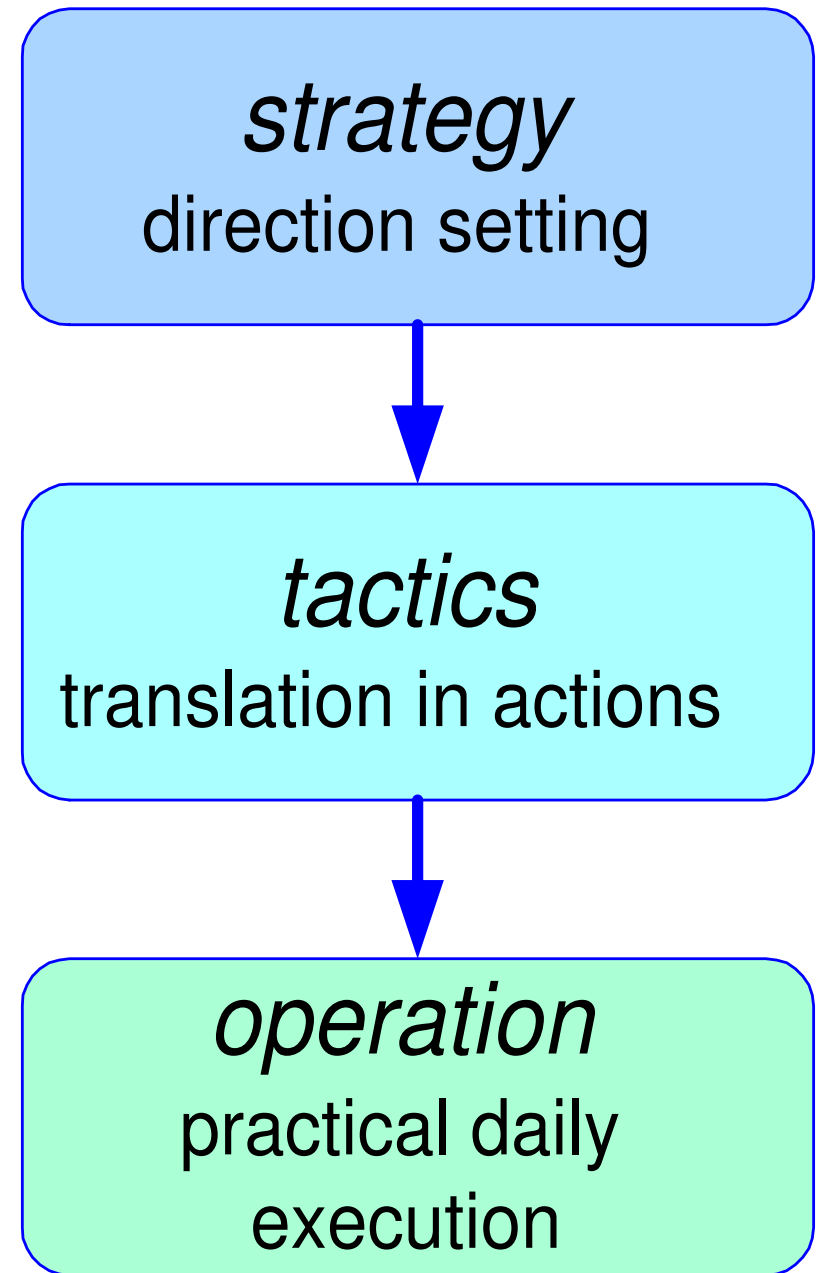
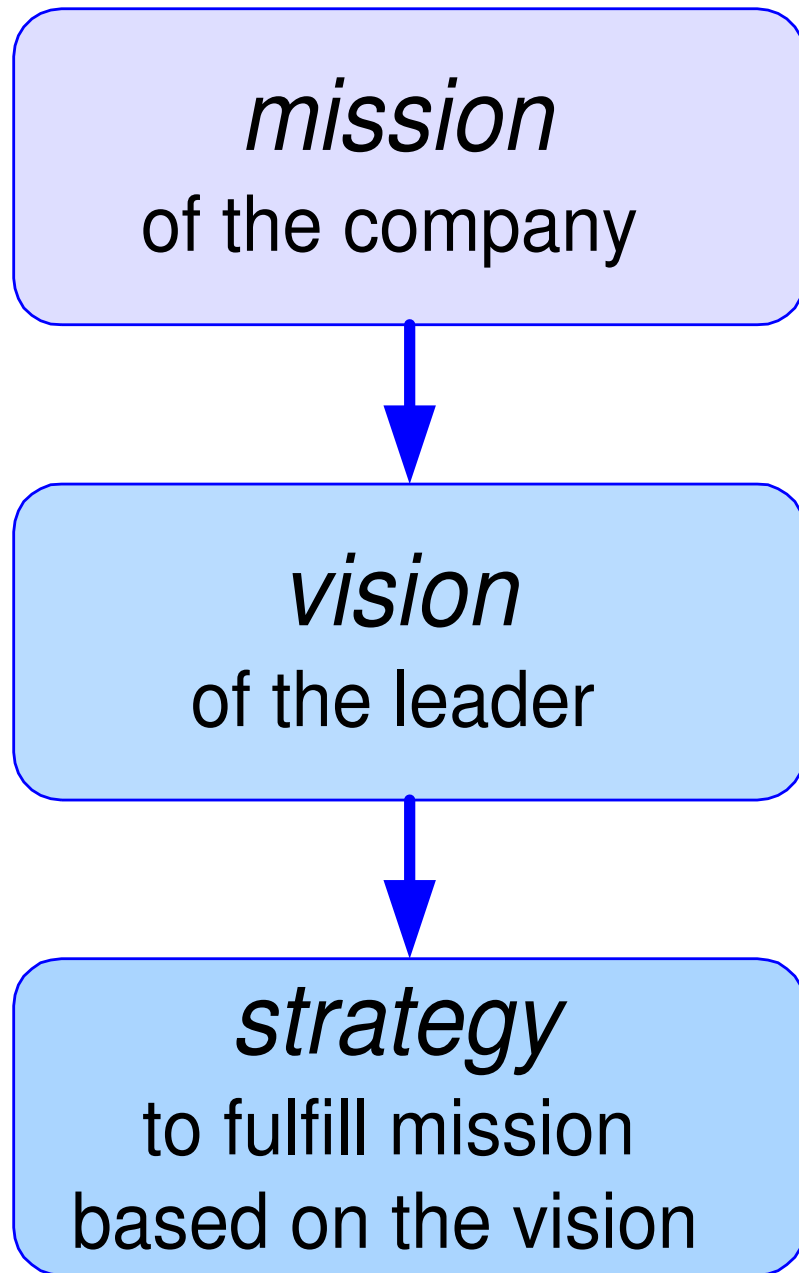
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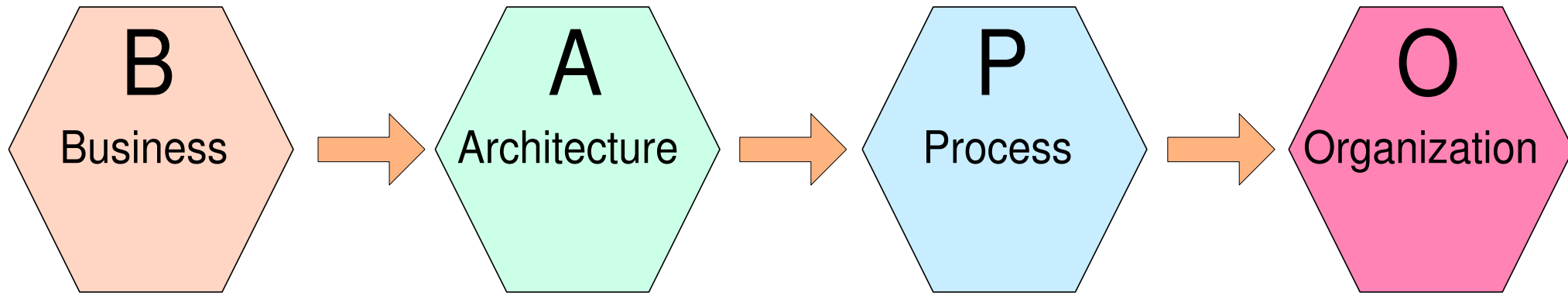
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Some Basic Concepts



BAPO framework



From: COPA tutorial; Philips SW conference 2001.

SWOT analysis

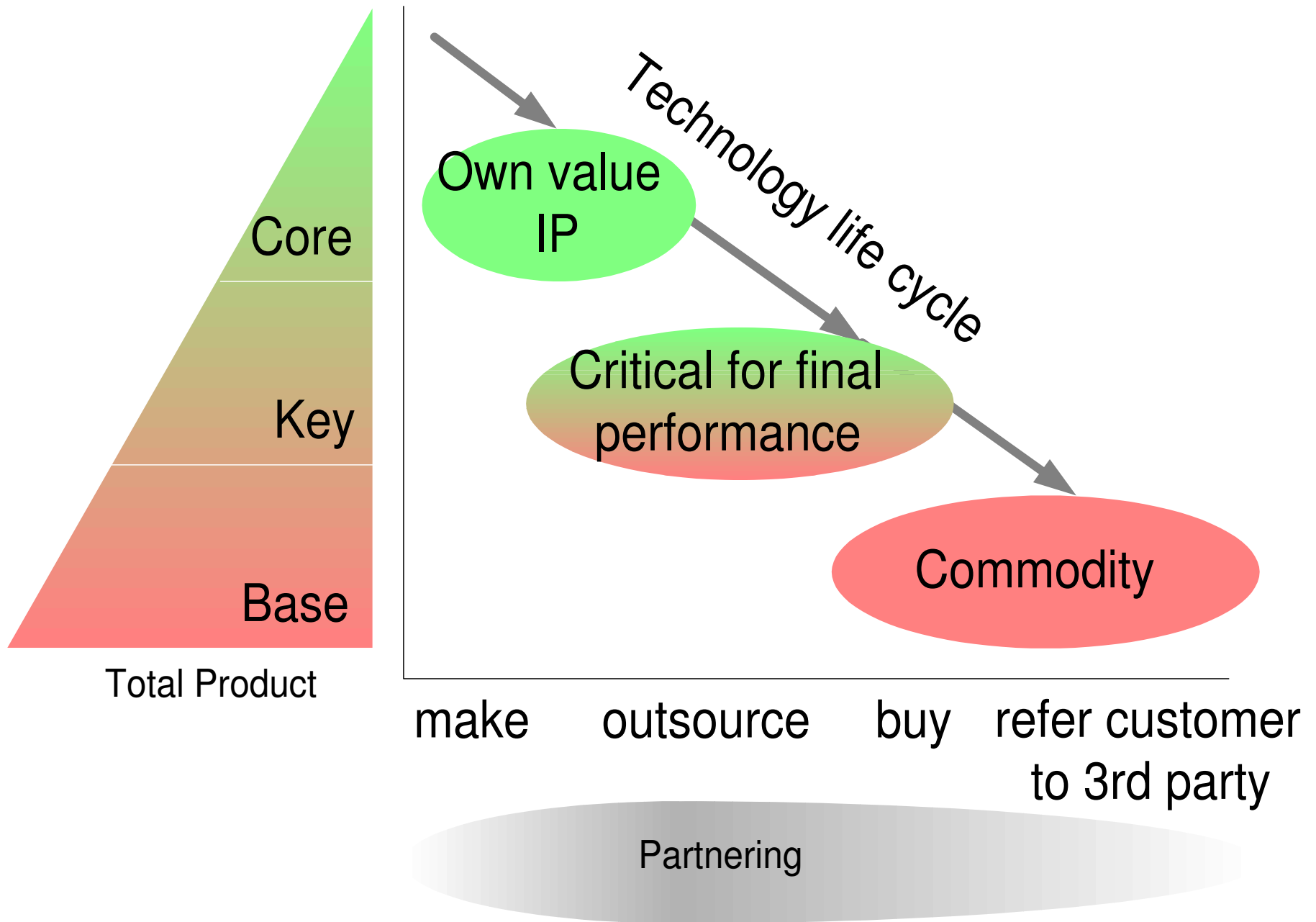
build upon
Strengths

cope with
Weaknesses

select
Opportunities

mitigate
Threats

Core, Key, and Base Technologies



Examples of Business Models

Pay for product

Pay for accessories (cell phone, MP3 cases, skins, etc.)

Pay per use (per printed page, per accessed image)

Pay for service (imaging, printing)

Pay for capability (diagnosis, booklet)

Pay as part of subscription (telecom)

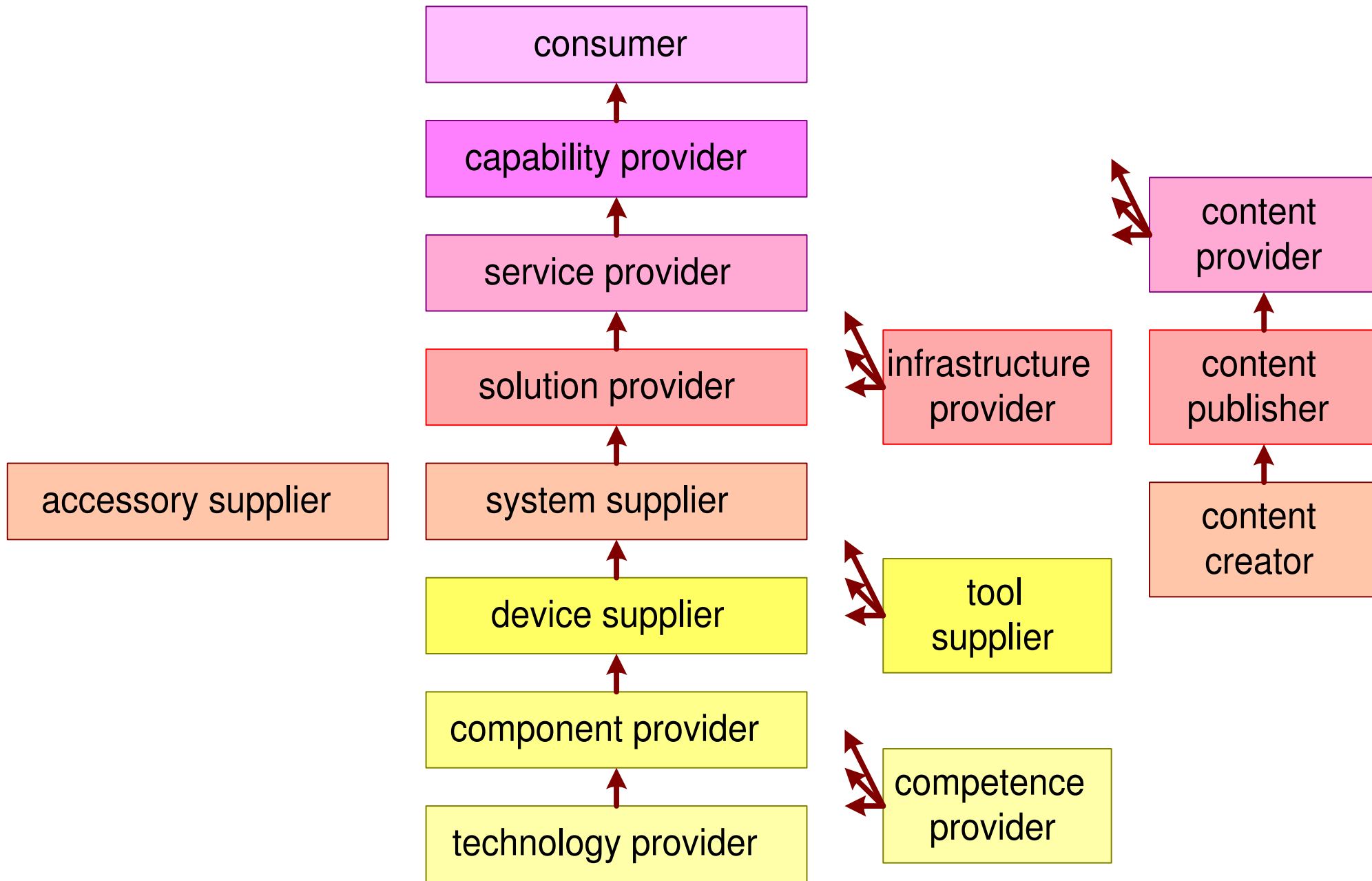
Pay for content (music, movies, eBooks)

Pay for consumables (ink, toner)

Advertiser pays (Google)

Insurance pays (health care)

Where in the Value Chain?



Innovation requires all major contributors

