Architecting for Business Value; Business Context - Stakeholders

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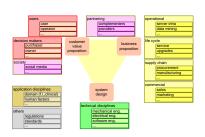
Abstract

This presentation introduces the various stakeholders and their relation to product innovation and architecting.

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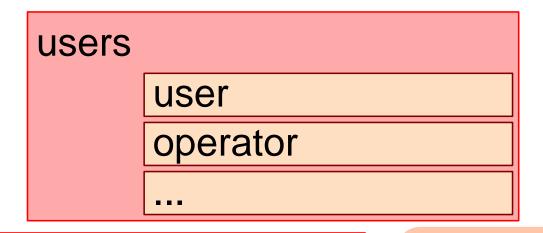
customer value proposition

business proposition

system design



Customer Stakeholders



decision makers
 purchaser
 owner
 ...
society
social media
...

customer value proposition



Business Stakeholders

partnering
complementers
providers
...

business proposition





Discipline Stakeholders

application disciplines

domain (f.i.,clinical)
human factors
...

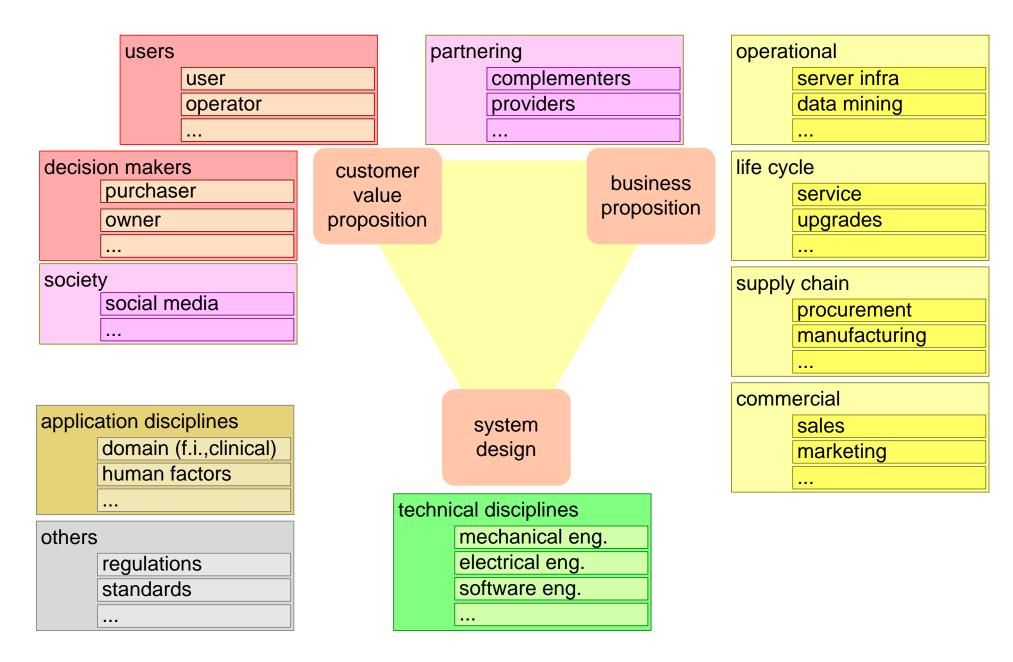
regulations
standards
...

system design

mechanical eng.
electrical eng.
software eng.
...



All Stakeholders





Innovation to Market

