Abstract

The basic “CAFCR” reference model is described, which is used to describe a system in relation to its context. The main stakeholder in the context is the customer. The question “Who is the customer?” is addressed.
The “CAFCR” model

What does Customer need in Product and Why?

Customer
What

Customer
How

Product
What

Product
How

C
Customer objectives

A
Application

F
Functional

C
Conceptual

R
Realization

drives, justifies, needs

enables, supports
Integrating CAFCR

What does Customer need in Product and Why?

Customer What

Customer How

Product What

Product How

Customer objectives

Application Functional Conceptual Realization

context understanding intention objective driven

opportunities constraint awareness knowledge based

What does Customer need in Product and Why?

Product How
CAFCR can be applied recursively

Consumer Drives

Customer's Customer Business Enables

Customer Business Drives Enables

Value Chain

larger scope has smaller influence on architecture

System (producer) Drives Enables

Consumer

Customer's Customer Business

Customer Business

System (producer)
### Market segmentation

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Example of a small buying organization

Who is the customer?

- CFO: Chief Financial Officer
- CIO: Chief Information Officer
- CMO: Chief Marketing Officer
- CEO: Chief Executive Officer
- CTO: Chief Technology Officer
- decision maker(s)
- purchaser
- department head
- user
- maintainer
- operator

CEO: Chief Executive Officer
CFO: Chief Financial Officer
CIO: Chief Information Officer
CMO: Chief Marketing Officer
CTO: Chief Technology Officer
CAFCR+ model; Life Cycle View

Customer objectives
Application
Functional
Conceptual
Realization

Operations
Maintenance
Upgrades

Life Cycle
Development
Manufacturing
Installation

Sales, service, logistics, production, R&D

Short introduction to basic “CAFCR” model
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BCAFCRplusLifeCycle