Short introduction to basic "CAFCR" model

by *Gerrit Muller*   University of South-Eastern Norway-NISE

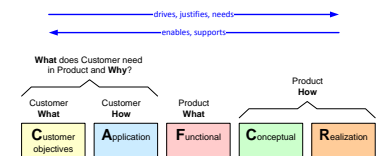e-mail: `gaudisite@gmail.com`

`www.gaudisite.nl`

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.
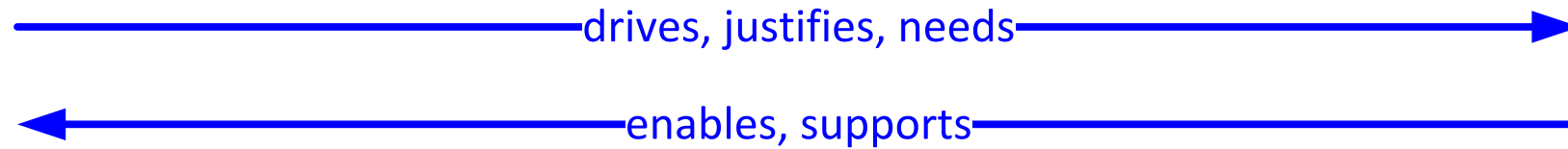
August 21, 2020
status: draft
version: 0.4

The "CAFCR" model

drives, justifies, needs ⟶

⟵ enables, supports

What does Customer need
in Product and **Why**?

Customer **What**	Customer **How**	Product **What**	Product **How**	
Customer objectives	**A**pplication	**F**unctional	**C**onceptual	**R**ealization

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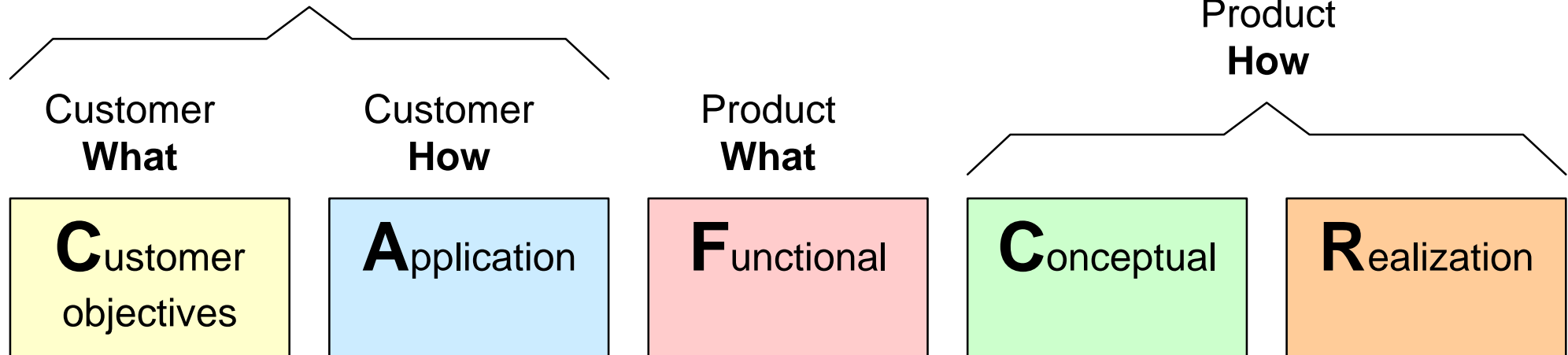
Integrating CAFCR

What does Customer need
in Product and **Why**?

Product
How

Customer **What**	Customer **How**	Product **What**		
Customer objectives	**A**pplication	**F**unctional	**C**onceptual	**R**ealization

context
understanding · intention · objective
driven

oppor-
tunities · constraint
awareness · knowledge
based

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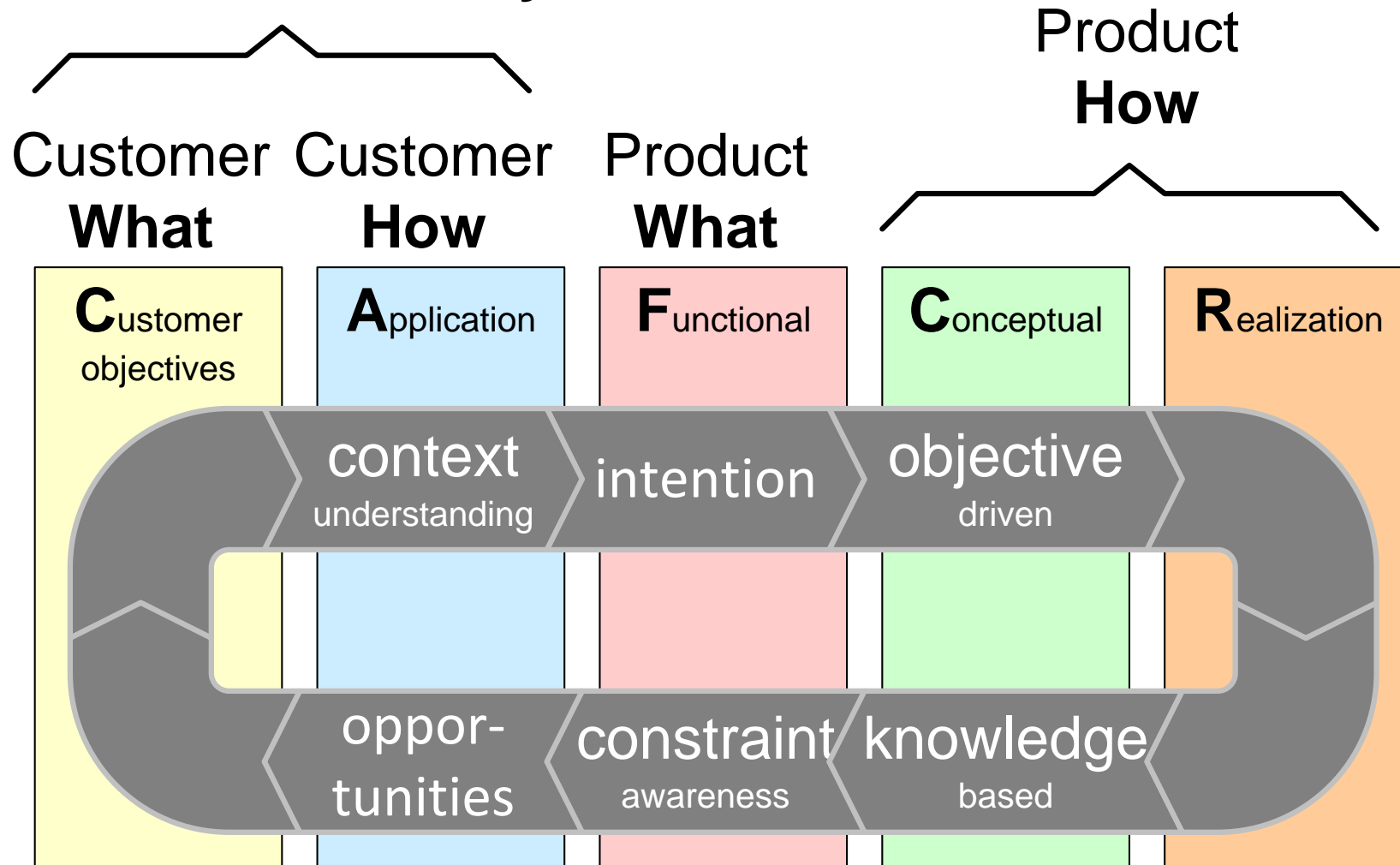
CAFCR can be applied recursively

Consumer

Drives

Enables

Customer's Customer Business

Drives

Enables

Customer Business

Drives

Enables

System (producer)

Value Chain larger scope has smaller influence on architecture

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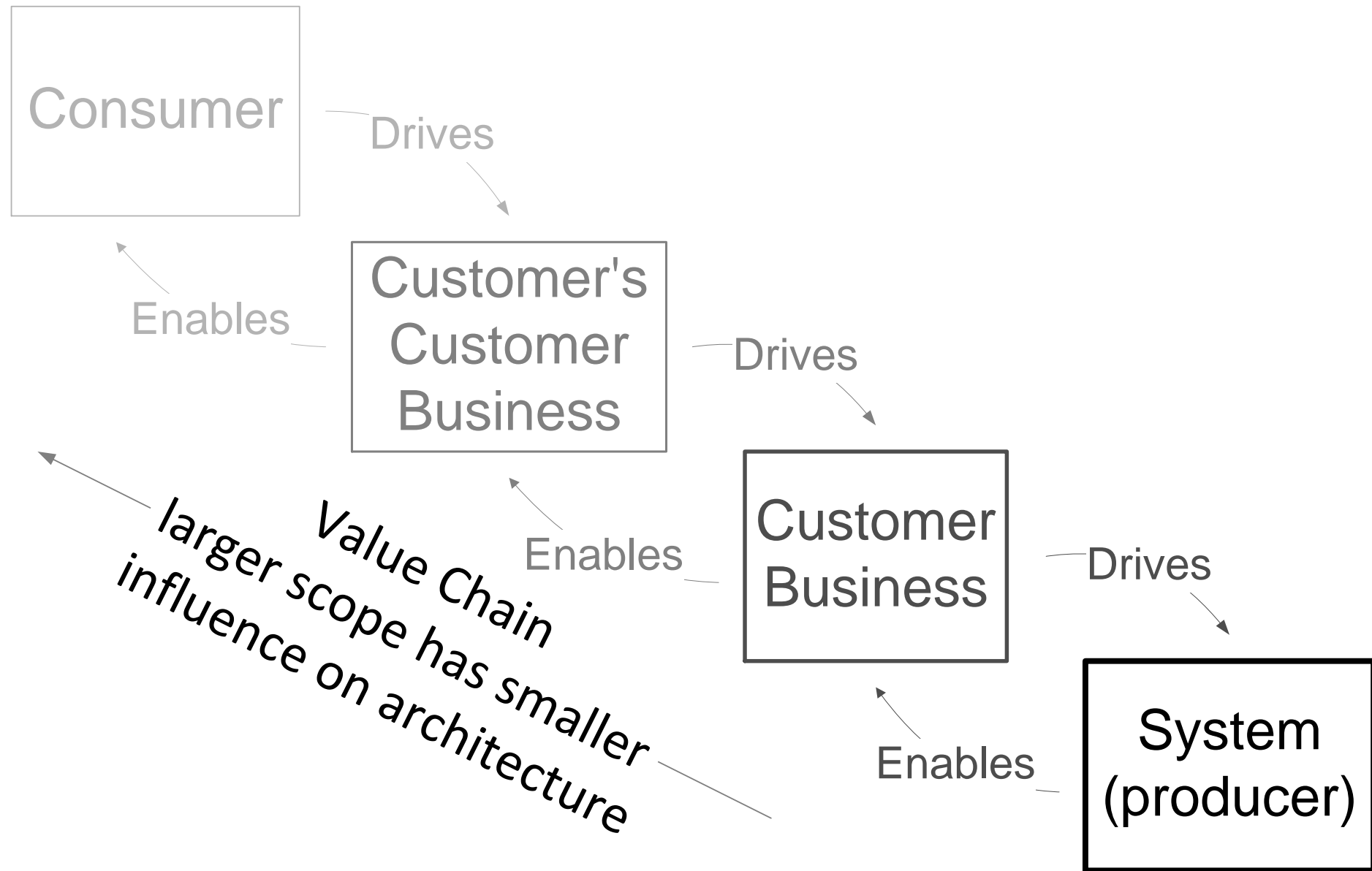
Market segmentation

segmentation axis	examples
geographical	USA, UK, Germany, Japan, China
business model	profit, non profit
economics	high end versus cost constrained
consumers	youth, elderly
outlet	retailer, provider, OEM, consumer direct

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Example of a small buying organization

CFO   CIO

CMO   CEO   CTO

decision maker(s)

purchaser

*Who is **the** customer?*

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

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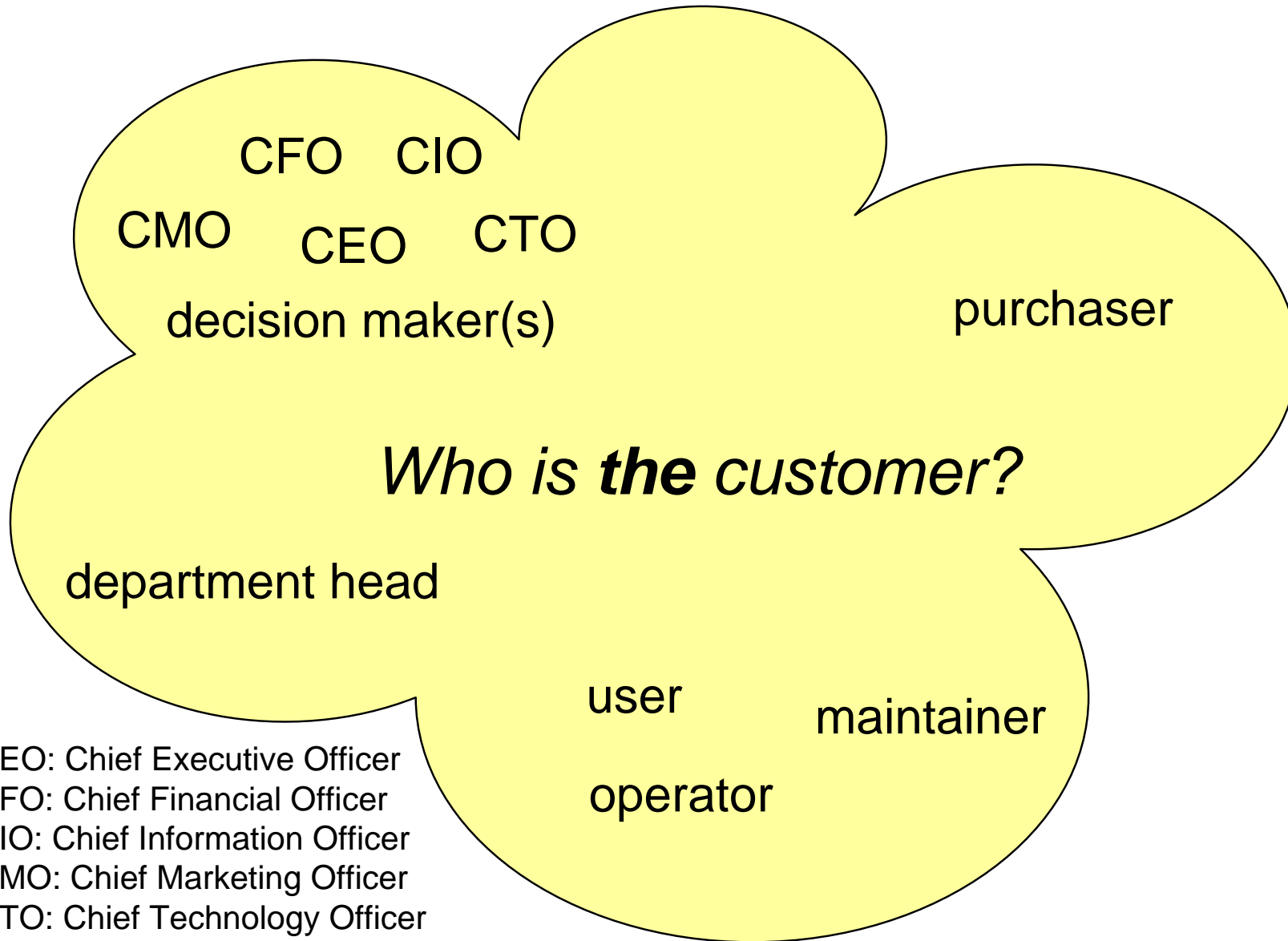
CAFCR+ model; Life Cycle View

Customer objectives

Application

Functional

Conceptual

Realization

operations
maintenance
upgrades

Life cycle

development
manufacturing
installation

sales, service, logistics, production, R&D

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