Abstract

Systems Architecting for project, product and service businesses are slightly different. These differences are reflected in the structure of the processes and the role of the architect. We elaborate the similarities in these businesses and the differences.
Projects versus Products

**project**
- unique
- customer specific

**product**
- catalogue
- generic

*tailored to customer needs*
- "one size fits all"

tender-contract-execution
- mass production
- economy of scale

cost \(\approx\) project hours

investment by customer

investment in product design
Convergence of Projects and Products

harvest and use
standardized components/products

configuration and customization
customer specific at customer site

project

product

unique
customer specific
catalogue
generic

Products, Projects, and Services; similarities and differences in architecting

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BAOPevolution
Simplified process diagram for project business

- Policy and planning
- Tender
- Project execution
- Deployment
- Systems architecting
- Product creation
- People, process, and technology management
- Systems
- Products or components

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Example of extensive complex of services

- tools
- telecom
- appl
- device
- OS
- HW
- content
- comm. standards
- infrastructure
- partnerships
- alliances
- business models
- tools
- movie
- map
- picture

Products, Projects, and Services; similarities and differences in architecting

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Model of operational services

- use results
- functional capability
- technical capability
- expert support
- initial production

- performance-based or service-level agreement
- facility management
- customer support
- factory

- conventional maintenance contract
- product acceptance and warranty
System of Systems

autonomous

different rate of change

many heterogeneous systems

many humans in the loop

geographical distributed

consequences

emergent behavior

lack of understanding and overview

continuous change

more political and economic factors