

Our Business Reference Model: ensuring context for your change

Strategy: How will your organization win?

Business Model:

- What do you provide?
- To whom?
- How / via which channels?

What you do:

Business Capabilities:

How you do it:

people processes technology

Materials/Resources

Customer and Prospect Engagement

Interaction channels

Customer Epic

customer journeys

customer journeys

customer journeys

customer journeys

customer journeys