



**REVENUE MODEL LEGEND**

- = Revenue Opportunity
- = Revenue Flow
- = Channel
- = Core Differentiating Competency
- = Core Competitive Competency

**VALUE MODEL LEGEND**

- = Value Opportunity
- = ROI Opportunity
- = Value Identification
- = Value Creation
- = Value Governance

**SERVICE MODEL LEGEND**

- = Service Flow
- = Main/Supporting Service
- = Simple Service
- = Complex Service
- = Unique Service

**COST MODEL LEGEND**

- = Cost Opportunity
- = Cost Flow
- = TCO Opportunity
- = Cockpits, Dashboards & Scorecards
- = Evaluation & Audits

**PERFORMANCE MODEL LEGEND**

- = Performance Opportunity
- = Control & Monitoring
- = BPM (Effectiveness & Efficiency)
- = Measurements
- = Reporting Flow

**OPERATING MODEL LEGEND**

- = Integration Opportunity
- = Standardization Opportunity
- = Governance, Policies & Guidelines
- = People Distribution
- = Maturity Level