



Vision linked to Products

Based on best practice Enterprise Modelling & Architecture principles



Introduction

A Vision is an aspirational description of what an organization would like to achieve or accomplish in the mid-term or long-term future. It is intended to serve as a clear guide for choosing current and future courses of action, and is therefore a highly conceptual and also complex subject that interlinks with multiple other components within the organization. In order to capture the products related to vision, the Vision linked to Products is built as a matrix. The matrix is a representation that shows the relationship of captured information between specific decomposed and/or composed product and vision objects. The core idea of a Vision linked to Products Matrix is that it typically consists of product aspects in a list of columns, and another aspect is a set of vision columns (taken from the map), while the third and final aspect being the cross product between the rows and the columns.

This allows for the Vision linked to Products Matrix to relate (un)familiar objects to familiar objects in the different layers of an enterprise (composition discipline), usually in the form of a diagram, a table or a chart (e.g. rows and columns), thereby outlining direct (and possibly indirect) connection points between different kinds of objects while showing a common pattern of the objects and the relationship between them.

Vision linked to Products

The Vision linked to Products Matrix provides you with a detailed overview of the cross relationships between products and the vision(s) (each identified with a unique name and ID number) that has been identified through the Vision Map, and then associated with the expectations, risks, and reporting.

How to use Vision linked to Products

Identify, document and relate the products to the vision(s) (each identified with a unique name and ID number), expectations, risks, and reporting.

For example:

1. A product may have multiple yet specific associations with visions, expectations, risks, and reporting.
2. Multiple products may have an association to any single specific vision, expectation, risk, and report.

What	Vision #	What			
		Vision	Expectation	Risk	Report
Product 1	#				
Product 2	#				
Product N	#				

Table 1: The Vision linked to Products Matrix.

Please note that the objects we have listed here are the most typical objects that are commonly used within a Vision linked to Products, but there may be more (or fewer) relevant objects that are used within your organization. If that is the case, feel free to either add new ones, or remove any objects that are not relevant, or are otherwise unimportant, for this particular map.

Also note that the objects might have a different name in your organization, so make sure to adapt the objects of this artefact so that it fits to the taxonomy of your organization.

The objects involved with Vision linked to Products is shown in Table 2.






Objects used with Vision linked to Products		
Notation	Name	Description
	Vision	The desired future state of the enterprise. An imagination of the future aspirational state of how the enterprise could or should be like without regard as to how this will be achieved.
	Expectation	The anticipated benefits that are of worth, importance, and significance to a specific stakeholder.
	Risk	The combined impact of any conditions or events, including those caused by uncertainty, change, hazards or other factors that can affect the potential for achieving objectives.
	Report	The exposure, description, and portrayal of information about the status, direction or execution of work within the functions, services, processes, and resources of the enterprise.
	Product	A result and output generated by the enterprise. It has a combination of tangible and intangible attributes (i.e. features, functions, usage).

Table 2: Objects typically associated with the Vision linked to Products Matrix.



GUIDELINES FOR LEADING PRACTICE SUBSCRIPTION

- **SERVICES** are the subscription-based access to research, advisory, benchmarking, assessment, consulting and related services described herein. Service descriptions, names and levels of access are as detailed for each product offering.
- **CUSTOMIZED SERVICES.** If requested, LEADing Practice will customize the services to meet client’s special demands and may periodically update the names and the deliverables for each service.
- **USER** is the individual named in the Client Purchase Order (each a “Licensed User”) who is licensed to use the services. Clients will have limited access to the services based on agreed upon number of users.
- **CLIENT CONFIDENTIAL INFORMATION.** LEADing Practice agrees to keep confidential any Client-specific information communicated by client to LEADing Practice that is (a) clearly marked confidential if provided in written form, or (b) preceded by a statement that such information is confidential, if provided in oral form, and such statement is confirmed in writing within 15 days of its initial disclosure.

OWNERSHIP AND USE OF THE SERVICES

LEADing Practice owns and retains all rights to the services not expressly granted to client. Only the individuals named in the Client Purchase Order (each a “**Licensed User**”) may access the services. Each licensed user will be issued a unique password, which may not be shared. Client agrees to review and comply with the following:

USAGE GUIDELINES FOR LEADING PRACTICE SERVICES

All LEADing Practice Services, which are accessible to all licensed users via the “policies” section under www.leadingpractice.com. Among other things, these guidelines describe how client may substitute licensed users, excerpt from and/or share LEADing Practice content and documents within the client’s organization, and quote or excerpt from the services externally.

Client may not redistribute copies of individual LEADing Practice content and documents, by electronic means or otherwise, to non-users without LEADing Practice’s prior written permission. Users may not reproduce or distribute the services externally without LEADing Practice’s prior written permission, except for external distribution, in their entirety only, of reprints of individual documents purchased by client.

Any approved external use of the services must comply with LEADing Practice Copyright and Policy, which may be viewed on www.leadingpractice.com. Clients cannot store services on any information storage and retrieval system.

ACCESS TO THE SERVICES

ID’s for access to LEADing Practice Knowledge Repository and analyst inquiry may not be shared. Access to the services is restricted to the number of named individuals (each “user”) as identified in the Client Purchase Order. The client acknowledges and agrees to inform all users that LEADing Practice may monitor activity on LEADing Practice’s websites and repository, including access to, and use of, the services by individuals. Upon request, client agrees to provide LEADing Practice with assurance from a responsible Clients Account Manager (or other relevant evidence) of compliance with these usage terms.

USE OF COPYRIGHTED MATERIAL

These guidelines apply to all uses of “LEADing Practice’s material” that are protected by copyright which among other things includes all text, images, software, documentation, screenshots, websites, photographs, video footage, etc., “LEADing Practice’s material”, in whatever media they may be used including print media, online media, books, articles, audiovisual works, blogs, wikis, or any other format or medium.

“LEADing Practice’s material” refers to all information and material containing standards, products, software, website, frameworks, methods, approaches with associated descriptions, categorization, classification, semantics relationship, ontology, meta objects, artifacts, maps, matrix and models, in whatever media they may be used.

“LEADing Practice’s material” is Intellectual Property (IP) of LEADing Practice ApS and protected by copyright and limitations apply to the reuse of this IP. The Intellectual Property Rights (IPR) consists of information, knowledge, objects, artifacts, experience, insight and/or ideas, that are structured to enable reuse to deliver value creation and realization.

The LEADing Practice ApS intellectual property is protected by law, including, but not limited to, internationally recognized United States and European Union IPR copyright law. Except as specifically indicated otherwise in writing, LEADing Practice ApS is the owner of the copyright in the entire “LEADing Practice’s material” and LEADing Practice ApS reserves all rights in that regard.

Use or misuse of the IPR, the trademarks, service marks or logos is expressly prohibited and may violate country, federal and state law. The following limited situation where use is permitted without LEADing Practice prior written permission.

- The LEADing Practice materials and all copies shall remain at all times the exclusive property of LEADing Practice ApS.
- LEADing Practice material **CAN NOT BE REPRODUCED, MODIFIED, COPIED, AGGREGATED, DISTRIBUTED, TRANSMITTED, DISPLAYED, PUBLISHED, LICENSED, TRANSFERRED OR CREATE DERIVATIVE WORKS OR SELL ANY INFORMATION YOU AGAIN ACCESS TO THROUGH LEADING PRACTICE.**
- You must use the LEADing Practice materials without modification.
- You may not use the LEADing Practice material in any offensive manner or context, for example in a way that is defamatory, disparaging or libelous to, or otherwise presents false or misleading information regarding, LEADing Practice or any other party, or its or their products or services; in conjunction with obscene or pornographic material; in a manner that suggests bias based on race, national origin, gender, sexual orientation, or religion; or in any manner that would be illegal under applicable law.
- You may not imply any LEADing Practice partner, sponsorship, affiliation or endorsement.
- You may not use the LEADing Practice material for a purpose competitive with LEADing Practice or its products unless otherwise clearly permitted by applicable law.
- You may not use the LEADing Practice corporate logo.
- No use of other LEADing Practice trademarks is granted under this section.

Third parties wishing to use “LEADing Practice’s material” that are protected by copyright must have LEADing Practice’s permission to do so. In some situations described below, LEADing Practice gives you that permission so long as you comply with the requirements stated.

In others cases, you must obtain LEADing Practice’s written consent. If you don’t already have a contract with LEADing Practice that clearly gives you such rights, please contact LEADing Practice to request such permission.

LEADing Practice ApS may, in appropriate circumstances of infringement of the intellectual property rights pursue legal action. For questions, please get in touch with us.