



Revenue linked to Strategy

Based on best practice Enterprise Modelling & Architecture principles



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Introduction

Revenue shows the income flows across organizational boundaries and incorporates many different aspects of an organization, and often makes it a complex subject to identify and document. However, in order to capture strategies related to revenues, Revenue linked to Strategy is built as a matrix. The matrix is a representation that shows the relationship of captured information between specific decomposed and/or composed strategy and revenue objects. The core idea of a Revenue linked to Strategy Matrix is that it typically consists of strategy aspects in a list of columns, and another aspect is a set of revenue 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 Revenue linked to Strategy 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.

Revenue linked to Strategy

The Revenue linked to Strategy Matrix provides you with a detailed overview of the cross relationships between strategies and revenues (each identified with a unique name and ID number) that has been identified through the Revenue Map, and then associated with the revenue incomes, products, organizational units, areas and groups, organizational competencies (core differentiating, core competitive or non-core), locations, and (business, service, process, application/system, data, platform and infrastructure) owners.

How to use the Revenue linked to Strategy

Identify, document and relate strategies to the revenues (each identified with a unique name and ID number) that has been identified through the Revenue Map, and then associated with the revenue incomes, products, organizational units, areas and groups, organizational competencies (core differentiating, core competitive or non-core), locations, and (business, service, process, application/system, data, platform and infrastructure) owners.

For example:

1. A strategy may have multiple yet specific associations with revenues and revenue incomes, products, organizational units, areas and groups, organizational competencies (core differentiating, core competitive or non-core), locations, and (business, service, process, application/system, data, platform and infrastructure) owners.
2. Multiple strategies may have an association to any single specific revenue and revenue income, product, organizational unit, area and group, organizational competency (core differentiating, core competitive or non-core), location, and (business, service, process, application/system, data, platform and infrastructure) owner.



What (Strategic Organizational Objectives)	Revenue #	What		Where					Who						
		Revenue Income	Product	Organizational Area	Organizational Group	Organizational Competency (core differentiating, core competitive or non-core)	Organizational Unit	Location	Business Owner	Service Owner	Process Owner	Application/System Owner	Data Owner	Platform Owner	Infrastructure Owner
Strategy 1	#														
Strategy 2	#														
Strategy N	#														

Table 1: The Revenue linked to Strategy Matrix.

Please note that the objects we have listed here are the most typical objects that are commonly used within a Revenue linked to Strategy, 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 a Revenue linked to Strategy is shown in Table 2.








Objects used with a Revenue linked to Strategy		
Notation	Name	Description
	Measure (revenue incomes)	Any type of measurement used to gauge some quantifiable component of an enterprise's performance.
	Product	A result and output generated by the enterprise. It has a combination of tangible and intangible attributes (i.e. features, functions, usage).
	Organization (organizational units, areas and groups)	An arrangement or formation of resources that has a set of collective goals.
	Organizational Competency (core differentiating, core competitive or non-core)	An integrated and holistic set of related knowledge, skills, and abilities related to a specific set of resources (including persons and organizations) that - once combined - enables the enterprise to do something well.
	Location	A point, facility, place or geographic position that may be referred to physically or logically.
	Role (business, service, process, application/system, data, platform and infrastructure owners)	A part that something or someone has the rights, rules, competencies, and capabilities to perform. A resource and/or actor may have a number of roles (i.e. process role, service role or application role) and many actors may be assigned the same role.
	Strategy	The direction and ends to which the enterprise seeks as well as the means and methods by which the ends will be attained.

Table 2: Objects typically associated with the Revenue linked to Strategy.



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