Abstract
The basic “CAFCR” reference model is described, which is used to describe a system in relation to its context. The main stakeholder in the context is the customer. The question “Who is the customer?” is addressed.
The “CAFCR” model

What does Customer need in Product and Why?

Customer

What

drives, justifies, needs
enables, supports

Customer

How

Product

What

Product

How

Customer objectives

Application

Functional

Conceptual

Realization

C

A

F

C

R

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CAFCRannotated

Short introduction to basic “CAFCR” model

Gerrit Muller
Integrating CAFCR

**What** does Customer need in Product and **Why**?

Customer

- **What**
- **How**

Customer objectives

Application

Functional

Conceptual

Realization

Product

- **What**
- **How**

Context understanding

Intention

Objective driven

Opportunities

Constraint awareness

Knowledge based

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MSintegratingCAFCR
CAFCR can be applied recursively

Consumer

Drives

Customer's Customer Business

Enables

Customer Business

Drives

Value Chain

larger scope has smaller influence on architecture

Enables

System (producer)
### Market segmentation

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Example of a small buying organization

Who is the customer?

CEO: Chief Executive Officer
CFO: Chief Financial Officer
CIO: Chief Information Officer
CMO: Chief Marketing Officer
CTO: Chief Technology Officer

department head
operator
maintainer
purchaser
decision maker(s)

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BCAFCRwhoIsTheCustomer
Short introduction to basic “CAFCR” model
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