

# Business Strategy; Methods and Models

by *Gerrit Muller* Buskerud University College

e-mail: `gerrit.muller@embeddedsystems.nl`

`www.gaudisite.nl`

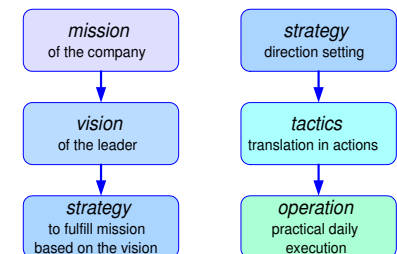
## Abstract

The business strategy is input to many activities of architects. Lack of clear strategy complicates the work of architects. At the other hand architects need to contribute to the creation and evolution of the business strategy. We discuss several common methods and models to work on strategy, such as Strength, Weakness, Opportunity, and Threat Analysis, road mapping, and technology classification.

## Distribution

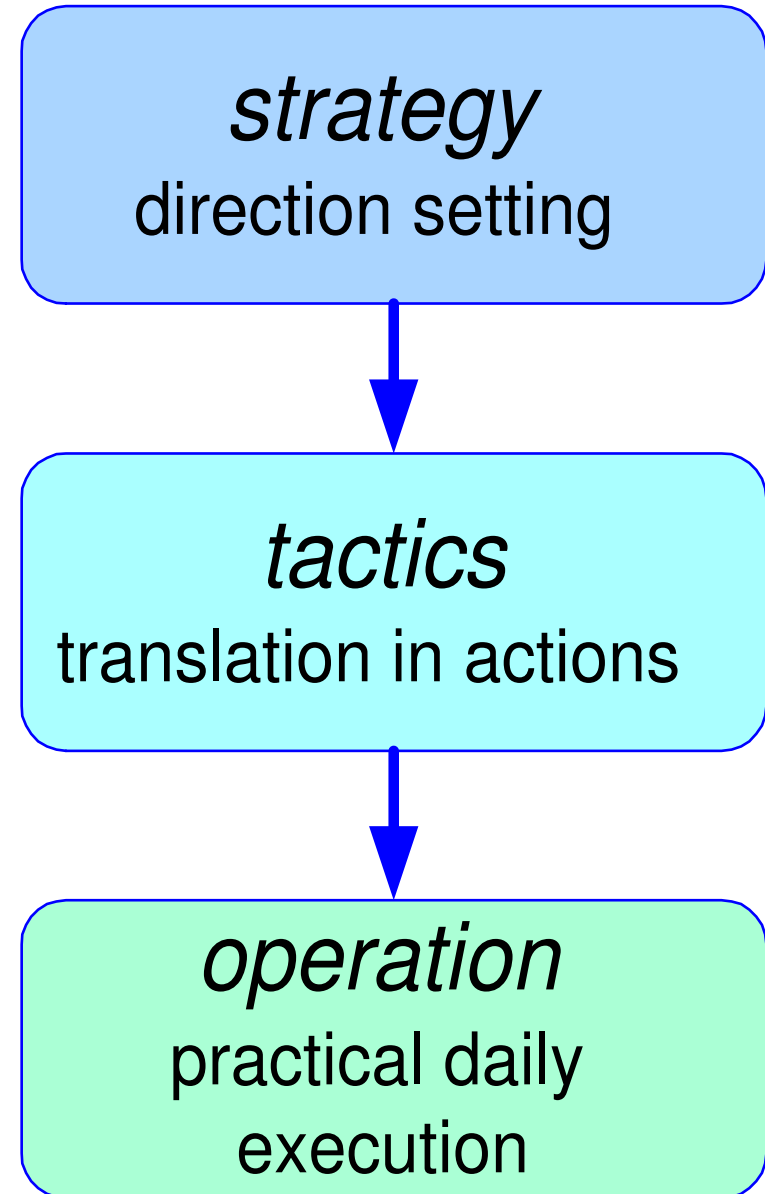
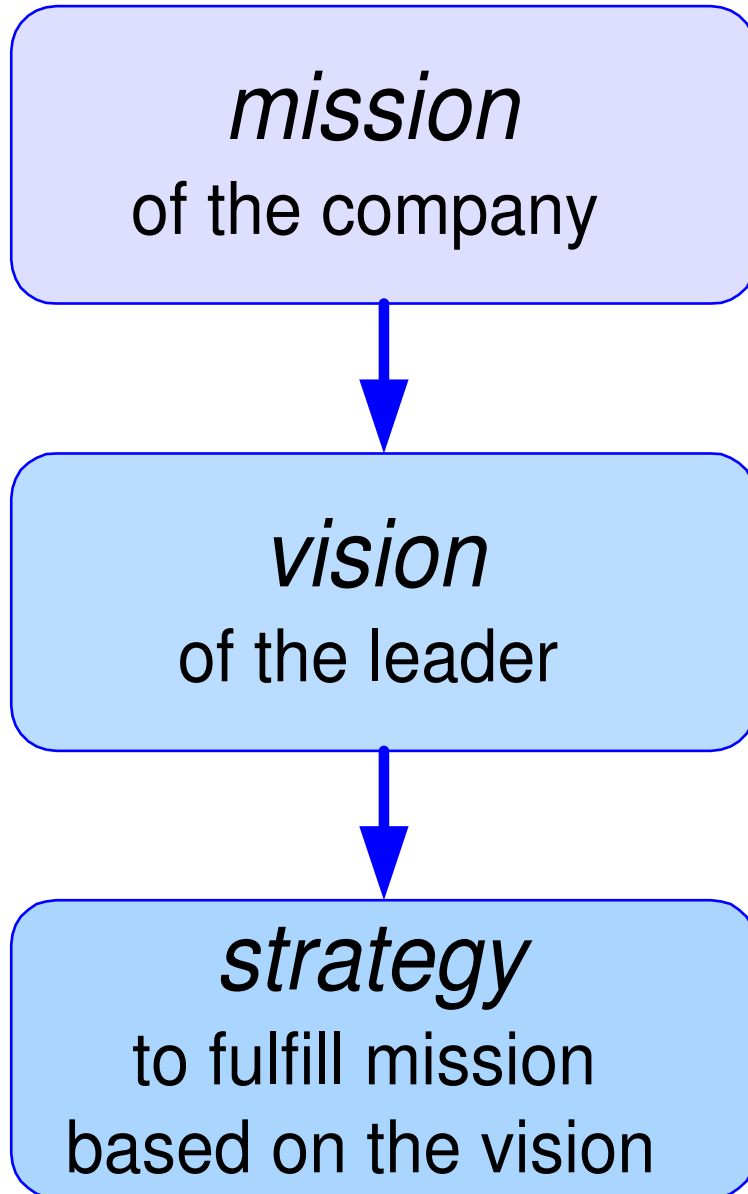
This article or presentation is written as part of the Gaudí project. The Gaudí project philosophy is to improve by obtaining frequent feedback. Frequent feedback is pursued by an open creation process. This document is published as intermediate or nearly mature version to get feedback. Further distribution is allowed as long as the document remains complete and unchanged.

July 1, 2011  
status: draft  
version: 0



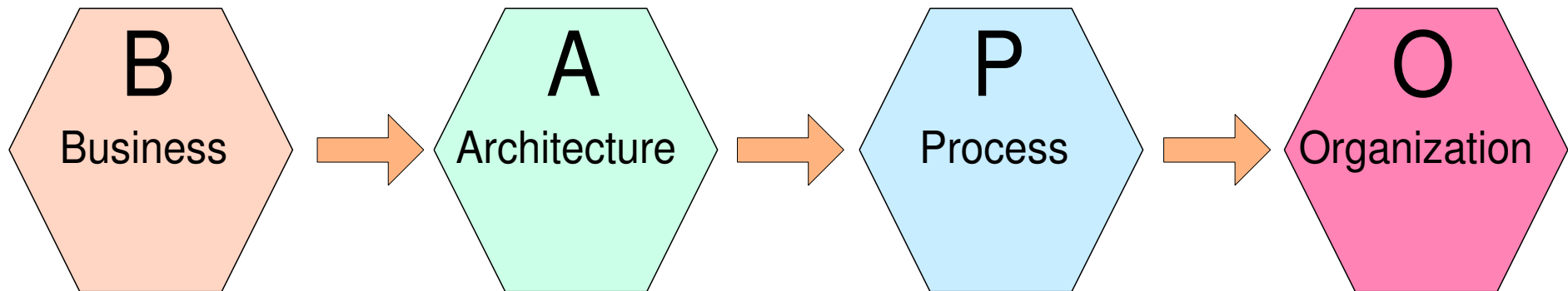
# Some Basic Concepts

---



# BAPO framework

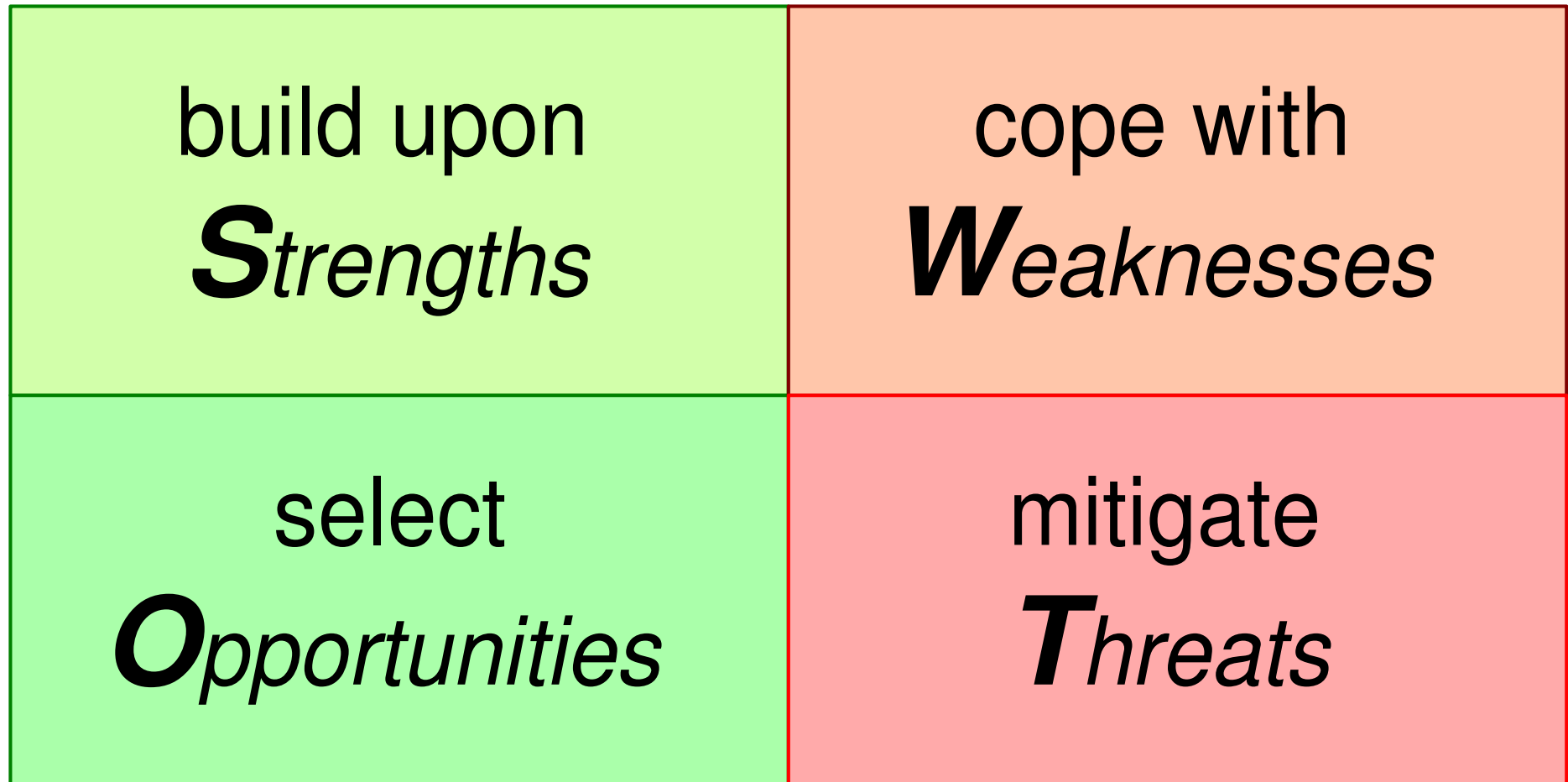
---



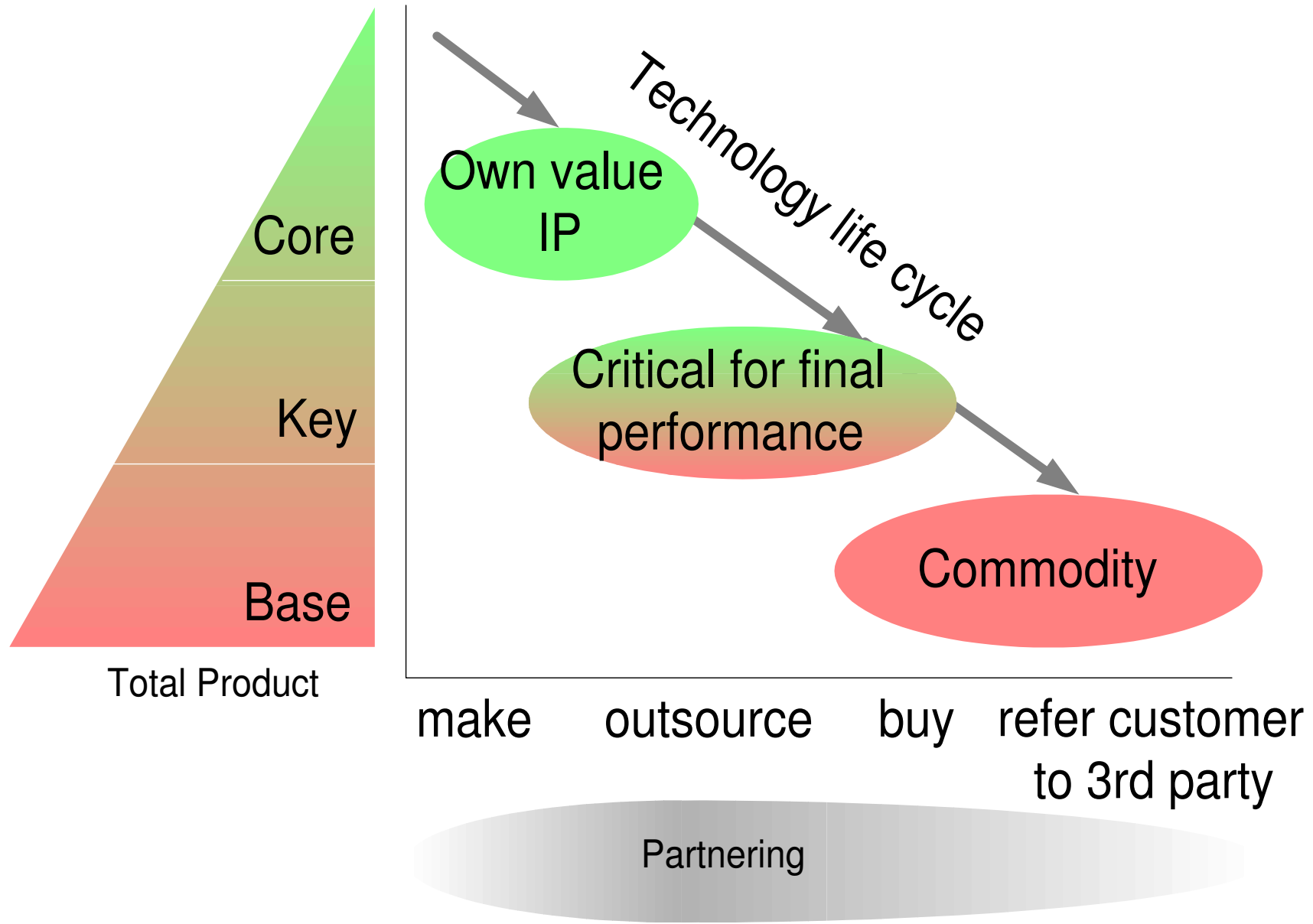
From: COPA tutorial; Philips SW conference 2001.

# SWOT analysis

---



# Core, Key, and Base Technologies



# Examples of Business Models

---

Pay for product

Pay for accessories (cell phone, MP3 cases, skins, etc.)

Pay per use (per printed page, per accessed image)

Pay for service (imaging, printing)

Pay for capability (diagnosis, booklet)

Pay as part of subscription (telecom)

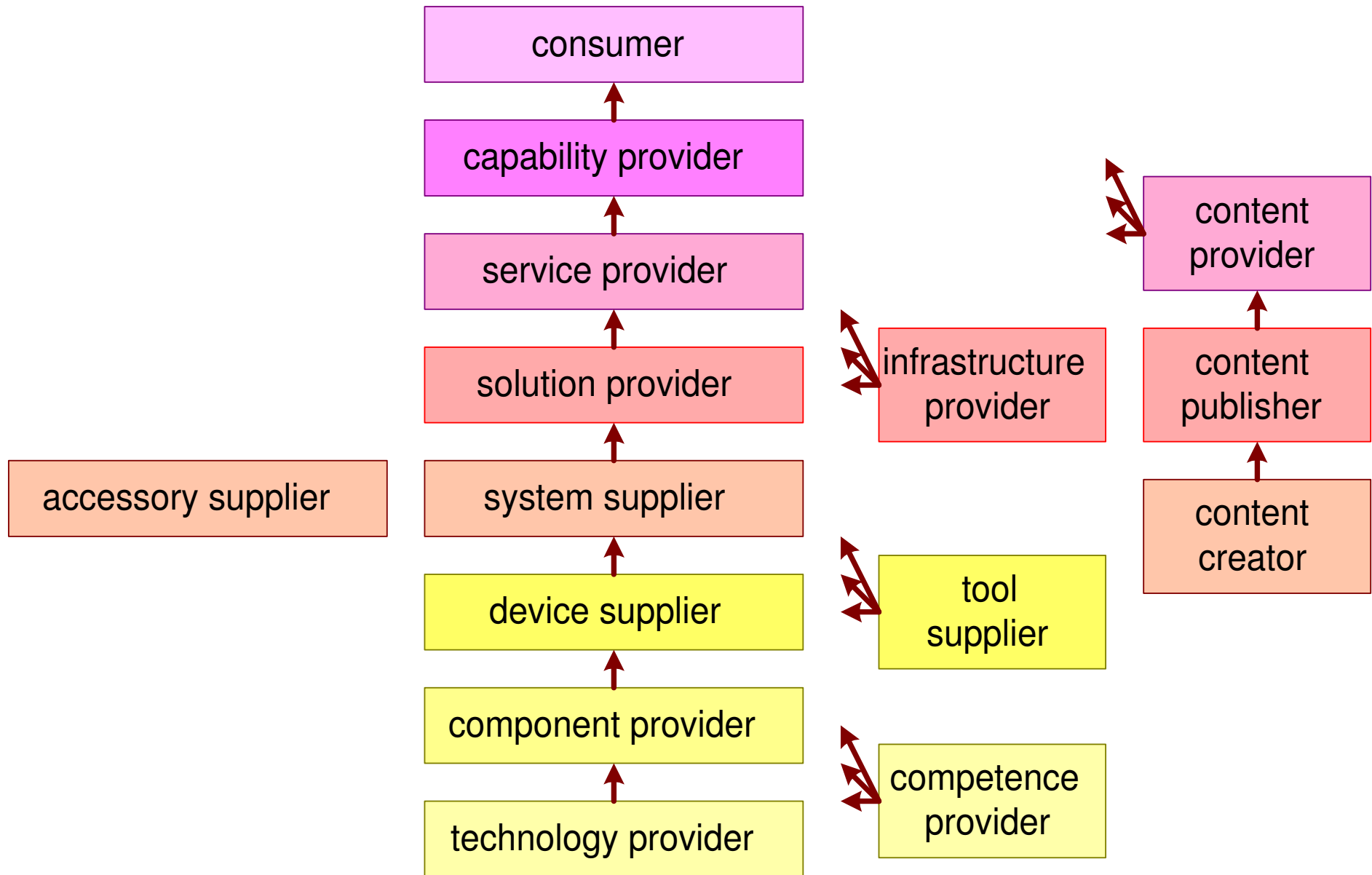
Pay for content (music, movies, eBooks)

Pay for consumables (ink, toner)

Advertiser pays (Google)

Insurance pays (health care)

# Where in the Value Chain?



# Innovation requires all major contributors

