Abstract
The focus of architectural reasoning methods is on the technical design issues. The relation with the business context is discussed: the business itself, people aspects and process and organizational aspects.

The goal is to define architecting methods, which can be customized to the business needs, with minimal assumptions about people, process and organization. The operational stakeholders and their concerns are discussed.
Context of architecting methods

- Business sets targets and supports
- Architecting method supports product creation
- People enables, performs, fits in, and supports
- Process Organisation supports

Positioning Architecting Methods in the business

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PBUScontext
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PBUSSEcontextAnnotated

Annotated context

- Business
  - customize
  - follow needs
  - adapt to constraints
  - dynamic, uncertain
  - full of implicit needs, constraints,..

- Architecting method
  - product creation
  - learning!
  - requires iteration
  - process agnostic
  - requires skill and know how potential

- People
  - support for learning required

- Process Organization

- Organization sets targets
- supports
- fits in
Operational stakeholders

- **Customer**: (purchaser, decision maker, user, operator, maintainer,..)
- **Company**: policy and planning (business, marketing, operational managers)
- **Customer oriented process**: (sales, service, production, logistics)
- **PCP**: (project leader, product manager, engineers, suppliers)
- **People and technology management process**: (capability managers, technology suppliers)
Operational concerns

tooling, methods
people, skills
partnering, subcontracting, outsourcing
financing, use of capital
order realization cycle time
geographical distribution, shipment
and many more

Sales, Service

user

retailers

providers

product

Product Creation:

Subsystem

Component

Order Realization: