Products, Projects, and Services; similarities and differences in architecting

by Gerrit Muller       Buskerud University College
                      e-mail: gaudisite@gmail.com
                      www.gaudisite.nl

Abstract

Systems Architecting for project, product and service businesses are slightly different. These differences are reflected in the structure of the processes and the role of the architect. We elaborate the similarities in these businesses and the differences.
Projects versus Products

- **Project**
  - unique
  - customer specific
  - tailored to customer needs
  - tender-contract-execution
  - cost $\approx$ project hours
  - investment by customer

- **Product**
  - catalogue
  - generic
  - "one size fits all"
  - mass production
  - economy of scale
  - investment in product design
Convergence of Projects and Products

harvest and use
standardized components/products

configuration and customization
customer specific at customer site

project

product

unique
customer specific
catalogue
generic
Simplified process diagram for project business

Products, Projects, and Services; similarities and differences in architecting

version: 0
March 6, 2013
PPSProjectProcess
Example of extensive complex of services

- **tools**
- **appl**
- **device**: smart phone
  - **OS**
  - **HW**

- **partnerships**
- **alliances**
- **business models**

- **telecom**
  - **service**
  - **content**
  - **comm. standards**
  - **infrastructure**

- **content**
  - **labs**
  - **projects**
  - **partnerships**
  - **alliances**
  - **business models**

- **tools**
- **movie**
- **map**
- **picture**
Model of operational services

- use results
- functional capability
- technical capability
- expert support
- initial production

- factory

- capability management
- facility management
- customer support

- performance-based or service-level agreement
- conventional maintenance contract
- product acceptance and warranty

Products, Projects, and Services; similarities and differences in architecting

Gerrit Muller

version: 0
March 6, 2013
System of Systems

autonomous
different rate of change
many heterogeneous systems
many humans in the loop
geographical distributed

consequences
emergent behavior
lack of understanding and overview
continuous change
more political and economic factors