

Architecting for Business Value; Business Context - Stakeholders

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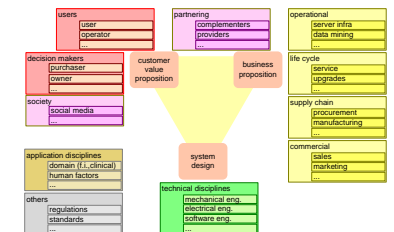
Abstract

This presentation introduces the various stakeholders and their relation to product innovation and architecting.

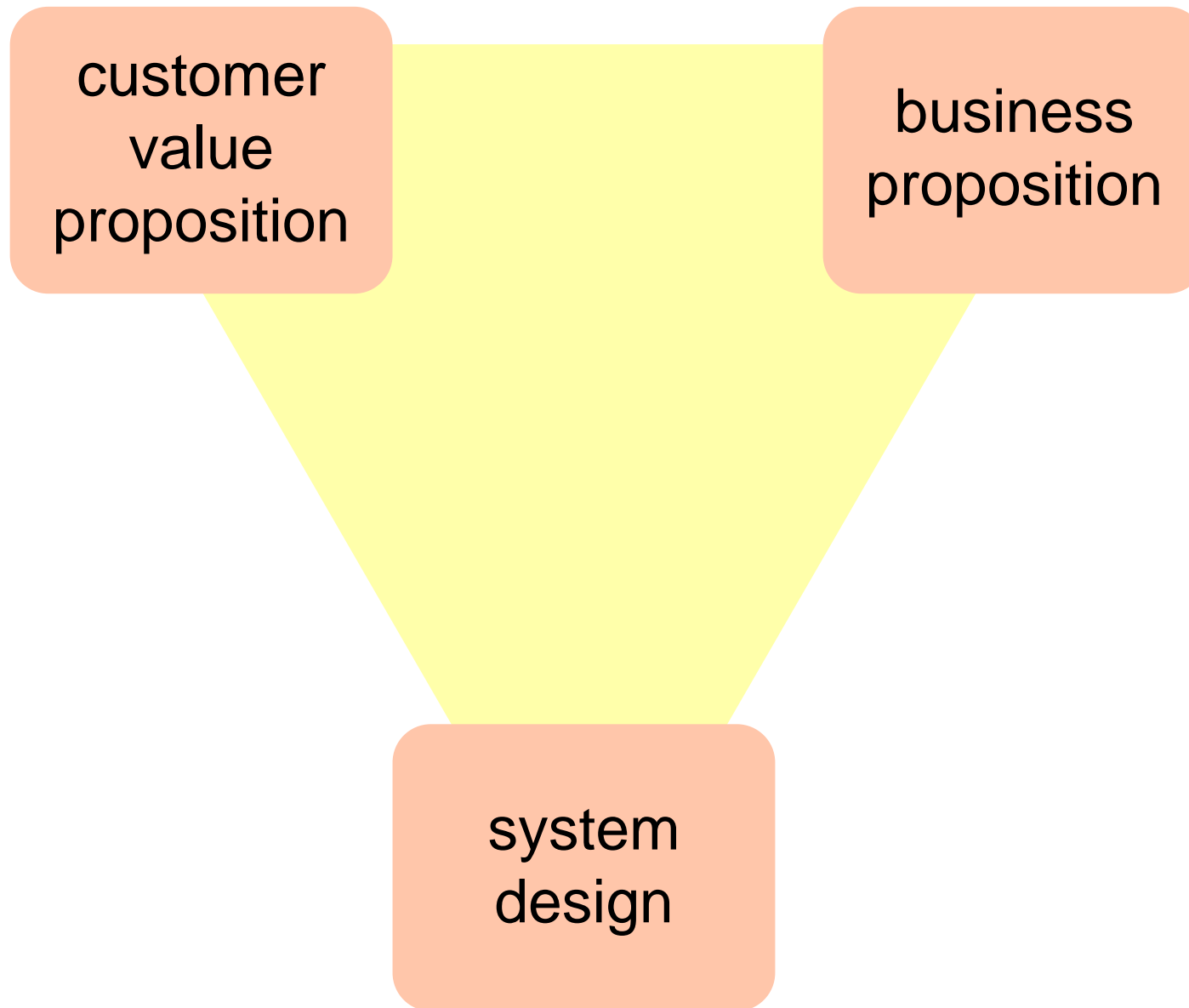
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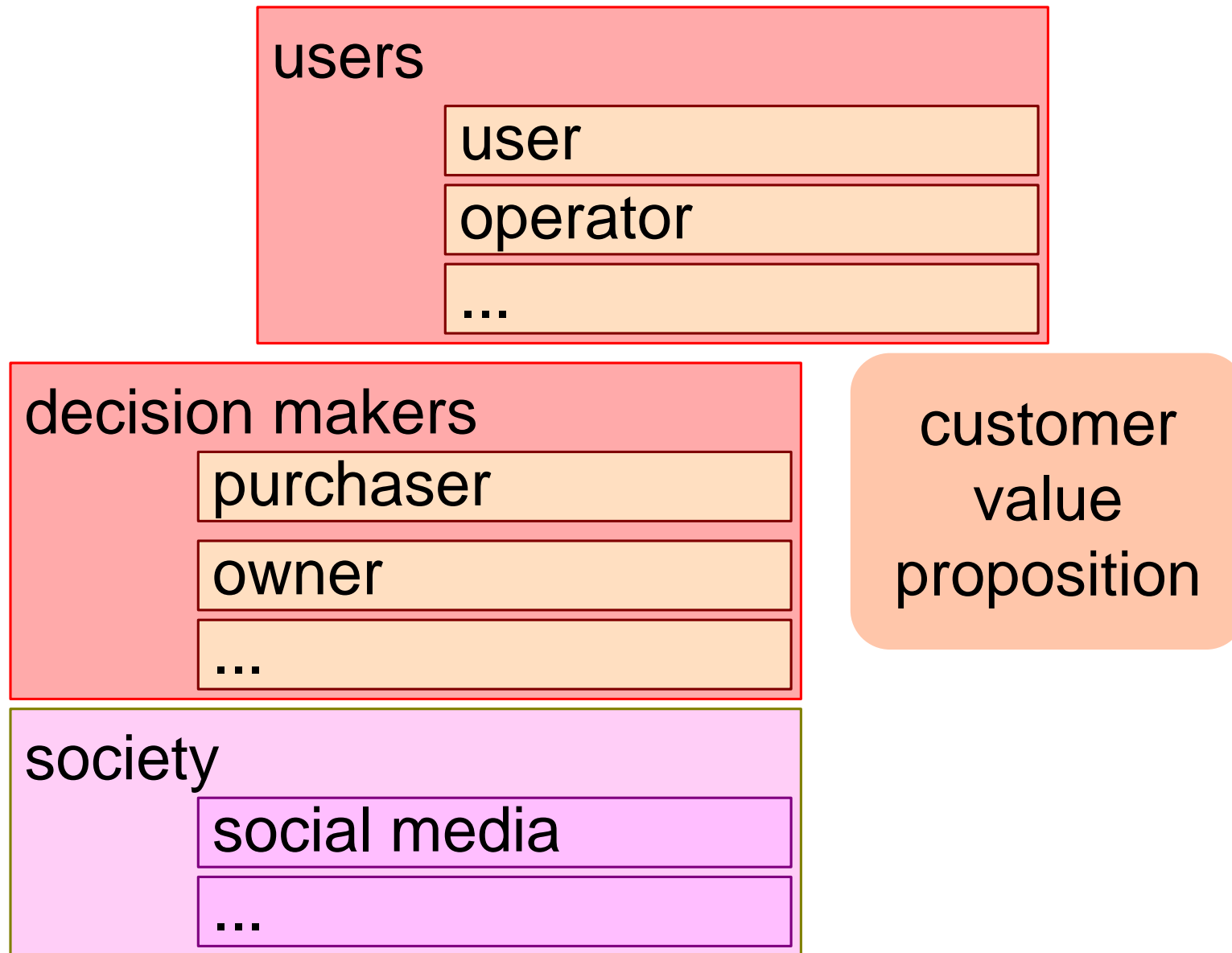
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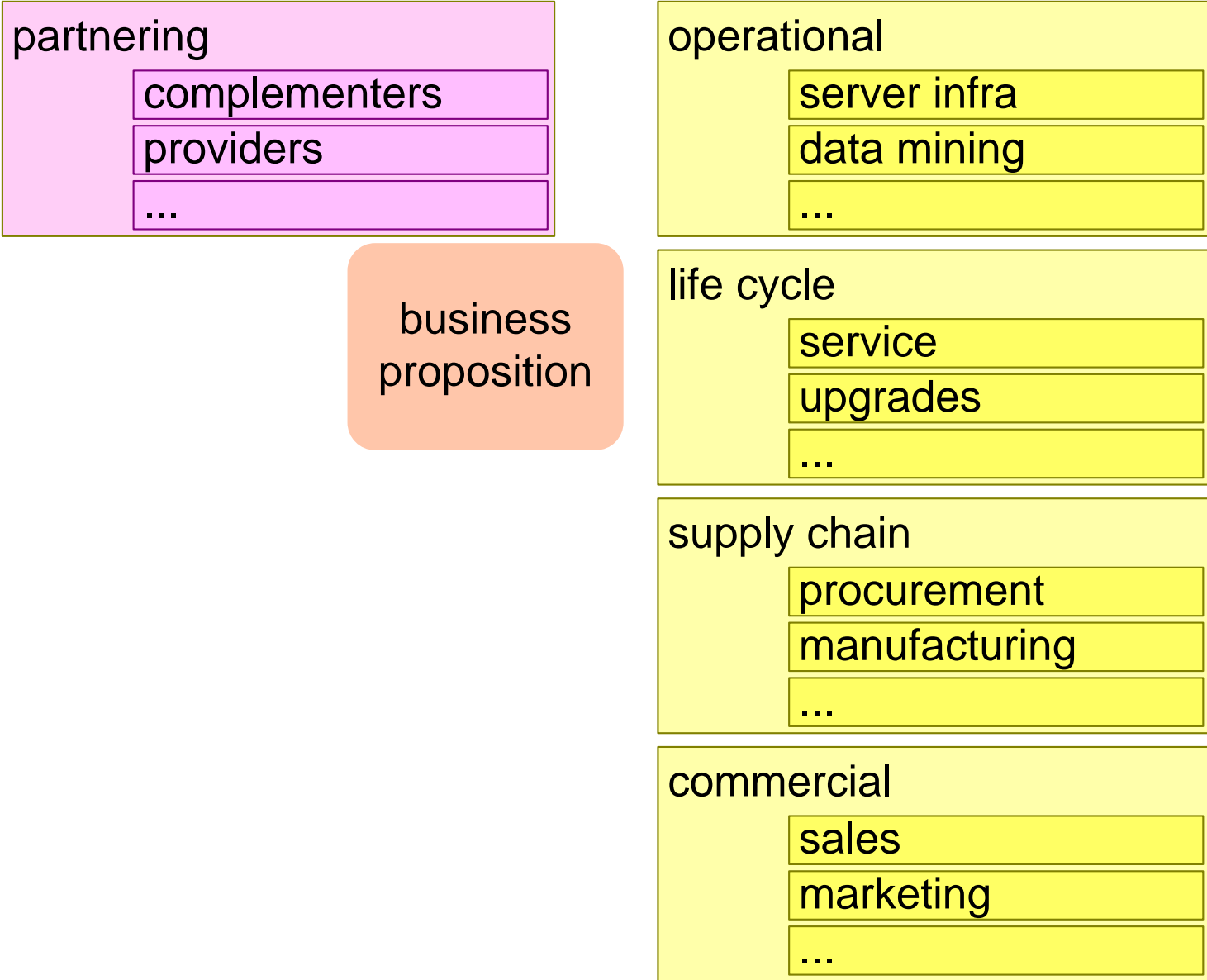
Top View



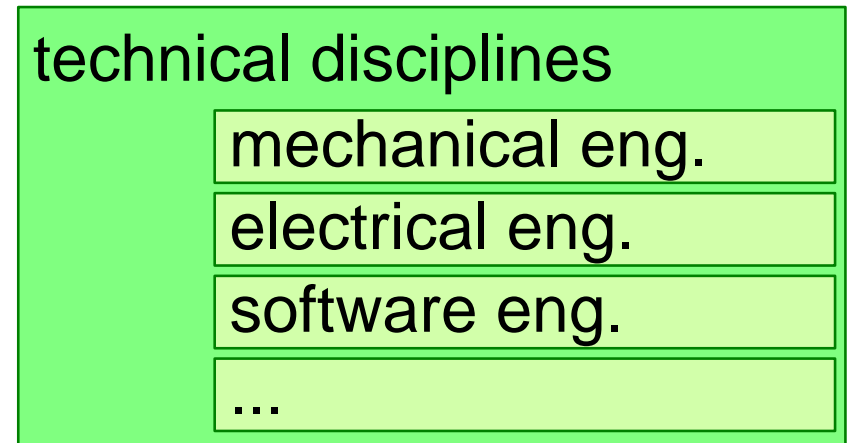
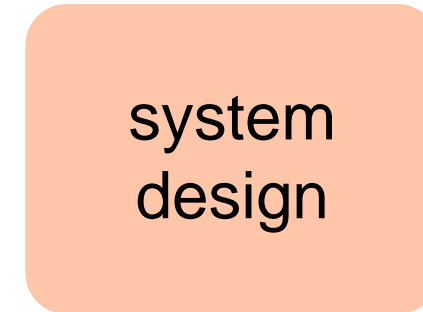
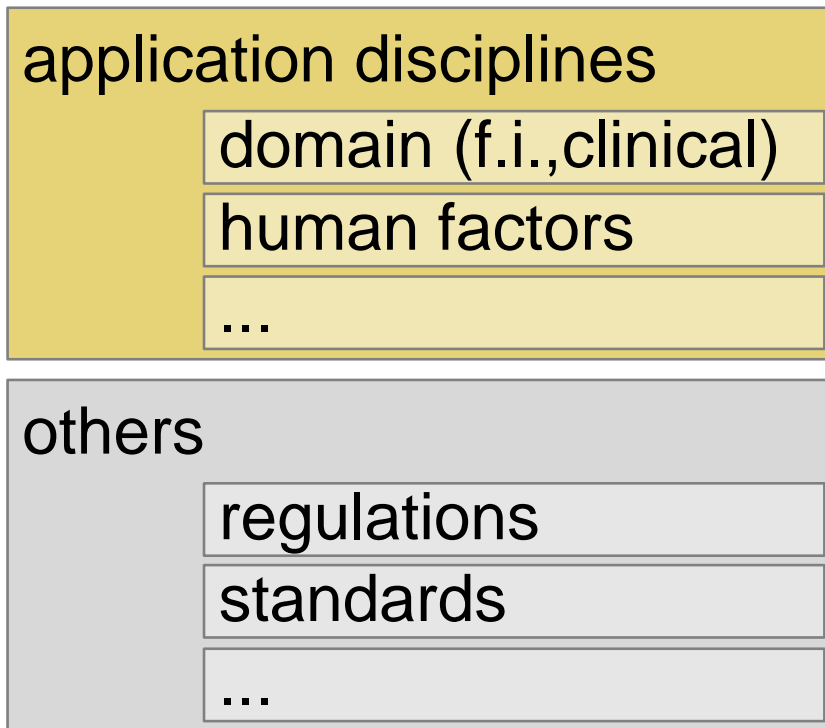
Customer Stakeholders



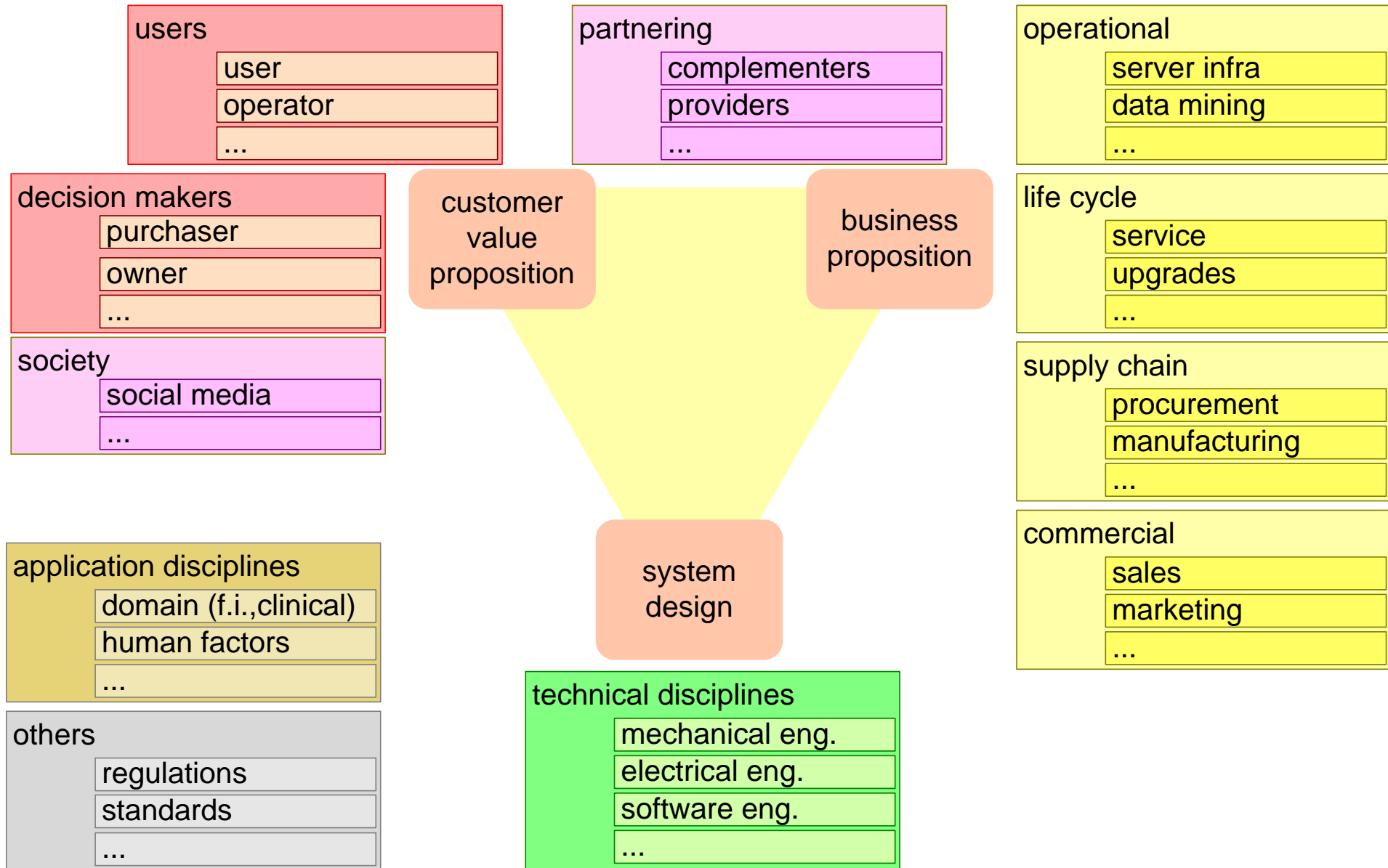
Business Stakeholders



Discipline Stakeholders



All Stakeholders



Innovation to Market

