

## Costs & Risks

### **Business Model**

Which costs occur for us because of the resources, the activities and as part of the partnerships? Which risks of our business model do we have to consider?

**Examples**: salaries, acquisition costs for machinery, material costs, royalties for external partners.

### **Business** Case

Which costs occur for the development and the operation of the analytics solution? Which risks does this bring along?

Examples: fees for data science experts, trainings for employees, royalties for analytics software, fees for data subscriptions.

## We drive your business forward.

Designed by:

Which tangible and intangible resources do we need to produce our products and services and to market them?

Examples: employees, factories, machinery, financial assets, patents, trademarks, data, software.

Which resources do we need for the development and the operation of our (analytics) solution?

**Examples:** analytics experts, specialized databases, cloud platforms, analytics tools.

## CF.

Which activities do we need to execute to be able to provide our products and services?

**Examples:** product development, production, consulting, marketing, sales, customer service.

Which activities are required for the development and operation of our analytics solution?

Examples: data cleansing, model training and management, UX development, application monitoring.

## Solutions

### **Business Model**

Which products and services do we offer to our customers?

Examples: consumer products, machinery, software, tools, consulting etc.

### **Business** Case

Which (analytics) applications do we want to provide the users (employees, customers etc.) with?

Analytical solutions are often called "analytics" or "data products".

Examples: automated reporting, KPI dashboard, forecasting tool.

## Benefits

**Business Model** Which benefits do the customers expect from our products and services?

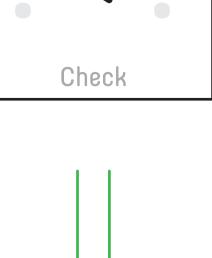
Examples: save time, higher comfort, greater efficiency, less risk etc.

### Business Case

What are the promised benefits of our (analytics) solution?

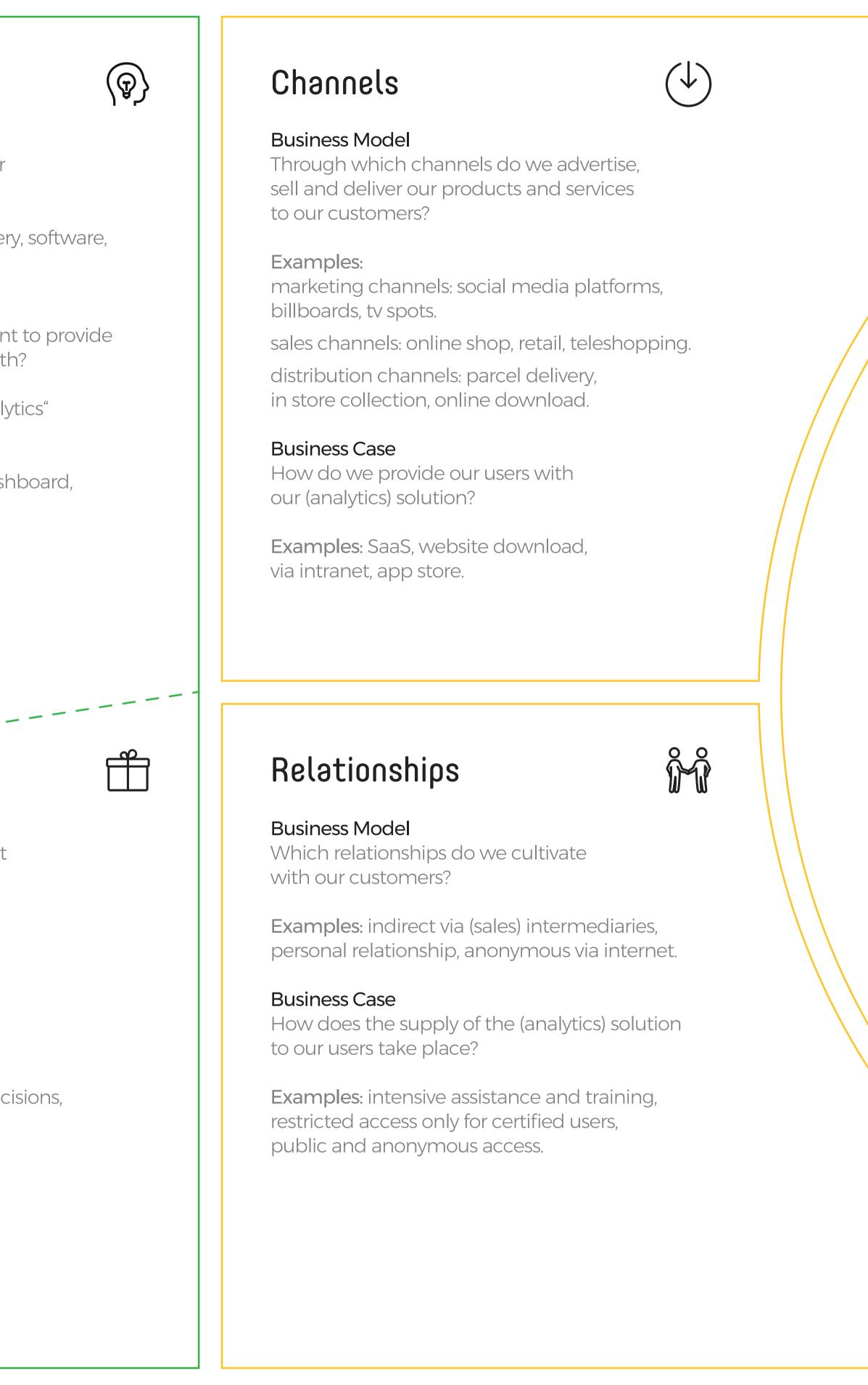
**Examples**: reliable information, faster decisions, less effort, higher effectiveness etc.





Date:

Version:



## Revenues & Advantages

### **Business Model**

Which revenue sources do we tap by selling our products and services? Which other (monetary) trade-offs do we receive from our customers (for example data as part of a data exchange)?

Examples: direct sales, royalties, pay per use, subscription based models etc.

### **Business** Case

Which (monetary) benefits can we realize for us respectively our users by using our analytics solution?

**Examples:** cost reduction, revenue increase, time savings, faster decisions.



# Business Model / Case

## Users, Buyers & Decision-Makers

### Business Model

Which are our customer segments? Who is using the products & services? Who is paying for it? Who is deciding about the purchase?

Examples: child is the user; parents decide and pay.

### **Business** Case

Who are the (analytics) solution's stakeholders? Who is going to use the solution? Who is going to provide the budget? Who is going to decide about it?

Examples: sales managers are the users; head of sales is the decision-maker; and the buyer is the BI department.



RR P??