

PLAN				GOVERN											
Plan Value Chain	PV1	PV2	PV3	PV4	Govern Value Chain	GV01	GV02	GV03	GV04	GV05	GV06	GV07	GV08	GV09	GV10
	Gather Value Chain Requirements	Assess Value Chain Resources	Align Value Chain Resources	Create Value Chain Plan		Set Strategy & Vision	Set Performance Policy	Set Information Policy	Set Financial Policy	Set Asset Policy	Set Social & Ethical Policy	Set Network Policy	Set Change Guidelines	Set Compliance Policy	Set Life Cycle Policy
Plan Product Development	PP1	Gather Product Development Requirements	PP2	Assess Product Development Resources	Govern Product Development	GP01	Govern Product Development Rules	GP02	Govern Product Development Process	GP03	Govern Product Development Information	GP04	Govern Product Development Finance	GP05	Govern Product Development Assets
	PP3	Align Product Development Resources	PP4	Create Product Development Plan		GP06	Govern Product Development Personnel	GP07	Govern Product Development Network	GP08	Govern Product Development Change	GP09	Govern Product Development Compliance	GP10	Govern Product Development Life Cycle
Plan Supply Chain	PS1	Gather SupplyChain Requirements	PS2	Assess Supply Chain Resources	Govern Supply Chain	GS01	Govern Supply Chain Rules	GS01	Govern Supply Chain Process	GS03	Govern Supply Chain Information	GS04	Govern Supply Chain Finance	GS05	Govern Supply Chain Assets
	PS3	Align Supply Chain Resources	PS4	Create Supply Chain Plan		GS06	Govern Supply Chain Personnel	GS07	Govern Supply Chain Network	GS08	Govern Supply Chain Change	GS09	Govern Supply Chain Compliance	GS10	Govern Supply Chain Life Cycle
Plan Customer Relations	PC1	Gather Customer Relations Requirements	PC2	Assess Customer Relations Resources	Govern Customer Relations	GC01	Govern Customer Relations Rules	GC02	Govern Customer Relations Process	GC03	Govern Customer Information	GC04	Govern Customer Finance	GC05	Govern Customer Assets
	PC3	Align Customer Relations Resources	PC4	Create Customer Relations Plan		GC06	Govern Sales Personnel	GC07	Govern Customer Relations Network	GC08	Govern Customer Relations Change	GC09	Govern Customer Relations Compliance	GC10	Govern Customer Life Cycle

EXECUTE

Market		Research		Develop		Acquire		Build		Fulfill		Brand		Sell		Support	
M1	Analyze Market	R1	Define Opportunity	D1	Define Product Req	A1	Qualify Supplier	B1	Schedule Resource	F1	Order Inquiry	N1	Define Brand Req	S1	Target Customer	U1	Register Customer
M2	Analyze Performance	R2	Forecast Technology	D2	Select Technology	A2	Issue Request	B2	Issue Material	F2	Confirm Order	N2	Differentiate Brand	S2	Qualify Target	U2	Manage Incident
M3	Define Need	R3	Acquire Technology	D3	Design Product	A3	Evaluate Proposal	B3	Build Product	F3	Plan Load	N3	Select Market Channels	S3	Position Solution	U3	Resolve Problem
M4	Architect Solution	R4	Define New Technology	D4	Design Process	A4	Negotiate Contract	B4	Verify Product	F4	Receive Warehouse	N4	Architect Brand	S4	Develop Relationship	U4	Process Return
M5	Develop Case	R5	Validate Technology	D5	Validate Product	A5	Place Order	B5	Package Product	F5	Fill Order	N5	Validate Brand	S5	Assess Need	U5	Educate Customer
M6	Validate Opportunity	R6	Protect Technology	D6	Align Supply Chain	A6	Receive Order	B6	Stage Product	F6	Ship Order	N6	Protect Brand	S6	Develop Proposal	U6	Deliver Service
M7	Product Roadmap	R7	Transfer Technology	D7	Define Product Lifecycle	A7	Verify Order	B7	Release Product	F7	Deliver Order	N7	Assess Supply Network	S7	Present Proposal	U7	Monitor Experience
		R8	Introduce Technology	D8	Launch Product	A8	Transfer Inventory			F8	Verify Receipt	N8	Create Marketing Roadmap	S8	Finalize Contract		
					A9	Authorize Payment				F9	Install & Test	N9	Launch Brand	S9	Review Win / Lost		
										F10	Invoice						

