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| OMG Agenda | Business Architecture Special Interest Group ----- “Value & Innovation Day Discussion” Tue. Dec. 7, 2010 - 9:00 AM to 5:00 PM - Santa Clara, CA USA | |
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| 8:30 – 8:45 | Introductions / Agenda Review | William Ulrich |
| 8:45 – 9:30 | Value Driven Metamodel Update | Fred Cummins |
| 9:30 – 10:15 | Value Network Analysis | Verna Allee, ValueNetworks.com |
| 10:15 – 10:30 | Break | |
| 10:30 – 11:00 | Value Analysis in Business Model Innovation | Peter Lindgren, Stanford University and ICI-Aalborg |
| 11:00 – 11:30 | Role Modeling and Co-creation in Service Models and Service Innovation | Arne J. Berre, SINTEF |
| 11:30 – noon | Value Chain Analysis | Klaus Loehnert / Pavel Hruby - CSC |
| Noon – 13:00 | Lunch | |
| 13:00 – 13:30 | Business Architecture & BASIG Work Update | William Ulrich |
| 13:30 – 15:00 | Impact of Value & Innovation Work on BASIG Directions | All |
| 15:00 – 15:30 | Break | |
| 15:30 – 16:45 | Business Architecture Conceptual Model Discussion <ul style="list-style-type: none"> • Mapping Group & Liaison Update (Bratulic & Rhyne) • Review work to date • Review best practices practice • Discuss deliverable options • Develop packaging ideas | All |
| 16:45 – 17:00 | Action Items / Work Assignments / Set Next Meeting Agenda | All |

Co-Chairs: William Ulrich / Neal McWhorter