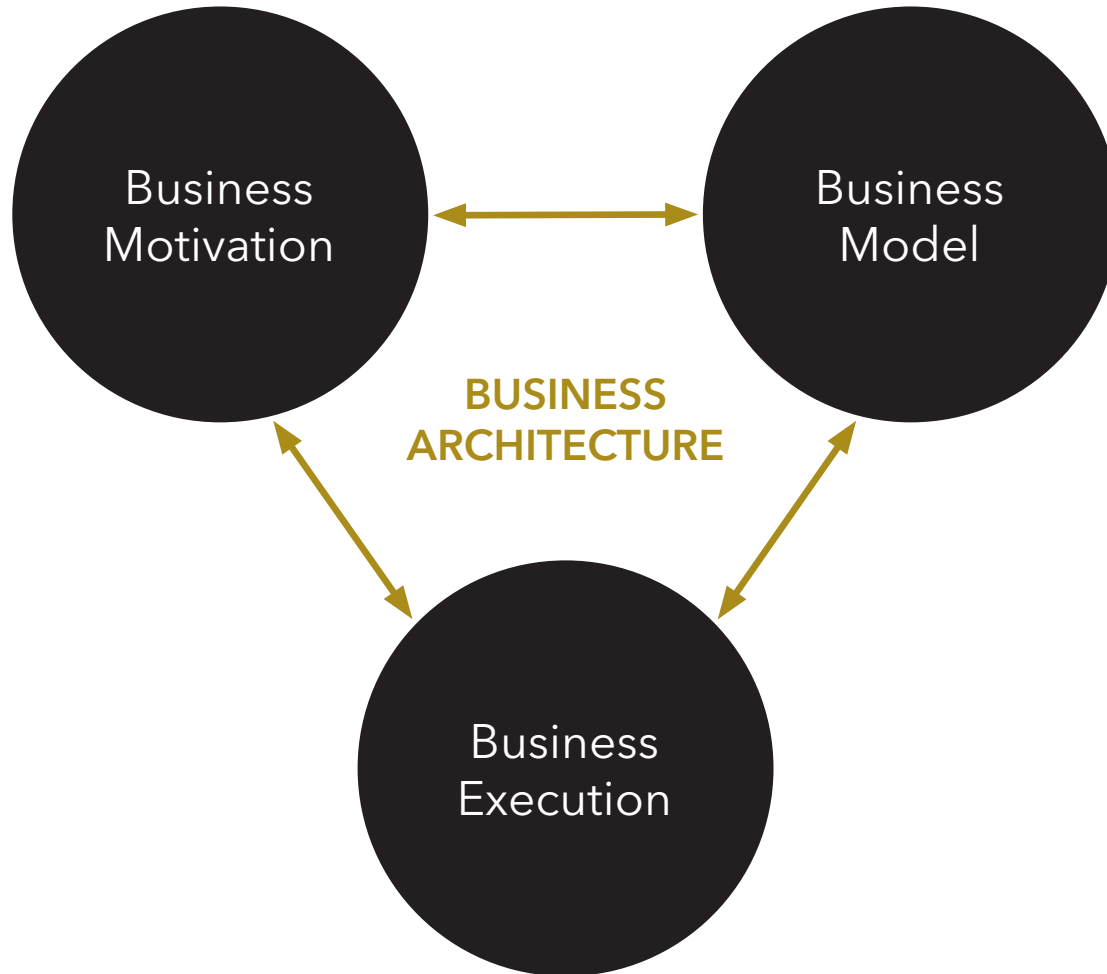


# BUSINESS ARCHITECTURE TRIANGLE

- Why do we exist?
- What do we stand for?
- What do we want to achieve?
- What is our course ahead to get there?



- What value do we offer to whom?
- How do we create and deliver value?
- How do we capture and disseminate value?
- How do we sustain our value capture?

- What are we able to do?
- How do we do things?  
How do we operate?