

(54) Title of the invention : EFFECTIVENESS OF BUSINESS MODEL FOR STARTUP COMPANY

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(57) Abstract :

A method, system, and service for transforming a business process through the utilization of a component business model. The invention makes use of a component business model of a company in order to priorities business changes that will have an effect on key performance indicators for the business process. Additionally, the invention defines an information technology architecture that will support the business changes and specifies a roadmap for implementing the information technology architecture that will support the business changes. In one specific implementation of the invention in the industry of automobile manufacturing, the business process in question is the process by which warranty claims are handled, and the length of time it takes to handle a warranty claim serves as a key performance indicator.

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