Northwestern Business Capabilities Definitions

**INNOVATE**

**INNOVATE DEFINITION**
- Activities to plan and implement change, or change that supports new features, ideas or concepts
- Rapid pilot or prototype business capabilities, highly responsive to customers
- Constantly changing requirements with higher failure tolerance
- New functionality may or may not remain in production; try new things with higher error tolerance

**DIFFERENTIATE**

**DIFFERENTIATE DEFINITION**
- Investments in new systems or significant new modules to increase functionality in the business capability
- Maturing of pilot or prototypes into production ready capabilities
- Mission critical with low error tolerance

**RUN**

**RUN DEFINITION**
- Operational activities including upgrades, regular maintenance and patches
- Activities required to continue ongoing operations
- Minimal new enhancements
- Focused on transaction based systems requiring minimal new investment
- All business capabilities will have some portion in Run
- Once a business capability has reached 80% if required functionality, it will primarily be in Run
- Commodity solutions with strict governance of changes and consistent results