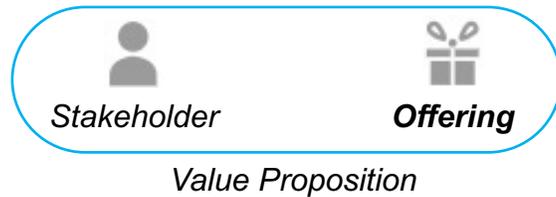


## What are Offerings in Jalapeno?

In Jalapeno, an offering is defined as:

*A packaged combination of product(s), terms and marketing elements, targeting a market, or market segment. An Offering is designed to meet identified needs of a segment, and in doing so, provides benefits to customers and supports a value proposition of the offering entity.*

The primary context for modelling offerings is as part of a value proposition.



## Do I have to model value propositions in order to model offerings?

No, offerings can be modelled independently of value propositions.

## What distinguishes an offering from a product?

An offering is a combination of items drawn from the product portfolio, which is targeted specifically towards the needs of a stakeholder segment. Products, or product features, may be used across multiple offerings.

To better understand how to create stakeholders, segments and personas, view this [guide](#).

To better understand how to create products, view this [guide](#).

To better understand how to create value propositions, view this [guide](#).

# Jalapeno How To - *Create an offering*

## Where can I find offerings?

Offerings in a value proposition context can be found at this location...

Model Workbench > Architecture > Customer Value > Value Proposition Whiteboard

Offerings (independent of value propositions), are found here...

Model Workbench > Architecture > Products and Services > Offerings

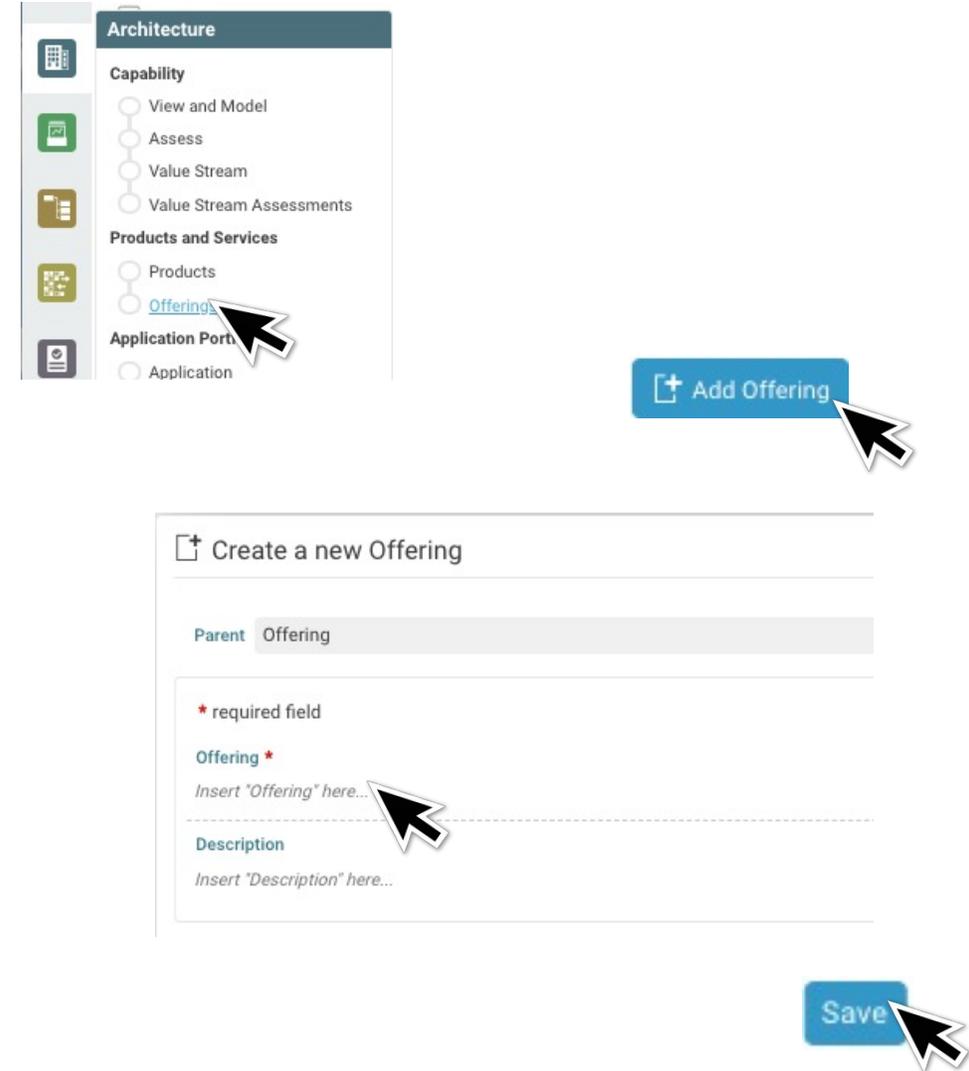
## How do I create an offering?

To create an offering (independently of a value proposition), navigate to;

Model Workbench > Architecture > Products and Services > Offerings  
Select the tab 'Model'

At the prompt, enter a label (and a description) for the offering.  
Click the button 'Save' to confirm the action.

To create an offering as part of a value proposition, view this [guide](#).



## **How do I create an offering? (continued)**

To create an offering as part of a value proposition, refer also to this [guide](#).

When composing an offering via the Value Proposition Whiteboard (VPW), Jalapeno allows you to specify the combination of offering items (product feature, price, promotion and place) which together will make up the offering.

Existing offering items are available for selection including product features modelled as part of the product portfolio (refer to this [guide](#) for further information on modelling products). New offering items may be created as needed.

On the VPW, offering items are mapped to the stakeholder needs they address and the benefits they are intended to provide. This mapping enables the compilation of a set of user story-type statements which form part of the definition of the offering.

# Jalapeno How To - Create an offering

## How can I view my portfolio of offerings?

Offerings can be managed as a hierarchy (taxonomy) or as a flat list. For further information about working with tree hierarchies, view this [guide](#).

To view modelled offerings, navigate to;

Model Workbench > Architecture > Products and Services > Offerings

Select the tab 'View', sub-tab 'Decomposition Map'

## How can I see the detail of an offering?

To inspect an offering, select it and use the icon to display the Inspector dialog.

On the tab 'Offering', the Inspector dialog shows two breakdowns of the selected offering;

**A** The set of user story-type statements (derived from the related value proposition, and

**B** A listing of the specified offering items, and the products through which the features will be provided to the target stakeholder segment

**Claim Settlement - Empty Nesters**

Claim Settlement - Empty Nesters

Insert comment here...

Offering Detail Traceability Comments

**Proposed User Stories**

- Empty Nesters need 24 hour access through any channel , for Claim navigation assistance , for Timely, responsive outcome through any channel in any location , Consistent streamlined settlements , Uniformity and accuracy in claims handling , we can help them with this through OmniChannel Access , Concierge , Single-Touch Settlements , Extended Hours , to provide them with Process my claims anywhere, anytime .
- Empty Nesters need Knowledgeable experienced agents , Claim navigation assistance , for Consistent streamlined settlements , Uniformity and accuracy in claims handling , Uniformity and accuracy in claims handling , we can help them with this through Concierge , Single-Touch Settlements , to provide them with Thorough understanding of my needs .
- Empty Nesters need Claim navigation assistance , for Consistent streamlined settlements , Uniformity and accuracy in claims handling , we can help them with this through Concierge , Single-Touch Settlements , to provide them with Expertise on ever-changing health issues .
- Empty Nesters need Quick turnaround on inquiries , for Timely payment to minimise impact , we can help them with this through Real-time knowledge base , to provide them with Timely and quality service .
- Empty Nesters need Adapt policy terms as needed , for Adaptable Policy Options , we can help them with this through Fixed Premiums , Flexible Payments , Variable Premiums , to provide them with Flexible policies .

**Products and Features**

Product Feature	Description	Part of Product	
Concierge	Access to an expert concierge	Customer Support Options	
Extended Hours		Customer Support Options	
Fixed Premiums		Premiums	
Flexible Payments		Policy Options	
OmniChannel Access	Ability to seamlessly attend client's needs through any channel		
Real-time knowledge base	Rich library of proven solutions	Customer Support Options	
Single-Touch Settlements	Ability to settle a claim instantly with a single interaction		
Variable Premiums			