

- 1 *Integrating the Teleological and Ontological perspectives* of system development by framing it in a *problem-solving context* and introducing the concept of *Market*;
- 2 Defining the *rationale of choices in terms of availability of solutions in a market*. This is accomplished by recursively defining purpose of a system as its contribution to that specific chain;
- 3 The *Reverse Discovery* concept as a different view over the GSDP, allowing structural accommodation of innovation dynamics.

Combining with Design Science Research, the methodology applied includes Action Research and has been adapted to a professional context in IS Demand Management, interfacing Business and IT at a leading Telco operator. Activities include analyzing motivation, impacts, cost vs. benefit, consolidation and planning of initiatives. Additionally, we have modelled part of the framework in formal ontology and build a Protégé-based prototype for supporting a preliminary case study, which has been used for instantiation of real world scenarios and was instrumental in eliciting hidden value assumptions obscured by upfront, unguided, service design.

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