

10. Naming epics/features

Epic titles are important because they communicate the essence of a business or enabler initiative at a glance.

A clear, concise, and action-oriented title helps align stakeholders, guide prioritization, and enable better communication during Portfolio Management and beyond.

Best Practices for Naming Epics

Be Clear and Concise

- Aim for **5–10 words** that summarize the intent of the epic.
- Avoid jargon or overly technical terms unless the audience is very familiar.

Start with an Action Verb

- Use verbs like *Enable*, *Reduce*, *Improve*, *Automate*, *Introduce*, *Enhance*, *Streamline*, etc.

Indicate the Value or Outcome

- Mention the key benefit, problem solved, or user/business value provided.

Indicate the Phase

- For the consolidation and clear communication at portfolio level the epics will need to be explicit on the following phases: Build, Testing and Rollout *? / To check again., on the Agile projects the epic commonly goes through all the phases but an explicit statement (dummy epic) will need to be created for the purpose mentioned.

Template

- **[Verb] + [What] + [Target/Outcome]**
- Example: *Improve customer onboarding experience* or *Reduce manual processing time for invoices*

Epic Title	Type	Why It Works
Automate Data Reconciliation to Reduce input	Business	Action-oriented, outcome-focused
Improve Search Function in MySyensqo to Boost Customer Self-Service	Business	Clear, benefit-driven
Enable Authentication for new cloud solution	Enabler	Specific technical goal
Streamline incident Workflow to Reduce Time-to-Fill	Business	Highlights process improvement and business impact
Modernize Data Architecture for Scalable Analytics	Enabler	Indicates technical transformatin
Reduce Call Center Volume via Self-Service Portal Enhancements	Business	Addresses a problem with a measurable business impact
Reduce Call Center Volume via Self-Service Portal Enhancements	Business	Dummy/ Addresses a problem with a measurable business impact