Enabling the
Business-Based
Internet of Things and Services

Value based business models for capturing
the real business interest in IoT applications

FI week
11 May 2012
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In-JeT ApS
Things to reflect on from this presentation

- Modelling of IoTS Ecosystems
  - Value models
  - Methodologies
- Establishing sustainable, dynamic value constellations
  - Cases
  - Conclusion
Process models are designed to give optimum process implementation, but are not so effective in radically new approaches to the way the company is doing business.
Value modelling looks at where value is created and for whom. Value modelling is very suitable for engineering radical strategic changes including new product strategies and organisational infrastructures.
Value modelling

- Is the offering feasible in terms of value proposition to the customer?
- Is the offering overall profitable?
- Is the global profit fairly distributed on all the involved actors?
- Is the intended offering feasible in terms of usability?
- Is the offering easily understood and acceptable to all stakeholders?
Elements of the Value Model

Modelling value configurations

- Value activity
- Value proposition
- Core capability
- Value configuration
- Actor

Modelling partnerships

- Value configuration
- Core capability
- Actor
- Distribution channel
- Partnership agreement

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The e3value modelling methodology

- A lightweight approach to carry out the value analysis in a limited timeframe (iterations of the creativity process)
- An economic value aware approach to capture and evaluate a value proposition (where is the money?)
- A multi-viewpoint approach to deal with a wide range of stakeholders (who else needs to be in the game?)
- A graphical conceptual modelling approach to create a common understanding

Source: Jaap Gordijn, Vrije Universiteit Amsterdam www.e3value.com
e³value methodology and tool

The e³value ontology expressed in a UML class diagram (Jaap Gordijn, 2002)
Establishing sustainable, dynamic value constellations

Cases

ebbits
The traditional business ecosystem
Baseline Ajax business case
Extended Ajax service business case
Diabetes model in Denmark
Capture environmental data – for whom?
Conclusions

- The business system of industrial goods and related industrial activities are changing towards services orientation.
- Business Modelling of Emerging Service Opportunities in the IoTS Ecosystem is necessary for IoTS deployment.
- The importance of applying a value based approach to business modelling is demonstrated.
- De-composing and re-composing value activities is a strong tool for identifying new IoTS business cases.
- In particular, the emergence of new value objects can bring entirely new actors into the business model.
Please come and visit us...

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