Workshop 1: Best in class practices in Collaborative Networked Organizations (CNOs)

Business Scenarios and Business Processes

Dr. Ugo Negretto
Enicma GmbH, Germany
OUTLINE OF THE TALK

• Aim: Showing the Value of the Proposition

• Context: Can existing or future CNOs benefit from the adoption of ECOLEAD results?

• Agenda:
  – Basic Principles of Business elements in CNOs
  – Use cases
  – Implementation options / configurability
  – Conclusion
- How to create „a“ Business? -

Target: define a way on how to market and support the results (all, some, single) elaborated in Ecolead … FOR the benefit of CNOs

Why not define a Std. Business Plan?
- Complexity of Front End (CNOs, “Owner”? ) and Back End (Supplier Network, “Provider”)
- Responsibility / liability (“who do I sew”? )
- Immature market state and
- Variety of developed solutions
Basic Customer Supplier relation holds for Ecolead/Networks

Customer / CNO user

Supplier / Provider

Service and Information flow

€ Money flow

Contractual flow
Basic Elements of (Ecolead) Value Network

- Customer / CNO user
- Supplier / Provider
- CNO MANAGER/ BROKER
- BUSINESS DEVELOPER

- Service and Information flow
- € Money flow
- Contractual flow
Value Network - Case 1
Value Network - Case 2
Use Case 2

Case: VBE members are manufacturing SME’s with almost no IT. The communication with Broker is by phone or f2f. Excel as data exchange

The Methods & Tools selected after the Take-Up phase are:

- Membership & Structure Management System (MSMS) registration, accreditation and integration of members
- Profile and Competency Management System (PCMS)
- Decision Support Management System (DSS): monitor indicators in the VBE - allows VBE manager to measure the performance of its members within a VO, analyze strengths and weaknesses and detect possible areas for improvements.
- Ontology and Discovery Management System (ODMS)
Business Case studies

Usefulness for the networks:
- Benefits identified: process efficiency, cost reduction, improvement in managerial process and profit increase.
- Drawbacks: Integration of existing Software

Willingness to Pay:
Different payment model preferences: Pay-per-use, standard fee..

Differentiation in the Value:
- “Value” needs further analysis i.e. meaning of Benefits (Efficiency, profit, knowledge) and Costs (license,...) and the intangible efforts (internal efforts, internal reorganisation, resistance, ...)
- Overlap with available services needs investigation

Take-up options:
- All networks are interested in a Take-up after project end
- Different preferences for the Take up: SaaS, packaged and local installation
- CNOs mostly interested in having “one” supporting entity that supports the service/product delivery and maintenance.
Platform Independent Services

Horizontal Services
- Human Collaboration services
- Knowledge Sharing services
- BP Management services
- Systems Interoperability services

Basic Services
- User's Representative Management Services
- QoS Management Services
- Billing Management Services
- Services Behaviour Management Services
- Services Management Services
- Reporting Management Services
- Knowledge Management Services
- Users Interface Management Services
- Resources Virtualization Management Services

Platform Specific Services

Legacy Systems Services

ICT-I Reference Framework
- Domain specific but configurable “higher” level services
- General purpose services for all CNOs
- Classes of services required to support generic CNOs
- Independent Services (mainly to be used by Horizontal/Vertical services)