

# Why visualization of e-business models matters

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$$+ \begin{bmatrix} m\hat{x} & m\hat{y} & m\hat{z} \\ 0 & 0 & 0 \end{bmatrix} \begin{bmatrix} \hat{x}_0 \\ \hat{y}_0 \\ \hat{z}_0 \end{bmatrix}$$



## What is an e-business model

| Requirement viewpoint         | Stakeholders involved                                   | Requirement viewpoint focus                                              | Requirement viewpoint representation                                                                                                                                       |
|-------------------------------|---------------------------------------------------------|--------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Business value viewpoint      | <br>C*O's<br>Marketeers<br>Customers                    | <br>Values, actors, exchanges                                            | <br>e <sup>3</sup> -value ontology & UCM scenarios                                                                                                                         |
| Business process viewpoint    | <br>Tactical<br>Marketeer,<br>Operational<br>Management | <br>Processes, workers, information, good, and control flows             | <br>UML<br>- Activity diagrams<br>- Sequence diagrams<br>- Interaction diagrams<br>High Level Petri Nets                                                                   |
| System architecture viewpoint | <br>IT-department                                       | <br>Hard/software components, data and control flows, code organization, | <br>UML<br>- Class diagrams<br>- State transition diagrams<br>- Sequence diagrams<br>- Interaction diagrams<br>- Deployment diagrams<br>Architecture Description Languages |

## Why is visualization of an e-business model so important?

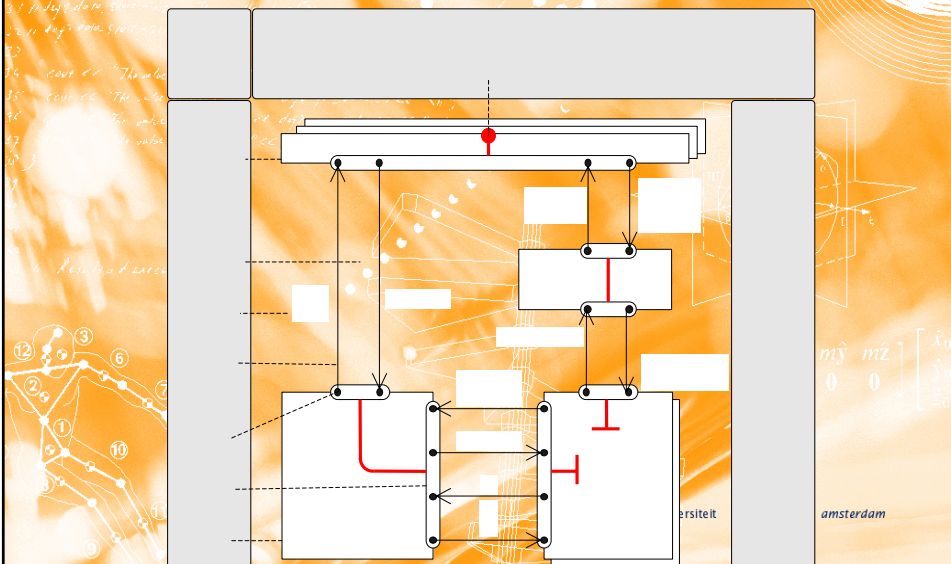
- To reach a shared understanding of an e-business model:
  - By actors involved (different enterprises, not sharing a common terminology in the first place)
  - By stakeholders involved: CxO (x=E,O,I,F,T,...)
- No shared understanding leads to:
  - Expensive business development process
  - Poor product/service
  - Unsustainable business case

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## e<sup>3</sup>value to visualize the business value perspective?



## More information about e<sup>3</sup>-value

– See website: <http://www.cs.vu.nl/~gordijn/research.htm>

– Contact: [gordijn@cs.vu.nl](mailto:gordijn@cs.vu.nl)

– J. Gordijn and J.M. Akkermans, "e<sup>3</sup>-value: Design and Evaluation of e-Business Models" – IEEE Intelligent Systems, vol 16, no 4, 2001

– J. Gordijn, "Value-based Requirements Engineering – Exploring Innovative e-Commerce Ideas", Ph.D thesis VU Amsterdam, 2002 (downloadable from the web)

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