

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

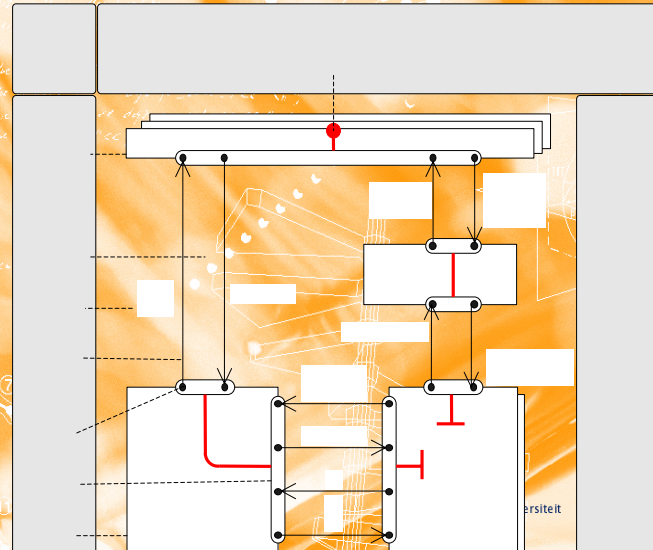
Why is visualization of an e-business model so important?


- 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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e³value to visualize the business value perspective?





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More information about e³-value

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

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– J. Gordijn and J.M. Akkermans, "*e³-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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