

Block II: Case Study

- A real-life case study on online news provisioning
- Group activity: small case study

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“The Amsterdam Times”

- Idea: “We want to offer our readers new articles via the Internet online also, to:
 - protect our channel to customers (readers);
 - to exploit our news archive better;
 - to offer readers more value for money;
 - to learn how to operate in a wired world;
 - ...”

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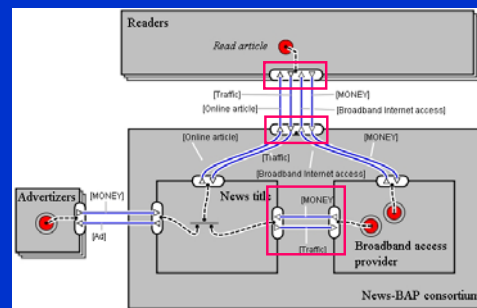
“The Amsterdam Times”

- Constraint:
 - “A ‘totally’ free service. No fees for
 - Subscribers
 - The Amsterdam Times itself”
- Solution approach:
 - “Revenue sharing”

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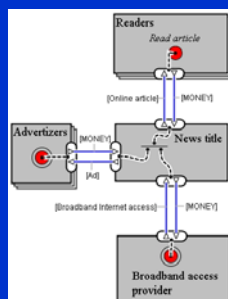
A first try ... Connection termination Free?



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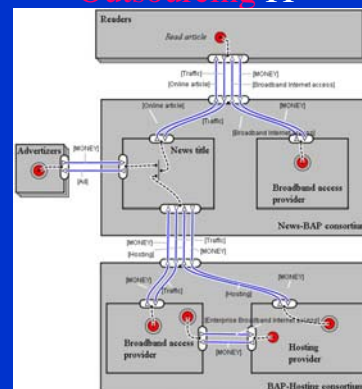
Design alternative: Connection origination Paid



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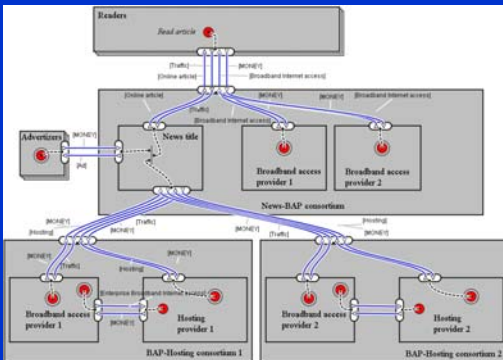
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Outsourcing IT



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Managing outsourcing “by value”



And now yourselves ...

A value model for XOIP

Assignment: Create a value model for the case below. Please concentrate on a graphical representation of your value model consisting of the actors, market segment, value interfaces/offerrings/ports, and exchanges/transactions.

Case: Company XOIP wants to offer a service, which allows people to receive faxes via their own personal fax-number for free. The service can only be used to receive a fax, not to send a fax. If a fax has been received on the personal fax-number, the fax will be sent via email to the email-address of the owner of the personal fax-number, the intended receiver. Company XOIP gets paid by KPN. For each terminated telephone call (as a result of received fax which has been sent by someone else), KPN pays XOIP a fraction of the money earned by telephone ticks. This mechanism is called *revenue-sharing*. (Please stick to this case description; there is a new version of the XOIP service on the web but just use the textual outline above)

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