Multi Business Model Innovation and Technology in SME Industry
Insights and inspirations from Multi-business Model Innovation in SME´s
May 7th 2015

Value Delivery Modelling to support Multi Business Model innovation in a
world with 5G

What are your Values?
Challenge

• Better Businesses **Innovate** and **Transform** continuously to **Create** and **Secure Value**

• What’s blocking you to be a Better Business? **>> Misalignment!**

• Do you know?
  - 70% of all IT projects failed to deliver?
  - 90% of the businesses lack a clear strategy?
  - Your employees do not understand your strategy?
  - As a result Operations do their own thing?
  - Why the waste carries on and your ideas and proposals are neglected?

• What need to happen now?
  - We create a clear view on the development of your Business
  - You get your Business Value Map to navigate and communicate
  - You perform What-If analyses instantaneously
  - We innovate and transform your Business
Business Value Map - ‘Do you see what I sense?’

- To day most business are not really able to download, see, sense, act-do, scale and globalize on their Multi Business Model Businesses and Ecosystems
- Many businesses are ”BM analphabetic” and are not using their full potential
- Resulting in a large waste of resources
- Alignment: make it possible for business to see, sense, understand and communicate their Business Model dimensions and components
Multi Business Model Innovation

• Future will bring us a very complex world of Business Model Innovation due to all the interactions

• Understanding the complex Business Model value creation, capturing, delivering, receiving and consumption, of both tangible and intangible value exchanges between Business Models is essential to influence
Multi Business Model Innovation - Approach

- We know: how to take “Deep dive” into any Business Model (BM) composition

- We know: Any Business has and need to have many BMs, to survive and stay sustainable and continuously has to learn from these business models together with their users, customers, employees, machines and network partners

- We know: Because any BM in future is expected to be a Network-based BM and the amount and potential of these Network-based BMs will increase tremendously and with high speed

- We know: How to support the Business Model dimensions and relations with Value Delivery Modeling Language (VDML) of the Object Management Group (OMG)
VDMbee Value Delivery Manager

We create a clear view on the development of your Business by providing:

An organization wide, guided, structured and consistent process to innovate, develop and transform your Business and related Business Models with the objective to align all stakeholders for decision making and control, based on tangible and intangible values.

<table>
<thead>
<tr>
<th>As Is</th>
<th>To Be</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of care</td>
<td>USD</td>
</tr>
<tr>
<td>Duration of hospitalization</td>
<td>days</td>
</tr>
<tr>
<td>Risk of death of mother</td>
<td>%</td>
</tr>
<tr>
<td>Risk of loss of child</td>
<td>%</td>
</tr>
<tr>
<td>Overall satisfaction</td>
<td>%</td>
</tr>
</tbody>
</table>

**High Risk Pregnancy Care: Value Impact Estimation**

- Traditional HPR (As Is)
- Remote monitoring (To Be - 1)
- HRP Care 2.0 (Goal)

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Sept 2014</th>
<th>H2 2015</th>
<th>H1 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of care</td>
<td>60,000,000</td>
<td>15,000,000</td>
<td>11,000,000</td>
</tr>
<tr>
<td>Duration of hospitalization</td>
<td>50</td>
<td>35</td>
<td>30</td>
</tr>
<tr>
<td>Risk of death of mother</td>
<td>0.01</td>
<td>0.006</td>
<td>0.001</td>
</tr>
<tr>
<td>Risk of loss of child</td>
<td>0.5</td>
<td>0.03</td>
<td>0.0001</td>
</tr>
<tr>
<td>Overall satisfaction</td>
<td>30</td>
<td>60</td>
<td>90</td>
</tr>
</tbody>
</table>

To Be  As Is
Networks of Business Models:
- Coherent
- Holistic view
- Product / Market combinations
- Re-use of Business Networks
Use Case: Mobile Application Strategy

- Mobile support for ‘Build Smarter Together’

- Mobile Device Management
  - Governance (application portfolio)
  - Risk management (opt-in/out)

- Mobile Applications
  - Define Mobile Application roadmap together with end-user community
  - Secure integration of applications inside and outside customers data center
  - Mobile connectivity between employees and partners with customers processes, applications and data sources
  - Risk management by providing timely the right information to the right people or processes (bi-directional)
  - Development street to deliver customer oriented Mobile Applications
Use Case: Values to be considered

- **Business**
  - Risk mitigation
  - Process control (information where needed, Just-in-Time, correct and complete)
  - Usage control (standardization and gate keeping)
  - Savings
  - Quality of Customer Service
  - Business Response time
  - Issues falling between the cracks
  - Open communication for improvement and innovation

- **Development**
  - Cost
  - Subject matter expertise
  - Relationship
  - Requirement management
  - Design skills
  - Engineering skills
  - Planning skills
  - Test skills
  - Support skills
  - Maintenance

- **Mobile App**
  - Ease-of-use
  - Learning cycle
  - Fit for purpose
  - Response time
  - Vendor lock-in

- **Deployment**
  - Fit for company architecture
  - My Mobile App store
  - First time Installation
  - Maintenance
  - Role-based enrollment and opt-out
Action required

Manage your Value Delivery

Contact:

tvdonge@vdmbee.com
wvdmeulen@vdmbee.com
hdman@vdmbee.com
mrajender@vdmbee.com