

# Neue Informationsprodukte und datenzentrische Geschäftsmodelle - profitable Innovation oder Web 2.0-Blase?



MÜNCHNER KREIS

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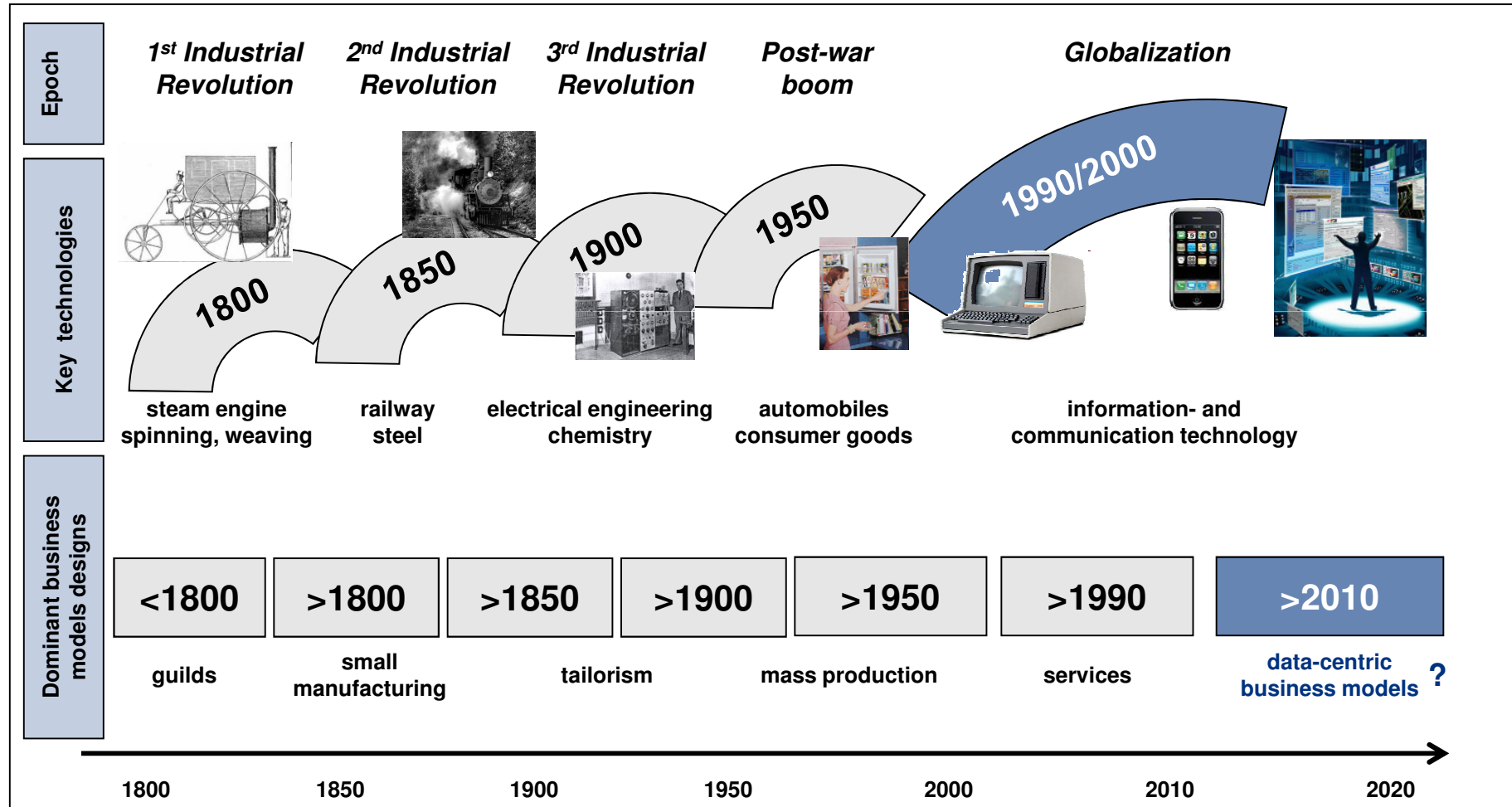
18.11.2009



# The business model of the information age?

A historic perspective on technology and business model evolution

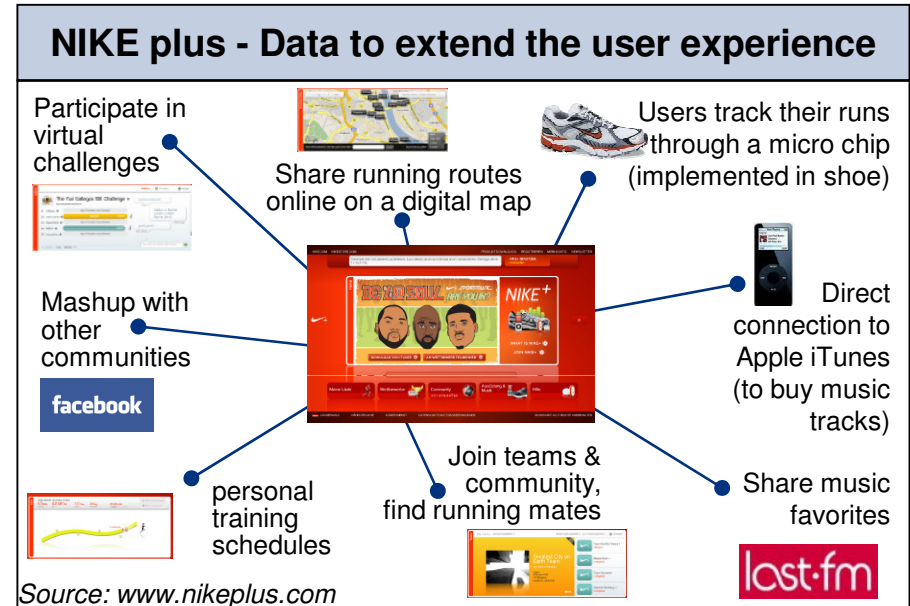
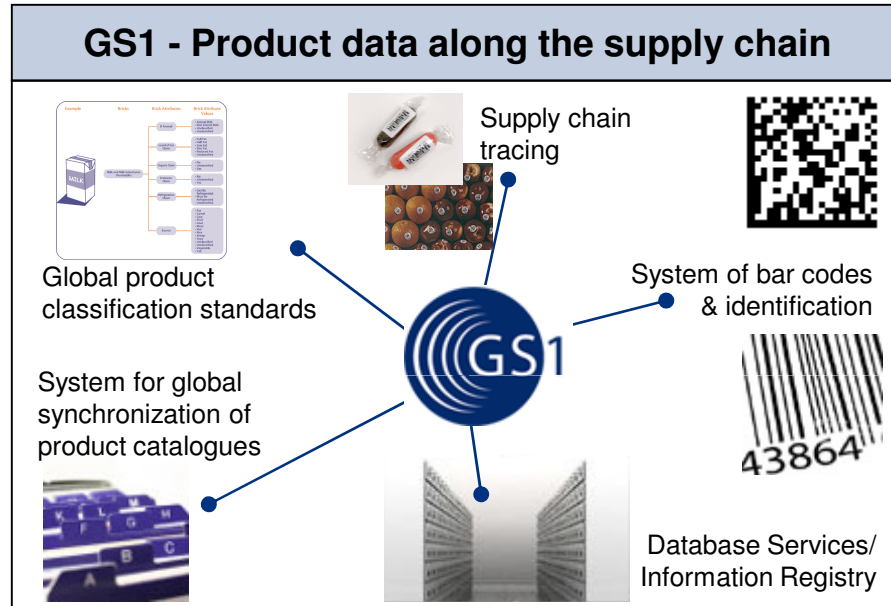
Information and communication technology are dominating business and society in recent years, paving the way for information products and data-centric business models.



# Data-centric business models

## Examples

In data-centric business models a significant part of the total value is created by making information available to users. They can be pure-play or enhance physical products.

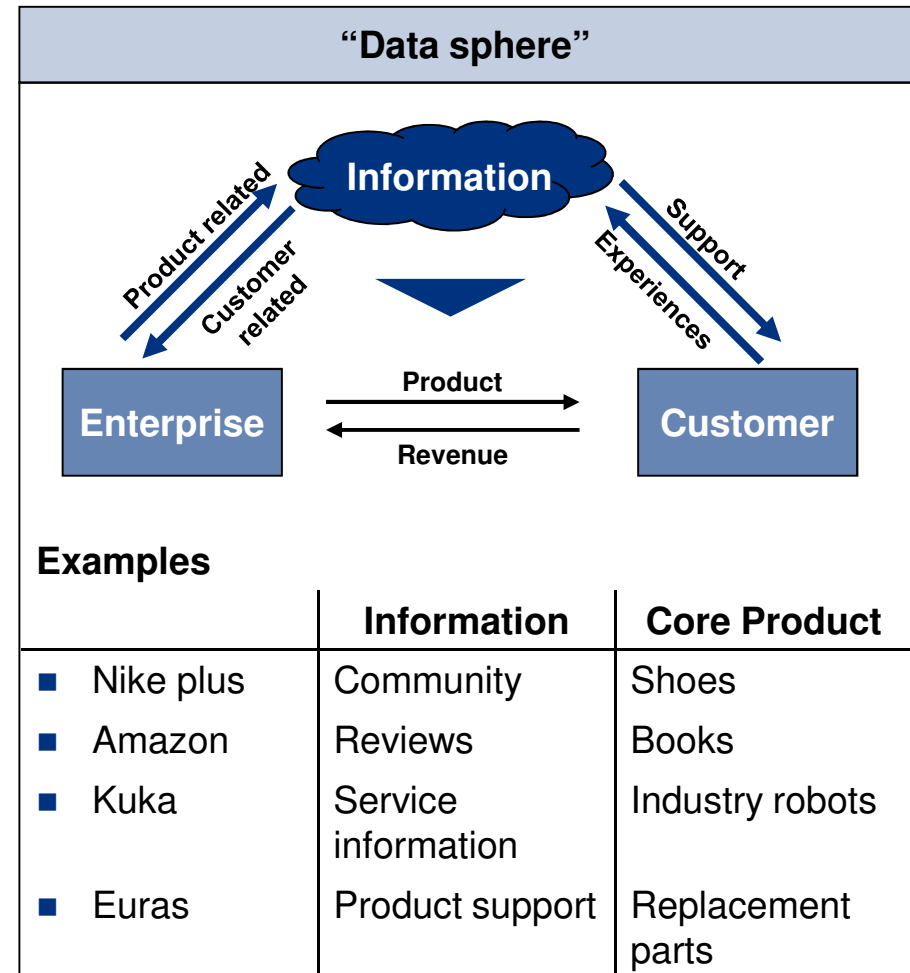
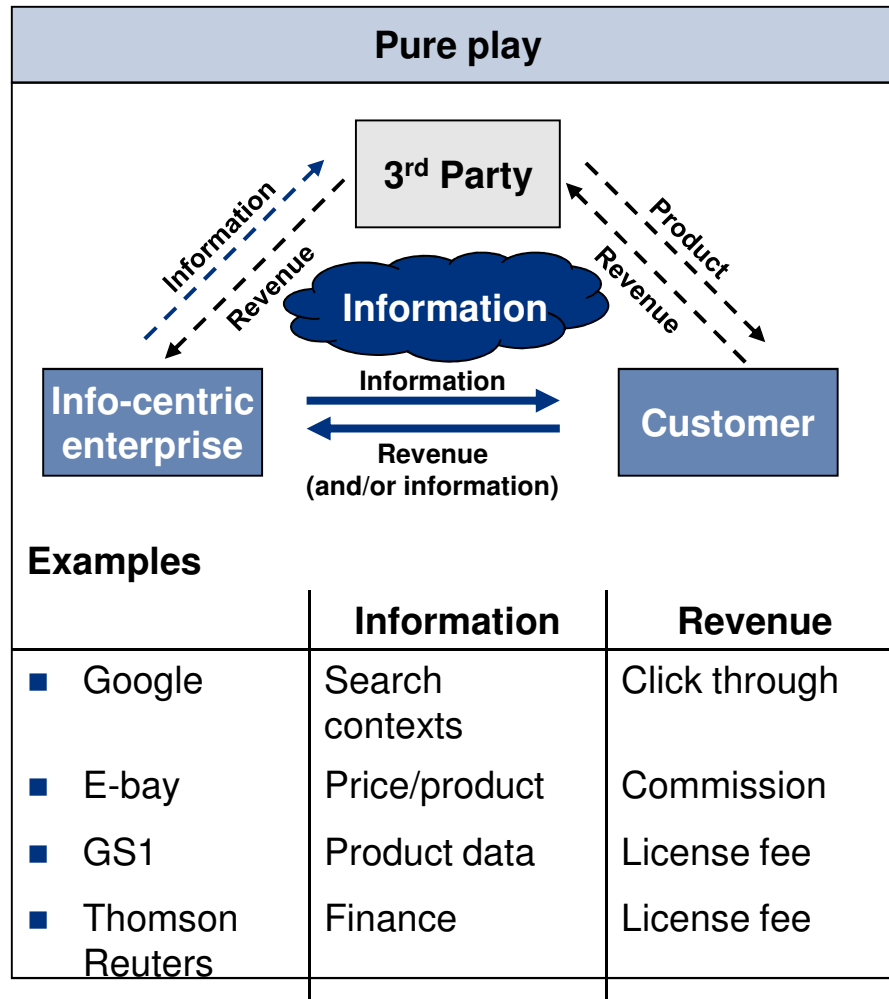


# Types of Data-centric Business Models

Definition

Pure-play enterprises broker information in one- or two-sided business models.

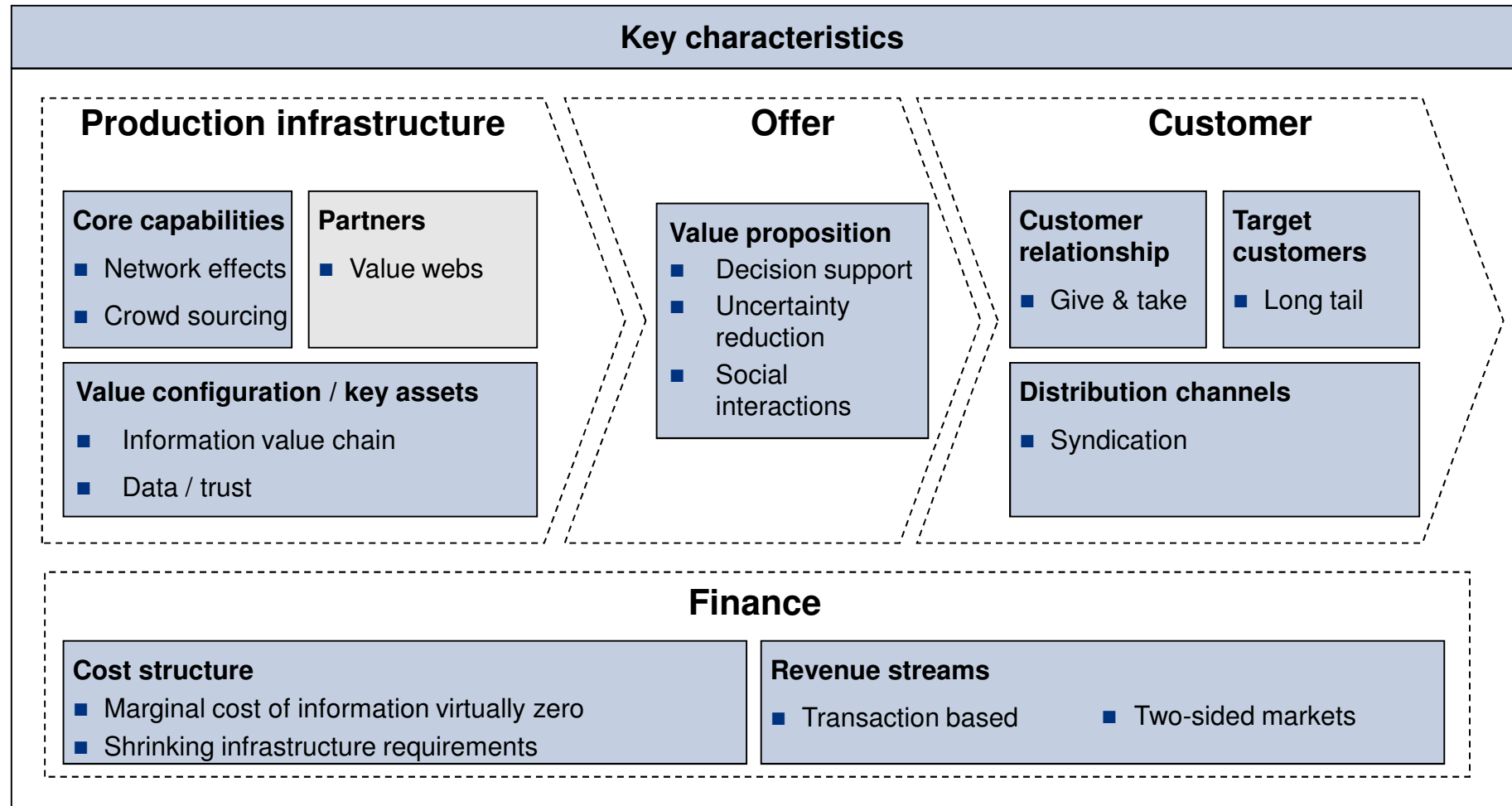
Traditional enterprises enrich their physical products with “data spheres” around them.



# Data-centric business models

Business model configuration

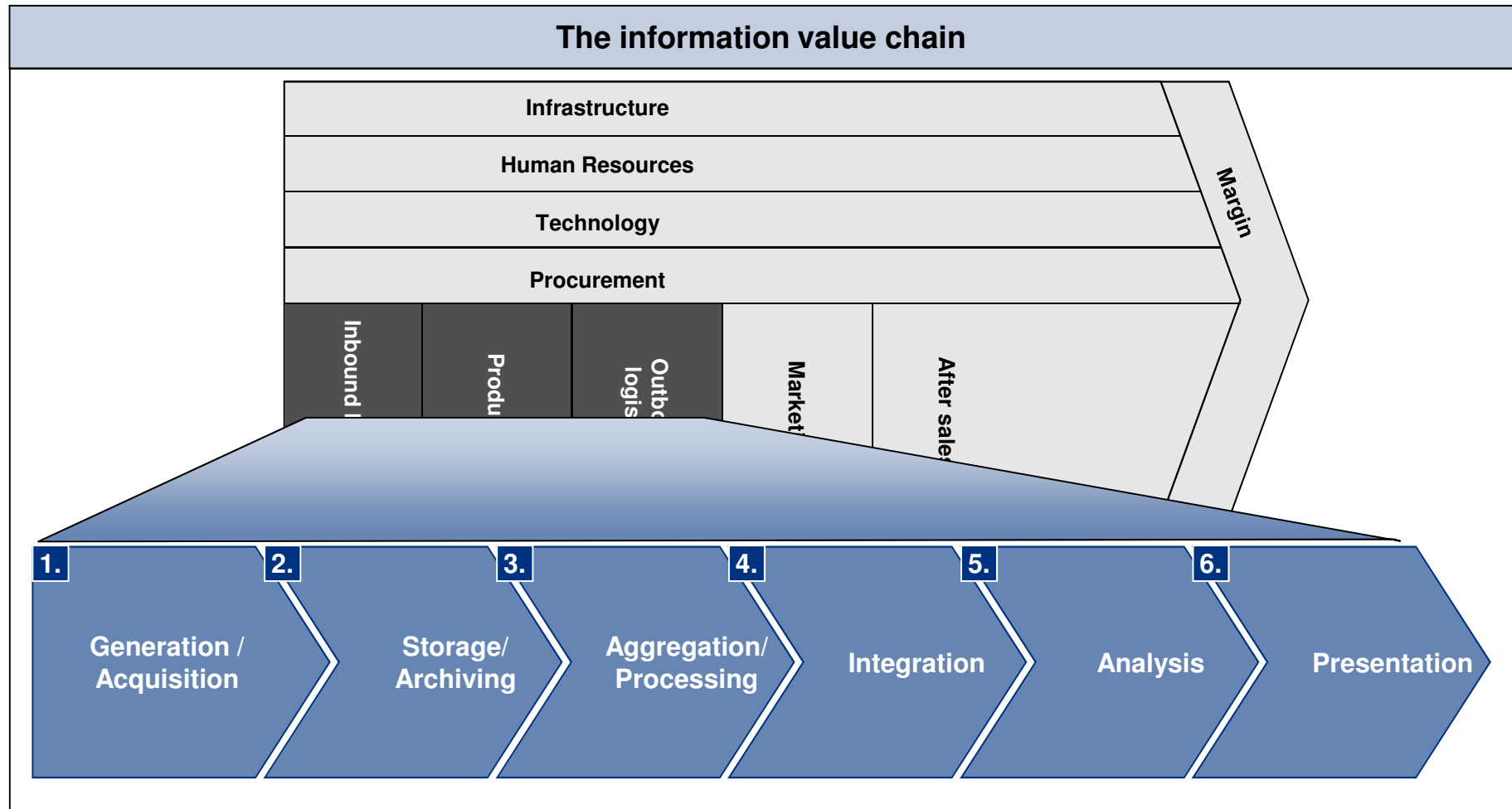
Complex information products and services based upon them create value by enabling navigation in complex environments. They rely upon strong relationships with partners.



# Value Configuration

## Information Value Chain

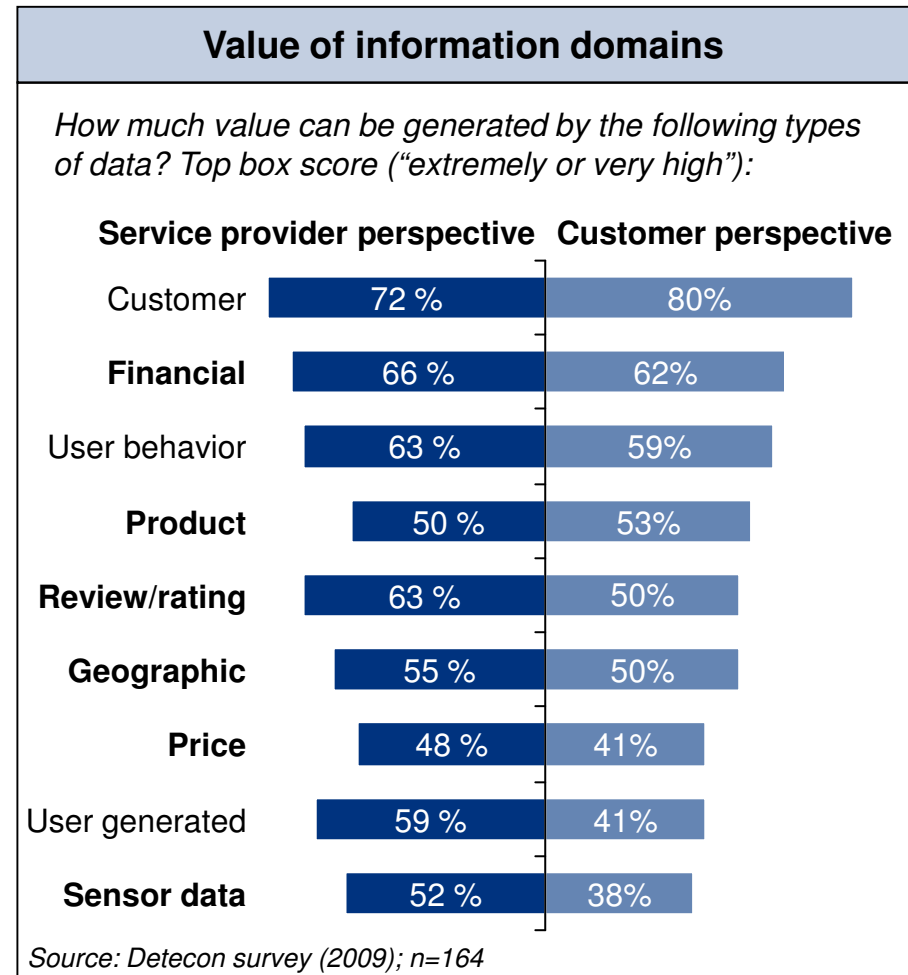
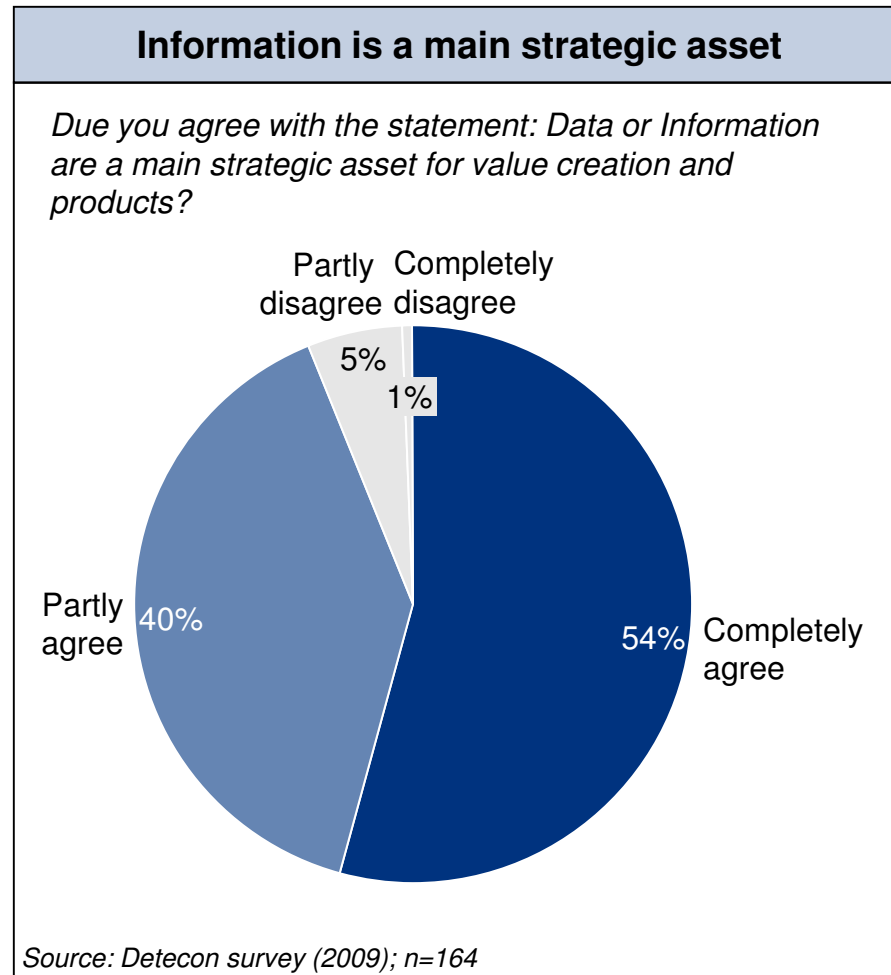
Value creation for information products can be broken down into core components and viewed similar to Porter's standard value chain.



# Value proposition of information products

Market perspective

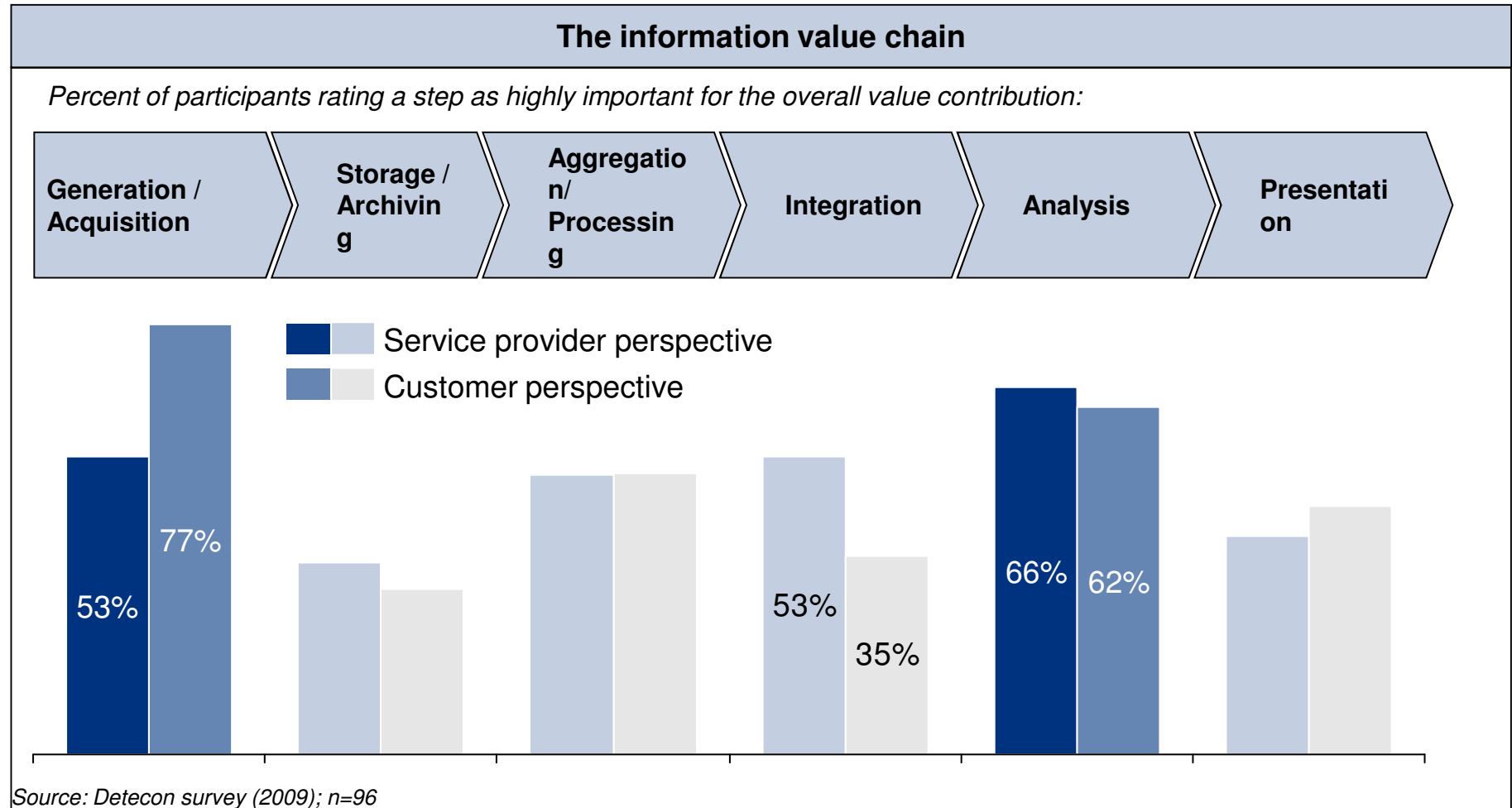
**94% of the survey participants agree that information is a main strategic asset. Service providers and customers value both customer/user data and product/service data.**



# Value Configuration

Market perspective

**For customers of information products data generation and analysis hold the greatest value. Service providers find that analysis and integration poses the greatest challenges.**

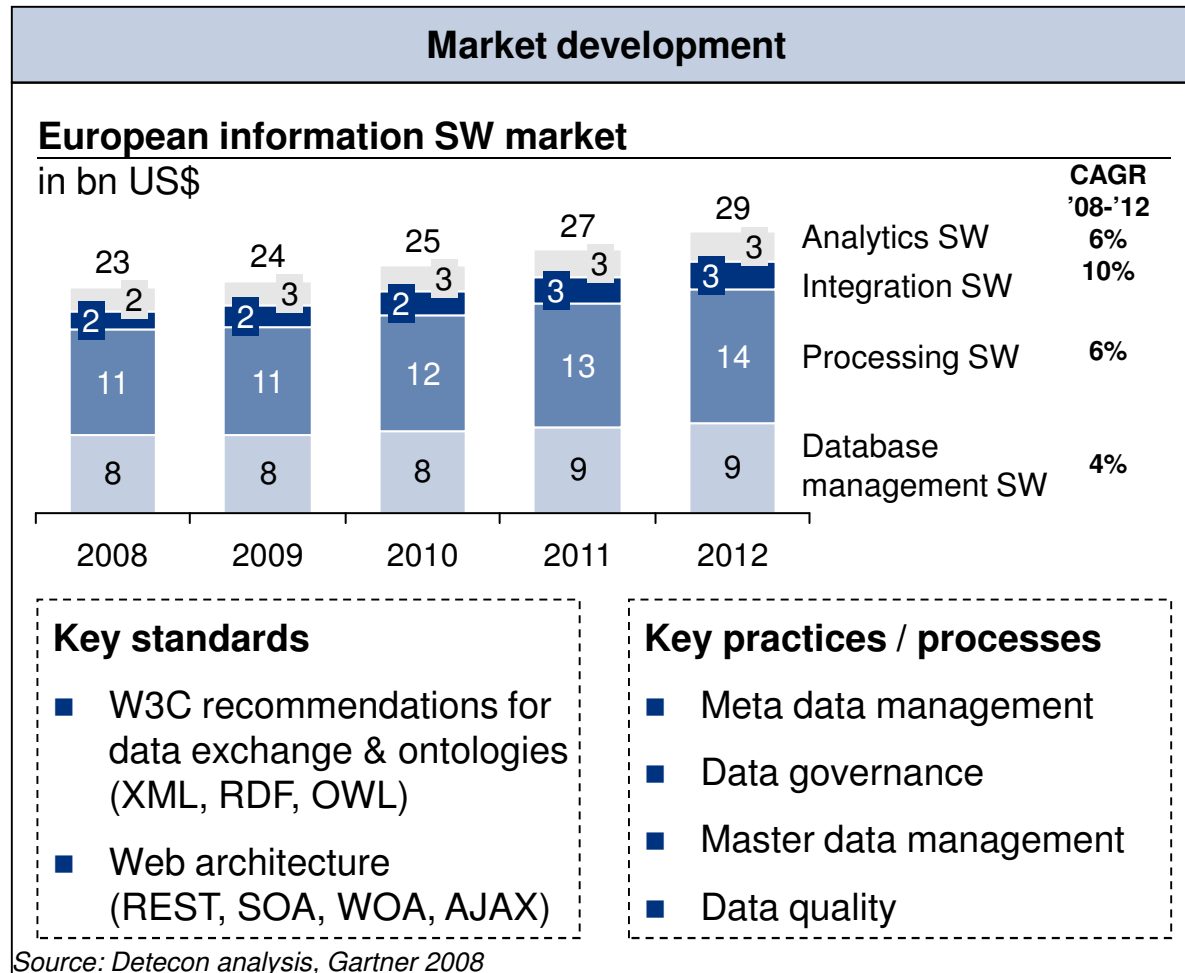




# Technology market trends

Market dynamics

**Information management has become a key concern for many companies. Adoption of key practices and technologies leads to market growth. Vendors strengthen their position.**



- Industry moves**
- Acquisitions (selected)**
- IBM: Cognos (analytics), ILOG (integration)
  - Oracle: GoldenGate (integration), Tacit Software
  - Microsoft: Powerset, Greenfield Online (Ciao), DATAlegro
- Initiatives (selected)**
- Google: Data liberation front
  - IBM: Information agenda
  - Accenture: Information Management Services
  - W3C: Linked Data (DBpedia, PubMed, Gene Ontology)

# Profitable innovation or Web 2.0 bubble?

Key issues

**Will there be a bright future for information products and data-centric business models?  
Charting the course requires finding answers to a number of key questions.**

**1 — Generating a revenue stream**

Indirect models dominate (two-sided, product-based): where is the direct value?

**2 — Keeping the USP**

Information value depends on time and context. What are complementary assets?

**3 — Data protection and privacy**

How far will societies go with people-centric data? How interesting is other data?

**4 — Managing the value web**

The value of data grows through interchanges. Who to partner with?

**5 — Technology**

Will semantic technologies “democratize” information products?

**Thank you.**