

WWI Cross-Issue Business Models

Pieter Ballon

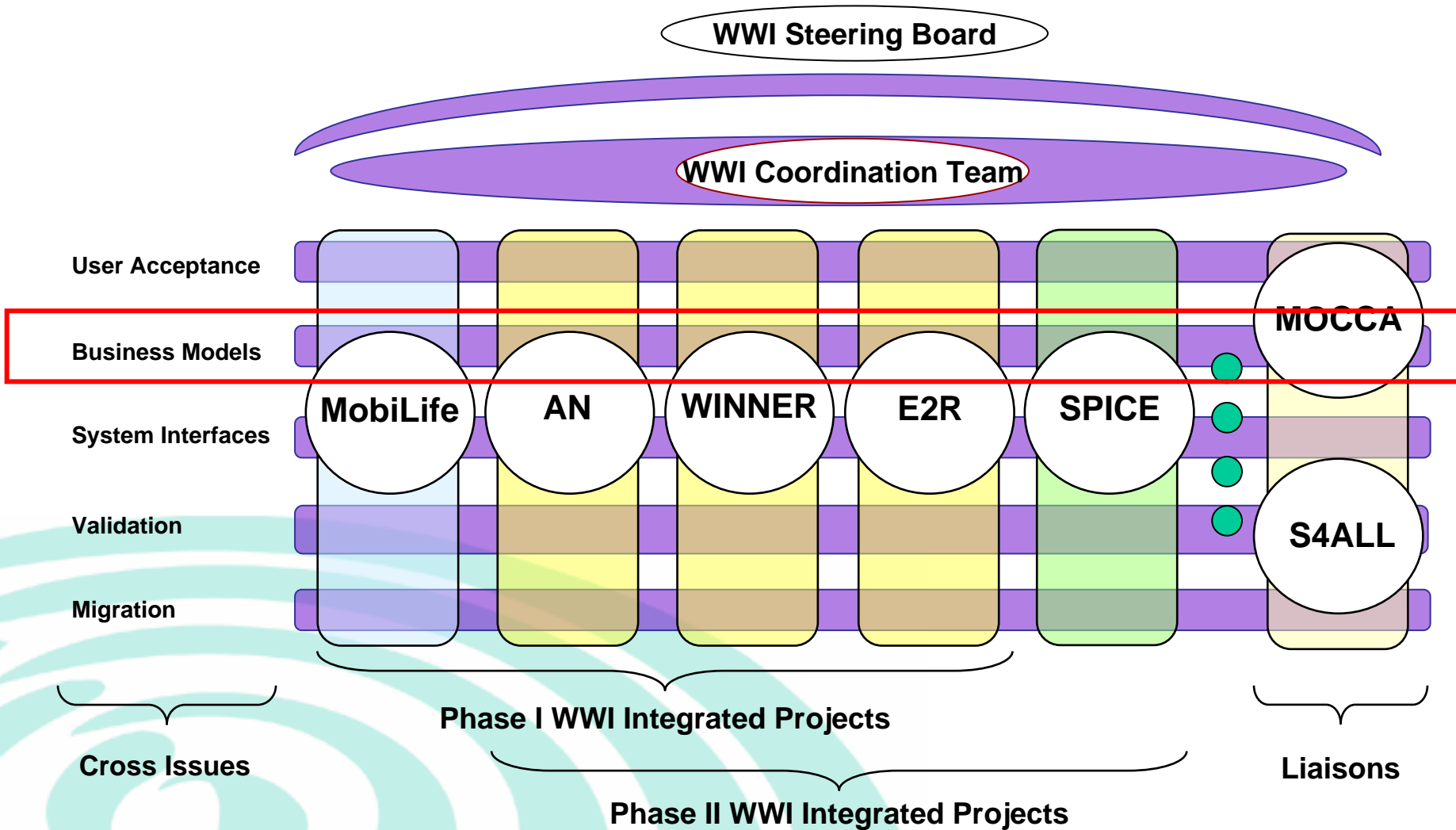
IBBT-SMIT, Vrije Universiteit Brussel

WWI Phase 2

Business Model Cross-Issue

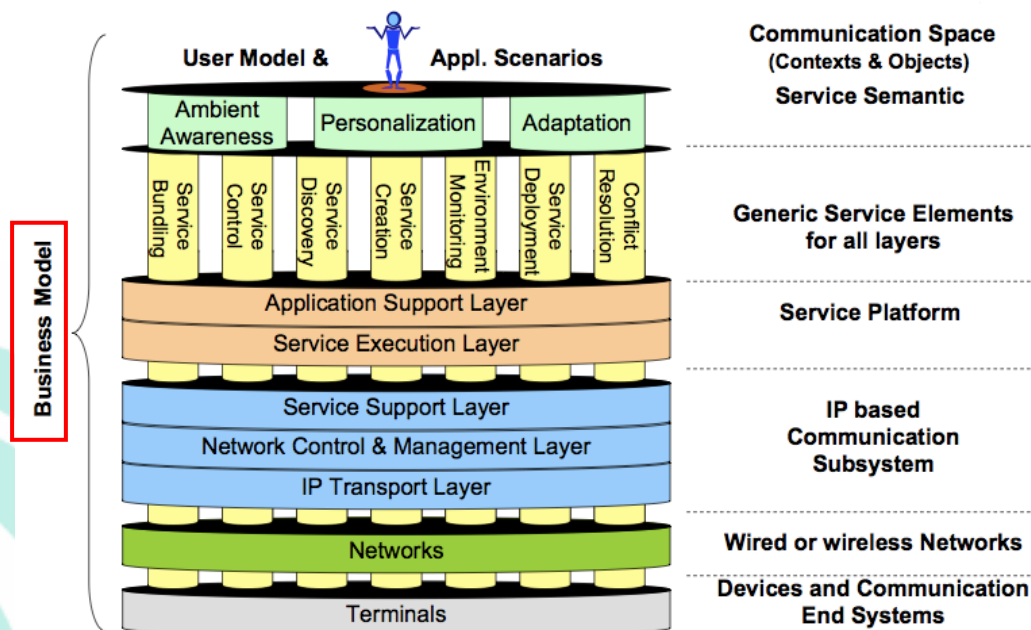


WWI CI Business Models



WWI CI Business Models Objectives and Context

- ✓ The WWI Phase 2 Cross Issue “Business Models” **collects and maintains** the holistic view on the main trends and drivers of the future wireless communication business, and the consolidated set of viable business models for providing the future I-centric services
- ✓ CI BM coordinated by **Vrije Universiteit Brussel**, hosted by **E²R II**
- ✓ **Y1 & Y2 Public Documents**
- ✓ **WWI BM Workshops**
 - ✓ Brainstorming with **Business Experts from Manufacturers, Operators, Consultancy,...**
- ✓ Based on **E²R BM Workshop** and **UBM** experiences



WWI CI Business Models Results 2006

- ✓ **Dissemination** of WWI overall approach to business models at
 - ✓ WWI-Mocca Workshop, March 2006, Yokosuka, Japan
 - ✓ IST Mobile & Wireless Summit, June 2006, Mykonos, Greece
 - ✓ ICMB06, June 2006, Copenhagen, Denmark
 - ✓ IST Event, November 2006, Helsinki, Finland
- ✓ **First BM Workshop** held as **special two-day WWI track** at the **International Conference on Mobile Business 2006 (ICMB 06)**, Copenhagen, Denmark, June 26-27
 - ✓ Result: Identification of new business roles for B3G business models
- ✓ **Second BM Workshop** as **internal cross-issue workshop** organised jointly with **E2RII Business Model Workshop**, Brussels, Belgium, 8 December
 - ✓ Discussion on viability of roles and on completion of 1st year internal whitepaper

WWI CI Business Models Results/Actions in 2007

- ✓ **Release of Cross Issue [Y1 Whitepaper](#)**
 - ✓ Ballon, Braet, Galli, Killström, Pitkänen and Stamatelatos, Business scenarios, challenges and role models for next generation wireless systems and services: The WWI perspective
- ✓ **Conference paper and presentation at [WWR18, Helsinki](#)**
 - ✓ Ballon, Braet, Galli, Killström, Pitkänen and Stamatelatos, Business model issues and roles for next generation wireless systems: The Wireless World Initiative perspective
- ✓ **Special INFO Theme Number [Ballon \(ed.\) “The Redesign of Mobile Business”](#), info, August 2007, with contributions by [SPICE](#) and [E2RII](#)**
 - ✓ Mobile payment models and their implications for NextGen Mobile Service Platforms
 - ✓ The business model impact of flexible spectrum management and cognitive networks
- ✓ **Presentation at WWI Innovation Day, Brussels, 13 November**
- ✓ **Finalization of [Year 2 Document](#)**

WWI CI Business Models General Challenges

□ Supply Side Challenges

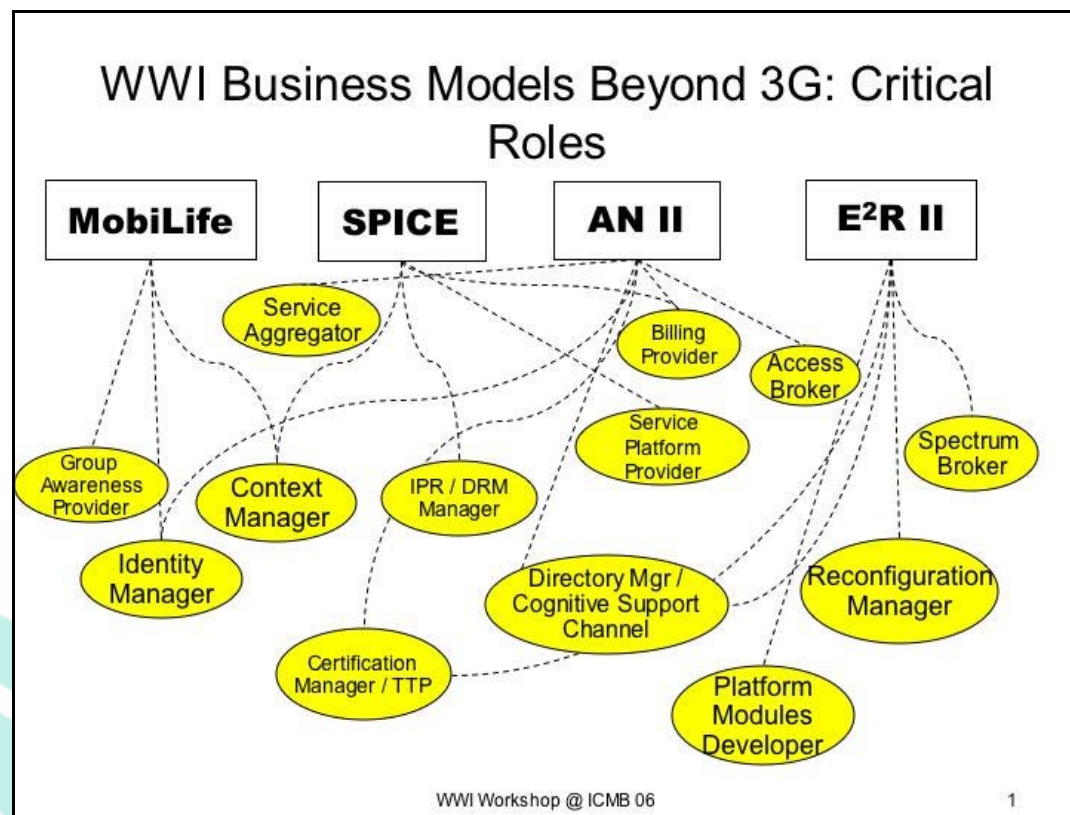
- ⇒ Managing complexity in heterogeneous network environments
- ⇒ Providing optimal incentives for attractive content provisioning by mix of open and managed platform models
- ⇒ Enabling flexible and dynamic business partnerships and interactions
- ⇒ Allowing all or most value network partners to be service providers
- ⇒ Specifying to which extent modular systems lead to a modular market structure
- ⇒ Accelerating and expanding service development and deployment

□ Demand Side Challenges

- ⇒ Enabling new value propositions towards end-users
- ⇒ Introducing new payment models for value based pricing
- ⇒ Designing viable I-centric / We-centric business models
- ⇒ Actively managing trust

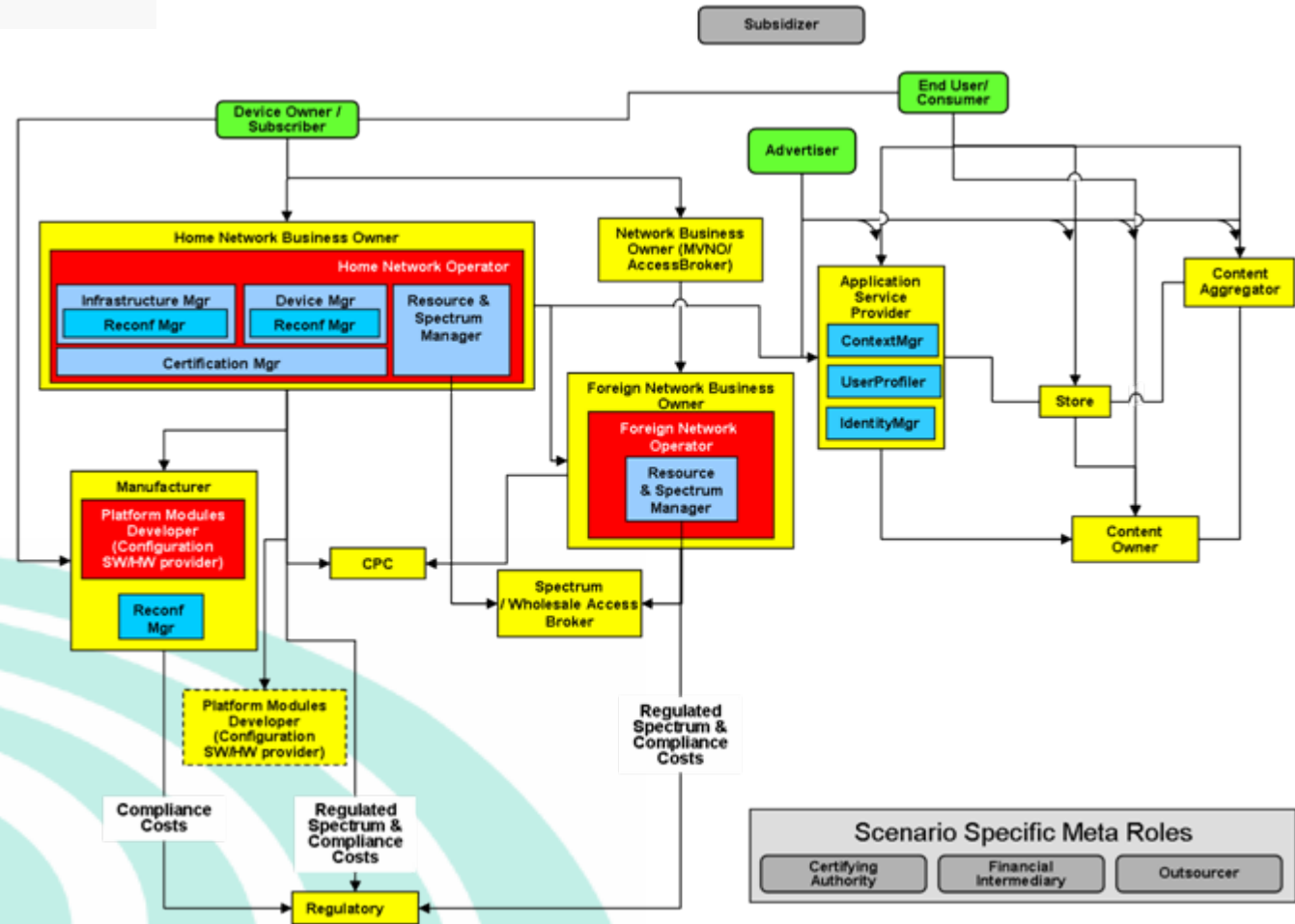
Harmonized Business Roles

- ✓ Set of crucial value-adding activities that can potentially (not necessarily) exist as commercial entities
- ✓ New Intermediaries
 - ✓ Service Aggregator
 - ✓ Access Broker
 - ✓ Spectrum Broker
- ✓ Service component providers
 - ✓ Billing provider
 - ✓ Identity Manager
 - ✓ Context Manager
 - ✓ Group Awareness Provider
 - ✓ Platform Modules Developer
- ✓ Service Platform Provider
- ✓ Enablers/Facilitators
 - ✓ Directory Manager
 - ✓ Certification Manager
 - ✓ Reconfiguration Manager
 - ✓ IPR/DRM Manager



Unified Business Model

- ✓ Provided by E2R II
- ✓ The goal is to provide a comprehensive and unambiguous definition of all roles that are crucial in the future mobile and wireless ecosystem
- ✓ Various instantiations possible



Towards a New Mobile and Wireless Business Framework

- ✓ Towards a new Business Framework
 - ✓ Modular business framework with separation of domains, actors, roles
 - ✓ New roles and domains need to be defined and specified
 - ✓ Clear and trusted business framework needed to manage complexity
 - ✓ Business rules must enable flexible and dynamic business models
- ✓ Multi-domain and multi-stakedolder Business Models
 - ✓ Multiple reference points between users and value producers
 - ✓ Users involved in business model as active stakeholders
 - ✓ Vertical, Horizontal and Hybrid Models all need to be potentially supported
 - ✓ Need for strategic rethinking of business model: from closed system to multi-sided market
- ✓ Platformization of the mobile industry
 - ✓ Control of central module instead of complete system
 - ✓ Fostering ecosystem of complementary innovators
 - ✓ Influencing architectural design through open interfaces combined with core IPR assets
 - ✓ Balancing control and consensus strategies towards complementors
 - ✓ Adopting a neutral and systemic mindset towards global industry

WWI CI Business Models

Thank you

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