**Why visualization of e-business models matters**

Jaap Gordijn (gordijn@cs.vu.nl)
Vrije Universiteit – Faculty of Sciences

---

**What is an e-business model**

<table>
<thead>
<tr>
<th>Requirement viewpoint</th>
<th>Stakeholders involved</th>
<th>Requirement viewpoint focus</th>
<th>Requirement viewpoint representation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business value viewpoint</td>
<td>CIOs, Marketers, Customers</td>
<td>Values, actors, exchanges</td>
<td>e3-value ontology &amp; UCM scenarios</td>
</tr>
<tr>
<td>Business process viewpoint</td>
<td>Tactical Marketer, Operational Management</td>
<td>Processes, workers, information, good, and control flows</td>
<td>UML - Activity diagrams, Sequence diagrams, Interaction diagrams</td>
</tr>
<tr>
<td>System architecture viewpoint</td>
<td>IT-department</td>
<td>Hard/software components, data and control flows, code organization</td>
<td>UML - Class diagrams, State transition diagrams, Sequence diagrams, Interaction diagrams, Deployment diagrams, Architecture Description Languages</td>
</tr>
</tbody>
</table>
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

e³value to visualize the business value perspective?
More information about $e^3$-value

- See website: http://www.cs.vu.nl/~gordijn/research.htm
- Contact: gordijn@cs.vu.nl