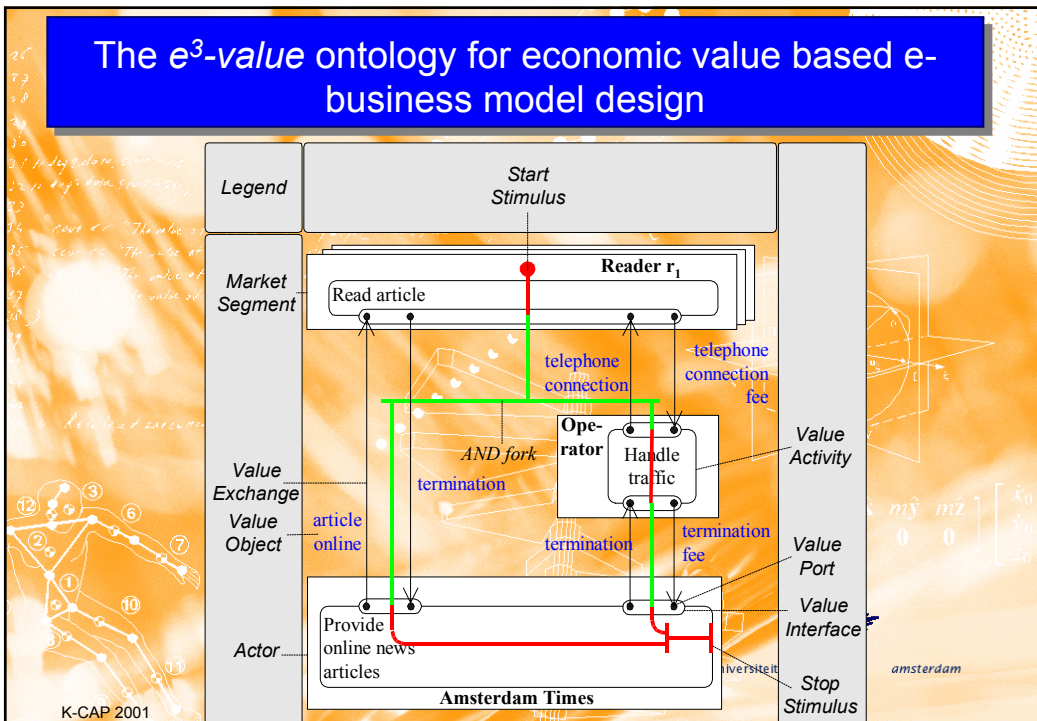


Ontology-Based Operators for e-Business Model De- and Reconstruction

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Masterclass ICT



How to find variations on a found e-business model?

- Deconstruct value model using operators:
 - *Value activity* deconstruction: find 'smaller' value activities, which can be assigned to different actors
 - *Value port* deconstruction: find ports with 'smaller' value objects
 - *Value interface* deconstruction: split up interfaces with ports > 2 into interfaces with fewer ports
- Repeat these deconstruction operators a number of times
- Reconstruct value model
 - Reassign newly found value activities to actors

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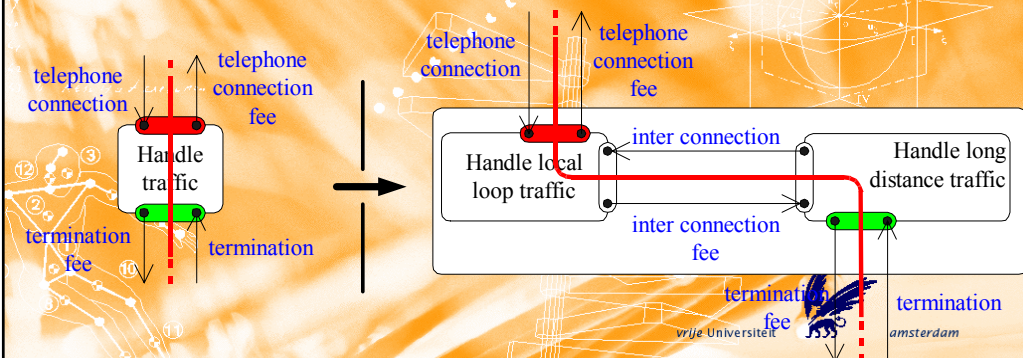
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Deconstruction operator 1: Value activity deconstruction

- Can we split a value activity into smaller ones, which each can be assigned to different actors?
- Value interfaces to environment remain invariant.

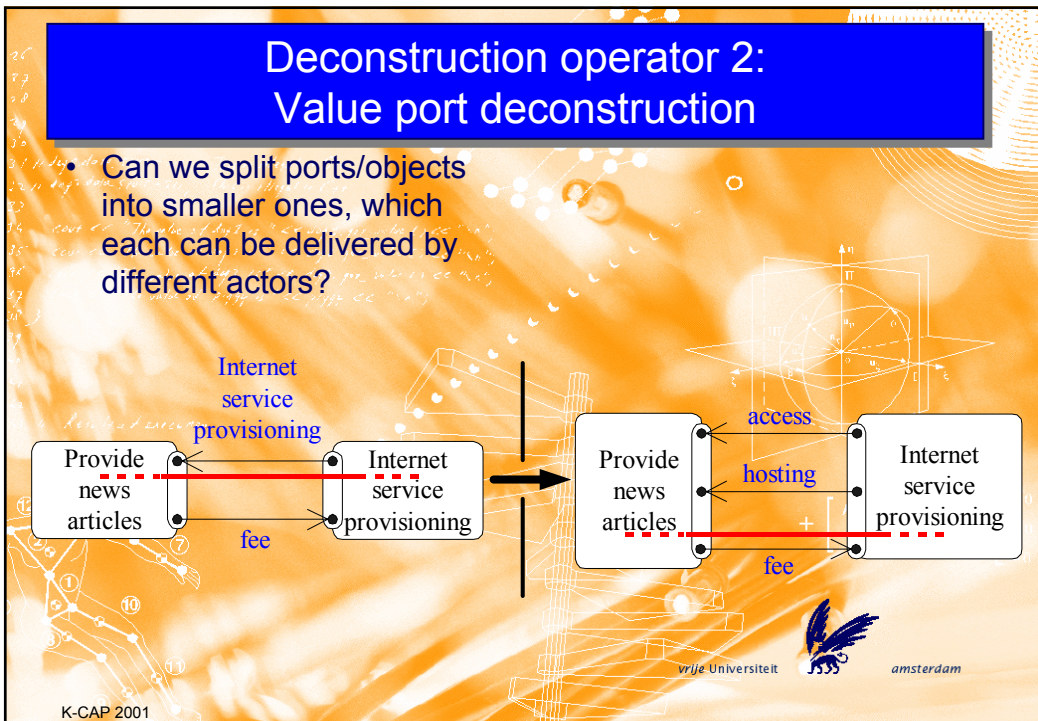
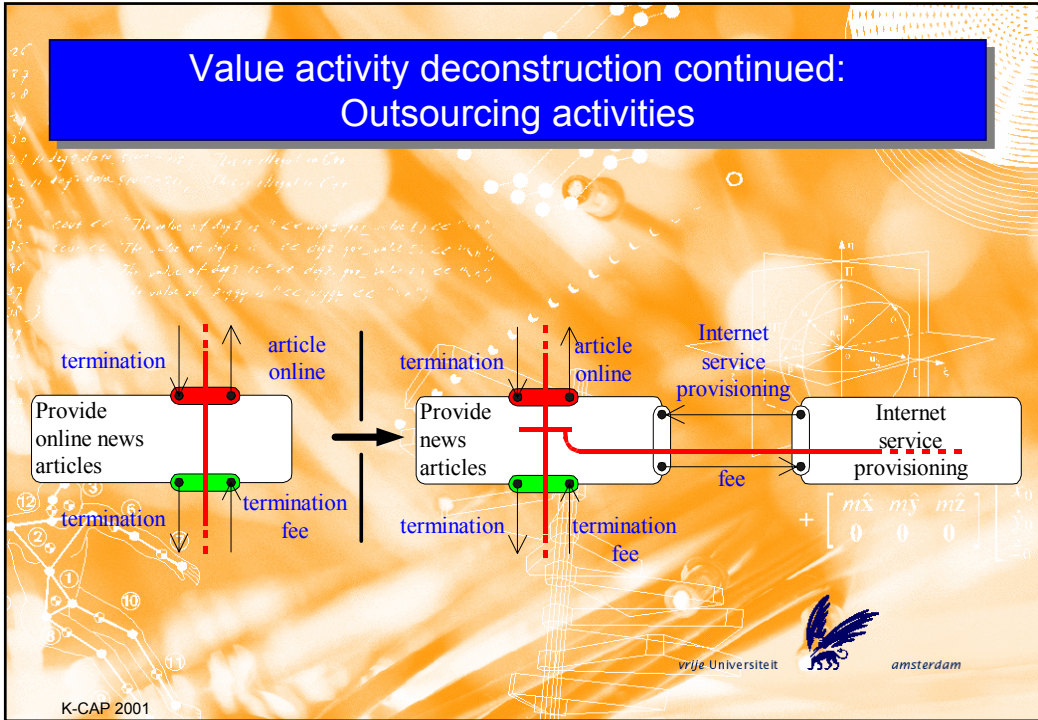


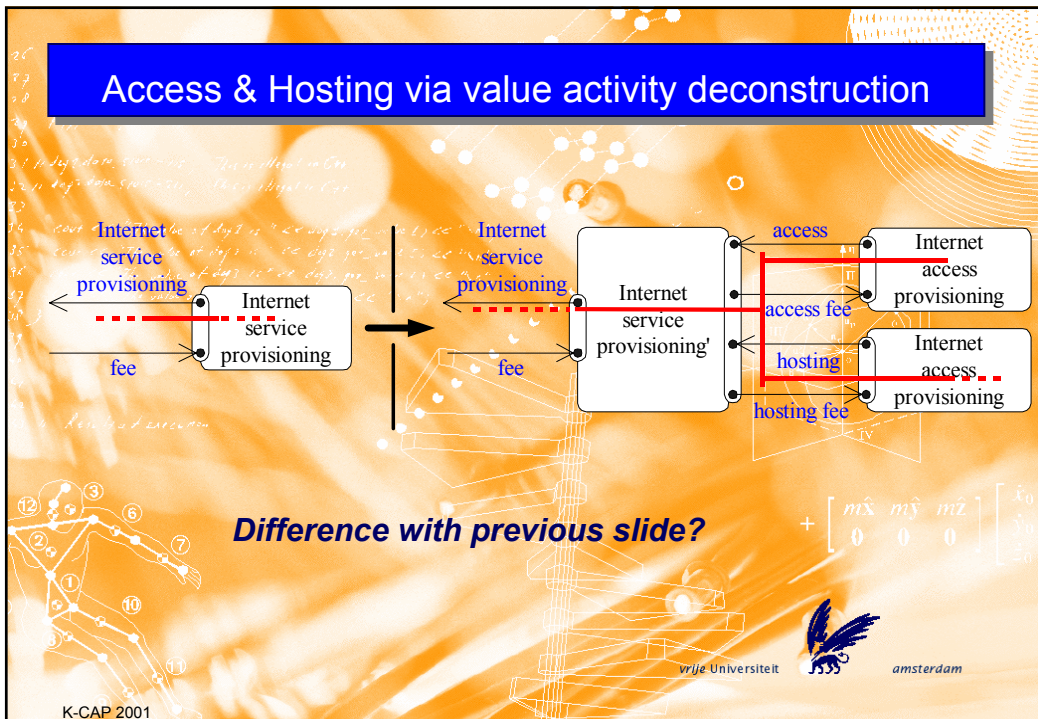
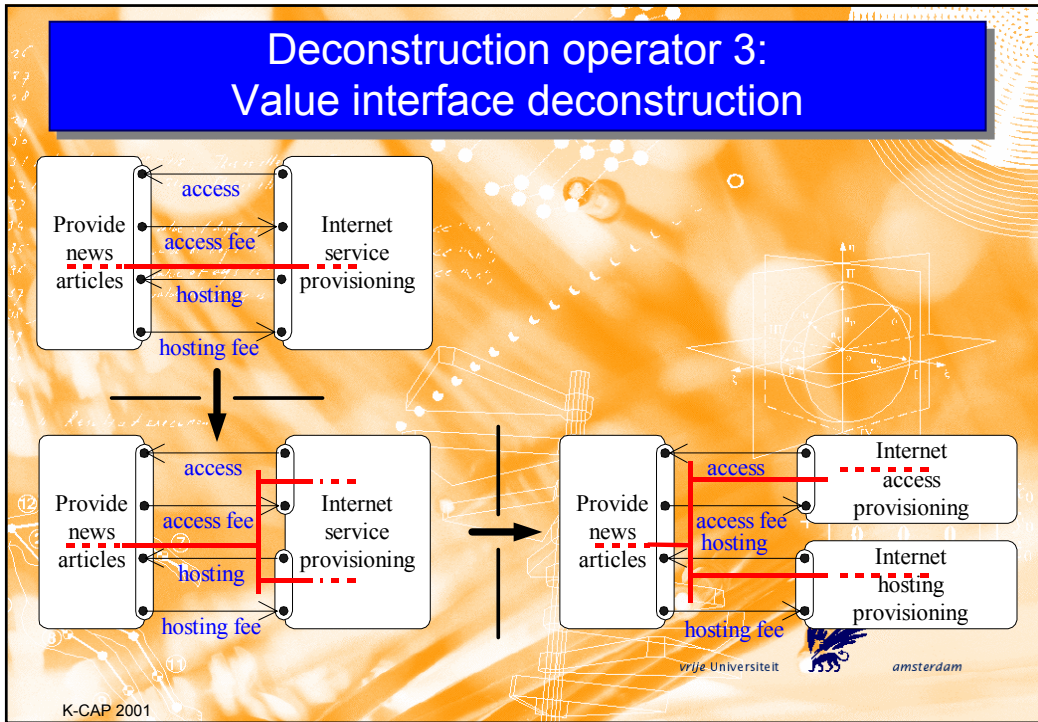
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Difference with previous slide?

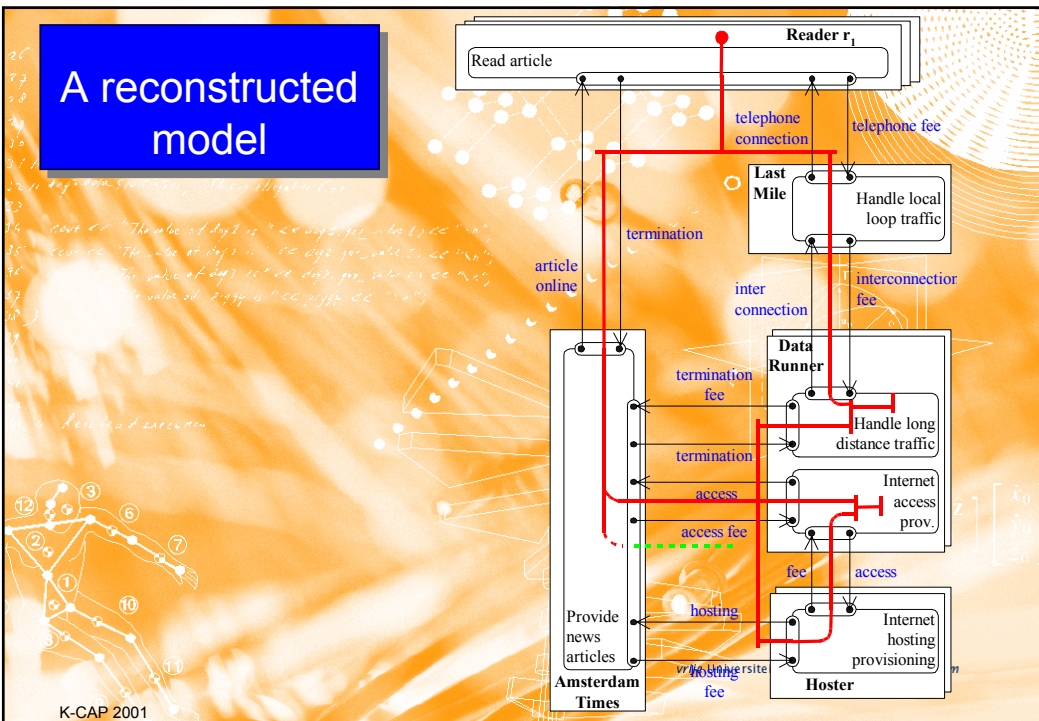
$$+ \begin{bmatrix} m\hat{x} & m\hat{y} & m\hat{z} \\ 0 & 0 & 0 \end{bmatrix} \begin{bmatrix} \hat{x}_0 \\ \hat{y}_0 \\ \hat{z}_0 \end{bmatrix}$$

Reconstruction of business models

- Make value activity configurations: connected value activities *without* their performing actors;
- Re-identify actors;
- Make alternative value-activity – actor assignments.

Value activity	Actor				
	Reader	Last Mile	Data Runner	Hoster	AT
Read article	x				
Local loop		x	x		
Long distance		x	x		
Inet access		x	x	x	x
Hosting		x	x	x	x
News					x

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Conclusions

- Study variations on an existing business value model using deconstruction operators;
- Operators are defined on the e^3 -value ontology, which is used to represent a value model;
- Three operators:
 - Value activity deconstruction operator;
 - Value port deconstruction operator;
 - Value interface deconstruction operator.

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