

Digital Capital 1

Information Policy

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- Information Policy
- Spring 2014
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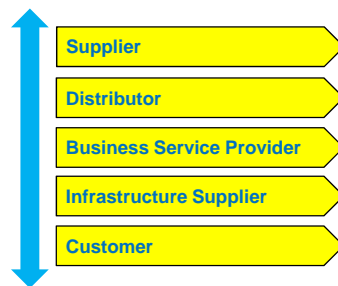
00. Contents

- 01. B-Web
- 02. Digital Capital

01. B-Web

- B-Web
 - = An environment that enables businesses by uses of five components on the internet

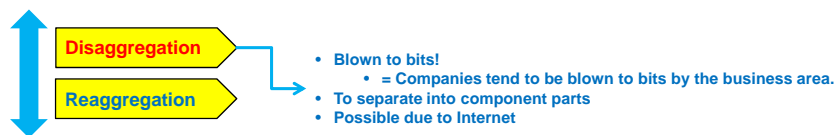
Components of B-Web Using Major Business Transactions



01. B-Web

- Trends of B-Web

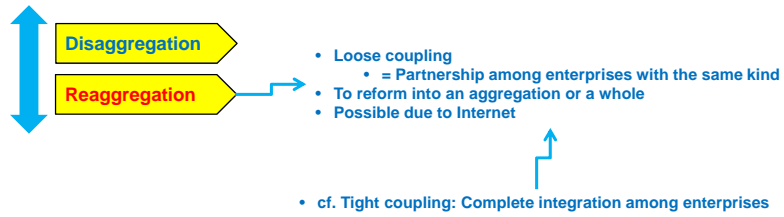
Trends of B-Web



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- Trends of B-Web

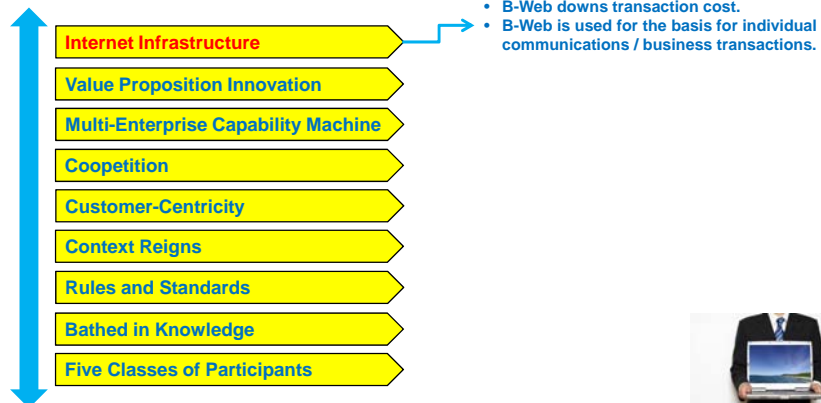
Trends of B-Web



01. B-Web

- Features of B-Web

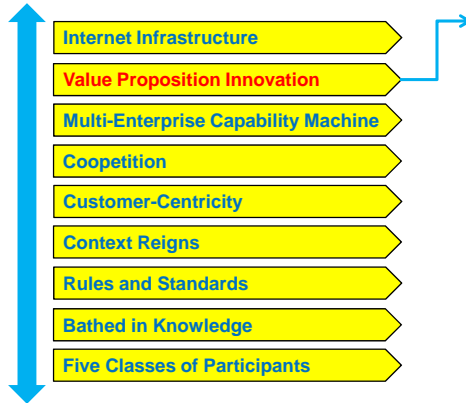
Features of B-Web



01. B-Web

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Features of B-Web



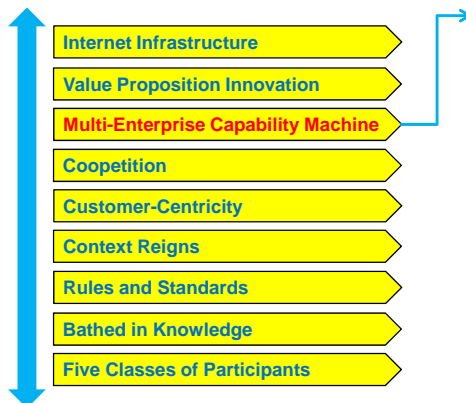
- B-Web provides different and new value propositions.
- Its value is customer-driven one.



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Features of B-Web



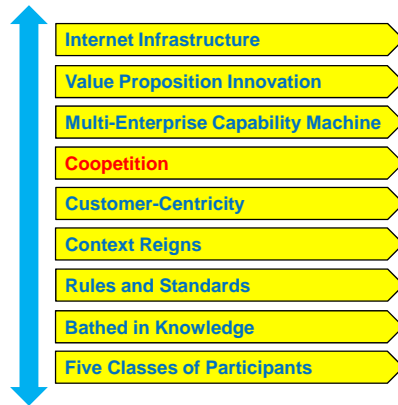
- B-Web leaders depend on their partner to maximize capital investment.



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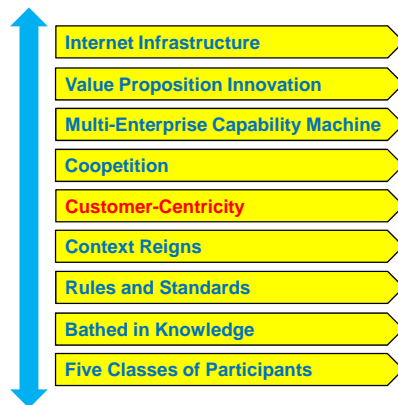
- Participants mutually cooperate and compete.
- Cooperate but Compete!



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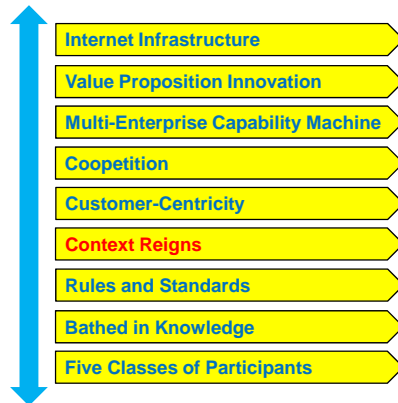
- B-Web focuses on sales, not on production.
- B-Web focuses on the value of customers.
- B-Web establishes the mutual relations with customers.
- B-Web responses to customers when or where needed.



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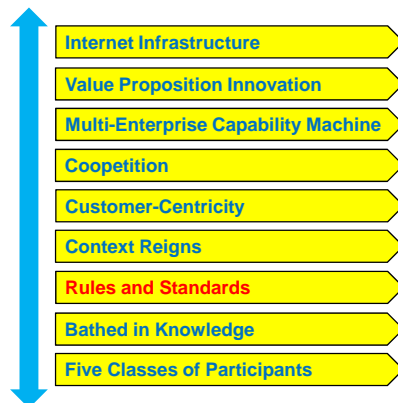
- Context reigns over the structure of B-Web.
- Context providers manage customer relationship.
- Context providers plan value-creating activities of the whole systems.



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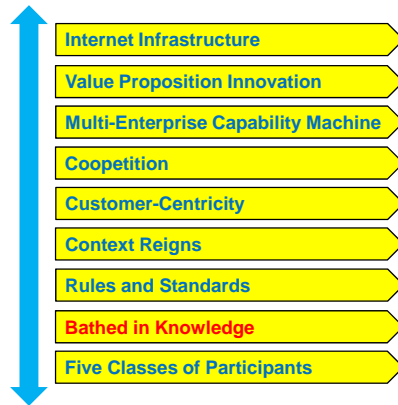
- Core participants of B-Web know its rules and standards well.
- Core participants of B-Web observe them well.



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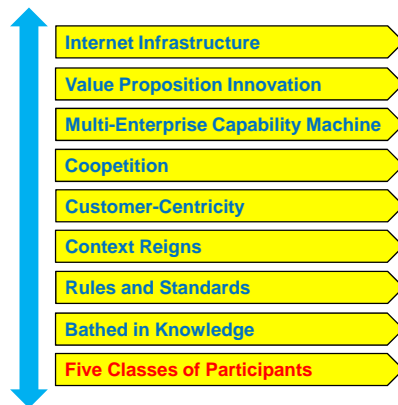
- Knowledge Sharing
- Participants of B-Web mutually share various data, information, knowledge among them.



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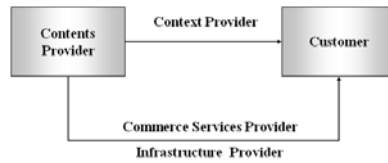
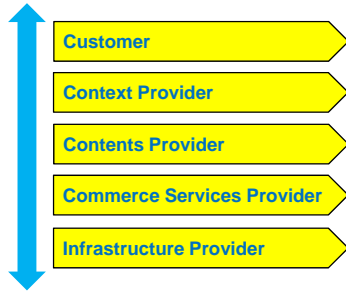
- B-Web comprises 5 value contributors or role players.
 - Customer
 - Context Provider
 - Contents Provider
 - Commerce Services Provider
 - Infrastructure Provider



01. B-Web

- Classes of Participants on B-Web

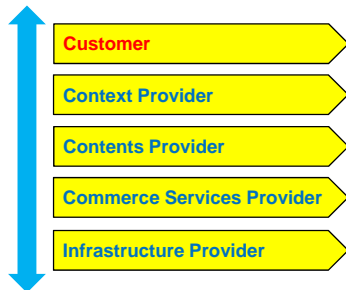
Five Classes of Participants on B-Web



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Five Classes of Participants on B-Web



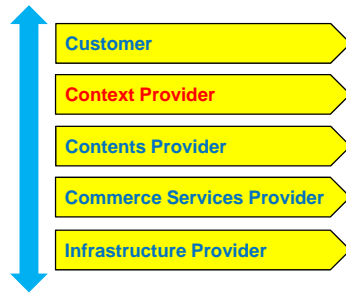
- A customer not only takes the value from B-Web but also give the value to B-Web.



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- Classes of Participants on B-Web

Five Classes of Participants on B-Web



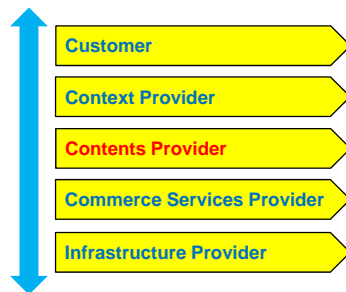
- A context provider functions as an interface between B-Web and customers.
- A context provider leads planning, value-realizing, rule-making of B-Web.



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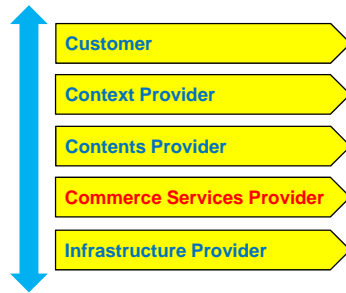
- To satisfy the needs of customers, a contents provider designs, makes, and delivers the substantial forms of value (products, services, and information).



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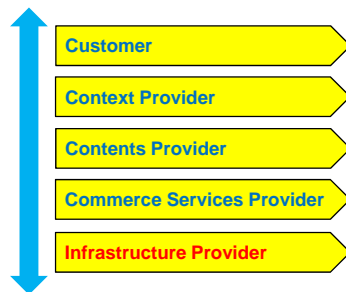
- A commerce services provider enables the flow of business by providing various services such as transaction, financing, security, information/knowledge management, logistics, and regulation services.



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Five Classes of Participants on B-Web



- Infrastructure Provider
- A infrastructure provider supports telecommunication, documentation, road, building, and office.

