

Digital Capital 2

Information Policy

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- Information Policy
- Spring 2014
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- WONKWANG University

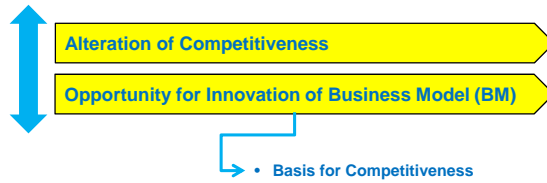
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- 03. Harvesting the Digital Capital

01. B-Web Taxonomy

- B-Web Taxonomy
 - = B-Web Classification

Features of Alteration of competitiveness



01. B-Web Taxonomy

- Criteria of B-Web Taxonomy

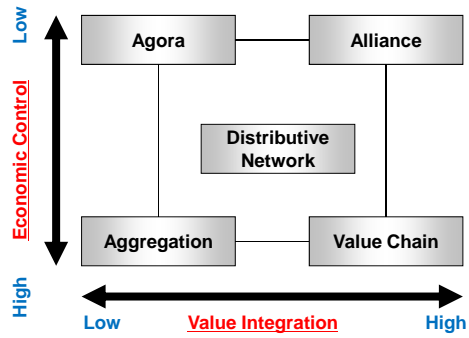
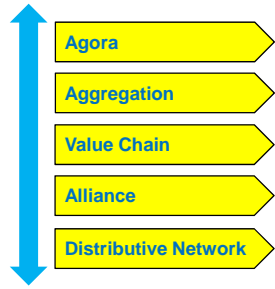
Criteria of B-Web Classification



01. B-Web Taxonomy

- Types of B-Web Taxonomy

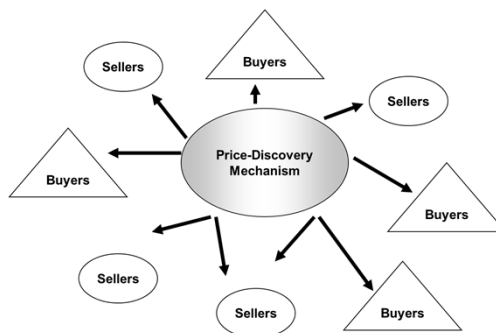
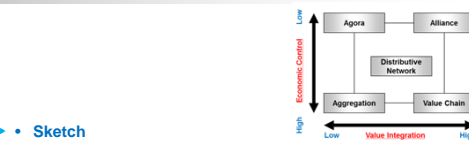
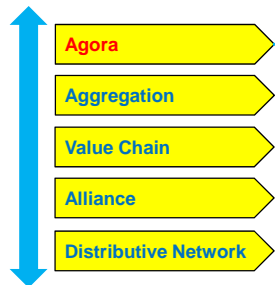
Types of B-Web Classification



01. B-Web Taxonomy

- Types of B-Web Taxonomy

Types of B-Web Classification

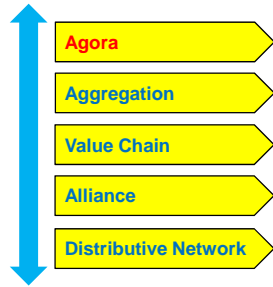


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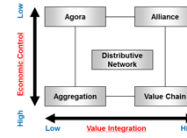
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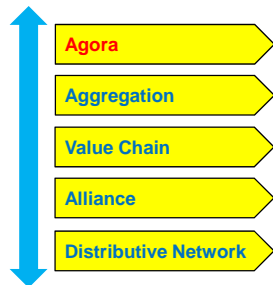
- Criteria
 - Economic control: low
 - Value integration: low
- Main Theme
 - Dynamic pricing
- Value Proposition
 - Liquidity – converting goods into desirable price
- Customer Role
 - Market player
- Knowledge Focus
 - Timing
 - Market intelligence
- Key Process
 - Price discovery



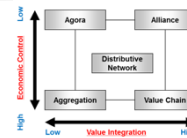
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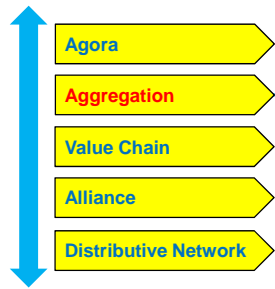
- Agora
 - is a market.
- In Agora,
 - prices are negotiated and decided free among buyers and sellers.
- Agora has a price discovery mechanism.
 - 1:1 negotiation
 - many participation
 - ex. auction, exchange, ...
- Examples
 - Yahoo Classifieds
 - eBay
 - Priceline
 - AdAuction
 - NASDAQ
 - MetalSite
 - FreeMarkets



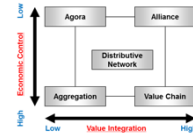
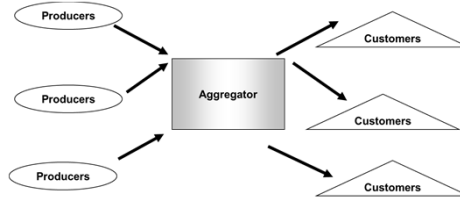
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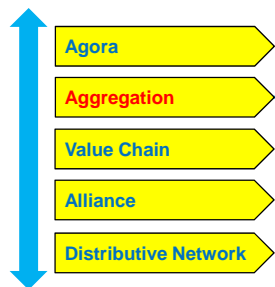
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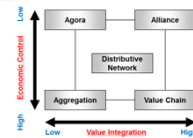
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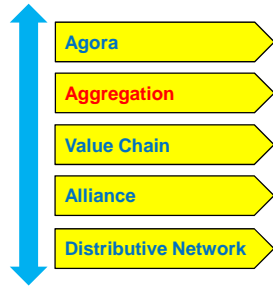
- Criteria
 - Economic control: high
 - Value integration: low
- Main Theme
 - Selection & convenience
- Value Proposition
 - Optimization of selection, organization, price, matching, convenience, fulfillment
- Customer Role
 - Buyer
- Knowledge Focus
 - Market segmentation
 - Supplier offering
 - Fulfillment
- Key Process
 - Needs matching



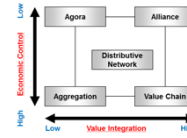
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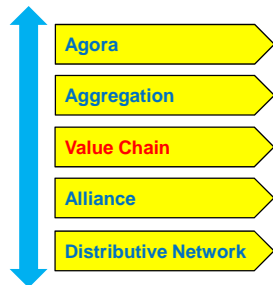
- Aggregation
 - is an agent.
- In Aggregation,
 - added values are created between producers and customers.
 - aggregation collects information and deliver it to customers.
 - ex. Wall Mart, security company, ...
- Examples
 - Amazon.com
 - Chemdex
 - HomeAdvisor
 - Webvan
 - E*Trade



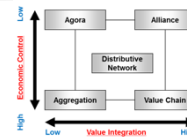
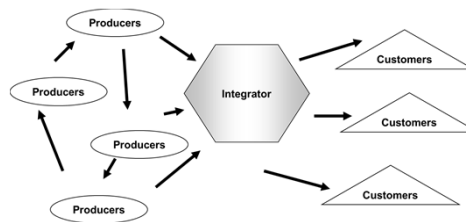
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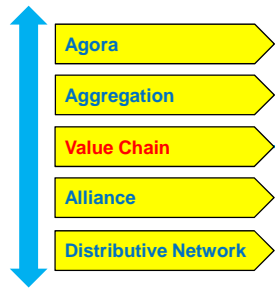
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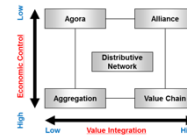
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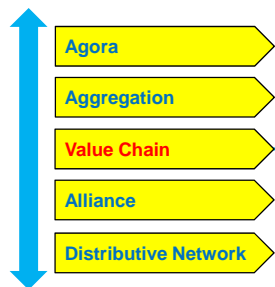
- Criteria
 - Economic control: high
 - Value integration: high
- Main Theme
 - Process integration
- Value Proposition
 - Design & delivery of an integrated product/service that meets a specific set of customer needs
- Customer Role
 - Value driver
- Knowledge Focus
 - Innovation
 - SCM(Supply Chain Management)
- Key Process
 - Product design



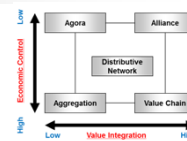
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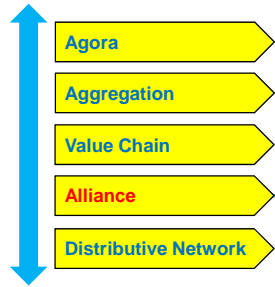
- Value Chain
 - integrates producers for one product.
 - Ex. CISCO
- In Value Chain,
 - a context provider organizes B-Web network.
 - a context provider produces highly integrated value proposition.
 - one product is integrated by many producers.
- Examples
 - Cisco Systems
 - Dell Computer
 - General Motors



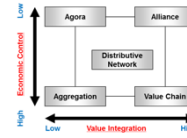
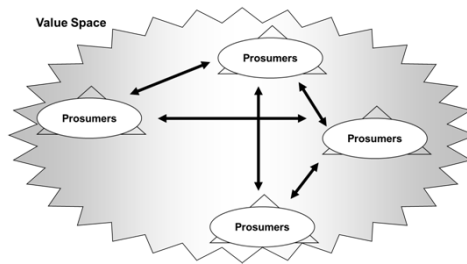
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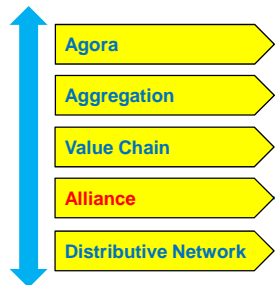
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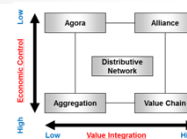
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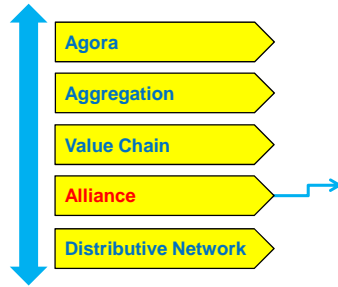
- Criteria
 - Economic control: low
 - Value integration: high
- Main Theme
 - Creativity
- Value Proposition
 - Creative collaboration in aid of a goal shared across a community of contributors
- Customer Role
 - Contributors
- Knowledge Focus
 - Community
 - Creativity
 - Standards & roles
- Key Process
 - Innovation



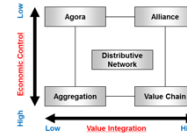
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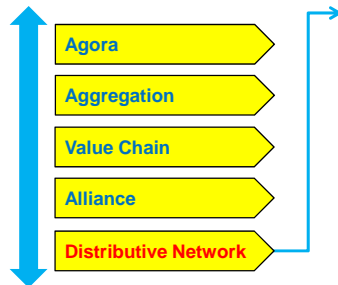
- Alliance
 - is the most ideal form of B-Web.
- In Alliance,
 - participants share their experience, knowledge, and design.
 - each participant is not only a producer but also a customer.
 - products are upgraded when needed by each individual.
 - ex. Linux, MP3, ...
 - some rules or standards are needed for participant activities and decisions.
 - ex. Online community, ...
- Examples
 - Linux
 - MP3
 - Wintel
 - NetNoir
 - America Online



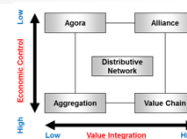
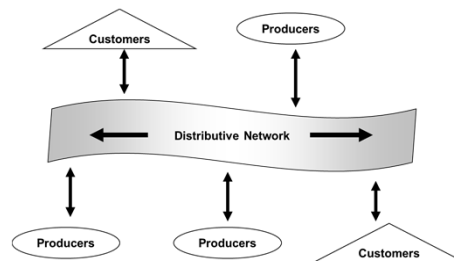
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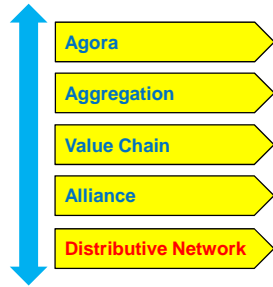
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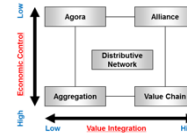
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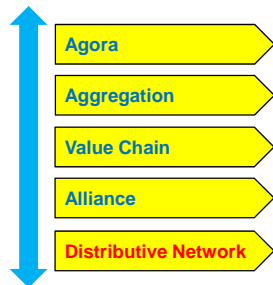
- Criteria
 - Economic control: medium
 - Value integration: medium
- Main Theme
 - Allocation
 - Distribution
- Value Proposition
 - Facilitating the exchange & delivery of information, goods, and services.
- Customer Role
 - Sender
 - Recipient
- Knowledge Focus
 - Network optimization
 - Visibility & transparency
- Key Process
 - Distribution



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Types of B-Web Classification



- Distributive Network
 - is the rest of the four formers.
- In Distributive Network,
 - a product is distributed from a producer to a user.
 - distributive Network supports other B-Webs for secure balancing .
 - ex. post service, telecommunication company, electricity company, logistics, data network, bank, ...
- Examples
 - UPS
 - AT&T
 - Internet
 - Wells Fargo
 - Enron

