Digital Capital

B01. B-Web

- **Code: 164323-03**
- **Course: Information Policy**
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- 01. B-web
- 02. Trend of B-web
- 03. Nine Features of B-web
- 04. Five Classes of Participants on B-web

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01. B-web

- Components using major biz transactions
  - Supplier
  - Distributor
  - Biz service provider
  - Infrastructure supplier
  - Customer
- B-web?
  - An environment that enables businesses by uses of above components on the internet

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02. Trend of B-web

- Disaggregation
- Reaggregation

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02. Trend of B-web

- Disaggregation
  - Blown to bits!
    - Companies tend to be blown to bits by the biz area
  - To separate into component parts
  - Possible due to Internet

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02. Trend of B-web

- Reaggregation
  - Loose coupling
    - partnership among enterprises with the same kind
  - To cause to reform into an aggregation or a whole
  - Possible due to Internet

  - cf. Tight coupling: complete integration among enterprises

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03. Nine Features of B-web

- F1: Internet Infrastructure
- F2: Value Proposition Innovation
- F3: Multi-Enterprise Capability Machine
- F4: Coopetition
- F5: Customer-Centricity
- F6: Context Reigns
- F7: Rules and Standards
- F8: Bathed in Knowledge
- F9: Five Classes of Participants

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03. Nine Features of B-web

- F1: Internet Infrastructure
    - B-web downs transaction cost.
    - B-web is used for the basis for individual communications / business transactions.

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03. Nine Features of B-web

- F2: Value Proposition Innovation
  - B-web provides different and new value propositions.
  - Its value is customer-driven one.

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03. Nine Features of B-web

- F3: Multi-Enterprise Capability Machine
  - B-web leaders depend on their partner to maximize capital investment.

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03. Nine Features of B-web

- F4: Coopetition
  - Participants mutually cooperate and compete.
  - Cooperate but Compete!

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03. Nine Features of B-web

- F5: Customer-Centricity
  - 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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- F8: Bathed in Knowledge
- F9: Five Classes of Participants

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03. **Nine Features of B-web**

- F6: Context Reigns
  - 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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- F8: Bathed in Knowledge
- F9: Five Classes of Participants

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03. **Nine Features of B-web**

- F7: Rules and Standards
  - Core participants of B-web know its rules and standards well.
  - Core participants of B-web observe them well.

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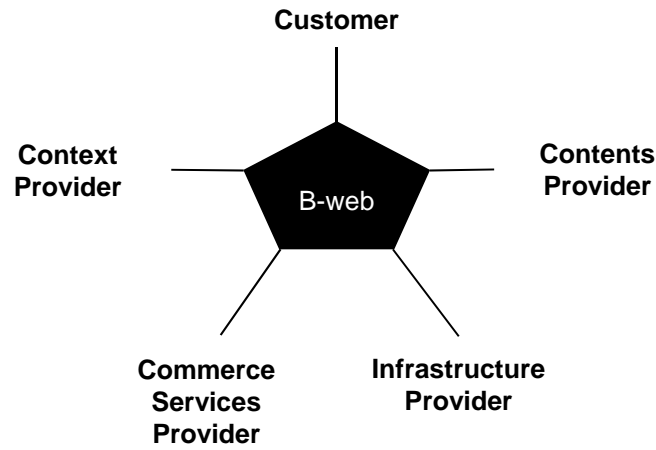- F9: Five Classes of Participants

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03. Nine Features of B-web

- F8: Bathed in Knowledge
  - Knowledge Sharing
  - Participants of B-web mutually share various data, information, knowledge among them.

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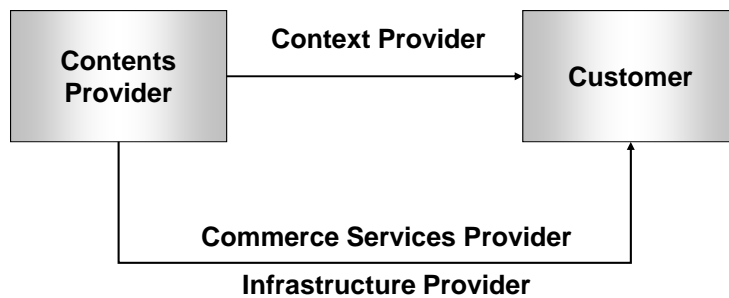- F8: Bathed in Knowledge
- F9: Five Classes of Participants

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03. Nine Features of B-web

- F9: Five Classes of Participants
  - B-web comprises 5 value contributors or role players.

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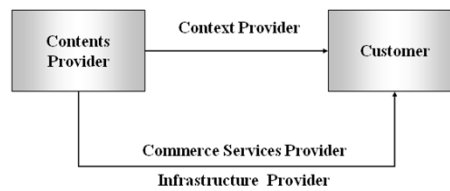
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04. Five Classes of Participants on B-web

Customer

Context Provider

B-web

Contents Provider

Commerce Services Provider

Infrastructure Provider

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04. Five Classes of Participants on B-web

Contents Provider

Context Provider

Customer

Commerce Services Provider

Infrastructure Provider

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04. Five Classes of Participants on B-web

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

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04. Five Classes of Participants on B-web

- Context Provider
  - 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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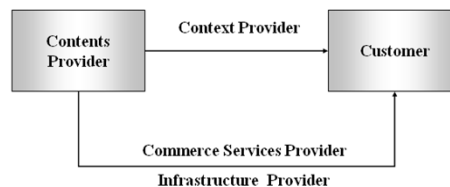
04. Five Classes of Participants on B-web

• Contents Provider
  • 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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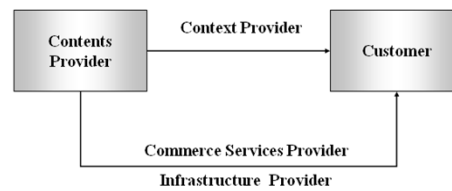
04. Five Classes of Participants on B-web

• Commerce Services Provider
  • 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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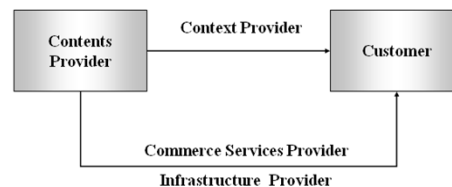
04. Five Classes of Participants on B-web

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

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