Information Policy

Digital Capital

B03. B-Web Taxonomy

- Code: 164323-03
- Course: Information Policy
- Period: Spring 2013
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- 01. B-web Taxonomy
- 02. Agora
- 03. Aggregation
- 04. Value Chain
- 05. Alliance
- 06. Distributive Network

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01. B-web Taxonomy

- Features of B-web classification
  - Alteration of competitiveness
  - Opportunity for innovation of BM(Business Model)
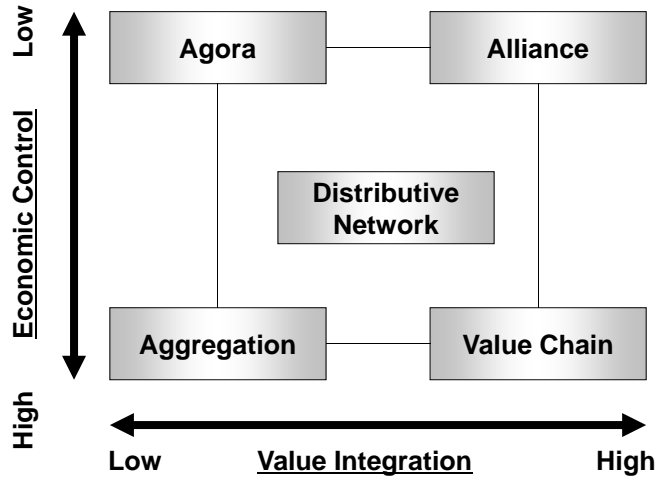   - ➔ Basis for competitiveness

01. B-web Taxonomy

- Criteria of B-web classification
  - Economic control
    - High: Hierarchical
    - Low: Self-organized
  - Value Integration
    - High: Singular
      - Value integration promotes the production of product/service.
    - Low: Various
      - Various selection promotes the production of product/service.
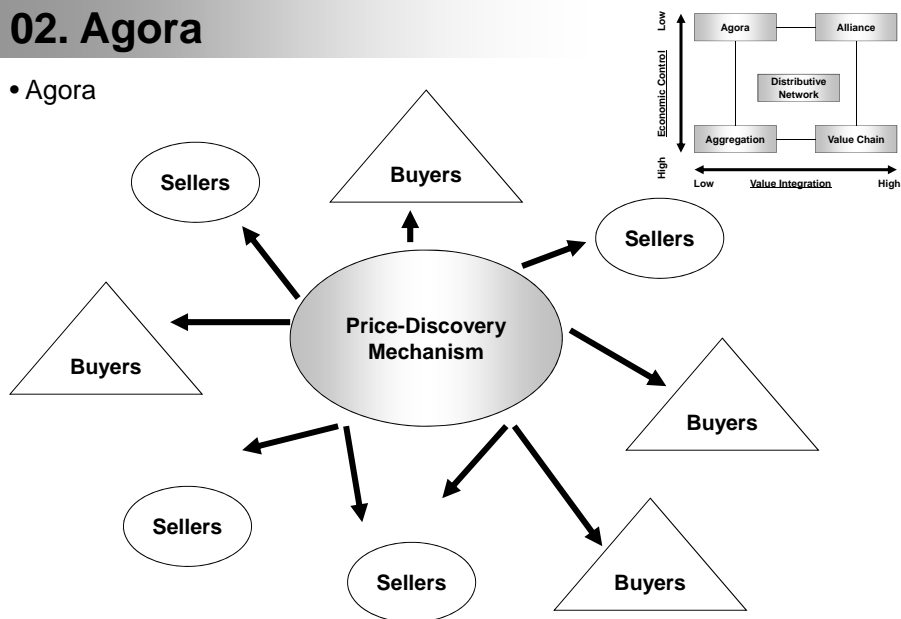
01. B-web Taxonomy

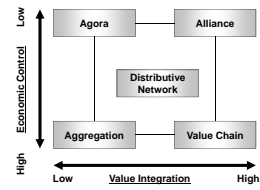• B-web Taxonomy

02. Agora
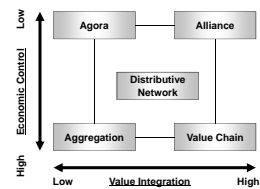
• Agora

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02. Agora

- Criteria
  - Economic control: low
  - Value integration: low
- Main Theme
  - Dynamic pricing
- Value Proposition
  - Liquidity – converting goods into desirable price
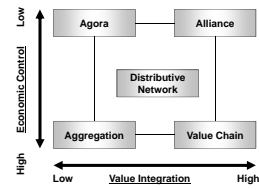
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02. Agora

- Customer Role
  - Market player
- Knowledge Focus
  - Timing
  - Market intelligence
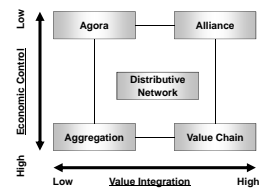- Key Process
  - Price discovery

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02. Agora

- Examples
  - Yahoo Classifieds
  - eBay
  - Priceline
  - AdAuction
  - NASDAQ
  - MetalSite
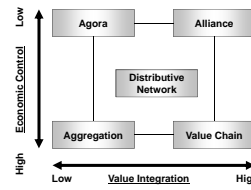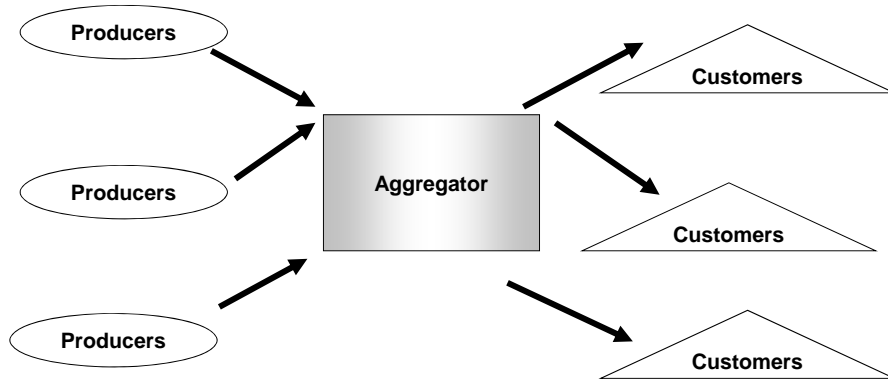 - FreeMarkets

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02. Agora

- Agora
  - It 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, …

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03. Aggregation

• Aggregation

Economic Control: Low → High

Value Integration: Low → High

Agora — Alliance

Distributive Network

Aggregation — Value Chain

Producers → Aggregator → Customers

Producers → Aggregator → Customers

Producers → Aggregator → Customers

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03. Aggregation

• Criteria
    • Economic control: high
    • Value integration: low
• Main Theme
    • Selection & convenience
• Value Proposition
    • Optimization of selection, organization, price, matching, convenience, fulfillment

Economic Control: Low → High

Value Integration: Low → High

Agora — Alliance

Distributive Network

Aggregation — Value Chain

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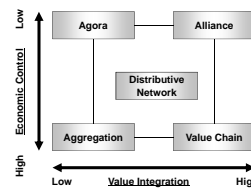
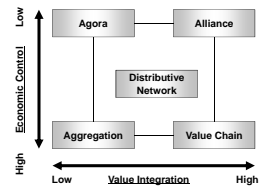# 03. Aggregation

- Customer Role
  - Buyer
- Knowledge Focus
  - Market segmentation
  - Supplier offering
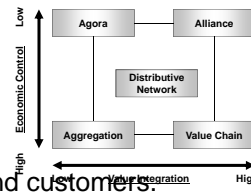 - Fulfillment
- Key Process
  - Needs matching

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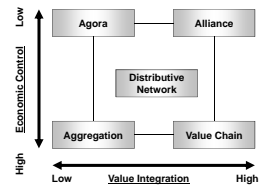
03. Aggregation

- Examples
  - Amazon.com
  - Chemdex
  - HomeAdvisor
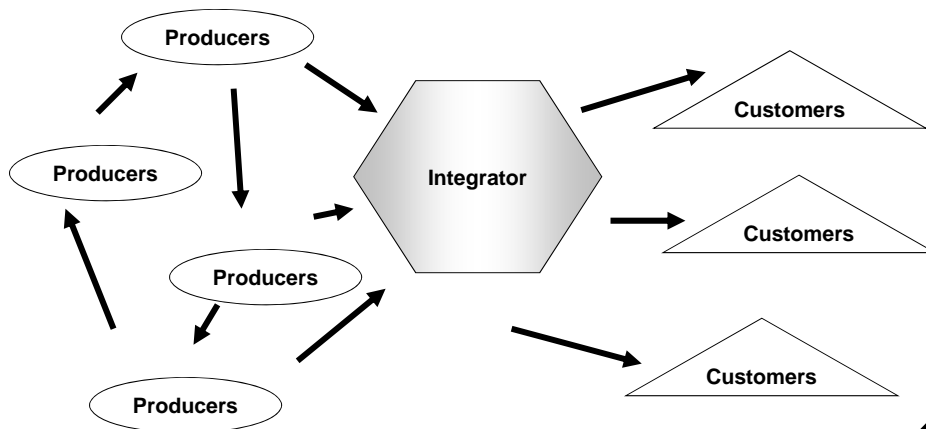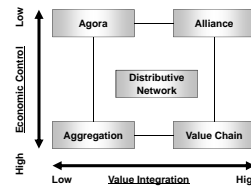 - Webvan
  - E*Trade

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03. Aggregation

- Aggregation
  - It is an agent.
- In Aggregation,
  - added values are created between producers and customers.
- Aggregation collects information and deliver it to customers.
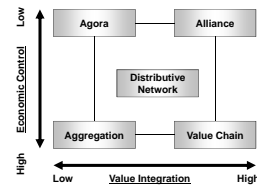 - Ex. Wall Mart, security company, …

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04. Value Chain

- Value Chain

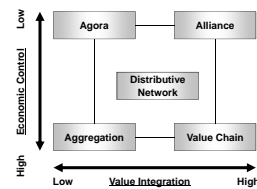
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04. Value Chain

- 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

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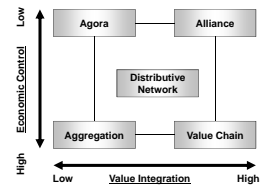# 04. Value Chain

- Customer Role
    - Value driver
- Knowledge Focus
    - Innovation
    - SCM(Supply Chain Management)
- Key Process
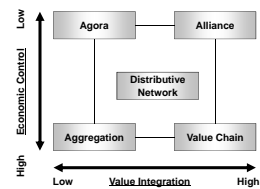   - Product design

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04. Value Chain

- Examples
  - Cisco Systems
  - Dell Computer
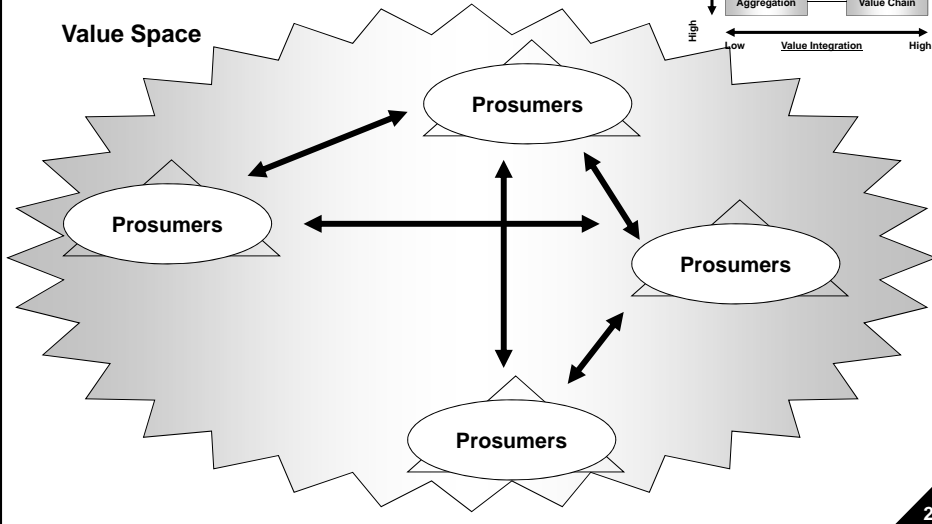 - General Motors

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04. Value Chain

- Value Chain
  - It 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.

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05. Alliance

• Alliance

Value Space

Low
Economic Control
High
Agora — Alliance
Distributive Network
Aggregation — Value Chain
Low Value Integration High

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05. Alliance

• 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

Low
Economic Control
High
Agora — Alliance
Distributive Network
Aggregation — Value Chain
Low Value Integration High

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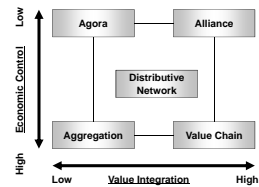
05. Alliance

- Customer Role
  - Contributors
- Knowledge Focus
  - Community
  - Creativity
  - Standards & roles
- Key Process
  - Innovation



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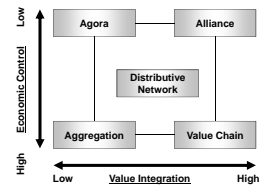
05. Alliance

- Examples
  - Linux
  - MP3
  - Wintel
 - NetNoir
  - America Online

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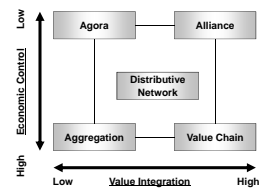
05. Alliance

- Alliance
  - It 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.
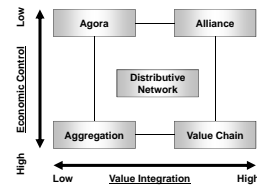 - Ex. Online community, …

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06. Distributive Network

- Distributive Network

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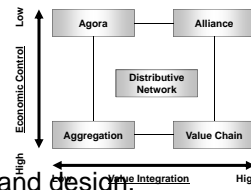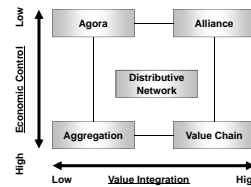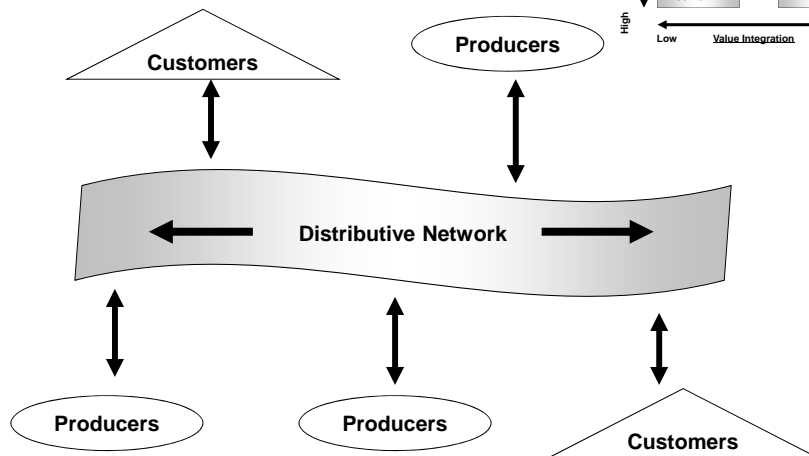
06. Distributive Network

- Criteria
  - Economic control: medium
  - Value integration: medium
- Main Theme
  - Allocation
  - Distribution
- Value Proposition
  - Facilitating the exchange & delivery of information, goods, and services.

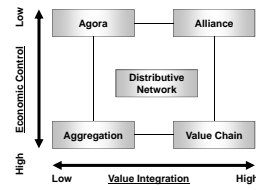27

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06. Distributive Network

- Customer Role
  - Sender
  - Recipient
- Knowledge Focus
  - Network optimization
  - Visibility & transparency
- Key Process
  - Distribution
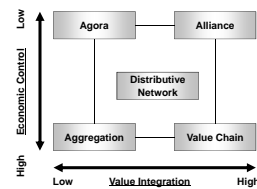
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06. Distributive Network

- Examples
  - UPS
  - AT&T
  - Internet
  - Wells Fargo
  - Enron

Low
Economic Control
High

Agora — Alliance

Distributive Network

Aggregation — Value Chain

Low — Value Integration — High

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06. Distributive Network

- Distributive Network
  - It 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, …

Low
Economic Control
High

Agora — Alliance

Distributive Network

Aggregation — Value Chain

Low — Value Integration — High

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