Software Economics

Key Activities
Key Activities

Describes the most important tasks/activities a company must do to make its business model work.
With what focus?

- To make the Value Proposition work?
- To make the distribution channels work?
- To make the customer relationships work?

*To make the business model work, includes all components*
Types of Key Activities

Production

- Design, production and delivering products
- Usually in larger quantities and/or superior quality

Examples: Manufacturing firms such as ?

What would typically be the focus of development for manufacturing firms?

Operations Management (improve production processes)
Types of Key Activities

Problem Solving

- Coming up with new solutions
- Usually customized to individual customers
- Examples: Consultancy firms, Hospitals, Service Organizations

What would typically be the focus of development for “problem-serving” firms?

Knowledge Management and Training
Types of Key Activities

Platform / Network

- Maintaining and developing the platform or network is the key activity that enables the company to produce value.

- Examples:
  - E-bay (maintain and develop the website and network)
  - Visa or MasterCard (transaction platform for stores, customers and banks)

What would typically be the focus of development for “platform/network” firms?

Platform Management, Platform Promotion
What is the main key activity of your company?

A. Production
B. Problem-Solving
C. Platform/Network
Exercise

What key activities does the value proposition, channels and relationships require?

What way are the key activities supporting the creation of value?

- Production
- Problem Solving
- Platform/Network

About 20 min.