

Information as a Business Asset

Expressing the value of Information and Services in Business Models

Presented to: ATM Information Exchange Conference

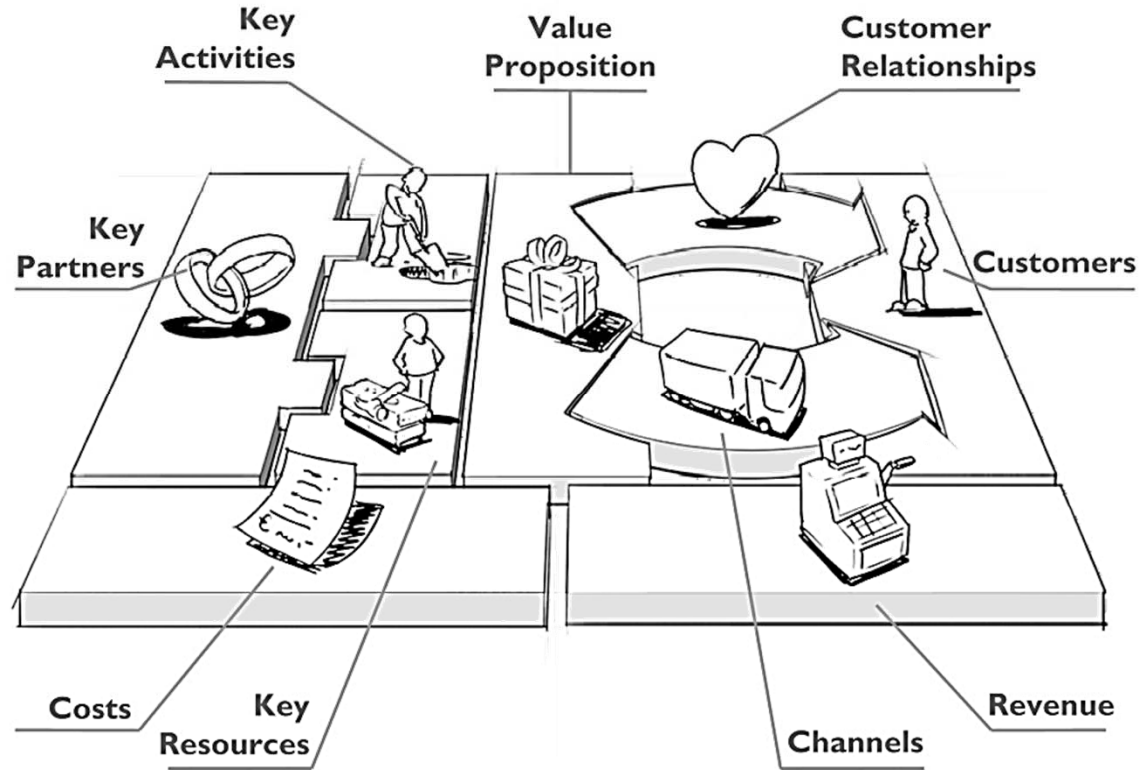
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Date: September 22, 2016

Aviation Information World - Forecasting the Future



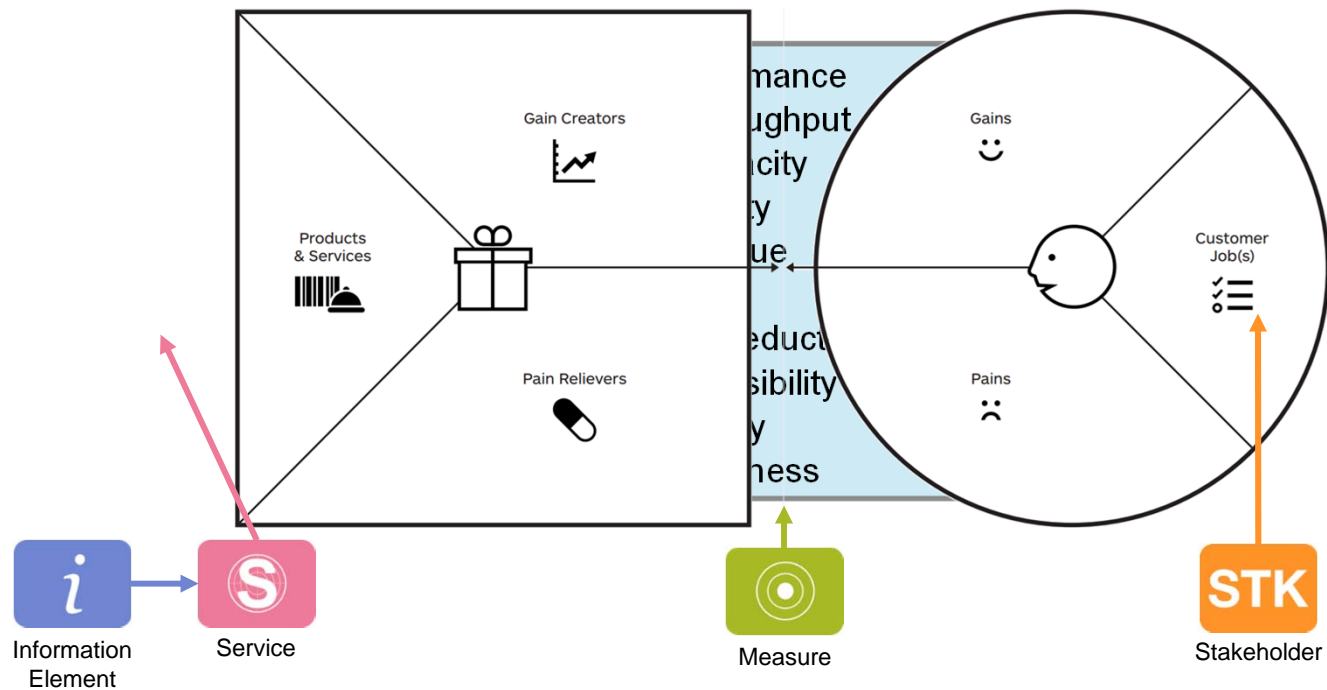
Business Model Canvas



<http://www.businessmodelgeneration.com/>

Value Proposition Canvas

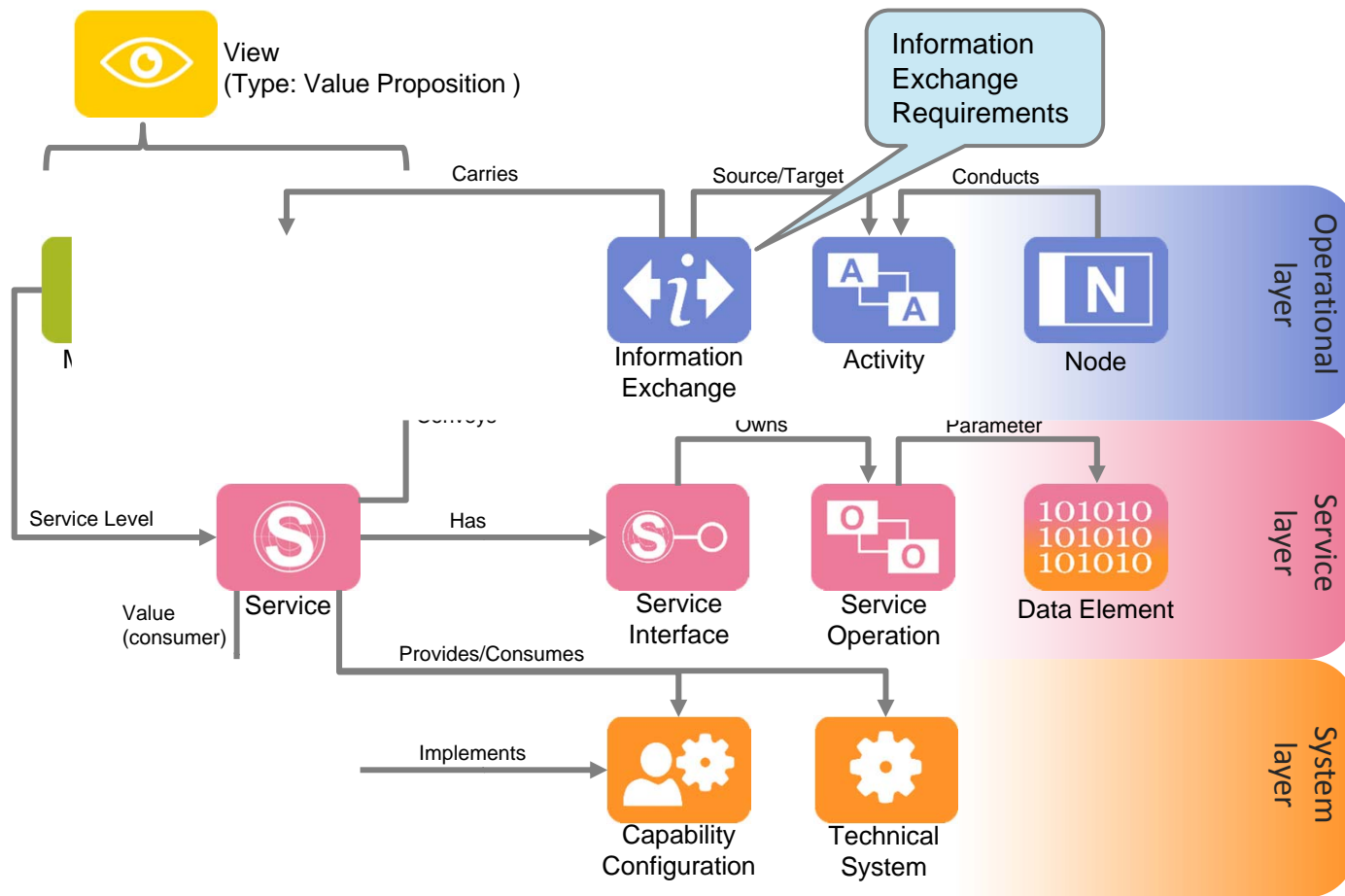
“The Value Propositions Building Block describes the bundle of products and services that create value for a specific Customer Segment.”



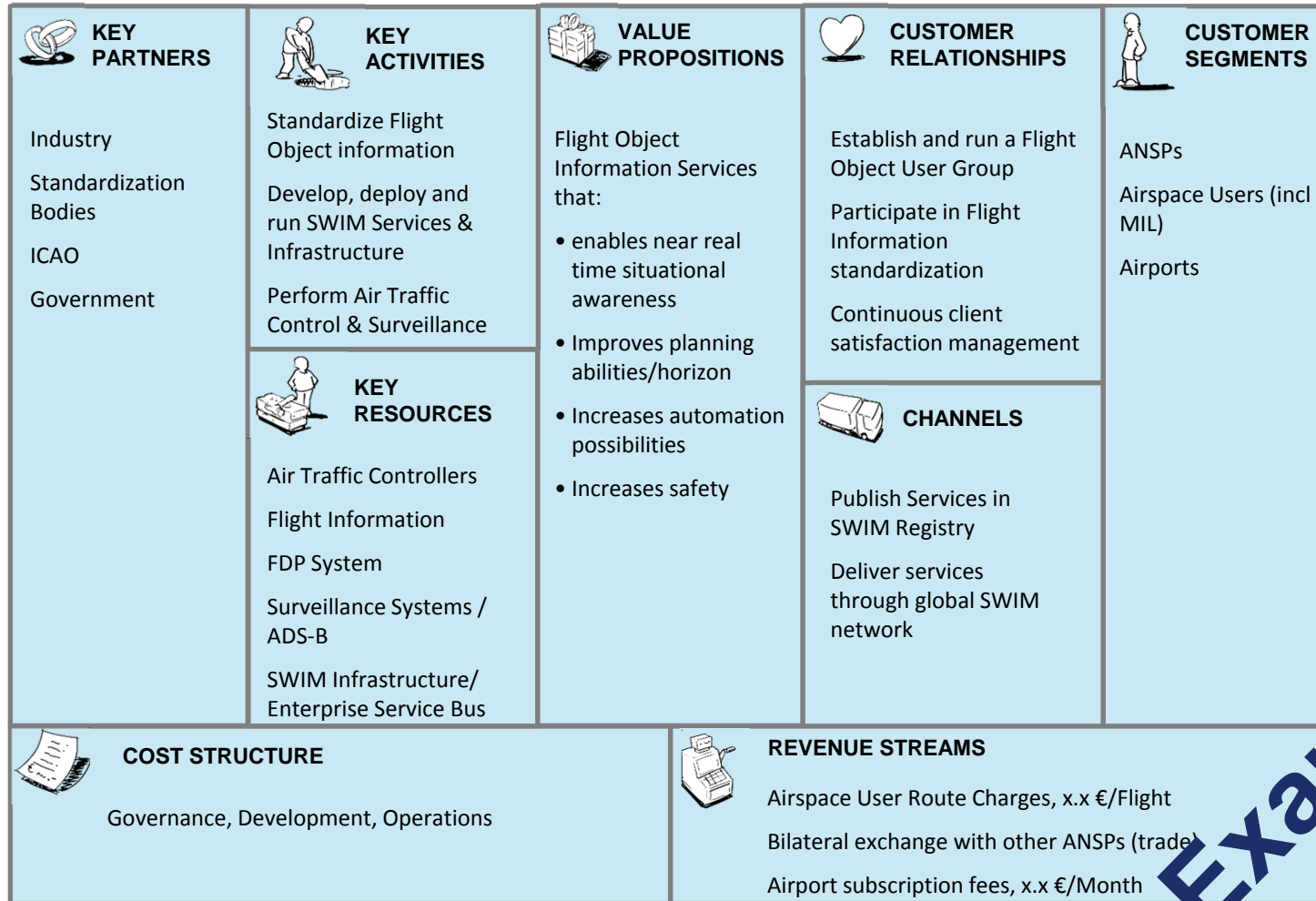
<http://www.businessmodelgeneration.com/canvas/vpc>

Value Proposition in Enterprise Architecture

- Example from the European ATM Architecture Framework

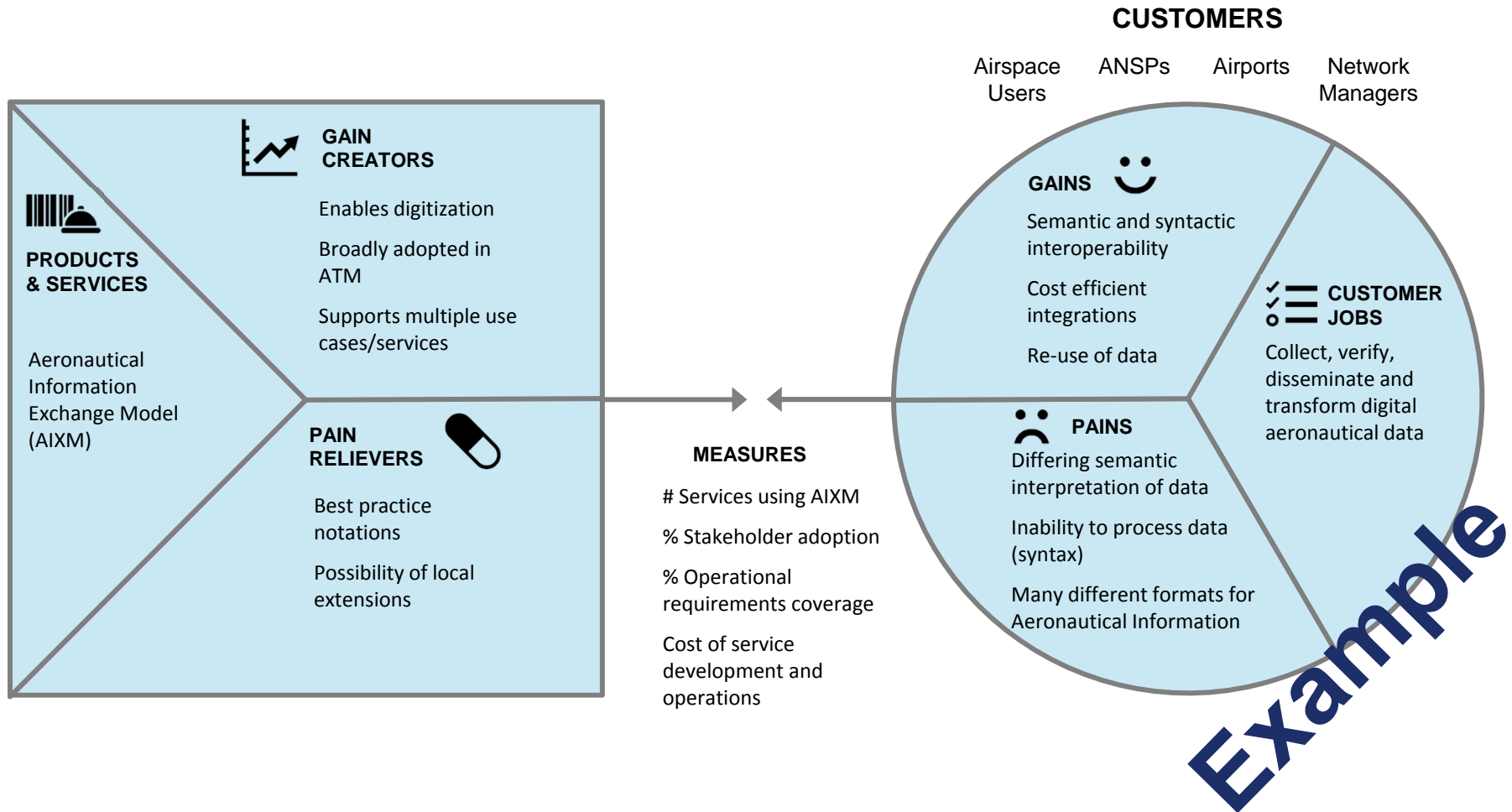


ANSP Flight Object Service Business Model



Example

Aeronautical Information Exchange Model Value Proposition



Recommendations

- **Use Business Model & Value Proposition Canvases to communicate value of Information and Services**
 - Clear descriptions of customer value makes decision making easy for executives and managers
 - A common description format can greatly help in global collaboration and business development
- **Use a Model Based Approach to describe Business Models & Value Propositions (and the Architecture)**
 - Enables consistency, comparability, ease of maintenance and analysis of Business Models
 - Integrating the Business Model into the Enterprise Architecture demonstrates links with operational and technical concepts (e.g. SWIM)



Thank you



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