Information as a Business Asset

Expressing the value of Information and Services in Business Models

Presented to: ATM Information Exchange Conference

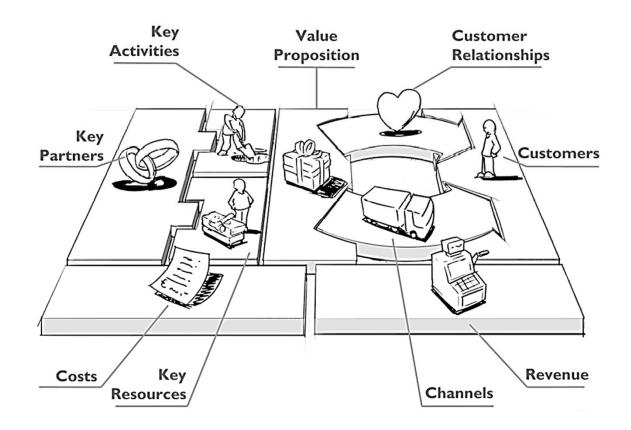
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Aviation Information World - Forecasting the Future

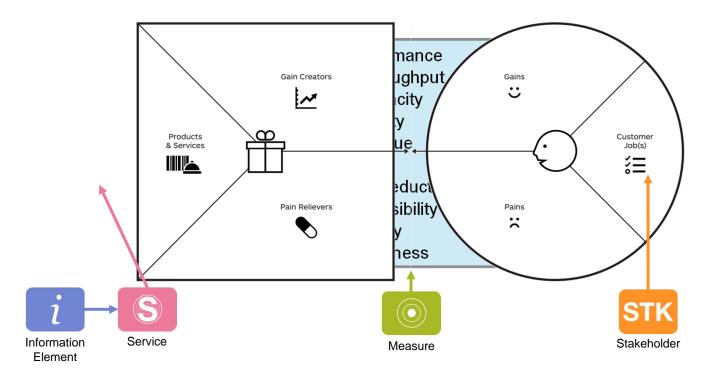
Business Model Canvas



http://www.businessmodelgeneration.com/

Value Proposition Canvas

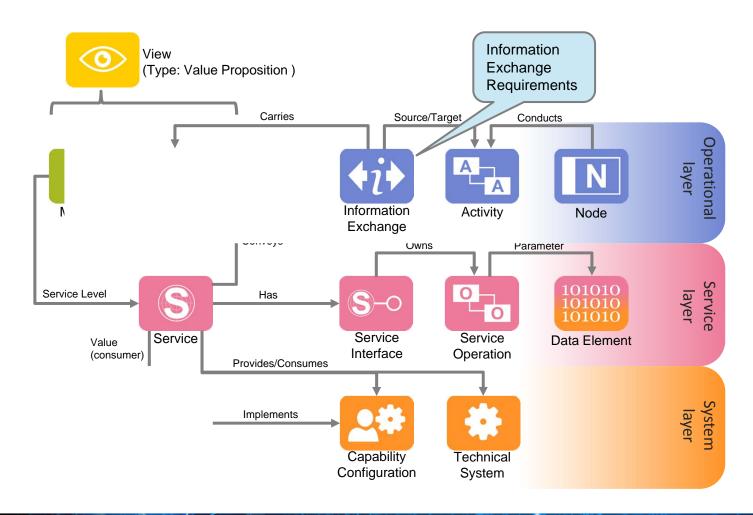
"The Value Propositions Building Block describes the bundle of <u>products</u> and <u>services</u> that create <u>value</u> for a specific <u>Customer Segment</u>."



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

Value Proposition in Enterprise Architecture

- Example from the European ATM Architecture Framework





ANSP Flight Object Service Business Model



KEY PARTNERS

Industry

Standardization **Bodies**

ICAO

Government



ACTIVITIES

Standardize Flight Object information

Develop, deploy and run SWIM Services & Infrastructure

Perform Air Traffic Control & Surveillance



KEY RESOURCES

Air Traffic Controllers

Flight Information

FDP System

Surveillance Systems / ADS-B

SWIM Infrastructure/ **Enterprise Service Bus**



VALUE PROPOSITIONS

Flight Object **Information Services** that:

- enables near real time situational awareness
- Improves planning abilities/horizon
- Increases automation possibilities
- Increases safety



CUSTOMER RELATIONSHIPS

Establish and run a Flight **Object User Group**

Participate in Flight Information standardization

Continuous client satisfaction management



CHANNELS

Publish Services in **SWIM Registry**

Deliver services through global SWIM network



CUSTOMER SEGMENTS

ANSPs

Airspace Users (incl MIL)

Airports



COST STRUCTURE

Governance, Development, Operations



REVENUE STREAMS

Airspace User Route Charges, x.x €/Flight

Bilateral exchange with other ANSPs (trade

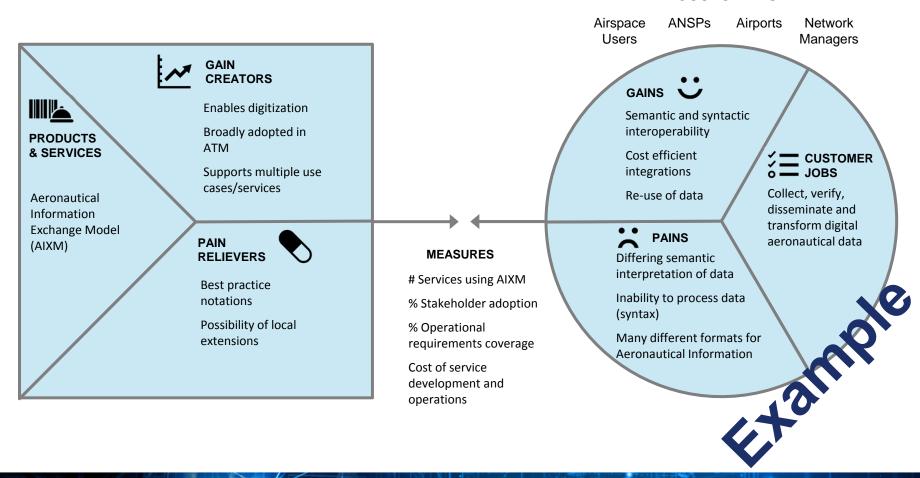
Airport subscription fees, x.x €/Month







Aeronautical Information Exchange Model Value Proposition





CUSTOMERS

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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