
eBiz 모델의 현재와 미래

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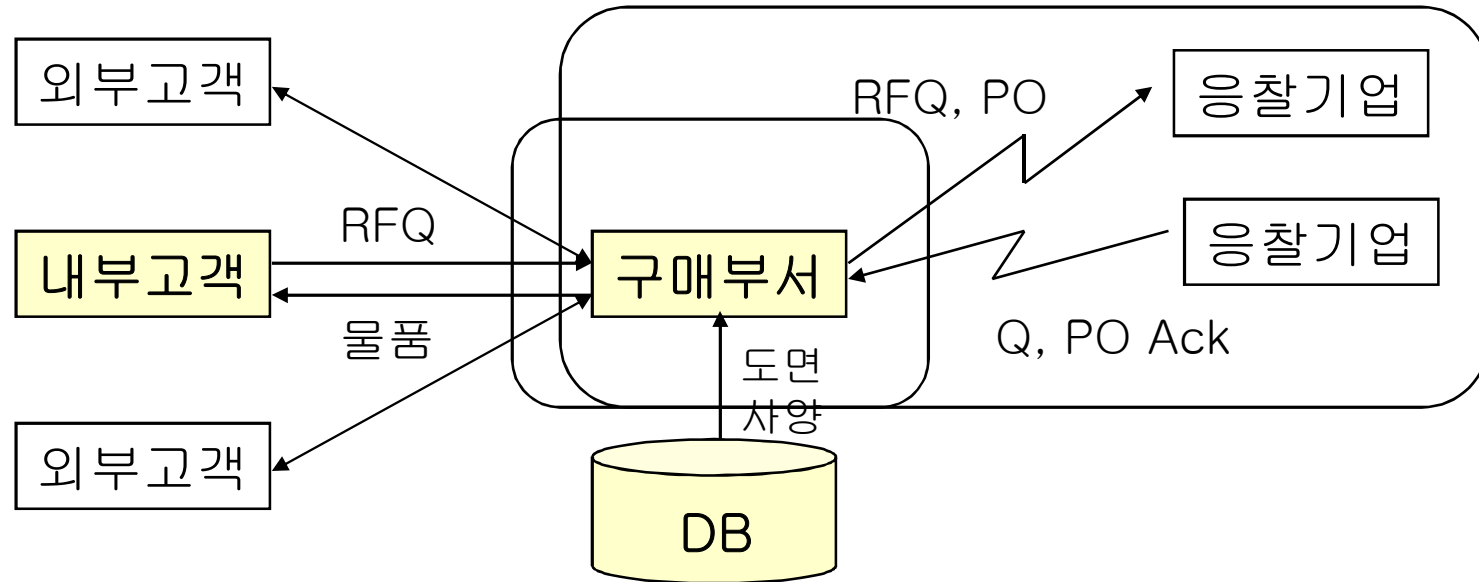
Contents

- What is Biz Model?
- What makes eBiz model so important?
- Literatures of eBiz model
- What for eBiz Model?
- Example of eBiz Model Extension

Business Model

- Definition
 - An architecture for the product, service and information flows, including a description of the various business actors and their roles; and
 - A description of the potential benefits for the various business actors; and
 - A description of the sources of revenues.

Business Model Example – GE TPN



- eProcurement Model

- Actors and their Roles / Potential Benefits
- Product/Services
- Information Flow
- Source of Revenue

What makes eBiz model so important? (1)

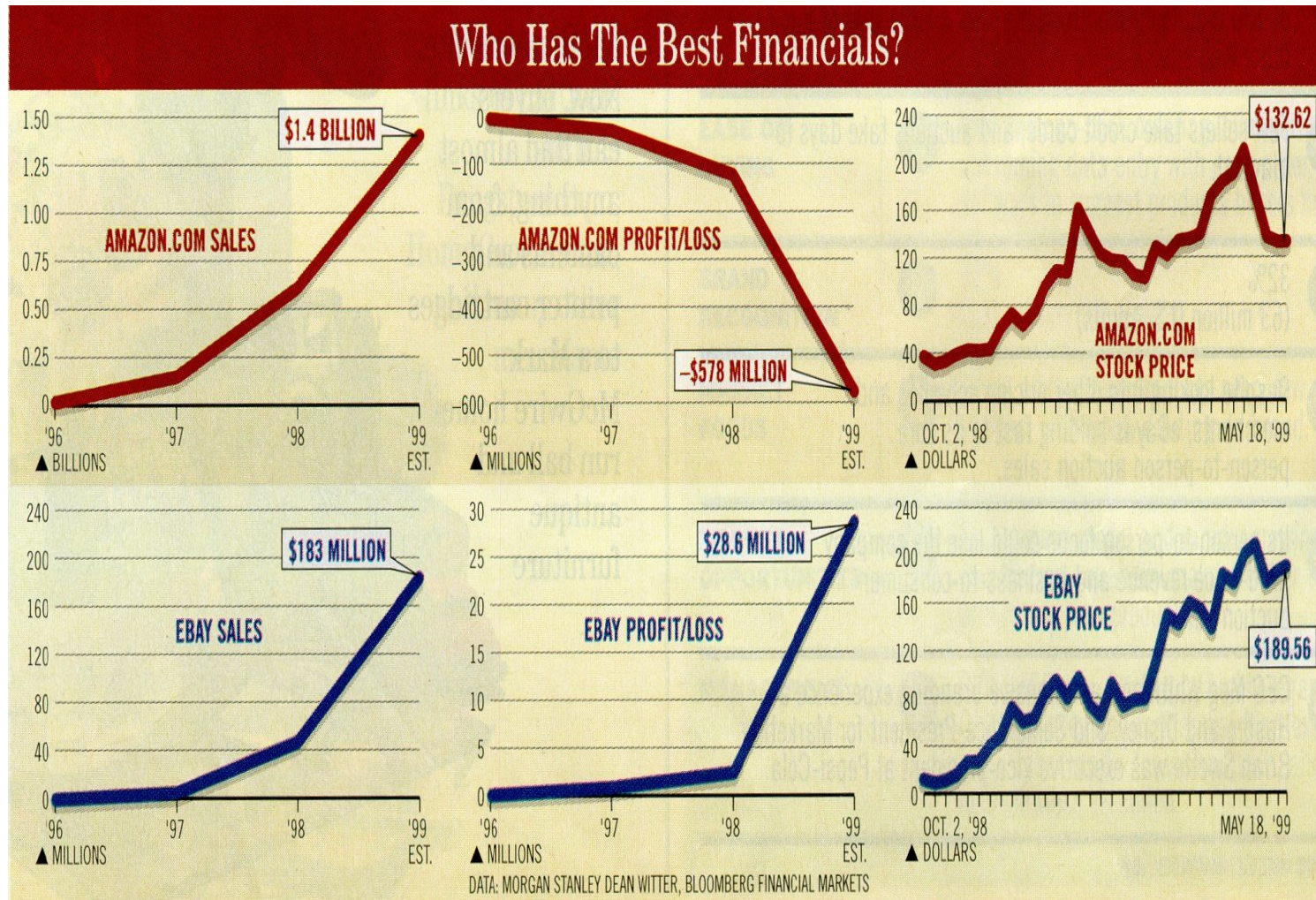
- Traditional Biz Model
 - Limited Control Factors
 - Marketing Mix (4P: Product, Price, Place, Promotion)
 - Production Method (Mass Production, Flexible Production, ...)
- Characteristics eBiz Model
 - Easy Creation of New Model with Various Structures
 - IT enables
 - Within corporation and outside partners
 - Easy Change of Biz Structures
 - Polymorphism
 - “We are a different company every 3 months,” – eBay
 - Technology-Driven
 - Ex) WAP(Wireless Application Protocol)

What makes eBiz model so important? (2)

- Outrageous business models in eBiz
 - Buy.com
 - 원가이하의 판매
 - Hotmail, Hanmail (다음)
 - 무료 E-Mail 계정, 무료 Homepage (20MB)
 - Yahoo, Altavista
 - 무료 PIM(Personal Information Management) 서비스
 - 무료 뉴스
 - AOL
 - Free PC(eMachine's \$399 Tower)
 - CompuServe 인터넷 접속 3년 계약 (월 \$21.95)
 - Netscape
 - Free Web Browser (Disintermediation)

What makes eBiz model so important? (3)

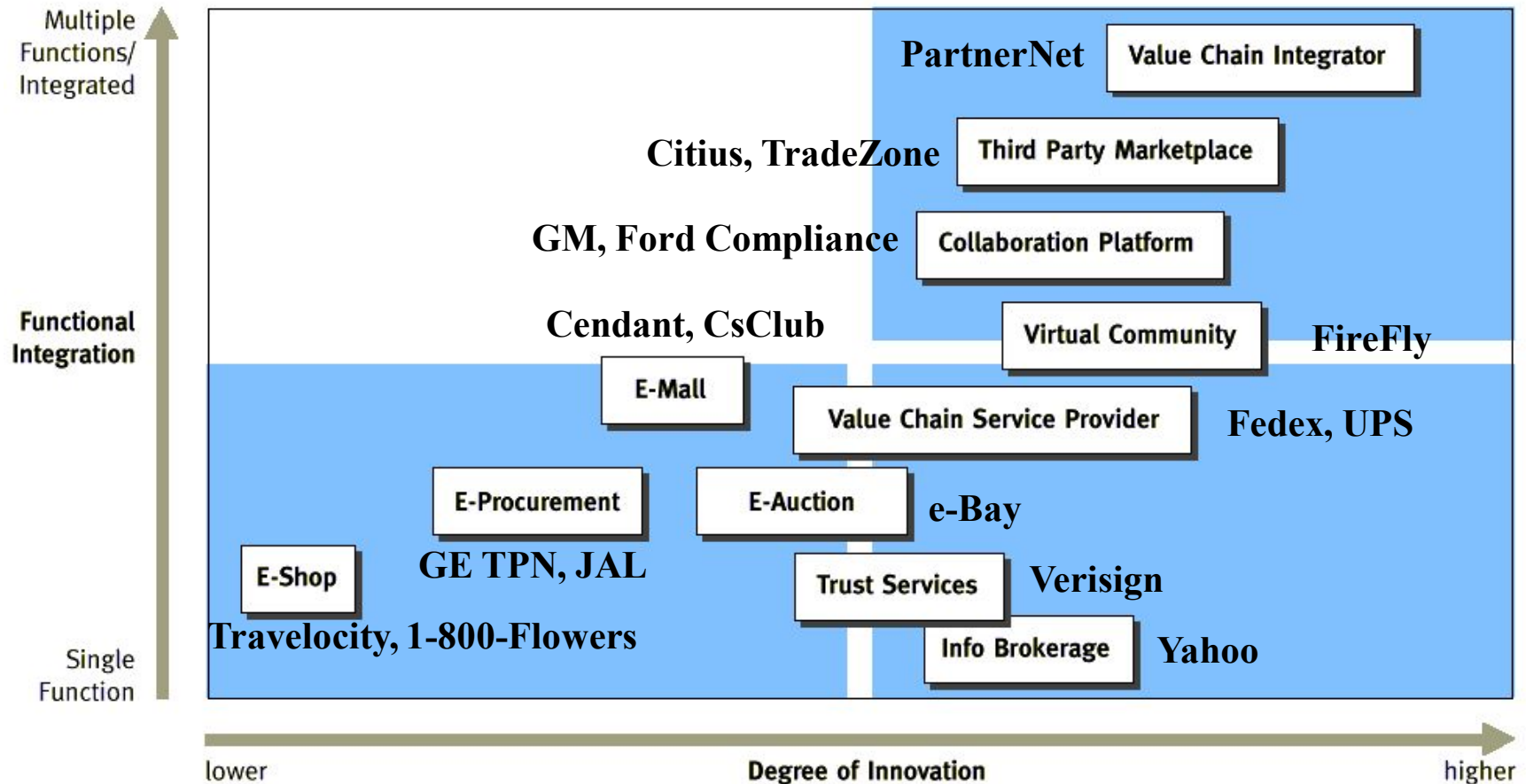
- Amazon vs. eBay



Literature of eBiz Model - #1

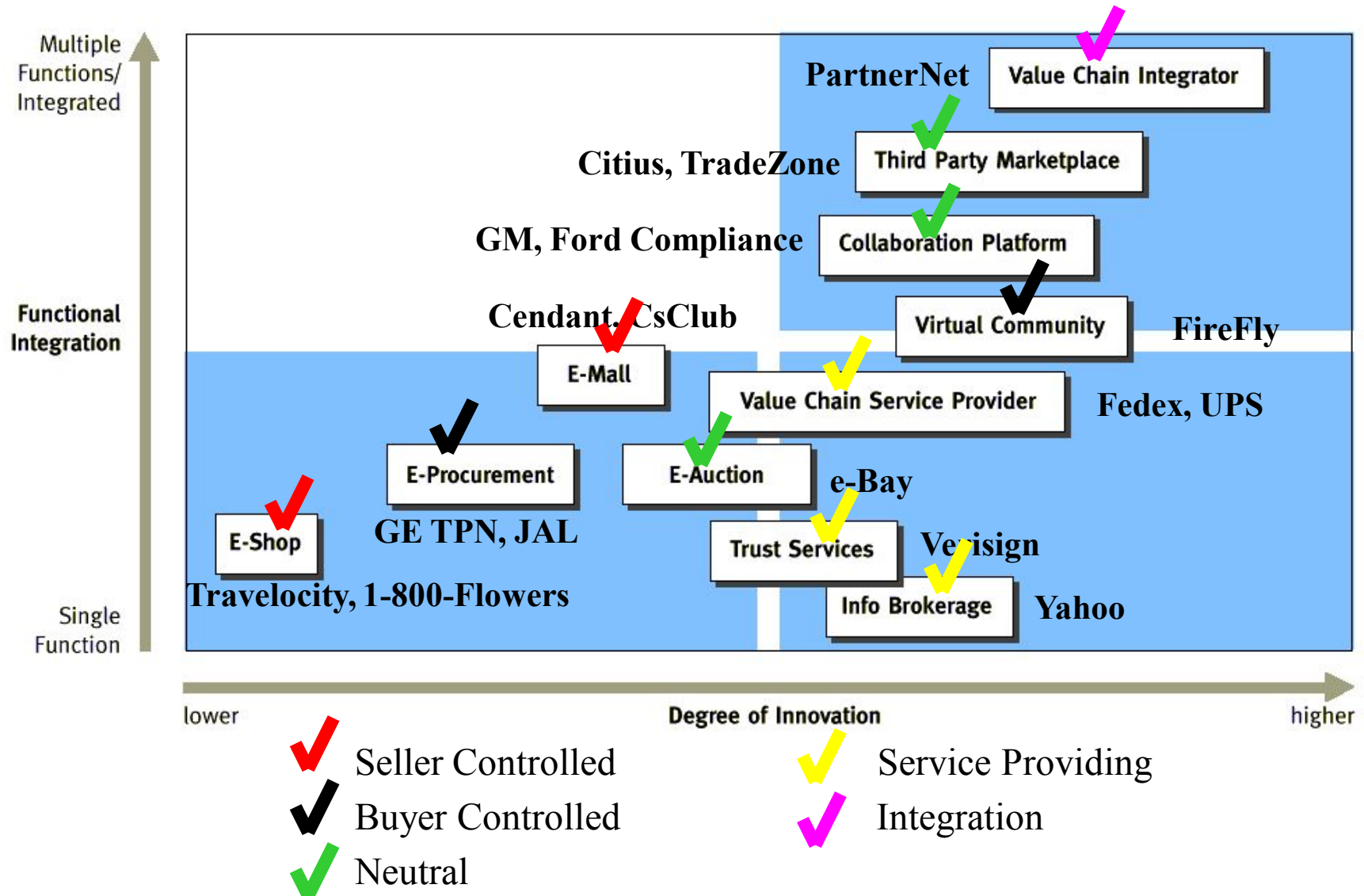
- Timmers
 - Define 11 Biz models
 - Taxonomy By Porter's Value Chain
 1. De-construction of value chain
 - Recognition of VC elements
 2. Interaction Patterns
 3. Re-construction of value chain
 - Integration of information processing across a number of steps of value chain
 - Classification of eBiz Models by 2 dimensions
 - Degree of Innovation (ex: externalising, offering new functions)
 - Functional Integration

Timmer's Classification of eBiz Model



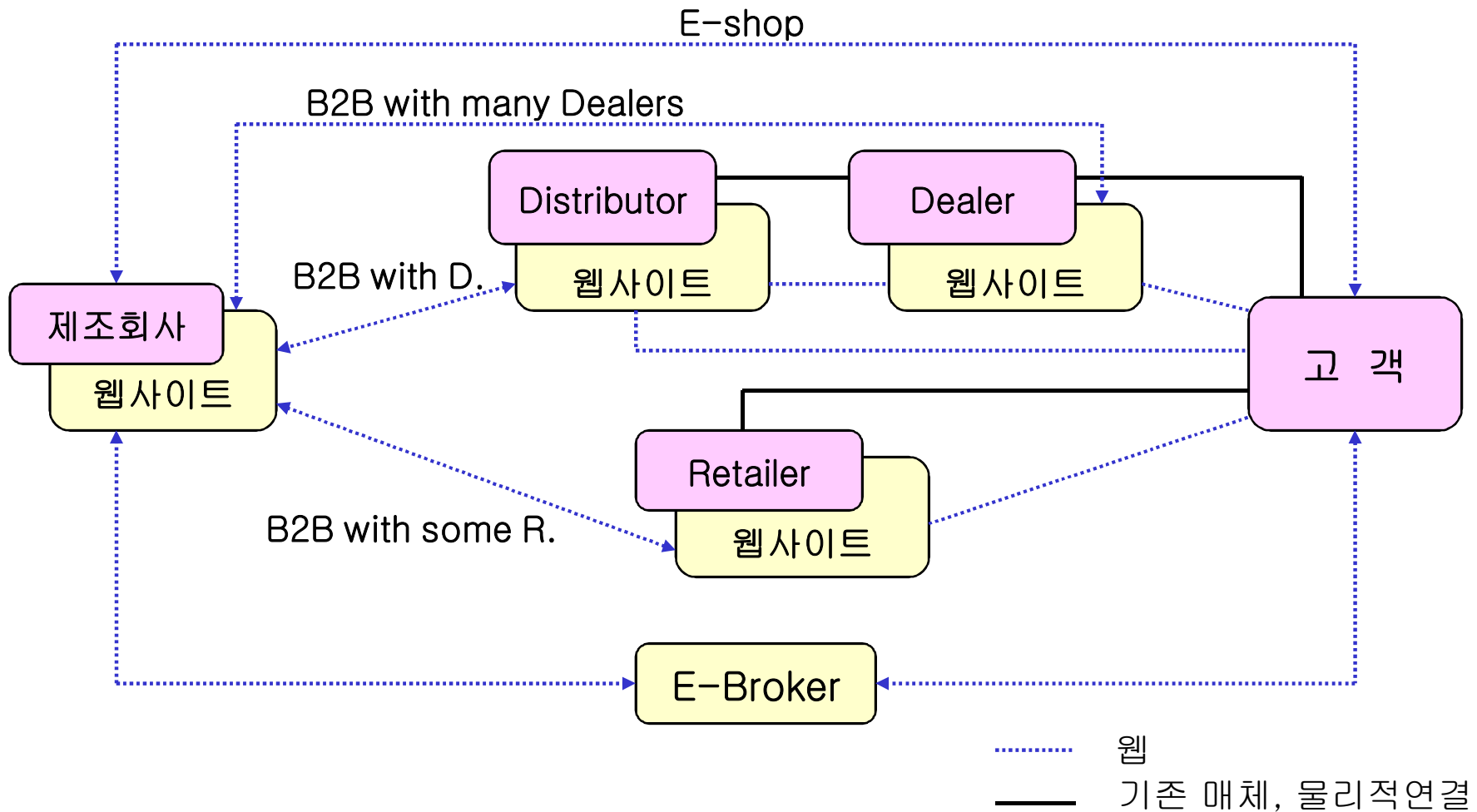
- Competitive advantage
- Commercial viability

Grouping of Timmer's eBiz Model



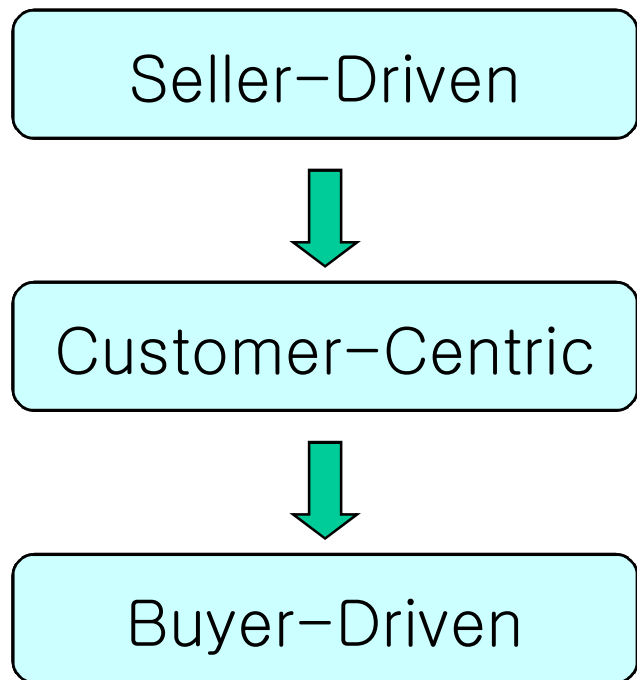
Distribution Channels and eBiz Model

- Traditional Biz Company with Established Channels



Literature of eBiz Model - #2

- Friedman, Anderson Consulting

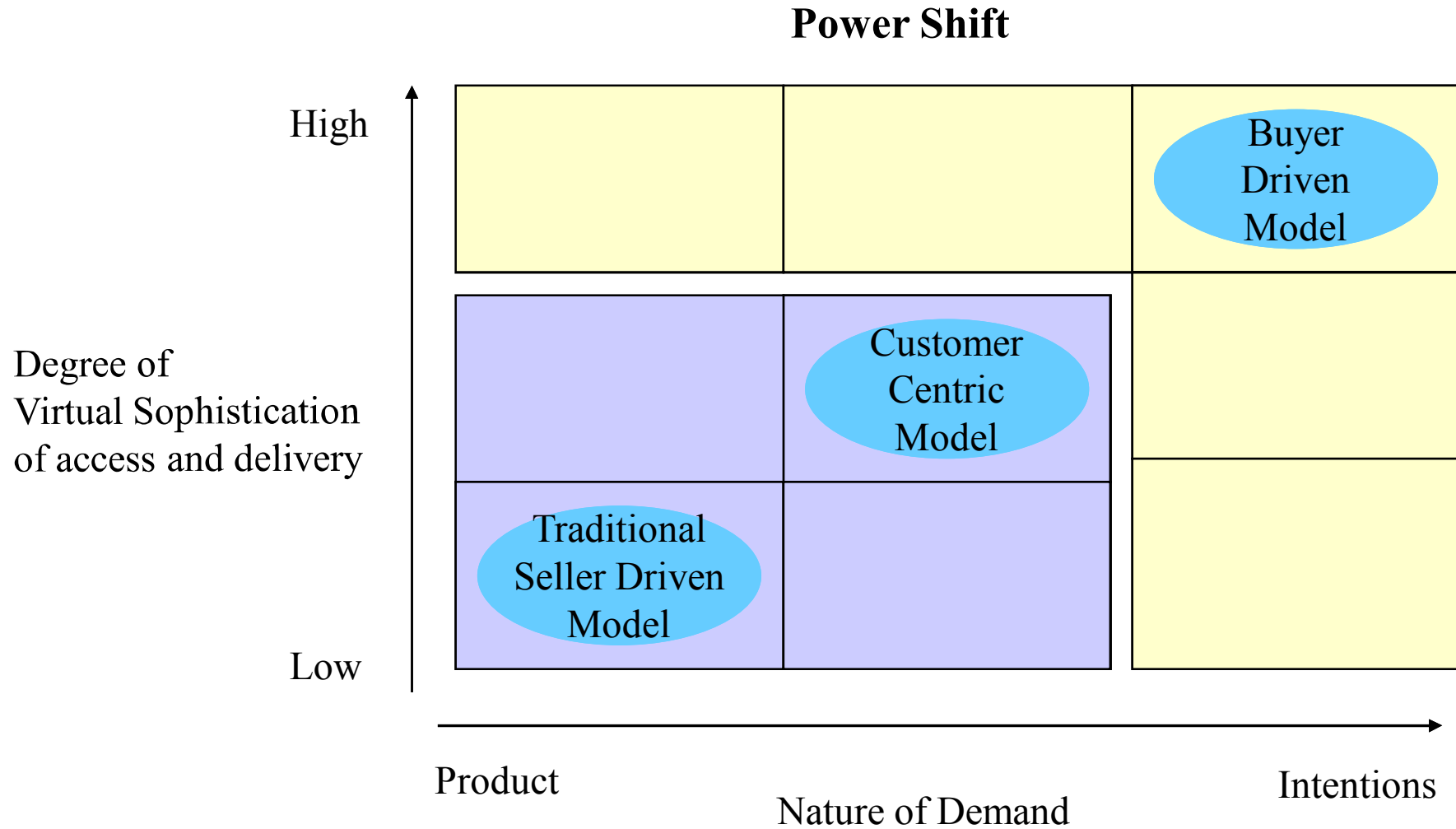


- Mass Production
 - Information Provision by Seller

 - Intermediary
 - Bundling (ex: InsureMarket.com)
 - Channel Integration

 - Customer Intentions
 - Intentions Value Networks
- Ex) ThirdAge.com

Friedman's eBiz Model Analysis

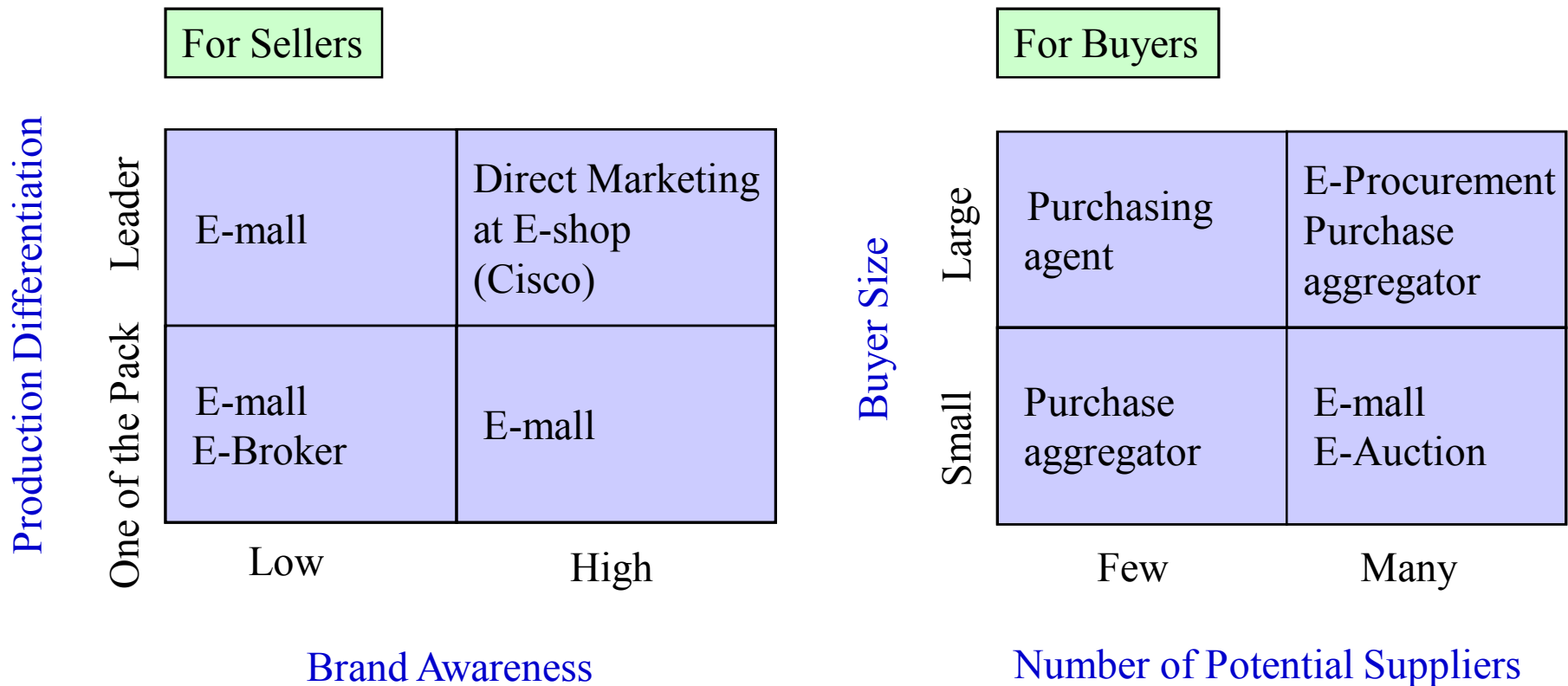


Friedman's Buyer-Driven Model

- Consumer Intentions
 - Ex) Intention of a secure, healthy and productive retirement
 - To fulfill this intention
 - More than dozens of product and services
 - Many complex decisions
 - Process over several years
- Intentions Value Networks
 - Provider Alliances
 - Cross-industry Providers
 - Integrator
 - A single firm that oversees a network of approved suppliers, provides information about product and objective advice.
 - Understand the customer's values, needs, behavior and preferences
 - Customized Intention Solution
- Cf) Infomediary by Hagel III

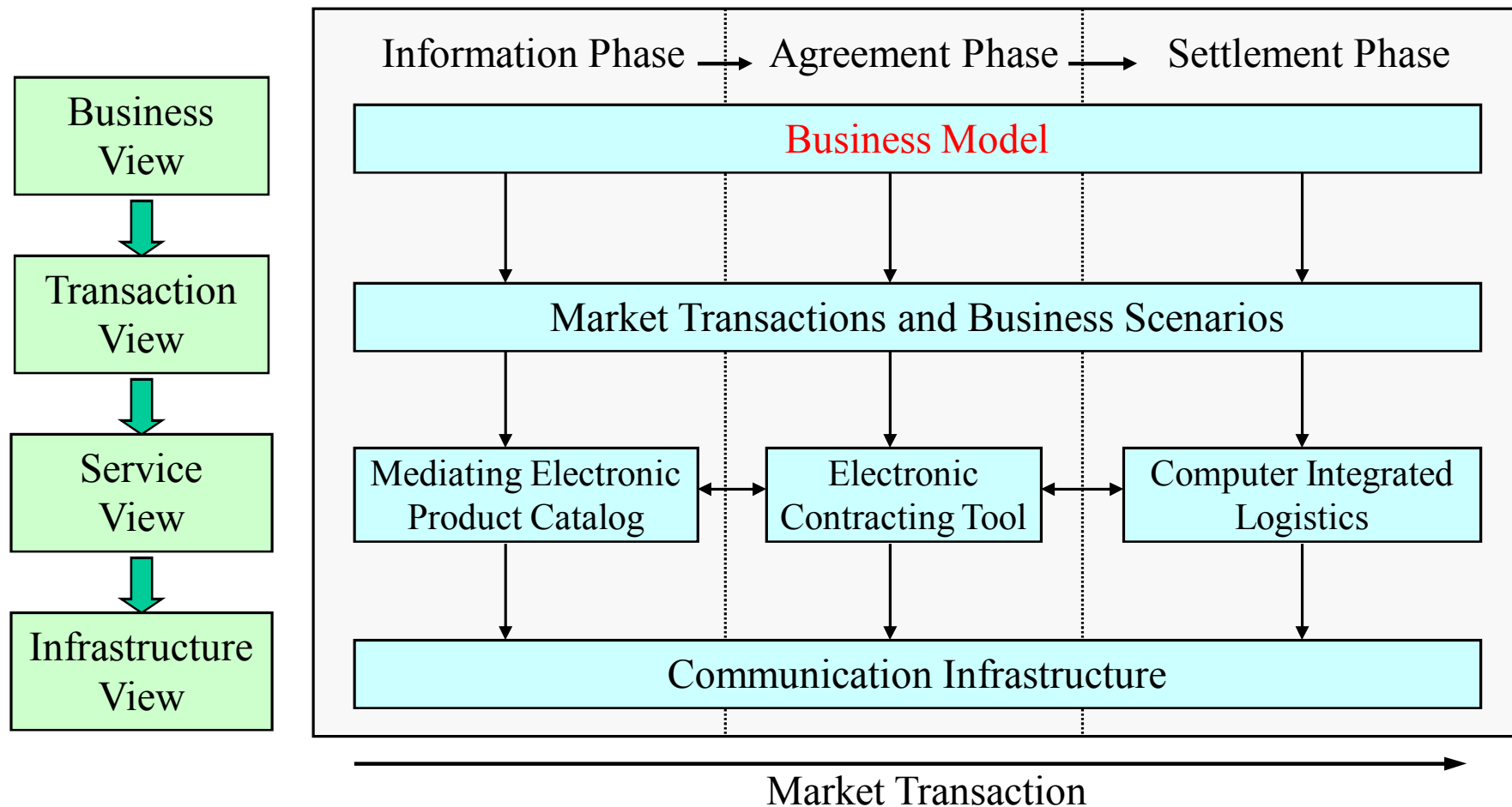
Literature of eBiz Model - #3

- Berryman's Market Positioning Strategy



Literature of eBiz Model - #4

- Schmid's Reference Model



Literature of eBiz Model - #5

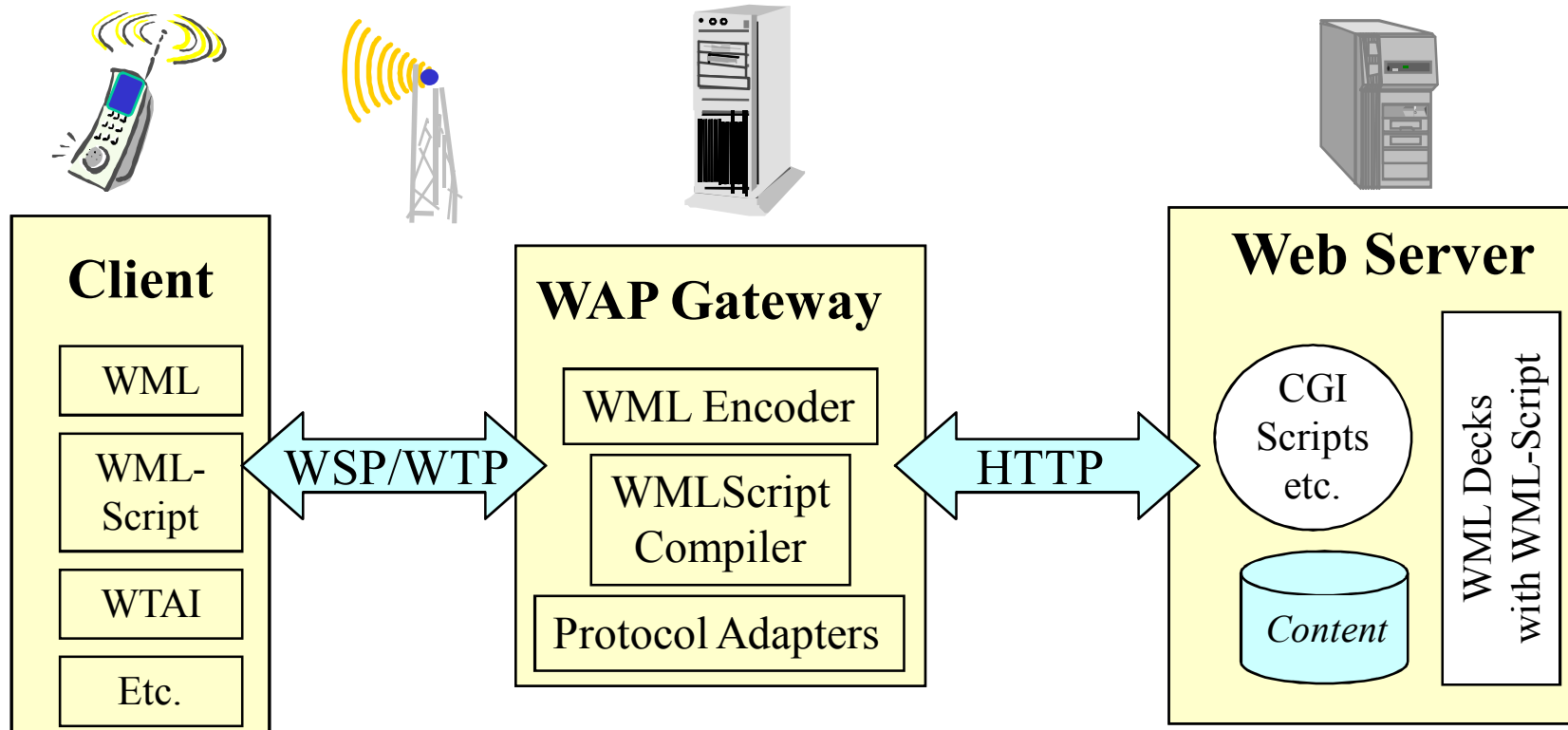
- Source of Revenue
 - 배너광고유치: news site, webnara.com
 - 제품마진: E-shop
 - 중개이익: linkexchange.com
 - 거래수수료: E-mall, E-auction, E-broker
 - 소비자 회원 가입비: peapod.com
 - 공급자 회원 가입비: E-mall
 - 소프트웨어 판매: naver.com, personalogic.com
 - 서비스제공 비용: e-mail marketing

Source: 이경전, “인터넷 비즈니스 모델의 발전방향,” 추계MIS학회, 1999. 11. 26

Extension of eBiz model - Example

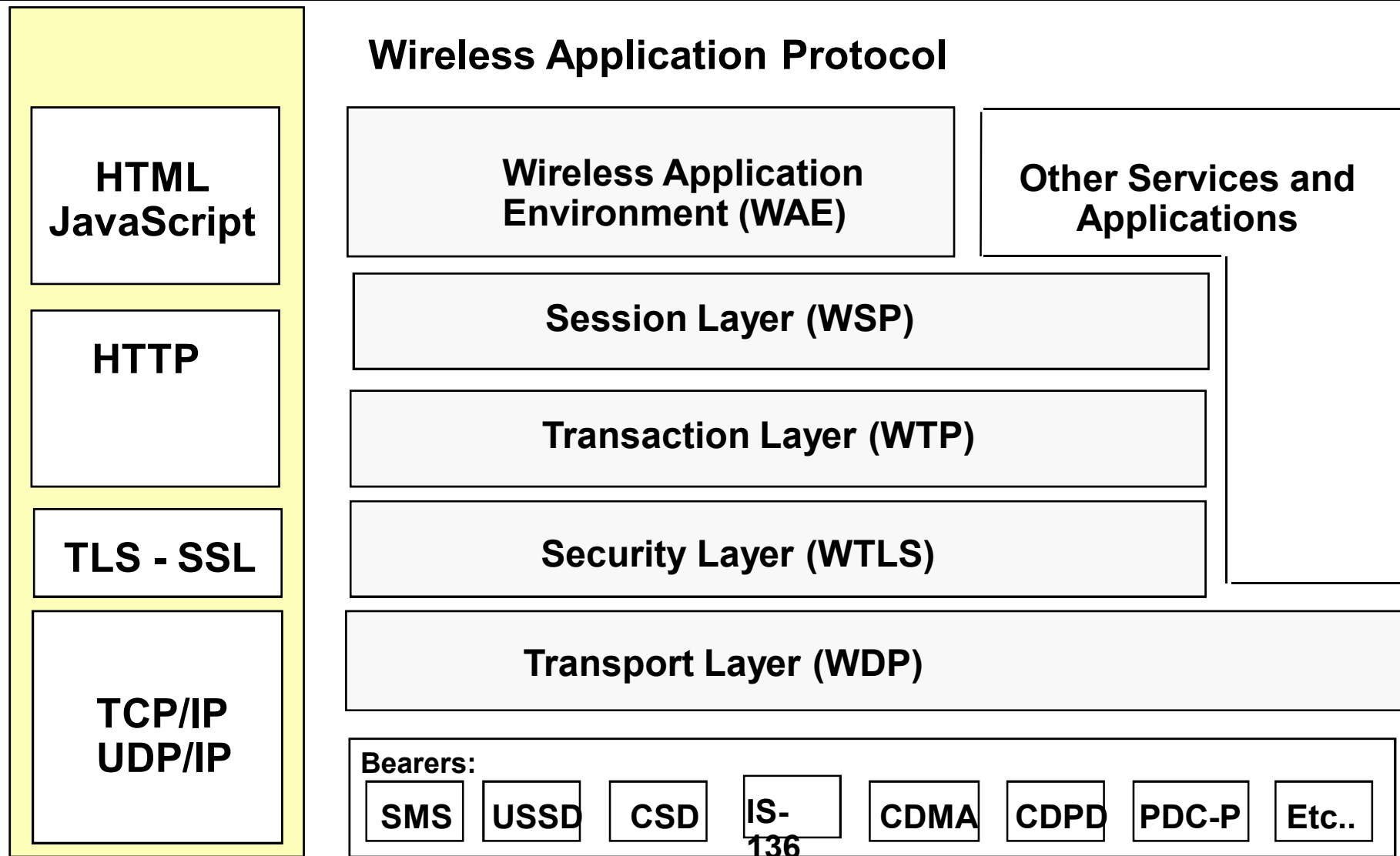
- Wireless Internet
 - Technology-Driven Model Extension
- WAP(Wireless Application Protocol)
 - 인터넷 서비스를 무선환경에서 효율적으로 제공하기 위해서 산업체가 제안한 표준
 - 음성정보위주의 서비스에서 브라우저 기반의 데이터서비스로
 - WML(Wireless Markup Language)를 기본언어로 사용
 - De-facto Standard
 - 주요 무선업체의 지원
 - 200개업체 (1999.10월 현재)
 - 단말기 제조업체의 95%
 - 네트워크 운영업자의 75%
 - 소프트웨어 업체

WAP 아키텍처



출처: www.wapforum.org

WAP Protocol Layers



확장 서비스

- Simple Transaction with Timely Information
 - 주가정보, 주식매매
 - E-mail
 - 환율정보, banking서비스
 - 경매정보
 - 주요 경제뉴스
- Location-specific Information
 - 지역 날씨/교통/뉴스 정보
 - 지역 지도정보 (MapQuest)
 - 특정인의 위치정보

확장 서비스

- Personalized 정보제공
 - PIM(Personal Information Manager) 정보
 - 특정 주식정보(종목, 특이행태, 변화의 범위, ...)
 - 특정 스포츠 경기
- Push Service
 - 날씨변화
 - 특정 웹사이트를 통해 접수(변경)된 정보의 전달
- Telephony 서비스
 - 검색 후 자동 전화걸기
- Payment
 - 통신요금에 통합 후 분배
 - 데이터 양에 따른 요금 (NTT Docomo - 0.3엔/Packet)

확장 모델과 사례 - PIM

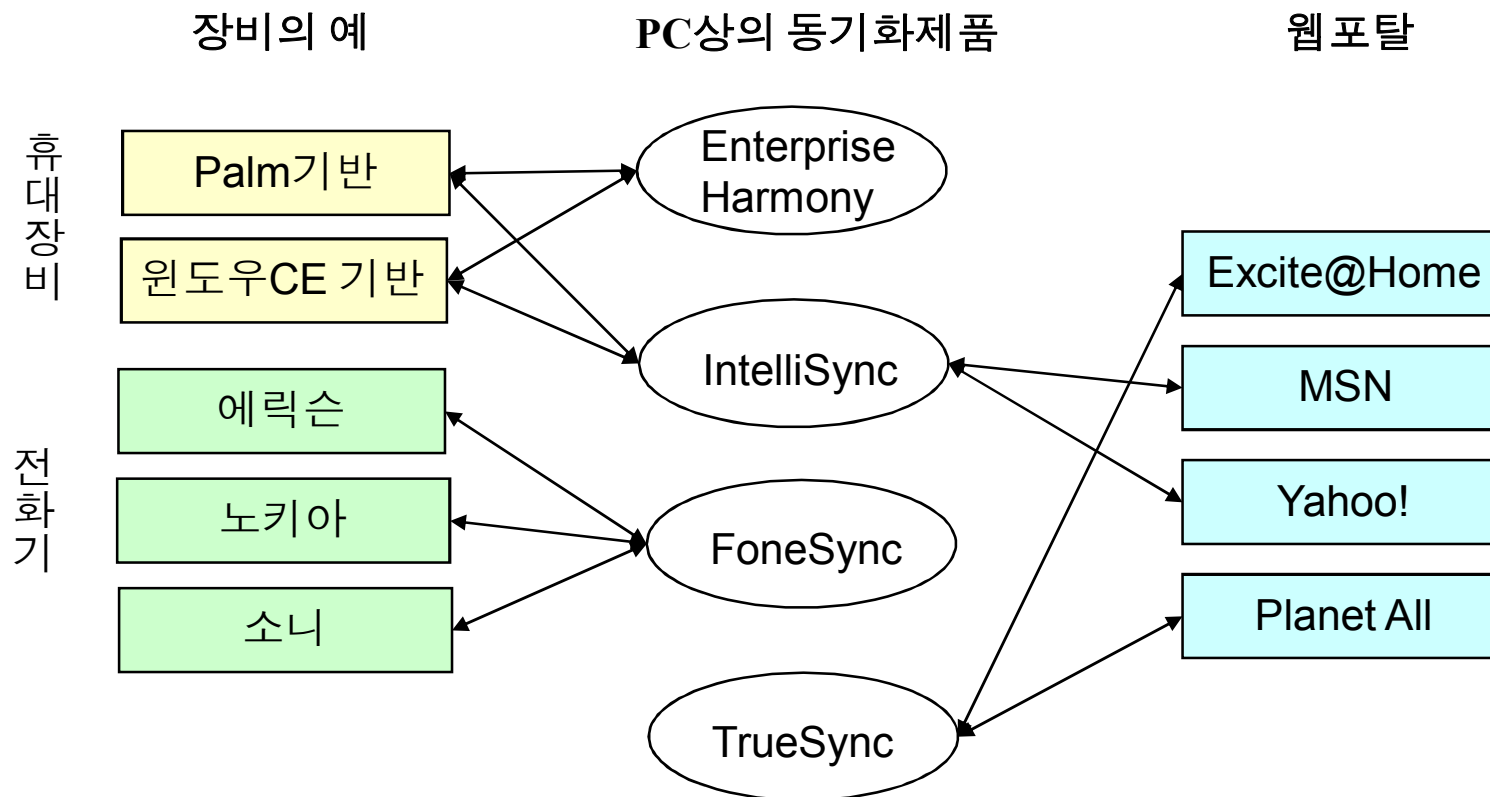
- PIM 서비스 확장 사례 - 1단계

Platform		회사	제공서비스
PC-based		PIM packages*	Schedule Calendar Address-Book e-mail
Mobile -based	Phone	장비생산업체	Telephone Number
	PDA	PIM packages*	
Web-based		My yahoo My Exite	Customized Calendar Schedule Address-Book E-mail

*예: Lotus Organizer, MS Outlook / Scheduler

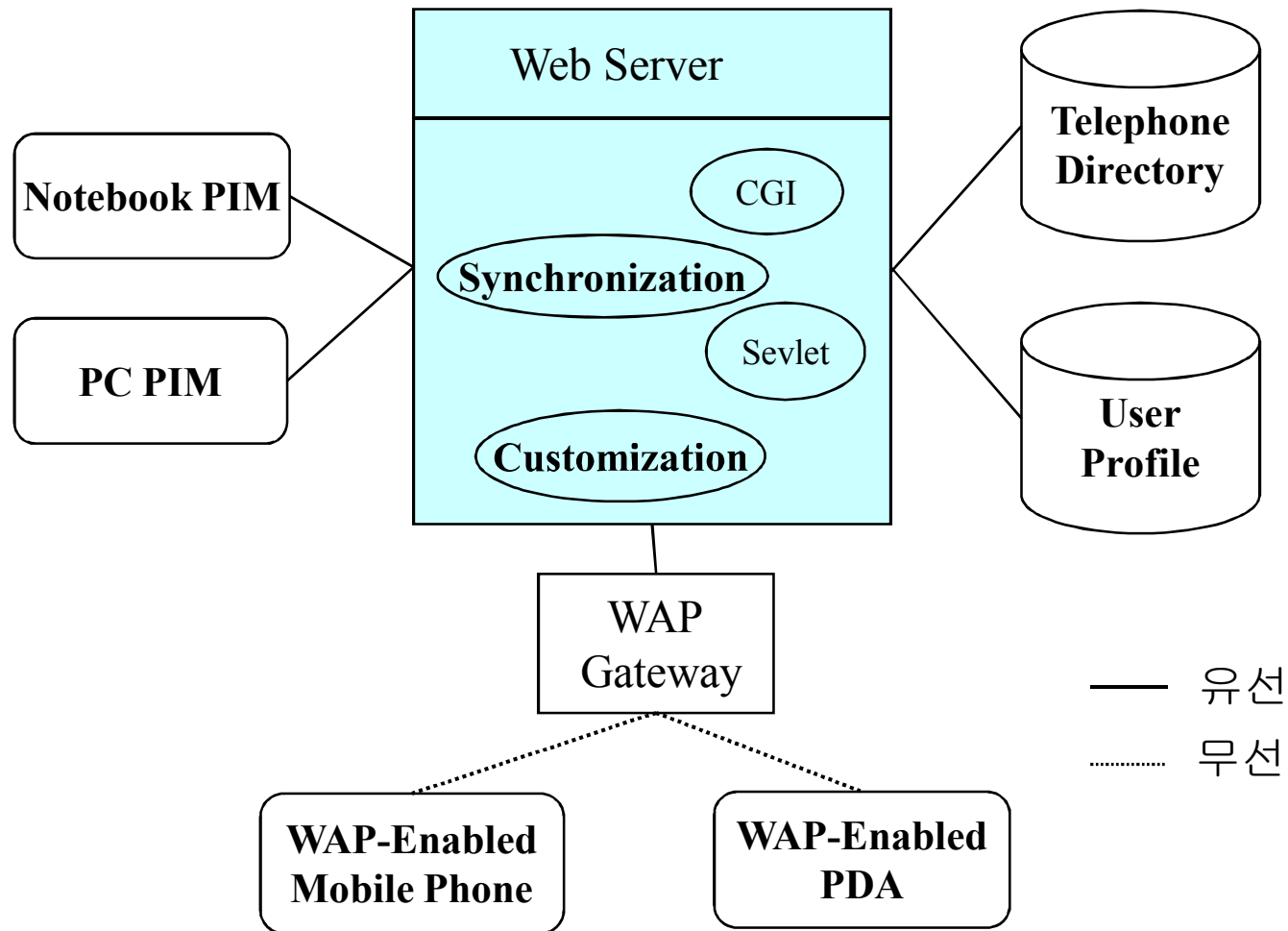
확장 모델과 사례 - PIM

- 2단계: PC-based Synchronization



확장 모델과 사례 - PIM

- 3단계 - WAP and Web Based PIM



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