

New Case Studies

New case studies

- **Summarize case study criteria discussion**
- **Present proposals made**
 - **Nokia**
 - **Intel**
 - **BT&Nokia**
- **Discussion**
 - **How to proceed?**
 - **What to pick?**

Case study criteria initiative

- **Question asked in the June meeting: “How to select a case study?”**
 - **Created task to itemize and clearly define criteria to be fulfilled by case studies**
 - **Aimed at supporting future selection of case studies**
- **Discussed during two phone meetings throughout the summer**
- **Kai Miao (Intel) steered discussion and provided summary document**

Case study criteria

- **Presence of Core-Edge dynamics**
 - **Exhibit crucial pieces of core-edge dynamics, as identified throughout the course of CEWG**
 - **If possible, allow observation and/or prediction of transforming the “core-edge” spectrum**
- **Innovation**
 - **Existence of some form of innovation in the technology, business and/or regulatory domain**
 - **Innovation loosely defined as “new way of doing”**
- **Disruption**
 - **Challenge existing structures and business models**
 - **Although not directly being disruptive, a case study could be placed in a disruptive environment itself**
- **Maturity**
 - **Should exhibit a level of maturity on technology and market level**
 - **However, immature technologies or markets can be observed to study possible future dynamics, e.g., caused through a novel challenger technology**

Case study categories

- **Service from service provider (e.g., VOIP)**
- **Service from end consumer (e.g., P2P)**
- **Product (e.g., iPod)**
- **Business Idea or Practice (e.g., Open Source)**
- **Concept (e.g., Risk Trading)**
- **Policy or Regulation (e.g., Wireless Spectrum Allocation)**

Sponsor proposals for case studies

- **Intel**
 - **Convergence (business idea? Practice? Product?)**
 - **Would need to re-visit this to fit into criteria catalog**
 - **Market areas: wireless BB, digital home, enterprise**
- **Nokia**
 - **Open source (Practice)**
 - **Ride on the Roller Coaster – Enabling Edge Innovation at all Means (Practice?)**
 - **Largely addressed with “Edge Innovation” paper**
- **BT**
 - **Risk Trading (Concept)**
- **Any other suggestions?**

Value Chain Dynamics & Risk Trading - A Case Study Proposal to the CEW/G

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Introduction

- Walk through a proposal for a case study of a different kind, i.e., a concept
- Introduces a view on CE dynamics from a different angle
 - Trust, risk, relations,...
- Add (preliminary) views and relations to CEWG

Problem statement

- Innovation is a **dynamic** process
- a whole set of trust and risk relationships
links all the players in the web of delivery
- These enable services to *come into being*
(i.e. not just *work*)
- These are manifested in implicit and explicit elements of the product and commercial relationships
- Understanding these dynamics would give us a better handle on the industry's ability to innovate

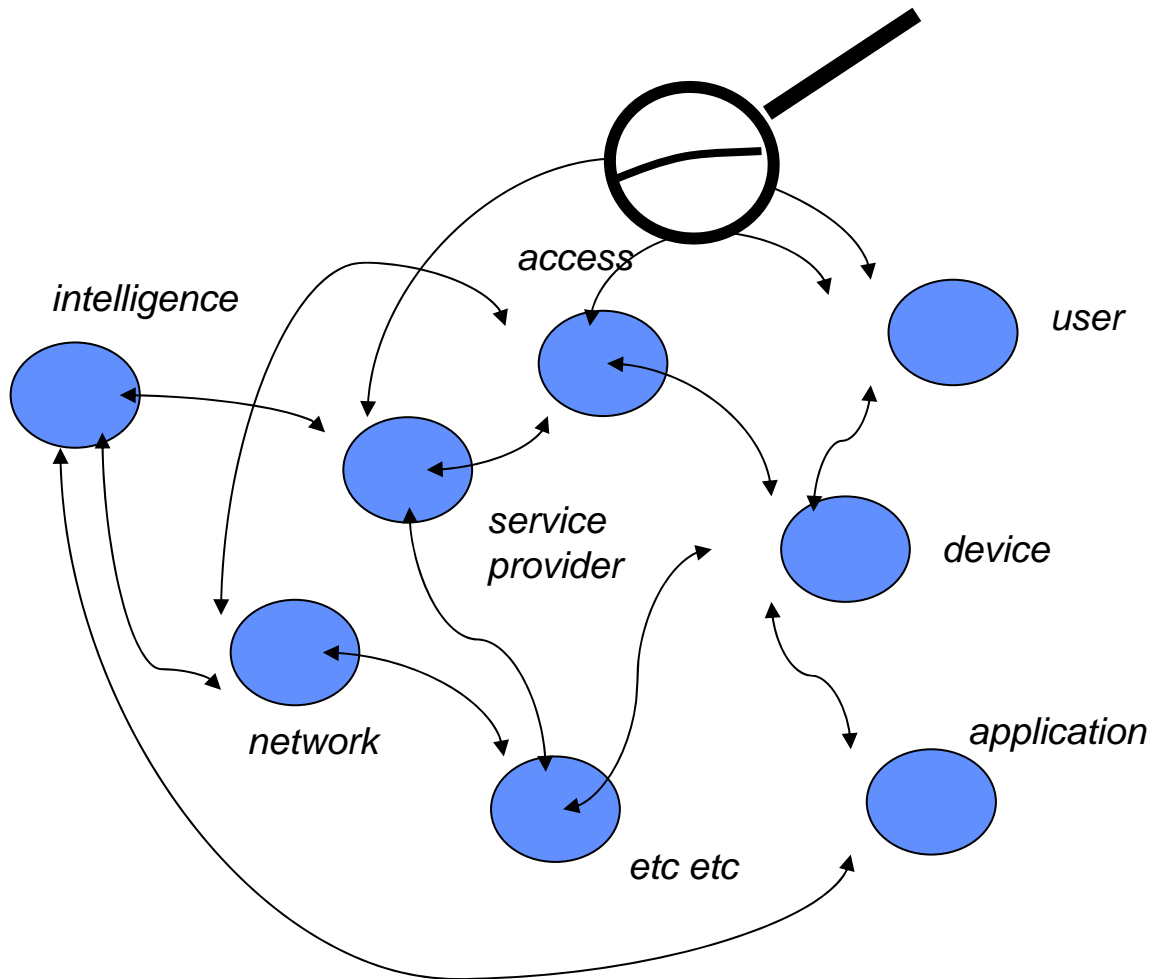
CEWG view

- *Core-edge Phenomenon*
- *Certain business models work, others don't -> important for selecting constellations*

- *Triggers and trigger dynamics*

- *Goal of CEWG and even CFP as a whole!!*

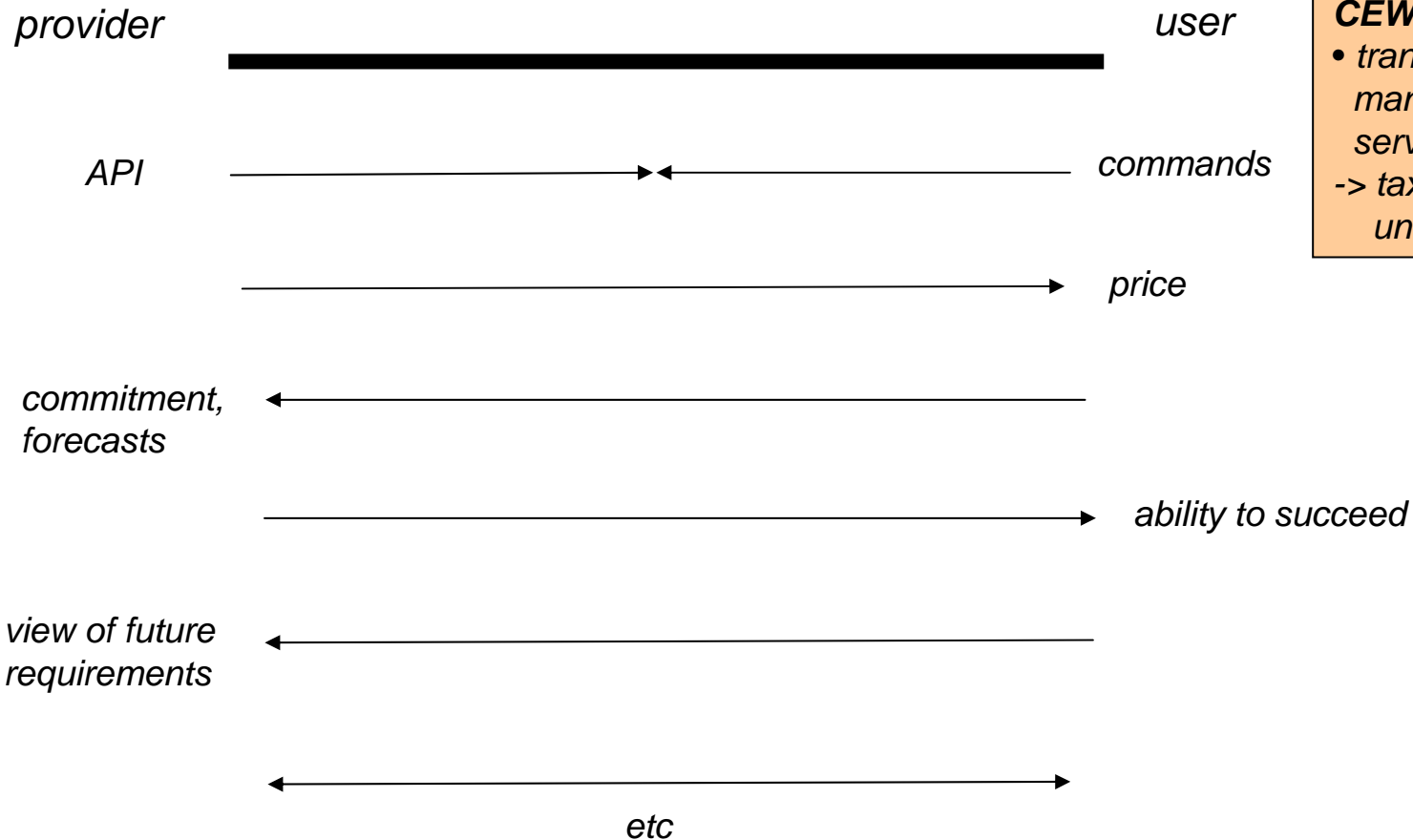
Value web



CEWG view

- *transactions, control points, management, delivery, service*
- > *taxonomy*

The interface trades



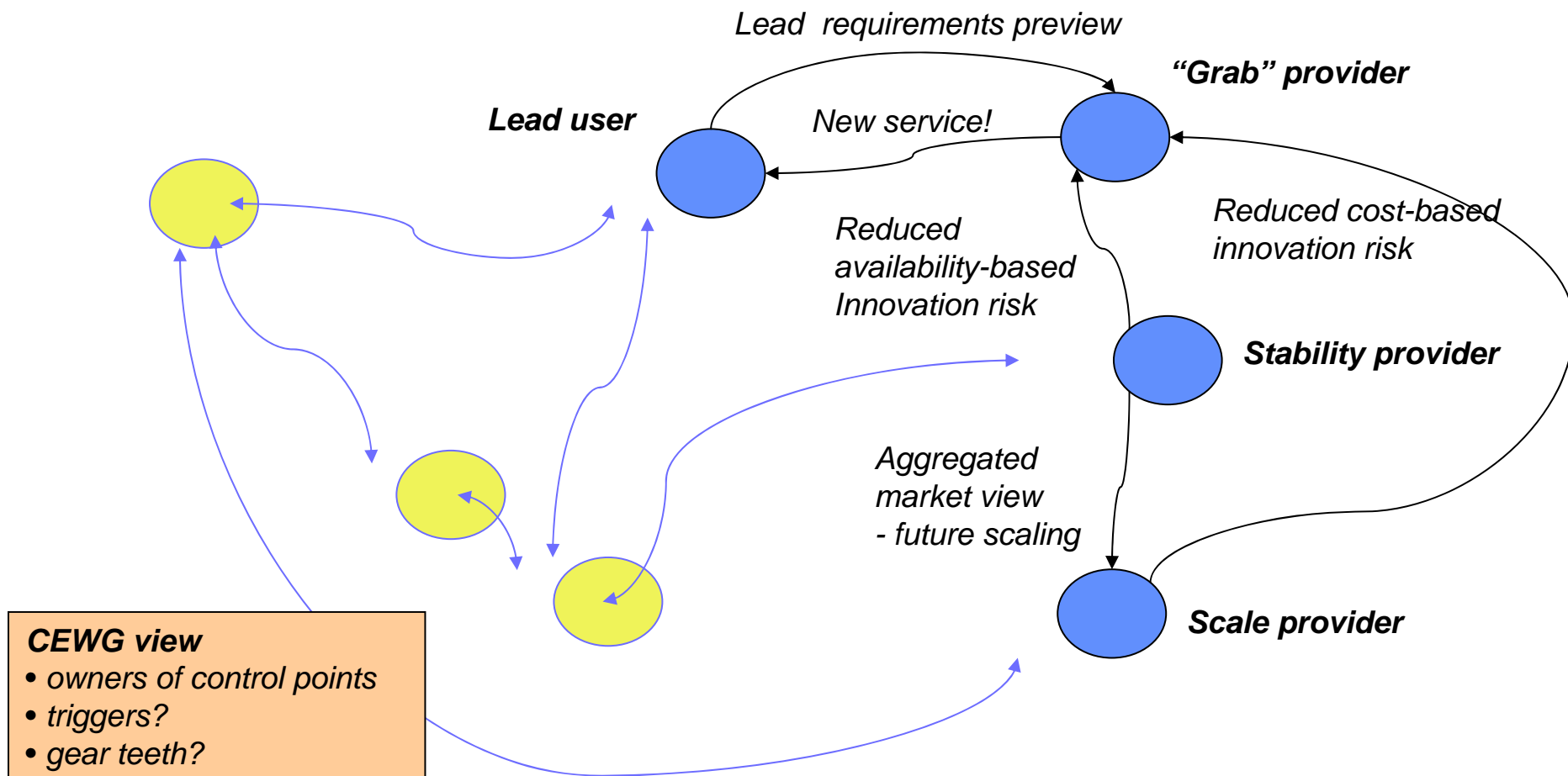
CEWG view

- *transactions, control points, management, delivery, service*

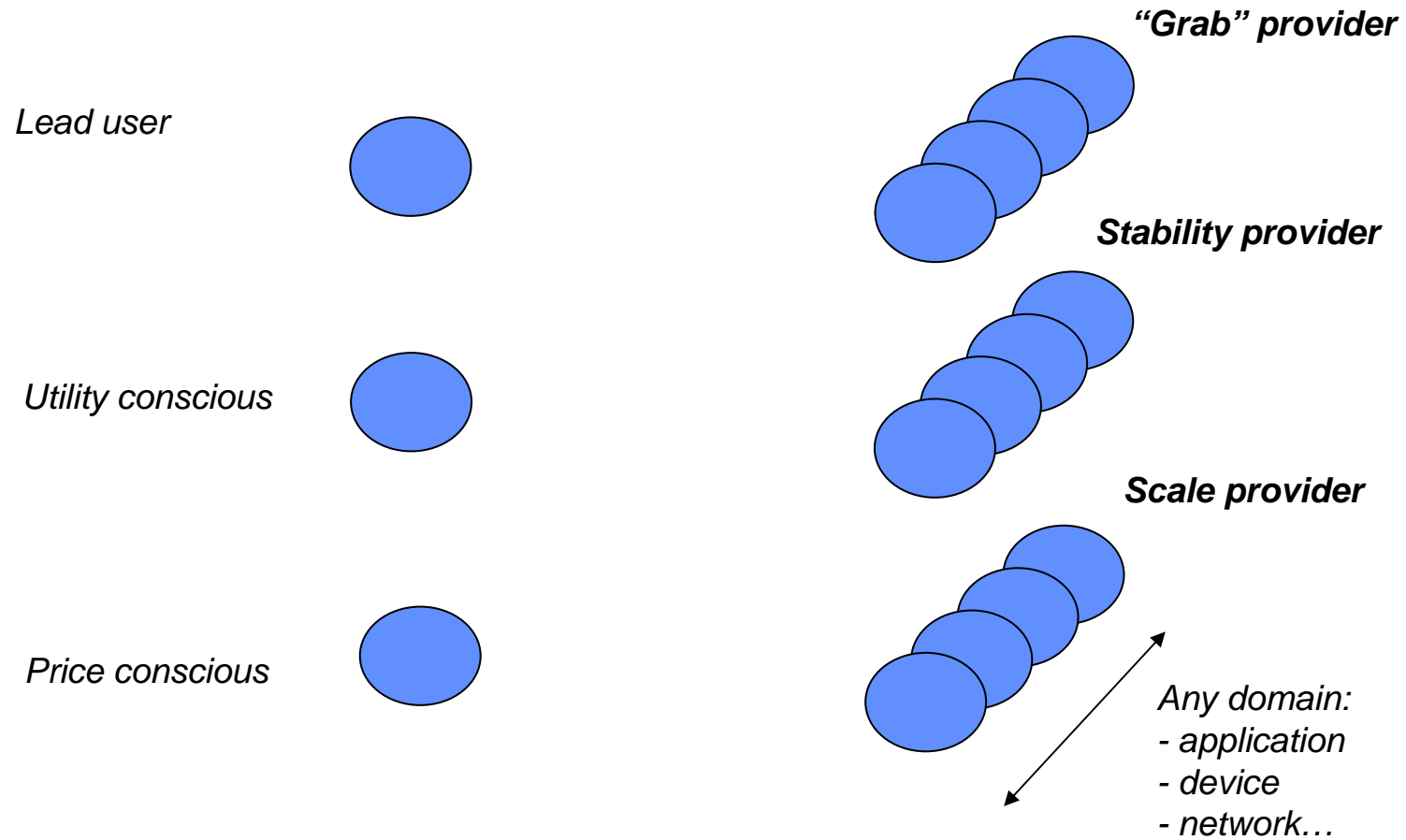
-> *taxonomy, although in an unusual way!*



Value web: risk trading



Fuller sets of trade



Proposal

- Build a dynamic model to describe risk trading, and thus model the effect on the behaviour of the whole delivery web
- Study the factors governing the flow of lead requirements into the industry as a whole
- Model optimised ways of freeing innovation and independence of investment by aligning risks
- Link with the other C-E methodologies

CEWG view

- *Coreness, coreness tunnel, and possible new concepts related to capturing risk trading*
- *gear teeth evaluation with focus on risk trading concepts*
- *Strategies -> tiered scope of CEWG*

- *Possibly enhance current CE dynamics concepts*



Going forward: discussion

Next Steps

Next steps

Develop the case studies & refine methodology

- **Apply methodology and refine findings**
- **Close-out case studies**
 - **Candidates?**
- **New case studies**
 - **Candidates?**
- **Refine methodology**
 - **Study methods such as System Dynamics**

Proposal for next workshop: Hands-on workshop

- **Shorter presentation of methodology findings**
- **Apply methodology toolkit on example case studies**
 - **Help evaluating and refining methodology**
 - **Candidates for case studies?**
- **Interest?**

Wine & Cheese next door

Happy Hallowe'en!

