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?
• 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 CEWG

Stephen Cassidy, BT
Dirk Trossen, Nokia
26 Oct 05
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
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!!
CEWG view
• transactions, control points, management, delivery, service
  -> taxonomy
The interface trades

- provider
- API
- commitment, forecasts
- view of future requirements
- etc

user
- commands
- price
- ability to succeed

---

CEWG view
- transactions, control points, management, delivery, service
- taxonomy, although in an unusual way!

New Case Studies
Value web: risk trading

Lead requirements preview

“Grab” provider

Stability provider

Scale provider

New service!

Reduced cost-based innovation risk

Reduced availability-based innovation risk

Aggregated market view - future scaling

CEWG view
• owners of control points
• triggers?
• gear teeth?

New Case Studies
Fuller sets of trade

Lead user

Utility conscious

Price conscious

“Grab” provider

Stability provider

Scale provider

Any domain:
- application
- device
- network…
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

New Case Studies
Going forward: discussion

New Case Studies
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!