



BIZ2BIS: An approach to discuss, design, and evaluate business models

CISUC 2012 Workshop

Crazy ideas from CISUC PhD students

Information Systems Group

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Outline

- Research problem, motivation, strategy
- BIZ2BIS: the proposed solution
- InovWine project
- Conclusions

Research problem and motivation

- Internet promoted the re-evaluation of the (traditional) business model concept
- New approaches to discuss, design, and evaluate business models
- New approaches that explore the connections between business models and their supporting information systems

Research strategy

- Business models cannot be observed and accurately measured using scientific methods in a non-biased way
- 3 cases studies + 1 action research
 - **Portal – Supported Mediation Business**
 - **Scientific Journal**
 - **GreenHomes**
 - **InovWine**

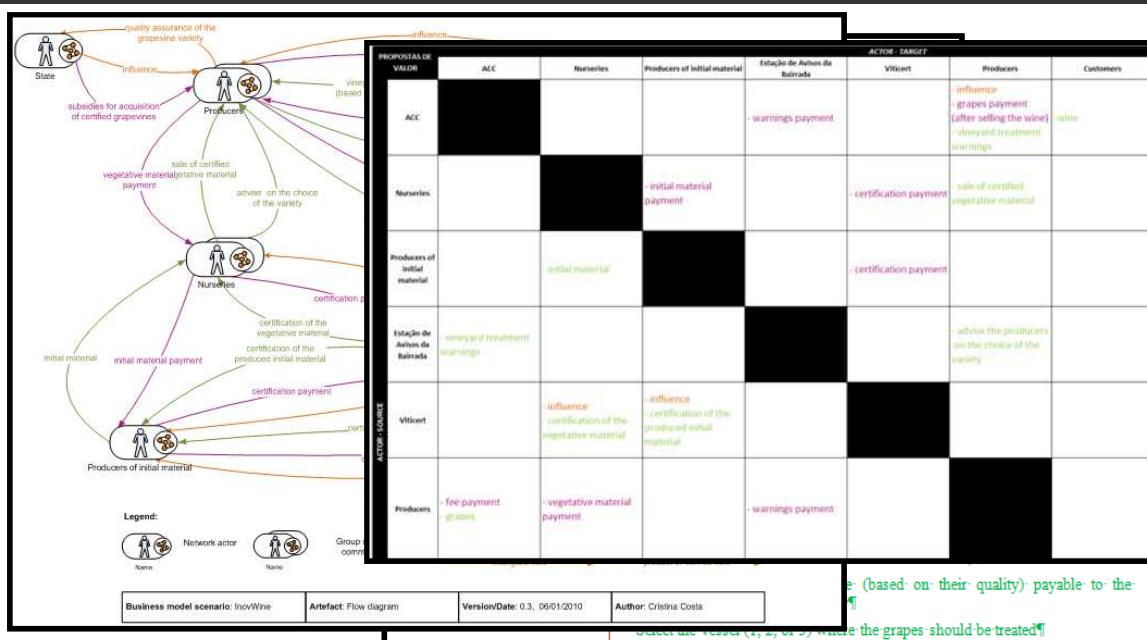
BIZ2BIS: the proposed solution

- BIZ2BIS (from Business Models to the Blueprint of the Information System)
 - Phase I - Business model characterization
 - Phase II - Business model refinement
 - Phase III - Stability assessment
 - Phase IV – Information system specification

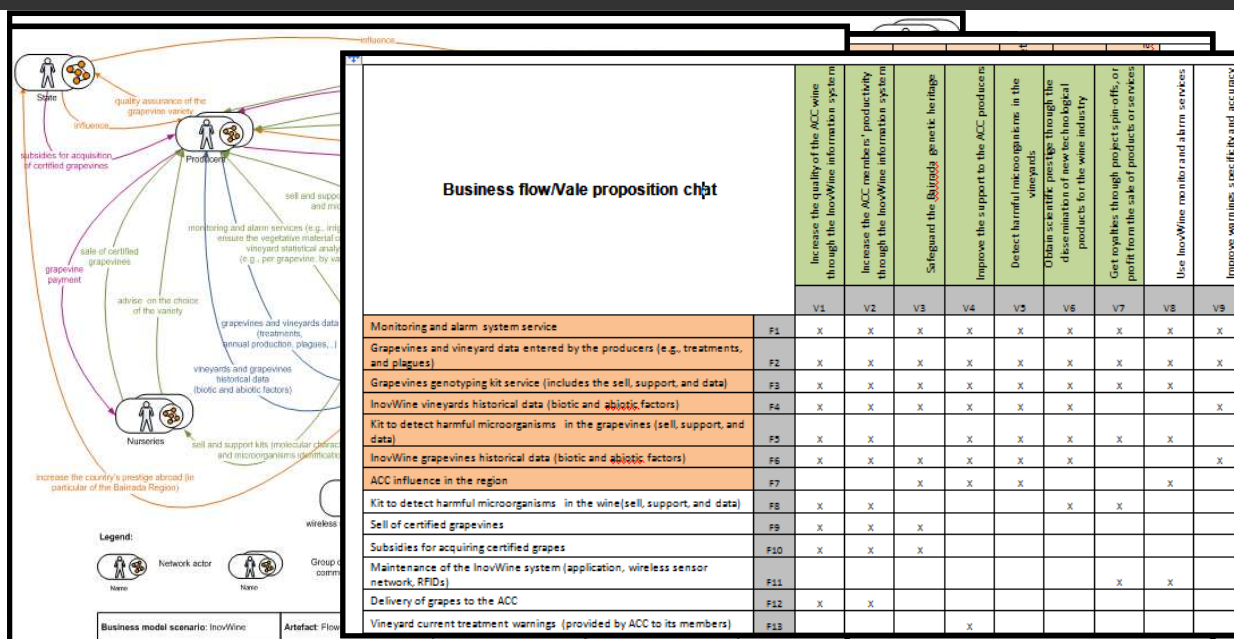
Phase I - Business model characterization

- Inovwine aims in the proposal submitted to NSRF
 - Create a genotyping system based on molecular methods
 - Develop a monitoring and alarm system for the vineyard
 - Identify specific wine yeasts that can potentiate the regional grapevine varieties

Phase I - Business model characterization



Phase II - Business model refinement

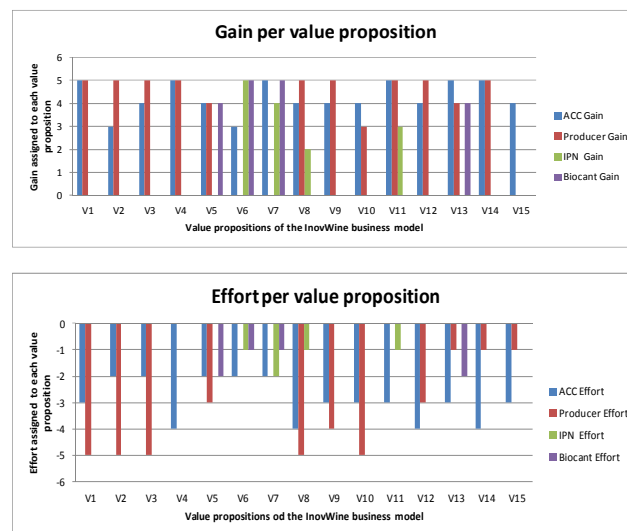


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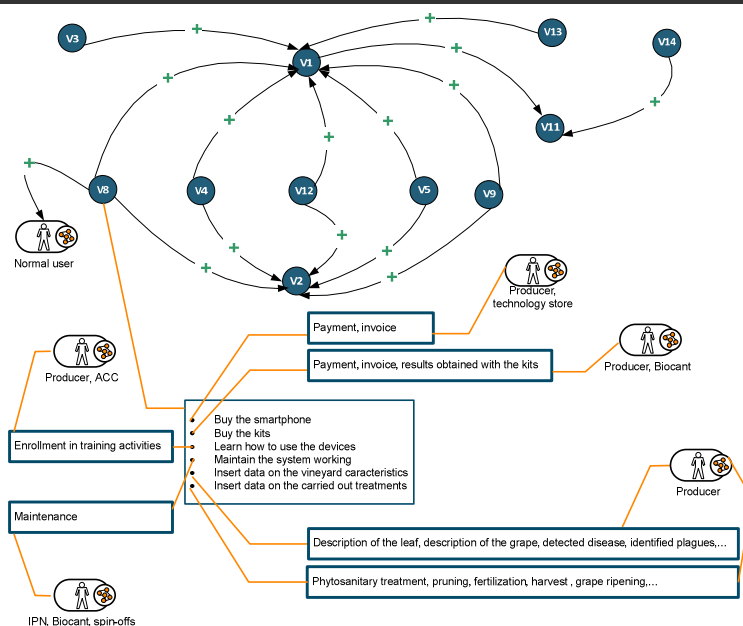
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8/15

Phase III - Stability assessment



Phase III - Stability assessment



Phase IV - Information system specification

InovWine		Service specification	
Name/identifier	InovWine	Service specification	
Version	Name	Service specification	
Goal	Version	Service specification	
Description	Goal	Service specification	
Actor that provides service	Description	Service specification	
Actor that uses service	Actor that provides the service	Service specification	
Input data and source	Actor that uses the service	Service specification	
Output data and target	Input data and their source	Service specification	
Service dependencies		Service specification	
Access control mechanisms		Service specification	
Business flows foundation of the service		Service specification	

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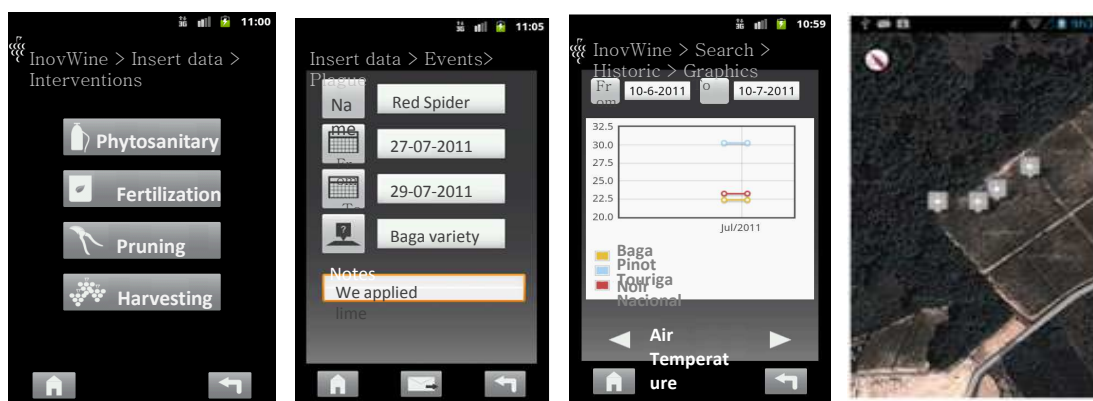
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11/15

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Phase IV - Information system specification



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Phase IV - Information system specification

The screenshot displays the inovwine web application interface. The top navigation bar includes the inovwine logo and links for 'Vinhas', 'Nós da rede', 'Visualização leituras', and 'Utilizadores'. The left panel, titled 'Nó da rede SensorID 3', shows details for a sensor node, including its name, brand, installation date, and a table of recent readings. The right panel, titled 'Sogrape 1', shows details for a vineyard plot, including its name, zone, intervention type, and a map of the plot area.

Nó da rede SensorID 3

Lista de sensores | Detalhe Sensor

Temperatura do ar

Nome: Temperatura do ar

Marca: -

Data de instalação: 13-07-12

Término da garantia: 13-07-14

Última manutenção: 13-07-12

Últimas leituras do sensor

Data de recolha	Valor
18:24:56 09-09-12	26.0
18:09:56 09-09-12	28.0
17:54:56 09-09-12	28.0

Sogrape 1

Lista de intervenções | Detalhe intervenção

Tratamento fito-sanitário (Doença)

Zona: Cedros - 1.1

Tipo de intervenção: Tratamento fito-sanitário (Doença)

Doença: Black Rot

Data de início: 15-08-2012

Data de fim: 17-08-2012

Pação: Foi detectada esta doença.

Notas: Sem informação

Identificação da vinha

- Lista de zonas
- Intervenções
- Eventos
- RFID
- Informação biológica
- Genótipo das videiras

Conclusions

- Describe in detail the network and its actors
- Include the actors perceptions in the network analysis
- Apply an iterative negotiation mechanism that seeks the alignment among the actors
- Point out incompatibilities, inconsistencies, problems, and threats
- Involve the actors in the conceptualization of the business model and in its assessment
- Provide a comprehensive outlook of to the actors with power to change it
- Establish a link between business models and information systems

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Thank you

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