

# Software and Application Innovation

## ICC

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# AGENDA

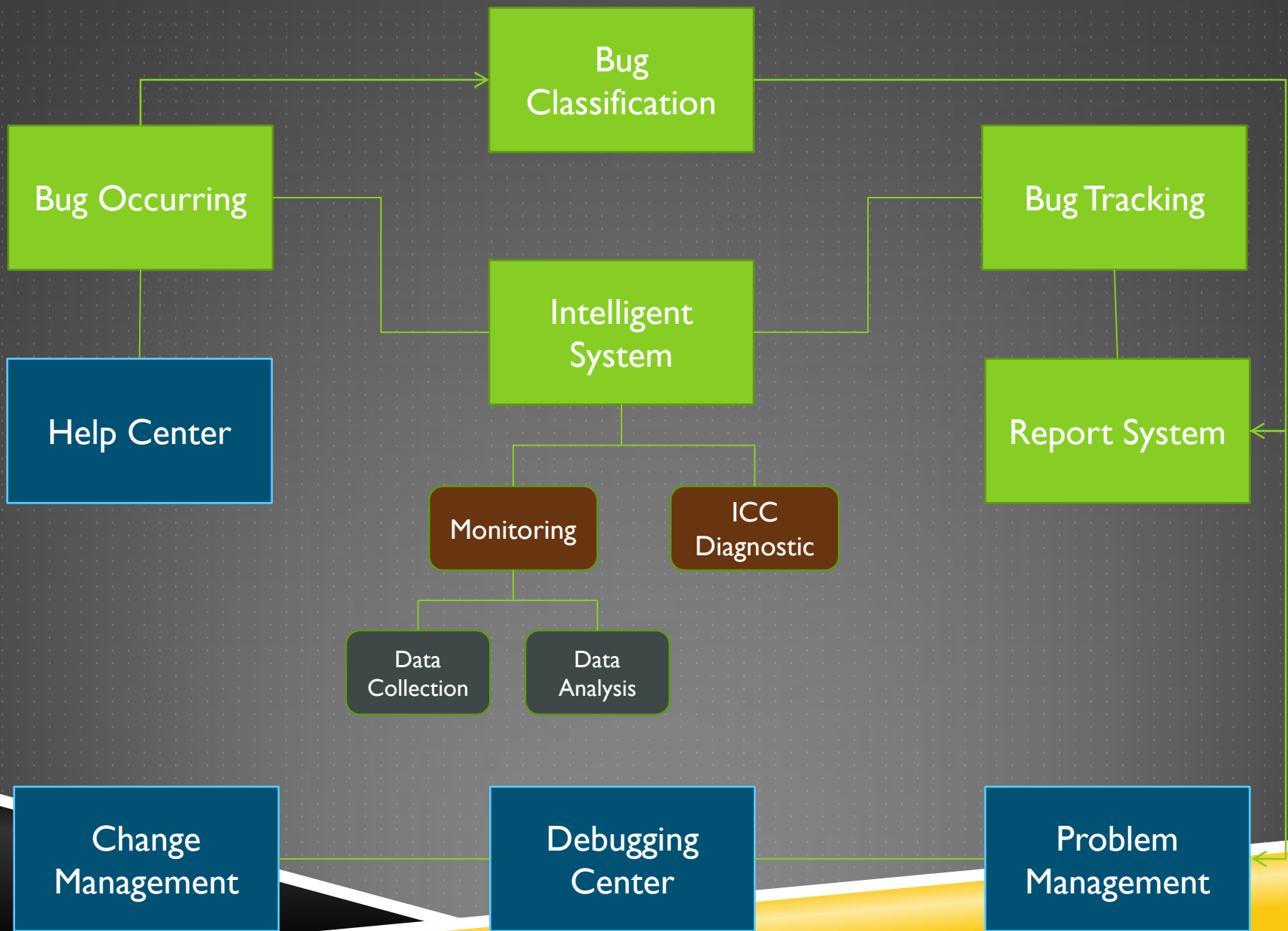
- ▶ Requirements
- ▶ Process
- ▶ Architecture
- ▶ Business Model

# REQUIREMENTS

- ▶ **Bug Occurring Management**
- ▶ **Bug Classification Management**
- ▶ **Bug Tracking Management**
- ▶ **Reporting Management**
- ▶ **Intelligent System Management**
- ▶ **Help Center**
- ▶ **Validation Management**
- ▶ **User Information Management**
- ▶ **Self Testing Management**

# PROCESS

- ▶ ITIL Processes
  - ▶ Operation Service Stage
    - ▶ **Event Management Process**
    - ▶ **Incident Management Process**
    - ▶ **Request Fulfillment Process**
    - ▶ **Problem Management Process**



# BUSINESS MODEL

<p><b>Key Partners</b></p> <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <ul style="list-style-type: none"> <li>- IT Departments of the customer</li> <li>- IT developers of the customers IT systems</li> </ul>	<p><b>Key Activities</b></p> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <ul style="list-style-type: none"> <li>- Bug reporting</li> <li>- System monitoring</li> <li>- increase of efficiency</li> <li>- close customer collaboration</li> <li>- follow-up orders</li> </ul>	<p><b>Value Propositions</b></p> <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <ul style="list-style-type: none"> <li>- customer orientation</li> <li>- professional service</li> <li>- proactive service support</li> <li>- high availability of the system</li> <li>- ICC scaleable on the different SLA's</li> </ul>	<p><b>Customer Relationships</b></p> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <ul style="list-style-type: none"> <li>- personal relationship</li> <li>- advanced customer information</li> <li>- fast an easy adaption of customer requirements</li> </ul>	<p><b>Customer Segments</b></p> <p>For whom are we creating value? Who are our most important customers?</p> <ul style="list-style-type: none"> <li>- Customers with a high degree of implemented interfaces</li> <li>- Customers which are willing to improve working efficiency of the solution</li> <li>- Key Customers</li> </ul>
	<p><b>Key Resources</b></p> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <ul style="list-style-type: none"> <li>- Highly skilled support personal</li> <li>- After Sales People to sell the benefit</li> <li>- Long service agreements</li> </ul>		<p><b>Channels</b></p> <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p> <ul style="list-style-type: none"> <li>- ICC basics should be implemented in the standard product</li> <li>- Some ICC parts (monitoring and improvement) can be sold by the sales people</li> </ul>	
<p><b>Cost Structure</b></p> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <ul style="list-style-type: none"> <li>- Implementing ICC in the product</li> <li>- Increase numbers of service support</li> <li>- software licensiess for implementation</li> </ul>		<p><b>Revenue Streams</b></p> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <ul style="list-style-type: none"> <li>- long term service agreement</li> <li>- higher SLA's</li> <li>- quality improvement will reduce the support effort for future implementations</li> </ul>		

Thanks for your attention!

Any Questions?