Value Creation, Value flows and liability over virtual resources: Infrastructure Perspective
The Idea, The Scope, The expectations

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Value – Liability: The Idea

Virtual resources is a foundation element of Future Internet

Virtual goods are being moved into a major revenue stream for the media and entertainment industry

Virtualisation and liability aspects are being approached from the Infrastructure Perspective

- Explore value creation and revenue flows in Future Internet Business Scenarios for Network and Service co-management: highlight liability and value guarantee
- Further exploitation in the area of Internet of Things

Revenue Source
Value Consumers
Advertisers

Value Proposition
Connectivity
IPTV
Storage
Games
Voice
data

Value Proposer
ISP
NO
ASP
IP

Value Guarantor
ISP
NO
ASP
IP
?
Value – Liability: The Scope

Network, Service and Application Management Needs

- Value Structures
- Activities contributing to value creation
- Information and revenue flows
- Liability
  - Responsibility distribution between stakeholders
  - Identification of the Value guarantor in the presence of virtualised resources?

Infrastructure Perspective – the scope

- Dynamic and ubiquitous future networks
- Introducing autonomic capabilities – business impact
- Systems interacting and exchanging virtual resources between infrastructure, application and services which are aggregated into complex integrated communities
  - Technology and business development: trust, cost-benefit
  - Value proposition – value guarantor: liability between value consumer and value producer
  - Need for novel reference models
- Internet of Things
  - Networked infrastructure enabling incremental business transformation
  - Value creation through information in the Internet of Things
  - Money/payment flow – billing provider/inter-mediator
Position statements could address the following questions:

- What is the case/topic/application of virtualization highlighted?
- What is the identified/visioned key value item: Who is the value creator? Who are value consumers?
- Which is the key technology/feature to create value?
- Which are the main bottleneck/challenges (technological, business, others) expected to hinder value creation?
- Which liability (value guarantor) and revenue scenarios are proposed/considered?

Position statements will also “feed” the FISE WG workshop

Expected outcomes

- Value creation scenarios
- Liability assignments
- Novel business models and revenue flows
- Refined reference models
Thank You!

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