



Value Creation, Value flows and liability over virtual resources: Infrastructure Perspective

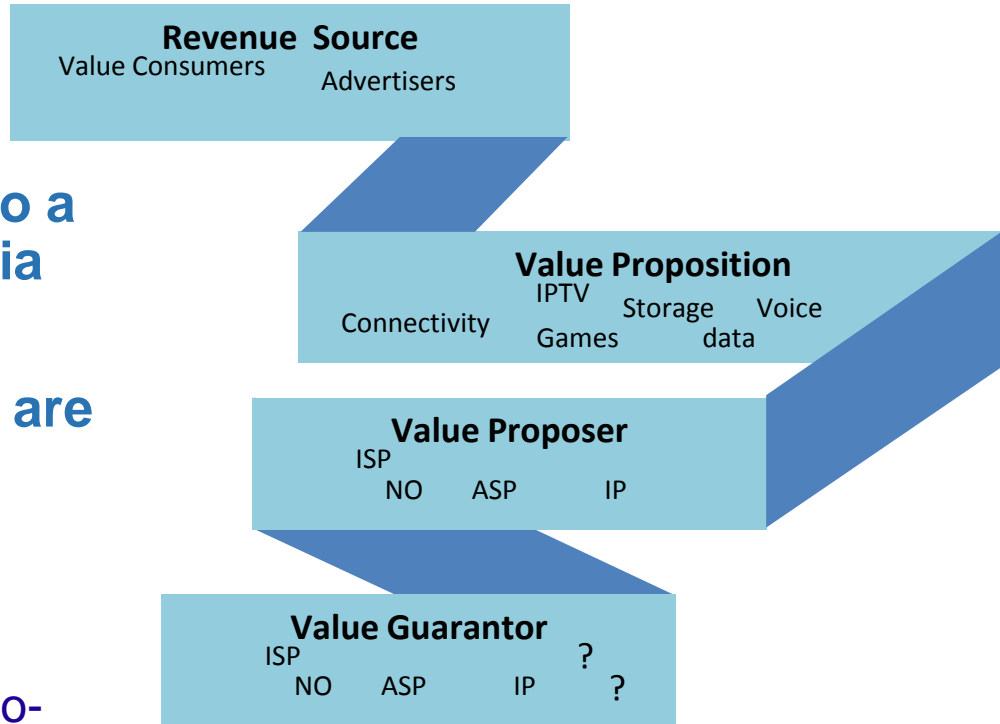
The Idea, The Scope, The expectations

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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

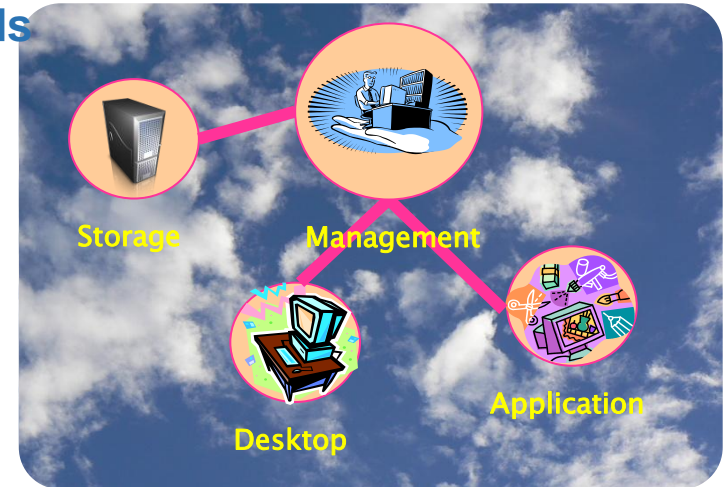


○ Network, Service and Application Management Needs

- 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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