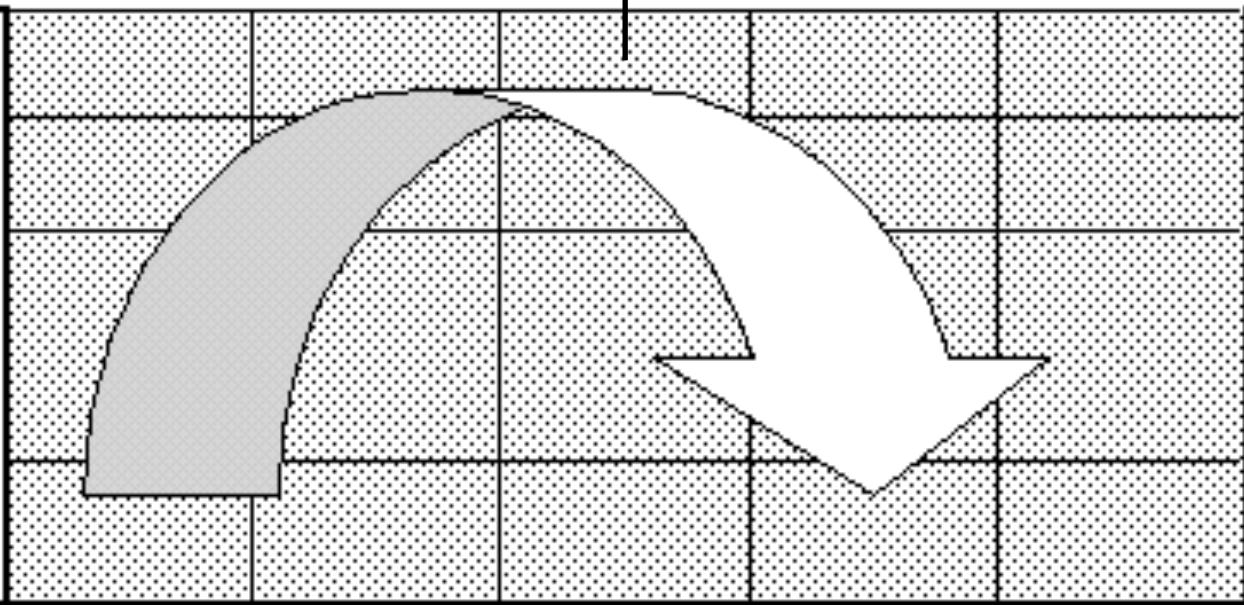


Sekundäre Aktivitäten

Finanzvermögen
Humanvermögen
Personalwirtschaft

Infrastruktur (Leitung,
Stabsfunktionen,
Zentrale Verwaltung
etc.)

Technologien



KUNDEN-
NUTZEN

END-
NACHFRAGER

Primäre Aktivitäten

Beschaffung von Medien, Datensätzen, Informationen
Formale Datensatzerfassung von Medien, Informationen
Inhaltliche Datensatzerfassung von Medien, Informationen
Informationsvermittlung; Erstellung von Informationsprodukten
Distribution: Remote-Services etc.

A U F W A N D

ERTRAG



TRENDS IN MACROENVIRONMENT

ADVANCES IN INFORMATION TECHNOLOGY

- INTEGRATION OF COMPUTERS AND TELECOMMUNICATIONS
- WIRELESS NETWORKING
- GREATER BANDWIDTH
- GROWTH OF THE NETWORKS

SOCIAL CHANGES

- DEMOGRAPHIC ENVIRONMENT
- INCREASING CONSUMER EXPECTATIONS
- CHANGING NATURE OF WORK
- MORE PEOPLE SHORT OF TIME

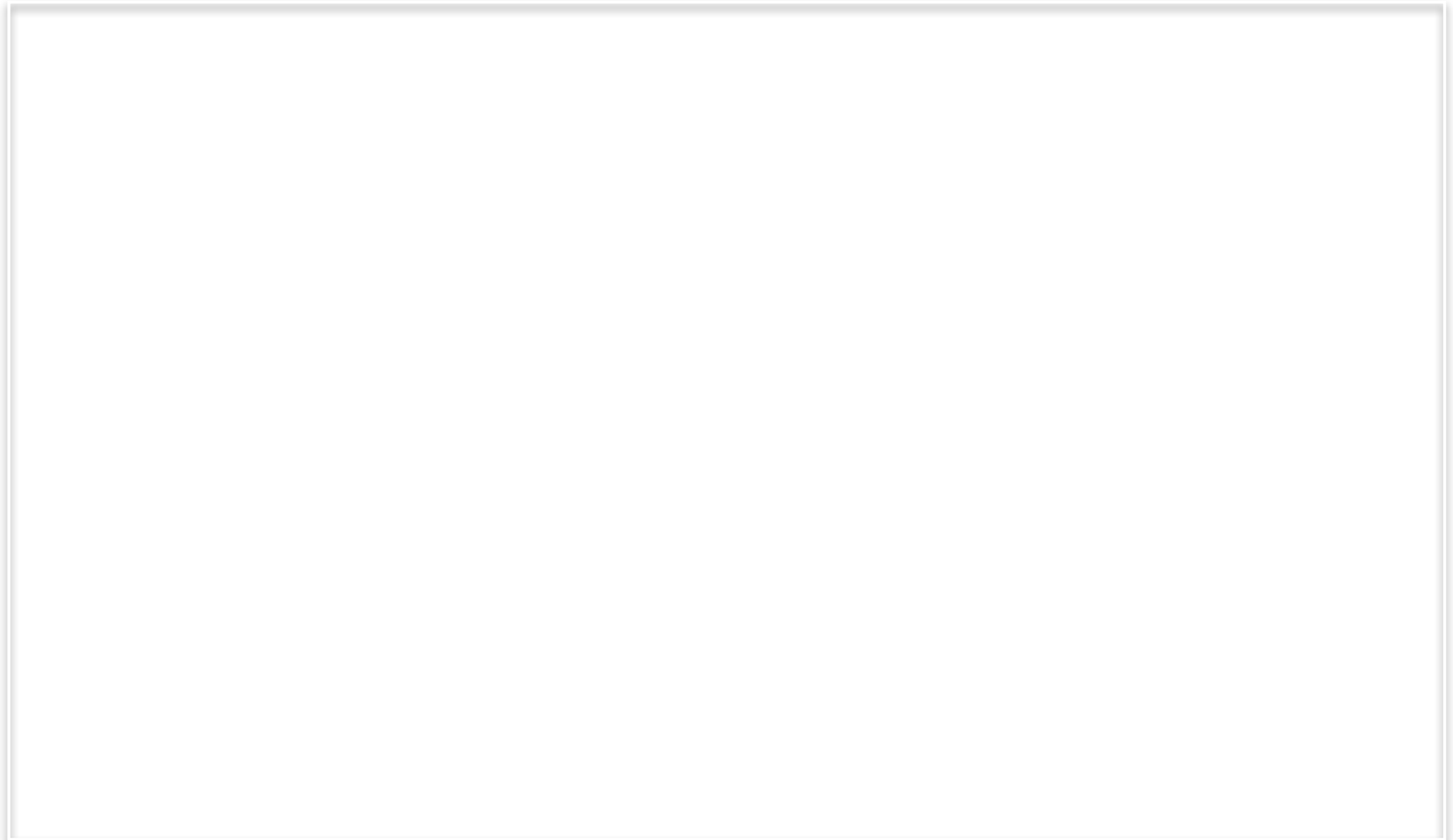


POLITICAL LEGAL ENVIRONMENT

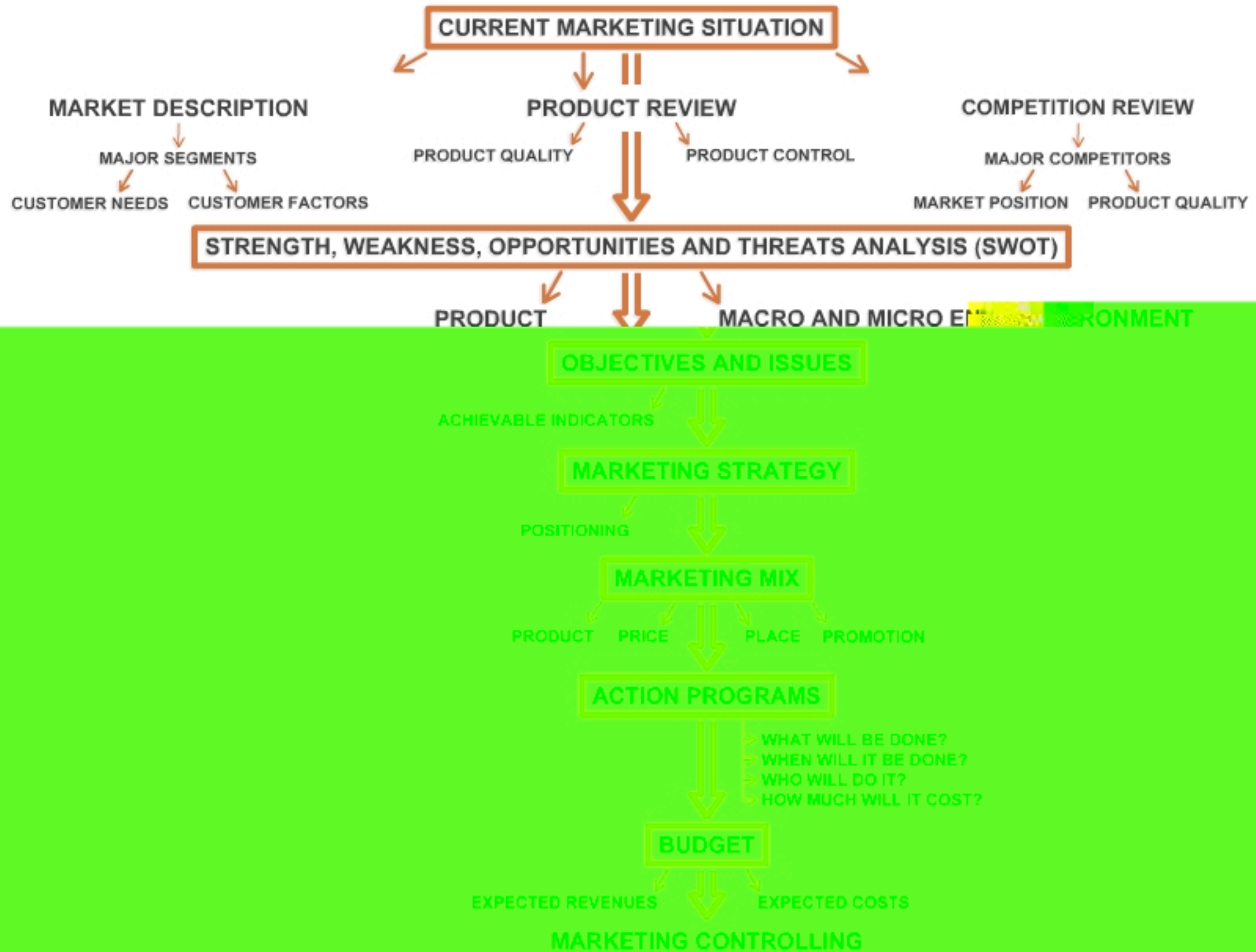
- CHANGES IN REGULATION
- PRIVATIZATION
- NEW RULES TO PROTECT FREEDOM OF INFORMATION

BUSINESS TRENDS

- TOTAL QUALITY MANAGEMENT
- MORE NICHE MARKETS
- INCREASING IMPACTS OF BRANDS
- ALLIANCES
- CONCENTRATION OF CORE COMPETENCIES



MARKETING PLANNING



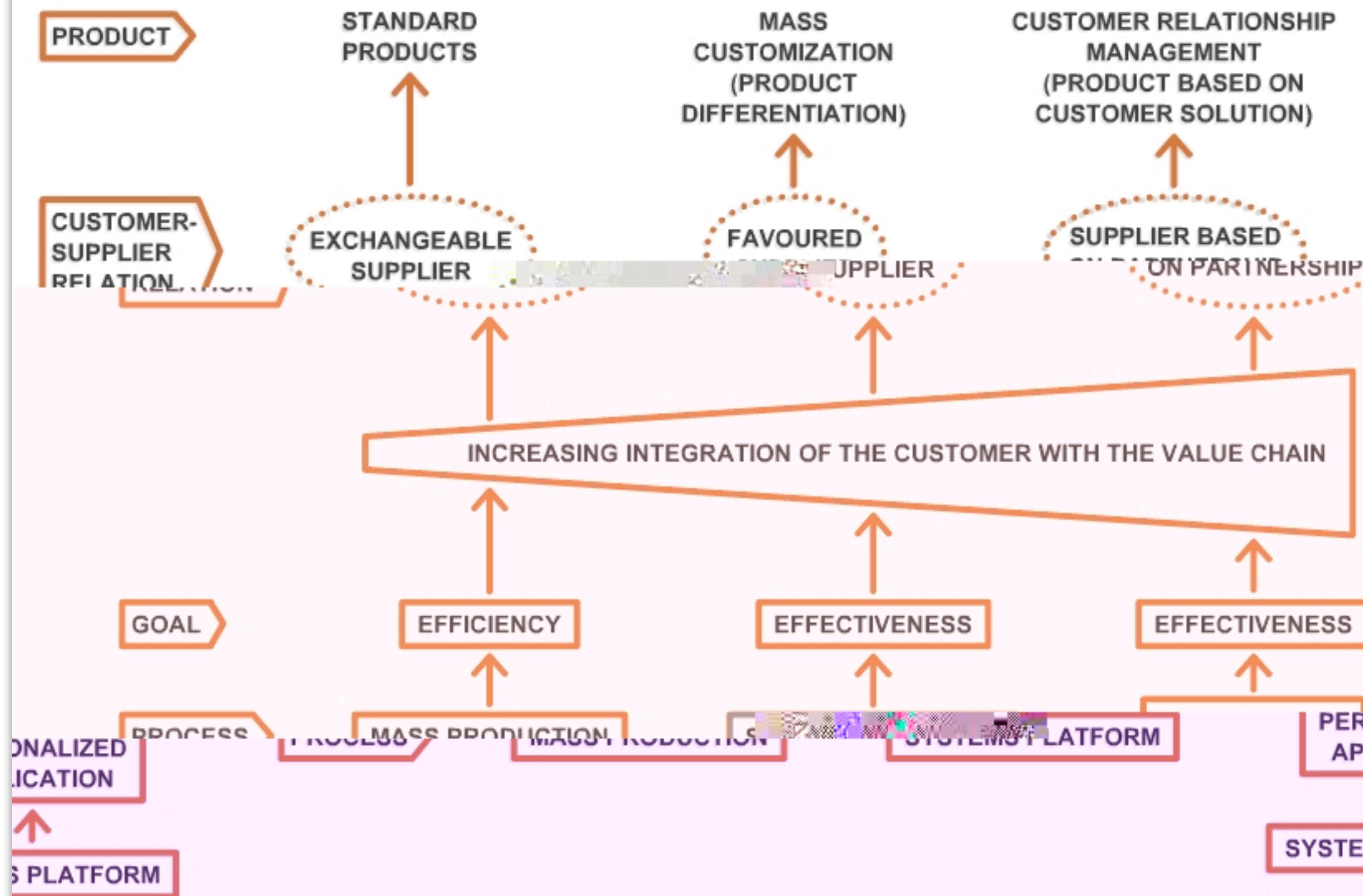
SWOT - ANALYSE Übersicht

	CHANCEN (Opportunities) 1. Globale Sichten Ökonomie/Gesellschaft 2. E-Learning-Systeme 3. Innovationsfreude	BEDROHUNGEN (Threats) 1. Keine Zahlungsbereitschaft 2. Kein Schutz von Property Rights 3. Neue substitutive Technologien 4. Kein Massenmarkt wegen Sprachbarriere	
STÄRKEN (Strenghts) 1. ... 2. ... 3. ... 4. ...	STRATEGIEN 1. Time to Market 2. ... 3. ... 4. ...	STRATEGIEN 1. Multilingual Programs 2. ... 3. ... 4. ... 5. ...	
Schwächen (Weakness) 1. ... 2. Win-Win-Stuktur 3. Degree-Vergabe, Load Uni	STRATEGIEN 1. ... 2. Zertifizierung 3. Organisationshandbuch 4. Standardisierung 5. Konvergenz verteilter Systeme	STRATEGIEN	Schwächen 1. ... 2. ... 3. ... 4. ...

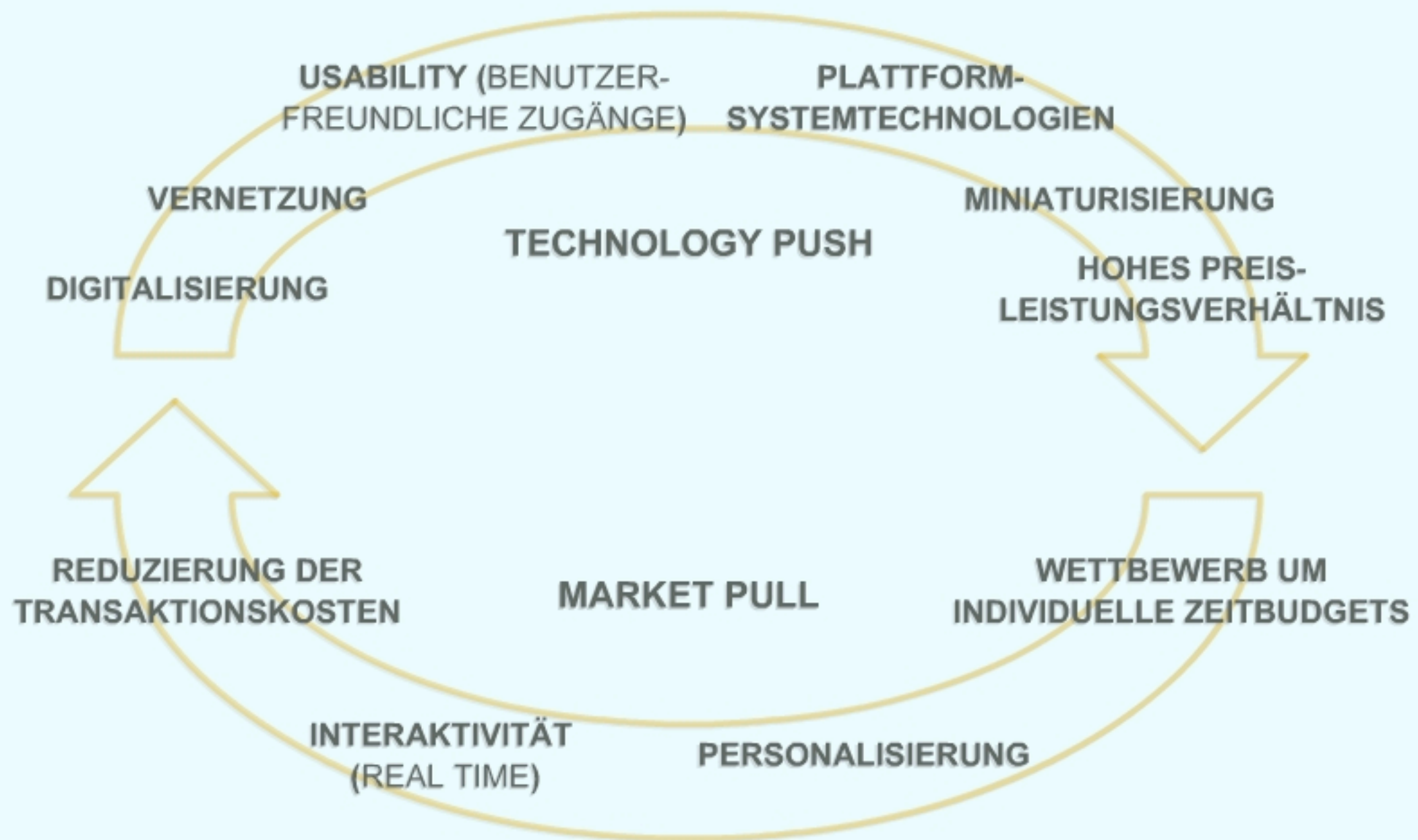
2. Konvergenz verteilter Systeme
4. Standardisierung

MASS CUSTOMIZATION - CUSTOMER RELATIONSHIP MANAGEMENT*

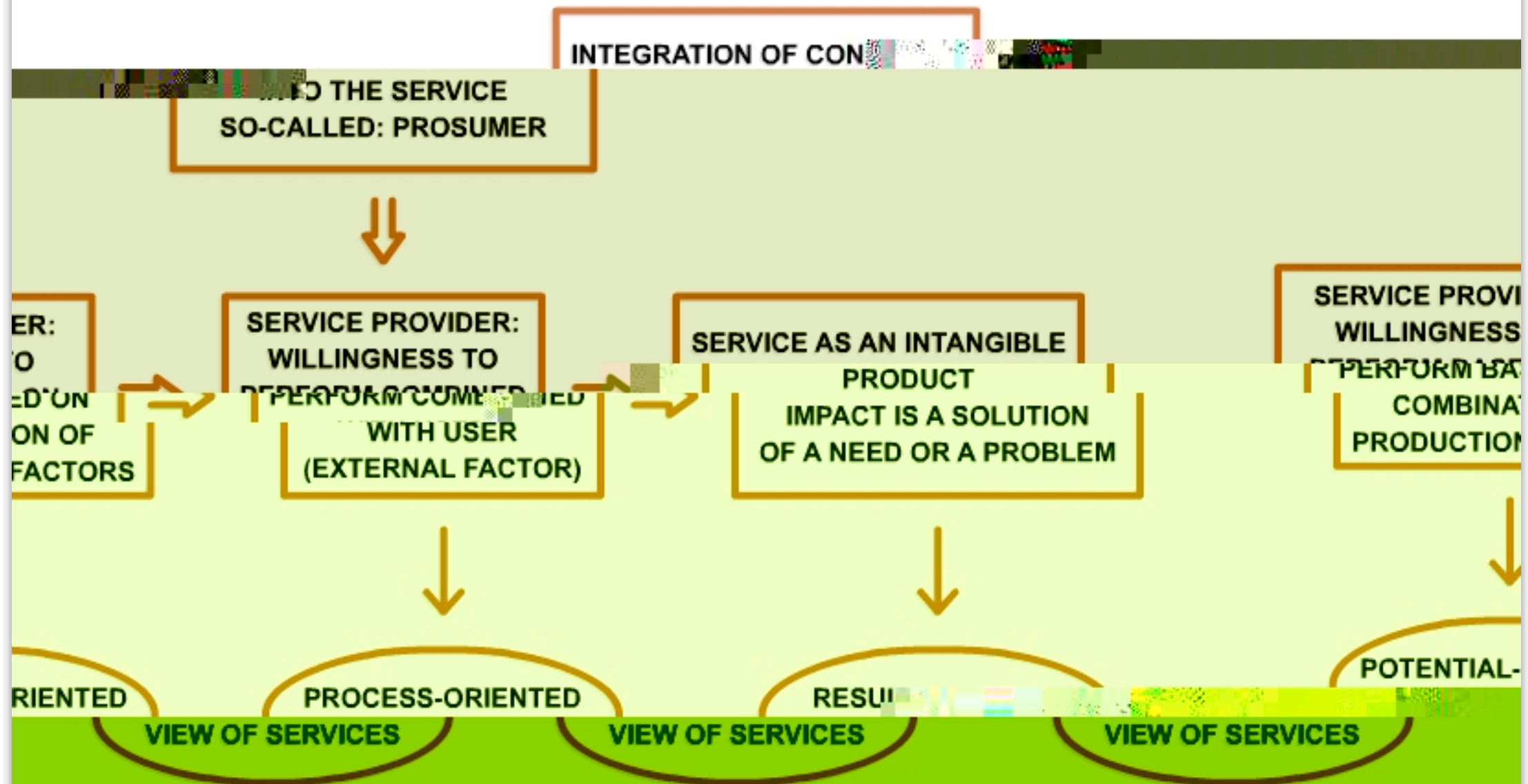
c.f. IBM (unpublished)



INNOVATIONSDYNAMIK: TECHNOLOGY PUSH UND MARKET PULL



DIMENSIONS OF THE DEFINITION OF SERVICES



CUSTOMER VALUE HIERACHY

STRIP UP

POTENTIAL PRODUCT

POSSIBLE ENHANCEMENT IN THE FUTURE

e.g. integration into collaborative workspaces emphasizing communication and exchange

ENHANCED PRODUCT

EXCEEDS CUSTOMER EXPECTATIONS

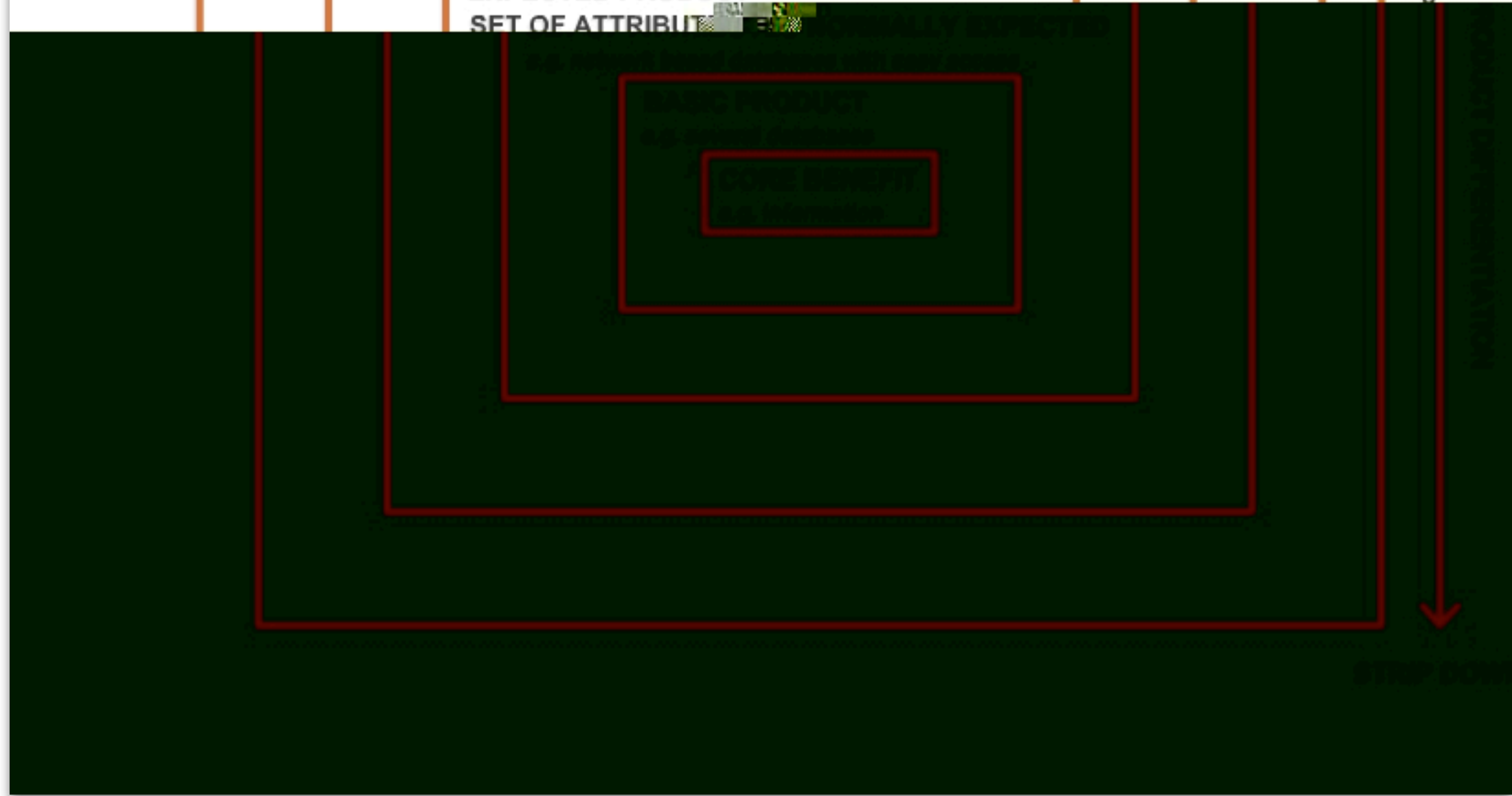
e.g. consulting service, problem solution

EXPECTED PRODUCT

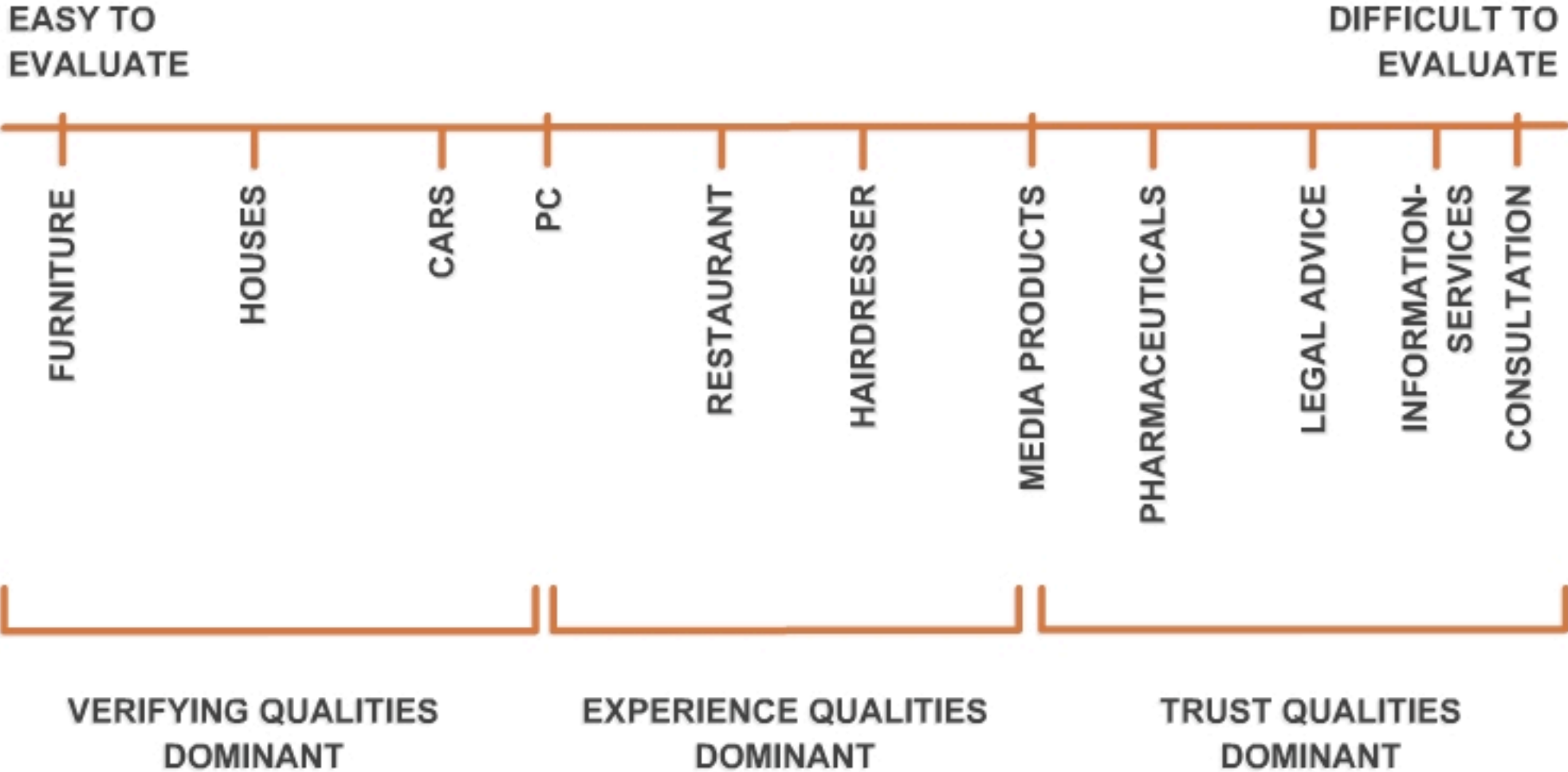
SET OF ATTRIBUTES



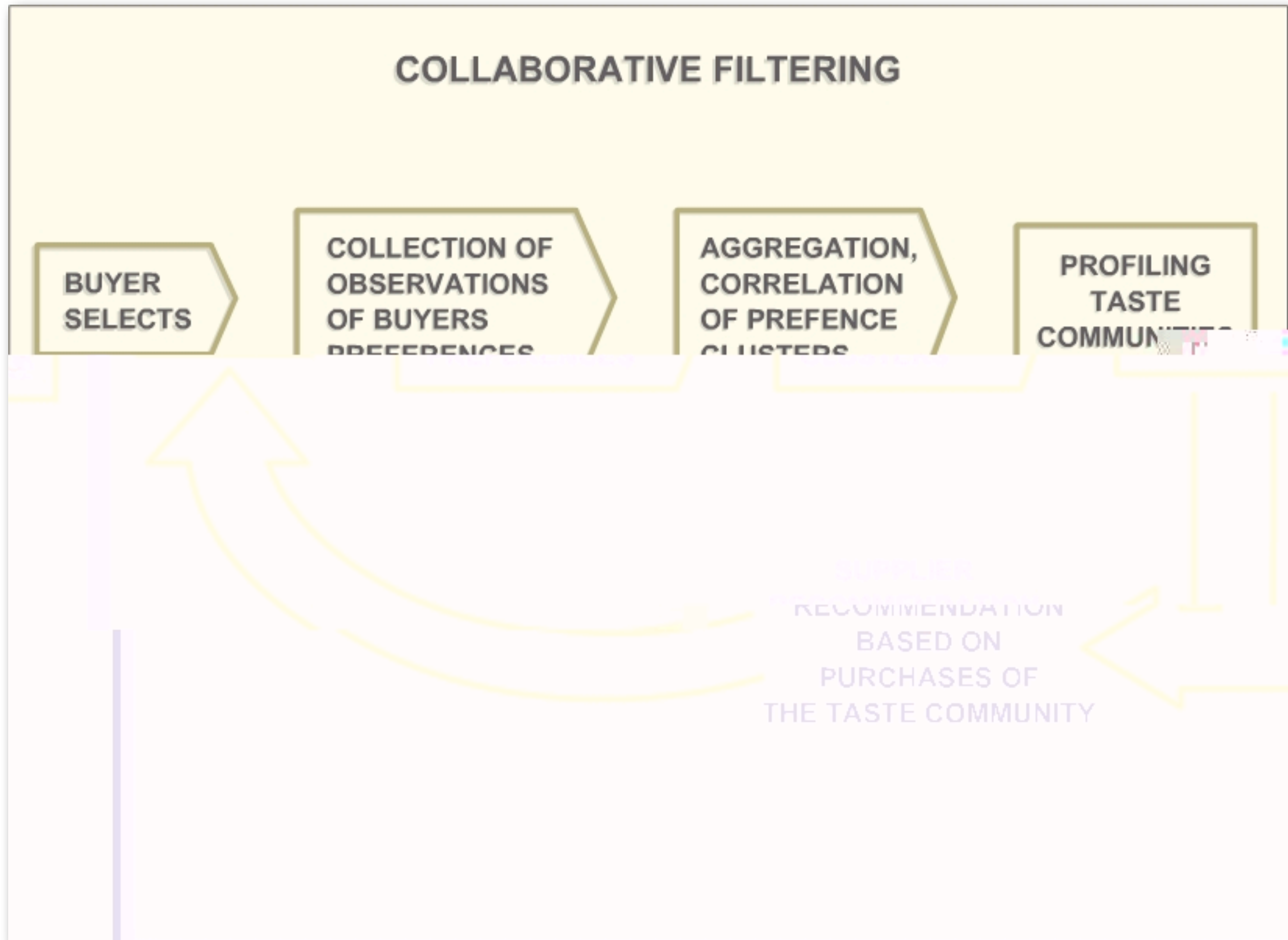
T



INFORMATION ECONOMY OF REAL ASSETS AND SERVICES



Geschmacks- Interessensgemeinschaften



VIRTUAL ORGANIZING

VIRTUAL EMPLOYEES



CORE COMPETENCIES

INTRANET

LEADER FIRM
•Coordination
•Control

VALUE ADDED
SUPPLIERS

"OPEN"

NETWORK

"OPEN"

NETWORK

CUSTOMERS

INTRANET

EXTRANET



STRATEGIC PARTNERS

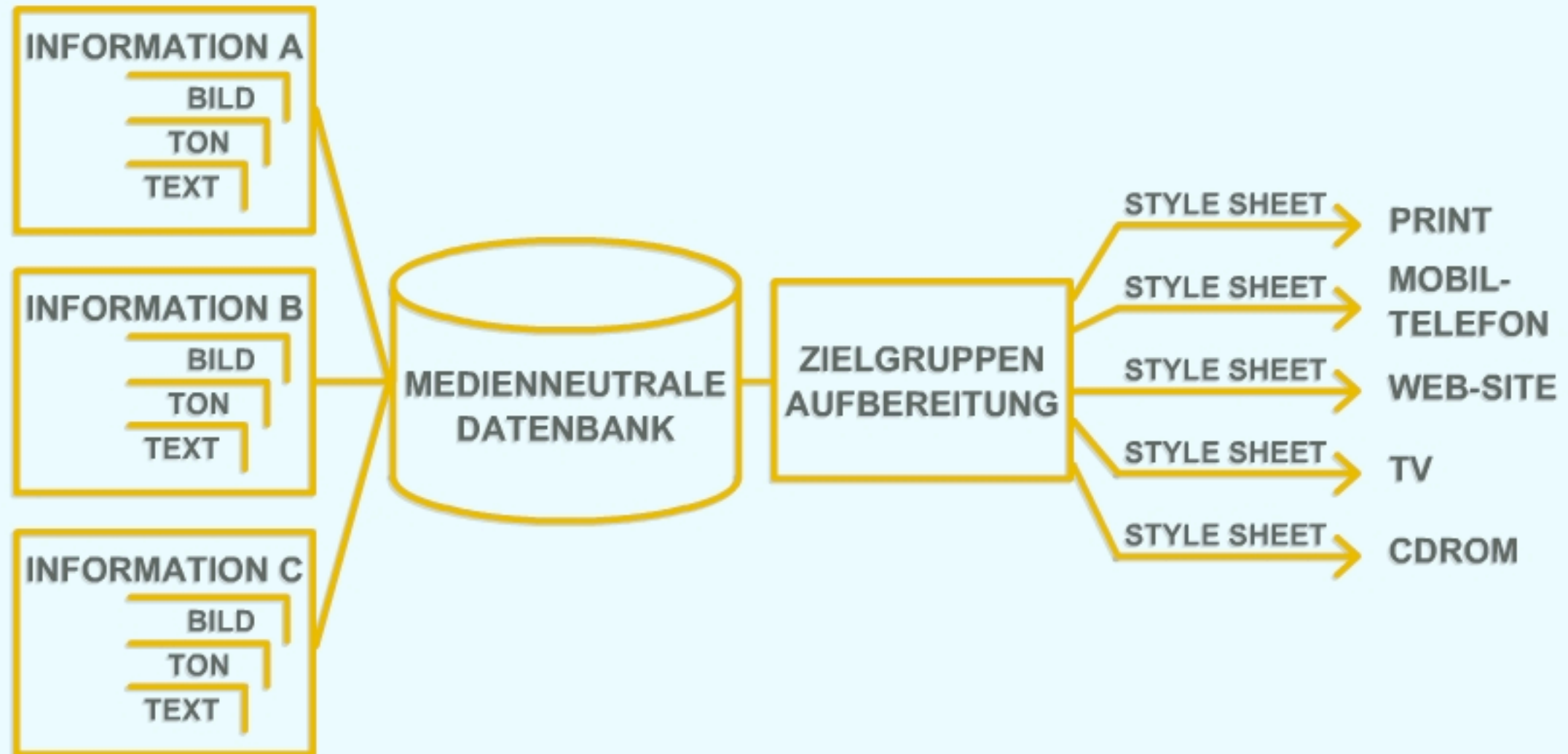
CORE COMPETENCIES

STRATEGIC PARTNERS



CORE COMPETENCIES

CONTENT MANAGEMENT



PRODUKTION

KONVERTIERUNG

SPEICHERUNG

REDAKTION
BÜNDELUNG

DISTRIBUTION

KONSUMTION

ПРОДУКЦИЯ

КОНВЕРТИРОВАНИЕ

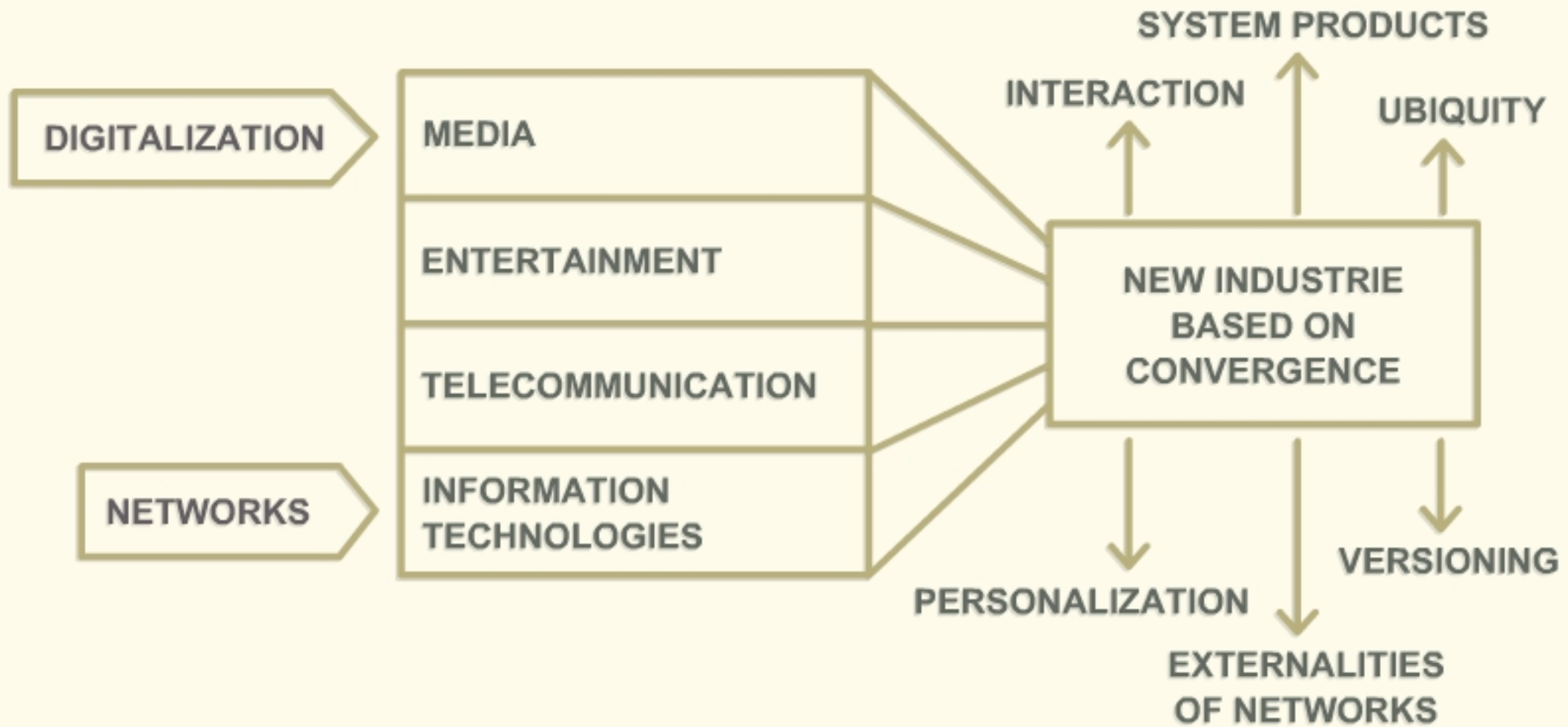
СПЕЧЕНИЕ

РЕДАКЦИЯ
БЮНДЕЛИНГ

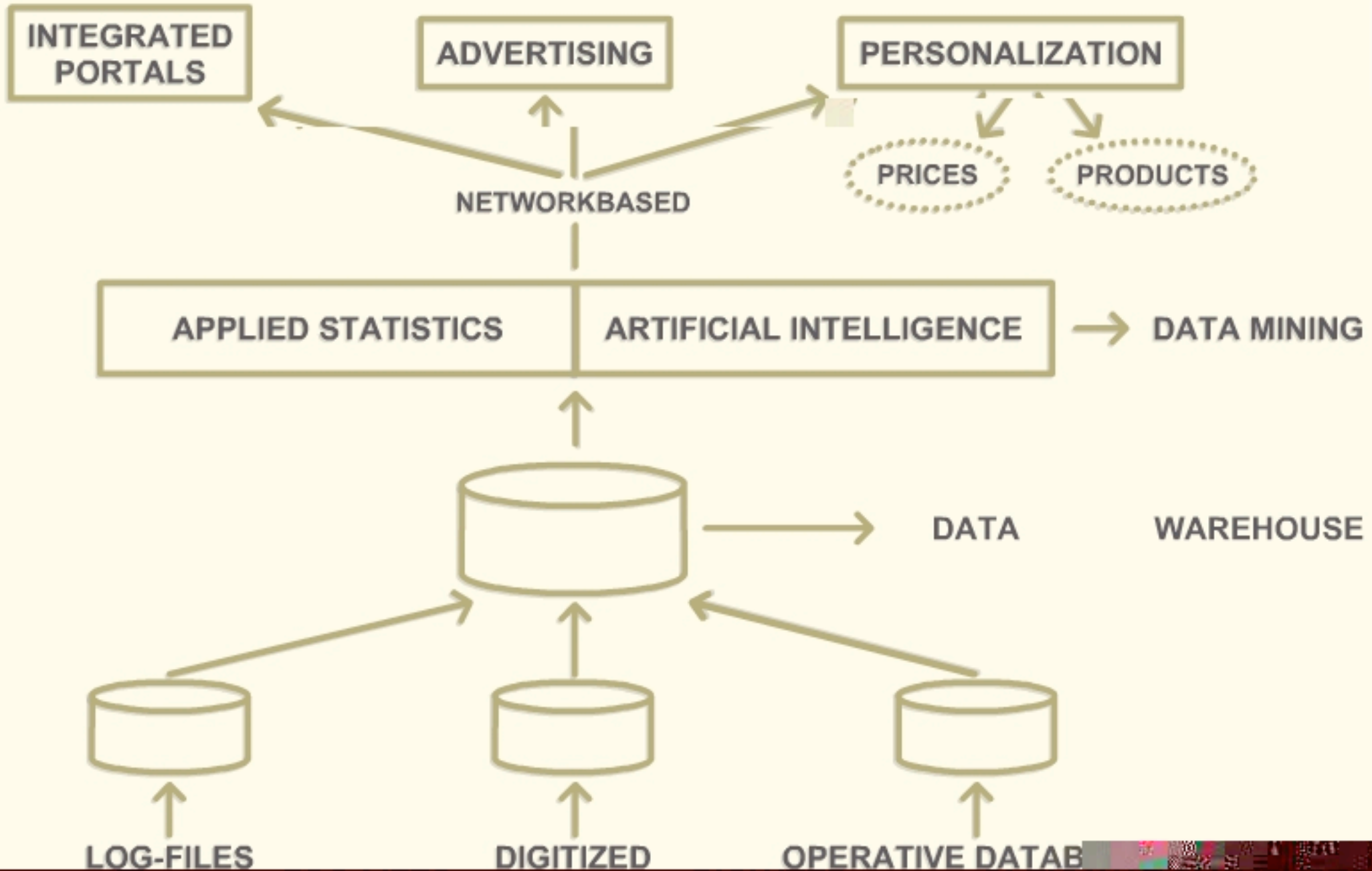
ДИСТРИБУЦИЯ

КОНСУМЦИЯ

CONVERGENCE OF INDUSTRIES



NETWORKBASED MARKETING-MIX



COOKIES
IP-ADDRESSES
CUSTOMER SURVEY
(TRANSACTION DATA: REQUEST, PURCHASE...)

IP-ADDRESSES
COOKIES
LOG-FILES
SURVEY
CUSTOMER
DIGITIZED
REQUEST, PURCHASE...
(TRANSACTION DATA:
OPERATIVE DATABASE)

Objective of study - Competence to ...

Relaunch an information / media product.

Reason: Success control of effectiveness and competitive advantages

Check points:

Current state: status-quo
forecast,
Market research about the needs of the target groups,
Change of the expectations of the target groups.

Methods:

Complaint analysis,
Position analysis,
Customer workshops,
Portfolio analysis,
Conjoint analysis,
SWOT analysis.

