e³-value

An Ontology for e-Business

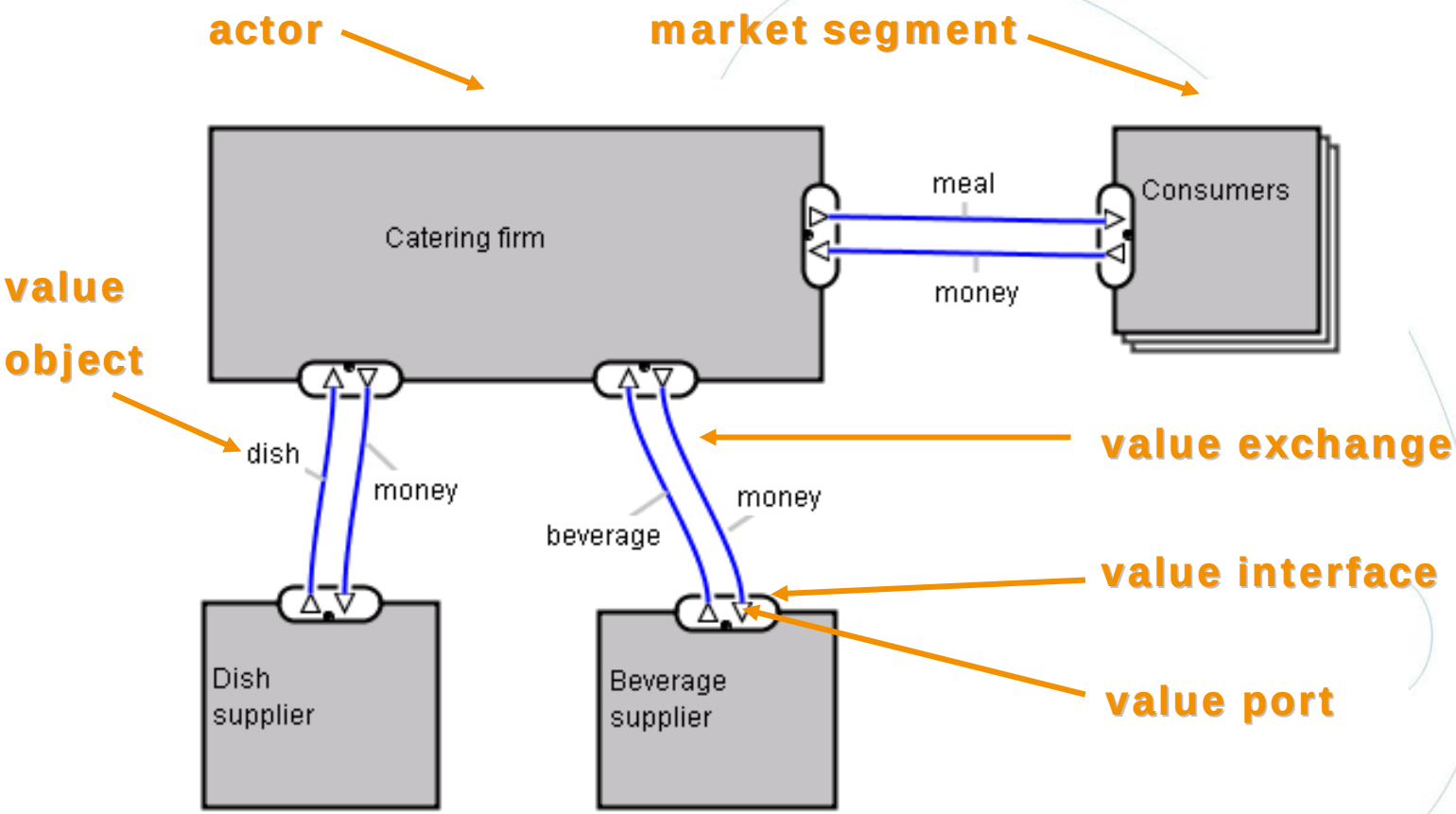
Goal of *e3-value*

- Exploring and articulating innovative e-commerce and e-business ideas
  - Creating a common understanding of e-business cases
  - Evaluating e-business cases from a profit / consumer value perspective

What does *e3-value* Answer?

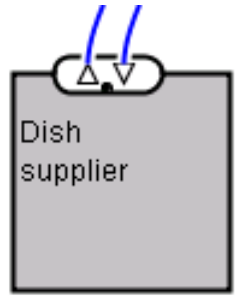
- Typical questions to be answered by *e³-value*:
  - Which organizations are needed to offer a specific product?
  - What do they offer each other of economic value?
  - Who is doing what, and with whom?
  - What happens if:
    - We value products differently?
    - We shift activities from one actor to another?
    - …

An *e*^{3}-*value* model



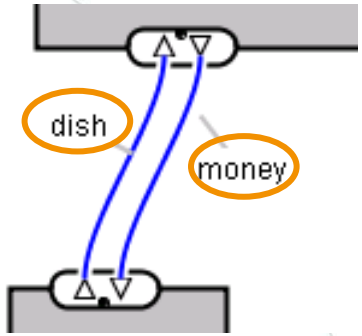
Actor

- An *actor* is an economically independent entity
- Examples: consumers, enterprises
- Graphics: a rectangle with enterprise or role name



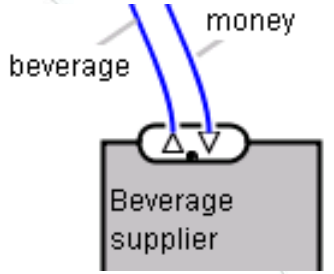
Value object

- A *value object* is something that is of value to an actor
- Examples: goods, services, money, experiences
- Graphics: only as annotations for value exchanges



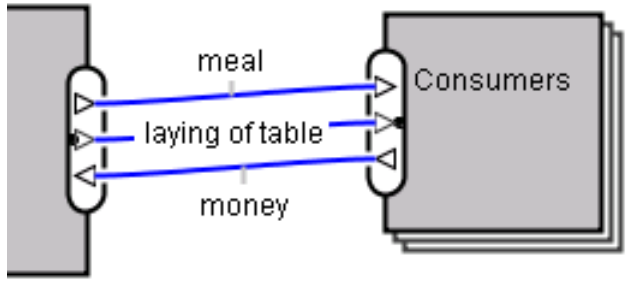
Value port

- A *value port* is used by an actor to provide or request value objects to or from other actors
- A value port abstracts away from internal business processes
- A value port can be an in-port or an out-port
- Examples: beverage out, money in
- Graphics: arrowheads on the border of an actor rectangle



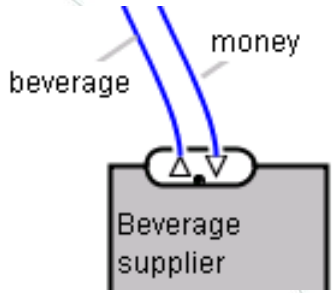
Value Offering

- A *value offering* groups a number of equally directed value ports
- Can be used for mixed bundling
- Example: meal + laying of table
- Graphics: no special symbol



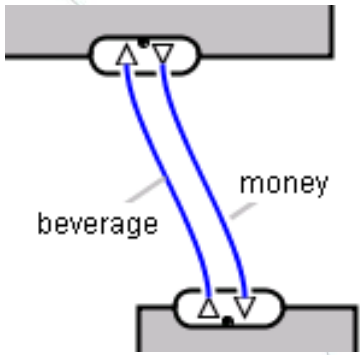
Value Interface

- A *value interface* groups one ingoing and one outgoing value offering
- Models economic reciprocity
- A value interface is atomic
- Example: beverage + money
- Graphics: a rounded rectangle at the border of an actor; value ports are drawn within the value interface



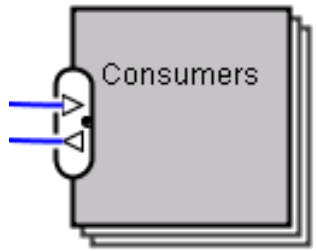
Value Exchange

- A *value exchange* connects two value ports with each other
- Models potential trades of value objects between value ports
- Example: beverage + money between caterer and beverage supplier
- Graphics: a line between two value ports annotated with the name of a value object

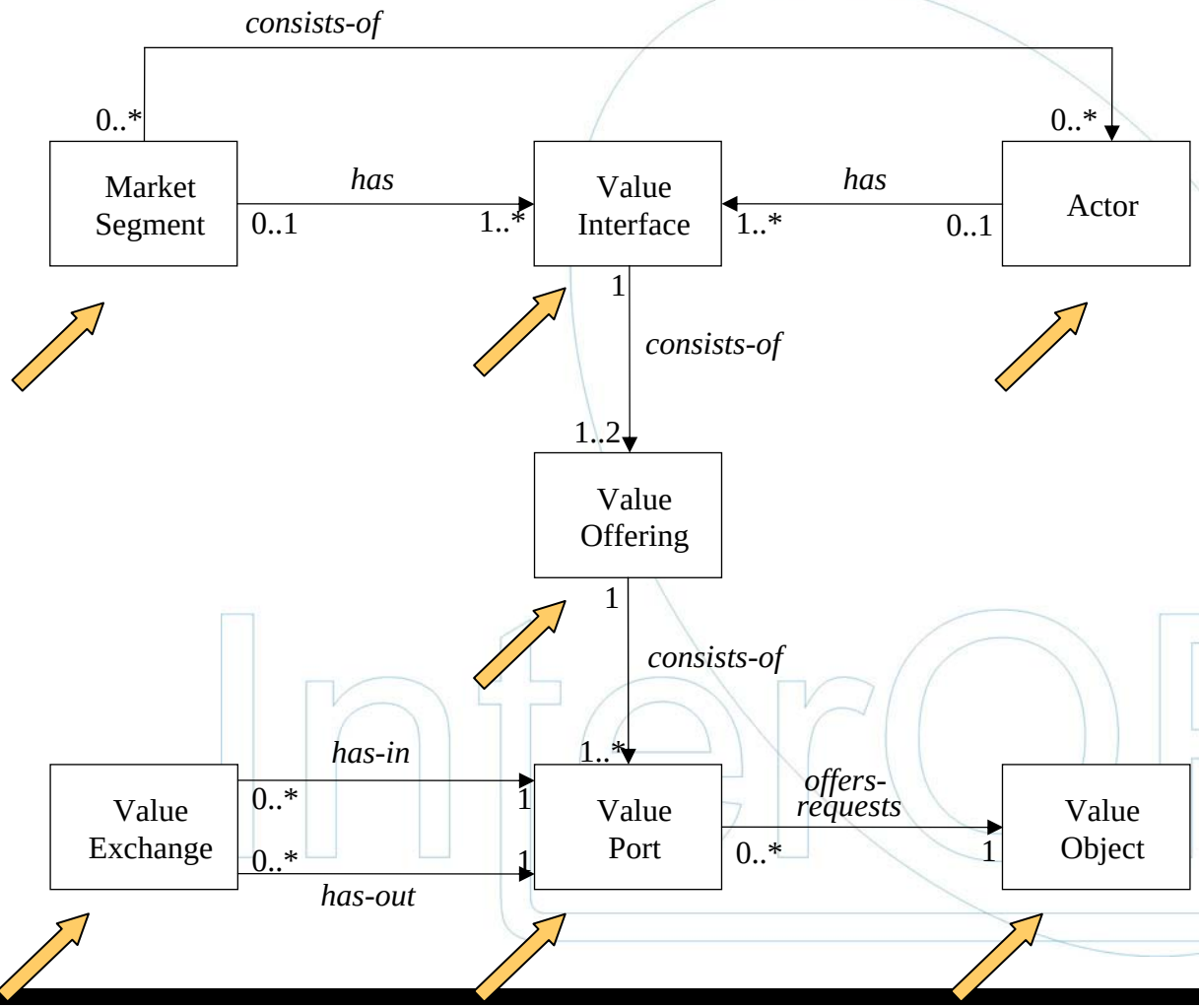


Market Segment

- A *market segment* is a set of actors that assign values to objects in the same way
- Examples: business and tourist travellers
- Graphics: three stacked actor rectangles

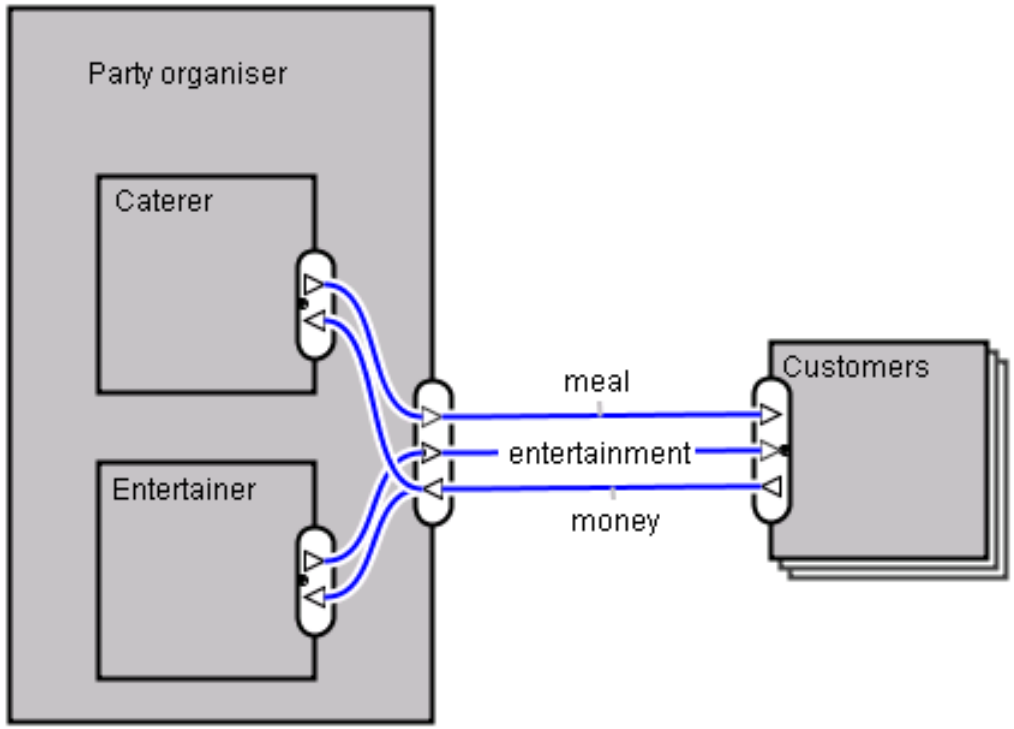


Basic *e³-value* Concepts



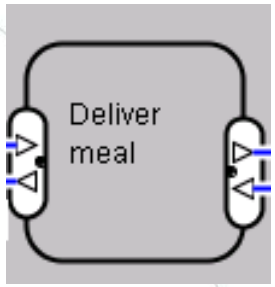
Actor composition

- A *composite actor* groups value interfaces of other actors
- Examples: airline and taxi companies
- Graphics: actor rectangles within a larger actor rectangle

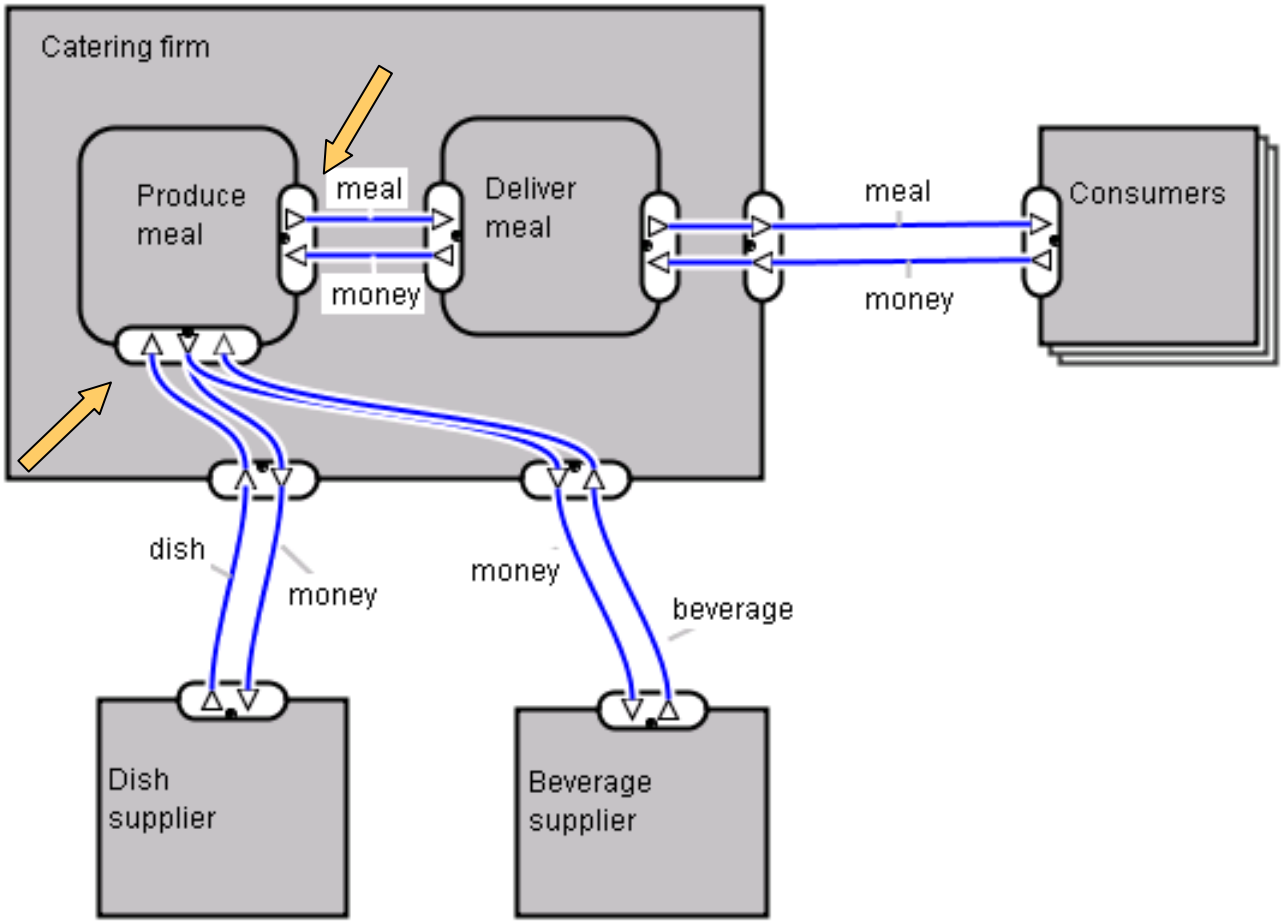


Value activity

- A *value activity* is an activity that should be profitable for at least one actor
- Examples: produce meal and deliver meal
- Graphics: rounded rectangle within an actor rectangle

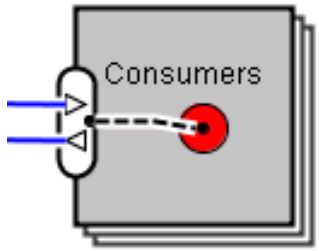


Value activity

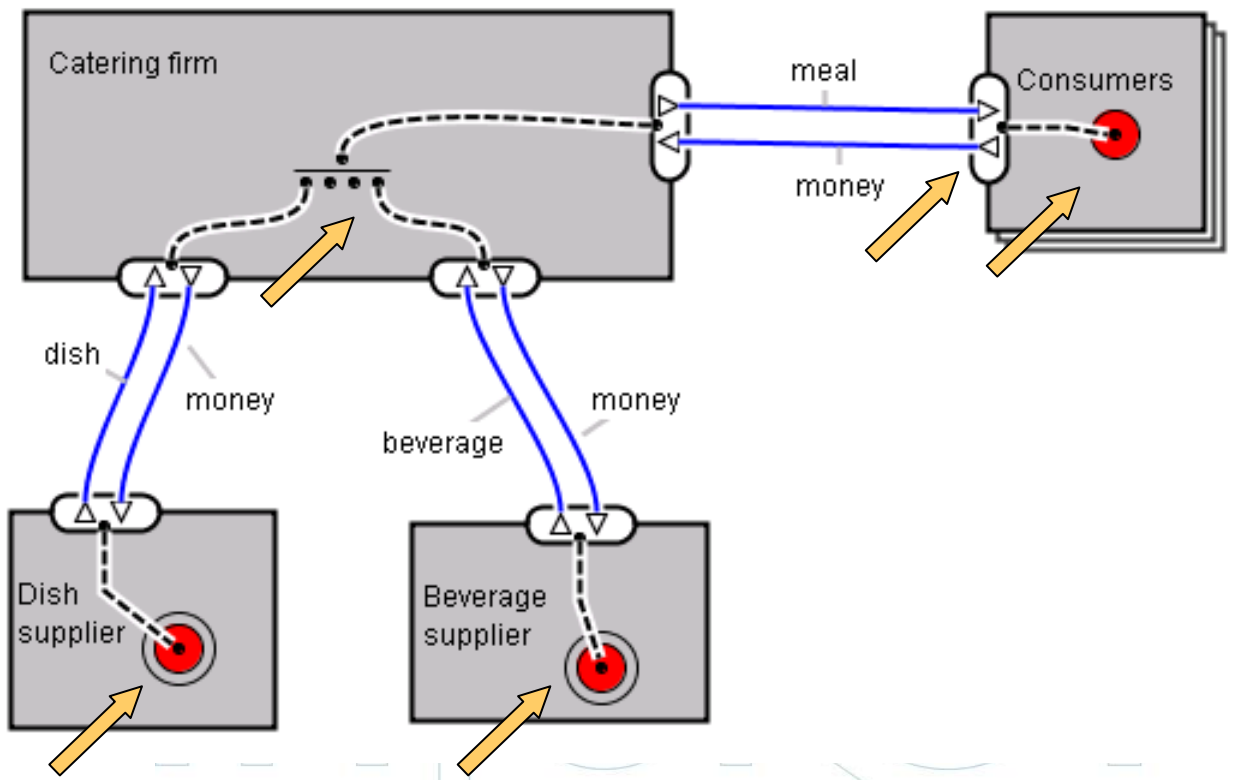


Scenario Path

- A value exchange shows the relationship between value interfaces of different actors
- A scenario path shows relationships between value interfaces within the same actor
- Graphics: dotted lines, red circles for start and end stimulus



Scenario Path



Characteristics of *e3-value*

- Lightweight approach
- Conceptual approach
- Semi formal approach
- Graphical approach
- Multi viewpoint approach
- Scenario approach
- *Economic value* aware approach

e3-value Ontology – Links

Web Object Placeholder

Address:http://www.cs.vu.nl/~gordijn/index.htm

Displayed in: Articulate Player

Window size:320 X 240

http://www.cs.vu.nl/~gordijn/index.htm

Introduction to e3-value

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