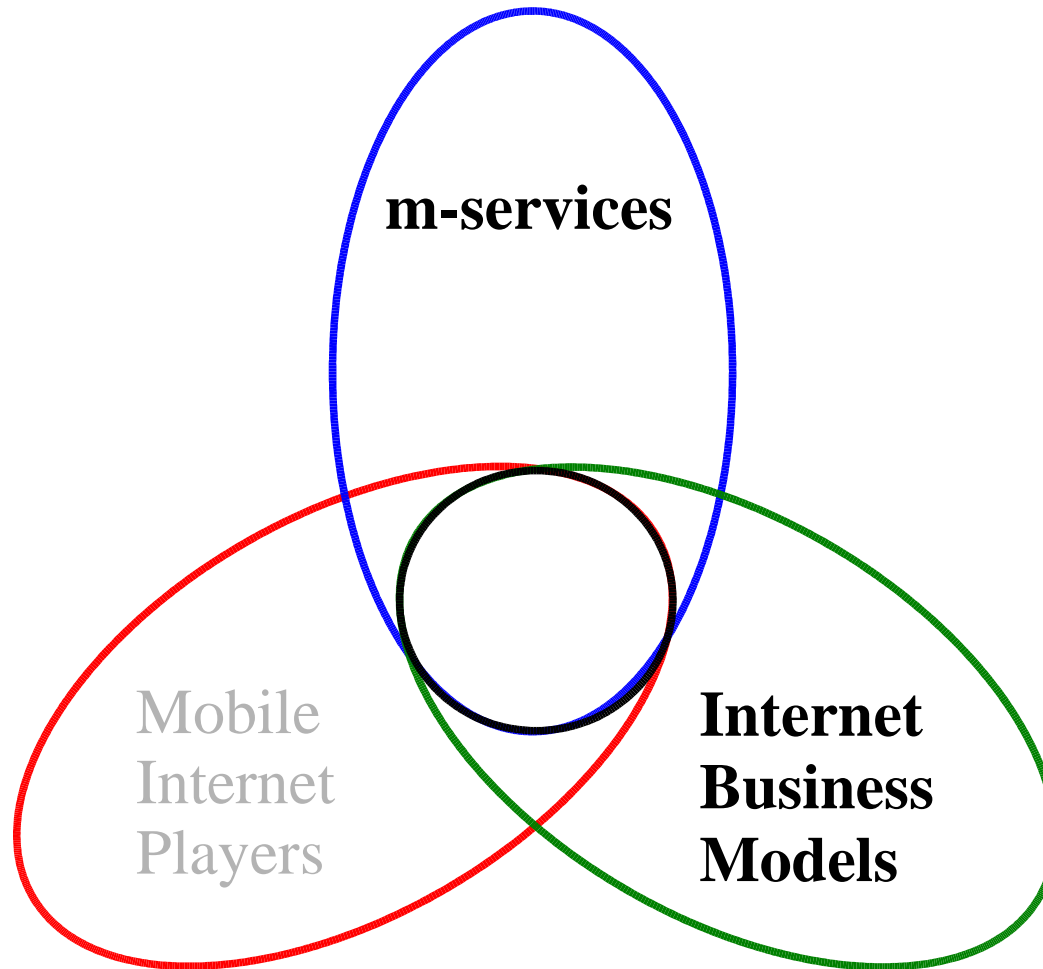# Business Models in m-services
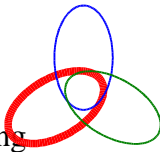
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Scope and Focus

m-services

Mobile
Internet
Players

**Internet
Business
Models**
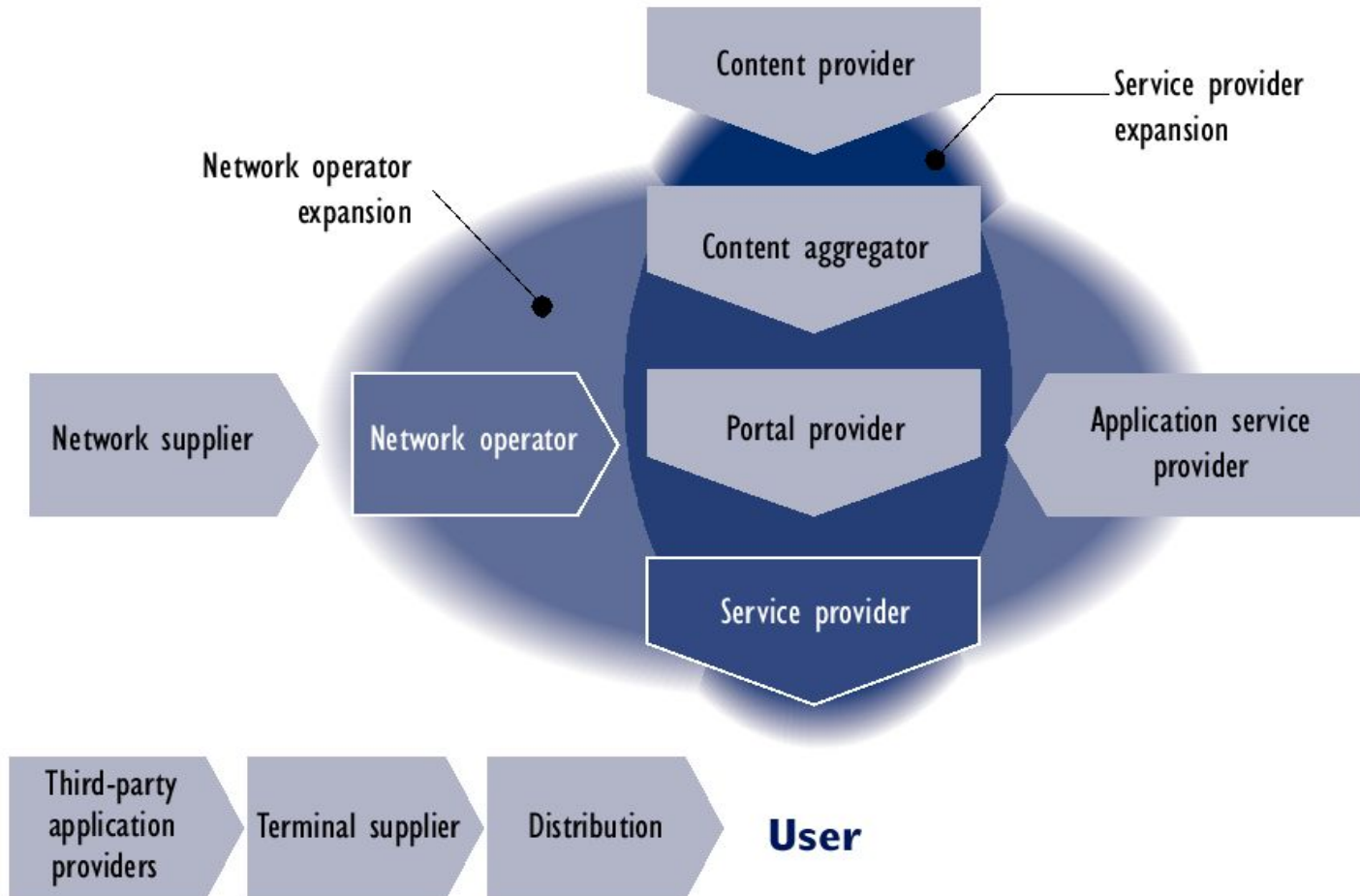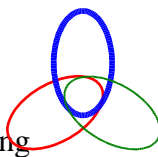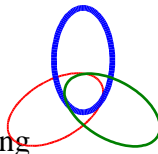
Mobile Internet Value Chain

Source: Nordström Bengt, NorthStream. Value, Content, Partnerships and Revenues in Mobile-Internet Era, 2001, www.wmrc.com/businessbriefing/pdf/mcommerce2001/ reference/MobileInternet5.pdf

M-Services Specifications

Organization	GSM Association (GSMA)	Open Mobile Alliance (OMA)
Key members	GSM operators	Mobile operators, device and network suppliers, information technology companies, application developers and content providers.
Mission	Accelerate the implementation of operator requirements	Grow the market for the entire mobile industry
Activity	Guidelines and requirements	Standards and interoperability
Access technology	GSM	Bearer agnostic
Documents	Phased guidelines	Enabler releases

April 15th 2003

Open Mobile Allience Specifications Scope

Source: Published on Internet as an HTML page, 2003, http://www.openmobilealliance.org/

April 15th 2003
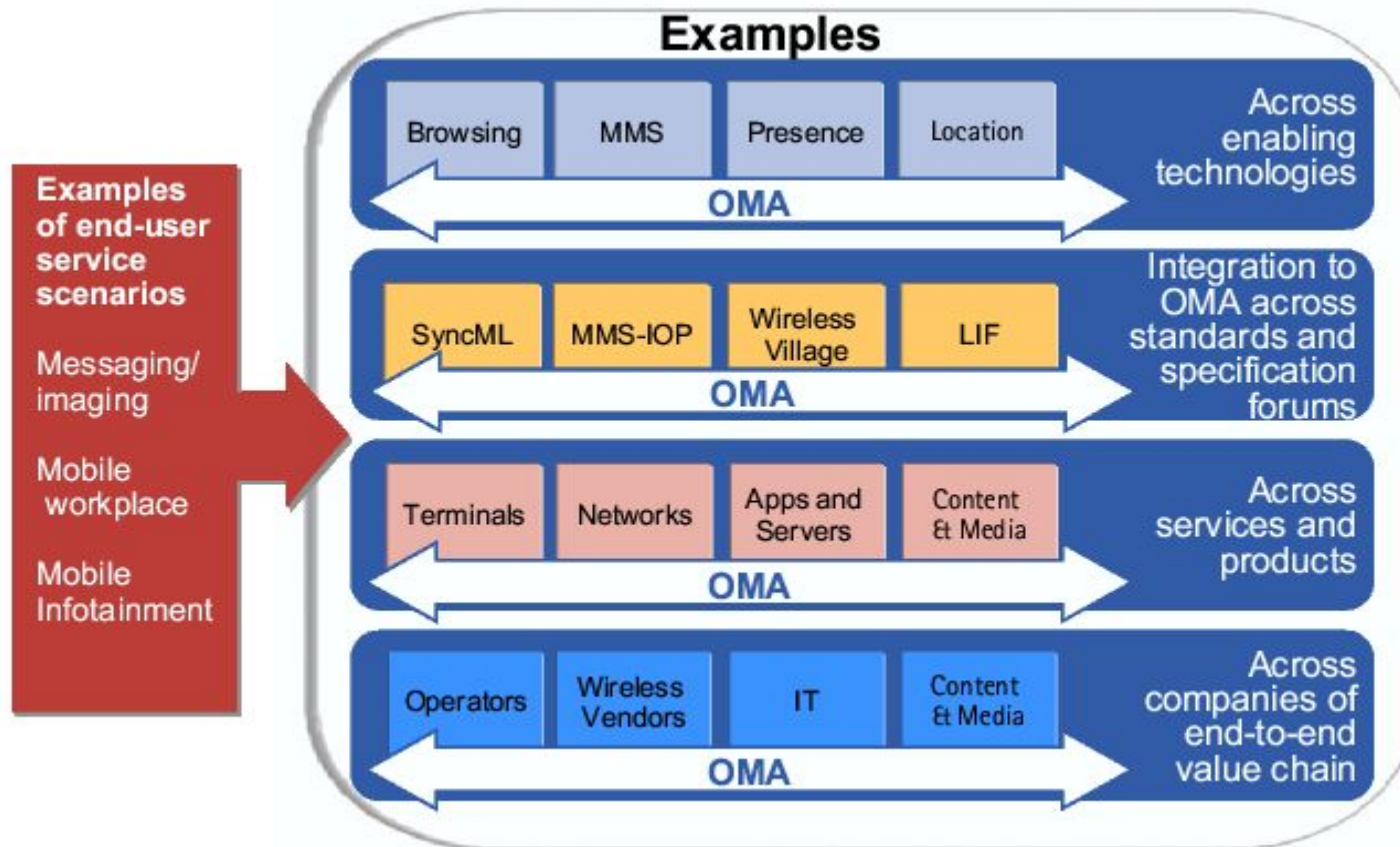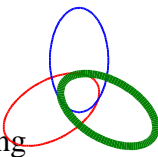
Description of Business Model Concepts

- In the general business requirement framework for new products or services

- By definitions
  - What
  - For what purpose

- By classification

- By ontology

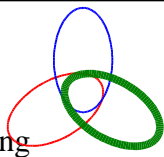**Ontology**, the metaphysical study of the nature of being and existence. Source WordNet ® 1.6, © 1997 Princeton University

April 15th 2003

Business Model Ontology

PRODUCT INNOVATION

Target Customer Segment

Value for   ↑↓   Has needs

Value Proposition

Enable   ↑↓   Based on

Capabilities

CUSTOMER RELATIONSHIP

Information Strategy

Feeds   ↑↓   Refines

Feel & Serve (Channels)

Contribute to   ↑↓   Improves

Trust & Loyalty

Market through →
← Feedback for

Resource for

Based on

Resource for

Based on

Funded through

Income for

INFRASTRUCTURE MANAGEMENT

Resources

Based on   ↑↓   Fulfill

Activity Configuration

Fulfill   ↑↓   Based on

Partner Network

FINANCIALS

Revenue Model

Increases

Profit

Decreases

Cost Model

Costs →
← Resource for

Source: Osterwald Alexander, Pigneur Yves, An e-Business Model Ontology for Modeling e-Business,
Published on Internet as an article,, http://inforge.unil.ch/aosterwa/Documents/eBusinessModels/Publications/Bled02.pdf