Information as a Business Asset

Expressing the value of Information and Services in Business Models

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Business Model Canvas
Value Proposition Canvas

“The Value Propositions Building Block describes the bundle of products and services that create value for a specific Customer Segment.”

http://www.businessmodelgeneration.com/canvas/vpc
Value Proposition in Enterprise Architecture
- Example from the European ATM Architecture Framework
# ANSP Flight Object Service Business Model

## Key Partners
- Industry
- Standardization Bodies
- ICAO
- Government

## Key Activities
- Standardize Flight Object information
- Develop, deploy and run SWIM Services & Infrastructure
- Perform Air Traffic Control & Surveillance

## Value Propositions
- Flight Object Information Services that:
  - Enables near real time situational awareness
  - Improves planning abilities/horizon
  - Increases automation possibilities
  - Increases safety

## Customer Relationships
- Establish and run a Flight Object User Group
- Participate in Flight Information standardization
- Continuous client satisfaction management

## Customer Segments
- ANSPs
- Airspace Users (incl MIL)
- Airports

## Key Resources
- Air Traffic Controllers
- Flight Information
- FDP System
- Surveillance Systems / ADS-B
- SWIM Infrastructure/Enterprise Service Bus

## Channels
- Publish Services in SWIM Registry
- Deliver services through global SWIM network

## Cost Structure
- Governance, Development, Operations

## Revenue Streams
- Airspace User Route Charges, x.x €/Flight
- Bilateral exchange with other ANSPs (trade)
- Airport subscription fees, x.x €/Month

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**Example**
Aeronautical Information Exchange Model
Value Proposition

CUSTOMERS
- Airspace Users
- ANSPs
- Airports
- Network Managers

GAINS
- Semantic and syntactic interoperability
- Cost efficient integrations
- Re-use of data

PAINS
- Differing semantic interpretation of data
- Inability to process data (syntax)
- Many different formats for Aeronautical Information

MEASURES
- # Services using AIXM
- % Stakeholder adoption
- % Operational requirements coverage
- Cost of service development and operations

PRODUCTS & SERVICES
Aeronautical Information Exchange Model (AIXM)

GAIN CREATORS
- Enables digitization
- Broadly adopted in ATM
- Supports multiple use cases/services

PAIN RELIEVERS
- Best practice notations
- Possibility of local extensions

CUSTOMER JOBS
Collect, verify, disseminate and transform digital aeronautical data

Example
Recommendations

• **Use Business Model & Value Proposition Canvases to communicate value of Information and Services**
  – Clear descriptions of customer value makes decision making easy for executives and managers
  – A common description format can greatly help in global collaboration and business development

• **Use a Model Based Approach to describe Business Models & Value Propositions (and the Architecture)**
  – Enables consistency, comparability, ease of maintenance and analysis of Business Models
  – Integrating the Business Model into the Enterprise Architecture demonstrates links with operational and technical concepts (e.g. SWIM)
Thank you

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