



Künftige Dienstleistungen im Internet

Oder: Wann gibt es Waschen, Legen, Fönen bei Amazon?

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Universität Koblenz-Landau

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Künftige Dienstleistungen im Internet

1. **Trends im Dienstleistungssektor und im Internet**
2. Internet der Dienstleistungen

Produkten und Dienstleistungen

Vom Produkt ...



... zur Lösung

HILTI



**Bohr-
maschinen**



**Löcher
bohren**



NOKIA
Connecting People



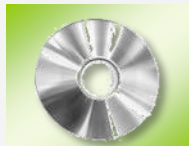
Mobile



Navigation



SAP



**Software-
CD**



**Software
as a Service**



Major company to sell goods over the Internet

- ◆ Started with books, diversified product lines largely (... and counting)
- ◆ **Long tail** business model
- ◆ Revenue in 2006: US\$10.7 billion

Partner Program

- ◆ Every partner can **set links to Amazon** products on own webpage and **is rewarded** for created revenues by visitors of the links
- ◆ Every partner can create **own stores** to offer own and Amazon products
- ◆ Over 900.000 registered partners world-wide
- ◆ **Self-enforcing process:** Links are ranked highly in search engines which makes Amazon more attractive

Services

- ◆ Marketplace, Web Services, S3, EC2, Mechanical Turk, Flexible Payment Service, Unbox, MP3 Downloads ... (and counting)



Internet Store + Application + Hardware

- ◆ iTunes Store
 - Sold more than **3 billion songs** in first 4 years (July 2007)
 - Market share of more than 80% of worldwide online digital music sales
 - **Single-price** business model
 - Connects easily with iTunes application

- ◆ iTunes application
 - Buying, playing and organizing digital media
 - Bundled with Macs and some HPs and Dells, available for major OSs
 - Connects **easily with iPod**

- ◆ iPod
 - Digital music player
 - Sold over **110 million** time (September 2007)

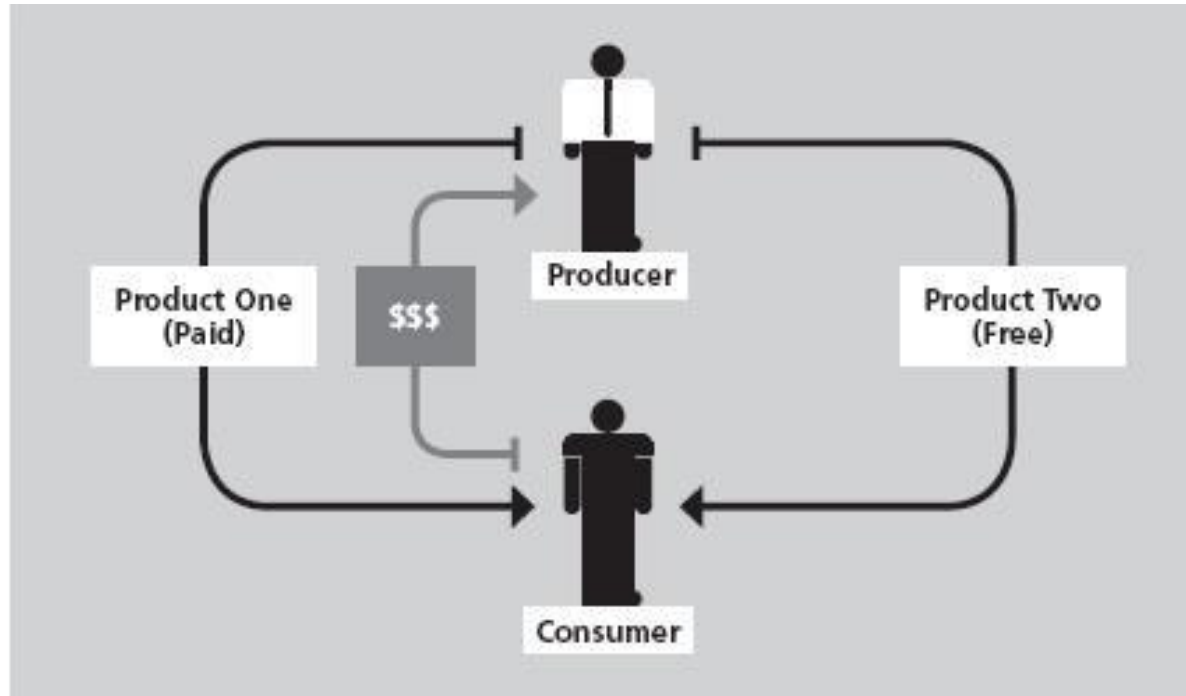


Every year, about 1.3 million passengers fly from London to Barcelona. A ticket on Dublin-based low-cost airline Ryanair is just \$20 (£10). [...]

How can a **flight** across the English Channel be **cheaper than the cab ride** to your hotel?



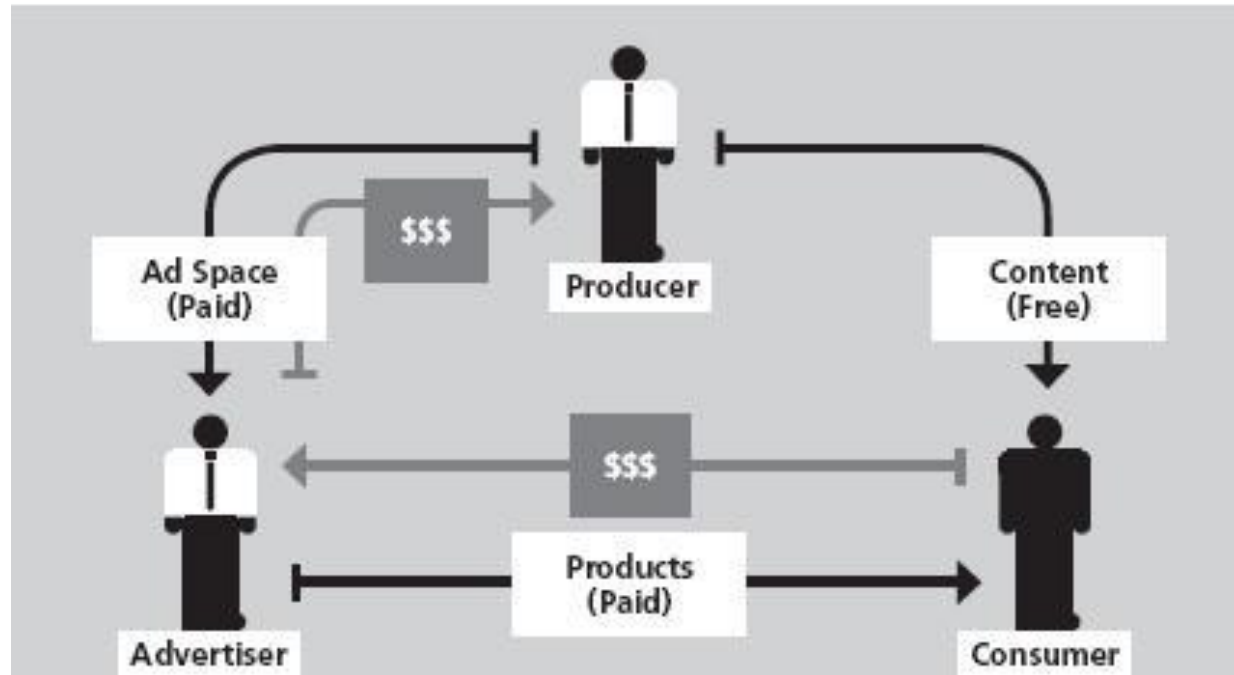
Chris Anderson: Free – the future of a radical price.
<www.hyperionbooks.com/free>



WHAT'S FREE: Any Product That Entices You to Pay for Something Else.

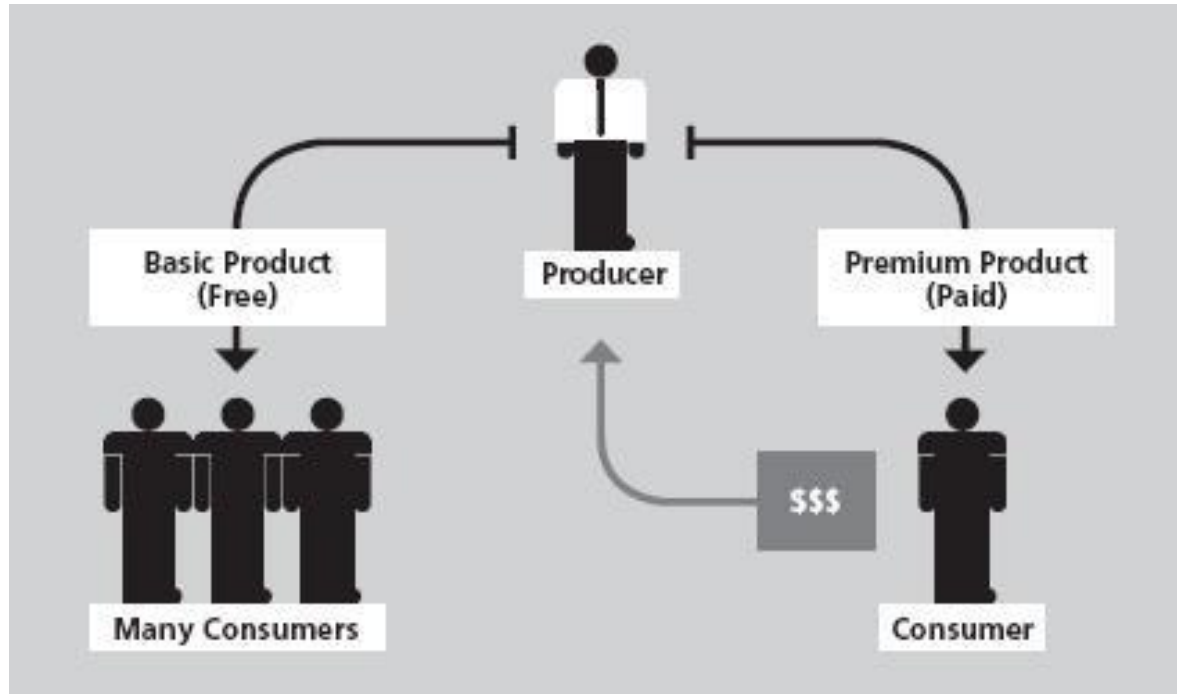
FREE TO WHOM: Everyone Willing to Pay Eventually, One Way or Another.

Chris Anderson: Free – the future of a radical price.
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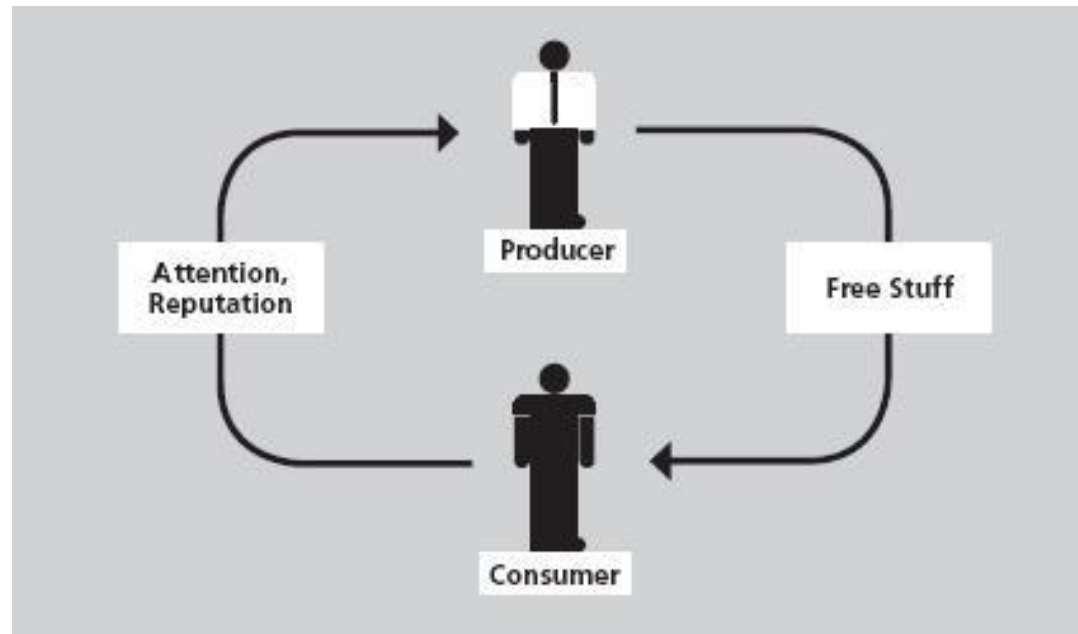
WHAT'S FREE: Content, Services, Software, and More.
FREE TO WHOM: Everyone.

Chris Anderson: Free – the future of a radical price.
<www.hyperionbooks.com/free>



WHAT'S FREE: Anything That's Matched with a Premium Paid Version.
FREE TO WHOM: Basic Users.

Chris Anderson: Free – the future of a radical price.
<www.hyperionbooks.com/free>



WHAT'S FREE: Anything People Choose to Give Away with No Expectation of Payment.

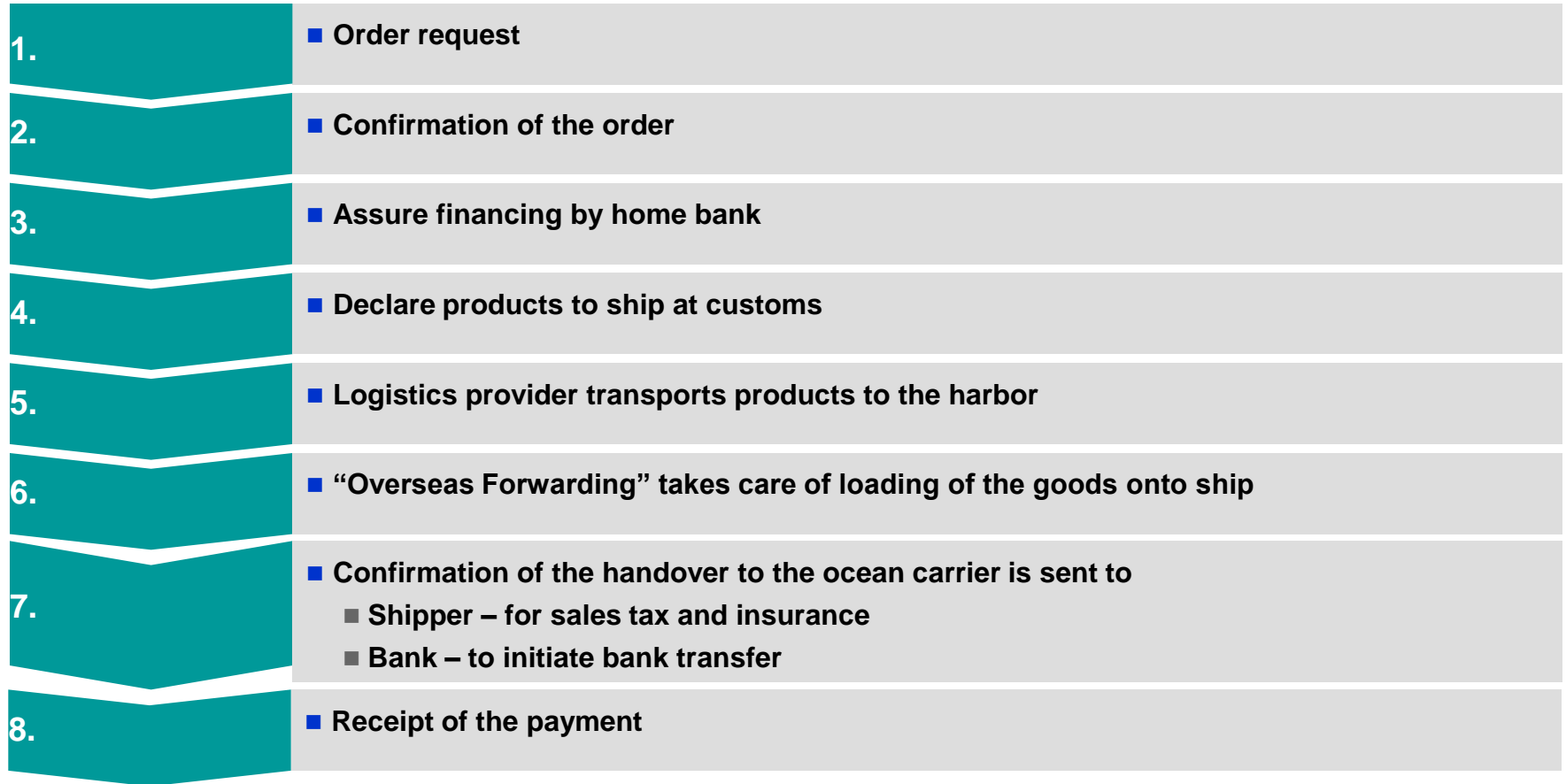
FREE TO WHOM: Everyone.

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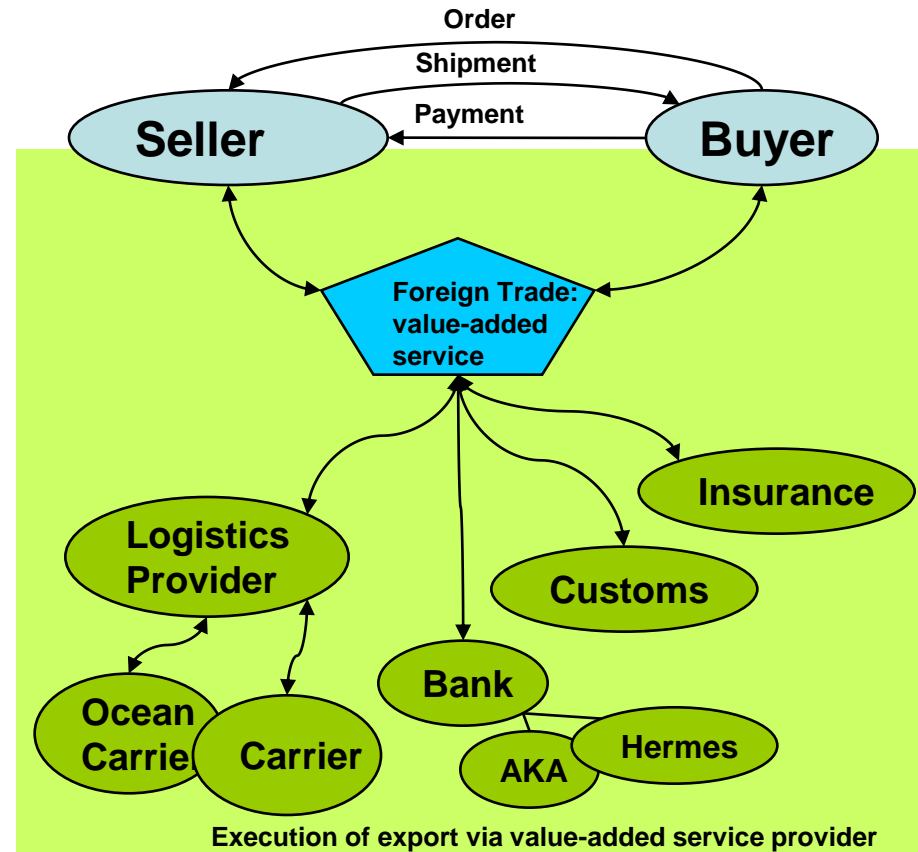
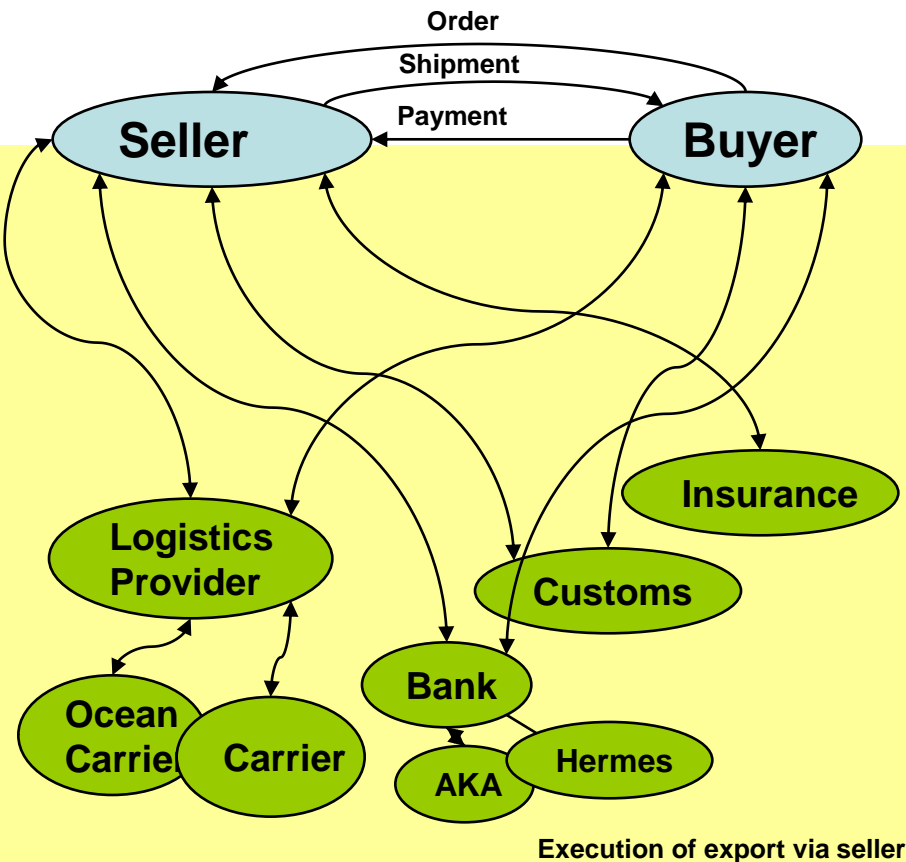
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A simple process?



- Foreign trade processing is a **complex service**
- For SMEs, foreign trade processing is **NOT a core competence**
- A reliable **value-added service provider** coordinates the process on behalf of the seller



- Innovative **Preismodelle**
 - Jede Frisur 14,99 EUR
 - Frisur-Flatrate: 19,99 EUR/Monat
- ... **on-demand** Frisuren?
- ... Kombination zu **Mehrwertdiensten?**



Dienstleistungs- Marktplatz

Angebot von Lösungen /
Mehrwertdienstleistungen



z.B. integrierte
Reisebuchungen



z.B. Mash-up
Informationsdienst

1. Finde
2. Kaufe
3. Nutze



Klassische Dienstleistungen

- Werden von Menschen in der realen Welt erbracht



Beratung



Forschung



Lehre

Neue, Automatisierte Dienstleistungen

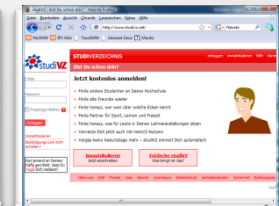
- Werden in der virtuellen Welt für Menschen und für andere Dienstleistungen erbracht
- Einfacher Zugang



Kartenmaterial



Fotos teilen



Soziale Netze

Danke an meine (ex-)Kollegen bei SAP,
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Vielen **Dank**
für Ihre **Aufmerksamkeit.**