

Platforms and Ecosystems as a Chance for Empowerment - Business Transformation: Learnings from Netflix -



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Transformation: from Goods-dominant - to Service-dominant Logic



Goods-dominant



Service-dominant
Plattform Company



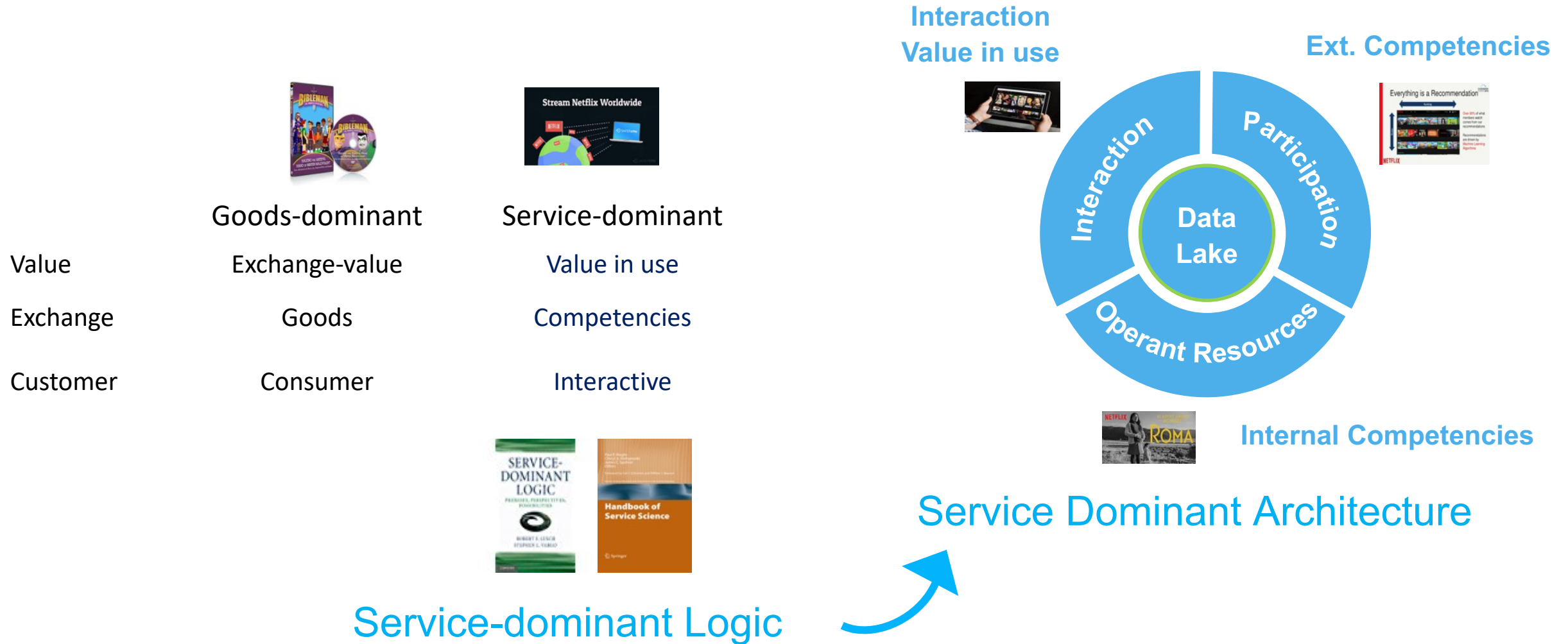
Service-dominant
Content Provider



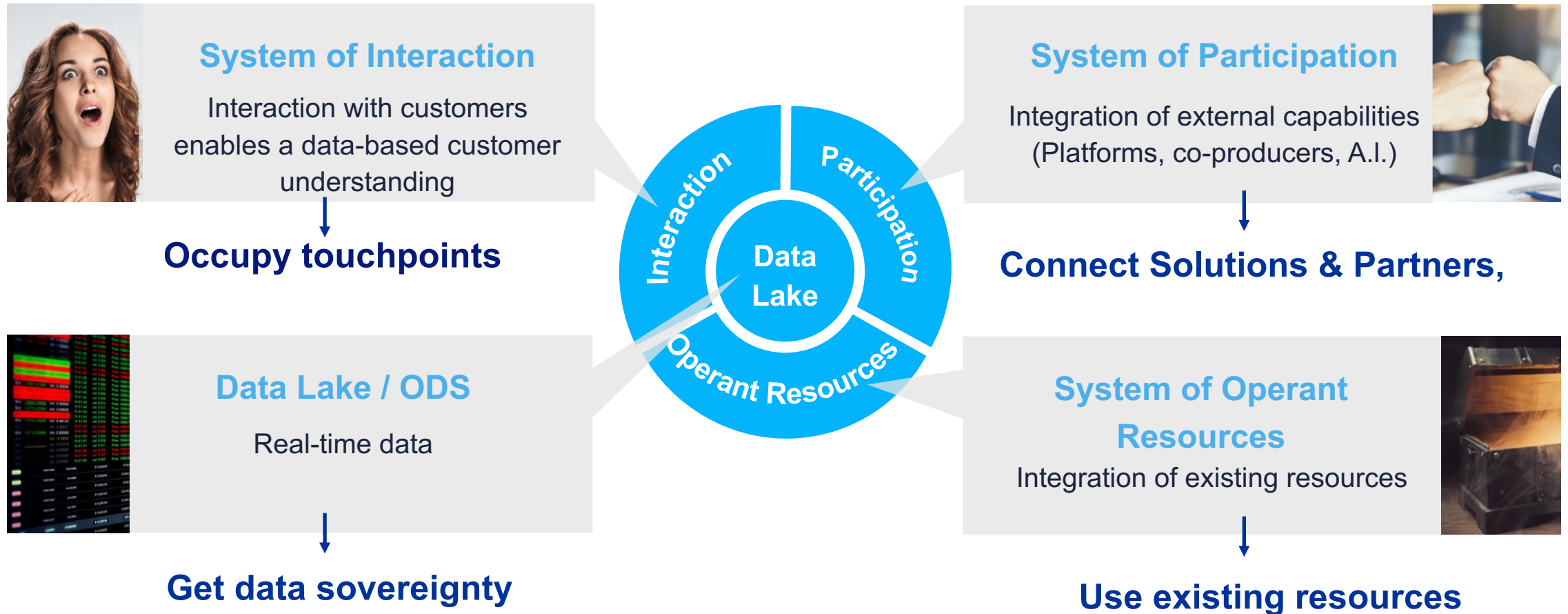
160 Mio. subscriber

\$ 6 Mrd.

From Goods-dominant – to Service-dominant Logic

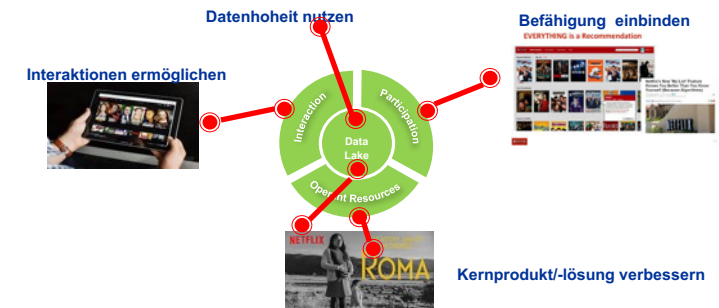
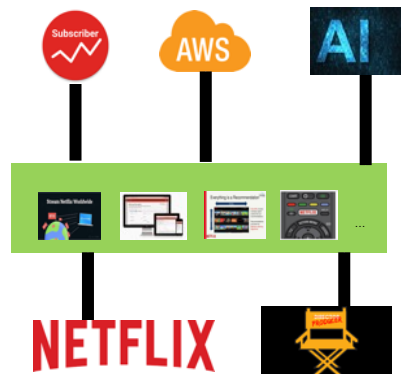


Service Dominant Architecture



Platforms and Ecosystems as a Chance for Empowerment

1. **Service Platform:** Resource integration, Resource and capability density, Interaction
2. **Service Ecosystem:** actor-to-actor orientation, Institutions
3. **Service:** Service – value co-creation - as a process; application of resources for the benefit of other



Service Platform Development

SDA Human Centered Service "Processes and Solutions"



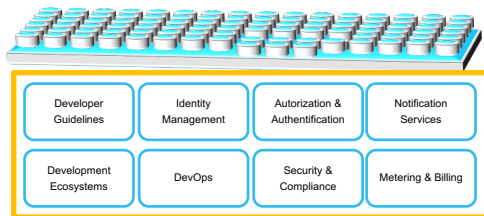
Service as Process
Human Centered Value

SDA Business "Bricks"



Functional Bricks & Service Stacks – like insurance layer

SDA Base "Plate"

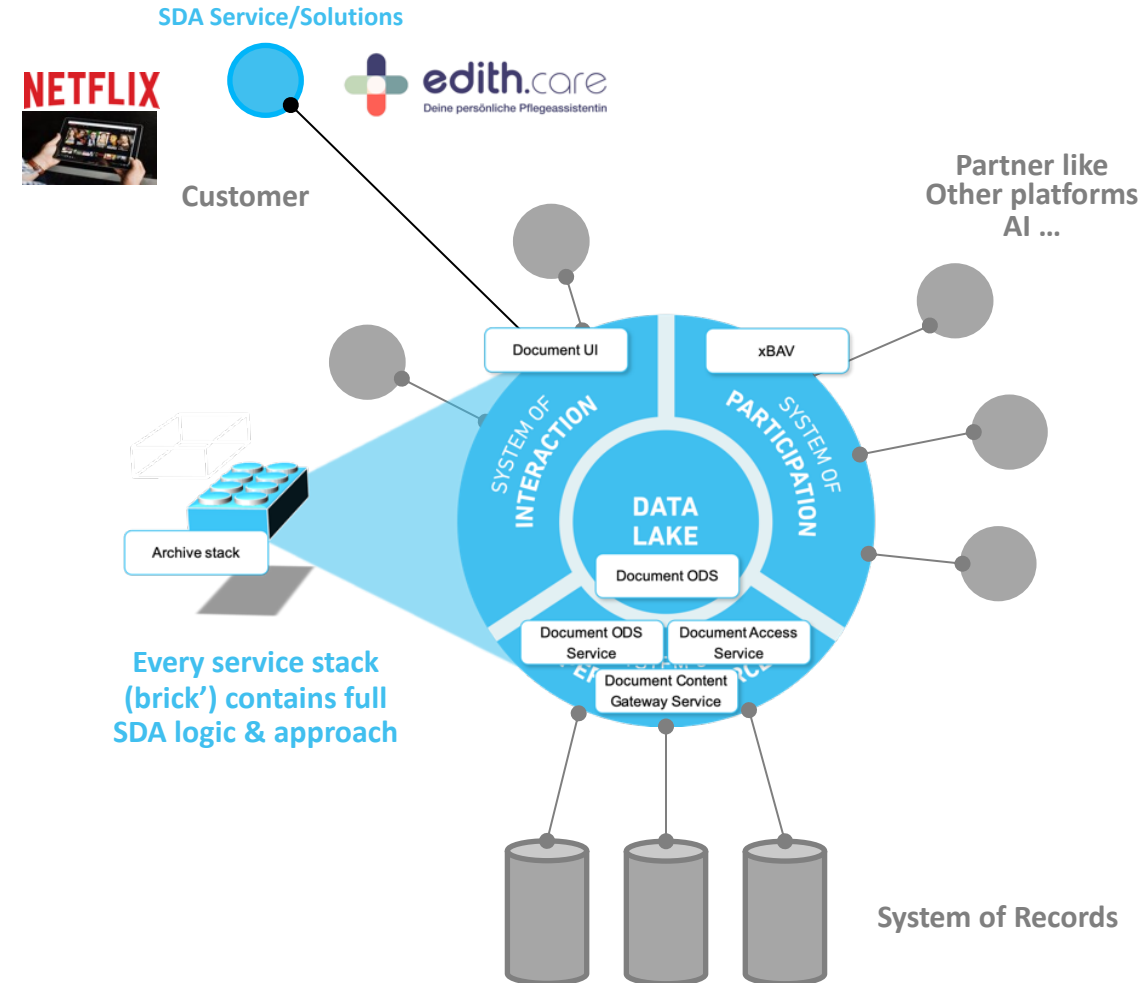


Technical basis to develop
(micro) **Services = Output**

Transformation Enablement



Strategy
Proof of Concept



Solution Logic of Platform Approach: 'Knight's Castle' Contract Notification

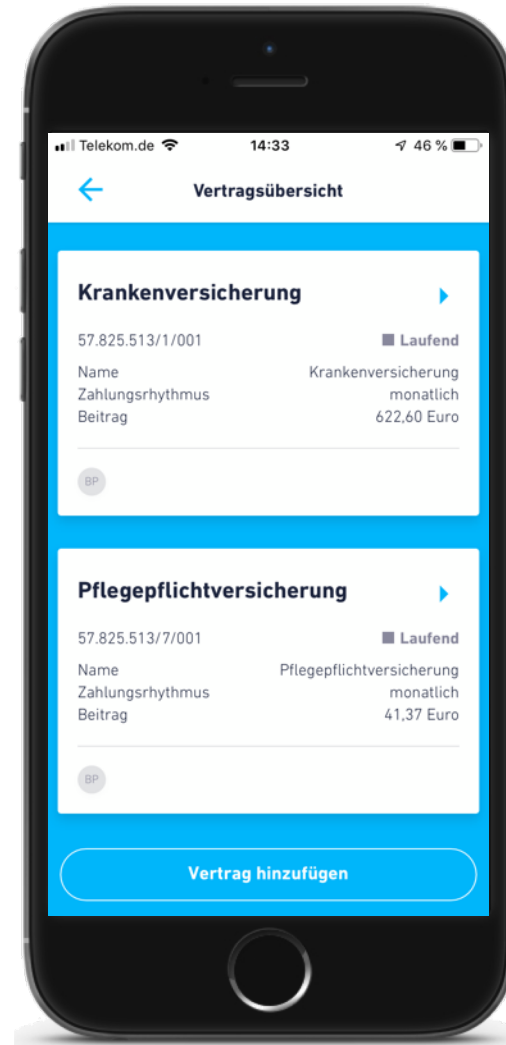


Partner services

Contract services

Plate

Customer App



Challenge

1. Customer: Contract documents not at hand
2. Insurance: Reduction of service calls and sending of documents

Solution

Clear representation of the contracts in the app

Status running

Examples for Solutions

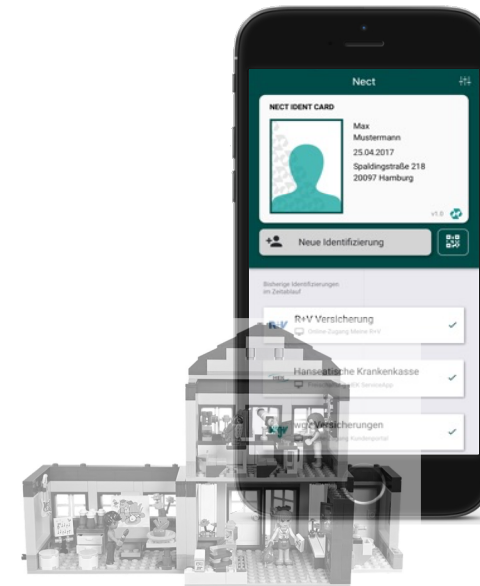
'Pharmacy' Medication Management



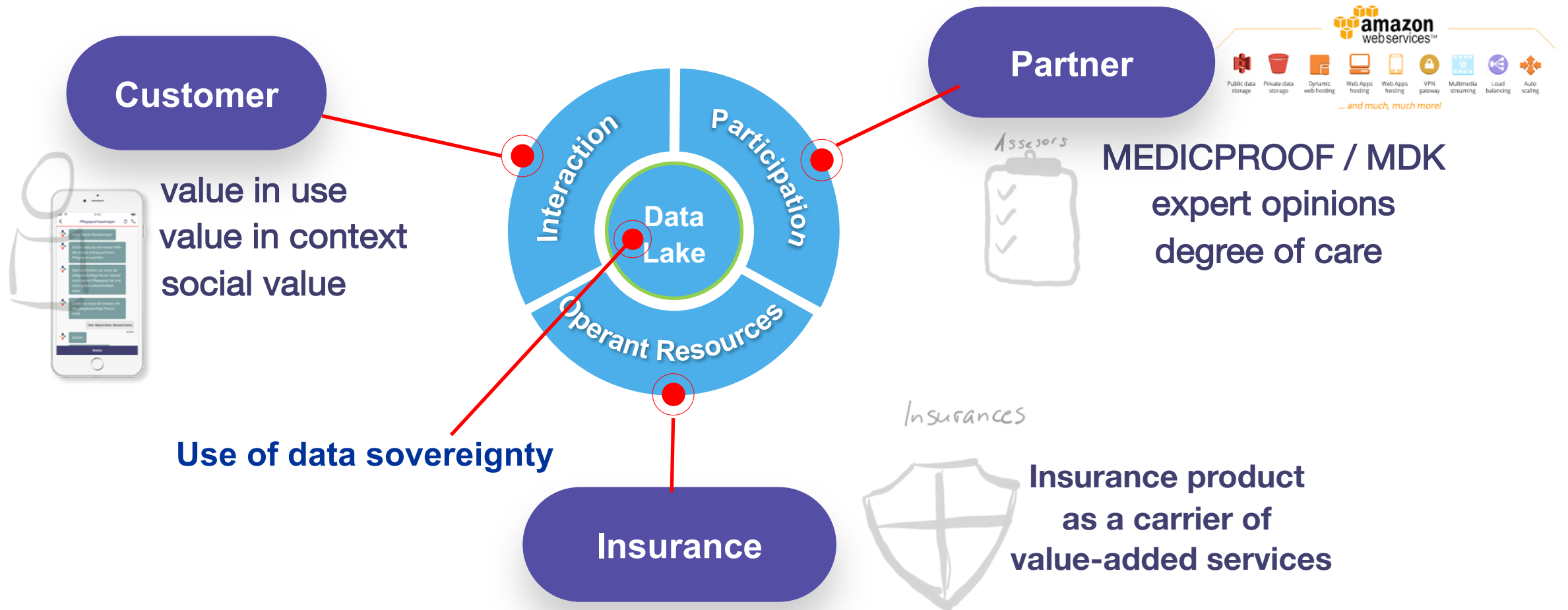
'Shopping Mall' Submission App



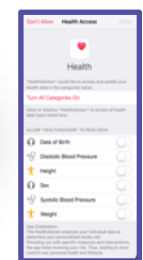
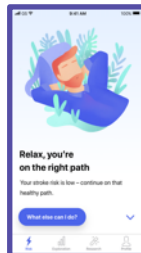
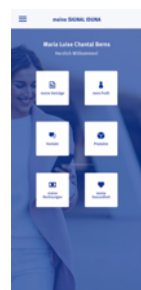
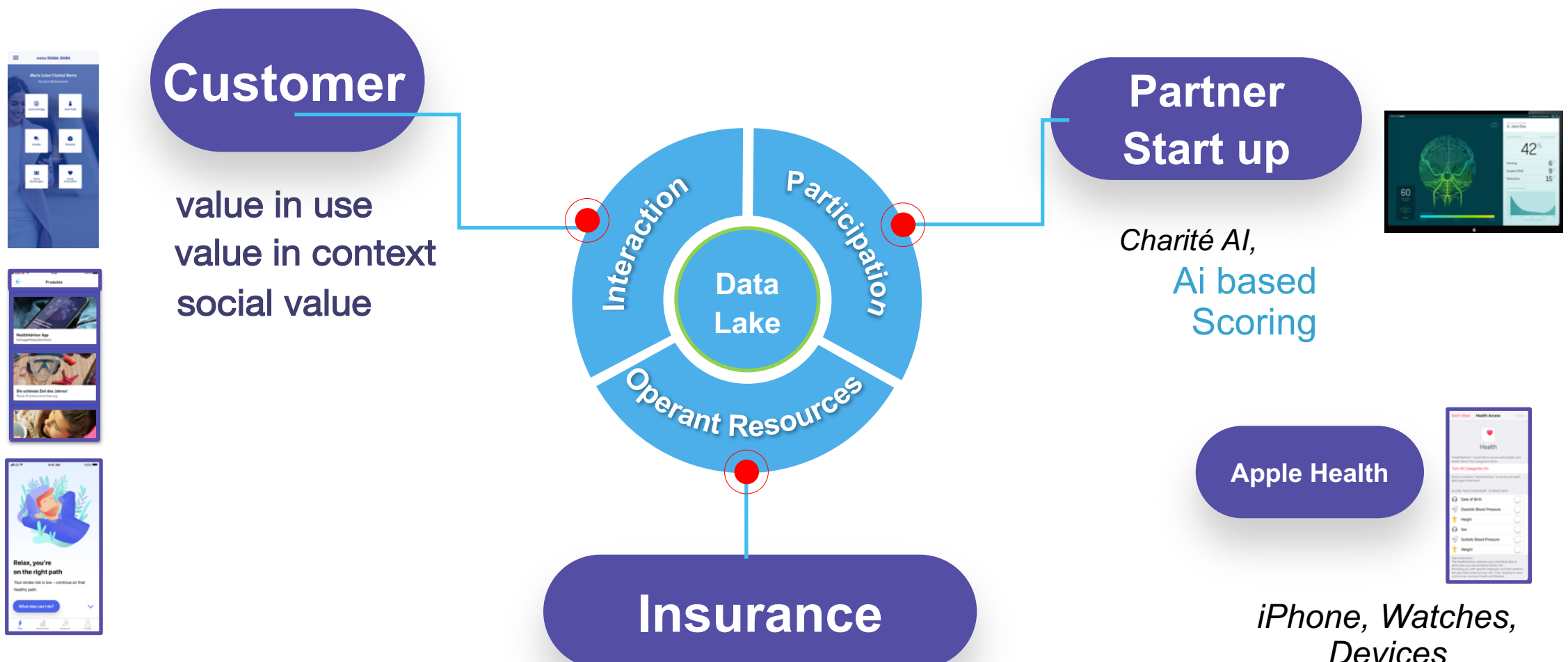
'School' Selfie-Ident (,Nect')



New Business Model: edith.care care application in 10 minutes instead of 10 days –

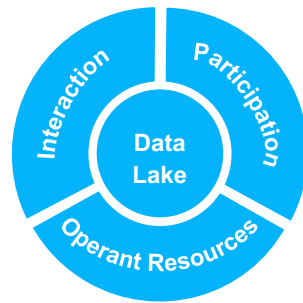


Cooperation Start Up with Incumbent: Private Health Advisor – Stroke Prevention

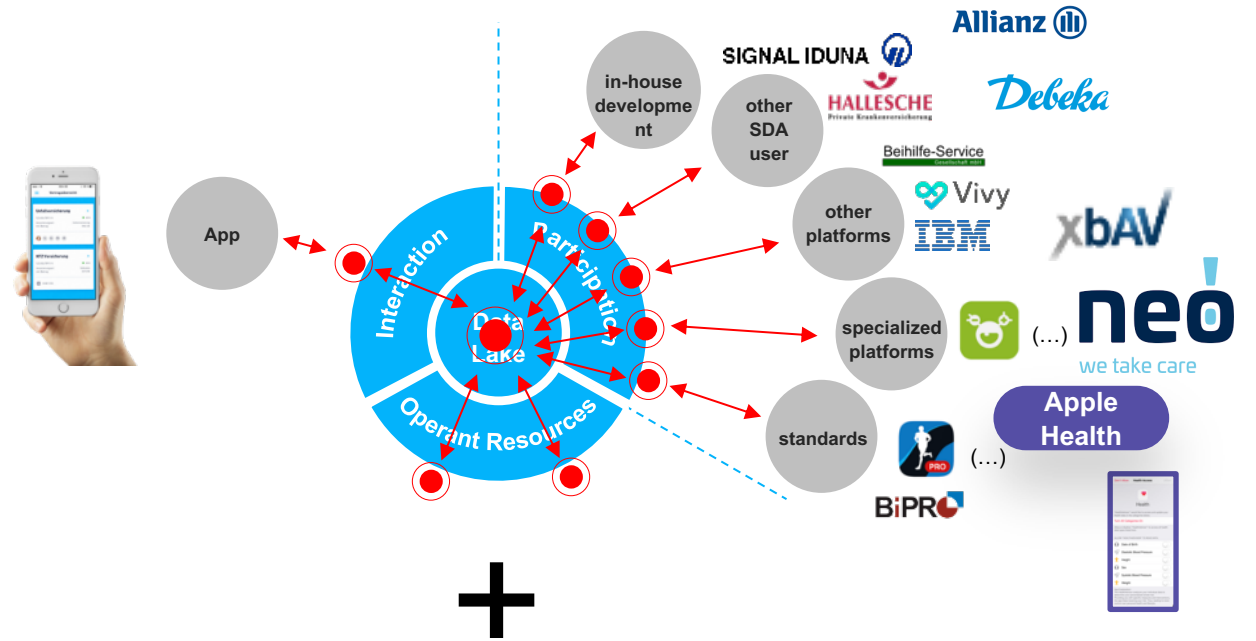


Business Transformation

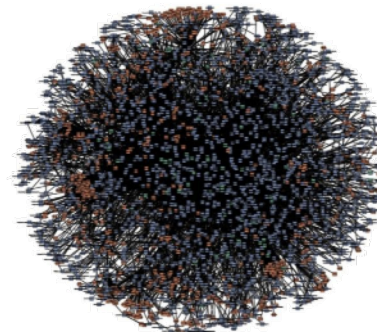
Becoming a Platform Organization



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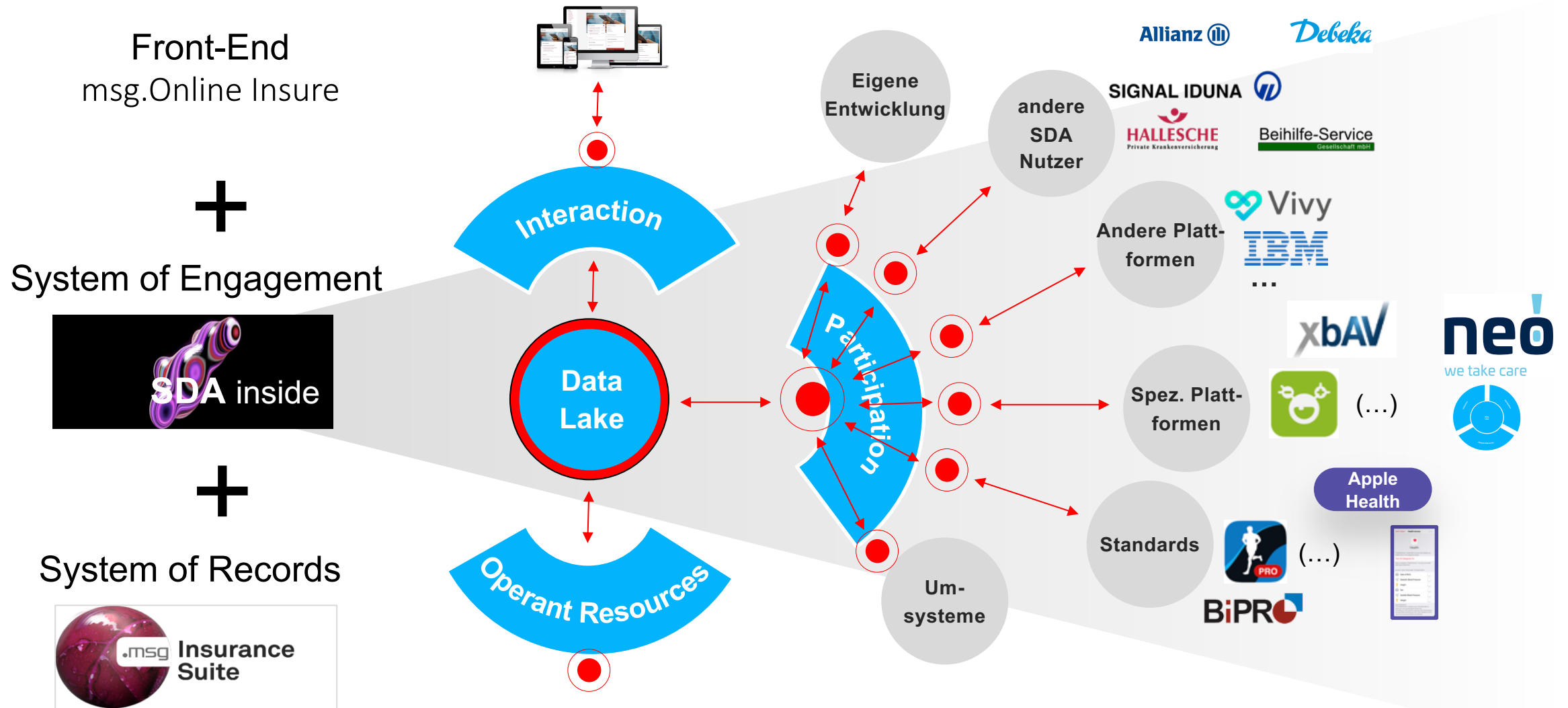


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Business Transformation

Market leading: *nexinsure* = Standard Platform Organization



Principles of SDA SE



Open/Open Source



Co-Laboration/Co-Creation



Modular/MicroServices



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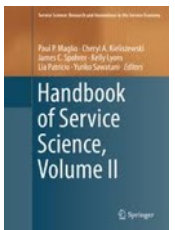
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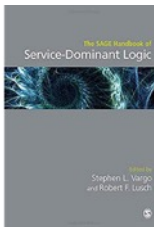
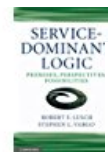
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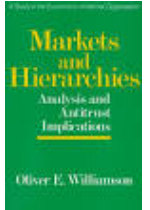
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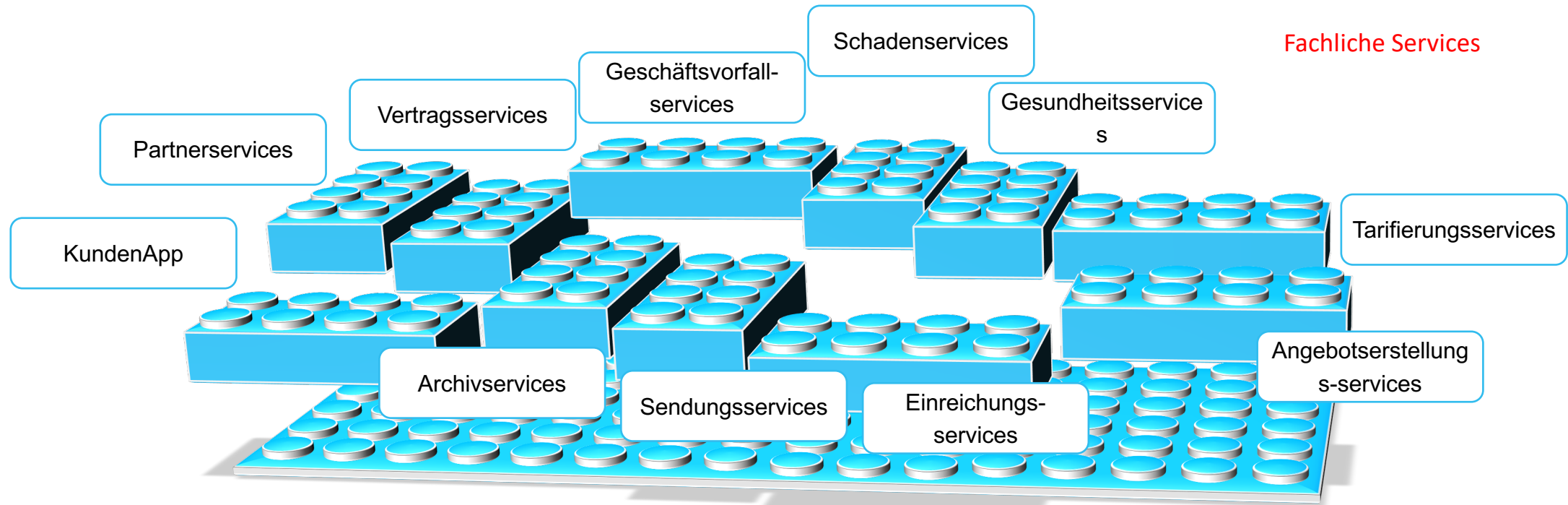
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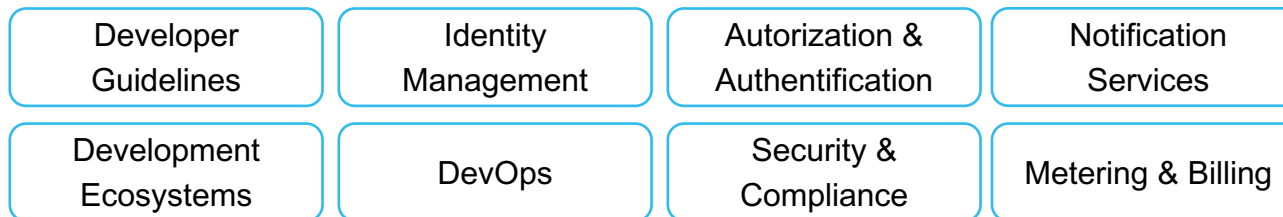


Plattform und Services der SDA SE – ein (weniger technischer) Überblick: der Baukasten für eine beschleunigte digitale, Service-dominierte Transformation

Überblick



Bestandteile der Legoplatte:



Zuvorderst technische Basis

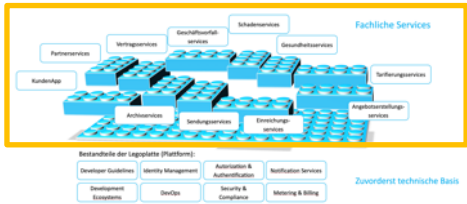
SDA SE Portfolio

SDA Human Centered Service and Solutions



(...)

SDA (funct.) Service stacks ('bricks')²



SDA Basis ('plate')



SDA & Transformation Enablement



service as process to deliver ,wows'
Human Centered Value in Use

Joint SDA / client dev of new ,bricks'

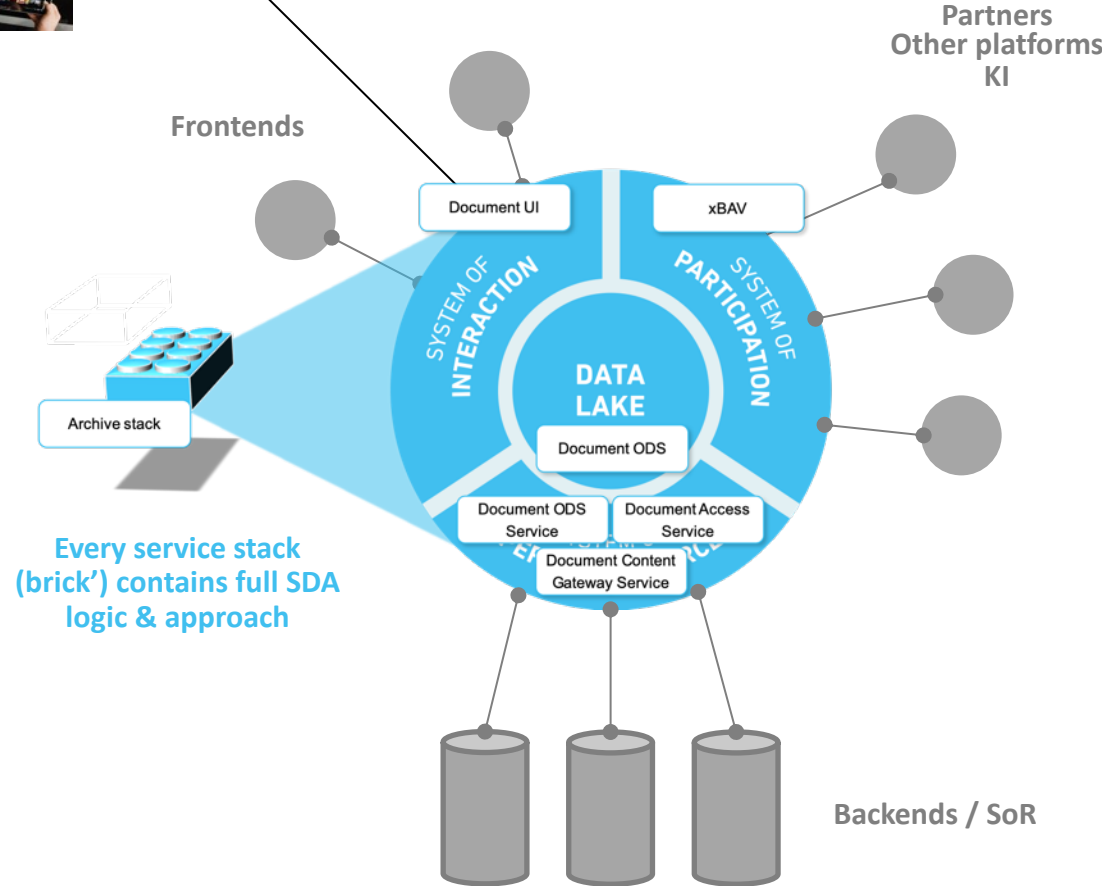
Functional Insurance Layer
Functional **service stacks** - currently focuses on insurance layer - as ,out-of-the-box-bricks' to realize E2E-orchestrated solutions

Technical Plattform
SDA (technical) basis to develop (micro)**services** output = state-of-the-art technology; providing dev- / prod- / and test-stacks to secure successful scaling

Compl. Services
S-D strategies; Support of implementation, onboarding / empowerment of employees and partners, and utilization to speed up digitization via SDA

aaS / operation

SDA Service/Solutions



Every service stack (brick') contains full SDA logic & approach

In jedem der fachlich geprägten Bausteine finden sich sowohl die SDA-Logik als auch die Microservice-Orientierung wieder

Überblick

