

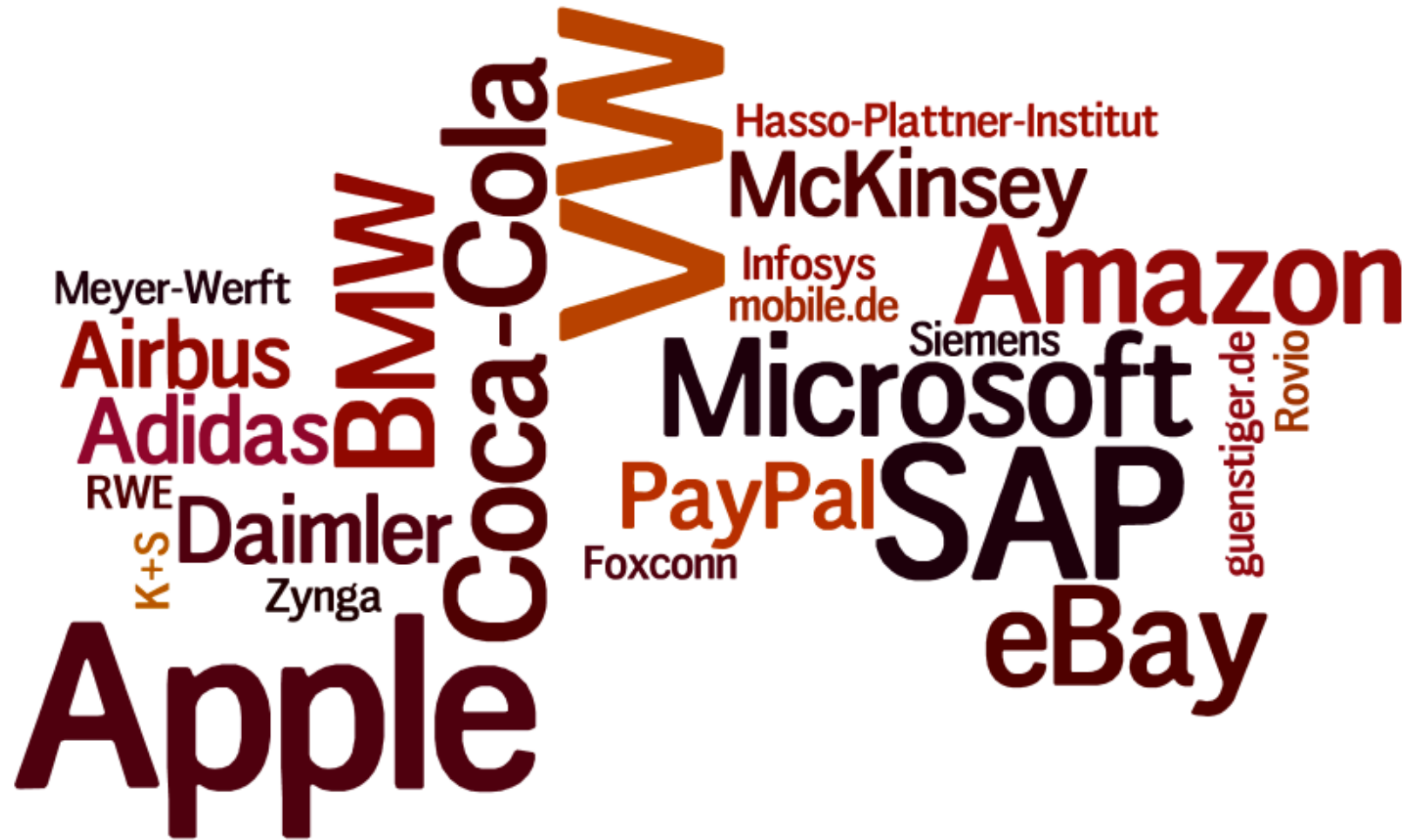
Einführung

Agenda

- Was ist eine Unternehmung?
- Was sind Unternehmensanwendungen?

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Was ist eine Unternehmung?

Tätigkeit, die ein bestimmtes Ziel hat.

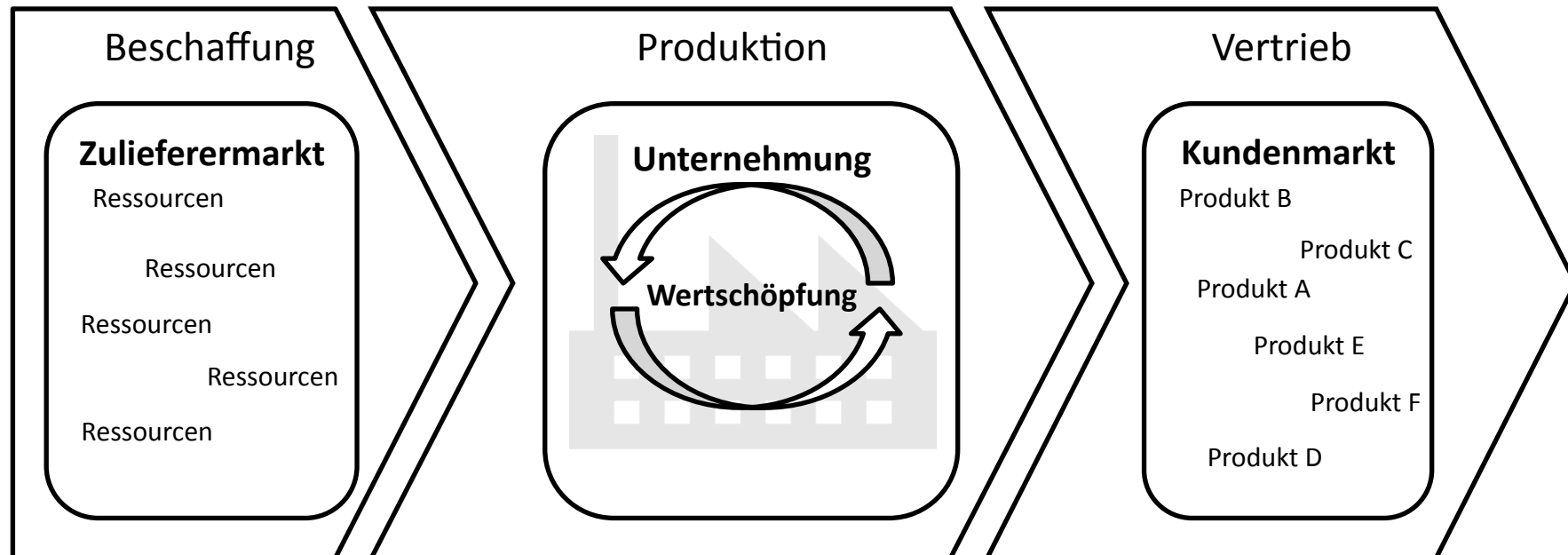
Eine organisatorische Einheit, die finanziell und rechtlich gegliedert ist und einen wirtschaftlichen Zwecke verfolgt.

Gesellschaft oder Betrieb, der Gewinn anstrebt.

Ist eine Organisation, die zielgerichtet Aktivitäten ausführt um ein Produkt oder eine Leistung für einen Markt anzubieten.

Was ist eine Unternehmung?

Vereinfachte Darstellung

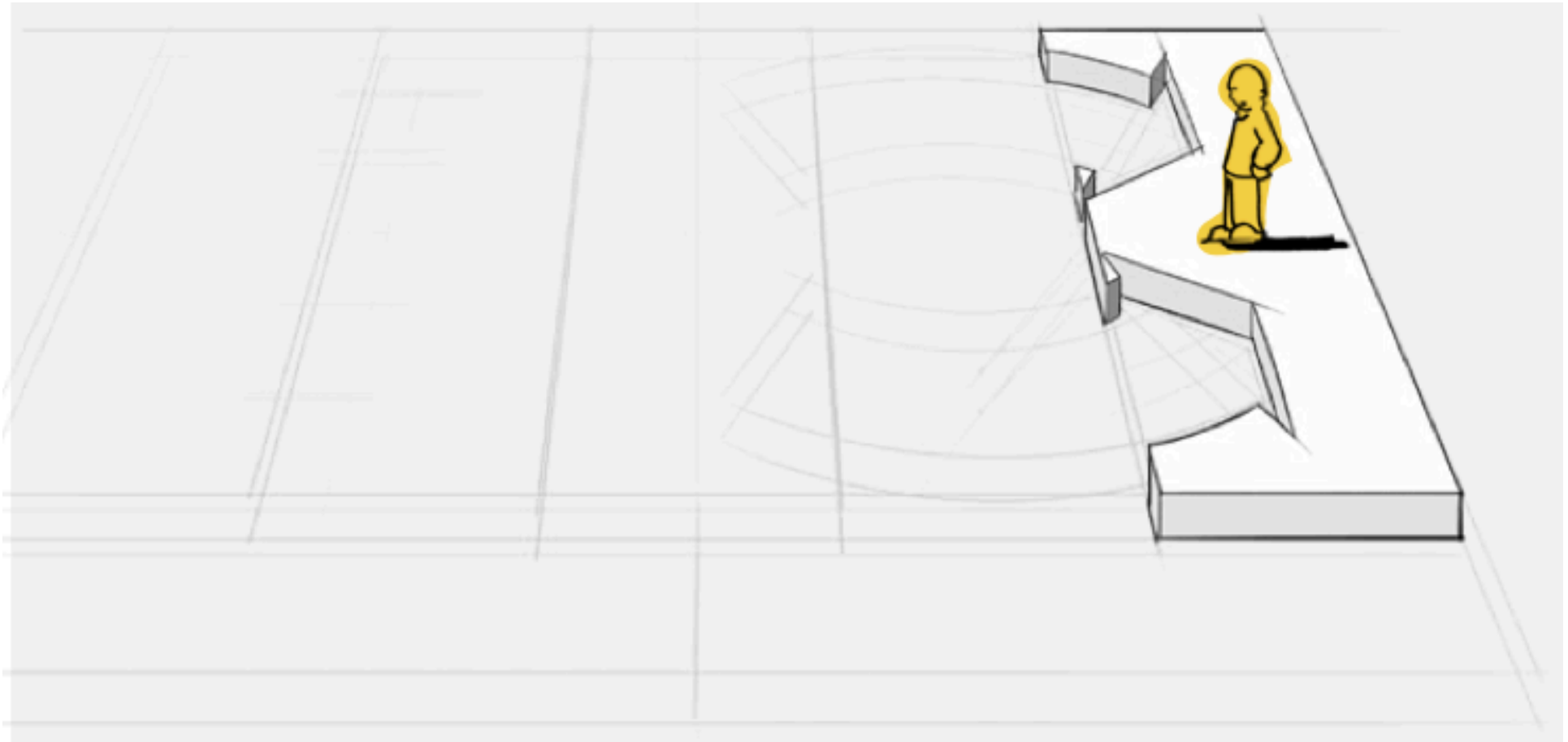


Exkurs: Business Models

www.BusinessModelGeneration.com

A business model describes the rationale of how an organization creates, delivers, and captures value

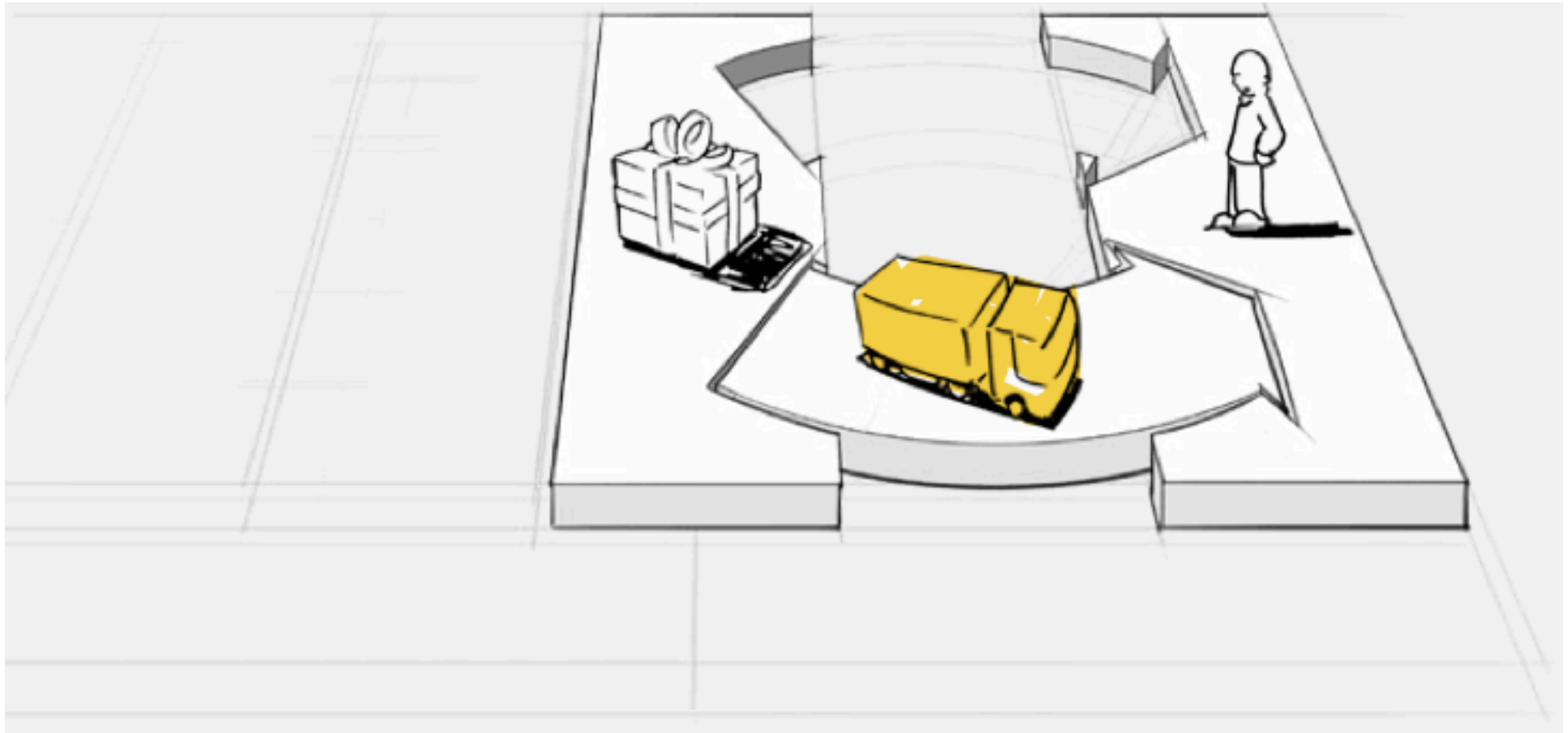
Customer Segments



Value Propositions



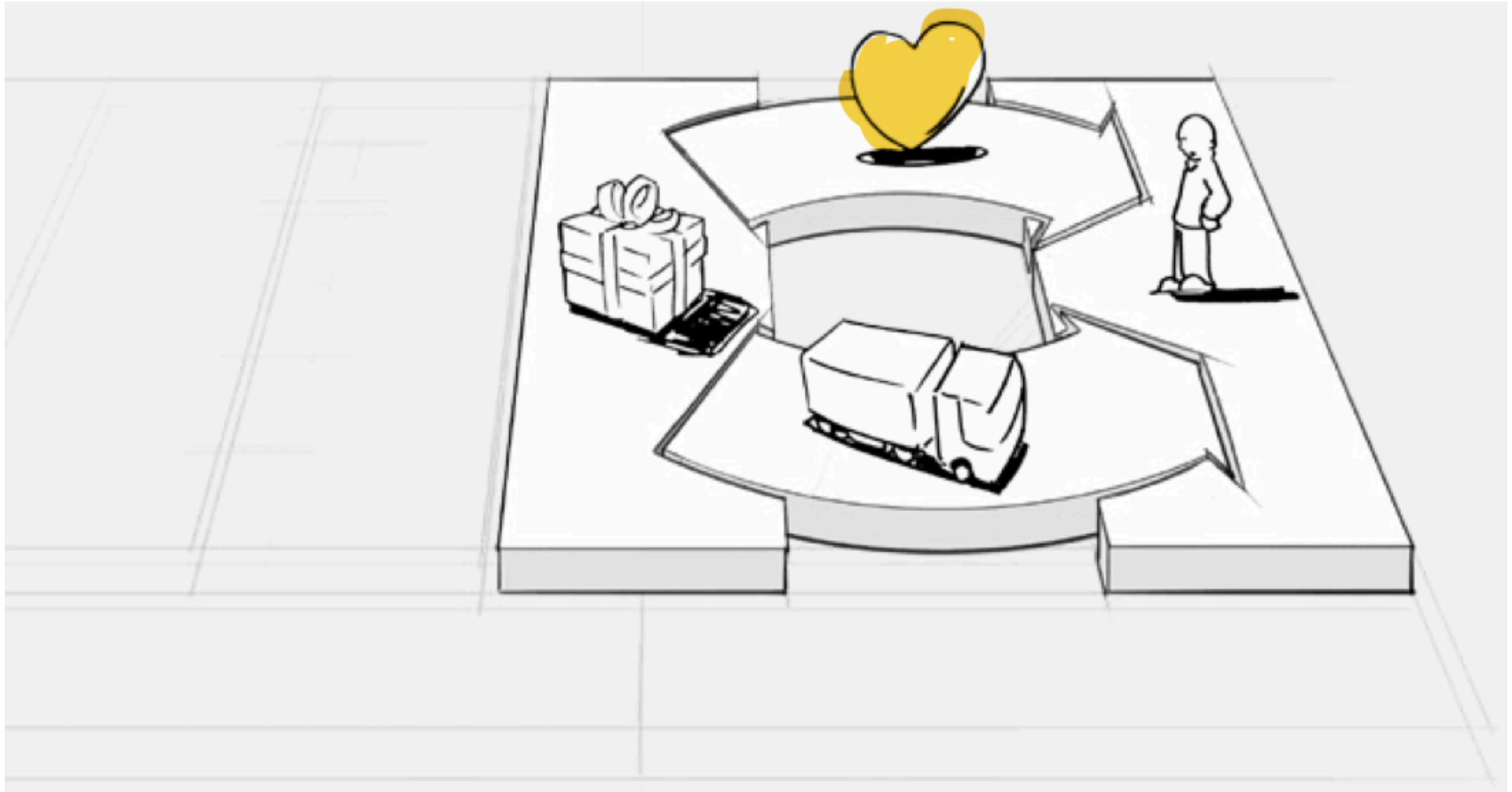
Channels I/II



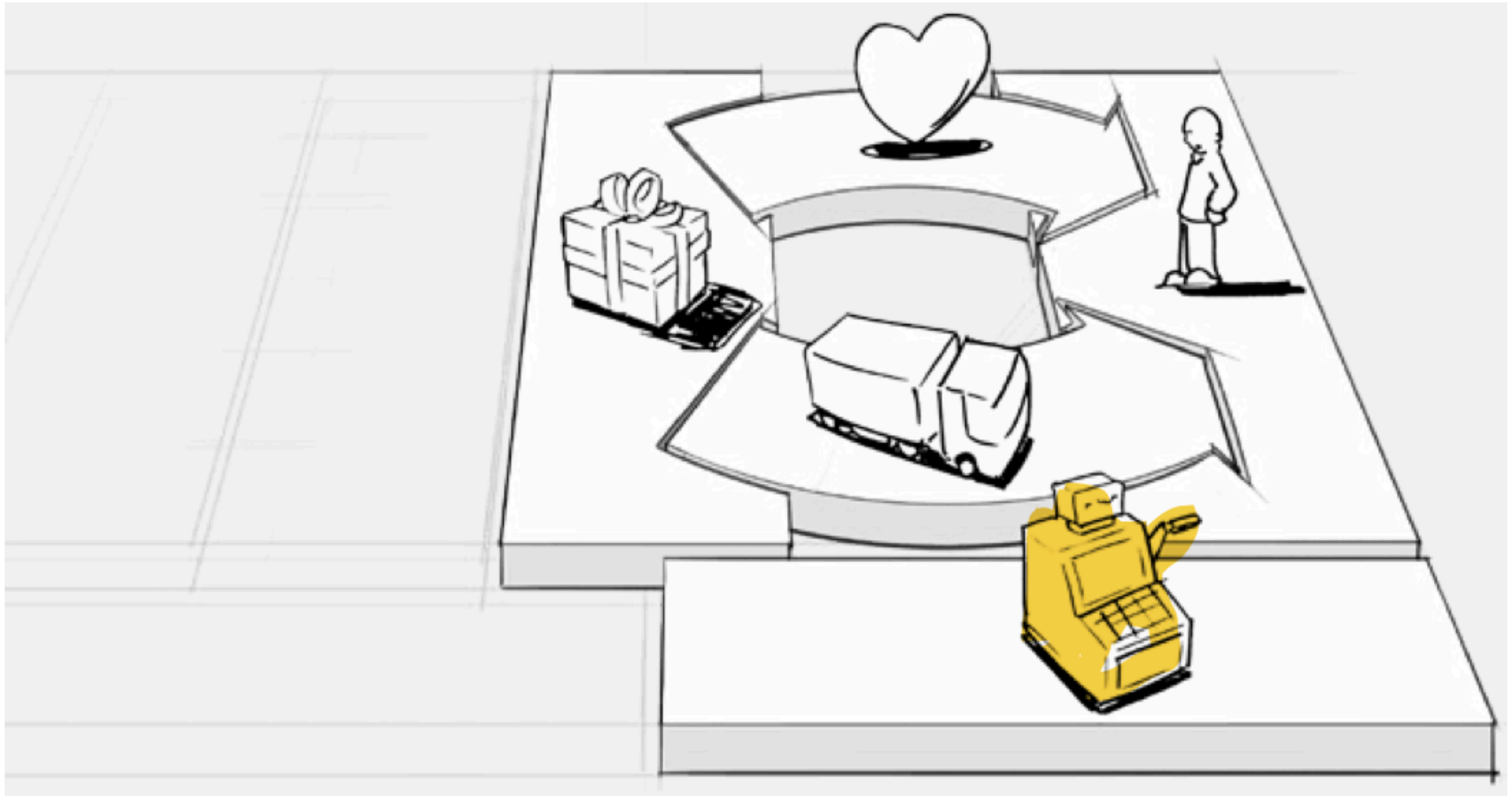
Channels II/II

Channel Types		Channel Phases				
Own	Direct	1. Awareness How do we raise awareness about our company's products and services?	2. Evaluation How do we help customers evaluate our organization's Value Proposition?	3. Purchase How do we allow customers to purchase specific products and services?	4. Delivery How do we deliver a Value Proposition to customers?	5. After sales How do we provide post-purchase customer support?
	Web sales					
	Own stores					
Partner	Indirect					
	Wholesaler					

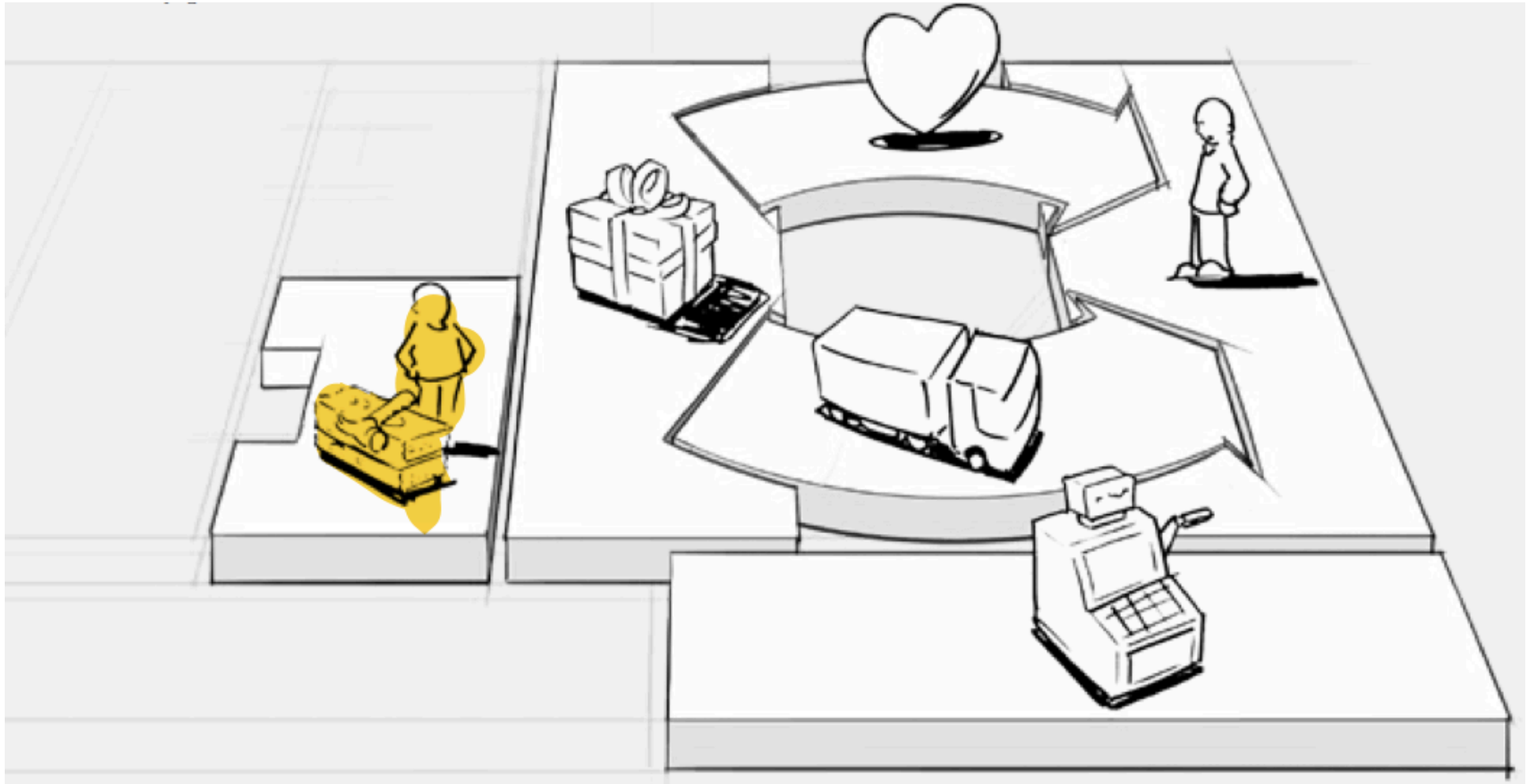
Customer Relationships



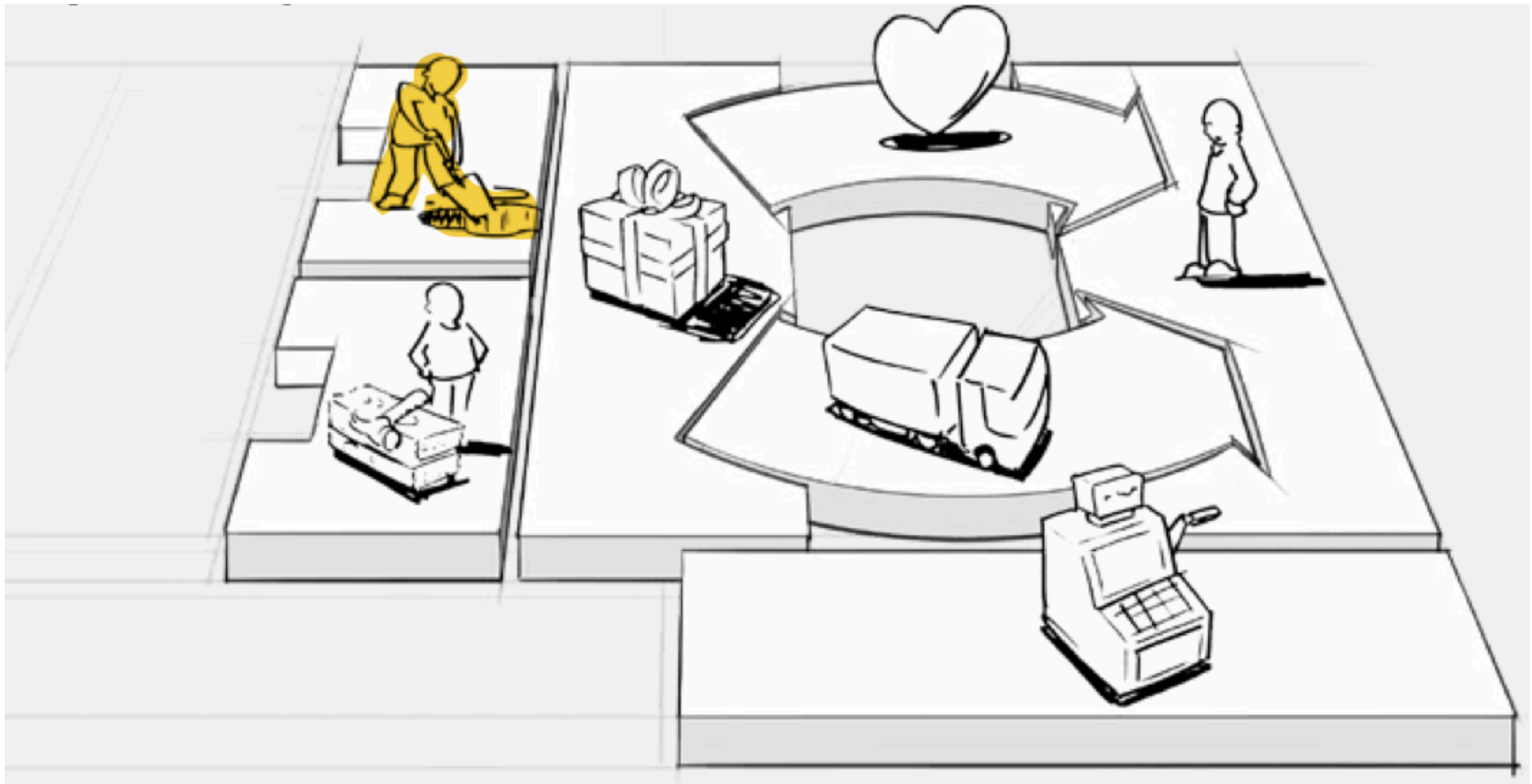
Revenue Streams



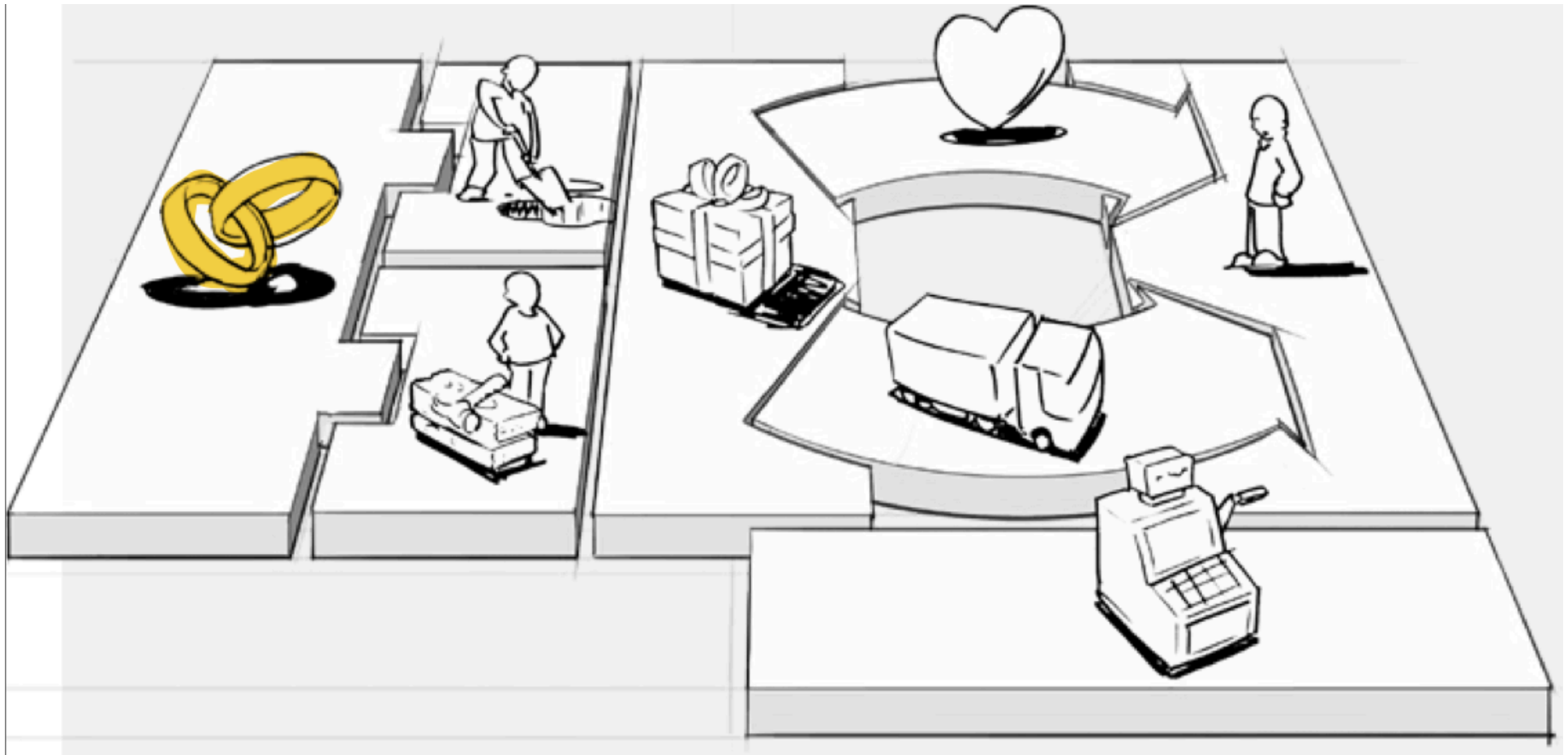
Key Resources



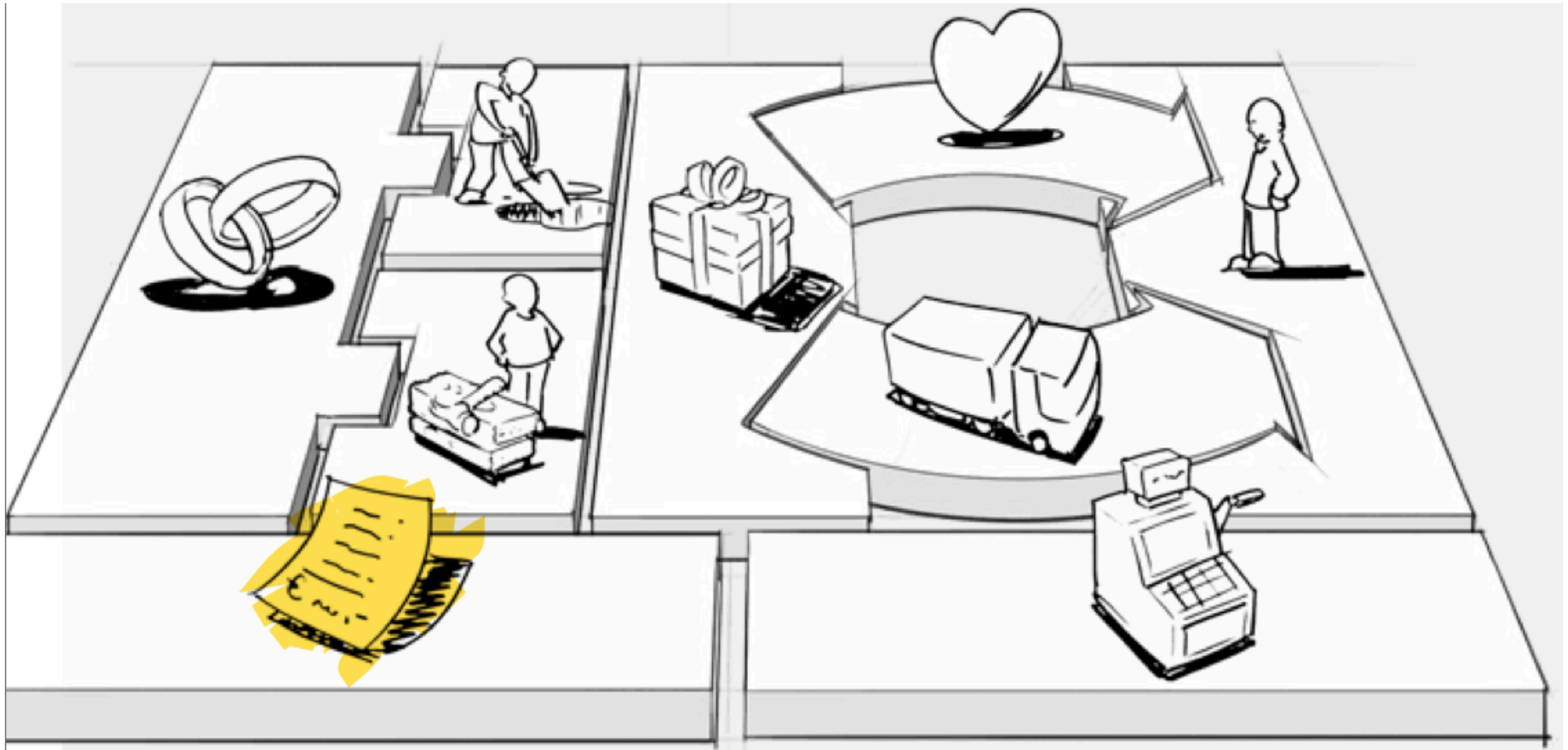
Key Activities



Key Partnerships



Cost Structure












The Business Model Canvas

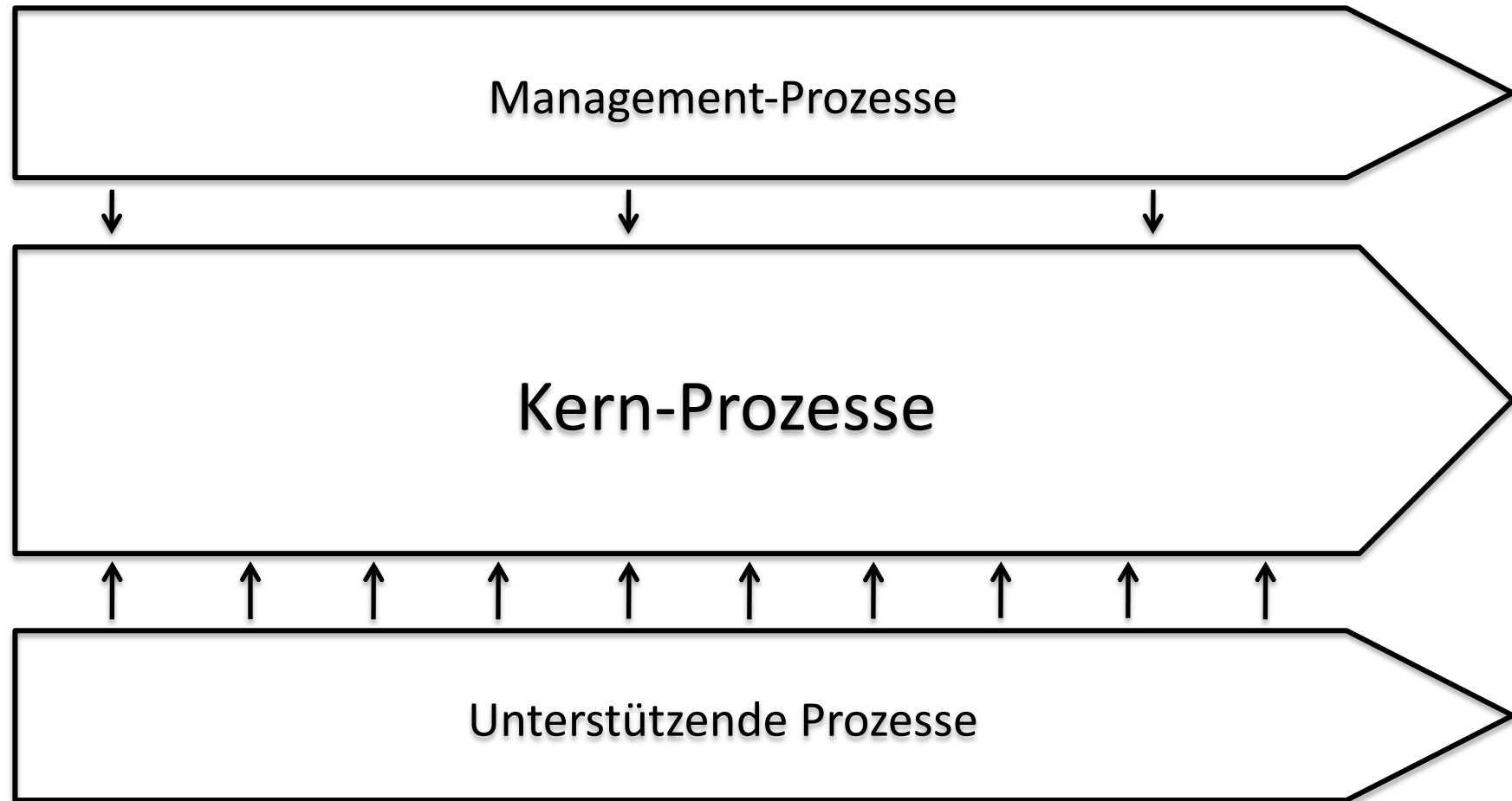
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On: Day: _____ Month: _____ Year: _____

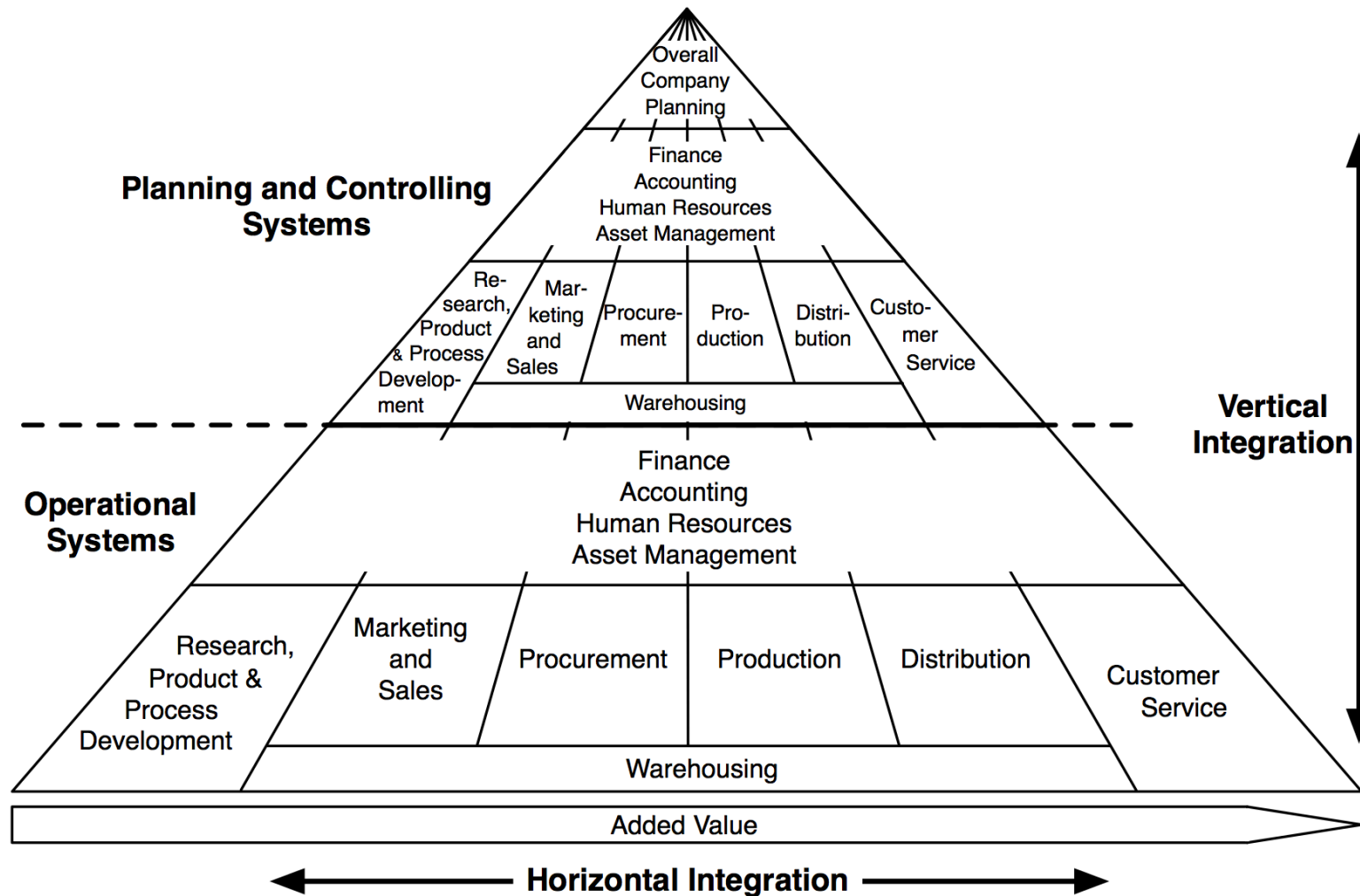
Iteration: % _____

<h3>Key Partners</h3>  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>KEY PARTNER FUNCTIONS Optimization and access to Distribution of risk and uncertainty Acquisition of particular resources and activities</p>	<h3>Key Activities</h3>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>KEY ACTIVITIES Production Problem Solving Platform Network</p>	<h3>Value Propositions</h3>  <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>VALUE PROPOSITIONS Design Architecture Customer Utility "Selling the Sill" Game Joke Brand Status Pain Cost Reduction Risk Reduction Accessibility Convenience/Usability</p>	<h3>Customer Relationships</h3>  <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p>RELATIONSHIPS Personal assistance Education/Personal Assistance Self-Service Automated Services Communities Co-creation</p>	<h3>Customer Segments</h3>  <p>For whom are we creating value? Who are our most important customers?</p> <p>MARKET SEGMENTS Mass Market Niche Market Segmented Diversified Multi-sided Platforms</p>
<h3>Key Resources</h3>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>KEY RESOURCES Physical Intellectual (Brand, patents, copyrights, data) Finance Human</p>		<h3>Channels</h3>  <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p> <p>CHANNEL PRIORITIES 1. Awareness 2. Evaluation 3. Purchase 4. Delivery 5. After sales</p>		
<h3>Cost Structure</h3>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>COST STRUCTURE Cost of Sales (Direct costs and structure, low price value proposition, minimum automation, concierge relationship) Value Drivers (Fixed or variable costs, premium value proposition)</p> <p>SCALE ECONOMIES Fixed Costs (Rent, rent, utilities) Variable Costs Economies of scale Economies of scope</p>			<h3>Revenue Streams</h3>  <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>REVENUE STREAMS Fixed Fee Usage Fee Subscription Fee Licensing Freemium Advertising</p> <p>REVENUE STREAMS Lump Sum Product/Service-dependent Customer segment dependent System-dependent</p> <p>REVENUE STREAMS Usage-based Performance-based Real-time Market</p>	

Ausflug in die BWL - Prozessorganisation

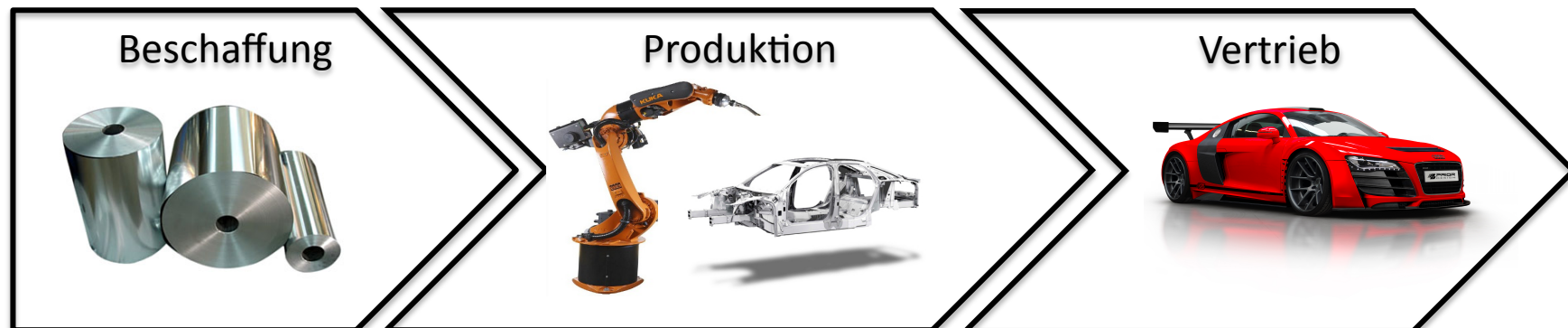


Ausflug in die BWL – Integrations-sicht



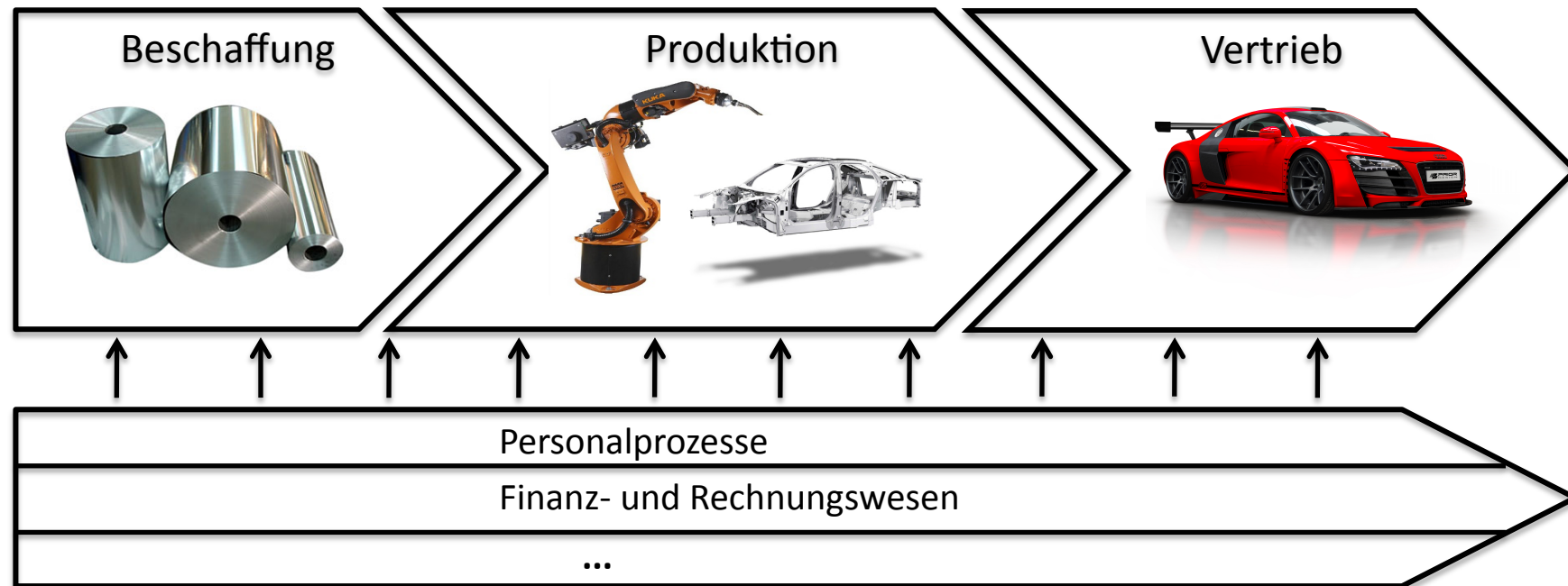
Ausflug in die BWL - Beispiel: Autohersteller

Kern-Prozesse



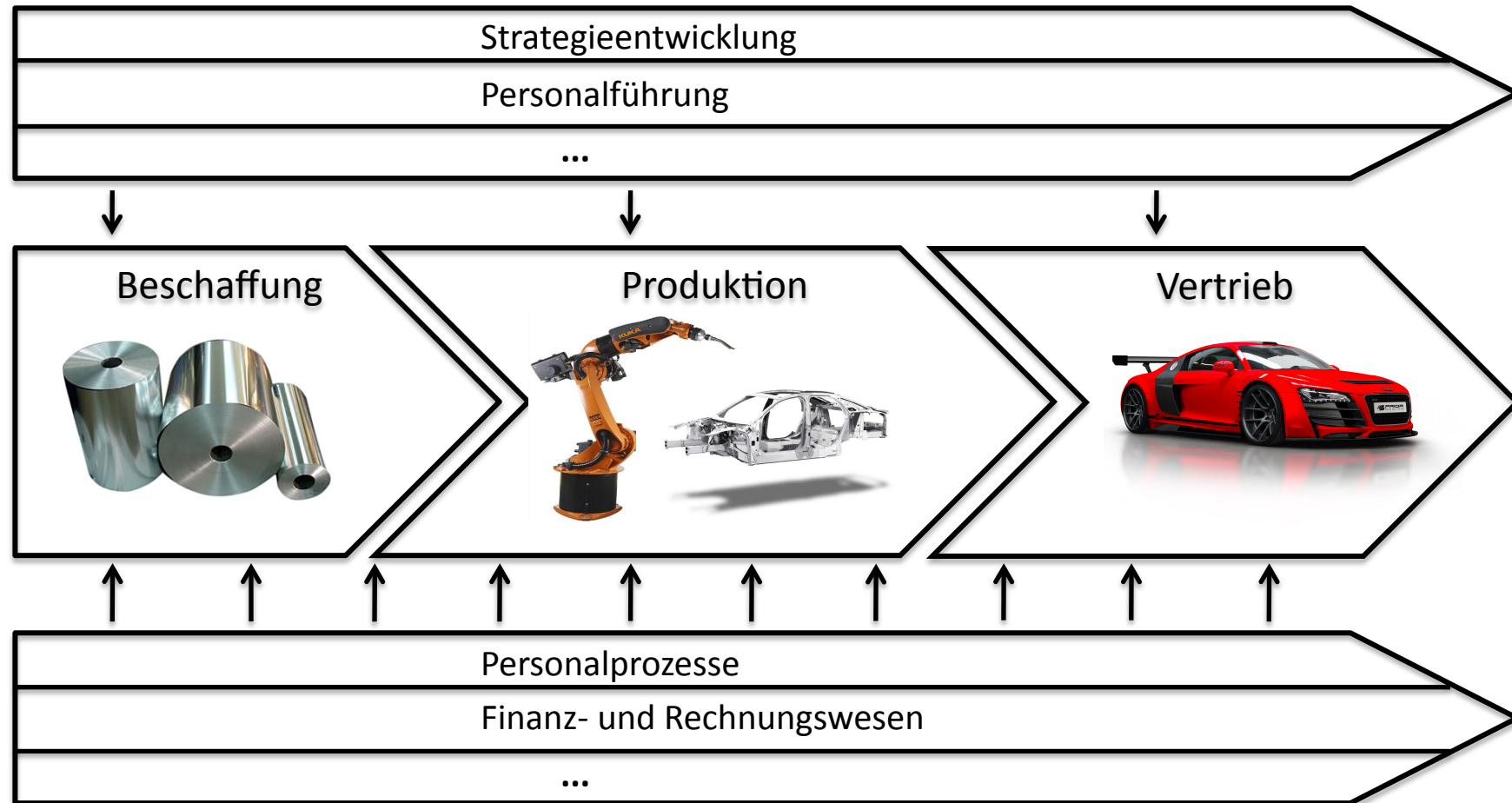
Ausflug in die BWL - Beispiel: Autohersteller

Unterstützende Prozesse



Ausflug in die BWL - Beispiel: Autohersteller

Management-Prozesse



Rekapitulation

Geschäftsprozesse sind ein adäquates Instrument zur Organisation von Aktivitäten innerhalb eines Unternehmens.

Sie ermöglichen ein verbessertes Verständnis der Beziehungen zwischen Aktivitäten und erlauben die Optimierung von Arbeitsabläufen.

Sie erlauben die Identifikation von Wertschöpfungsaktivitäten und schaffen somit Transparenz für die Fokussierung des Unternehmens auf seine Geschäftsziele.

Sie ermöglichen die Definition von Key Performance Indikatoren (KPIs), welche zur Effizienzsteigerung und Kostenreduzierung genutzt werden können. (Bsp.: Prozessdurchlaufzeiten, Ressourcenverbrauch, etc.)

Was sind Unternehmensanwendungen?

Unternehmensanwendungen sind **Informationssysteme**, die die **Planung**, **Durchführung/Automatisierung** und **Kontrolle** von **Aktivitäten** und **Prozessen** einer Unternehmung unterstützen.

Vorteile der Nutzung von Unternehmensanwendungen:

- Automatisierung
- Effizienzsteigerung
- Kostenreduzierung
- Planungssicherheit
- Risikominimierung
- Qualitätssteigerung

Kategorien von Unternehmensanwendungen

- BI, CRM, ERP, FI, HR, PLM, SCM, Security, BI, Collaborative-Workspaces, CRM, FI, HR, Manufacturing, Project-Management, Retail/POS, SCM
- Enterprise Performance Mgmt., BP-Outsourcing, CRM, Customer-Self-Services, FI, Governance, Risk&Compliance Management, HR, Masterdata Management, Procurement, Project-Management., SCM, Industry Applications, IT-Service-Management, Sustainability, Mobility-Solutions, Transportation Management
- CRM, PLM, SCM, Manufacturing, Service&Asset Management, ERP, FI, HR, Operations, Corporate-Services

Kategorien von Unternehmensanwendungen



Ausgewählte Kategorien von Unternehmensanwendungen

	ERP	SCM	CRM	PLM	SRM	BI	Strategy	Project Mgmt.
IBM	x	x	x	x	x	x	x	
Microsoft	x	x	x			x		x
Oracle	x	x	x		x	x	x	x
SAP	x	x	x	x	x	x	x	x

Quellen:

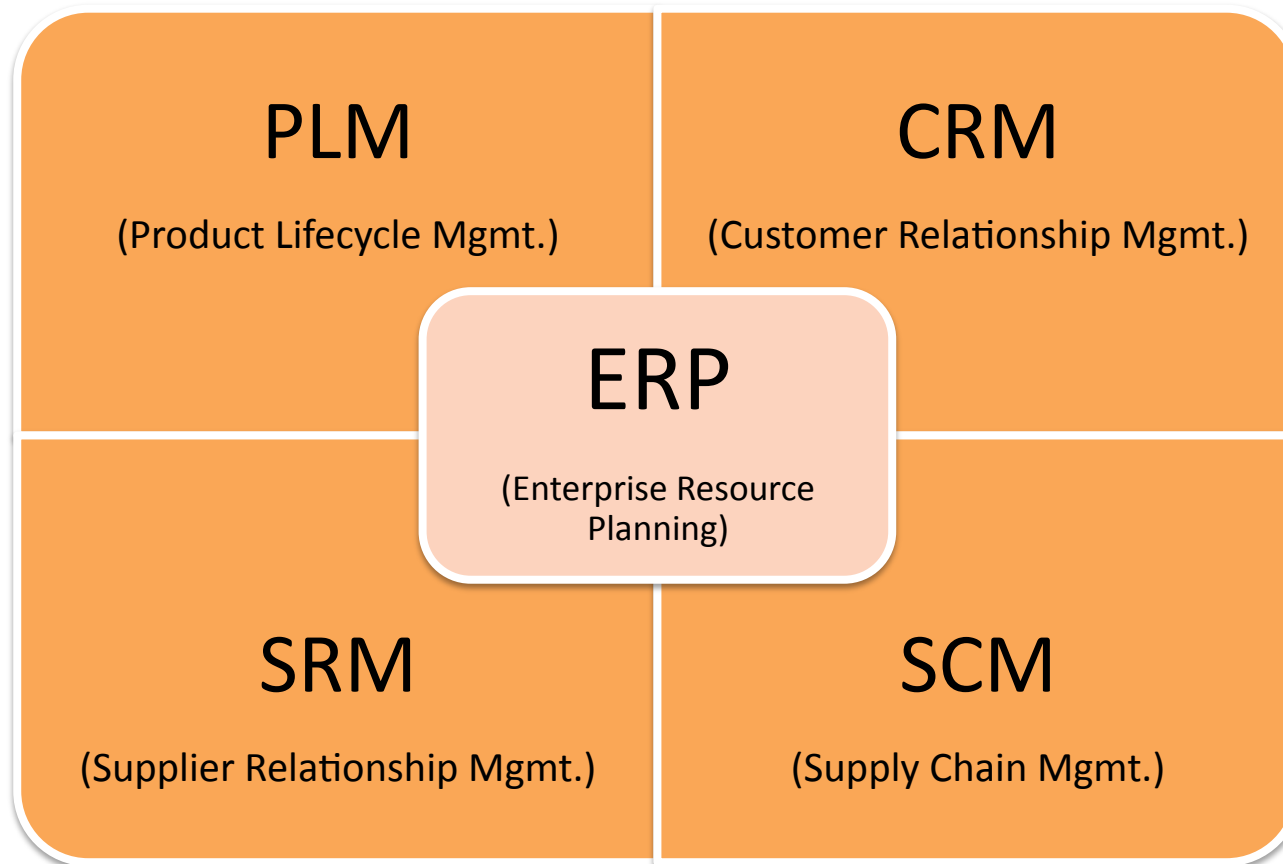
IBM: IBM Business Solutions. <http://www.ibm.com/solutions/us/en/>, Last checked Jan 2012

Microsoft. Business solutions. <http://www.microsoft.com/dynamics>, Last checked Jan 2012

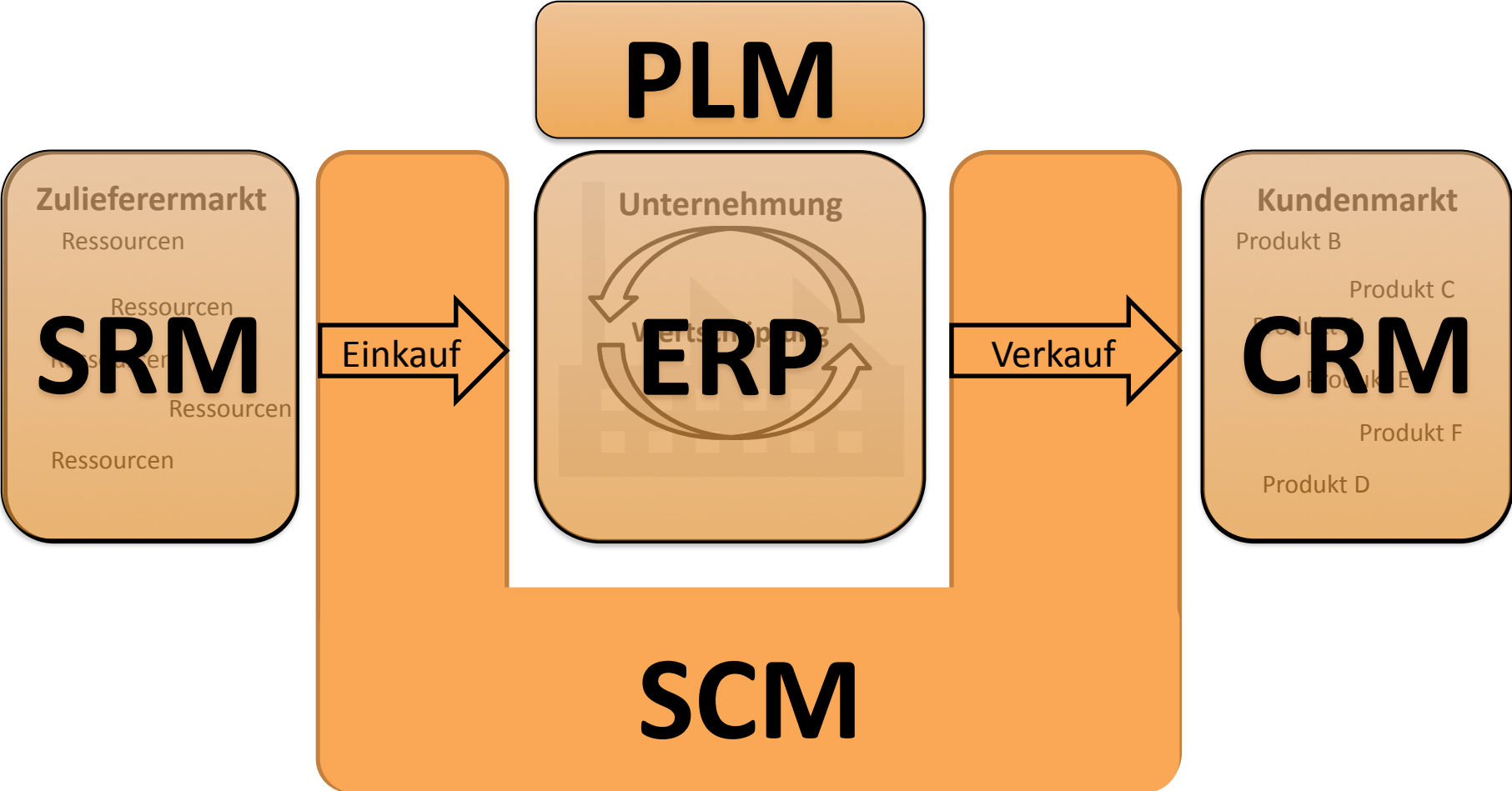
Oracle. Oracle Application Solutions. <http://www.oracle.com/applications/>, Last checked Jan 2012

SAP: SAP Enterprise Applications. <http://www.sap.com/solutions/>, Last checked Jan 2012

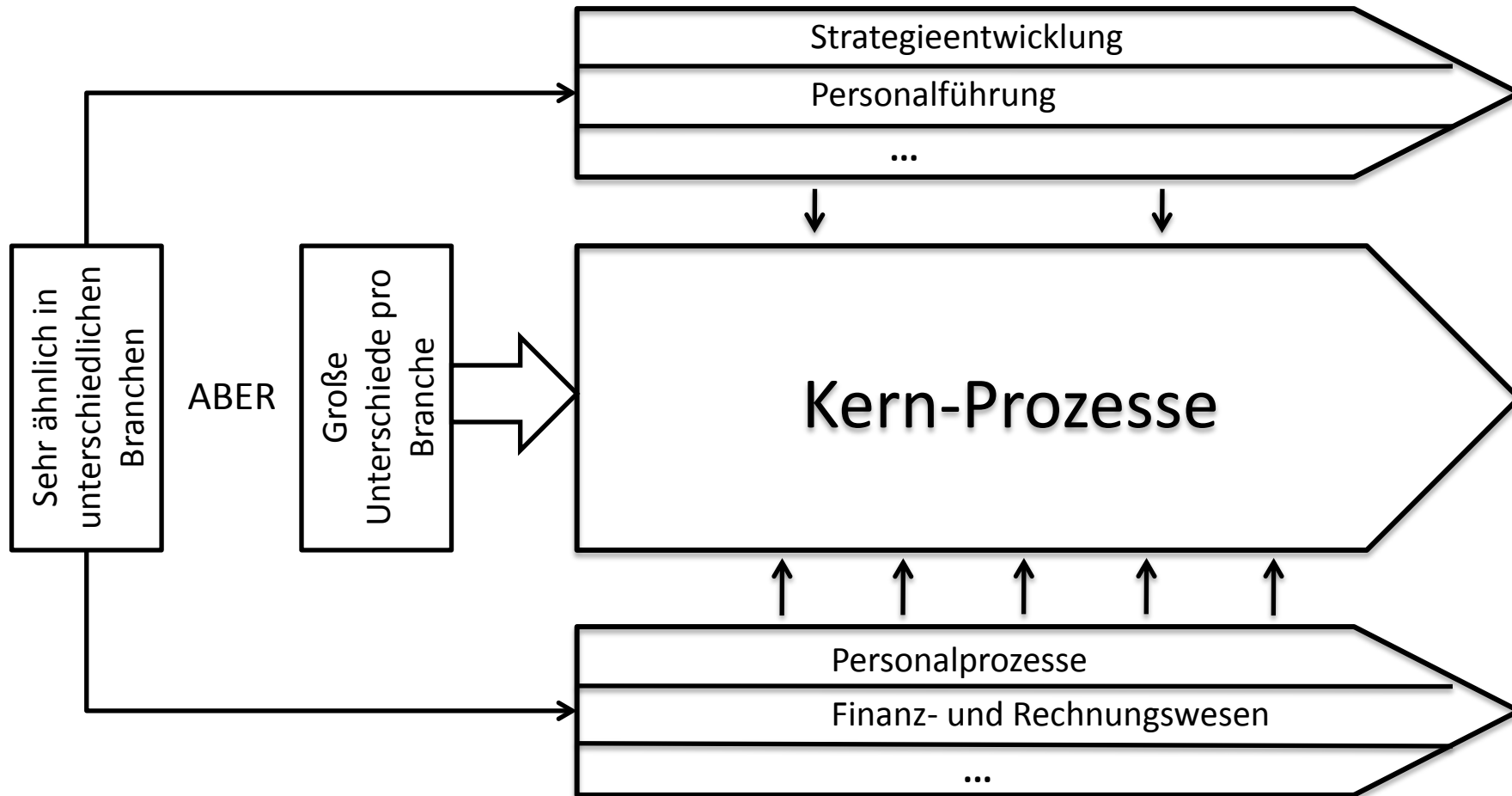
Unternehmenssoftware am Beispiel der SAP



Einordnung der Systeme

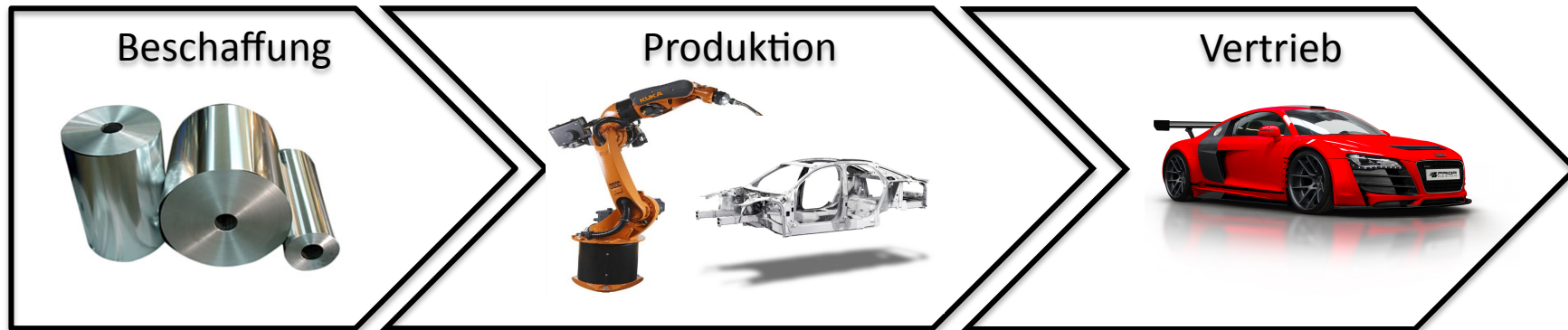


Arbeiten alle Unternehmen gleich?



Beispiel – Automotive vs. Healthcare

Automotive



Healthcare



Beispiele für Branchenlösungen

Unternehmensanwendungen werden als Standardsoftware bezeichnet, weil sie die **gleiche Funktionalität** für **Unternehmen** aus **unterschiedlichen Branchen** bereitstellen.

Branchensektor	Branchenportfolio	Branchensektor	Branchenportfolio
Fertigungsindustrie	Aerospace & Defense	Öffentlicher Sektor	Public Sector
	Automotive		Higher Education & Research
Prozessindustrie	Chemicals	Finanzdienstleistungen	Banking
	Mill Products		Insurance
Energie & natürliche Ress.	Oil & Gas	Dienstleistungen	Media
	Mining		Telecommunications
Groß- und Einzelhandel	Retail	Gesundheit und Life Sciences	Healthcare
	Wholesale Distribution		Life Science
		Konsumgüterindustrie	Consumer Products