

# Needs-driven service bundling in a multi-supplier setting

*-The computational e<sup>3</sup>service approach*

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# Needs-driven service bundling

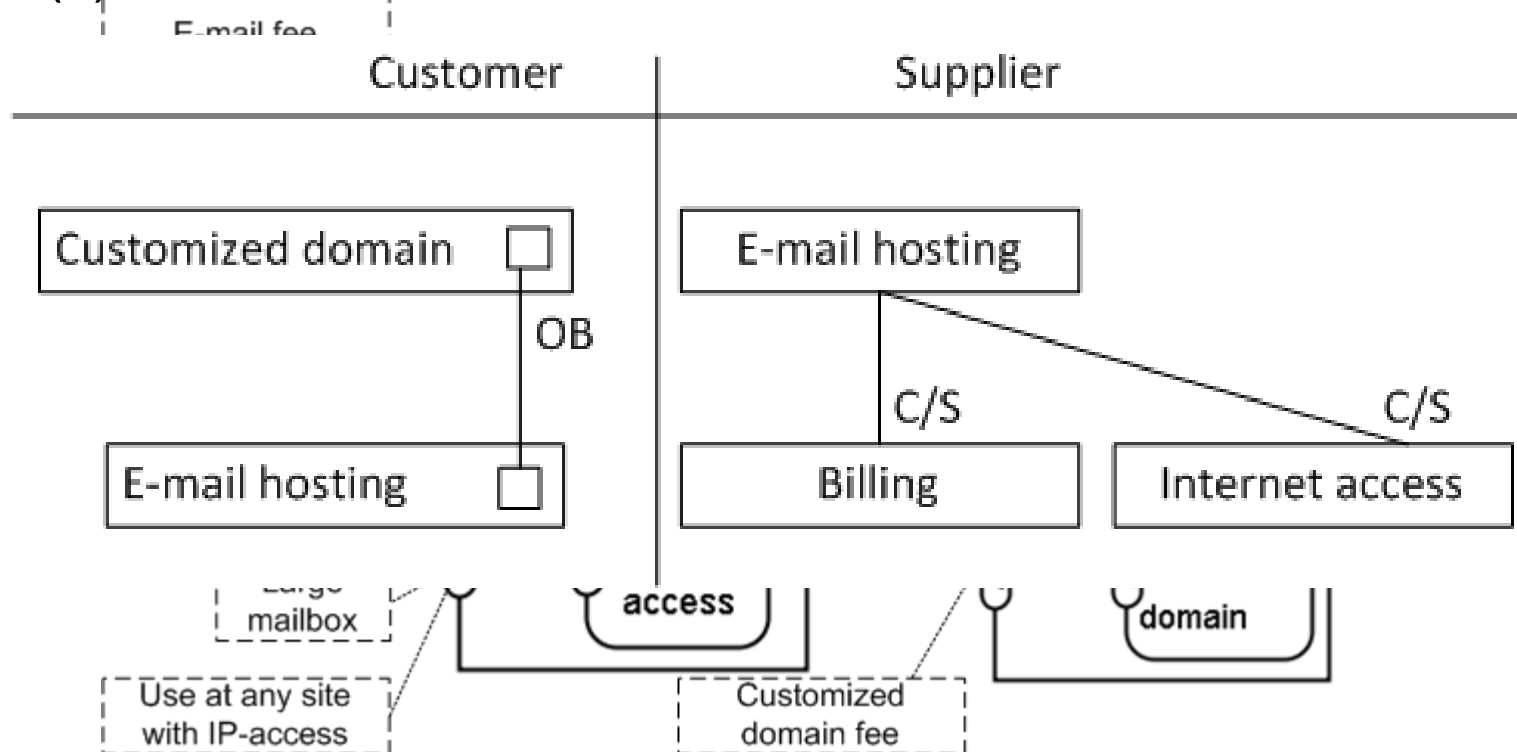
- Aim of our research: Finding a set of *customer preferences*, to (*semi-automatically*) generate a *multi-supplier* bundle of commercial ICT services
  - A customer fills in his service-needs on a website
  - Response: List with alternative ICT service bundles that satisfy stated needs

<i>Need</i>	<i>Features from an ISP service bundle</i>
Communicating with family abroad	IP connectivity (up/down 2 mbps) Mail box (20 mb) VoIP Newsgroup access

- Research problems:
  - How to *find the consumer preferences* in a computer-supported way?
  - How to *find service bundles* satisfying preferences, against acceptable costs?

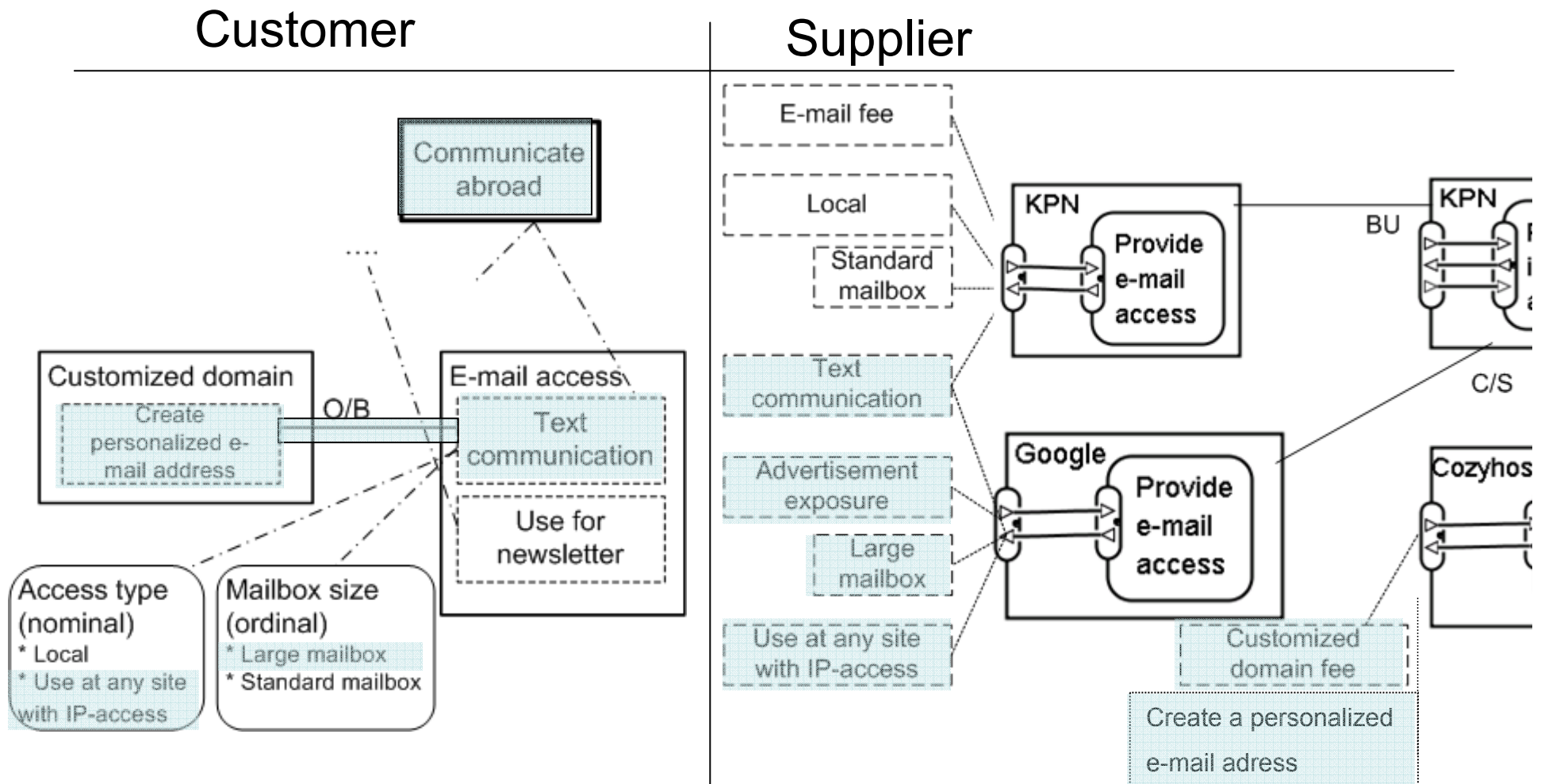
# The *e<sup>3</sup>service* Approach: Consequences as a key concept

- Point of departure: Suppliers have a service catalog
- Example for an e-mail application scenario:  
 (2) ~~Modifiable supplier objectives~~ *Modifiable supplier objectives: Their consequences*



# The $e^3$ service approach: An interactive reasoning process

- What is the right combination of services



# Validation of the *e<sup>3</sup>service* reasoning process

- Computational validation
  - Software tool, to demonstrate computational adequacy
- Validation by four case studies
  - To assess practical validity
  - Cooperation with KPN, TNT, OGD, VUmc

# Collaboration with practitioners (1)

- For the most part interest:
  - Example: Academic publication on *e<sup>3</sup>service* internally distributed in KPN
- Sometimes reality check:
  - Academic: “In accordance with Kotler (2000, p. 2-3) and Arndt (1976), let us model the needs, wants and demands of your customers!”
  - Practitioner: ??? “Anyway: In practise, trust relations are important”

# Collaboration with practitioners (2)

- Interest  $\neq$  practitioner's time.
  - Other priorities. Example: Reorganization of KPN, TNT. Internetplusbellen.
- In any case, focus on: What it is in it for them?
  - This does not necessarily equate research goals!
  - Example: Two catalogues of hosted ICT services:
    1. Conceptual and technical, for our research purposes
    2. Simplified and textual, for daily use by case study partner

# Key points of the *e<sup>3</sup>service* approach (1)

- We have a computational, needs-driven service bundling process that:
  - Focuses on valuable outcomes of services: *Their consequences*;
  - Is *an interactive process*, to trade off costs and benefits;
  - *Incrementally* creates a service bundle

# Key points of the *e<sup>3</sup>service* approach

- We have a wonderful service bundling approach
- Twofold validation of the *e<sup>3</sup>service* approach
  - By creating a software tool
  - By assessing its practical applicability
- Key points on practical validation
  - Interest, but interest  $\neq$  investment of time
  - Therefore: Ensure that value for practitioner is emphasized
    - Does not always equate something valuable for research