การเตรียมความพร้อมและสร้างความสามารถ ICT เพื่อรองรับ Service Economy

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วันที่ 23 กันยายน 2553

Agenda

1. Understand Service and The Service Economy
2. The General Theory of a Service System
3. The Service Science
    1. The Service Dominant Logic
    2. The Digitally Connected Scaling
    3. The Unified Service Theory
4. The Service Management
5. The Service Engineering

Build Your Insight

2010 Insight EX
Continuously Variable Transmission
Standard Features

$22,628
Total MSRP[2]

Monthly Payments Calculate | Show

1. Honda | 2. Model | 3. Color | 4. Accessories | 5. Summary

Step 5: Summary

Print | Email

Current Offers

2010 Insight Featured Special Lease
$199.00 per month for 36 months. $2,199 total due at signing.
Includes down payment with no security deposit. Excludes taxes, titles and fees. For well-qualified buyers. View Details

Show 1 more offer

Model EDIT

2010 Insight EX	$21,300

Colors EDIT

Exterior: Tango Red Pearl
Interior: Gray

Accessories[3] EDIT

Exterior

Front Underbody Spoiler	$345
Door Edge Film	$38
Car Cover	$235

Subtotal	**$21,918**
Destination and handling	$710

Total MSRP as built **$22,628**[2]
Estimate Your Monthly Payments

Start Over | View Disclaimers

Some selected accessories may not appear on configured vehicle image.

Request A Quote

If you're close to making a purchase, provide your ZIP Code so we can find the Honda dealers closest to you to receive a competitive quote on your customized Insight.

SHOW LOCAL DEALERS

Similar Insight Models

Build and price one of the following similar options.

LX ($19,800)
EX with Navigation ($23,100)

Additional Steps

- Apply for financing
- Download the Insight brochure (PDF)
- Download the Insight fact sheet (PDF)
- Compare vehicles
- Go to Insight home page

The Case of Honda

- Service: Order generation process
- Service Innovation: Self service and customization service for ordering
- Service system: The eHonda web order entry system and the back end ordering and fulfillment system, customers/prospects

Examples of recent business transformations

The case of business transformation to "Service"; the "Tires" company

- Goodyear and Bridgestone are changing the selling model to a charge for service model—charge per mile of usage
- They use RFID/sensor technologies and GPS to track speed and weight of loading, etc. as the basis for charge calculation

The Case of Goodyear

- Service: Tires service process
- Service innovation: Transform from good based business to service based business
- Service system: The ICT based system with GPS and RFID/Sensor system, the billing system, truck owner and drivers

The Service Economy

- **Service economy** can refer to one or both of two recent economic developments
  - One is the increased importance of the service sector in industrialized economies
  - It also is used to refer to the relative importance of service in a product offering. That is, products today have a higher service component; this is referred to as **the servitization of products**. Virtually every product today has a service component to it.

Source: Wikipedia

Service is defined……

Cambridge Whitepaper on SSME (2008)

- The cocration of value between service systems (customers, providers, etc.), and service system resources (the dynamic configurations of people, technology, organizations, and shared information) connected internally and externally by value propositions

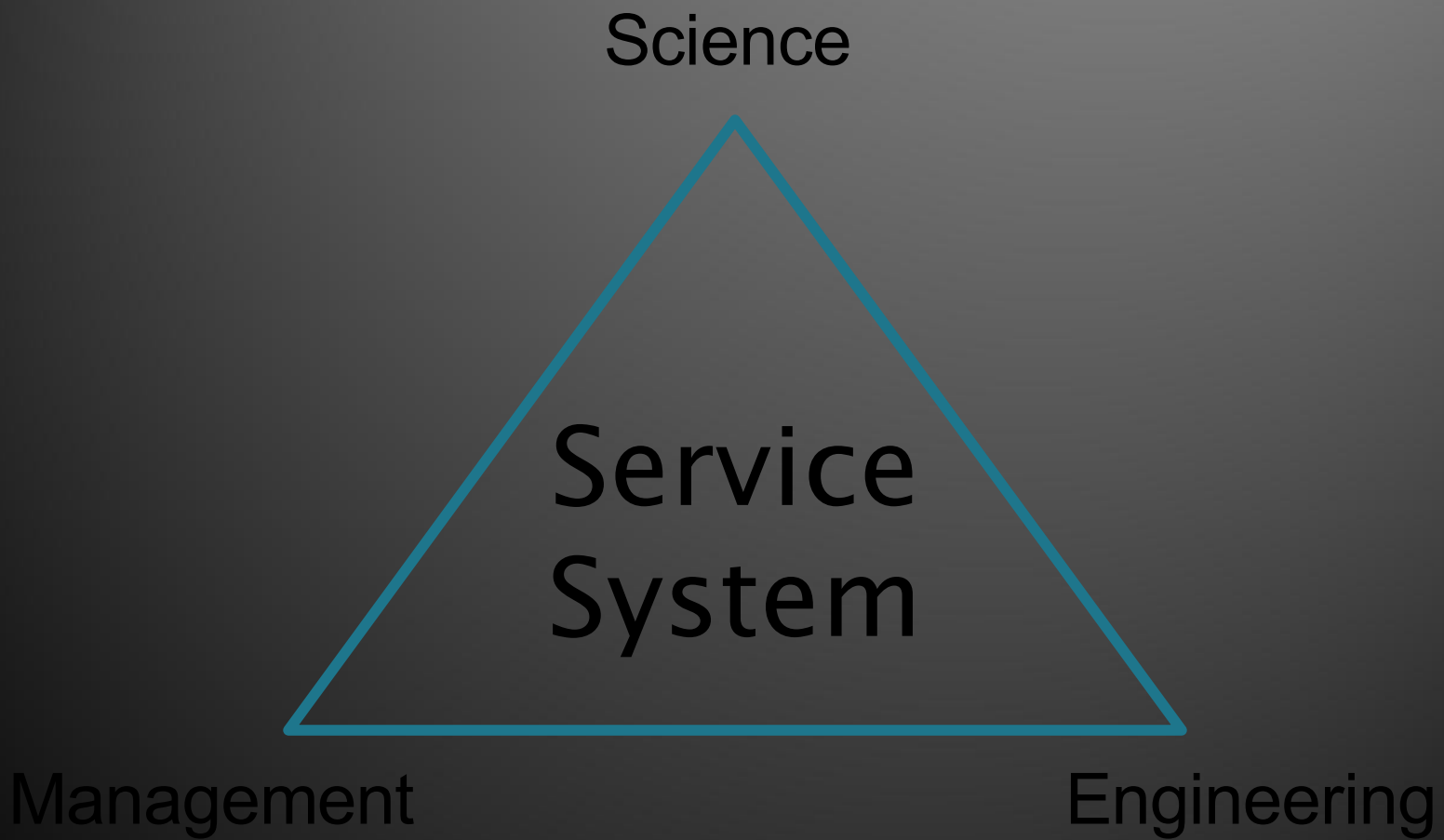
Service is defined……
Cambridge Whitepaper on SSME (2008)

บริการเป็นการร่วมสร้างผลประโยชน์ และมูลค่าระหว่างระบบบริการ (ประกอบด้วยผู้รับบริการ ผู้ให้บริการ และอื่น ๆ) และทรัพยากรต่าง ๆ ของระบบบริการ (เกิดจากการจัดรูปแบบให้ทำงานระหว่าง คน เทคโนโลยี หน่วยงาน รวมทั้งข้อมูลข่าวสารที่จัดมาใช้ร่วมกัน) ทั้งหมดเชื่อมโยงกัน ทั้งภายในและภายนอกองค์กร ด้วยข้อเสนอในผลประโยชน์ที่คาดว่าจะได้

Service System

- The Service System is a value coproduction configuration of *people, technology*, internal and external service systems connected via *value propositions*, and *shared information*
- The Service System must have both front stage and back stage
  - The Front Stage system connects the Enterprise to the customer facing system (include partners and employees)
  - The Back Stage system connects to the Enterprise digital resources (Structured and Un-structured data/information)

The General Theory of a Service System



Service Science

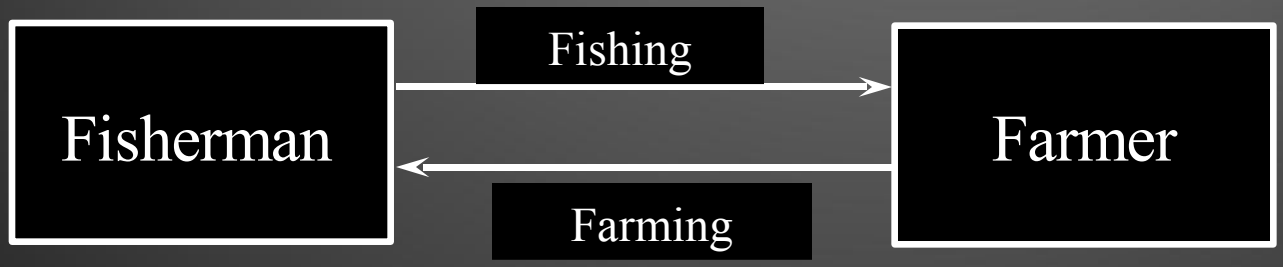
- Service science concerns with organization and human understanding with business and technological understanding to categorize and explain the many types of service systems that exist as well as how service systems interact and evolve to cocreate value

Foundation for Development of Service Science

- Service dominant logic (Vargo, Lusch 2006)
  - Service is the basis of all exchange
  - Indirect exchange among service systems becomes a complex market with goods plays the roles facilitating the process of exchange
  - Value is always coreated and the firms cannot create and deliver value; they can only propose value
  - The service systems are characterized as resource integrators

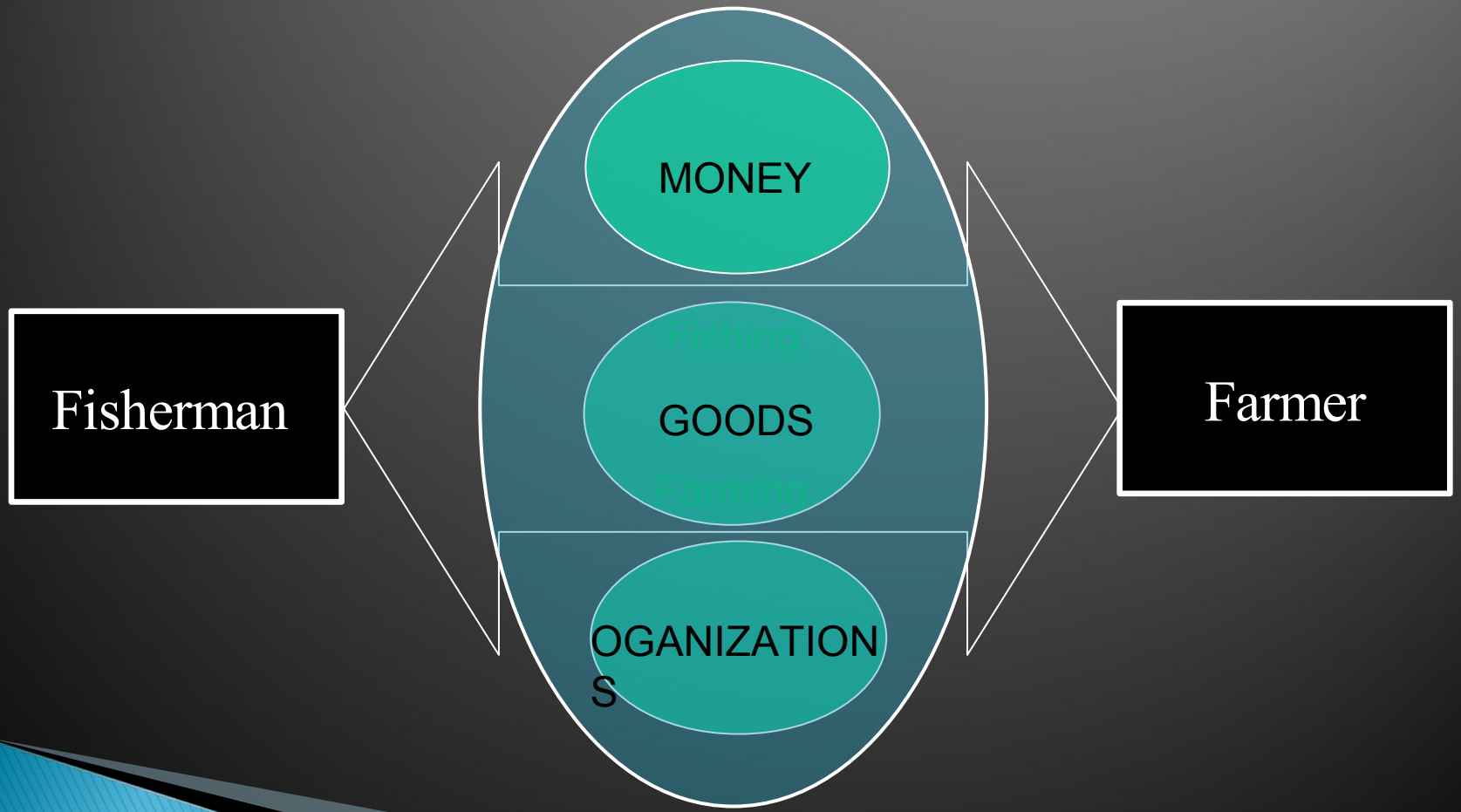
Restricted Exchange

(Vargo, Lusch 2006)



Intermediaries Mask the Service-for-Service Nature of Exchange

(Vargo, Lusch 2006)



Goods vs. Service-Dominant: Where do the logics point us?

(Vargo, Lusch 2006)

Goods-Dominant	Service-Dominant
Make stuff	Serve and satisfy
Sell to Mass market	Respond to markets of one--customization
Produce product	Find solutions, co-create value
Promote product	Conversation & dialog
Charge for product (price)	Offer value proposition
Distribute product (value)	Integrate value network & processes
Create transaction	Build relationships
Money as goal	Profit as feedback (learning)

Foundation for Development of Service Science

- Service scaling and transformation theory (Cheng Hsu, 2009)
  - It is concerned with advancing values to persons, organizations, and society through new business designs and service systems by digital connections scaling. A design science accompanies the theory to enable the service systems of population-oriented cocreation

Theories of DCS

Cheng Hsu (2009)

First Theory: Build digital connections to reduce the transaction cost and cycle time of performing life cycle tasks

Second Theory: Gain economics of scale on customers, knowledge/resources, and values and value proposition

Third Theory: Develop business design for concurrent integration of applications and application domains

Fourth Theory: Grow the global knowledge economy by the provision of DCS to service sector and no-service sectors

Walk you through the DCS scenario

- You bought a book from Safari; you found a coupon code inside the book with an instruction guiding you go to www.informit.com/safarifree
- You are asked to enter your email and a pass word with your full name, a short registration process
- You immediately have a personal wage page at the Safari website. It is your personal online reader and a personal library (this is a part of “Service”)

CHAPTER 1

From Simplified Integration to Dynamic Processes

He that will not apply new remedies must expect new evils; for time is the greatest innovator.

Francis Bacon

Common Pitfalls Limiting the Value of SOA and BPM

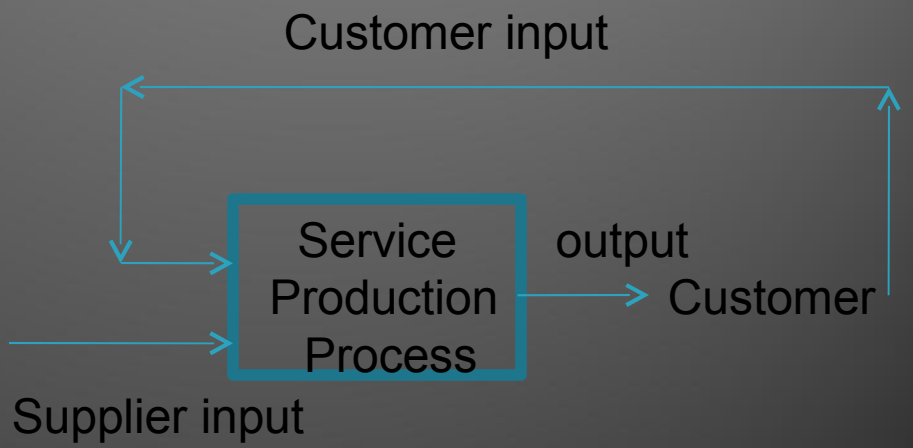
When Services Oriented Architecture (SOA) was initiated, the simplified integration capabilities brought hopes of a simplified business and IT landscape with reusable business components

Link your book purchase to the DCS concept

- You transform your product and service into a “digital format”, the electronic book and the electronic online reader. This is the “D (digital)” of the “DCS”
- You are connected to the world wide web, the library of the Safari and the social community. This is the “C (connecting)” of the “DCS”
- Your business, in this case, Safari, reaching millions of readers world wide through free coupon offers with reachable address through simple registration; on the other hand, the customer can access to thousands of books online through the Safari links. This is the “S (scaling)” of the “DCS”

Unified Service Theory
Scott Sampson (2007)

- Service Science is the science of consumer–producer interactions which involve producers satisfying needs of individual consumers by directly acting upon consumer resources of self, belongings, and/or information



Service Management

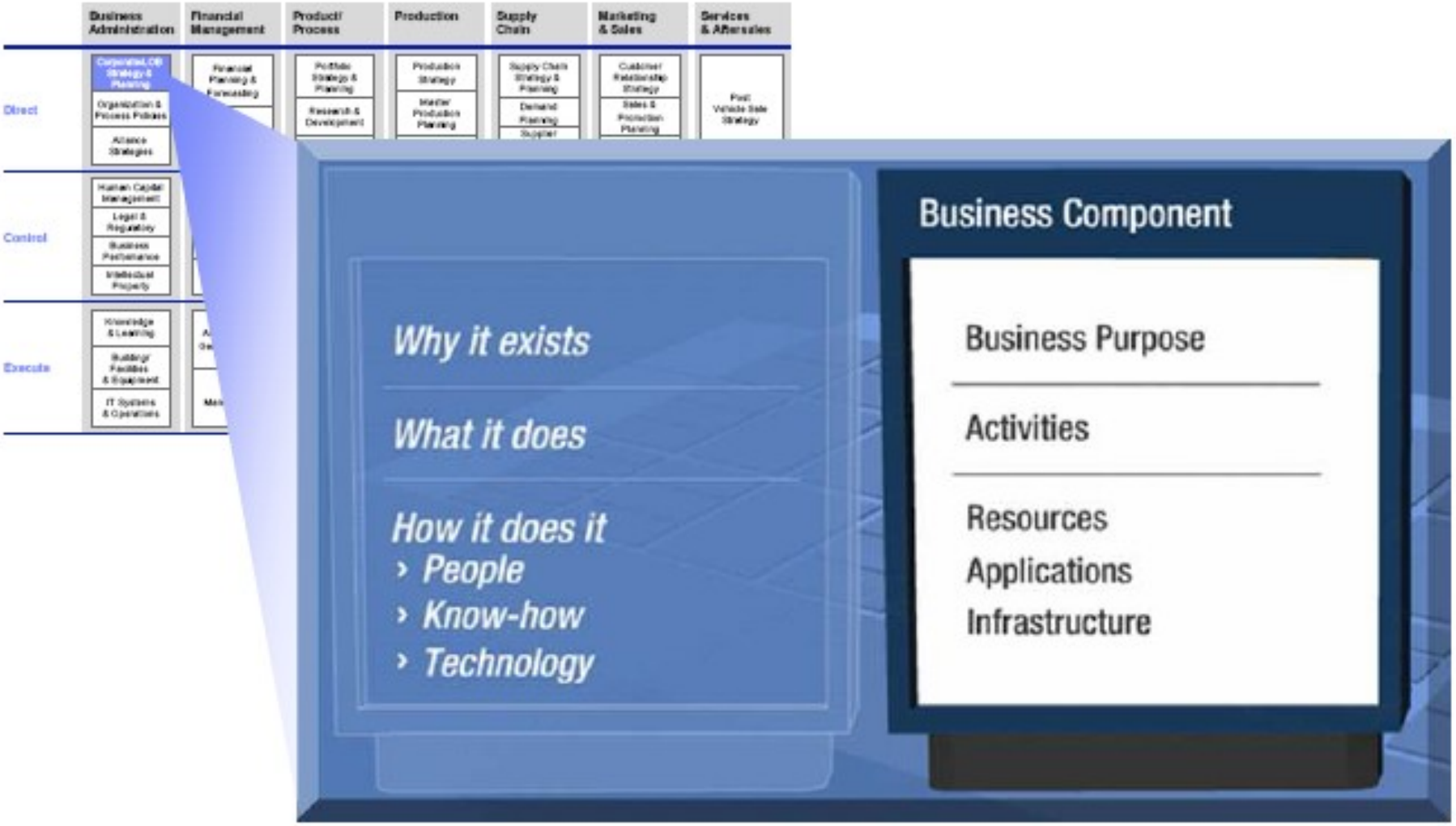
- Service Management
  - บริหารจัดการงานบริการ เพื่อเพิ่มประสิทธิภาพ และเฝ้าระวัง เพื่อให้มั่นใจว่าผู้บริโภคได้รับประโยชน์ และการบริการได้สร้างคุณค่าตามข้อสัญญาจริง
  - เป็นเรื่องการบริหารกิจกรรมทุกกิจกรรมภายในกระบวนการ (Service Processes) ให้มั่นใจว่า ทุก ๆ กิจกรรมได้ดำเนินการอย่างที่ควรจะเป็น
  - จากการลดต้นทุน สู่การสร้างคุณค่า (Value) และความประทับใจ (User Experience)
  - แทนที่จะมุ่งขายสินค้าเพื่อให้ได้กำลังระยะสั้น เป็นการสร้างความสัมพันธ์ที่ดีในระยะยาว
  - ฯลฯ

Service Engineering

- วิศวกรรมการบริการ เป็นวิศวกรรมว่าด้วยการออกแบบ และสร้างระบบบริการ (Service System) ที่ครอบคลุมสามเรื่อง
  - เกี่ยวกับการพัฒนาบริการใหม่ ๆ เป็นนวัตกรรมบริการ และการประยุกต์ใช้เทคโนโลยี
  - เกี่ยวกับการพัฒนาองค์กร (Organization) เพื่อรองรับการบริการที่เหมาะสม
  - วิศวกรรมการบริการ ในบริบทของการบริหารบุคคล เพื่อให้ได้คนที่มีสมรรถนะที่จำเป็นต่อการให้บริการที่มีคุณภาพและประทับใจ

Business Components

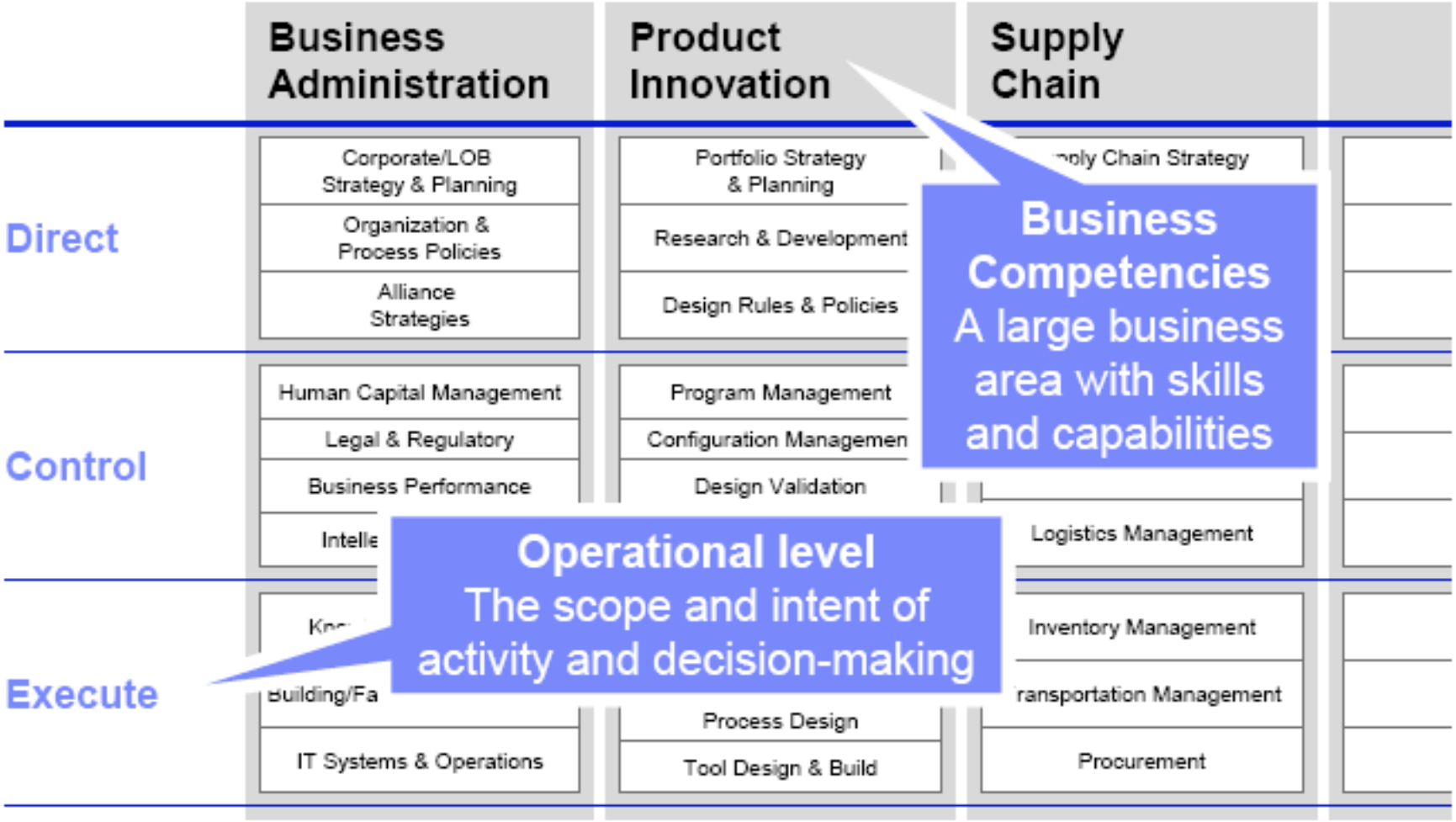
Source: IBM



Source: IBM Institute for Business Value

Component Business Model Map

Source: IBM

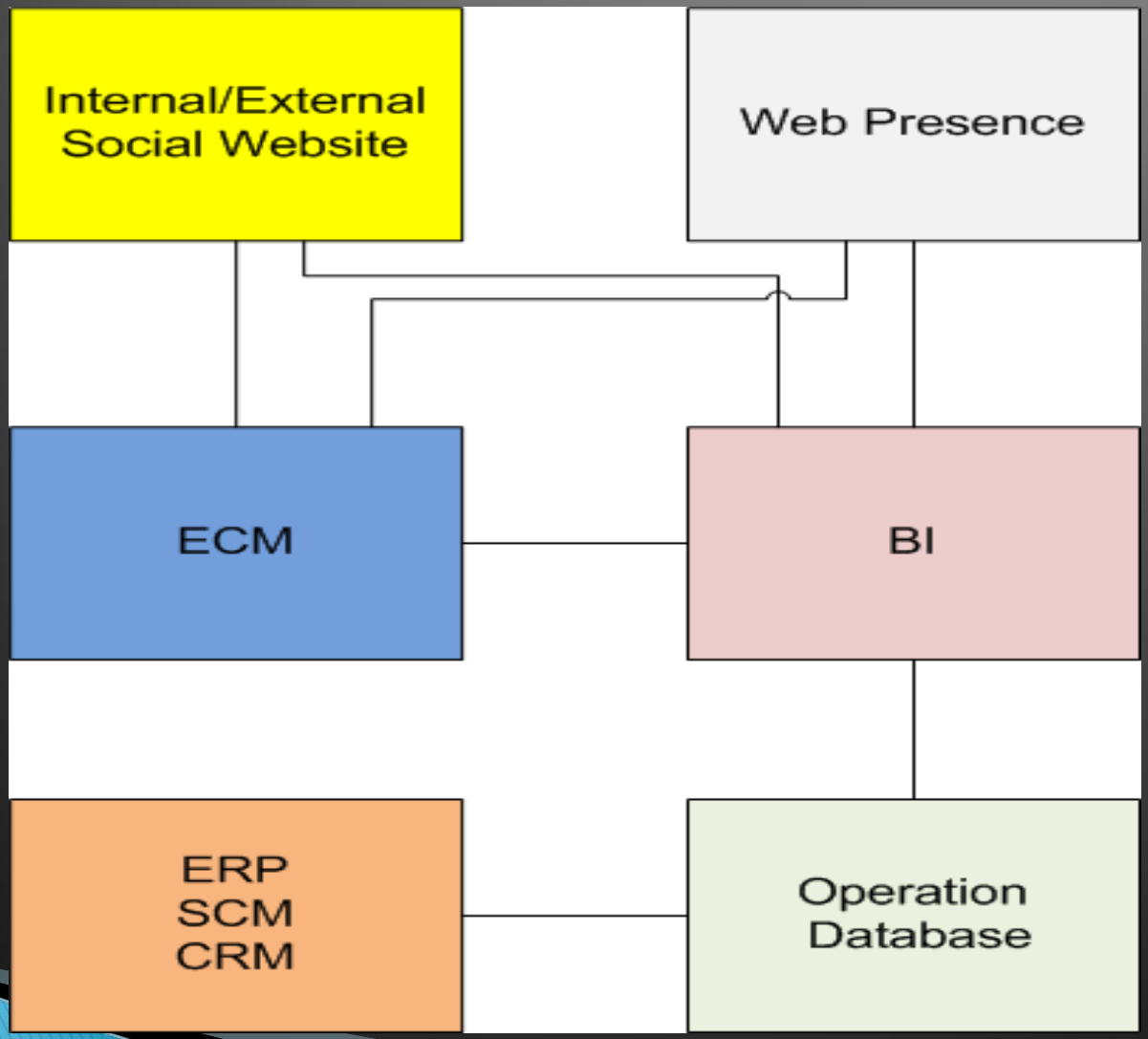


Source: IBM Institute for Business Value

Service System Design Methodology

- Elements-orientation
  - Users, processes, information (data and knowledge) resources, computing, and network (infrastructure)
  - Embedding cocreation enterprise information systems into societal cyber-infrastructure

The Service Ecosystem



Key IT technologies that support the Service Economy

- The Web 2.0/Internet
- The Social Software
- The Service Oriented Architecture
- The Web Computing
- The Enterprise Content Management
- The Business Intelligence
- The Enterprise Transaction Processing

Thank you for your attention