

# Digitalization stands for change - Design of digital business models

Michael Pachmajer



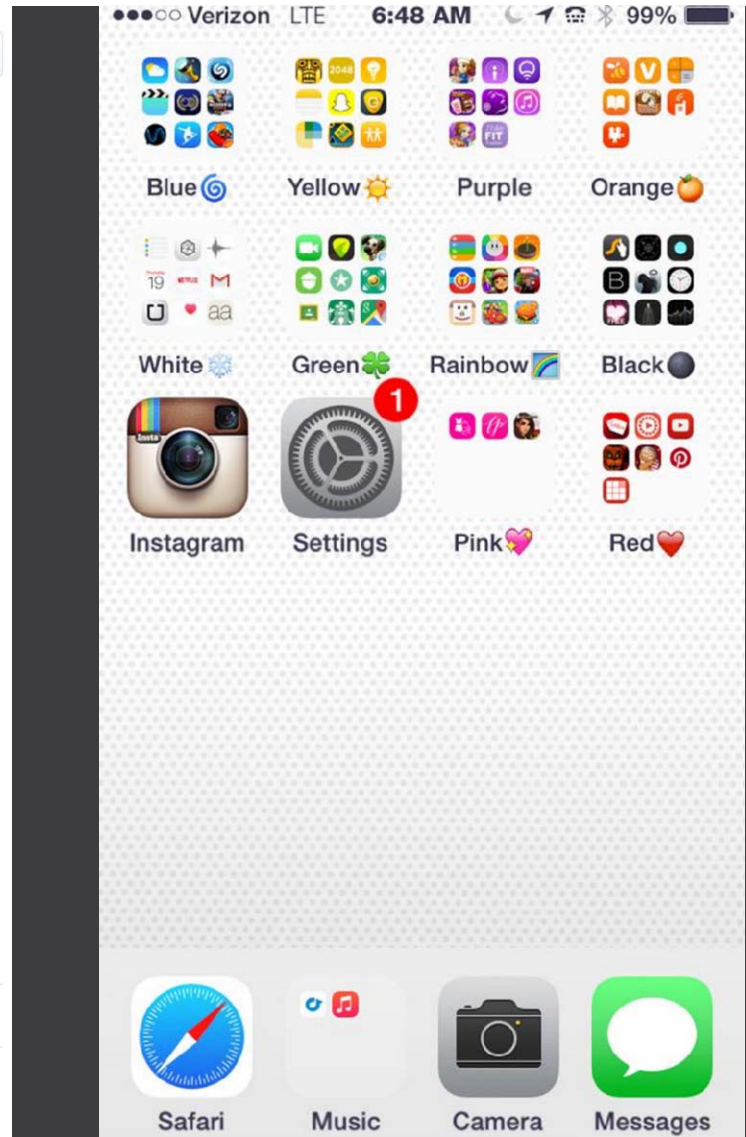
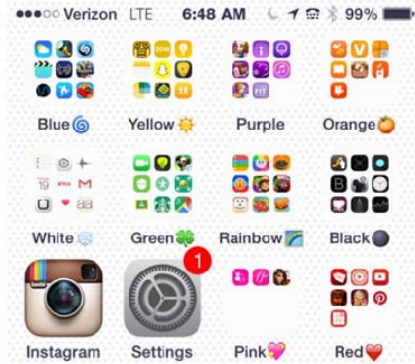


**Bijan Sabet**  
@bijan

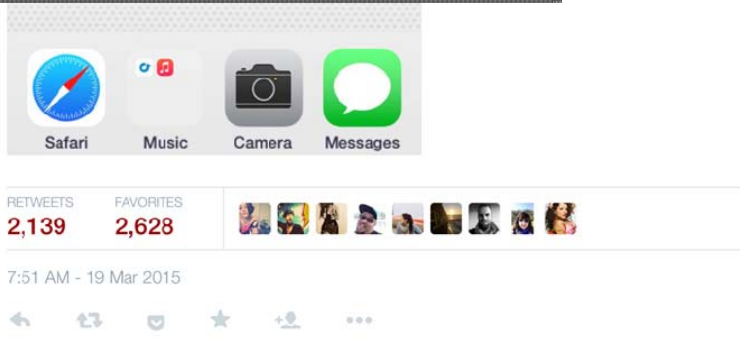


+ Follow

My 13year old daughters home screen.  
OMG.

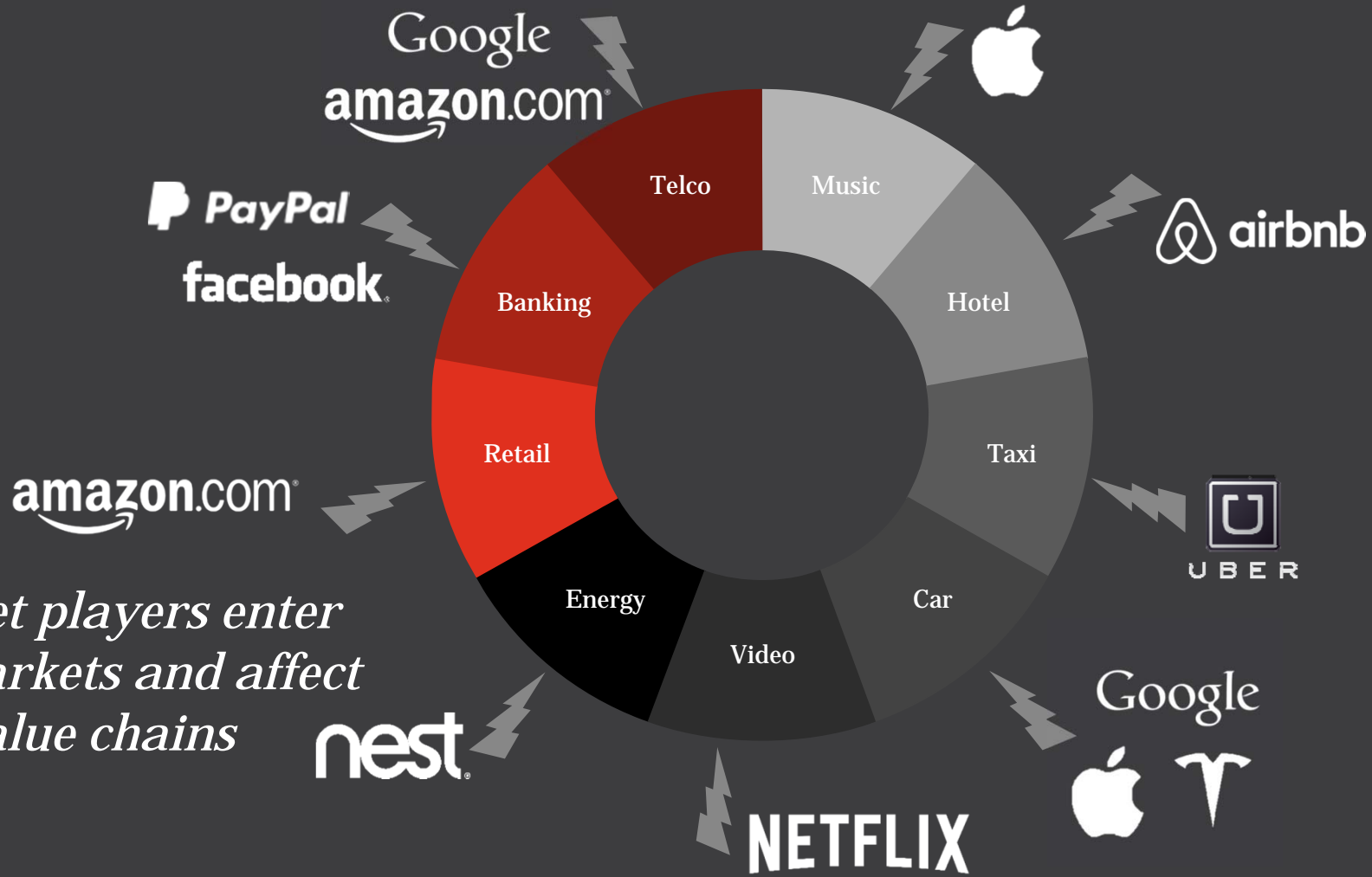


*Our consumption behavior has changed*



*Social Media accelerates political change*





*New market players enter existing markets and affect common value chains*

# *Service orientation*



# Customer centricity



**Private Guest Room near Tampa**  
House • Private room • Venice Dr, Brandon, FL 33510, United States

Price: \$30/night  
Check in: 08/14/2022 | Check out: 08/16/2022 | 2 guests

Host: Michele P. (1 year exp) | [Contact Me](#)

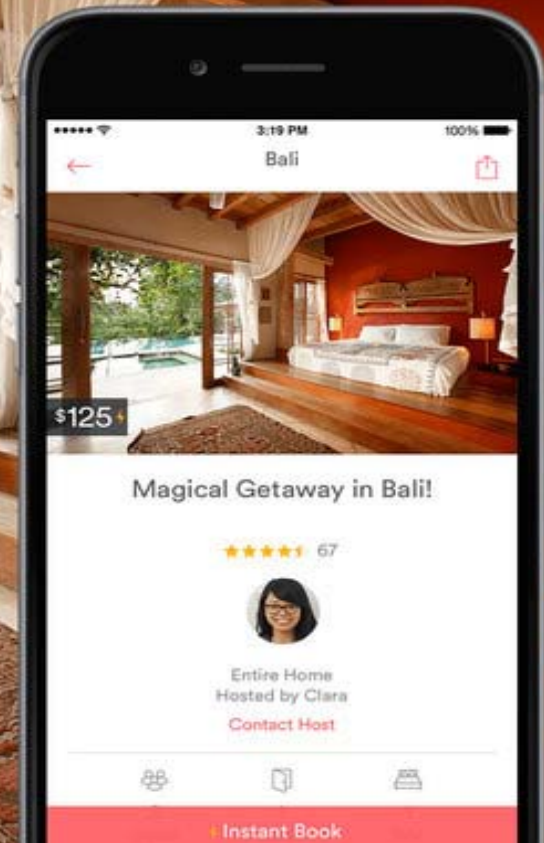
Similar Listings

**Description:**  
We live in Brandon, which is just east of Tampa. It's about a 20 min drive to downtown Tampa and about a 1 hour drive to Clearwater, St. Pete, or Sarasota beaches.  
A private guest room with a queen bed is available for visitors, so we can host up to two visitors at the same time (this is best for couples or family members).  
-Bedding and towels are available.  
-Dresser space is available.  
-There is 1 bathroom that is shared with hosts.  
-Kitchen and living room are shared spaces.  
-Wi-Fi is internet is available, but we can't provide a computer.  
We can't have visits, but we have a TV in the living room with Netflix and Hulu access. There is no TV in the guest room.

Details	Private room
Room Type	Private room
Bed Type	Real Bed
Accommodates	2
Bedrooms	1
Bathrooms	1
Extra People	No Charge
Neighborhood	Midwest
Cancellation	Flexible
Host ID	(45) 12345



**Book**  
your trip with the tap  
of a button



**Bali**

\$125

**Magical Getaway in Bali!**

★★★★★ 67

Entire Home  
Hosted by Clara

[Contact Host](#)

**Instant Book**

# Platform-Economy

FORWARD THINKING

# PATIENT CARE

**2** **HOSPITAL STROKE UNIT**  
CONNECTED  
WHAT KIND OF STROKE?



**3** **SOCIAL WORKER**  
HOSPITAL REHAB UNIT  
1-2 WEEKS



**3.1** **LONG TERM REHAB**  
JAN FEB MAR APRIL JUNE JULY



**4** **SUPPORTIVE CARE**



**CASE MANAGER**  
123 56 78



**5** **HOMECARE**



**LOGOPEDY**



**6** **HEALTHY LIFESTYLE**  
CARING FOR LIFE



**7** **EMERGENCY BUTTON**



**8** **MOBILE APP**



# Shareconomy





*Corporates meet Startups*



Startup



Corporation

A dark gray background featuring a complex network of white dotted lines connecting various nodes. The nodes are represented by circles in white, light blue, and yellow. The connections form a dense, interconnected web. The text 'Network Thinking' is positioned in the upper left, and 'The network is more powerful than the node.' is in the lower right.

*Network Thinking*

*The network is more powerful than the node.*

# Required digital capabilities are derived from business models - we see 5 archetypes

1. Technology-enabled



2. Transaction-oriented



3. Customer Experience



4. Solution-oriented



5. Open Digital

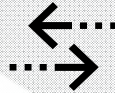


*Digital enhancement of the product*

1. **Technology-enabled**



2. Transaction-oriented



3. Customer Experience



4. Solution-oriented



5. Open Digital



## From Product to Service

1. Technology-enabled



2. Transaction-oriented



3. Customer Experience



4. Solution-oriented



5. Open Digital



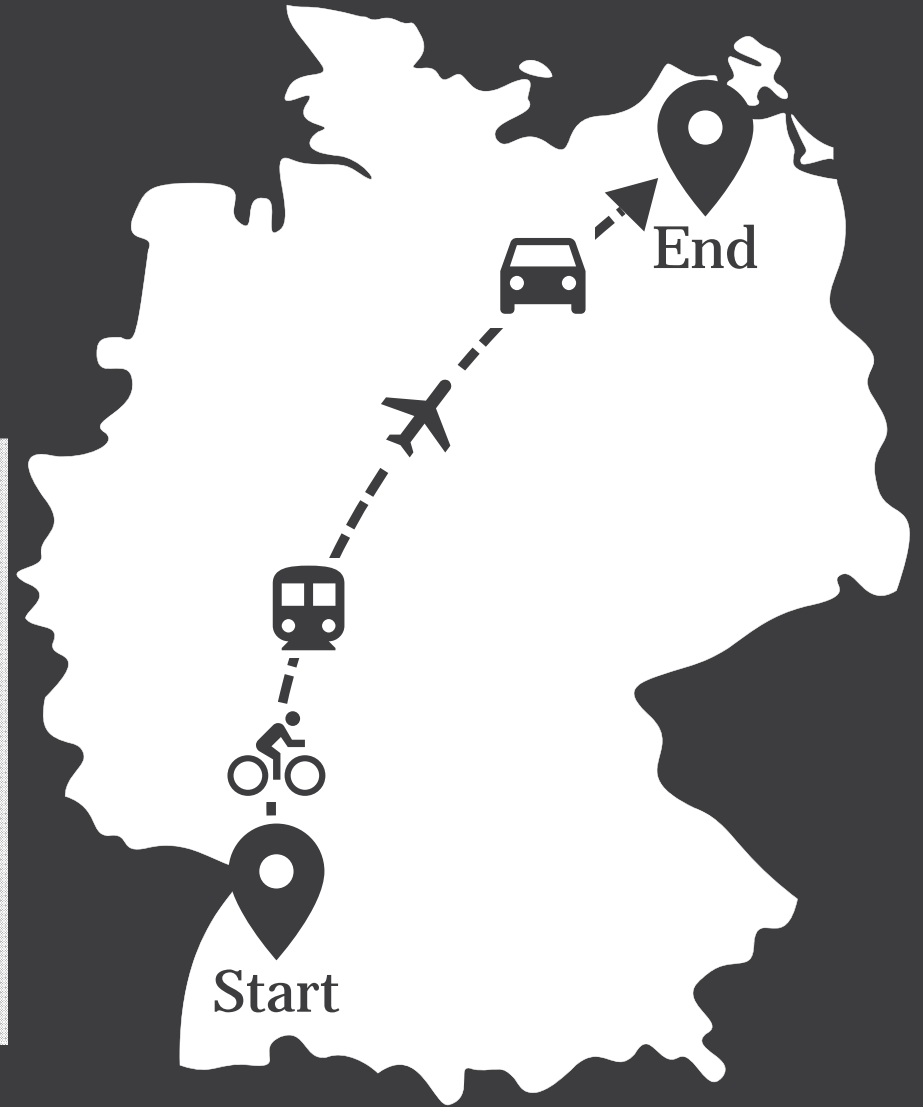
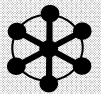
## *Focus on the customer experience*

1. Technology-enabled
2. Transaction-oriented
3. **Customer Experience**
4. Solution-oriented
5. Open Digital



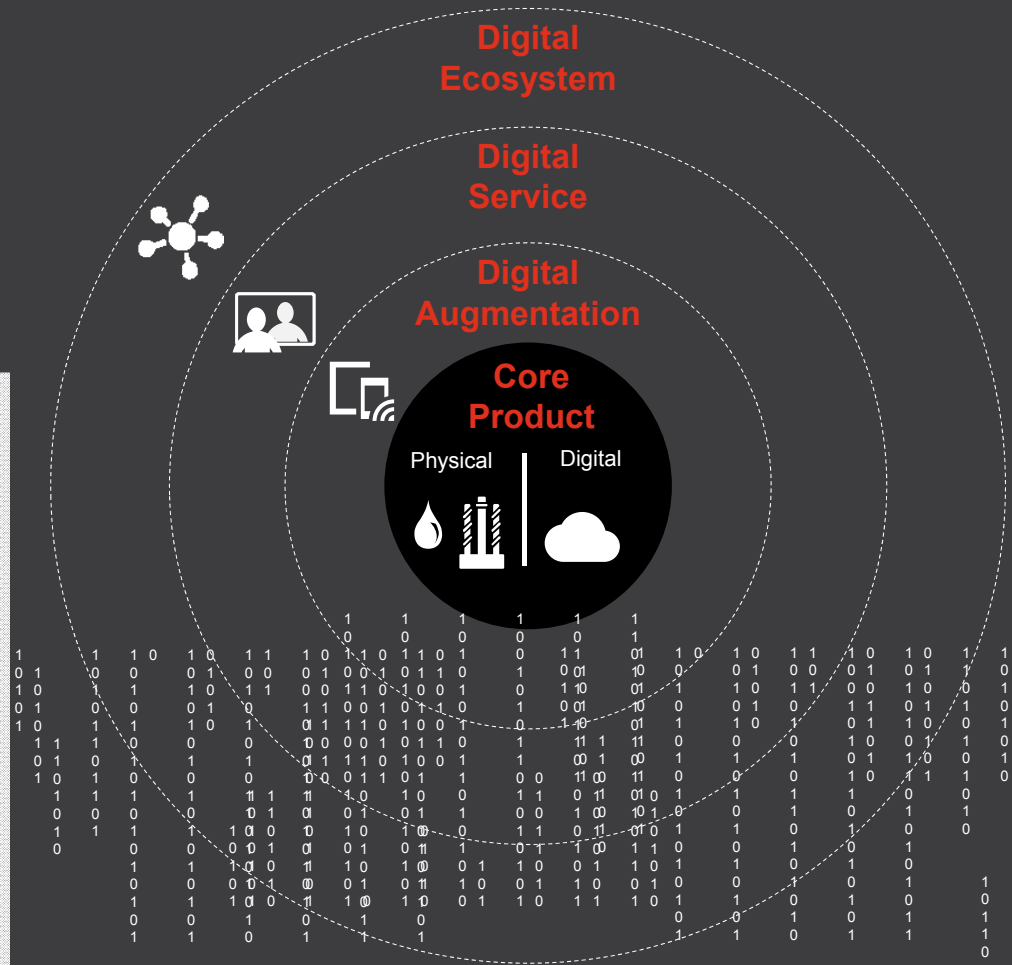
*Address the customer needs holistically*

1. Technology-enabled
2. Transaction-oriented
3. Customer Experience
4. **Solution-oriented**
5. Open Digital



# *Creating an added value for the customer in an open ecosystem*

1. Technology-enabled
2. Transaction-oriented
3. Customer Experience
4. Solution-oriented
5. **Open Digital**





# What distinguishes "digital" from traditional companies?

10  
01



Technology-enabled  
business models

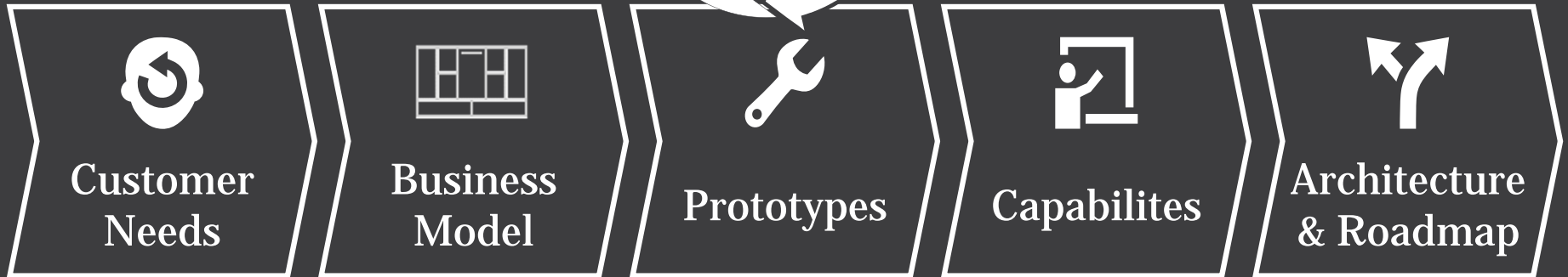


Customer centricity

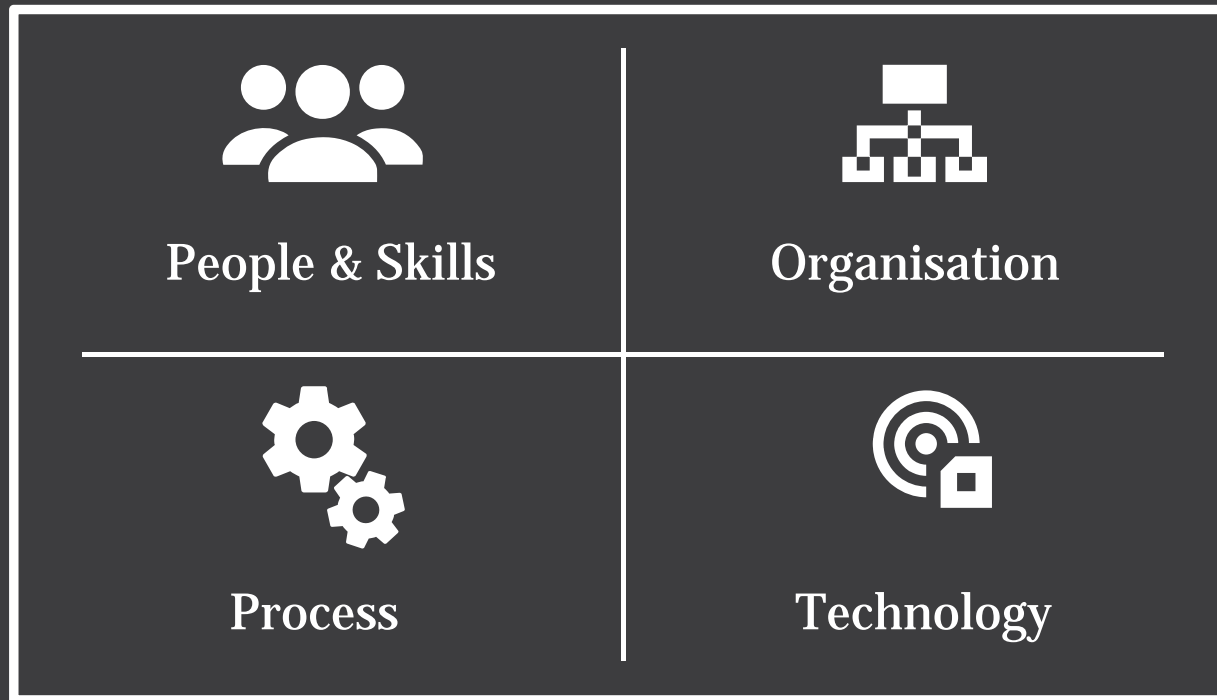


Linking  
structure & culture

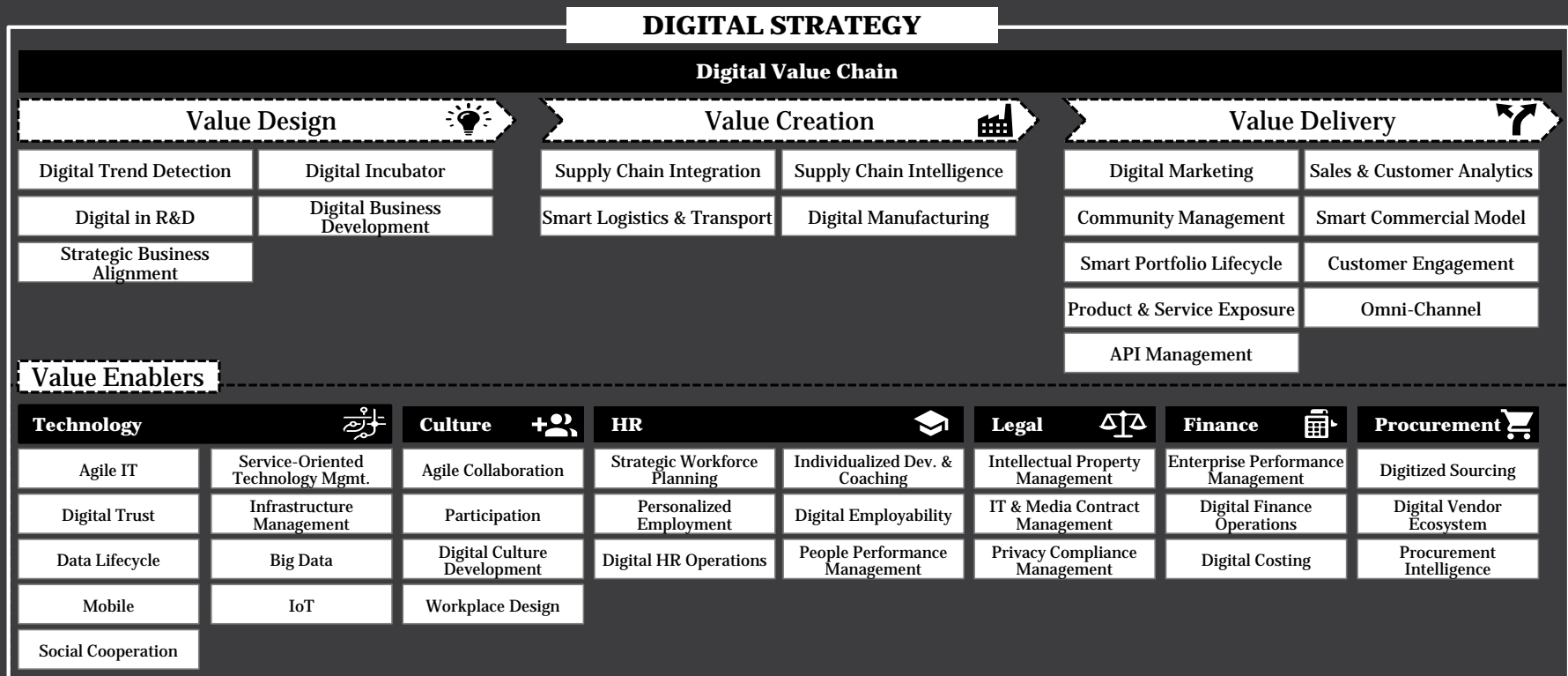
# The plan to set up and expand your capabilities is your digital roadmap!

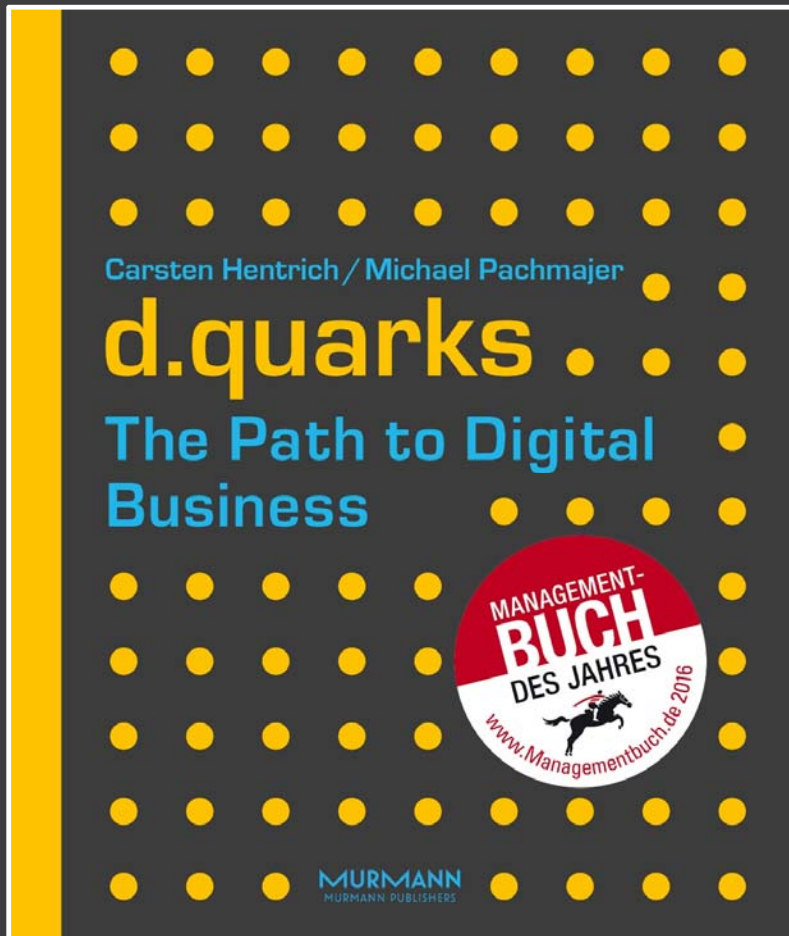


# Digital capabilities are the building blocks of digital transformation



# 46 fundamental digital capabilities are necessary to establish digital business models





More information you will  
find in the book or

[www.dquarks.com](http://www.dquarks.com)

[https://twitter.com/PwC\\_dquarks](https://twitter.com/PwC_dquarks) 

<https://www.linkedin.com/groups/8582435> 

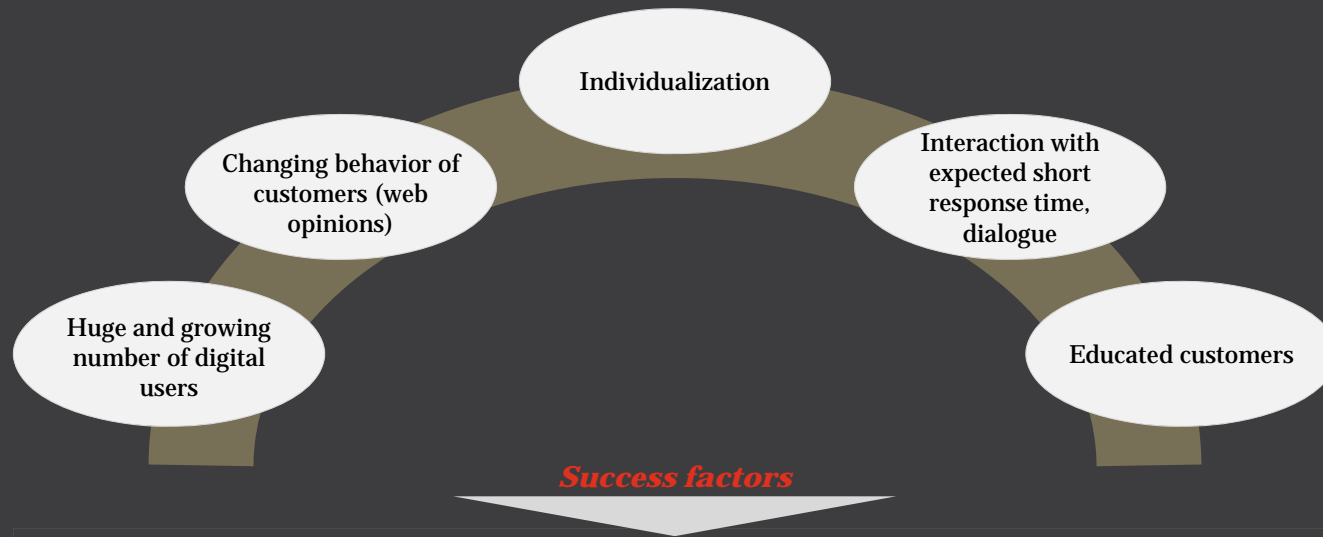
## Background

- The **Pharma Company „Health&More“** is an **international pharmaceutical corporation** based in Berlin, Germany
- „Health&More“ **discovers, develops, produces and distributes new medicines** worldwide and with over 40.000 employees it's one of the 20 biggest pharmaceutical companies globally
- Its **core business is the development of pharma technology for cardiovascular heart disease and women healthcare**
- The **total assets are about € 12 bn per year**
- „Health&More“ is **quite active** in some social networks (**LinkedIn, Facebook, XING**)

## Client- Challenge

- **Growing significance of digital communication** channels
- Different and **more personalized way** to get in contact with patients and health care professionals
- **Improving access to clients while reducing costs**
- **Cultural changes** regarding healthcare delivery
- **Demographic changes** and **scepticism** of the elderly towards new technologies
- **„Make the right decision“**: It is difficult to take the right course through the variety of digital opportunities
- Healthcare is moving towards **personalized medicine**
- The healthcare sector's conservatism towards innovation **might slow down the adoption of innovative mHealth**
- The **pluralism of interests** in the sector contributes to its complexity
- Bad infrastructure in emerging countries

# Trends and success factors mHealth



- Growing significance of digital communication channels
- Different and more personalized way to get in contact with patient and health care professionals
- Cultural changes regarding healthcare delivery

*Find new smart  
product and service  
ideas for a Pharma  
company*

## Your task



- Establish teams of 4 - 5 people
- Brainstorm as much technology- or data-enabled product and service ideas as possible
- Select the most promising business idea

## Time



- 20 min. ideation
- 2 min. Presentation per group



*At home elaborate your  
business idea*

## Your task



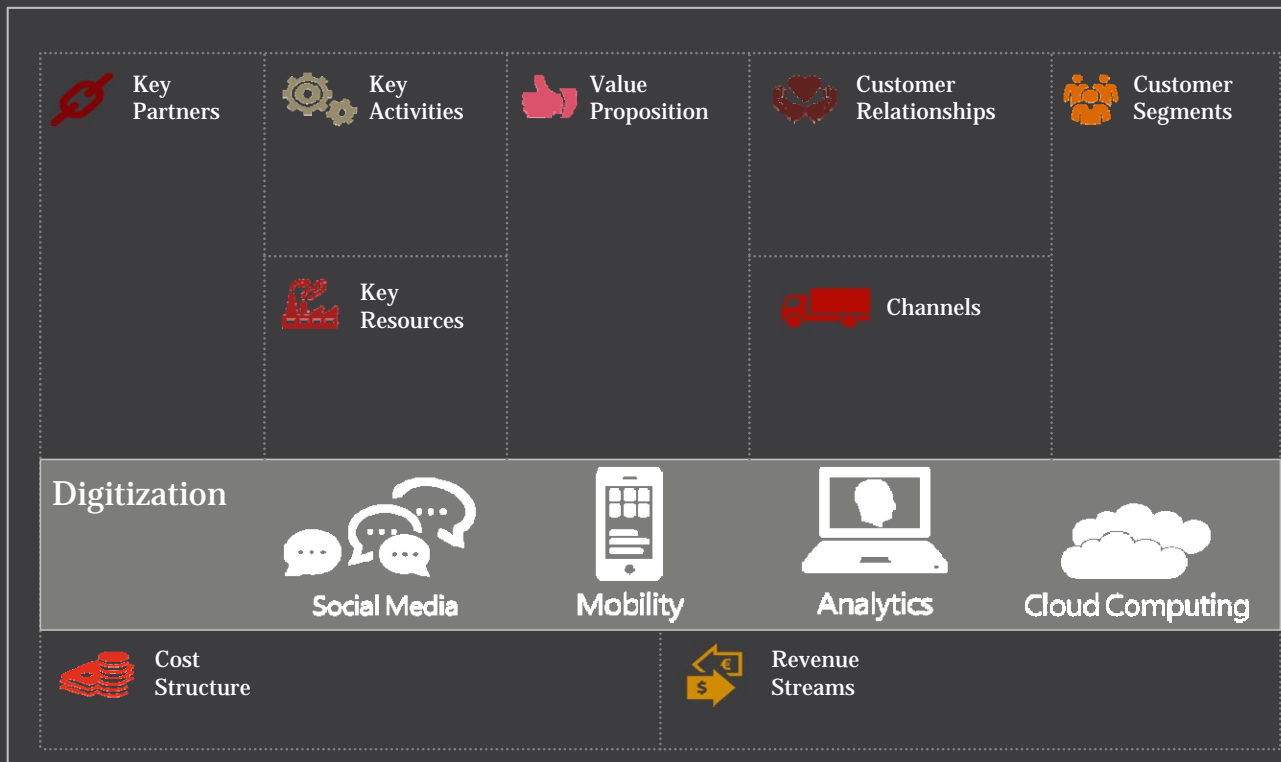
- Use the Business Model Canvas to design the most promising business idea of your first task
- Prepare for a meeting with an investor and present your idea by creating a prototype

## Time



- Prep 15 min. presentation of your business model
- 5 min. Q&A

# The business model canvas is a template for developing new business models



## *Comments:*

- Enables an opportunity to design business models creating value for business, customers, and society
- An easy to use method to illustrate ideas and dependencies of business models

# Prototyping

## Description

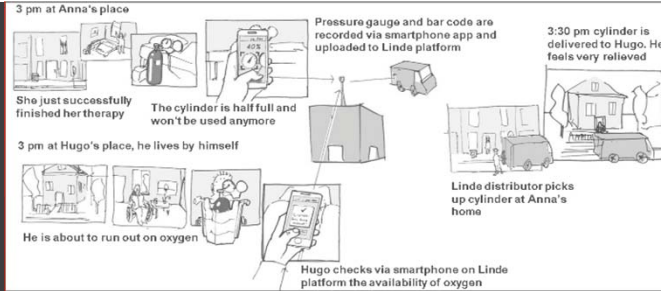
The prototype is an **early model or experiment** to rapidly create solutions to identified challenges and problems

## Benefit

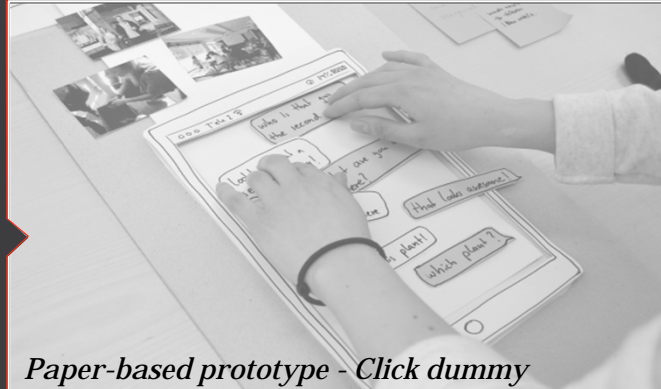
- Make any business model, product or service idea **tangible and visualized**
- **Test** it with the potential customers or employees

## Needed material

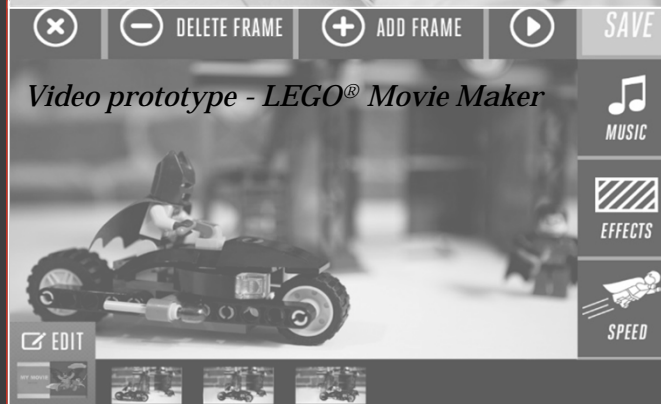
- Apps like Spark or LEGO® Movie Maker
- Paper & pencils
- Other arts & crafts material
- Diverse physical artifacts like
- Others



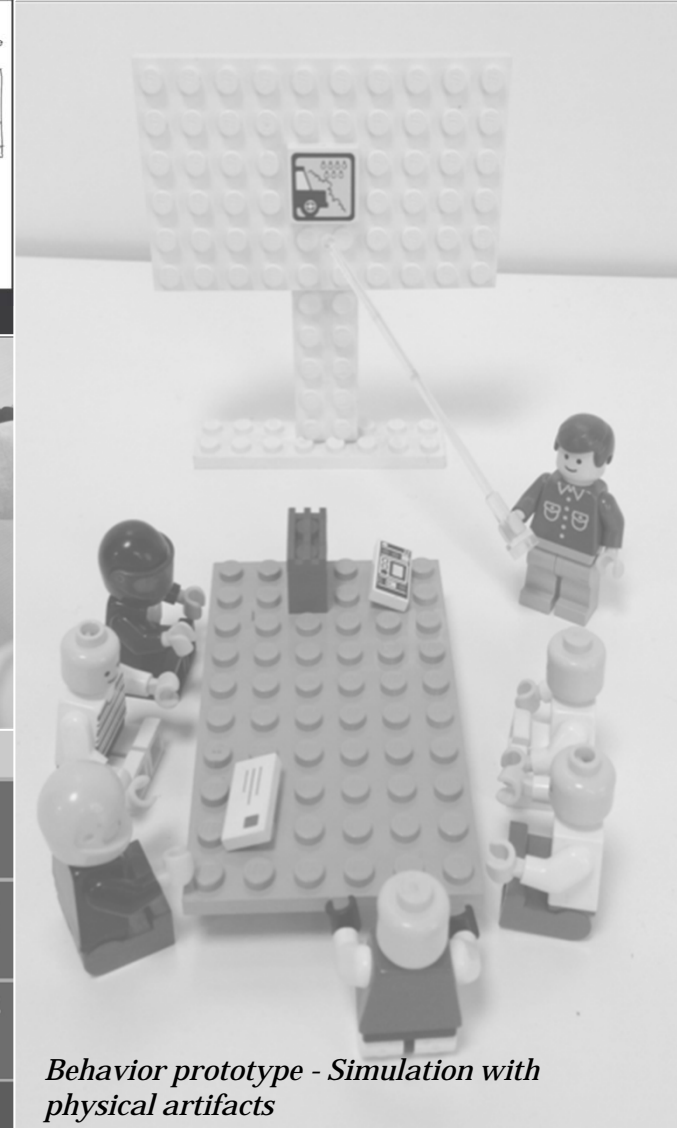
*Paper-based prototype – Customer journey*



*Paper-based prototype - Click dummy*



*Video prototype - LEGO® Movie Maker*



*Behavior prototype - Simulation with physical artifacts*