„How to develop digitized disruptive business models"

Prof. Dr. Dr. h.c. mult. August-Wilhelm Scheer
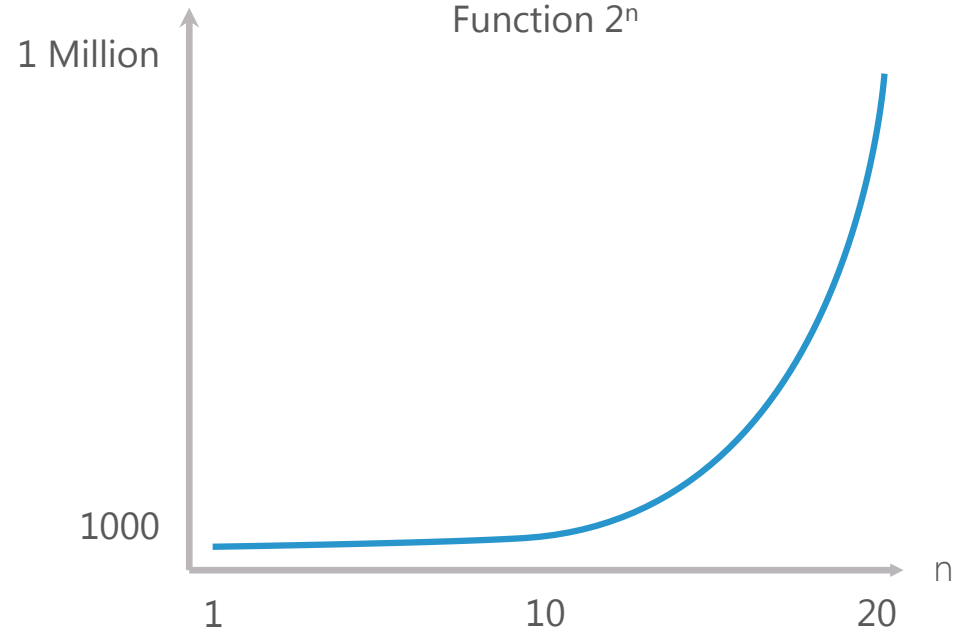
1983

Function 2^n

1 Million

1000

1   10   20

n
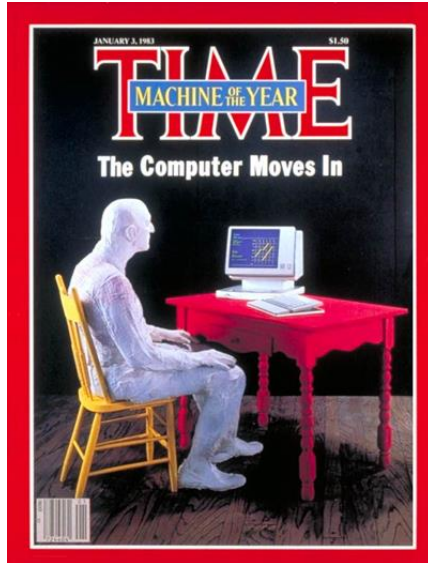
Moore's Law

Scheer Holding

Shareholder: 100% Prof. Dr. August-Wilhelm Scheer

Scheer HOLDING

Scheer GmbH

Consulting & Software

Mobile	LMS E-Learning Content Solutions	Predictive Analytics & Ressource Efficiency	Security	Digital Furniture Manu-facturing	Research

Exhibition: **Hall 5, Booth A16**

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Disruptive Innovation / Innovator's Dilemma

Disruptive Innovation: Photography - Process

Scheer

<u>Analog:</u>

| camera | film roll | click | wait | shop | store | distribute |

Deutsche Messe

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Disruptive Innovation: Photography - Process

Analog:

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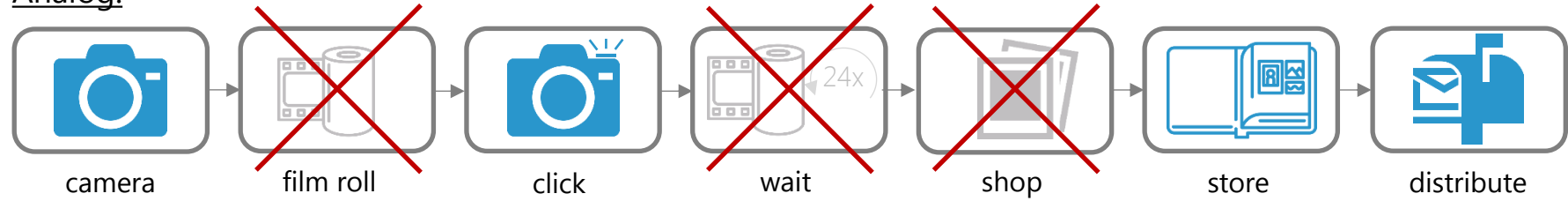
Digital:

Disruptive Innovation / Innovator's Dilemma

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Personalization

Scheer

Location
Entertainment
Weather
Business
Sci/Tech
Personal

GoogleNews
© Google, Inc.

University

location- & time-independent

Internet

Personalization

OKINLAB

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Selfcontrol

© Scheer
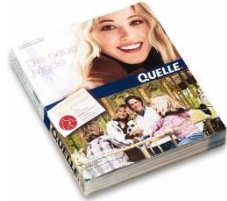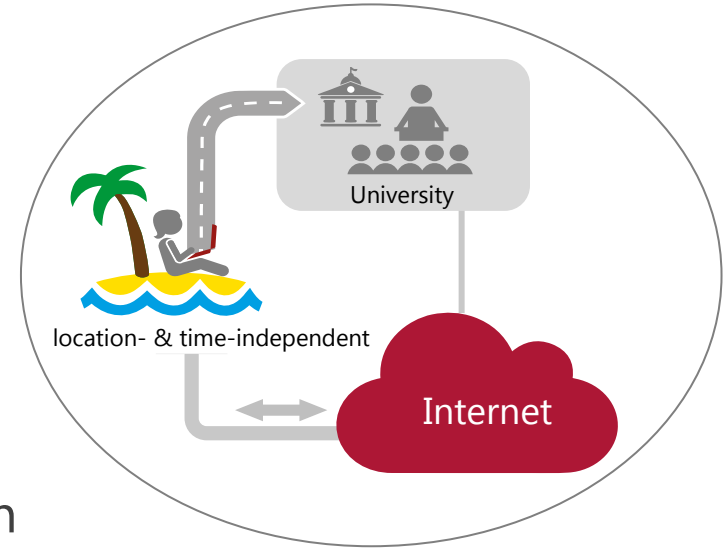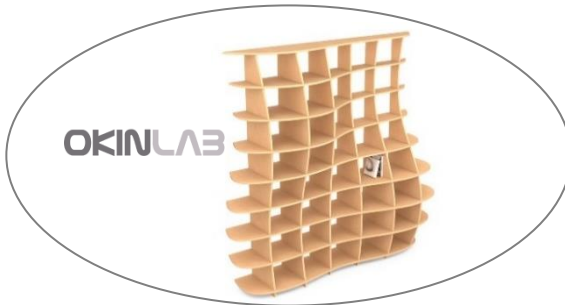
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© Samsung AG

Selfcontrol

© Google, Inc.

© Apple, Inc.

Zero marginal cost products

call

photograph

Smart Services

ownership

sharing

© car2go GmbH

traditional maintenance

Help in case
of disruption
0931 31-84444

predictive maintenance

Energy (mA)

Detect anomalies in system behavior

Time (ms)

analyze → evaluate → act

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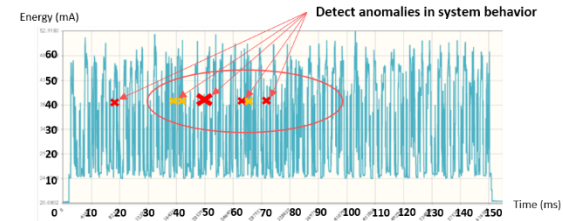
Platform

Platform structure

K1   K2   K3   K4   End customer

pay

Products

Services

Technologies

Platform
e.g. Apple, UBER, Airbnb, Amazon, Appstore, …

Eco-system

pay

L1   L2   L3   L4   Suppliers of complimentary services and products

The larger the eco-system, the more powerful the platform

Digital Consulting

Mission: Best, cheap and elastic consulting

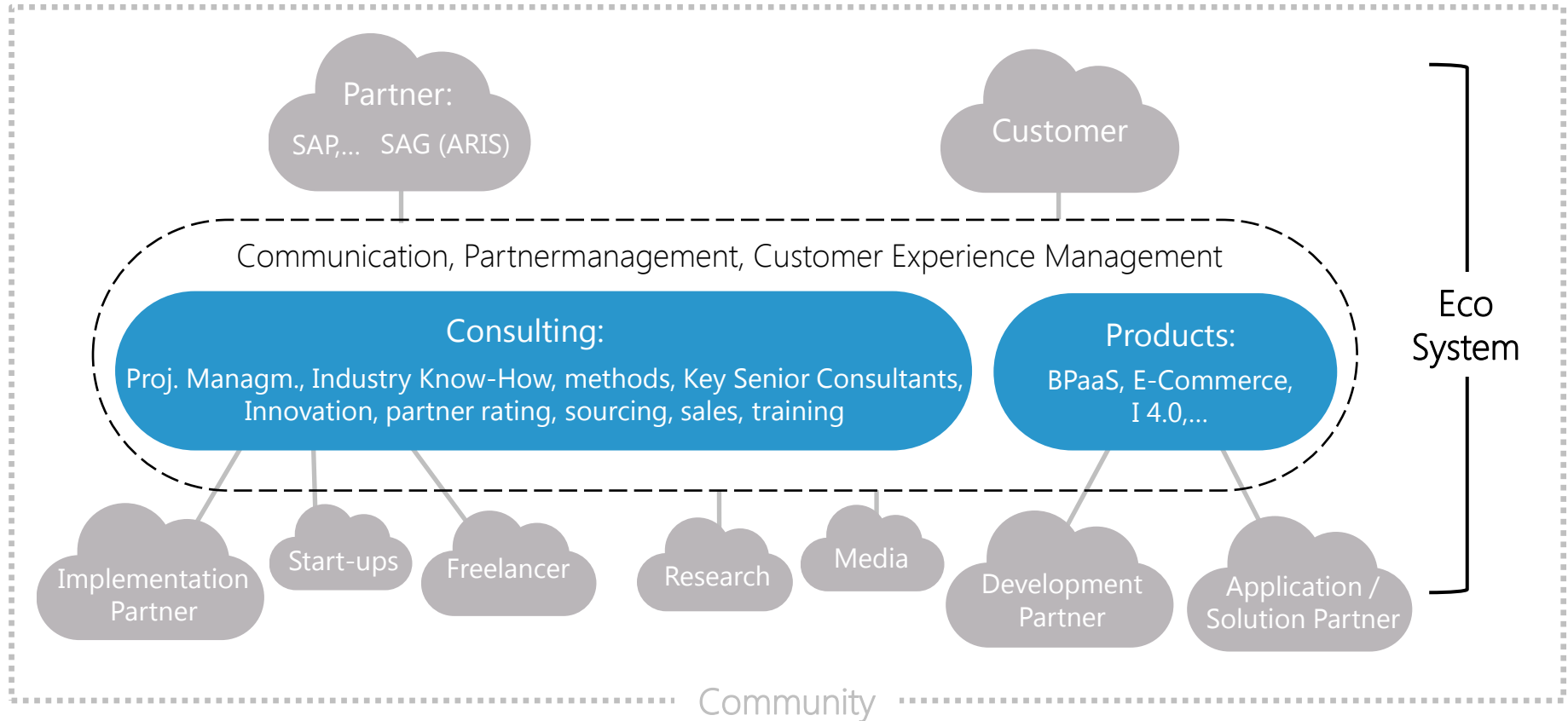|		
Individualization	:	customized project structure
Selfcontrol	:	self-consulting, freelancer, internet nomads
No marginal costs	:	knowledge database, algorithms, FAQ,...
Community-effect	:	external know how at low cost: user groups, experts communities
Low fix costs	:	less FTE, use of partner and freelancer
Reduced travel expenses	:	communication system, video conferencing, groupware
Simplification	:	Nano Consulting, lean organization
(Exponential) growth	:	by external sources, not by FTE
Platform/ Interfaces	:	Platform Architecture, Market instead Hierarchy

Scheer GmbH Platform Architecture

Partner:
SAP,... SAG (ARIS)

Customer

Eco System

Communication, Partnermanagement, Customer Experience Management

Consulting:
Proj. Managm., Industry Know-How, methods, Key Senior Consultants, Innovation, partner rating, sourcing, sales, training

Products:
BPaaS, E-Commerce, I 4.0,...

Implementation Partner

Start-ups

Freelancer

Research

Media

Development Partner

Application / Solution Partner

Community

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Consulting infrastructure

Customer

Application software

Process data

Continual monitoring

Project work,
Ad hoc Consulting

Scheer GmbH

Tools Methods

Project data base

Performance data base

Communication network

VoIP
Video conferencing
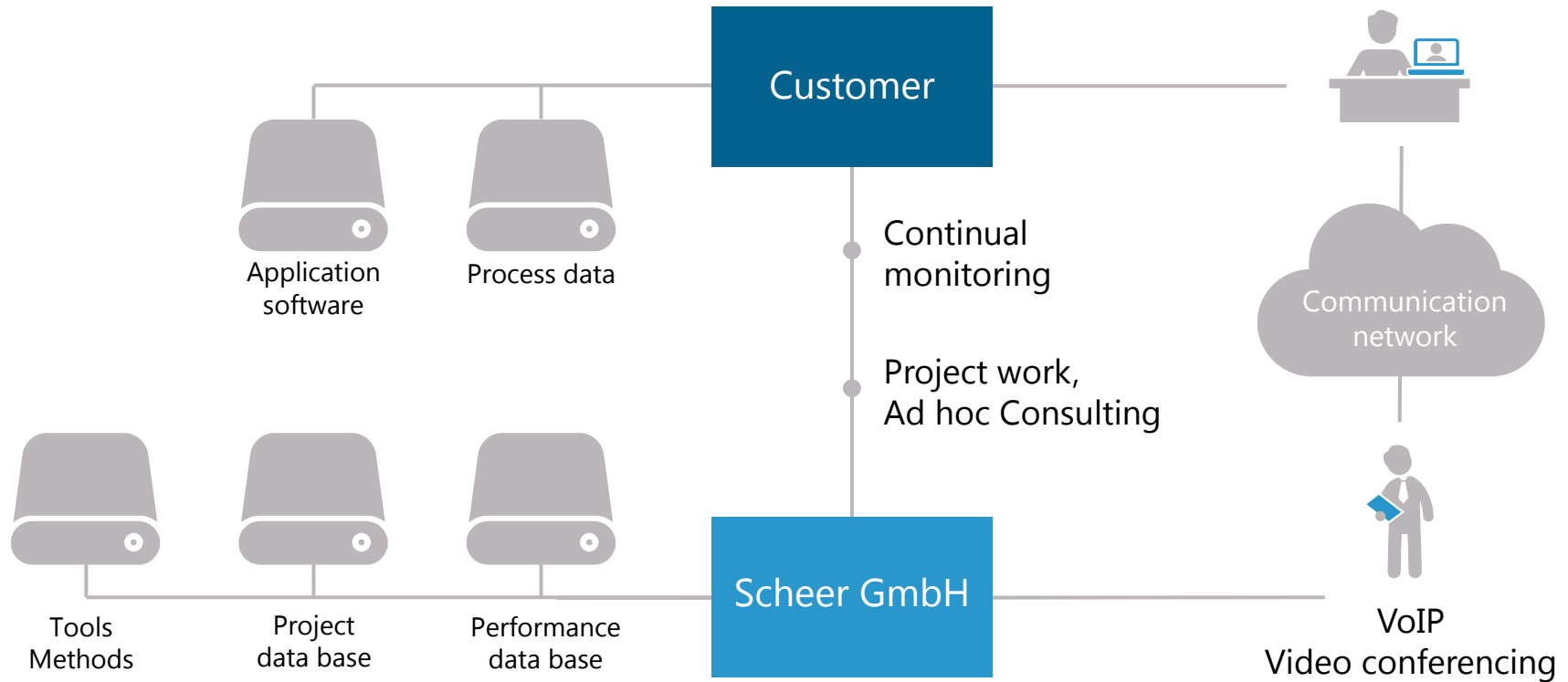
Scheer Booth	SAP Partner Booth	Software AG Partner Booth
Hall 5, Booth A16	**Hall 4, Booth C04**	**Hall 4, Booth C11**

Fat and stupid by digitization?

Nano Consulting

IT, automotive, security

Filters:

| IT Consulting | Management Consulting | Industry Consulting | Organizational Consulting | Project Consulting |

★★★★★

Jack Reynards
Principal Consultant Production

Production control | SAP ERP | CAD
automotive | SAP PP | ABAP

Request Live Session

128 $ / min

★★★★⯪

Laura Johnson
Principal Consultant SaaS

SaaS | Marketing | AWS Services
Bio-engineering | Cloud-Security | Cloud Storage

Request Live Session

148 $ / min

★★★★☆

Sam Gowda
Senior Consultant Infrastructure Mgmt.

Multicore development | Electrical engineering | adapters
Multi-threading | IT-Security | C#

Request Live Session

87 $ / min

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