„How to develop digitized disruptive business models“
Prof. Dr. Dr. h.c. mult. August-Wilhelm Scheer
How to develop digitized disruptive business models

1 Million

1000

1

10

20

n

Moore’s Law

Function $2^n$
Scheer Holding

Scheer Holding

Scheer GmbH

Consulting & Software

Exhibition: Hall 5, Booth A16

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

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Disruptive Innovation / Innovator’s Dilemma
Disruptive Innovation: Photography - Process

Analog:

- Camera
- Film roll
- Click
- Wait (24x)
- Shop
- Store
- Distribute
Disruptive Innovation: Photography - Process

Analog:
- Camera
- Film roll
- Click
- Wait
- Shop
- Store
- Distribute

Digital:
- Mobile phone

How to develop digitized disruptive business models
Disruptive Innovation / Innovator’s Dilemma
Personalization
Selfcontrol
Selfcontrol

© SmartFactory KL

© Samsung AG

© Google, Inc.

© Apple, Inc.
Zero marginal cost products
How to develop digitized disruptive business models

- call
- photograph
Smart Services
ownership

sharing

traditional maintenance

predictive maintenance

Help in case of disruption
0931 31-84444

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Platform
Platform structure

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

- Eco-system
  - End customer
  - Suppliers of complimentary services and products
- Platform
  - e.g. Apple, UBER, Airbnb, Amazon, Appstore, ...
- Products
- Services
- Technologies
Digital Consulting
Mission: Best, cheap and elastic consulting

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

Partner: SAP, SAG (ARIS)

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

Products:
BPaaS, E-Commerce, I 4.0,

Community:
Implementation Partner, Start-ups, Freelancer, Research, Media, Development Partner, Application / Solution Partner

Communication, Partnermanagement, Customer Experience Management

Eco System

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Consulting infrastructure

Customer

Continual monitoring

Project work, Ad hoc Consulting

Scheer GmbH

Application software
Process data

Communication network

VoIP Video conferencing

Tools Methods
Project data base
Performance data base

Performance database
Project data base
Tools Methods

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Customer

Continual monitoring

Project work, Ad hoc Consulting

Scheer GmbH

Application software
Process data

Communication network

VoIP Video conferencing

Tools Methods
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Performance data base

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Scheer: CeBIT Booths

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Hall 5, Booth A16

SAP Partner Booth
Hall 4, Booth C04

Software AG Partner Booth
Hall 4, Booth C11
Fat and stupid by digitization?