

Service environment

Client - Provider Relationship

- Information Sharing
- Knowledge Sharing
- Negotiations
- Balancing and establishing Value Proposition
- Repetitive reviewing of previous items
- In Mention Mode

Client - Target connection

- Client owns the Target
- Client owns rights to use and/or manipulate the Target
- Client has (owns) problem
 - Client recognizes a problem on the Target
 - Client is willing to invest to the problem solution
- The solution involves an operating and/or transformation of the Target
- Relation is in Use mode

Provider - Target Connection

- Kind of competence
- Provider knows and is able to operate on the Target
- Provider knows how and is able to transform the Target
- Provider understands the Target and is able to plan operation on transformation of it
- Provider improves in a way the Target for its better utilization by the Client (benefit for the Client)

Value creation

- What is the value?

 - Sake of client?

 - The benefit of the client

- Value is strongly related with the target

- Value is created by both (client + provider)

 - Value is co-created

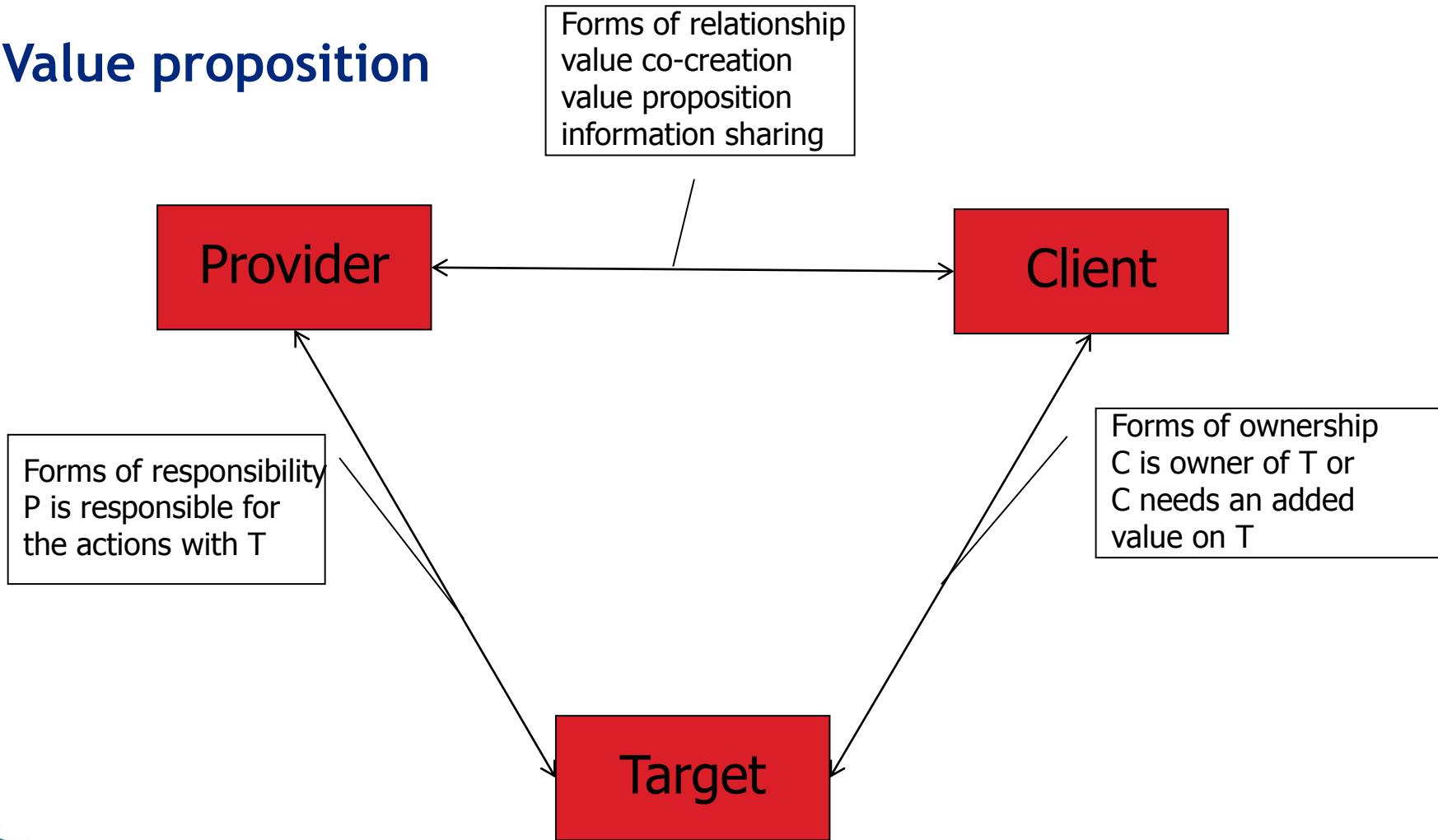
- Value can be created only if Client wants (or needs) an added value on Target

 - Identifying a gap

Value proposition

- The most important connection between C and P
- The offer done by provider to the client
- What he/she is able to do with the target to increase beneficiary of the client
- Based on
 - Knowledge about target
 - Information about client
 - Similarities on the market
- What we can do for what price

Value proposition



Mentioning and Using

☞ Mentioning

- ☞ To think about future actions

- ☞ What / how / who / where / when / why / for how much

- ☞ Negotiation between client and provider

☞ Using

- ☞ Use our capabilities to do some action to **bring a value**

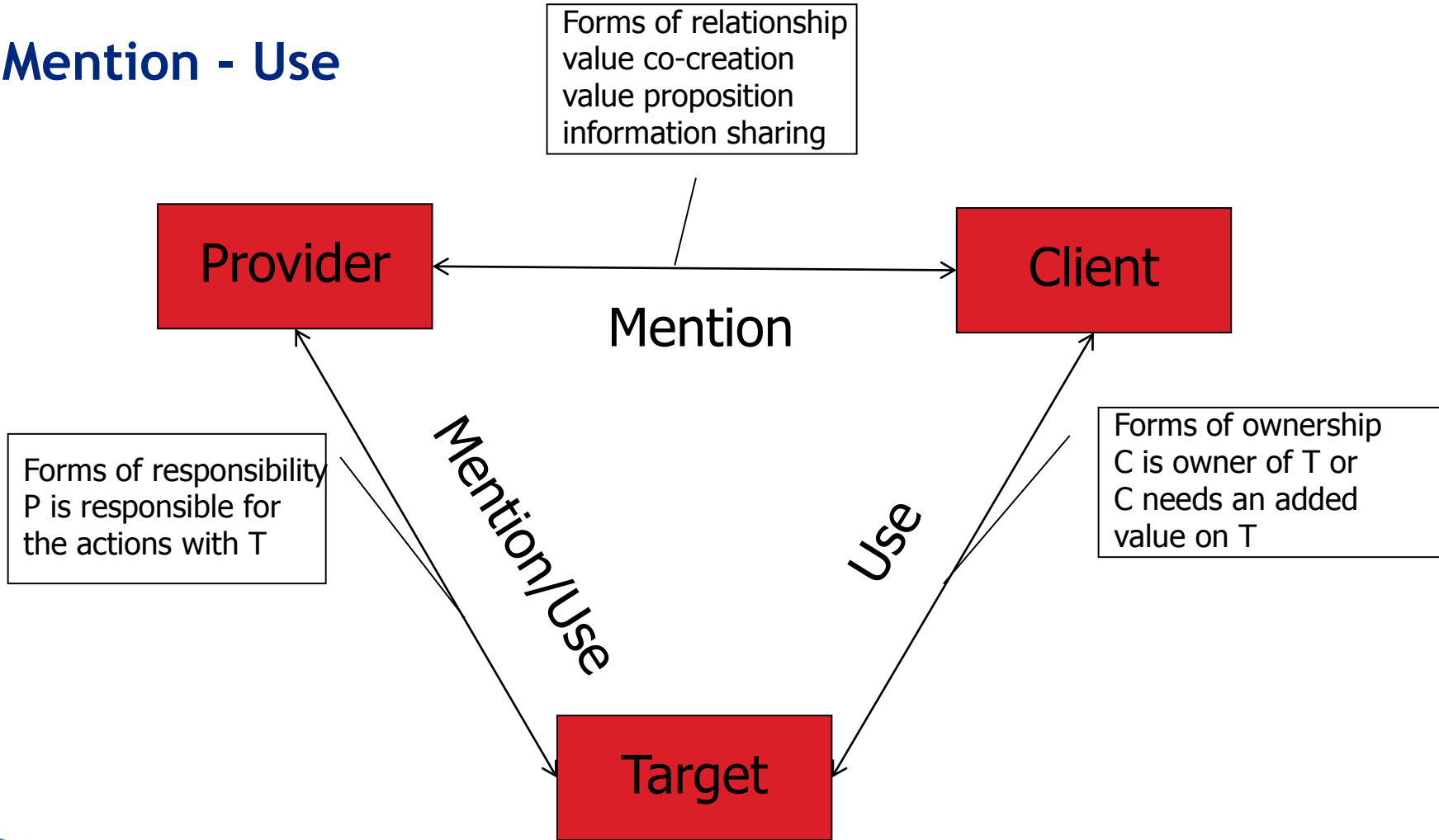
☞ Duality between mentioning and using

- ☞ Each entity can mention, use or make both

☞ Project management

- ☞ Application of the principle of mention / use

Mention - Use



System complexity

➤ Provider, Client or Target may contain one or more service systems

➤ Those service systems need to cooperate in some way

➤ The cooperation between those service systems is also service system

➤ If they are not a simple person or technology

➤ They can be organization, more complex entity etc.

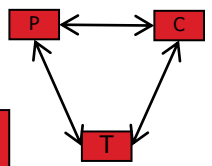
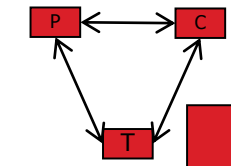
➤ Technology with the community of developers

➤ It must be organized in synergy

➤ Some services must be finish first, some in the specific order etc.

System complexity

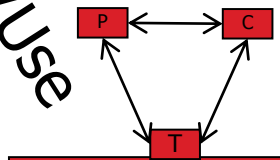
Forms of relationship
value co-creation
value proposition
information sharing



Mention

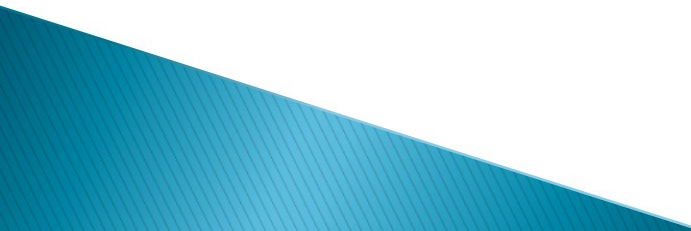
Forms of responsibility
P is responsible for
the actions with T

Mention/Use



Use

Forms of ownership
C is owner of T or
C needs an added
value on T

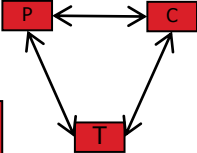


The time dimension

- ❏ Selling a service means a lot of preliminary work
- ❏ Sold product means success
- ❏ Selling a service is the beginning
 - ❏ Start of the service execution
 - ❏ Preliminary work is about
 - ❏ Value proposition
 - ❏ Service modelling
- ❏ Providing services means continual development
- ❏ To stabilize the service system is necessary to continue with the cooperation

The time dimension

Forms of relationship
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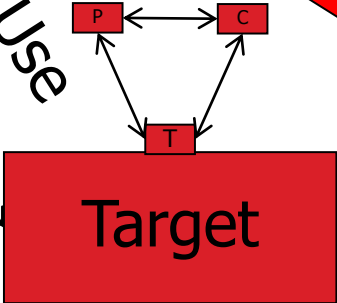
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Mention

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Mention/Use

Use



Time

Role of time

- The roles of all elements are not changing during whole life cycle of the service system
- Time period of existence of a service system is not a trivial one compared to actions performed within a service provision systems
- The dividing of the time and planning of the life cycle are important for the relationship client - provider

Example

- Two companies

 - Software developer EasySoft

 - Telecommunication company Telecoco

- Problem

 - Telecoco want to have outsourced information system, developed by EasySoft

- The service system is easily created

- Is there any possibility (or need) to create other service system?

- And if yes, are they related?

Service system

- Provider - EasySoft
- Client - Telecomco
- Target - Information system
- Benefits are focused to the client
- Easysoft uses its competencies to act for the sake of Telecomco
- There is one more special relationship
 - The payment is also service system

Payment service system

➤ Provider - Telecoco

➤ Client - EasySoft

➤ Target - the bank account of EasySoft

➤ The provider (Telecoco) acts on Target (send the payment) for the sake of EasySoft

➤ This service system can not exists without the first service system

Prime service system

- ❖ Primary created service system
- ❖ The roles are distributed and do not change
- ❖ Creation of this service system causes the creation of next service systems
- ❖ We need to analyze
 - ❖ The relationships between them
 - ❖ The possibility of influence
 - ❖ The causes of synergy

Cooperation of service systems

- Lets have some service system (S1) with provider, client and target defined
- We say the system S1 cooperates with system S2 if
 - Agent who plays the role of client in S1, plays role of provider in S2
 - Agent who plays the role of provider in S1, plays role of client in S2
 - Benefits for the client in S2 depends on benefits for the client in S1 (or vice-versa)
 - The target is not same

Example of cooperation

- Study program SSME and cooperation with business partners on internships
- Client - business partner
 - Wants to have properly educated students
- Provider - Faculty of informatics
 - Has abilities to educate the students
- Target - study program SSME
 - Provides the students

Cooperating service system

☒ Internships projects

☒ For the successful study program faculty needs

- ☐ Practice - an internships with quality emphasis
- ☐ Mandatory for every student enrolled in the program

☒ Agents

☒ Client - faculty of informatics

☒ Demand the internships positions for the students

☒ Provider

☒ The company

☒ Offers the positions for the students

Cooperating service system

- The target

 - The study program SSME

 - Students are „only“ the products of the study program

 - Faculty wants to improve the study program

 - Through the internships

 - Using the feedback from the partners

- In this case the target is the same in both cooperating service systems

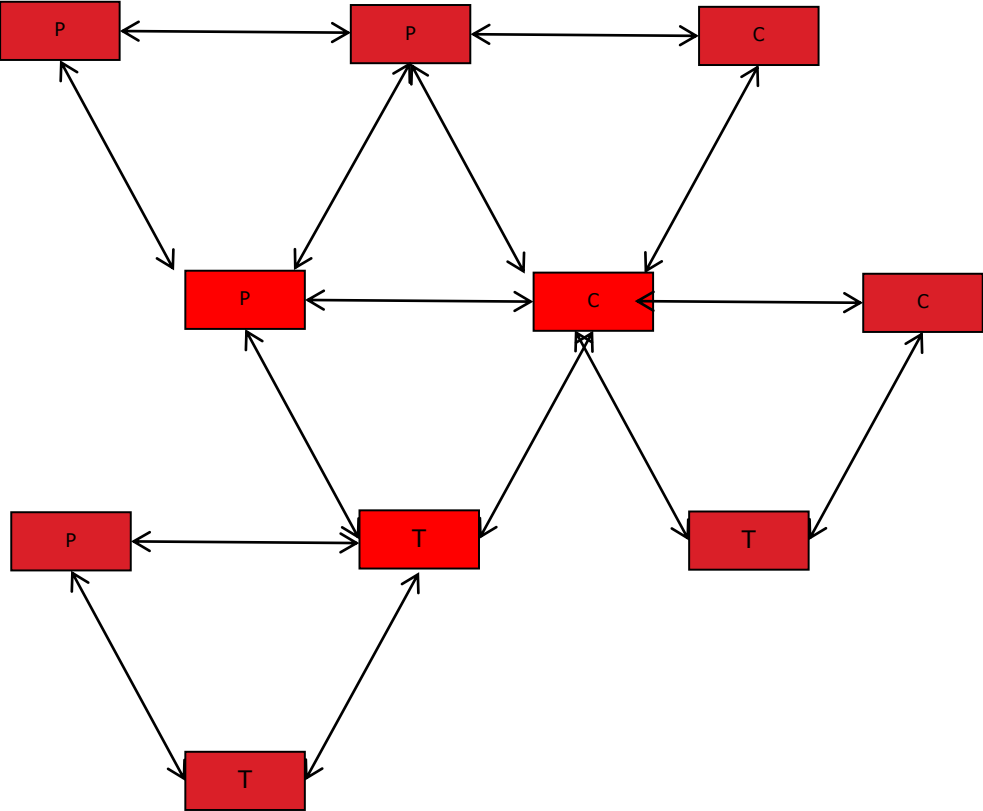
Dual service system

- ❖ Lets have the prime service system S1
- ❖ Lets have a second service system S2, where
 - ❖ Agent who plays the role of client in S1, plays role of provider in S2
 - ❖ Agent who plays the role of provider in S1, plays role of client in S2
 - ❖ Benefits for the client in S2 depends on benefits for the client in S1 (or vice versa)
 - ❖ Target is the same in S1 and S2 with the bidirectional value proposition

Service system environment

- ❖ Are there any other possibilities of the cooperation?
- ❖ What to do if
 - ❖ Client or Provider in one service system plays the role of of the Client, Provider or Target in other service systems?
 - ❖ If the value proposition or the benefits depends on other related service system?
 - ❖ Company is able to pay only if its customers will pay
 - ❖ Value proposition can be set properly only if we know all related inputs

Service system environment



Service system environment

- During negotiations must be explored not only the target, but also all important relations
 - Cooperating service systems
 - Dual service systems
 - Related service systems
- After that the value proposition can be set