TECHNO-ECONOMICS AND BUSINESS MODELING OF ICT SOLUTIONS AND SERVICES

Technological innovation leads to business opportunities and challenges

What is the impact of software-defined networks on the operational cost?

What is the impact of network topology choices on deployment cost?

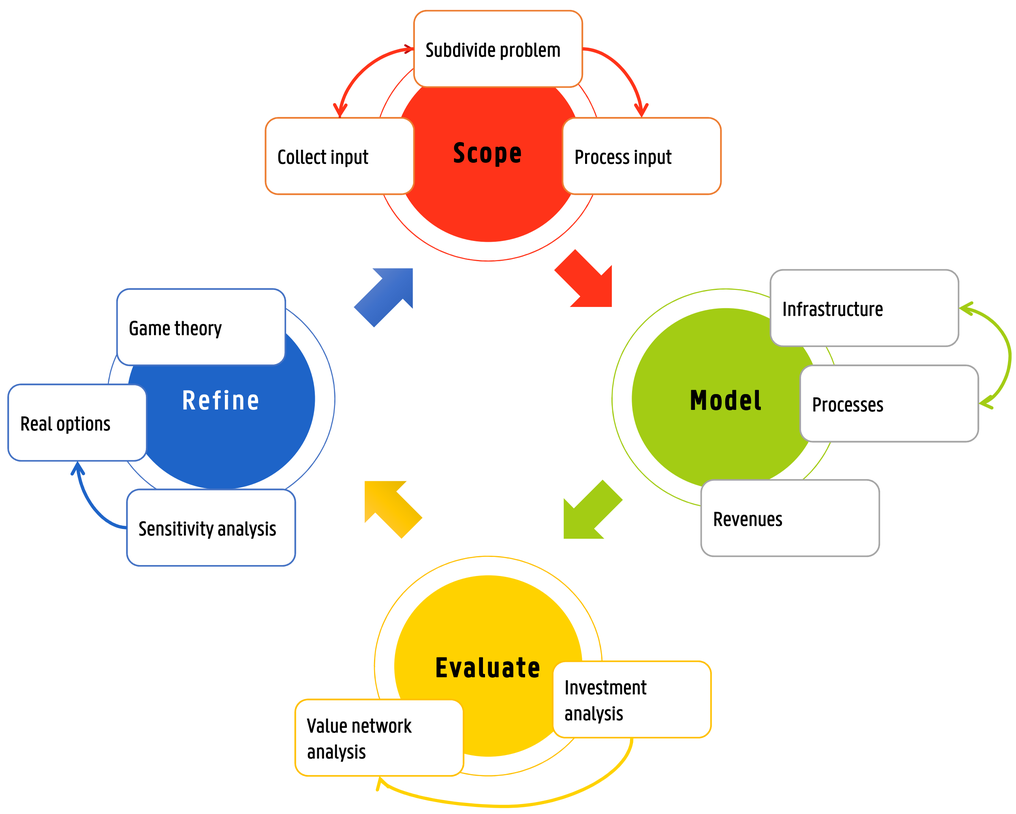
How to quantify the savings obtained by using smart services?

How do strategic and economic considerations affect the choice of IoT technology?

We build on a standardized methodology

The scope of the problem defines the actual research question. We gather input data and decide about needed level of detail.

Infrastructure and operational processes determine the costs.
We model both costs and revenues.



We refine the analysis.
Flexibility and competition are taken into account.

We evaluate the business model in a quantitative way
Value network analysis gives insight in a multi-actor setting

This is broadly applicable

Is ICT innovation possible in a competitive duopoly?

Is there a market for multiple competitive wireless networks in a smart city?

What are the costs of optimal energy storage in energy farms?

How to rollout e-health services optimal for all actors?

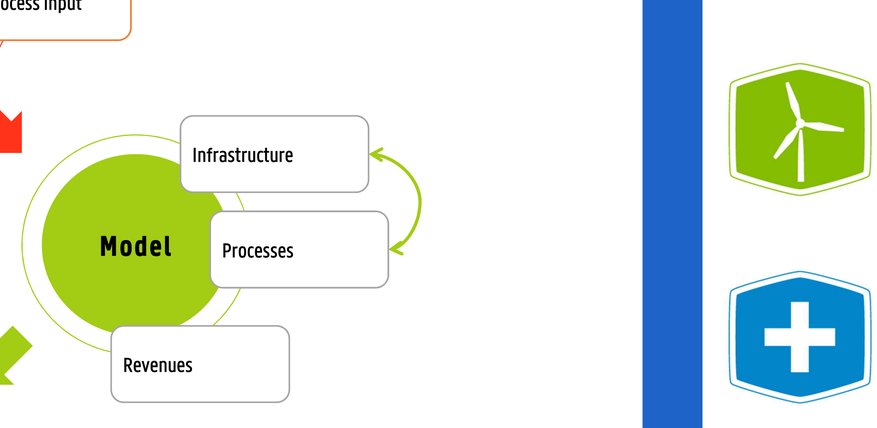
What is a sustainable sensor solution in manufacturing settings?

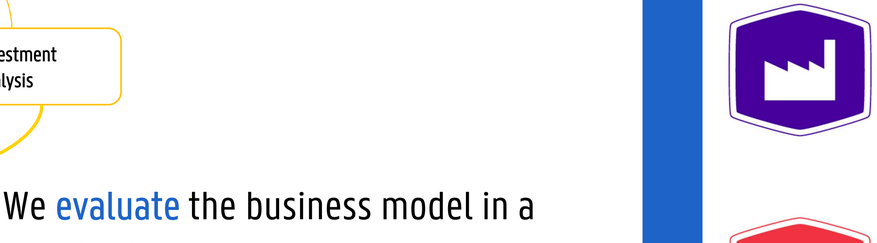
Do software solutions improve the efficiency of media delivery?

Technical expertise is key

We develop software toolkits:

- Dimensioning calculates bill of resources (required equipment and manpower)
- Optimization supports cost-benefit trade-off (under given boundary conditions)
- Standardized language and notation (facilitates communication with field experts)





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www.technoeconomics.ugent.be

www.technoeconomicsportal.eu

sofie.verbrugge@ugent.be

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