Business Model innovation for Manufacturing Networks Using an Innovation Community and Operations Platform with VDML Support

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Overview

- The business of Vlastuin (SME)
- BusArch related challenges at Vlastuin
- Use of VDML
- Impressions of use
- Proven benefits
- Status and next steps
Vlastuin Business Models

• OEM Brands:
  – D-TEC Grapple
    (active)
  – D-TEC Tanktrailer
    (active)
    • AGR system
  – D-TEC Container-trailer/Eco-combi
  – Guilien Distribution-trailer/Eco-combi
  – D-TEC Leasing

• OEM Components for:
  – Agriculture
  – Construction
  – Healthcare
  – (Internal) Transport
  – Recycling
Challenges @ Vlastuin

- Start from scratch in every project
- Manage by stomach feeling
- Hidden truth / Silos / Conflicting views
- Redundancies / No single language
- No alignment between Business and IT
VDML @ Vlastuin

Idea / Strategy -> Projects -> Implementation

Idea / To-Be Models -> Phase Models -> As-Is Models

SOA/BPM

Apps (ERP, PLM, MES)

Production Automation  Business@Work

Stimulated by EU project NEFFICS

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VDML in a nutshell

1. Libraries

2. Business Design
   - Business Model
   - Business Network
   - "Value Stream"
   - Value Formula
   - Value Proposition
   - Capability Management

3. Business Design ↔ Solution Design

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Users of VDML @ Vlastuin

- Direct Users
  - Business Architect / Business Analyst
  - Project managers
  - IT (Internal, External)
  - Line managers (Purchase, Sales, Production, Engineering, Service, Leasing)

- Indirect Users:
  - Board
  - Network Partners
  - Customers
Similar to but simpler than Osterwalder (source: Peter Lindgren, NEFFICS)
Tanktrailer Business Model

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Tanktrailer Partner Network Collaboration

Tanktrailer Partner Network Collaboration Diagram (Baseline Scenario) - Collaboration Diagram

Insert

Collaboration Role (Filter Applied)

- OEM
- Tank Painter
- Tank Supplier
- Tank add-on assembler

Tank add-on assembler

Tank add-on assembler

Tank (with add-ons)

PO (tank add-ons)

Tank (painted)

PO (tank painting)

Tank Supplier

Tank (with add-ons)

Tank (painted)

OEM

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Partner Network Activities

Tanktrailer Partner Network Collaboration Diagram (Baseline Scenario) - Collaboration Diagram

- Activity: An activity of a Collaboration
- Performer: Performer
- Text: Text with border and background color
- Text Annotation: Annotation which can be linked to a shape
- Transparent Text: Transparent Text without border and background

Diagram:
- tank supplier
- tank painter
- OEM
- Fc1: Sell Tank
- Fc2: Sell Add-ons
- Fc1: Sell Painted Tank
- PO (tank)
- PO (tank add-ons)
- PO (tank painting)
- Tank
- Tank (with add-ons)
- Tank (painted)

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Capability Management

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Capability Method Collaboration

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Value Proposition, Value Contribution

- Lift up your profit!

[Diagram showing relationships between OEM, Manure Trans. Prop., Manure Transporter, and activities involving Procure Finished Manure Tank, Sell Finished Fodder Tank, and related properties such as Price, Leadtime, Manure Loading Time, and Ease Of Use.]
Bridge to Automation Design (IT)

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Proven Benefits

• Insight in your networked Business
• Integrated with execution
• Live system, fully navigable, searchable
• Collaboration across teams
• Wizard based data entry
• Library based guidance
• Always available in the cloud
Status & Next steps

• Scale up: More projects
• Extend Partner and Customer involvement
• Detailed analysis of values and related measurements
Contact & References

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