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CHANGING ENVIRONMENT

Our capacity to interact increase by a factor of two and five to a fraction of today's cost.

New ways to configure businesses, organize companies, and serve customers.

Our assumptions and thinking are based much more on the economics of transformation than on the economics of interaction.

Internetdagarna

Processer

Utveckling

Produktion

Försäljning

Eftermarknad

Ekonomi

Personal

Administration

Internetdagarna

CHALLENGING OLD ASSUMPTIONS

(business:)

Interactive capacity doubled or quadrupled?

All functions even those close to the core of the business – could be effectively outsourced?

You could do business anywhere in the world for little incremental management cost?

Increase the capacity of the bottleneck four-fold ?

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CHALLENGING OLD ASSUMPTIONS

(customers)

Ignoring geography, how would you define your ideal customer base?

Do you compete with standardized products and services today?

What if the share of customized products quadruples over the next five years?

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CHALLENGING OLD ASSUMPTIONS

(to organize)

What would you do differently if the biggest bottlenecks could be eliminated ?

Why does your organizational structure look the way it does?

In which segments is productivity in the top deciles ? How can you transfer superior processes across organizational boundaries ?

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Market realities

Customers want:

superior products and services

.....customised to their needs

.....supplied at great speed

....to a competitive price

....with added free services

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