Value-oriented Information Systems Design: The Concept of Potentials Modeling and its Application to Service-oriented Architectures

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The Authors

Prof. Dr. Jan vom Brocke
Christian Sonnenberg MSc
Alexander Simons MSc
University of Liechtenstein
Hilti Chair of Business Process Management, Institute of Information Systems
Fürst-Franz-Josef-Straße 21
9490 Vaduz
Principality of Liechtenstein
{jan.vom.brocke | christian.sonnenberg | alexander.simons}@hochschule.li

Abstract
Companies are increasingly confronted with the question of whether or not the adoption of information technologies (IT) turns out to be a profitable venture. Thus, there is a great need for methods which allow for both the analysis and evaluation of the economic value of IT investments. In this paper we introduce the concept of potentials modeling which integrates a value-oriented perspective into information modeling. More specifically, we set out to explore the economic value of service-oriented architectures (SOA). The practicability of our approach is illustrated on the basis of a simplified application example. It is hoped that this paper will make a contribution to the ongoing discussion of IT value and stimulates further research in the field of value-oriented information systems (IS).

Keywords
Potentials modeling – Information modeling – Service-oriented architectures (SOA) – Value

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