Towards Guidelines for Building Ecosystem Business Models in the Software Industry

TREO Talk Paper

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Abstract

The research presented in this abstract is inspired by a practical problem: In the Horizon 2020 (H2020) framework program, the European Commission is funding many research projects that result in software products. These projects are co-financed by a consortium of public, academic and private partners. The involved partners share a common research interest, contribute complementary competences, and work across disciplinary, organizational and national boundaries to create a solution together. The results of these ICT research projects are mainly composite software products consisting of complementary contributions of independent software providers participating in the projects. One goal of H2020 projects is to bring such composite software products to the market. In order to achieve this it is necessary to develop inter-company, i.e. common business models. However, since small and medium size companies and universities are partners in H2020 companies, in most of the cases, none of the involved companies is able to buy or license the software of the others. Thus, prevailing solutions based on sub-contracting, joint ventures and common spin-offs are not acceptable options for the inter-company business model. Given these constrains, the business model of software ecosystems (SECO) is as suitable for common products. According to [19], SECOs are defined “….as a set of businesses functioning as a unit and interacting with a shared market for software and services, together with the relationships among them.” While there is a considerable body of research about SECO, there are no specific guidelines how to build a SECO in practice. Thus, based on a systematic literature review the following guidelines for developing business models for SECO are proposed:

References