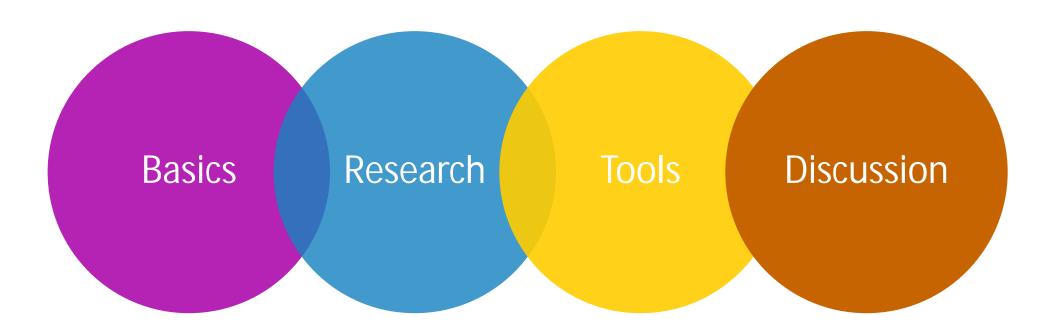
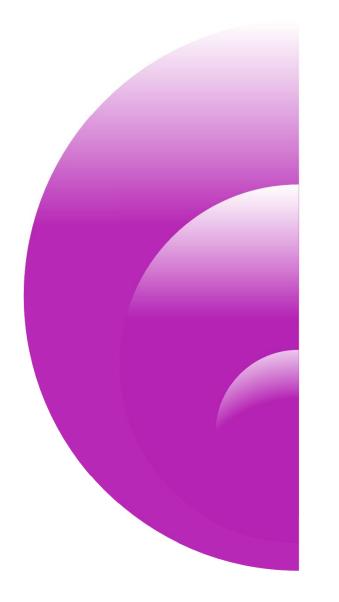
Business in the Cloud

Eetu Luoma and Oleksiy Mazhelis



Cloud Software Finland – Tivit – Tekes – University of Jyväskylä – SIRT team

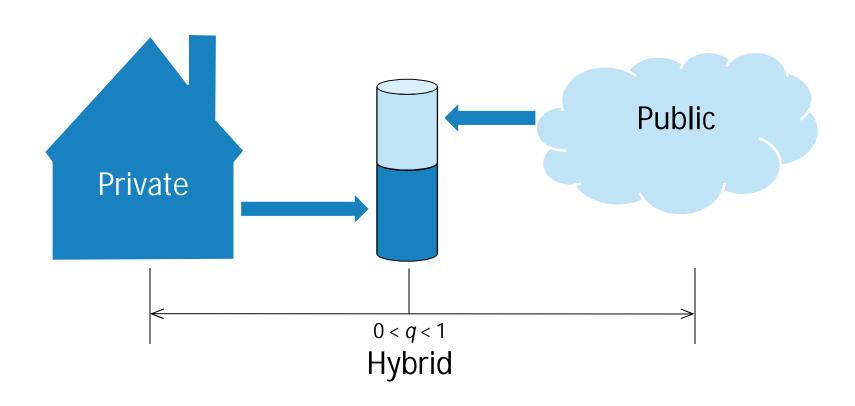


- Standard application as core
- **SaaS** Business innovations (+)
 - Business transformations (-)

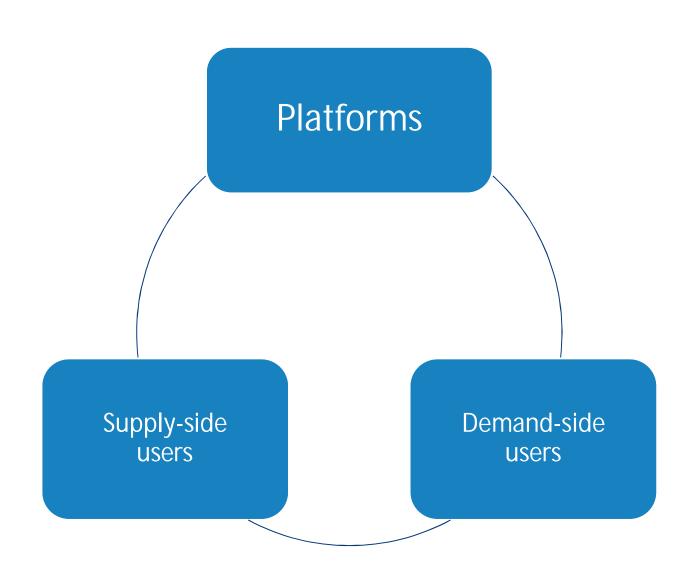
- Interfaces as core offering
- PaaS Time-to-market decreases (+)
 - Dependency increases (-)

- Capacity as core offering
- Costs decrease (+)
 - Dependency increases (-)

Total Costs with laaS?



Partnerships with PaaS providers?



The Business Model Canvas

Designed for:

Designed by:



Costefficiency, flexibility















Cheap Easy

Cost Structure

High initial investment

Low marginal costs



Revenue Streams

Small initial investment

Subscription fee



The Business Model Canvas

Designed for:

Designed by:



Who are our Key Partners? Who are our key supplien? Which Key Resources are we acquiring from partners Which Key Activities do partners perform?

Costefficiency, flexibility

Unique capability or know-how

Key Activities

Automation

Key Resources

Unique capability or know-how

Value Propositions

Standard

Value adding services

Customer Relationships

Trust

Channels

Personal engagement

Customer Segments

For whom are we creating value? Who are our nost important customers

Enterprises

Quite cheap strategic advantage

Cost Structure

Marginal costs increases



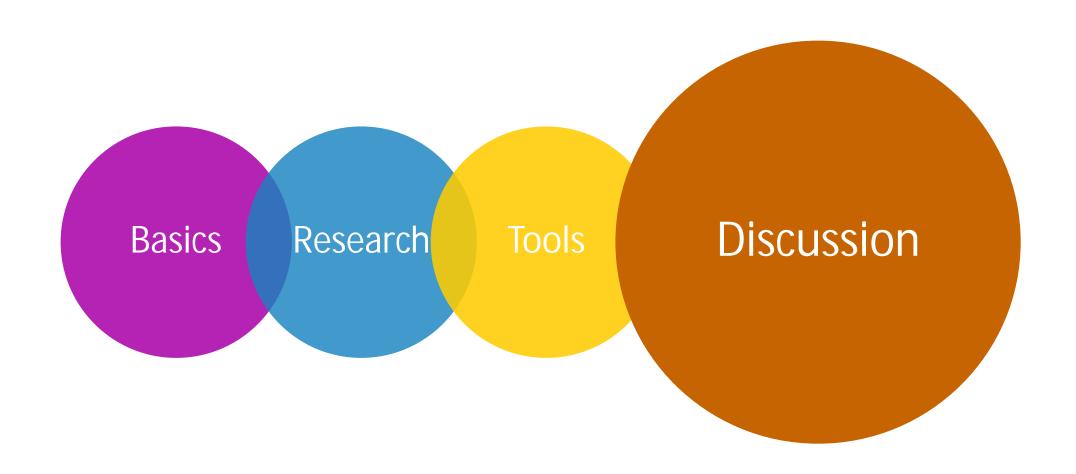
Revenue Streams

Small initial investment, subsricptio n

Time and materials







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