

# Business Case development

*Workshop “2004, e-go of reliable e-services”*

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Schlumberger Cards

## Agenda

- ❑ Background and introduction
- ❑ Assumptions
- ❑ Value chain and lines of demarcation
- ❑ Strategies
- ❑ Knowledge organization
- ❑ Looking to costs
- ❑ eEpoch cases

## We are talking today....

- Smartcards
- Terminals
- E-services
- Soft and strong Certificates
- Electronic signatures
- Interoperability

*Can you make money in this area ?*

## Business Rationale

- Business cases proved for 'strong' EID...
  - Banking
  - High risks environment
- E-commerce starts to make (some) money
- A lot of potential is still latent
  - but.....
    - Investments EID & infrastructure serious inhibitor
    - Multi application / multi service card schemes are difficult:
      - Positioning
      - Branding
    - No mass killer application has showed up

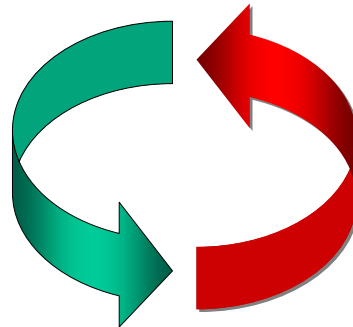
## Business seems to be blocked !

### Imprisoned in vicious circle ?

- E-Services
- Cards & infrastructure
- Trust

### Is the citizen interested in

- Cards ?
- Access points ?
- Trust ?
  - Privacy
  - No false bills
- e Services ?
  - Convenience
  - Fun
  - Profit



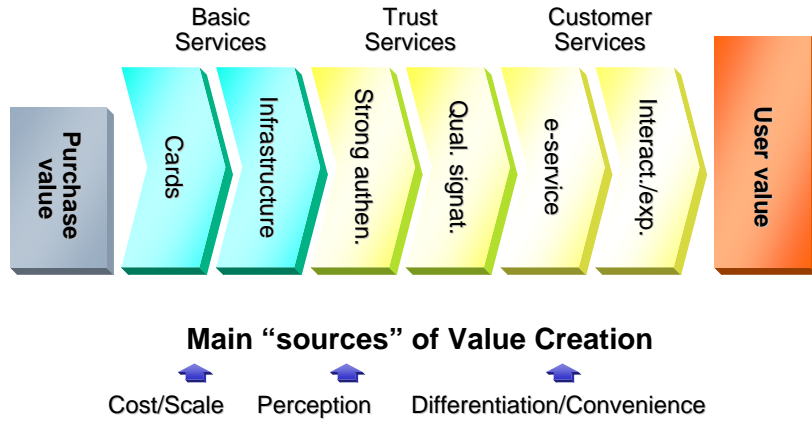
## Classic approach

### **Card scheme operator does it all.....**

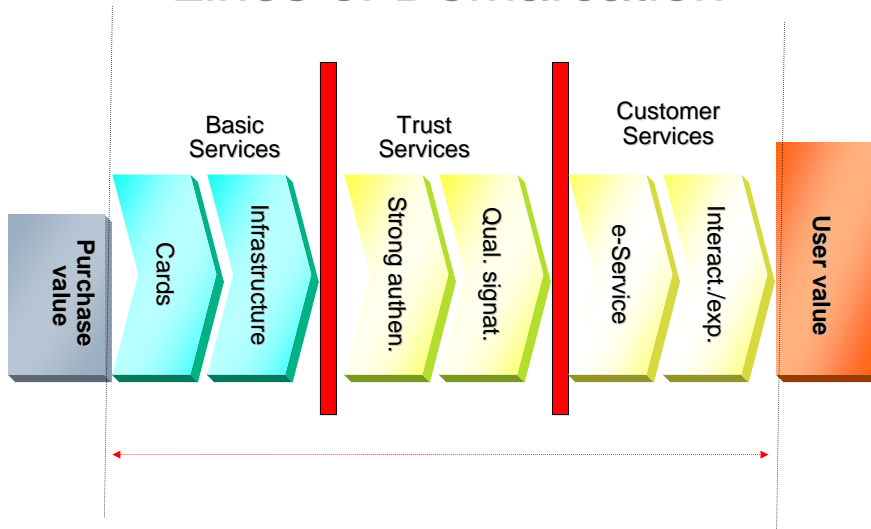
- Cards issuing
- Access providing
- Certificate issuing
- Certificate Validation
- E-service providing

*All issues have to be excellent to create  
the best value for the Card holder.*

# Value Chain

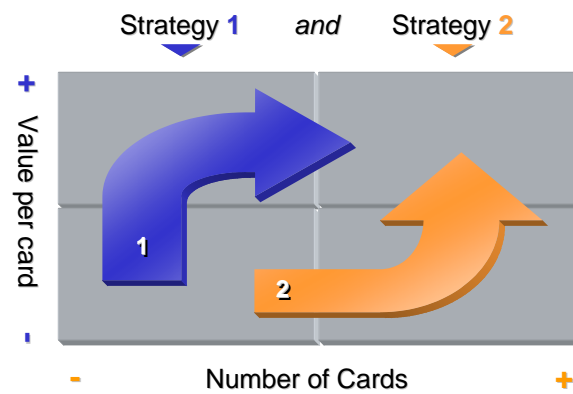


# Lines of Demarcation



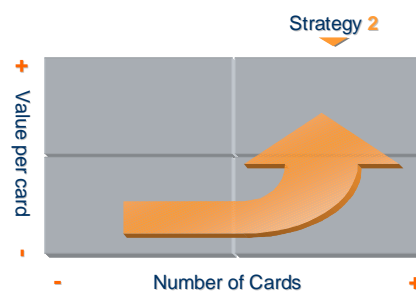
## E-Services Strategies

Value per Card / Number of Cards



## The volume strategy

- ❑ Card base
- ❑ Infrastructure
  - ❑ Terminals
    - Dedicated
    - Reader + software
  - ❑ Network / gateways
- ❑ Catalyst for the services
  - ❑ Certificates
  - ❑ E-Services
- ❑ Cash flow alternatives
  - ❑ 'Branded' service to cardholders
  - ❑ Generic service offered to e-service providers

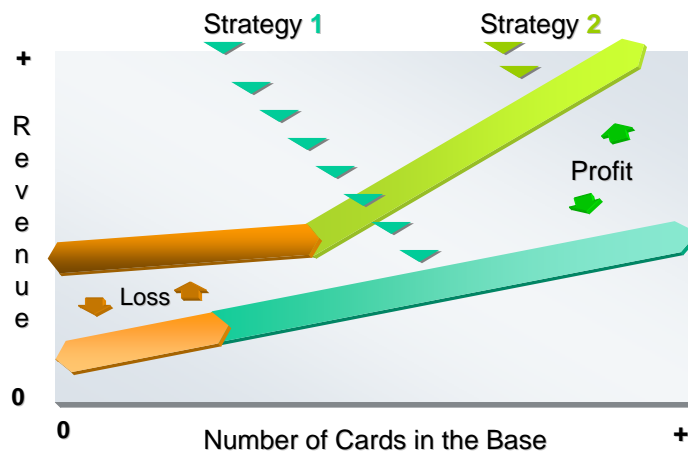


# Value strategy

- Target groups
  - Risk
  - Added value (incl. logistic substitution)
  - Fraud
- Cards distribution
  - Autonomous
  - Via e-service providers
- Cash flow via service provider
  - Per card / year
  - Per service / year
  - Per unit of use



# Comparing the strategies



## Maximize flexibility

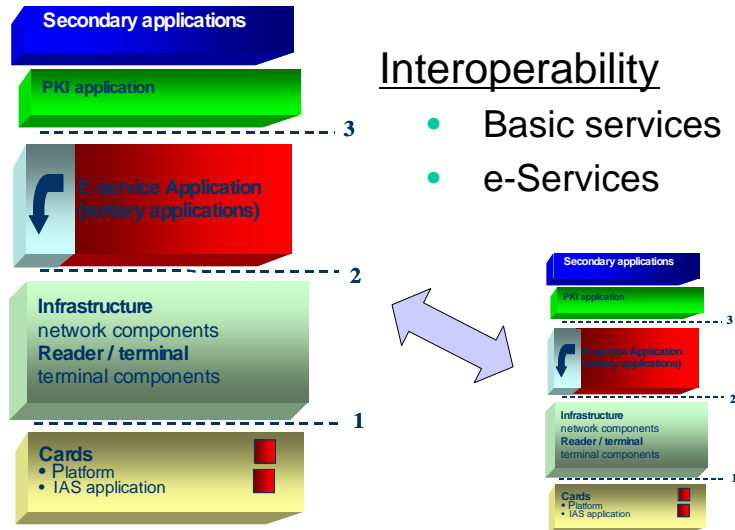


*Knowledge Organization*

## Smart lab/shop/factory/....



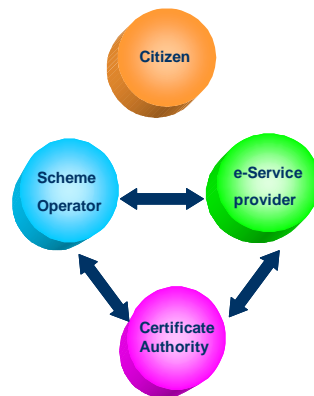
# Accelerator



# Variable costs

- Cards
  - At once
  - Per period
  - Per unit of use
- Infrastructure
  - At once
  - Per period
  - Per unit of use
- Services
- Certificate check
  - At once
  - Per check

## What to whom ?

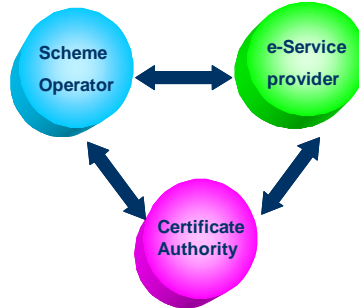


## Who can make money ?

- Card operators ?
- Trust providers ?
- E-service providers ?

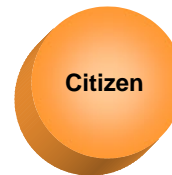
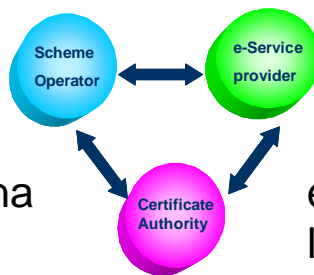
***if:***

- Enough / frequent used services per card
- Right price per service



## eEpoch pilots cases

- Bologna entrepreneurs  
local taxes
- Issy-les-Moulineaux e-ticketing
- Rome / INSP online database
- Spain Incident log report



## References

- ❑ Brochure “EID and virtual communities”
- ❑ Eepoch.net
- ❑ OSCIE v2, volume 5  
(part 2: current and future business models)

Thank you for your kind  
attention!

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