

State of Alaska Office of Management and Budget

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Look for the trail signs throughout the presentation and ask questions! Icon made by Sustainable Energy from www.flaticon.com

ECOSYSTEM GUIDE TO: Asset Management, Technology and Improved Value Delivery

Alaska's Statewide Data Hub Project



THE STATE
of **ALASKA**
GOVERNOR MICHAEL J. DUNLEAVY

Creating Economic Development and Civic Engagement with Digital Assets

Asset Management, Technology and Improved Value Delivery

Digital Transformation Economy

“By 2020, 50% of the Global 2,000 will see the majority of their businesses depend on **their ability to create digitally enhanced products, services and experiences.**” – International Data Corporation (IDC)

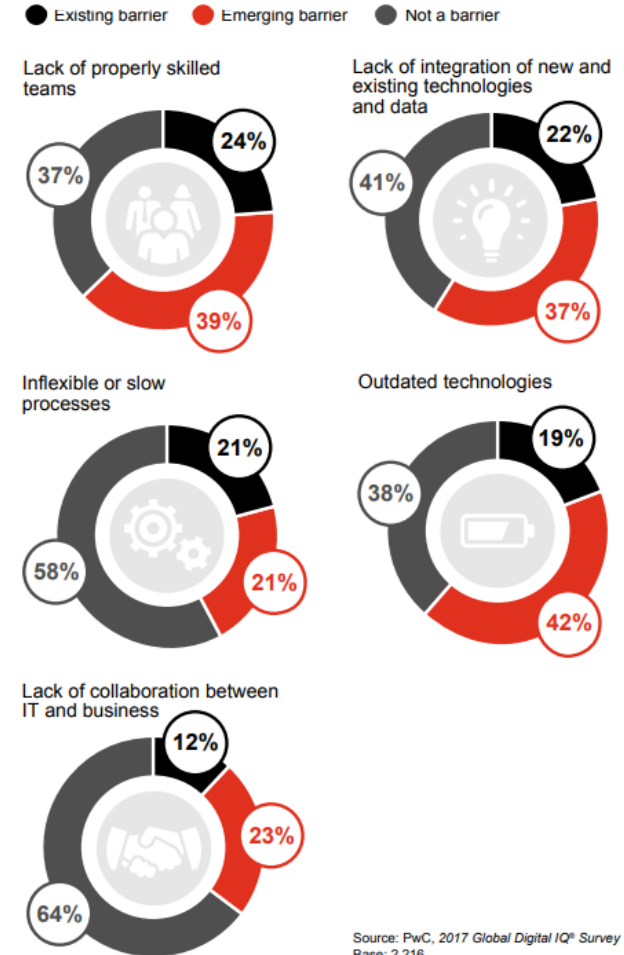


Source: Forbes Global 2000.

What's standing in our way?



“35% of executives surveyed say a **lack of collaboration between business and IT departments** is an existing or emerging obstacle to achieving expected results from their digital technology initiatives.” – PricewaterhouseCoopers (PwC)



Source: PwC, 2017 Global Digital IQ® Survey
Base: 2,216

How can strategic management help?



“Strategic management is a continuous process of strategic analysis, strategy creation, implementation and monitoring, used by organizations with the purpose to achieve and maintain a competitive advantage.” – Strategic Management Insight

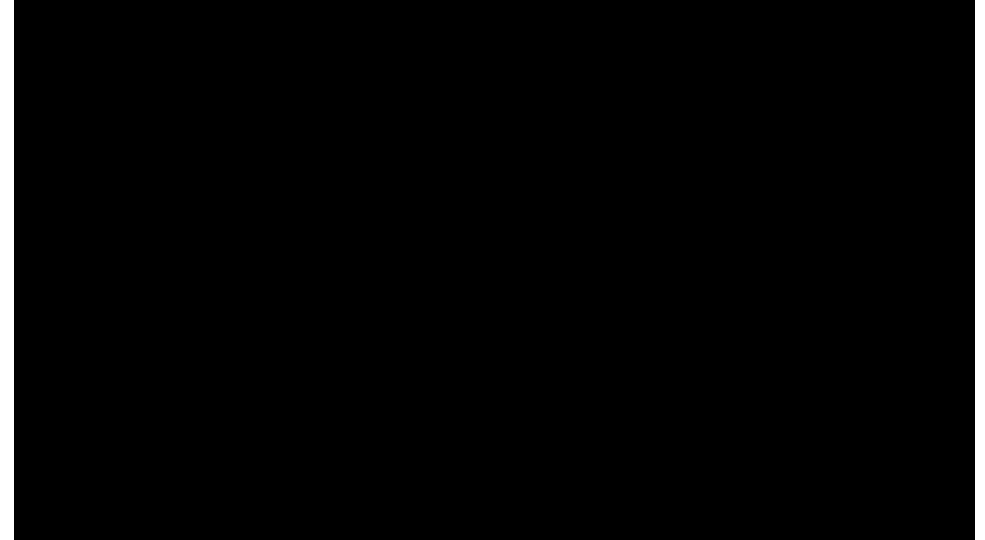


Source: Strategic Management Insight.

What is strategy creation?



Strategy helps organizations compete, but strategy must be actionable: “It’s not enough to focus on the product and technology. Companies that are serious about maintaining success must lead with innovation and business models.” – Alexander Osterwalder, Nordic Business Report

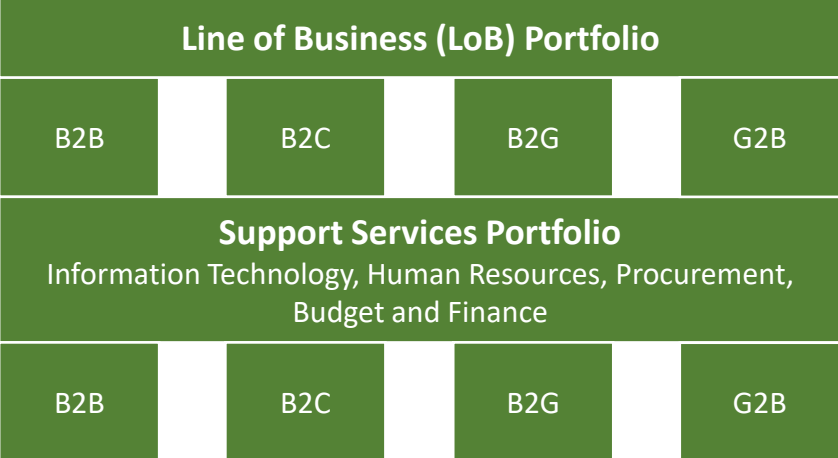


Source: YouTube.

How do we compete with a business model portfolio?



Business model portfolios provide enough diversification for organizations to stay competitive in a changing environment.

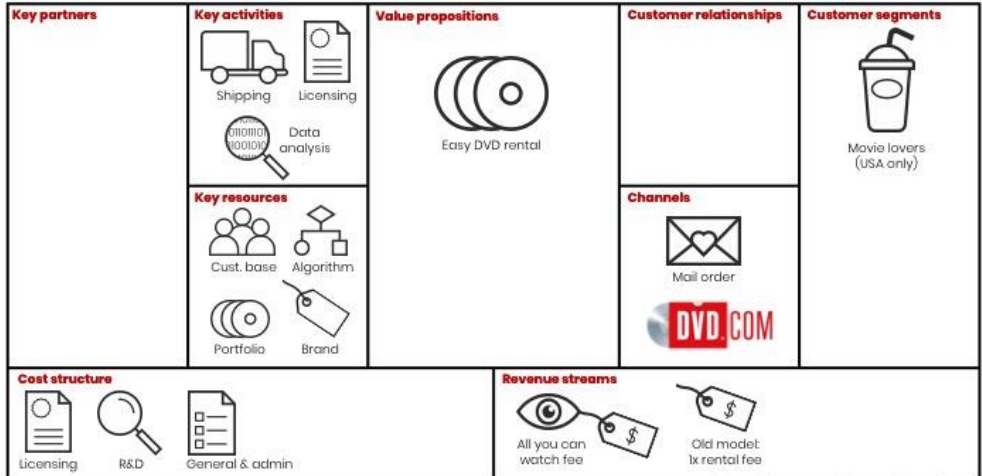


How does business model diversification work?

“To illustrate how business model diversification can work, consider Netflix Inc. Netflix deployed two distinct business models (DVDs by mail and online streaming) to challenge Blockbuster and other movie rental incumbents.” – MIT Sloan Management Review



BMI • Business model canvas



Business Models Inc. © www.businessmodelgeneration.com

Source: Business Models Inc. (BMI).

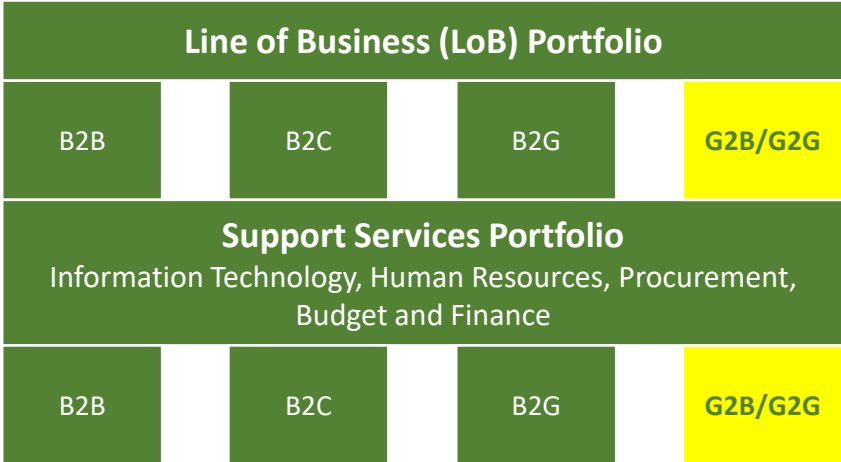


MIT Sloan Management Review. Available from: <https://sloanreview.mit.edu/article/building-a-winning-business-model-portfolio/> [accessed 11 Aug, 2019]
 Business Models Inc. (BMI). Available from: <https://www.businessmodelsinc.com/exponential-business-model/netflix/> [accessed 11 Aug, 2019]

What are the Government-to-Business (G2B) and Government-to-Government (G2G) Models?



The Government-to-Business (G2B) Model focuses on opening public digital assets for use by local government and private sector organizations: “Government-to-business (G2B) and [government-to-government (G2G)] are business models that refers to government providing services or information to business organizations [and other government entities].” – QUORA



How can G2B and G2G models help us make sense of innovation?

1. Business models allow us to express innovation in actionable terms:

- Partners – Who will help us accomplish our mission?
- Resources – What assets will we use to accomplish our mission?
- Activities – What actions will our partners take on assets to accomplish our mission?

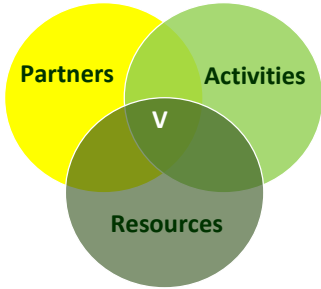
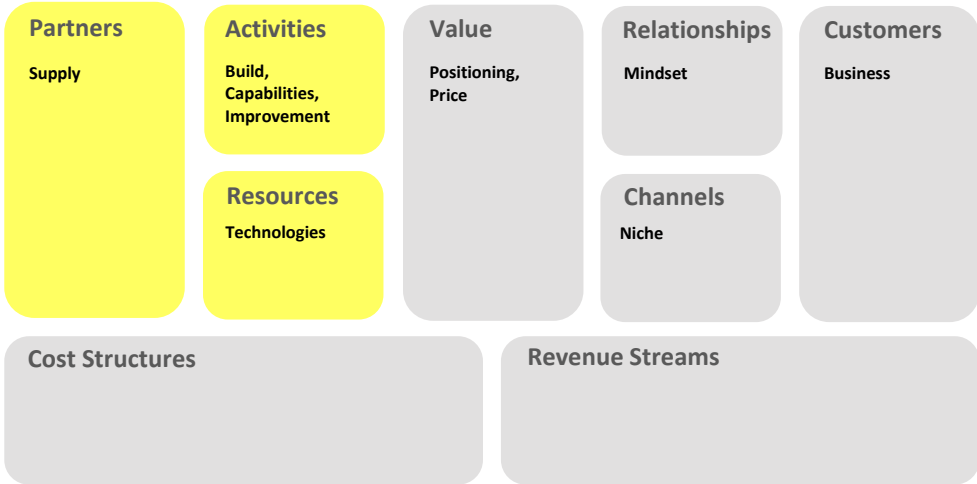


Figure 1.1. Word Cloud of Meaning of Innovation

How can G2B and G2G models help us make sense of innovation?

2. Business models allow us to express innovation in actionable terms:

- Customers – Who do we help?
- Channels – How do our products and services reach our customers?
- Relationships – How do our channels work to reach customer segments

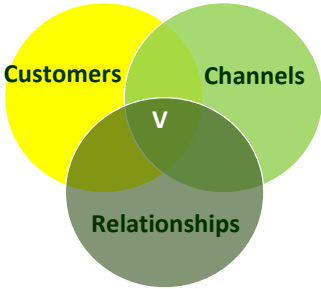
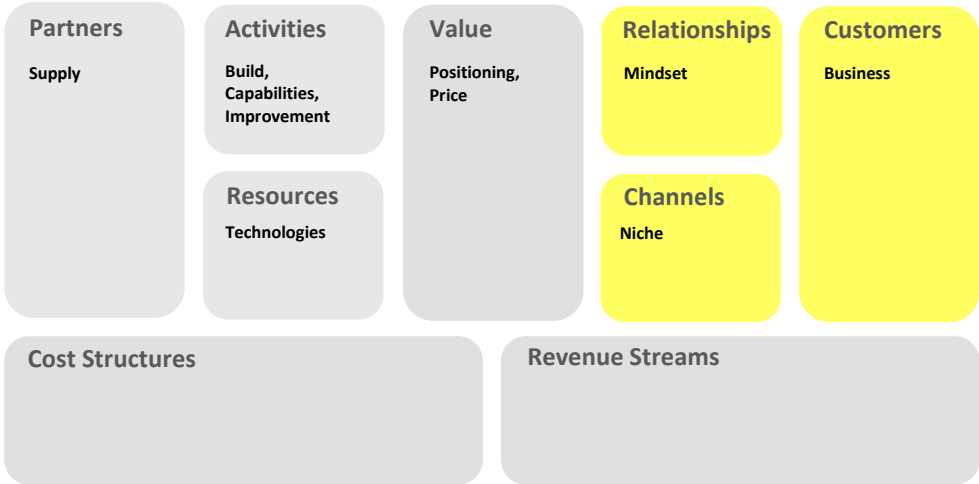


Figure 1.1. Word Cloud of Meaning of Innovation

How can G2B and G2G models develop a common business model language?



“Perhaps the most important reason for developing common business model language across public, private, non-profit, and for-profit sectors is that **transforming our important social systems (including education, health care, energy, and entrepreneurship) will require networked business models that cut across sectors.**” – Harvard Business Review



Figure 2. Curandi, The Science of Community Health



Harvard Business Review. Available from: https://www.researchgate.net/figure/Word-Cloud-of-Meaning-of-Innovation_fig1_264314553 . [accessed 11 Aug, 2019]
Curandi, The Science of Community Health. Available from: <https://www.curandi.org/articles/network-business-models-will-revolutionize-community-health> . [accessed 11 Aug, 2019]

Why is government concerned with business models?

Government business models create:

- Internal efficiencies – If government operates more efficiently, the cost is less to constituents (lower tax rates)
- Economic development through partnerships – If government opens its digital assets to private organizations it is no longer locked into providing the service
- Improved service delivery through competition – Competition among partners will bring about better services

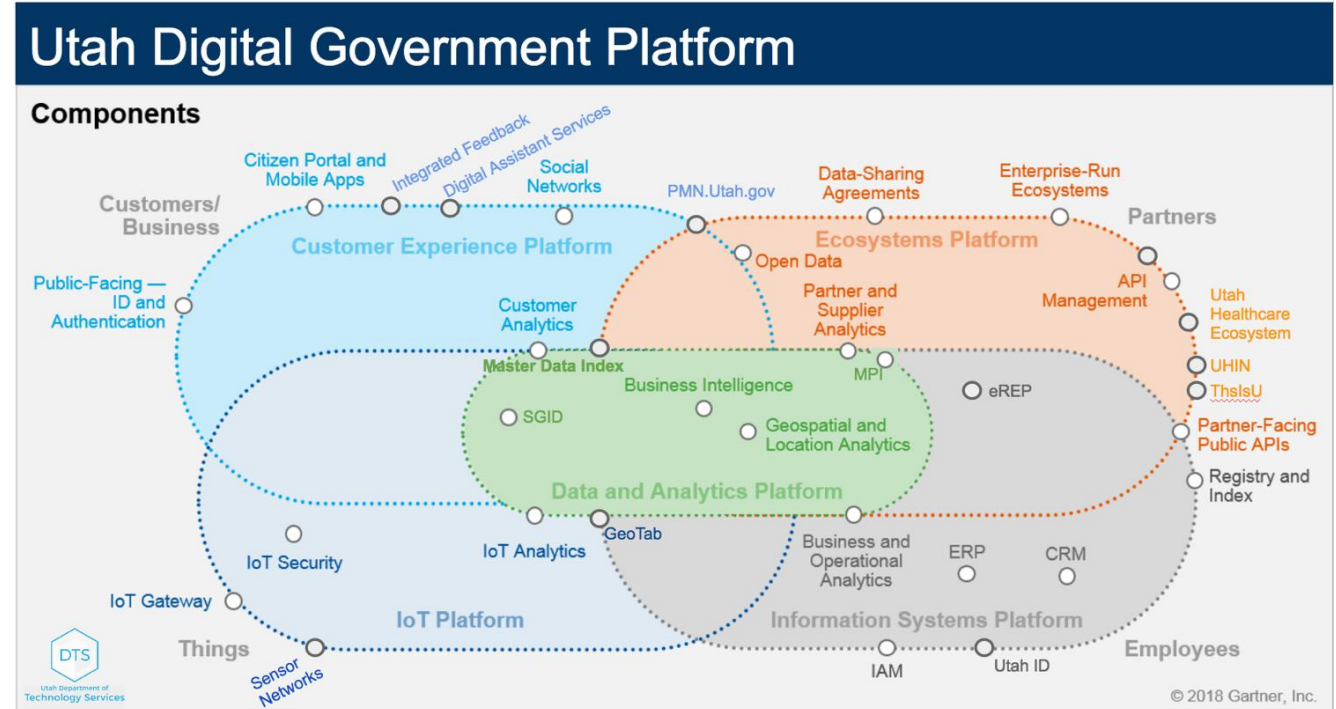


Figure 3. Utah Digital Government Platform