



# New business models for new architectures: outcomes for FISE

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Simon Delaere

IBBT-SMIT, Brussels, Belgium

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## ■ From FISE's own point of view

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1. From one to many internets → the importance of a **generic, extendable and adaptable core architecture**
2. New horizontal business models = new generic BM representations → the importance of **ontologies**
3. From vertical to horizontal models, but not just dumb/smart pipes → the importance of **platforms**
4. Complex architectures require adherence → the importance (and business impact) of **trust and certification**
5. Business models do not exist in a vacuum → the importance of **socio-economic experimentation**

# From the other contributions

- Bringing economic reasoning into traffic management (AUEB)
  - Need to bring other types of research into technology development (Chalmers)
  - Need for self-managing, programmable core networks as well as
1. Fit between new, dynamic architectures and dynamic business architectures and what are the incentives for users, potential consequences for liability etc. (UCL)
  2. Need to introduce user and business oriented variables in technical design infrastructures/composable resources (UCL) → radical reshaping of roles, including business roles
  3. Impact on business models of security and trust
    - Multi-purpose value of a reference architecture (NEXOF) → how does it influence the business architecture?
  4. Continuous attention for the value proposition: what is it that we want to offer? Nuancing of security: what is needed in what context, and what are the business trade-offs? → related to FISE's views on trust and certification (SAP)
- Future media internet architecture:
    - Importance of simplicity (system complexity), sustainability, scalability, robustness
    - Dynamic composition points to a potential reconfiguration of business roles
    - Need to think about the value proposition behind → underlines need for user oriented research