

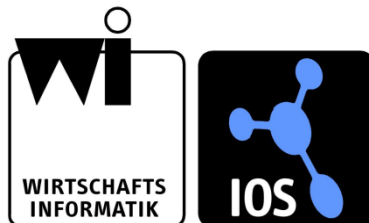
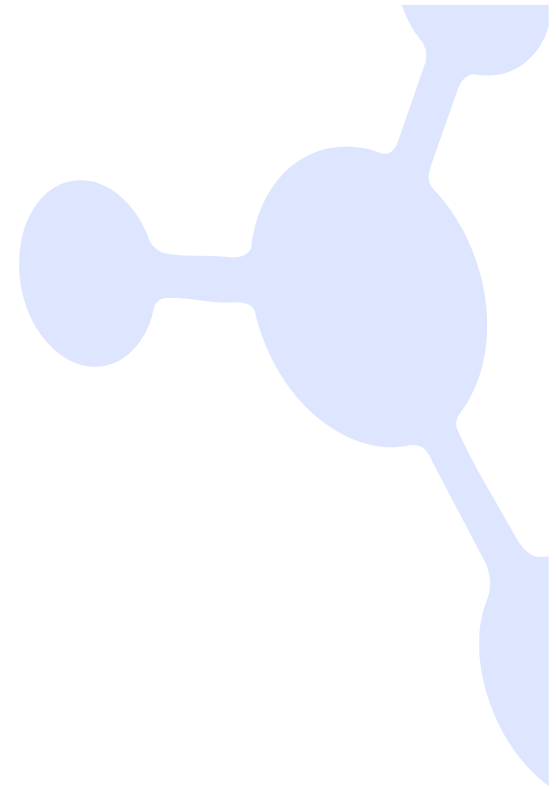


Universität Münster
Institut für Wirtschaftsinformatik

Lehrstuhl für Wirtschaftsinformatik
und Interorganisationssysteme
Prof. Dr. Stefan Klein

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mail@wi-ios.de

Presentations Nov. 16

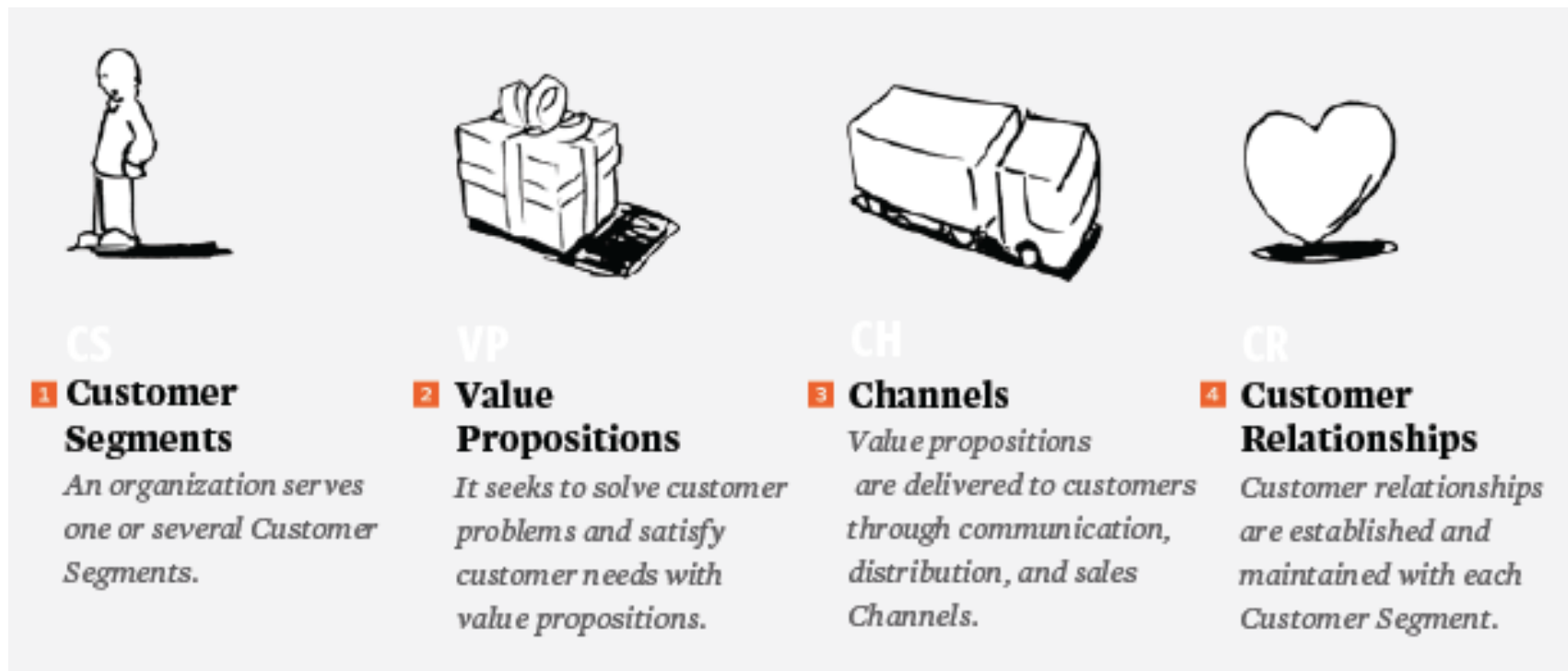


Questions

- Target customers/ customer segments,
- Identified customer problems,
- Value proposition (or: added value) and
 - underlying technologies, capabilities, resources,
- Competitive environment,
- Revenue model,
 - i.e. configuration of value streams, typically from different sources
 - Value drivers, requisite scale and scope of the operation to be sustainable.
 - Related: growth model – how to build the requisite size of the operation.

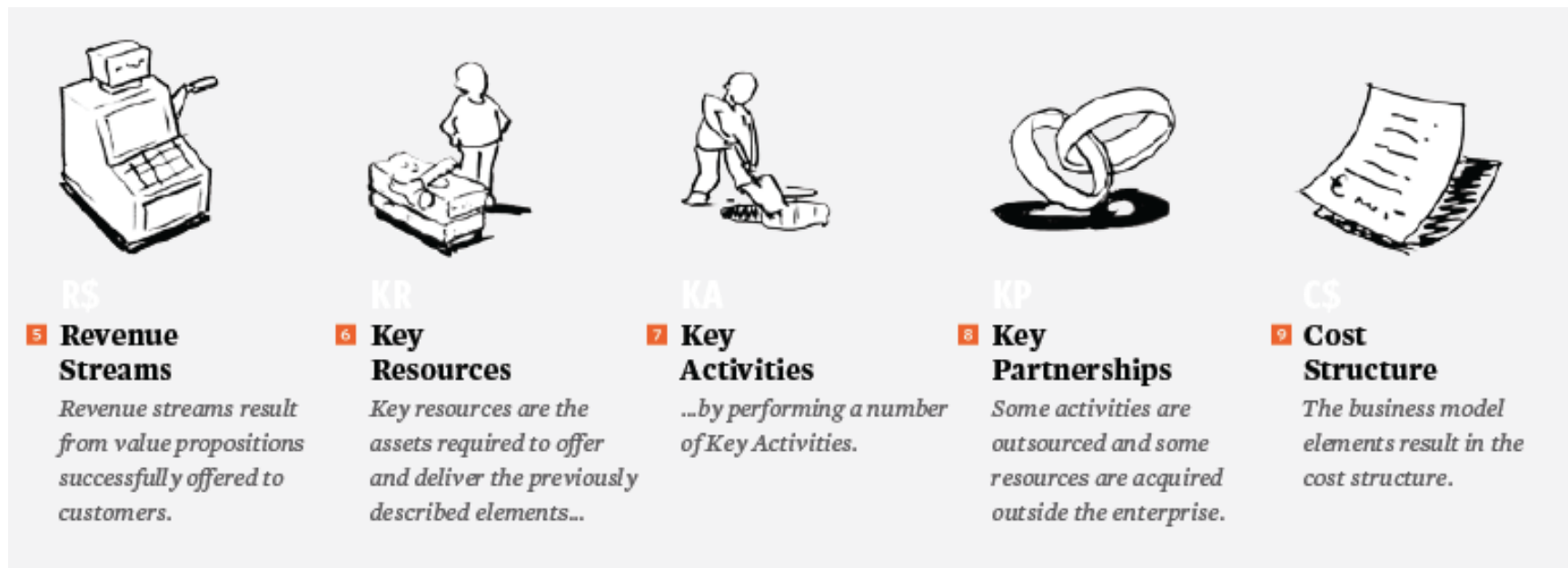
9 building blocks of a business model

Osterwalder; Pigneur: Business Model Generation, 2009



9 building blocks of a business model

Osterwalder; Pigneur: Business Model Generation, 2009



Task

- Please select two hotel search sites. Contrast and compare their Web sites.
- What are the underlying online business models, in particular what are the benefits for the customers?
- What is the strategic role of the Web site? How are the online offerings positioned vis-à-vis alternative channels (phone, travel agencies etc.)?

Value propositions and customer segments



Search for hotels

Destination:

Hotel search

Find hotels near to:

- Address
- Railway station
- Airport
- Trade fair
- Tourist attraction

Street:

Post code:

City:

Country:

Higher turnover for your hotel with hotel.de

Your hotel is not listed yet on hotel.de?

Get registered at hotel.de!
[Add your hotel](#)
 Get more information about your advantages

Would you like to offer hotel guests the myRES booking application from hotel.de?

Your hotel is already listed on hotel.de? Please contact us:

- **Manage allotments**
Your personal account with myRES.
- **Top Ranking**
Partner hotels, which already cooperate positively.
- **Meeting overview**
Manage your personal conference enquiries.
- **GDS booking systems**
Integrate your hotel with myRES.

Favourite destinations

hotel.de offers:

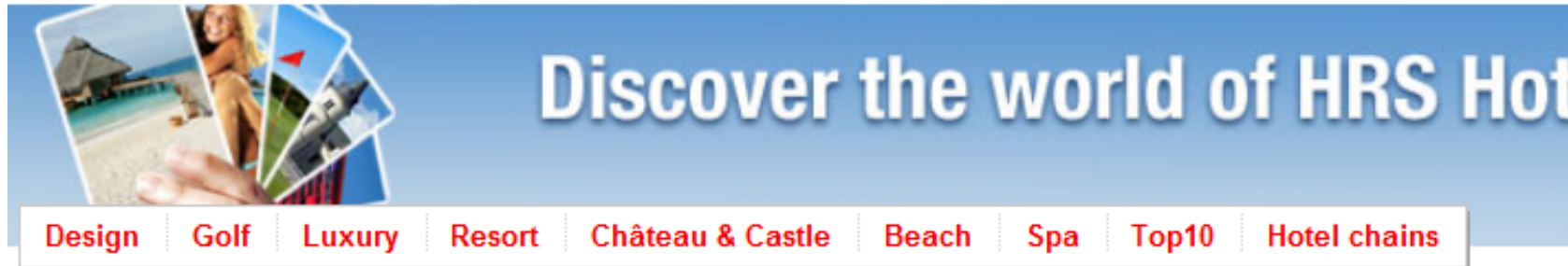
- A strong partner with a high degree of brand recognition in Germany
- hotel.info - an international brand
- Massive time savings thanks to simple, fast online direct booking of hotels
- A wide range of well-known hotel chains and private hotels as well as small hotels
- Fast, competent support
- **Free participation with no obligation**
- Immediate confirmation of participation on registration
- Free, personalised affiliate link
- Customisation of the hotel.de graphics to fit your website's layout
- Attractive commission (**40 % of overall commission guaranteed, from 1st booking**)
- Monthly payment of affiliate commission
- Low minimum payment threshold of €25
- Access to our XML interface
- Exclusive access to our **Affiliate Centre**, with numerous useful features
 - Many powerful and **effective sales** and advertising tools with various options for the current season or current promotional topic
 - **Detailed online statistics** with various evaluation options up to 12 months

■ Country of origin	■ Major hotel groups
■ Rate classification	■ Location of the hotel

[www.hrs.de] Value: theme hotels



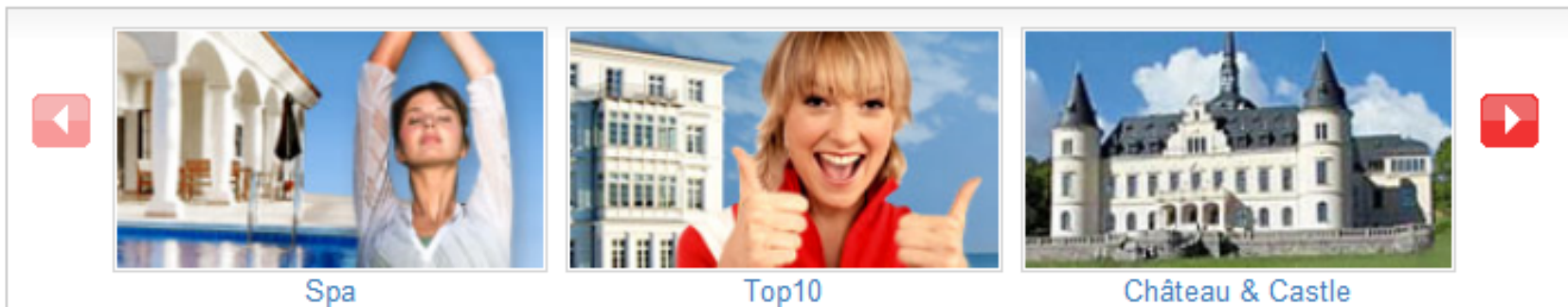
You are here: [Search hotel \(Home page\)](#) >> Theme hotels



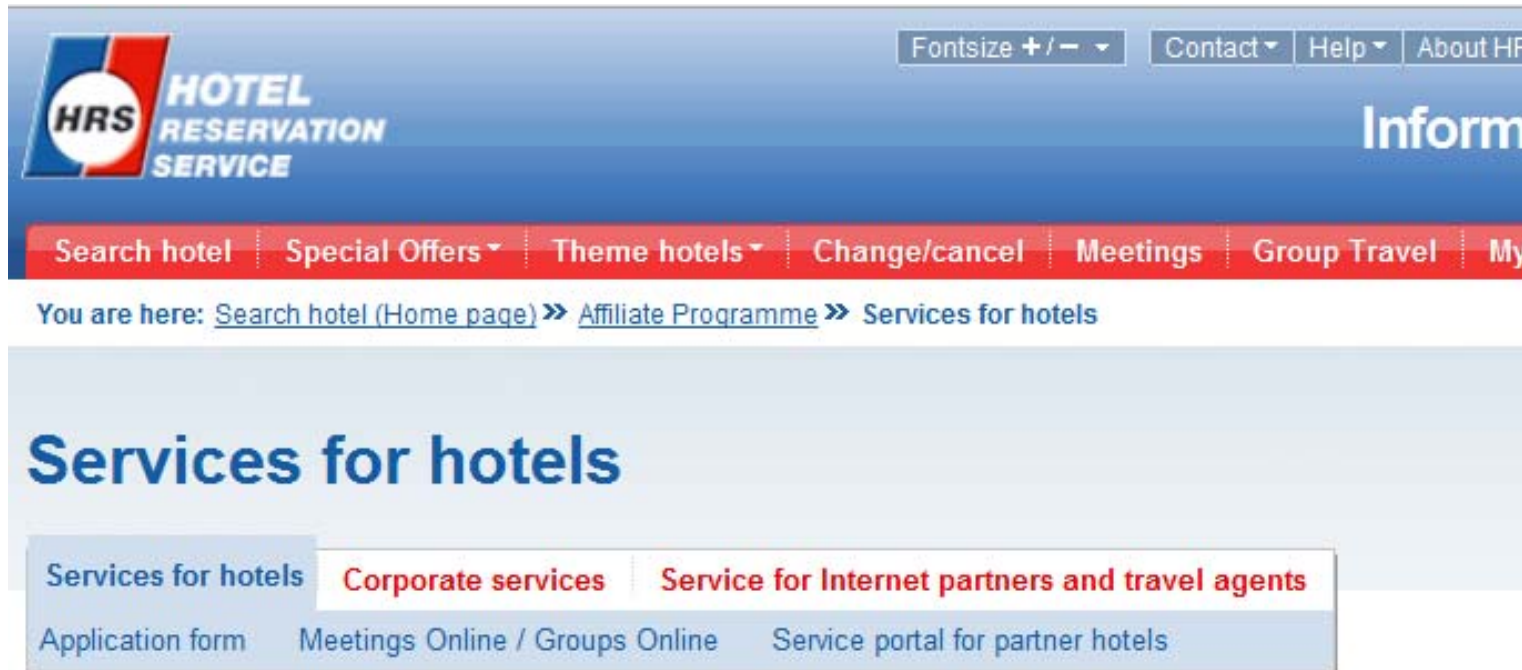
HRS Theme Hotels

HRS offers a multitude of different hotels. Spoil yourself at a Spa Hotel, enjoy contemporary lifestyle at a Design Hotel or live like a king at a Château or Castle Hotel. Whether you're looking for exclusive comfort, a top-class location or historic surroundings, we've got the right hotel for you!

Explore to find the perfect hotel



[www.hrs.de] "Customer" segment: hotels



The screenshot shows the HRS website interface. At the top left is the HRS logo with the text 'HOTEL RESERVATION SERVICE'. To the right are links for 'Fontsize +/-', 'Contact', 'Help', and 'About HRS'. Below the logo is a navigation bar with links: 'Search hotel', 'Special Offers', 'Theme hotels', 'Change/cancel', 'Meetings', 'Group Travel', and 'My'. A breadcrumb trail reads: 'You are here: Search hotel (Home page) >> Affiliate Programme >> Services for hotels'. The main heading is 'Services for hotels'. Below it are three tabs: 'Services for hotels' (selected), 'Corporate services', and 'Service for Internet partners and travel agents'. Under the selected tab are three sub-links: 'Application form', 'Meetings Online / Groups Online', and 'Service portal for partner hotels'.

Make your hotel bookable worldwide - for free!

We would like to invite you to participate in our worldwide hotel reservation system.

HRS is Europe's number one provider of free hotel booking services for business and private travel, and with a 53.9% share of the market (IHA Hotelmarkt 2006), the undisputed leader among hotel portals in Germany.

>> Participation in the HRS system

HRS offers partner hotels the following complementary services:

- Participation in the worldwide HRS system
- Inclusion of your hotel on our city maps.

[Hotel.de] For travel managers (excerpts)

Free use of a password-protected online booking area

- matching your company's corporate design
- Travel Arrange mode (for travel assistants making multiple bookings)
- worldwide deposit of company locations, billing addresses and travel guidelines
- People Locator (for crisis and risk management)
- Deposit for your own negotiated hotel rates (net rates)

...

Online statistics

- incl. analysis of savings and lost savings

Corporate discount rates*

Freecall

- international free call numbers specially for corporate customers
- expert help by telephone: around the clock, around the world and free

[www.hrs.de] affiliate programme

Services for hotels	Corporate services	Service for Internet partners and travel agents		
Affiliate program	Commission and payment	Partnerlayouts	Downloads and Deeplinks	Statistics Online & Pa

Are you a Website operator or travel agent? Would you like to offer hotel booking through HRS, Europe's leading hotel portal, with 250,000 hotels worldwide, and thus offer your customers unique added value? Then the HRS partner programme is the perfect solution for you.



Affiliate program

Here's where you'll find out more about our free affiliate programme and your advantages as an HRS partner.

[» More](#)

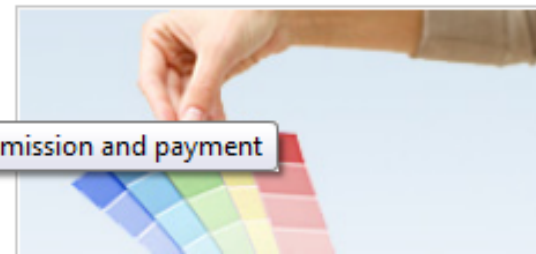


Commission and payment

Commission and payment

How much can you expect to earn and when will you get paid?

[» More](#)



Partnerlayouts

All the information about available layouts and how to integrate your HRS booking engine.

[» More](#)

Downloads and Deeplinks

For extra marketing products you can find here some logos, banners plus the deeplink documentation.

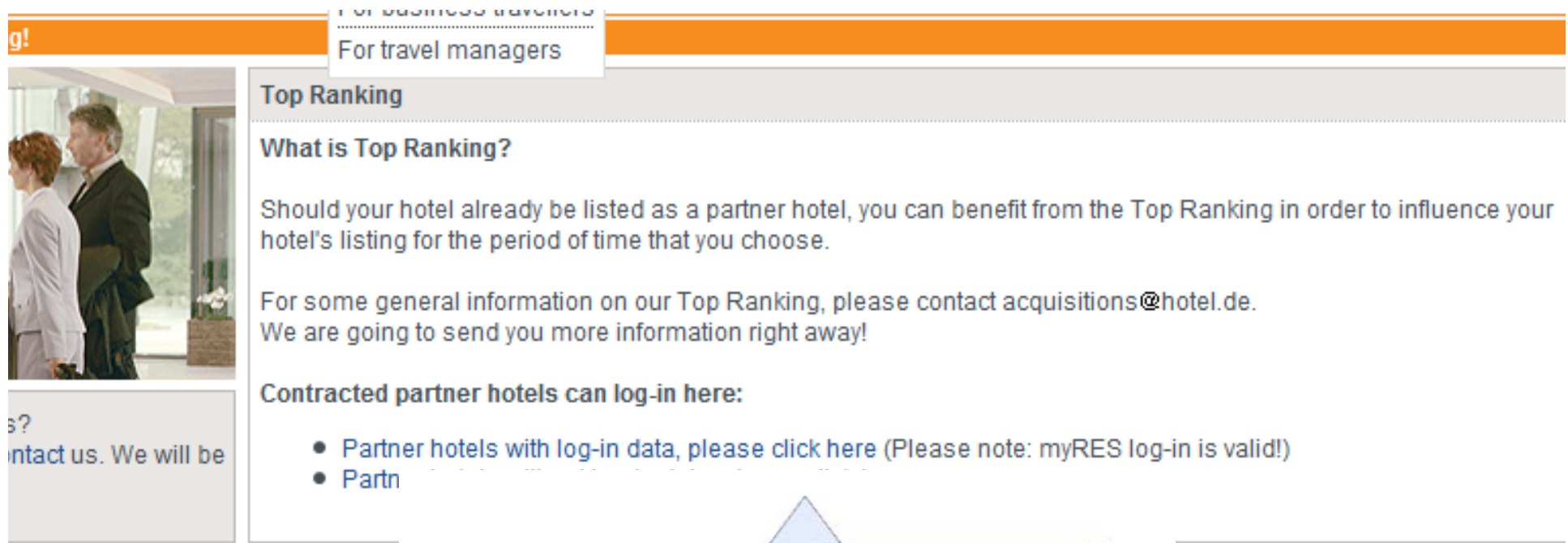
Statistics online & Partner News

Stay informed with your personal statistics and our regular partner news.

Registration/Contact

Interested? Then sign up here!

Biased listing



g!

For business travelers

For travel managers

Top Ranking

What is Top Ranking?

Should your hotel already be listed as a partner hotel, you can benefit from the Top Ranking in order to influence your hotel's listing for the period of time that you choose.

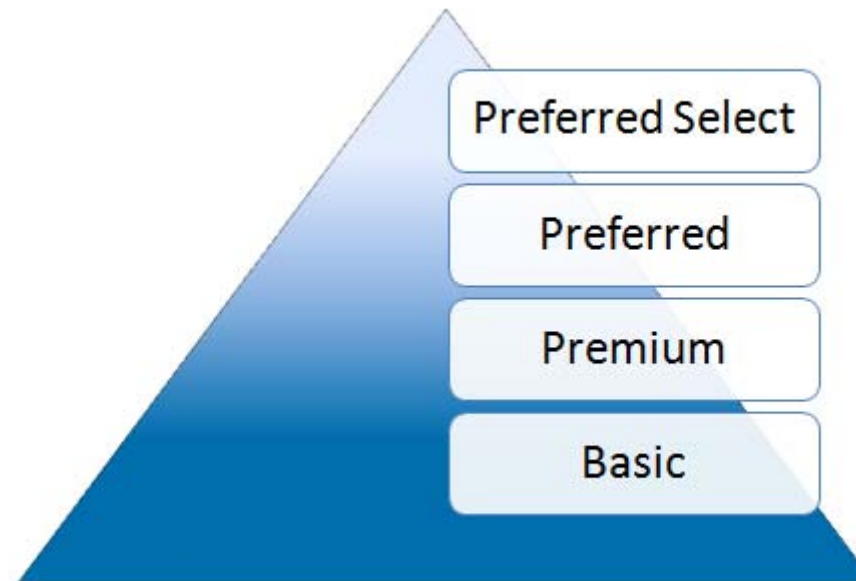
For some general information on our Top Ranking, please contact acquisitions@hotel.de. We are going to send you more information right away!

Contracted partner hotels can log-in here:

- [Partner hotels with log-in data, please click here](#) (Please note: myRES log-in is valid!)
- [Partn](#)

s?



contact us. We will be



Search: Münster 19.-20.11.2009


Page 1

Compare hotels New! Sort by: Popularity (descending) ▼

	Hotel Name ▲▼	hotel.de stars ▲▼	Recommendation ▲▼	
<input type="checkbox"/>	Tryp Kongresshotel Münster Albersloher Weg 28 48155 Münster, Germany	★★★★	7,6 of 10 (294 reviews)	
				
<input type="checkbox"/>	Hotel Conti Berliner Platz 2 48143 Münster, Germany	★★★★	7,3 of 10 (378 reviews)	
				
<input type="checkbox"/>	Mauritzhof Hotel Münster Eisenbahnstraße 17 48143 Münster, Germany	★★★★	7,8 of 10 (40 reviews)	
<input type="checkbox"/>	AKZENT Hotel Wersetürm'ken Dorbaumstraße 145	★★★★	8,2 of 10 (107 reviews)	

Page 1

Compare hotels New! Sort by: Customer review (descending)

	Hotel Name ▲▼	hotel.de stars ▲▼	Recommendation ▲▼	
<input type="checkbox"/>	Ringhotel Landhaus Eggert Zur Haskenau 81 48157 Münster, Germany	★★★★	8,3 of 10 (47 reviews)	Look & Book
<input type="checkbox"/>				
<input type="checkbox"/>	AKZENT Hotel Wersetürm'ken Dorbaumstraße 145 48157 Münster, Germany	★★★★	8,2 of 10 (107 reviews)	Look & Book
<input type="checkbox"/>	Hotel Ambiente Marktallee 44 48165 Münster, Germany	★★★	8,2 of 10 (111 reviews)	Look & Book
<input type="checkbox"/>	Factory Hotel An der Germania Brauerei 5 48159 Münster, Germany	★★★★	8,1 of 10 (102 reviews)	Look & Book
<input type="checkbox"/>	Hotel Windsor Warendorfer Straße 177 48145 Münster, Germany	★★★	7,9 of 10 (50 reviews)	Look & Book

Search: Münster 19.-20.11.2009

Compare hotels New!		Sort by: Price (ascending)		Page 1	
Hotel Name ▲▼	hotel.de stars ▲▼ Recommendation ▲▼	Best Rate Room/Night ▲▼			
<input type="checkbox"/> Hotel zur Davert Davertstraße 40 48163 Münster, Germany	★★★ 7,5 of 10 (20 reviews) ■■■■■□□□	from 58.00 EUR breakfast included %	Look & Book		
<input type="checkbox"/> Hotel Ambiente Marktallee 44 48165 Münster, Germany	★★★ 8,2 of 10 (111 reviews) ■■■■■□□	from 65.00 EUR breakfast included %	Look & Book		
<input type="checkbox"/> AKZENT Hotel Wersetürm'ken Dorbaumstraße 145 48157 Münster, Germany	★★★ 8,2 of 10 (107 reviews) ■■■■■□□	from 69.00 EUR breakfast included %	Look & Book		
<input type="checkbox"/> Hiltruper Hof Münster - Hiltrup » Preis-Details	★★ 6,5/10 ■■■■□□□□	EZ 55,00 EUR EXKLUSIV PREIS inkl. Frühstück	6,6	8,0	28 4,0
<input type="checkbox"/> Johanniter Gästehaus Münster » Preis-Details	★★★ 8,2/10 ■■■■■□□	EZ 57,00 EUR inkl. Frühstück	2,7	2,6	27 1,5
<input type="checkbox"/> Cityhotel AMADEUS Münster » Preis-Details	★★★ 7,0/10 ■■■■□□□□	EZ 58,00 EUR inkl. Frühstück	1,7	0,9	25 4,0
<input type="checkbox"/> Zur Davert Münster - Amelsbueren » Preis-Details	★★★ 7,3/10 ■■■■■□□	EZ 58,00 EUR inkl. Frühstück	9,1	0,8	25 5,0