












premise service and the company will promote this hybrid model of public or private alternatives. The public service will run on a major cloud provider, using emerging DevOps practices. The core algorithms and logic of Phoenix will be maintained but adapted to this new world. The business model was then explored including a business model canvas (figure 163) outlining the new service.

Figure 163 — Business Model Canvas

The Business Model Canvas		Cloud Service	Designed by:	Date:	Version:
Key Partners  <p>Hardware & cloud vendors providing infrastructure for new service.</p> <p>Possible use of 3rd Party ISV to help accelerate creation of service.</p> <p>Existing distribution channel for sales</p>	Key Activities  <p>Existing system modified to be provided on a hosted license basis to prevent conflict with existing channels and support current sales</p>	Value Propositions  <p>We enable our customers (operators of data centres) to more efficiently consume power in their data centres.</p> <p>By providing a cloud based service we enable the development of an ecosystem of new services, comparison against industry and reduce costs of provision.</p>	Customer Relationships  <p>Existing and successful software license model with highly personalised service.</p>	Customer Segments  <p>Operators of large data centres.</p>	
	Key Resources  <p>Development of internal cloud based skills including new marketing capability and more digitally focused sales team.</p>		Channels  <p>Existing channel model and value add resellers. Creation of a cloud based service should enable a wider digital reach</p>		
Cost Structure  <p>High quality sensor and initial software setup. Relatively low cost of maintenance. Shift towards cloud service over time may reduce costs particularly if built in-house.</p>			Revenue Streams  <p>Existing license model to be maintained for both on premise and cloud service (a hybrid model) plus future potential for industry reports by aggregating data from multiple customers.</p>		


 DESIGNED BY: Business Model Foundry AG
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Technology changes