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Service oriented management –
solutions for seizing market opportunities

Abstract: *In this paper we discuss the activities needed continually to adapt the enterprise in an ever changing environment. Our Thesis is, that it is not enough to observe the markets and to consider the consumer's needs, but it is also necessary to build up customer loyalty and to establish a relationship of trust with the clients in a dynamic evaluating process. In this connection clients will be customers or partners.*

Keywords: Agility, Change Management, Service Oriented Architecture, Problems of Business Development Opportunities

Introduction

The most striking feature of today's markets is changeability. That´s why flexibility is the most important objective of a company, which entails the ability to operate profitably in a dynamic environment. Nowadays one solution of information architecture is service oriented architecture and the solution to organize software development in a quick and agile manner kakes recourse to agile methods like scrum, kanban or eXtreme Programming[1].

Service oriented management means not only offering IT-supported services, but also to recognizing changes immediately and then reacting to them in a strategic oriented manner. So the main question is: Can we solve all problems of business development opportunities with such management in place? Well, before we answer this question we we have to look at the issue of business development opportunities.

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[1] S.L. Goldman, R.N. Nagel, K. Preiss, H.J. Warnecke, *Agil im Wettbewerb. Die Strategie der virtuellen Organisation zum Nutzen des Kunden*, Springer Verlag, Berlin Heidelberg 1996.

Problems of Business Development Opportunities

A solution for seizing all opportunities on the market has to entail getting people to spend money on something or to invest time. So firstly, let us discuss these motives.

Motivation

Certainly, the product has to address the wishes of a potential consumer. How can we meet this point? The answer can't be described in one word. It is more complex. The reasons for this are:

1. Needs: The product has to support the Consumer at work or be helpful in his leisure time.
2. Fun: The product can be just for fun, to kill time or for the sake of amusement.
3. Price: The product has to be neither too expensive nor too to cheap (from the consumer persepective!).
4. Taste: We have just to meet the tastes of the consumer - according to Mr. Piech (grandson of Porsche) is this the reason for buying in 50% of cases.
5. Abilities: We have to take into account the skill of the consumer. He must not be bored, he must be able to use it, that means he must not be over challenged nor unchallenged in using the product.
6. Look and feel: The product must be easy to handle, it must not require much effort in terms of energy and time.
7. Pride: The consumer must be proud of his possession because he can afford it, or because people think him innovative or because everybody already has it and he does not want to be left behind. The „Zeitgeist" has to be met, and if necessary it has to be adapted to the new requirements.
8. Happiness and joy: It must be more than that which the consumer expects. It must enclose little surprises so that expectations are more than fulfilled.

Influences. Supply services for I-Devices support mobility[2]. Also the technical innovations and phenomena like GPS, QR-Code, or YouTube influence the possibilities facilitate work in a mobile way. So we need a person to observe the IT- market and to find out the best technical services. Purchasing decisions are influenced by the following factors: cost/performance ratio or by the design or performance and value: What does the consumer? What effect does it have on both himself and his environment? The media also plays a part as an opinion leader particulalry with regard to an assessment of the reputation of the given provider.

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[2] G.J. Ndongmo, Ngoune N. Djieukeng, J. Pezzotta, E. Kuhn, *Kann das Informationsmanagement in Organisationen die diversen Benutzerwünsche in Bezug auf den Einsatz von Endgeräten erfüllen?* Doktorandenseminar, Jahrestagung der Informatik, Braunschweig 2012.

Consumers also have to know if there is a person in charge who can be available for consultation should the need arise – nowadays these issues are anticipated by the use of FAQ frequently Asked Questions) - or ticket services via iPhone i.e. Internet services have to be available to allow customers to get a picture about the enterprise and the product an to be able to give a feedback to improve the product.

Observing the market
"Rivals never rest". Observing the market means, to know what the rival is up to do, to know about the chances and risks, to know about the techniques of tomorrow or to know about possible crises. Reasons may be a shortage of natural resources, fuel for conflict: religions, the absence of intercultural cooperation, shortage of money or other political developments.

Influences. To seizing opportunities on the market companies need an embedded risk management. To have the latest knowledge about the development of your scope, R&D is central to all plans for moving forward. You can also take part in conferences or implement training courses Also political information and culture have to keep at the state of the art.
An absolute must is the data analysis of „big data" via data mining, the capture of data streams and digital archiving. Data analysis is done by services, because data storage more and more is done by cloud computing. So you see not only the use of provided services but also a big management and many roles are necessary.

Adjust processes to new situations
Nowadays processes are distributed all over the world. It is difficult to cooperate in teams. This has to be supported by. Adjust processes to new situations means:
1. IT-support via adaptive WFMS[3].
2. Integration of risk-management[4].
3. Team oriented organization[5] [7].
4. Network-Security.

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[3] E. Kuhn, *Strukturen in interprofessionellen Netzwerken - Optimale IT-Lösungen für eine Netzwerkbildung*, 29. Jahrestagung der ATO, Ulm 2010;
E. Kuhn, *Gestaltung einer IT-Architektur unter dem Aspekt der Integrationsfähigkeit – Möglichkeiten und Standards*, CPM, Fachtagung 11.Okt.2011 zum Thema Integration von IT Systemen und Verfahren im Bereich der logistischen Unterstützung, Bad Breisig 2011;
E. Kuhn, *Methodik und IT-Unterstützung zur Optimierung der Anpassbarkeit von Geschäftsprozessen an neue Rahmenbedingungen,* WIWITA Wismarer Wirtschaftsinformatik-Tage, Wismar 2010.
[4] L. Spedding, A. Rose, *Business Risk Management Handbook, a sustainable approach*, CIMA Publishing – Elsevier, Amsterdam. Boston, Heidelberg, London, New York, Oxford, Paris, San Diego, San Francisco, Singapore, Sydney, Tokyo 2008.
[5] E. Kuhn, *Bringt der Organisatorische Wandel neue Integrationsprobleme für das Informationsmanagement?* Gmds Jahrestagung, Lösungsansätze für Höchstleistungsorganisationen aus strategischer, taktischer und operationaler Sicht, Leipzig 2006.

5. Intercultural management (take everybody seriously).
6. Adapt to new technologies (like web3).
7. Transparency.

According to Transparency, every person involved knows about the changes immediately and knows how to act accordingly.

Influences. Influences are par example the right use of a Work Flow Management System, services to motivate the team members to offer their knowledge, special teams to observe Network-Security, intercultural management, a high level Information management with the knowledge of software design and aspect separation to create the maintenance capability of software, the Use of own social network or the Agility as a form of organization[6] [8]. For example we may look to T-online. T-online knew they had to introduce flebilie work practices trainto icorporate the training of team members. They introduced test procedures pertaining to initiative taking and the processes that flow from such activity. This was An aided by the use of specialized programs with the help of services and cloud computing.
The outcome of this is: Don't just react on influences but do act.

Conclusions

It follows from the above, that service oriented management seizes opportunities by
1. Introducing new role concepts.
2. Advanced Team-training.
3. Being flexible.

It's important to act rapidly, but not at the expense of quality. Companies must also is to build up trust with their customers and ensure data protection and data security. It is too late if you are only reacting to external influences. Nowadays alternatives have to be recognized as early as possible and action has to be taken immediately.

Deploy responsibility carefully and effectively. Build up trust with customers via services, and communication via user forums, opinion poll.. Carry out opinion polls, take the results seriously and make improvement. Keep on offering quality in order ensure operational longevity.

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[6] http://agilemanifesto.org, 20.02.2013.

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