

Exercise on actors that you can identify

Task 1: A user of a smartphone

Task 2: A user with a WLAN enabled laptop using hot spot where you need to pay

- Find as many actors as possible
- Write name of each actor at a "post it" note
 - Real names: Ericsson, Telia, Nokia, Dell,
 - Think "here and now" in Stockholm area
- Work in groups for 10 minutes
- Then put notes on the board

Two observations

- 1. There are totally different types of business logic within the telecom sector
 - A network business
 - A user equipment business
 - A service provisioning business
- 2. Wireless Internet access can be provided
 - By mobile operators
 - That control all (most) resources
 - By other cooperating actors
 - That contribute with different resources

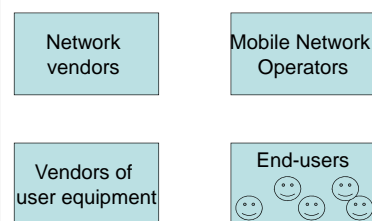
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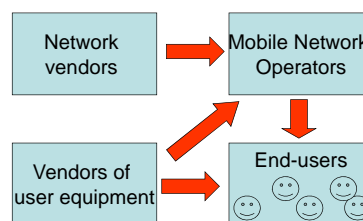
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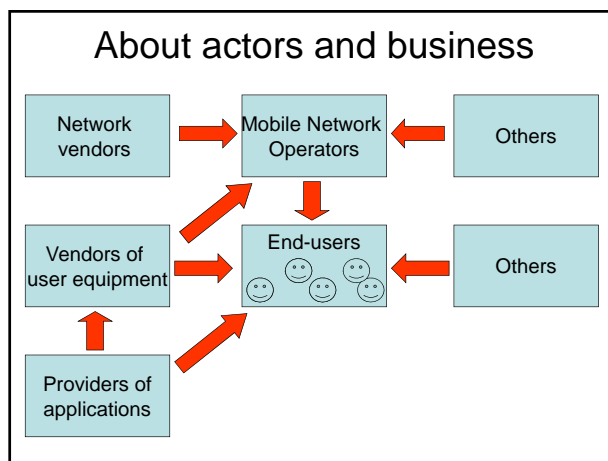
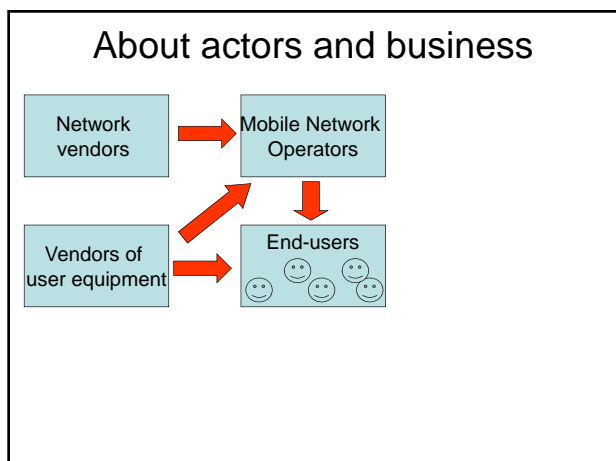
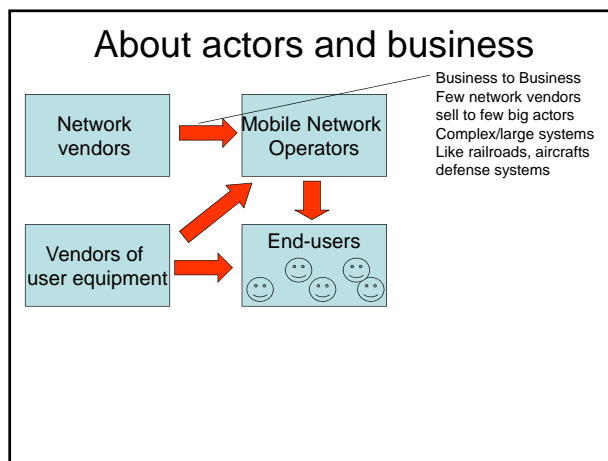
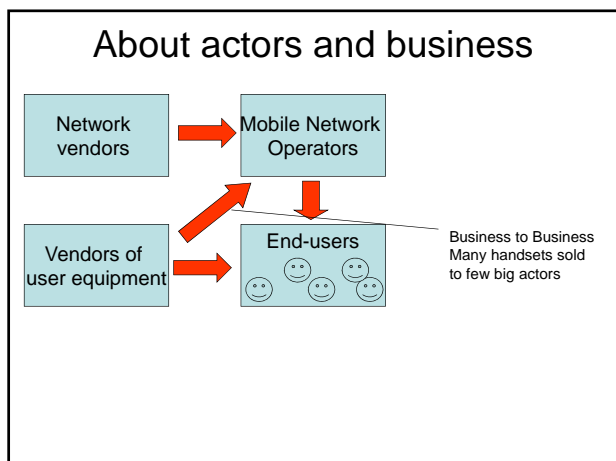
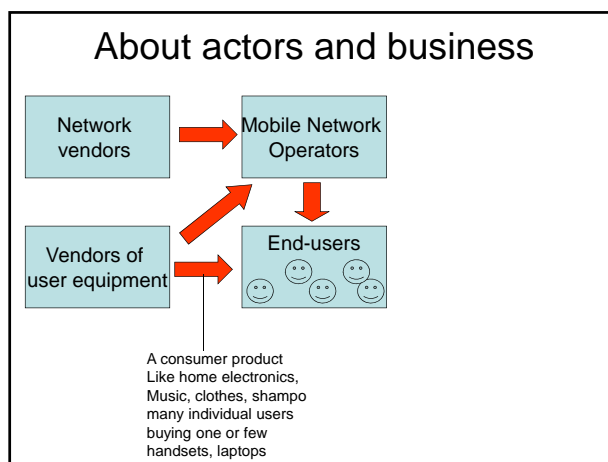
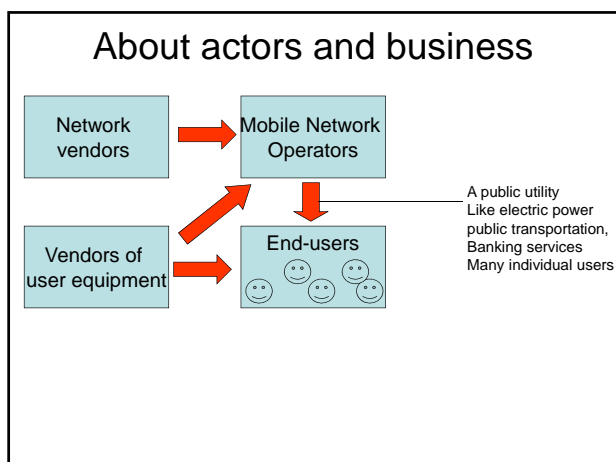
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About actors and business



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Global sales - question

- Network infrastructure : 100 units
- Mobile devices: ?
- Laptops, PC's:
- SW for laptops, PC's:
- Fixed and broadband telecom services:
- Mobile telecom services:

Global sales – what students said

- Network infrastructure : 100 units (~1000 BSEK)
- Mobile devices: 20 000/1000/3000/2000
- Laptops, PC's: 1000/2000/2000/1000
- SW for laptops, PC's: 1000/10000/1000/4000
- Fixed and broadband telecom services: 5000/500/ 4000
- Mobile telecom services: 5000/5000/500/400

Global sales – answer

- Network infrastructure : 100 units
- Mobile devices: 200
- Laptops, PC's: 200
- SW for laptops, PC's: 200
- Fixed and broadband telecom services: 500
- Mobile telecom services: 800

