

VDMbee delivers Business Ecosystem Analysis Extension to the Most Extensive and Flexible Business Model Planning solution for Real-time Strategy

Extends Value Management Platform options to include Business Ecosystem Map for the creation of fact-based and data-driven business models and related plans. The seamless interaction between Business Ecosystem Map and business planning provides deep insight how the business ecosystem delivers value to whom.

Veenendaal – May 4, 2018 – [VDMbee](#), the Value Management Platform, today announced the launch of one major extension to its ground-breaking Value Management Platform. The newly added Business Ecosystem Map, provides a clear and understandable entry point to reach business model and planning objectives. VDMbee addresses the need of decision makers for fact-based and data-driven business model plans, and to steer the business in a continuously changing environment.

VDML™-based Solution of VDMbee Delivers Real-time Strategy

Speed and ability to adapt to changing market conditions and effectively set up new products, have always been a significant challenge for business operations. However, when new technologies and innovations accelerate, disrupting all traditional and growing industries and markets, these challenges rush to the center stage.

A lot of experience and good results have been gained by Continuous Improvement efforts and focus on Operational Excellence. However, in many instances those programs are stuck at the operational level or incremental improvement level.

The current emphasis for the profession needs to be on strategy, value creation and customer experience. Basically on applying similar continuous improvement techniques at the strategy level, where core innovation ideas and strategy are rationalized and new business models are introduced and/or existing ones are transformed. And this is exactly what VDMbee, with its Value Management Platform, supports, productively and based on a structured approach.

As industries are evolving and innovations are right around the corner, well-defined Business Models are needed in order to stay ahead of the competition. The Value Management Platform provides direct insight into core business networks and relationships, whilst exploring alternatives and new value propositions.

“The VDMBee team, with his deep insight in business models, have helped tremendously to make the VMP platform quickly become a great asset in my day to day decision making”, said Steven ten Napel, CEO of CoMakeIT. “Making business models, and value addition transparency, actually helps me to make our value contribution more explicit and there for do better sales”

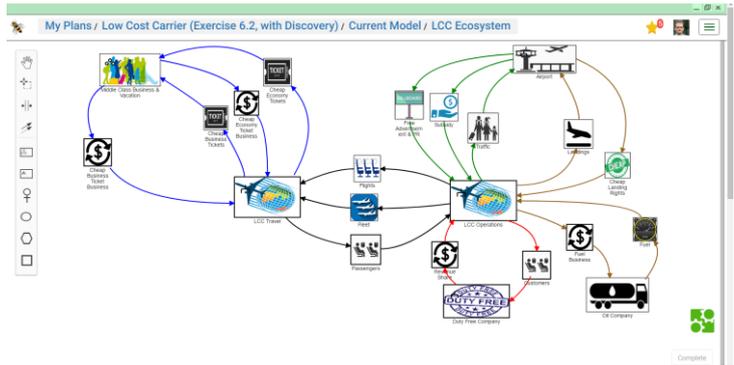
“VDMbee is the only provider of seamless interaction between Business Ecosystem Map and business model planning to simulate business in real-time”, said Theodoor van Donge, co-founder of VDMbee. “The primary goal of the VDMbee Value Management Platform is to provide decision makers, their team and business consultants a clear and innovative dashboard for decision making about future direction.”

VDMbee Platform helps turning Value Delivery Insight into Strategy

VDMbee provides a view to look ahead with dashboards that gives insight in value delivery through the business network. The VDMbee Value Management Platform can simulate the combination of ideas, business/organization designs, risk scenarios, facts and data. VDMbee provides businesses a clear and shared understanding of how business models deliver value, to whom, and what the limitations are in the delivery process and structure. In a changing world, strategy needs to be agile too. With VDMbee, alternatives can be created and the impact on value contribution can be measured in real-time. This way, decisions can be based on facts and data.

The newly added extension, **Business Ecosystem Map**, offers the following customer benefits:

- Map your value network in a graphical notation for unambiguous interpretation with your clients, peers and principals.
- Analyze your value network, in detail, with VDMbee Value Management Platform
- Provide the big picture of the business ecosystem in which business models live
- Oversee and understand business relationships, expressed in value proposition exchanges
- Seamless and contextual interaction between value networks and business simulation
- Information captured is stored in the Continuous Business Model Planning database and reused between all supported Strategy tools, like Business Model Canvas, Multi Business Model Canvas and future to be developed tools



Availability

The new version of the VDMbee Value Management Platform will be general available on May 4, 2018. For more information about the Value Management Platform follow this [link](#).

About VDML™

The Value Delivery Modeling Language™ (VDML™) is an Object Management Group® (OMG®) specification that provides business design models for managers that fill the gap between strategic planning and business operational design. OMG® is an international, open membership, not-for-profit technology standards consortium.

About VDMbee

VDMbee is the easiest digital innovation platform, helping business and IT teams to rapidly turn ideas into real-time strategy. Drive towards a better business outcome by creating new products and services that deliver value faster. With the VDMbee Value Management Platform, value management dashboards can be built for decision making about future direction. For more information see vdmbee.com and follow us on [Twitter](#) and [LinkedIn](#).

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