Chapter II

Assessing the Market Potential of Network-Enabled 3G M-Business Services

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ABSTRACT

Argued in this chapter is that the key differentiators of m-business comprise a set of the experience/function parameters that set m-offerings apart from e-business. “Network-enabling” of m-business by taking advantage of new network-based services that can seamlessly handle many of the service features can add great value to m-business offerings. In network-enabled m-business, business adopters and their end users in the field are freed from the burden of constantly dealing with the challenges of designing, redesigning, configuring, integrating, upgrading, troubleshooting, maintaining, and billing for m-service offerings. A
constellation of m-business service offerings that could take advantage of new network-based services is presented. Finally, an approach is suggested to add value and differentiate m-service offerings so that they continue to remain profitable.

INTRODUCTION

While with the early introduction of third-generation (3G) wireless networks, some financial and technical hindrances to the launch of 3G/Universal Mobile Telecommunication System (UMTS) networks and services were seen, by 2010, mobile business (m-business) services are likely to be pervasive in the economically advanced countries of the world. An emergent class of new, network-enabled services will drive a substantial part of the growth in 3G/UMTS business applications. Even newer generations of 4G services may enter the scene by 2005. In this chapter, an approach for distinguishing, conceptualizing, and evaluating the market potential of such network-enabled 3G services is presented.

The chapter is divided into seven parts. The part following this introduction describes the multiple dimensions on which m-business applications, especially in the business-to-business (B2B) arena, offer advantages and enhancements over regular, computer-based electronic commerce (e-commerce). Next, the concept of “network-enabled” m-business services is explained. This is followed by profiles of selected, proposed, new UMTS/3G m-business services in the B2B arena. Using an evaluative framework that we developed, we offer a comparative assessment of the profiled m-business services. Finally, we offer general guidelines for assessing new m-business services, discuss some of the challenges in introducing them, and provide a summary and some key conclusions.

M-BUSINESS: ADVANTAGES AND ENHANCEMENTS OVER E-BUSINESS

E-business has conquered the world. Despite the bursting of the dot.com bubble, it is hard to believe today how one managed to transact any business in the early 1990s without the Internet. Whether employed for information, support, or advertising, nearly every business in the world of any size has a Web
Network Quality of Service for Enterprise Resource Planning Systems: A Case Study Approach
www.igi-global.com/chapter/network-quality-service-enterprise-resource/6041?camid=4v1a

Exploiting Polarization for Spectrum Awareness in Cognitive Satellite Communications
www.igi-global.com/chapter/exploiting-polarization-for-spectrum-awareness-in-cognitive-satellite-communications/123594?camid=4v1a