Abstract
Products are part of a complicated value chain with many stakeholders. The stakeholders in this value chain have different interests. The interests of stakeholders can be captured in key drivers and application drivers. This presentation provides an illustration of such a value chain and shows some of the key drivers and application drivers of stakeholders in this value chain.
Example Value Chain: Hard-Disk DVD Recorder (Simplified)

IC Supplier

Set Maker

Retailer

Consumer

Content Developer

Content Distributor

IC Supplier → Set Maker → Retailer → Consumer

Content Developer → Content Distributor
Example Value Chain: Hard-Disk DVD Recorder (Detailed)
Recurring Patterns in Key Drivers

Consumers (Maslow’s Hierarchy of Needs):
- Physiological: air, drink, food, temperature, sleep
- Safety: healthcare, home security, traffic safety
- Love/belonging:
  - Shared experiences
  - Information, communication, entertainment
  - No hassle (detracting attention from important things)
- Esteem: status symbols
- Self-actualization: support for creativity

_In formulating drivers, try to be more specific than Maslow, otherwise you don’t get sufficient guidance._
Recurring Patterns in Key Drivers (2)

Companies:
- Sustainable profit: keep customer happy
  also attract new customers
- Sustainable growth: mainly attract new customers
- Rapid growth: only need customers once
- Quick profit:

Professionals:
- Professional pride (cf. Maslow’s esteem):
- Quality of care
- Top performance
Value Chain and Application Drivers

IC Supplier

Set Maker

Retailer

Consumer

Content Distributor

Content Developer

Information

Shared Experiences

No Hassle

Entertainment

Easy Installation

Copy DVD/CD

Easy Demo

Skip Commercials

Easy Selling

Add Commercials

Program Info

View DVD

Time Shifting

Low Return Rate

Protect Copyright

Sustainable Profit

Sustainable Profit

Sustainable Profit

Sustainable Profit

Sustainable Profit

Sustainable Profit

(Sustainable) Profit

IC Supplier

Set Maker

Retailer

Consumer

Value Chain with Application Drivers

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