

Sitra VN [w]



L'information touristique

TO VN [w]



Customer World [w]



- Large accounts (Google, YTube, FB, Twitter)
- Theme / topic (e.g. cycling, opera)
- TO with enthusiasm and motivation

Tourist Office Value Network [c]



Strategy

Hotels



Reviews

Town hall



Info publishing

Opera



Sitra Value Network [c]



IT serv



Mgt
TOs



Web
dev

- IT processes**
- Web emergency
 - Collect ROI
 - Organize training
 - Training offer
 - Couching

IT services

Commercial serv.



Counseling cabinet



Legal advice

Information diffusion process

- Develop business offer
- Organize info
- Collect info

Sub-contractor



Coaching

ANT



- Quality control
- Visibility analysis

Info diffusion service



Tourism dev

Alter Way

hosting



Hosting



Web dev



Social network

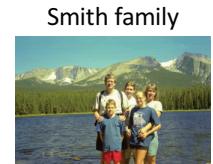


Video publishing

Customer World [c]



Availability



Opera visit
W-days 9-17

Travel process

Journalist



Leisure

Write

Legend:

- Icons = company logos, e.g. OnlyLyon, T-Mobile
- Pictures = real-world artifacts, e.g. Opera, Town hall
- Hexagons = processes
- Ovals = services
- Rectangles = properties
- Colors (blue / red / green) = Sitra VN / TO VN / Customer

Key idea: Sitra agency wants to improve its leisure services by re-defining its business strategy.

