

# Emergent collaborative business models for municipal cooperation

# Presentation

**Thomas Rosén**, Ek. Lic, MBA

**PhD Candidate**

**Industrial Marketing**

**Department of Engineering and Management**



**Phone:** +46 (0)13 – 28 25 23 (also mobile)

**Mail:** [thomas.rosen@liu.se](mailto:thomas.rosen@liu.se)

**Webpage:** <http://www.iei.liu.se/indek/rosen-thomas?l=en>

# Sambruk

- First initiative 2002
  - Association created 2005
- Approximately 80 members
  - Municipalities and local governments
- Purpose:

”The overall purpose of Sambruk is to *create a foundation for an effective development programme, comprising both the technical and functional aspects of e-services, as well as the need for re-engineering of the municipalities’ internal business processes.*” [My italics]

# Sambruk (2)

- Core idea:
  - Influence through collaboration
- Core values:
  - Openness
    - Sharing competences, experiences and resources
  - Accessibility
    - Better services for all through e-services
  - Participation
    - More members means faster results

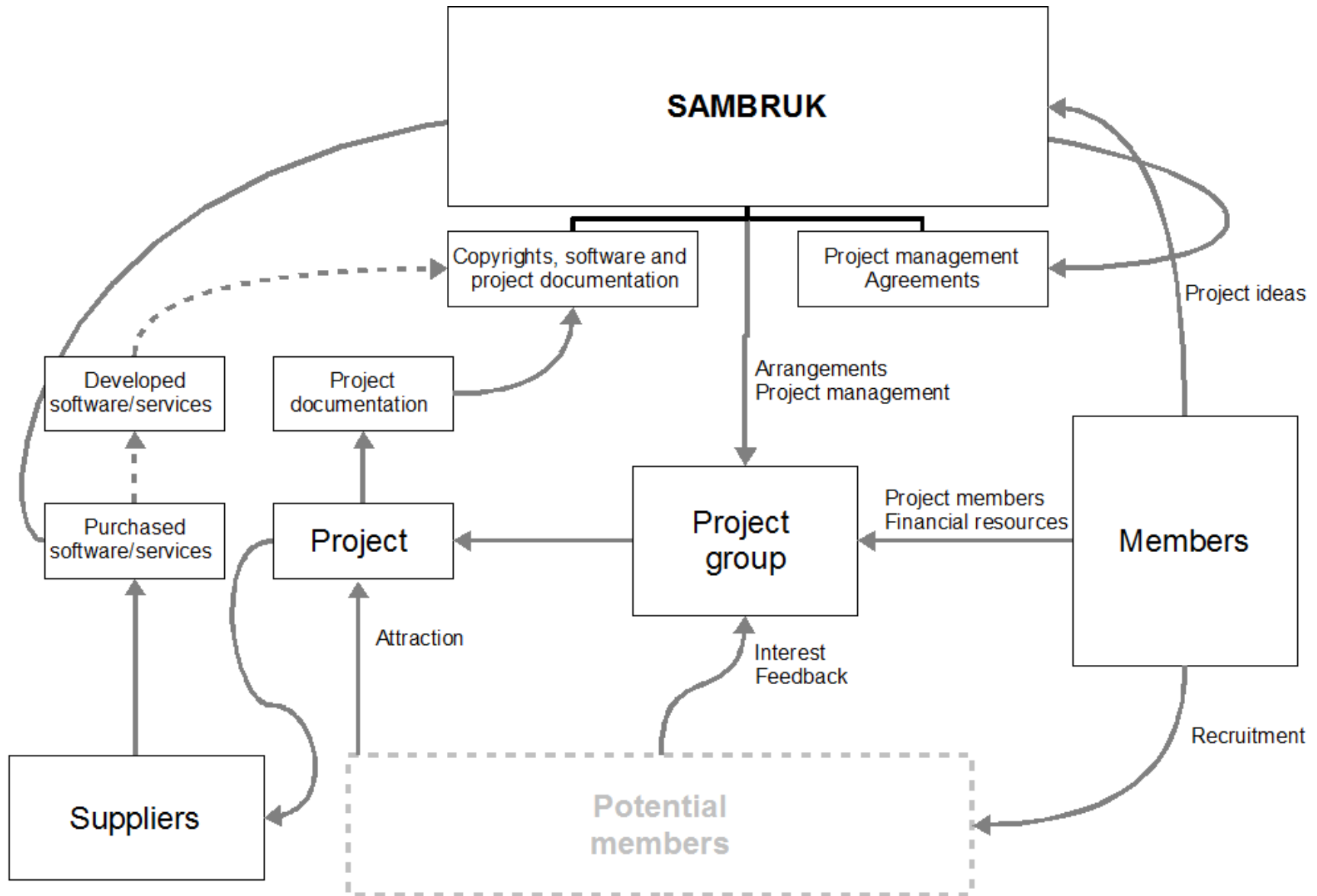
# Sambruk (3)

- Research driven
  - Researchers works in project
  - Projects partly financed through research funds
- Basic revenue or financing model
  - Member fees
  - Project financing
  - Calculated per citizen
- Projects
  - Main activity occur in the projects

# Collaboration models

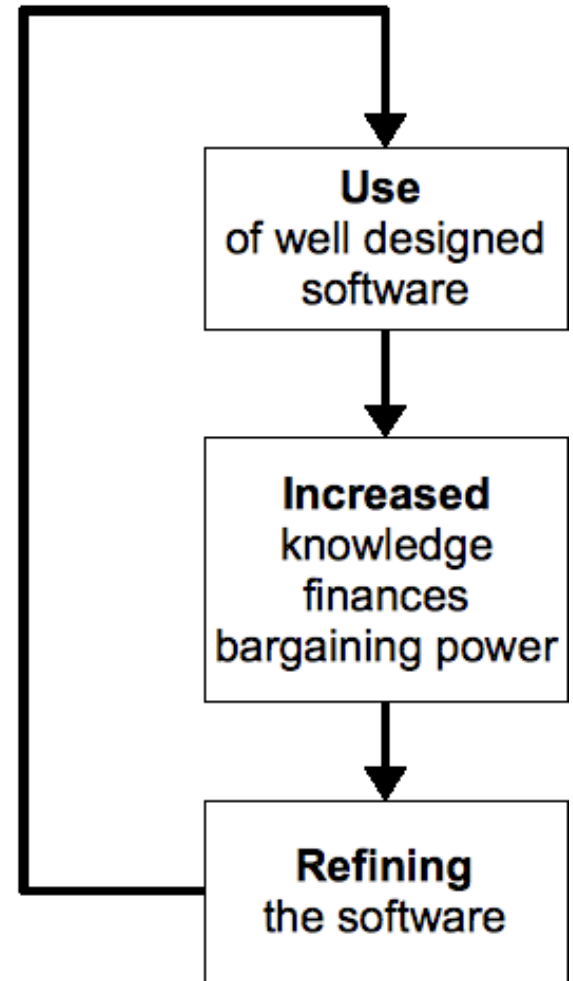
- Collaboration models studied through different projects:
- Child care (finished)
  - model: procurement
- EPOS (on-going)
  - model: donation
- BITA (on-going)
  - model: internal development
- INOVETA (on-going)
  - model: external development

# Model for Sambruk (as a whole)



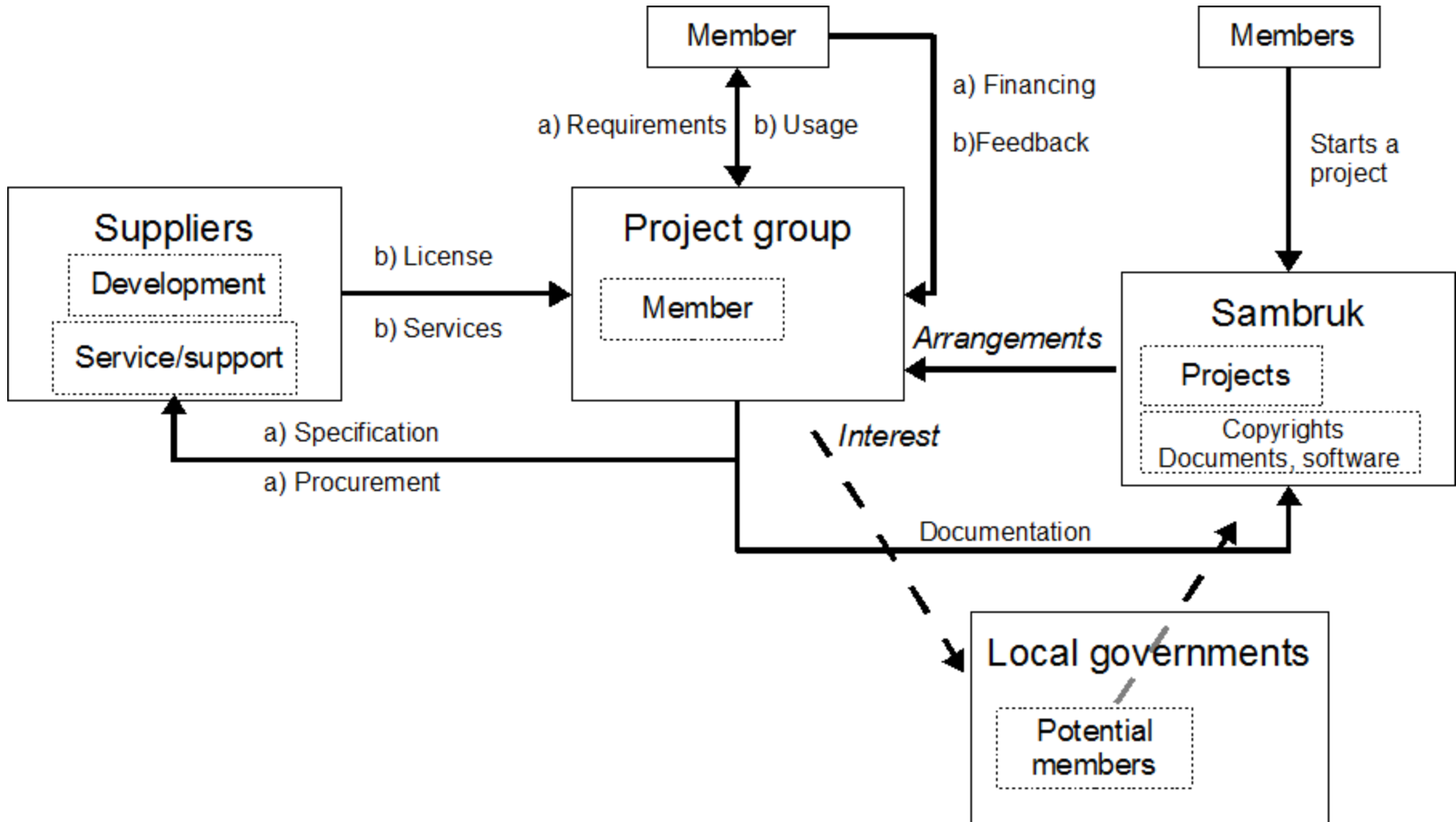
# Sambruk – main cycle

- Members initiates and finances projects
- Projects produces results
  - specifications
  - ev. software
- Projects attracts new members
- New member initiates new projects





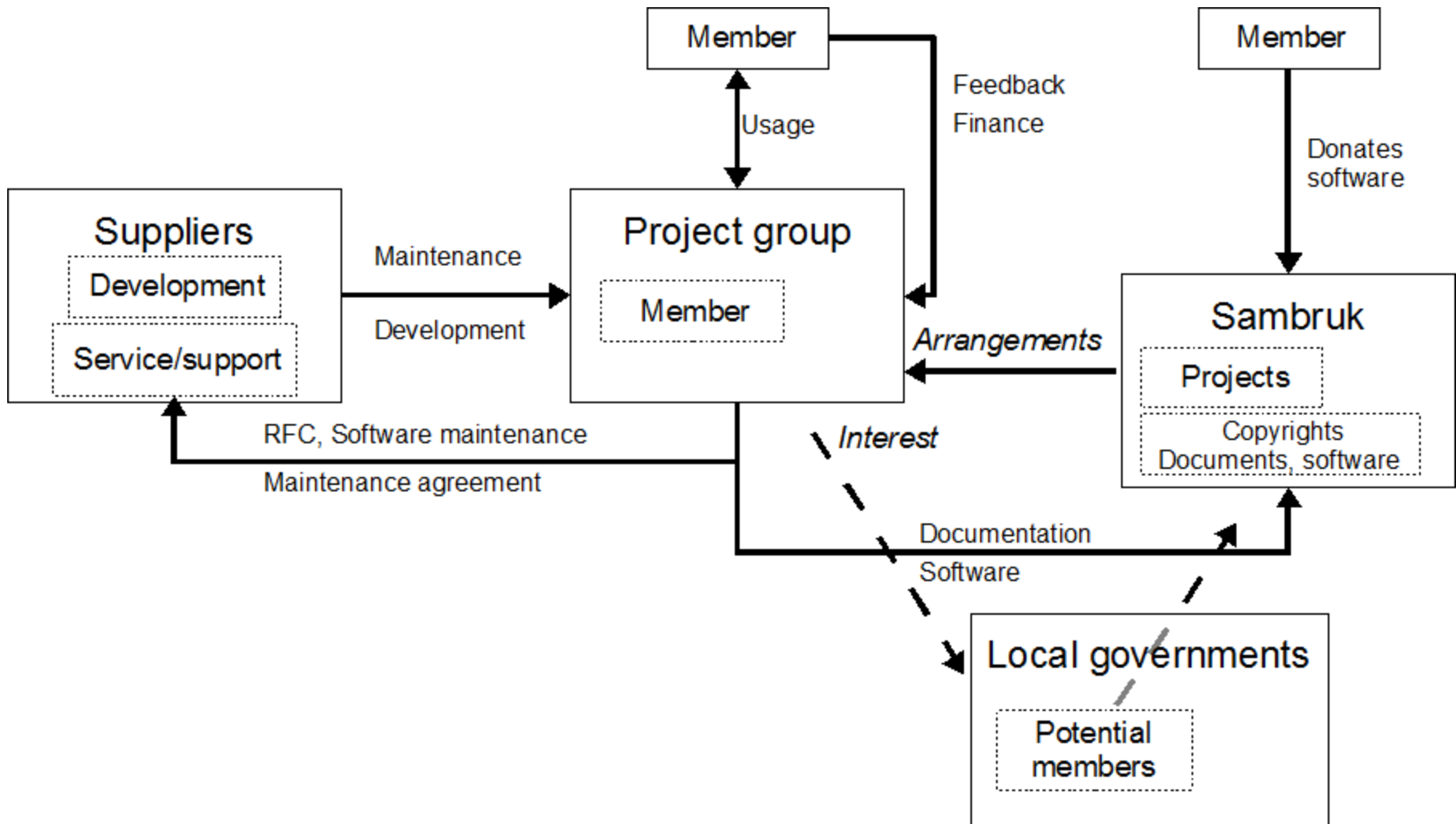
# Child care (procurement)



# Procurement - summary

- A project is initiated through a need
- The project states requirements for the software
- The software is procured from external suppliers
- The project group supervises and suggests changes and upgrades for the software

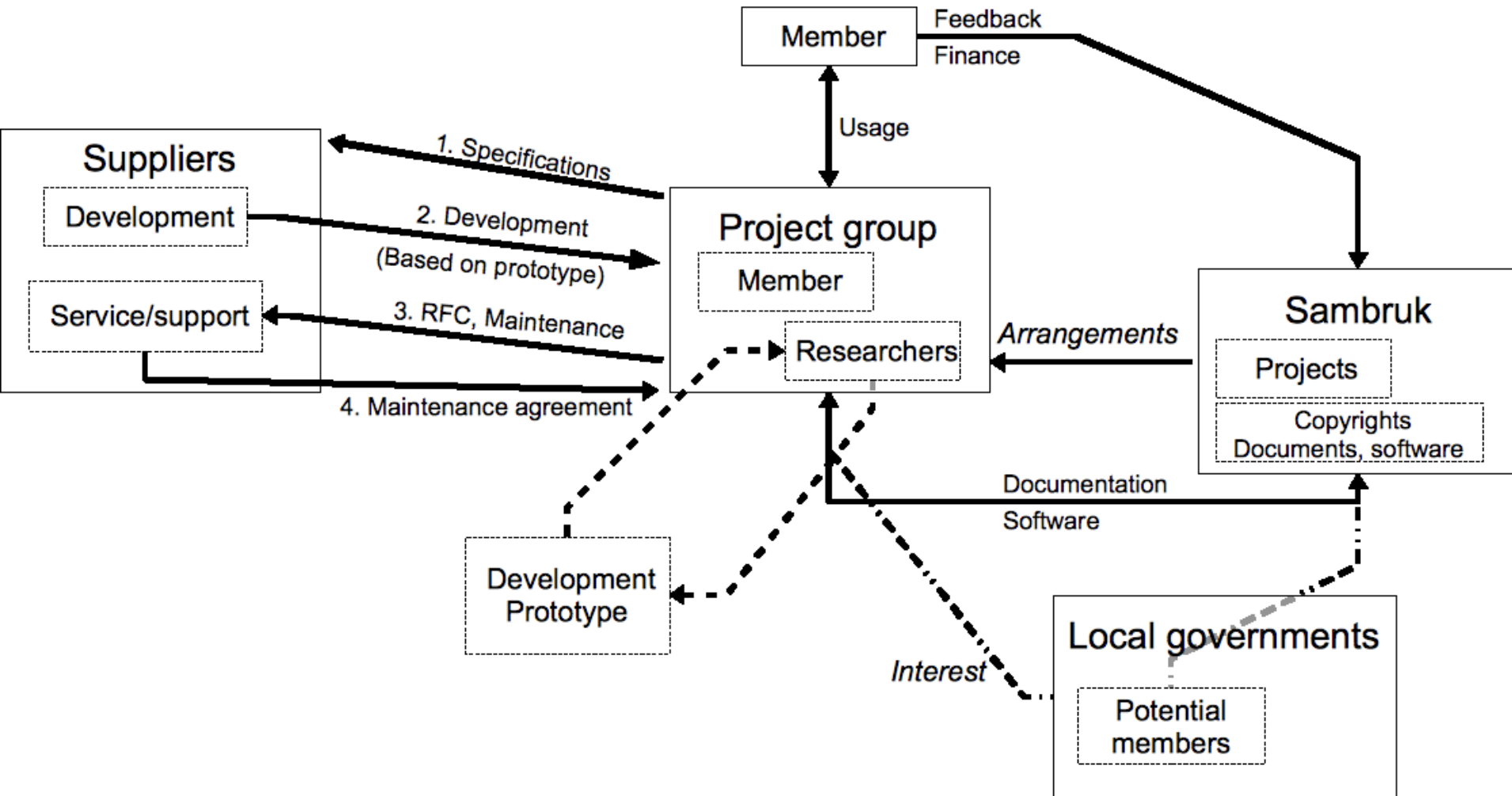
# EPOS (donation)



# Donation – summary

- A member donates a software to Sambruk
  - May also contain service agreements
- A project is started in order to maintain the software
  - The donator is of course a member
  - The project group supervises the usage
- The software is adapted or upgraded from feedback of the project group
  - The adaptations and upgrades are procured from external supplier(s)

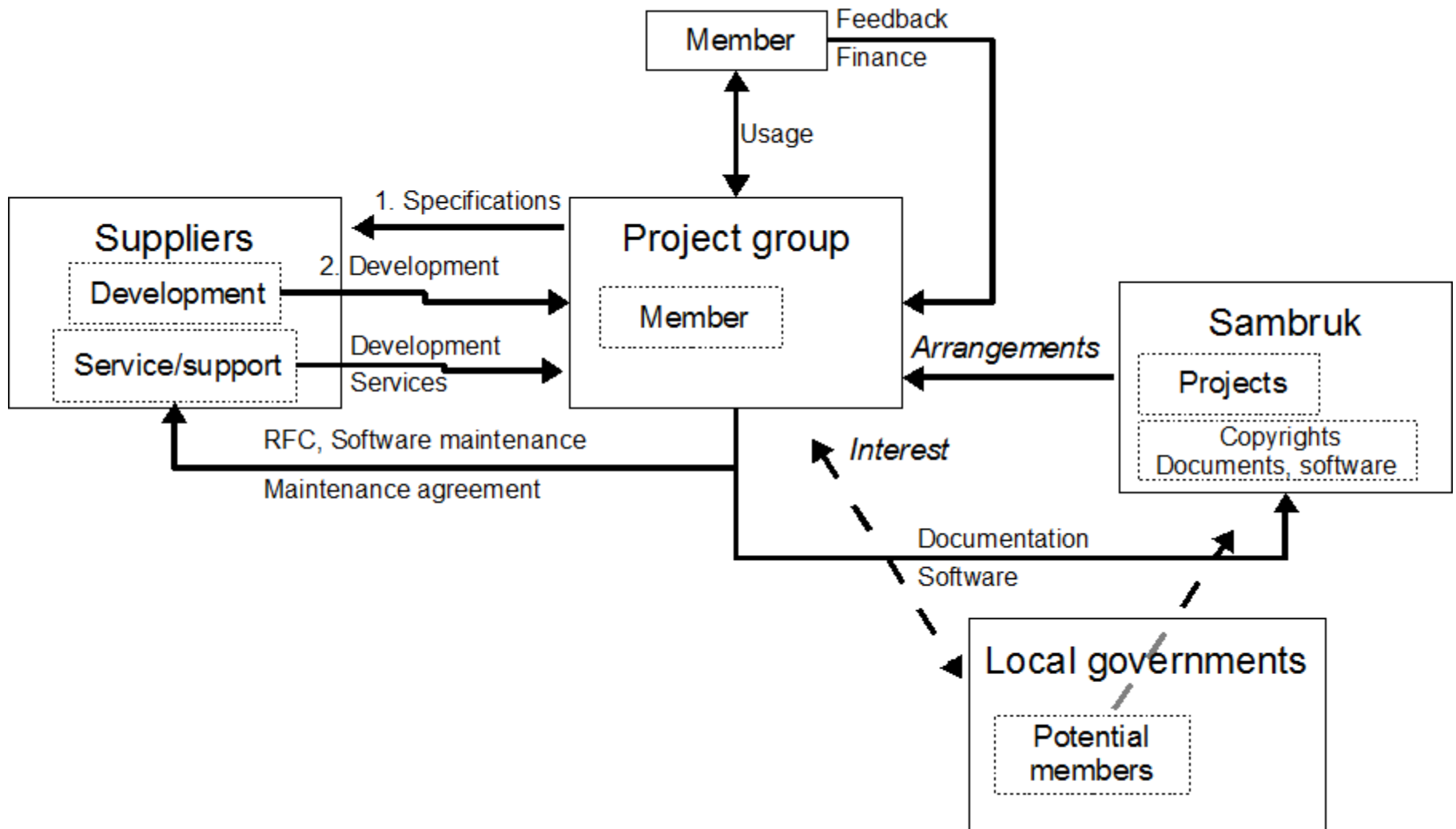
# BITA (internal development)



# Internal development - summary

- A project is initiated through a need
- The project group states requirements
- The software is developed with internal resources (from the project group)
- Proof of concept tested by one or several project group members
- The project group supervises and suggests adaptations and upgrades
  - The adaptations and upgrades may be delivered by external or internal resources

# INOVETA (external development)



# External development - summary

- A project is initiated through a need
- The project group states requirements
- The software is developed through external resources (through procurement)
- Proof of concept tested by one or several project group members
- The project group supervises and suggests adaptations and upgrades
  - The adaptations and upgrades is delivered by external resources



# Summary

- Sambruk have several different collaboration models
- We have currently found four different models:
  - Procurement
  - Donation
  - Internal development
  - External development

# Comments?