

# On-Line Distribution

## A Quick Overview of the Landscape

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# Doblin Model: 10 types of innovation

## 1. Business model

how the enterprise makes money

## 2. Networking

enterprise's structure/  
value chain

## 5. Product performance

basic features, performance and functionality

## 6. Product system

extended system that surrounds an offering

## 7. Service

how you service your customers

### Finance

Business  
model

Networking

### Process

Enabling  
process

Core  
process

### Offering

Product  
performance

Product  
system

Service

### Delivery

Channel

Brand

Customer  
experience

## 3. Enabling process

assembled capabilities

## 4. Core process

proprietary processes that add value

## 8. Channel

how you connect your offerings  
to your customers

## 9. Brand

how you express your offering's  
benefit to customers

## 10. Customer experience

how you create an overall  
experience for customers

# Current High Level of Digital Media Integrated Systems and Analytics

- Digital Distribution Examples

- **HotelClub.com**
- **Rates ToGo.com**
- **Travel 2/Travel 4**
- **Travelport**
- **Cheap Tickets**
- **Lodging.com**

- Sabre**
- Expedia**
- Booking.com**
- Galileo**
- Orbitz**
- Room Atlas**

## There are Consolidators and Aggregators

- e.g. Cendant Travel Distribution Services
- But difficult to create a truly global platform

## Mobile Services

- **1.8 Billion Camera Enabled Mobile Devices**
- **Citizen Journalism**
- **30% Yr on Yr growth**

# Whats Next? – Social Media

July.09

**Power  
to the  
people**

Social media tracker



**wave.4**

**UM**  
curious minds • surprising results

share



1 / 40

close

# Power is Moving to the People

Social Media is a very fast evolving landscape and one that's taking an increasingly important role in consumers digital lives. Brands that want to engage with consumers in these spaces need to understand how and where and why they are using the many different platforms that enable content creation and sharing.

Universal McCann Wave 4 Research Report 2009

# Rapidly Expanding Platforms & Usage



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