Finding the Right FIT for a New Media Company:
The Case of Sevenval

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Sevenval: Company Facts
- Software development
- Founded 1999, based in Cologne, Germany
- 28 employees (as of 2004)
- One main product (Sevenval FIT)

Middleware, enabling multiplication, integration and transformation of existing eBusiness applications
Different modules and versions

Selected Customers
- Finance: BF.direkt, Creditplus Bank, Delta Lloyd, Gothaer, Assurances, HUK:24, KarstadtQuelle
- Travel: Galileo Sigma, HRS, L’tur, Lastminute.com
- Fuel & Automotive: Aral, DaimlerChrysler
- Teleco: T-Com, T-Mobile, O2, Jamba!, e-Plus, eAccess

Agenda
- Sevenval: Company Overview
- Product Specifics
- FIT for the Market
- Application Example: Deutsche Postbank
- Summary and Outlook
FIT Concept (2)

Input
- Back-end
- Front-end
- XML (SOAP)

Output
- Internet (HTML, XML etc.)
- XML (SOAP etc.)
- Mobil (WML, XHTML etc.)

FIT
- Handler
- XML DOM

CSS = Cascading Style Sheets; XML = Extensible Markup Language; SOAP = Simple Object Access Protocol; DOM = Document Object Model; WML = Wireless Markup Language; XHTML = Extensible HyperText Markup Language

FIT Merge (Example):
Shop Web Site (www.mobile.de)

FIT Merge (Example):
Partner Web Site (www.yahoo.de)

FIT Merge (Example): Merged Web Site

FIT Merge (Example): Summary
Shop Web Site (www.mobile.de)
Partner Web Site (www.yahoo.de)
Merged Web Site

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Sevenval: Marketing Strategy

Product
- Four types of FIT licenses
  (1) FIT Server (core functionality), (2) 'Merge',
  (3) 'Mobile', and (4) 'SSO'
- Licenses can be combined

Pricing
- License pricing: Purchase of FIT license with
  own FIT server
- Service pricing: Monthly renting for specific FIT solution
  running on Sevenval application server

Distribution
- Distribution by partners using their existing networks
- Sevenval concentration on software development

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Sevenval: Competitors

Offering similar functionality with different technical approach

FIT unique technical features
- Use of web interfaces
- 'Frameless' integration

FIT USP
- Fast and easy implementation
- Nearly unlimited compatibility to existing applications
- No need for change in back end systems
- Content transformation into look and feel of target website

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Customer Example: Deutsche Postbank mBanking
- Large retail bank in Europe, 11.5 million clients
- Offering mBanking services based on existing Internet online
  banking application
- Co-operation with T-Mobile

Features of Sevenval solution
- High security standards allowing transaction banking and
  transaction brokerage
- No need for change in Postbank back end system
- Only about 10 weeks implementation time
- Mobile banking application working with every mobile device

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Customer Example 'Mobile': Transformation

Sevenval FIT User Agent Profile (UAProf)
- Allowing to transform content into any device specific format
- Containing data of some thousand mobile devices

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Customer Example 'Mobile': Deutsche Postbank

Sevenval concentration on software development
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Summary and Outlook

- Highly innovative product
- Unique Selling Position
- Broad range of applications
- Limited sales and distribution capacities
- Risk of similar product by other player

Strategic Options . . .

Thank you very much for your attention!

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.... Questions, Comments, Complaints?