IDEA Workshop
IDEA 2018 Workshop Chairs’ Message

Digitization is the use of digital technologies for creating innovative digital business models and transforming existing business models and processes. Information is captured and processed without human intervention using digital means. Digitization creates profound changes in the economy and society. Digitization has both business and technological perspectives. Digital business models and processes are essential for many companies to achieve their strategic goals.

Digitization impacts the product, the customer and the value-creation perspective. Digitized products are dynamic; their functionalities can be extended on the fly by using external services. They are capable of reflecting on their own status and thus morph the selling of physical assets to services. Digitization changes the relationships with the customer significantly. Personal interaction is replaced by self-service and proactive action. The customer interacts with the enterprise using a multitude of implicit touch points provided by the Internet of Things. Digitization fosters new models of value creation such as Service-Dominant Logic. Value is also created by platform and network effects.

The goal of the workshop was to identify challenges from digitization for enterprises and organizations and to advance Digital Enterprise Engineering and Architecture to cope with these challenges. The workshop allowed identifying and developing concepts and methods that assist the engineering and the management of digital enterprise architectures and the software systems supporting them.

To achieve the goals of the workshop the following themes of research have been pursued:

– Methods for the Design and Management of Digital Enterprises
– Alignment of the enterprise goals and strategies with the digital enterprise architecture
– Digital Strategy and Governance
– Architectural patterns for value-co-creation, dynamic and servitized products
– Service in digital enterprises
– Business process management in Digital Enterprises
– Advanced Analytics for the Support of Digital Enterprises
– Self-service and automation in Digital Enterprises
– Customer journeys and relationship management in digital enterprises
– Internet of Things and Digital Enterprises
– Impact of digitization on society and economy
– Security in Digital Architectures

We wish to thank all the people who submitted papers to IDEA 2018 for having shared their work with us, as well as the members of the IDEA 2018 Program Committee, who made a remarkable effort in reviewing the submissions. We also thank the organizers of BIS 2018 for their help with the organization of the event.

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