

VTT Technical Research Centre of Finland

Prerequisites of e-commerce platforms

Walter, Stefan; Hinkka, Ville

Published: 01/01/2020

Document Version
Publisher's final version

[Link to publication](#)

Please cite the original version:

Walter, S., & Hinkka, V. (2020). *Prerequisites of e-commerce platforms*. 72-72. Abstract from e-LRN 2020 Special Web Conference: Sustainable and resilient supply chains during times of crises, Cardiff, United Kingdom.



VTT
<http://www.vtt.fi>
P.O. box 1000FI-02044 VTT
Finland

By using VTT's Research Information Portal you are bound by the following Terms & Conditions.

I have read and I understand the following statement:

This document is protected by copyright and other intellectual property rights, and duplication or sale of all or part of any of this document is not permitted, except duplication for research use or educational purposes in electronic or print form. You must obtain permission for any other use. Electronic or print copies may not be offered for sale.



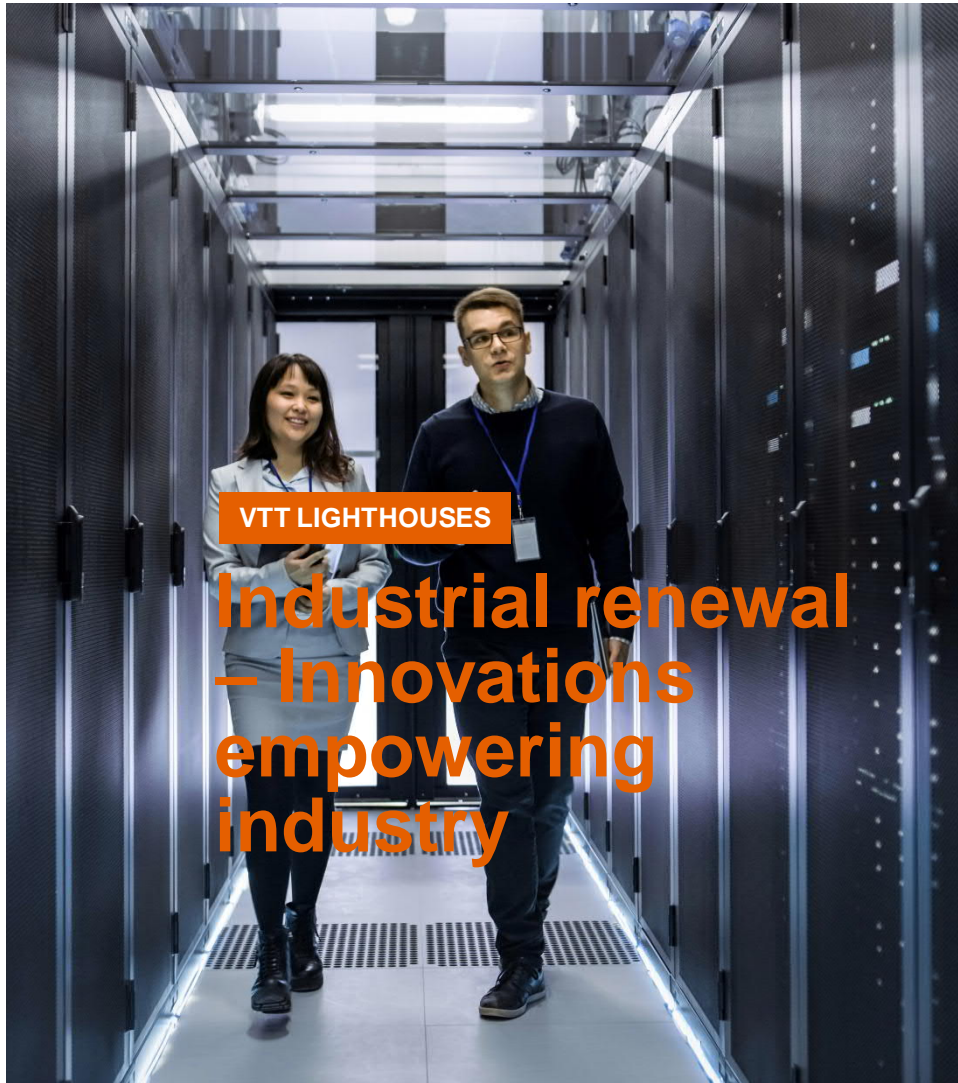
VTT

Prerequisites of e-commerce platforms

Stefan Walter & Ville Hinkka

e-LRN2020, 9. September 2020
Stream 1I: Innovative technology

10/09/2020 VTT – beyond the obvious



VTT

VTT Technical Research Centre of Finland

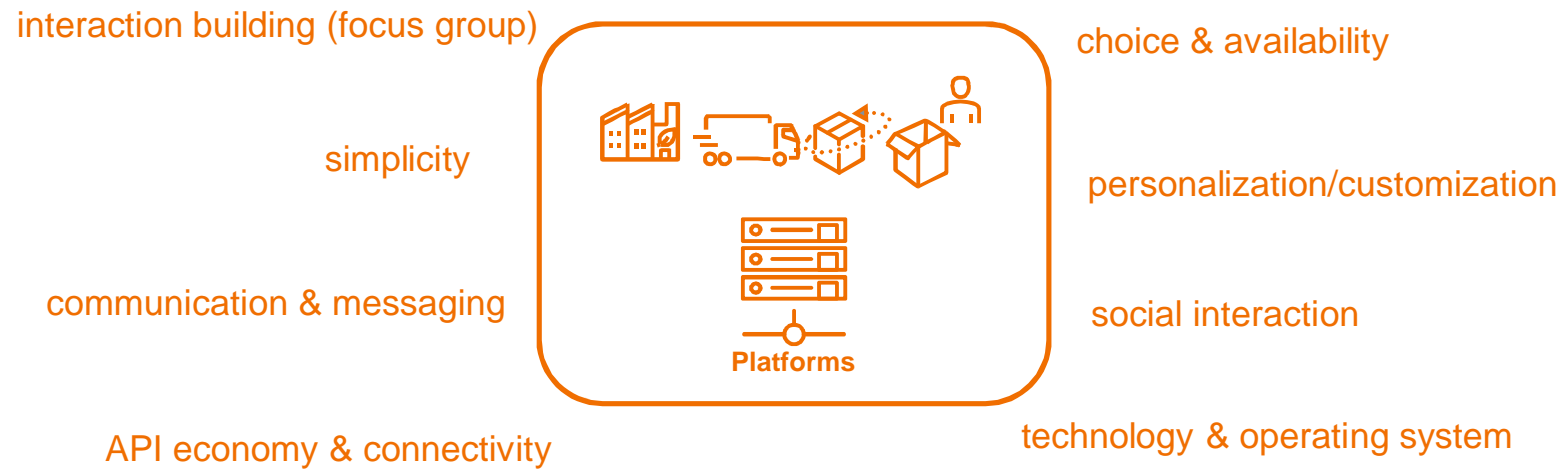
- BA2 Smart Industry and Energy Systems
- BA2D Cognitive Production Industry
- BA2D09 Intelligent Supply Chains and Logistics

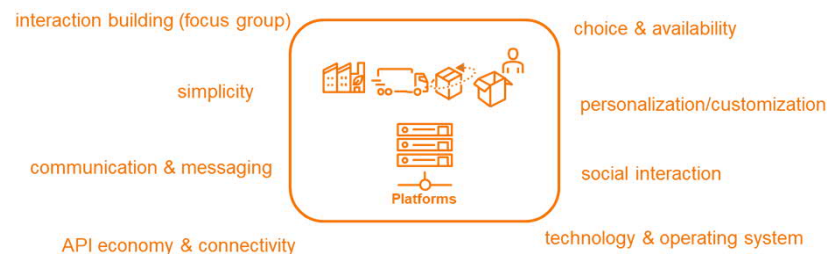
OpenMode –project (with University of Helsinki and company partners)

- Towards **Customer Centric** Supply Space Management
- Shifting from conventional value chains towards consumer centric ecosystem, enabling new market structures
- Specific question: What are prerequisites for distributed, smart logistics services?
- Find solutions, services and organization models, which can be turned into business cases - focus on **e-commerce platforms**



Criteria for e-commerce success





- What makes an innovation ? – Use, business aspects, not only technical aspects
- Emphasising openness and network character

- Some obvious success cases: e.g. Amazon, Alibaba (incl. derivatives)
- Move by others towards fulfilling the criteria: e.g. Otto, Zalando (formerly focused on closed e-commerce site)
- **Open platforms more sustainable**
- Knowledge impacts on future business decision-making → sustainable and resilient supply chains

bey⁰nd

the obvious

First author contact:
Stefan Walter
stefan.walter@vtt.fi
+358 40 821 0657

@VTTFinland

www.vtt.fi