VDMbee delivers Value Network Analysis Extension to the Most Extensive and Flexible Business Model Planning Solution for Real-time Strategy

*Extends Value Management Platform options to include Business Ecosystem Map to create both fact-based and data-driven business models and related plans. Seamless interaction between Business Ecosystem Map and business planning provides a real-time strategy solution to decision makers and their teams.*

Veenendaal – May 1, 2017 – VDMbee, the Value Management Platform, today announced the launch of one major extension to its ground-breaking Value Management Platform. The newly added Business Ecosystem Map provides a clear and understandable entry point to reach business model and planning objectives. VDMbee addresses the need of decision makers for fact-based and data-driven business model plans, and to steer the business in a continuously changing environment.

**VDML™-based Solution of VDMbee Delivers Real-time Strategy**
As industries are evolving and innovations are right around the corner, well-defined business models are needed in order to stay ahead of the competition. The Value Management Platform provides direct insight into core business networks and relationships, whilst exploring alternatives and new value propositions.

“A dashboard for decision making about future direction, that’s what it is”, said Ton Soetekouw, former Member Management Board of ING Bank. “It is a unique and much sought after approach for every advisor, inside or outside the organization.”

“VDMbee is the only provider of seamless interaction between Business Ecosystem Map and business model planning to simulate business in real-time”, said Theodoor van Donge, co-founder of VDMbee. “The primary goal of the VDMbee Value Management Platform is to provide decision makers, their team and business consultants a clear and innovative dashboard for decision making about future direction.”

**VDMbee Platform helps Turn Value Delivery Insight into Strategy**
VDMbee provides a view to look ahead with dashboards that gives insight in value delivery through the business network. The VDMbee Value Management Platform can simulate the combination of ideas, business/organization designs, risk scenarios, facts and data. VDMbee provides businesses a clear and shared understanding of how business models deliver value, to whom, and what the limitations are in the delivery process and structure. In a changing world, strategy needs to be agile too. With VDMbee, alternatives can be created and the impact on value contribution can be measured in real-time. This way, decisions can be based on facts and data.

The newly added extension, **Business Ecosystem Map**, offers the following customer benefits:

- Map your value network in a graphical notation for unambiguous interpretation with your clients, peers and principals.
- Analyze your value network, in detail, with VDMbee Value Management Platform
- Provide the big picture of the business ecosystem in which business models live
- Oversee and understand business relationships, expressed in value proposition exchanges
- Seamless and contextual interaction between value networks and business simulation

All of this can now be combined with the earlier released modules for **Business Canvases, Reporting and Vocabulary Libraries**.

**Availability**
The new version of the VDMbee Value Management Platform will be general available on May 1, 2017. For more information about the Value Management Platform follow this [link](#).

**About VDML™**
The Value Delivery Modeling Language™ (VDML™) is an Object Management Group® (OMG®) specification that provides business design models for managers that fill the gap between strategic planning and business
operational design. OMG® is an international, open membership, not-for-profit technology standards consortium.

About VDMbee
VDMbee is the easiest digital innovation platform, helping business and IT teams to rapidly turn ideas into Real-time strategy. Drive towards a better business outcome by creating new products and services that deliver value faster. With the VDMbee Value Management Platform, value management dashboards can be built for decision making about future direction. For more information see vdmbee.com and follow us on Twitter and LinkedIn.

Press Contact:
Theodoor van Donge, VDMbee
tvdonge@vdmbee.com
LinkedIn
Telephone +31637626634