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VDMBee Launches Most Extensive and Flexible Business Model Planning for Real-time Strategy

*New Business Canvases Options Create Fact-Based and Data-Driven Business Models and Related Plans*

**Veenendaal, Netherlands — February 1, 2017** — VDMBee, the Value Management Platform, today announced the launch of three major extensions to its ground-breaking Value Management Platform solution. The newly added Business Canvases, including Business Model Canvas, Integrated Reporting Canvas and Lean Change Canvas, provide 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, in order 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 of the 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 Model Canvas 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 give 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 extensions offer the following customer benefits:

- **Business Canvases** provide a clear and understandable entry point to reach your successful business model and planning objectives. Examples:
- Business Model Canvas
- Integrated Reporting Canvas
- Lean Change Canvas

- **Reporting** supports the distribution of the business plan to all stakeholders.
- **Vocabulary Libraries** supports the adoption of project- or community-specific business model planning terms, to speak the language of the stakeholders.

### Availability

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

### About VDML™ Standard

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 dashboard can be built for decision making about future direction. For more information, see [vdmbee.com](http://vdmbee.com) and follow us on [Twitter](http://Twitter) and [LinkedIn](http://LinkedIn).

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