ICT Enabled Distribution of Services: Service Positioning Strategies, Front Office Information and Multi-channeling

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Part Two
Additional Work

This part contains three additional studies done during the period of study of part one. Four innovative phenomena in service distribution are discussed: the use of multiple channels to distribute services (multi-channeling), the associated coordination issues in multi-channeling, the rise of front, mid and back office architectures to support multi-channeling and possibilities for ICT-based knowledge management in supply chains. The first three phenomena are discussed in chapter ten and the last phenomenon is discussed in chapter eleven based on a study at IBM Nederland. Chapter twelve contains a study on the application of the case study method in which 55 case studies in the information systems discipline are evaluated. All three chapters in part two are self-containing and should be read as such.

In chapter ten insights on the informational aspects of service process replication (service distribution) are expanded from the service specification phase (the focus of part one) into the complete sales cycle / service delivery process. I provide a theoretical framework for multi-channel service distribution and I introduce the informational concept of front, mid and back office architectures that support replication of service processes over different distribution channels. Parts of chapter ten are based on the following publication:


In chapter eleven I expand some of the initial insights on knowledge management in service networks or supply channels from the Interpolis and Sioo case. I had the opportunity to study IBM’s knowledge management in its supply channel. The study has been published in:


In chapter twelve I present a study on the application of the case study method in 55 case studies in the information systems discipline. I started the study together with Daniël Roest to compare my own research design with other studies. The study grew into a publication:
