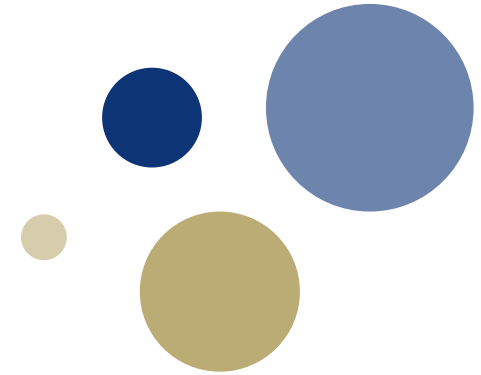




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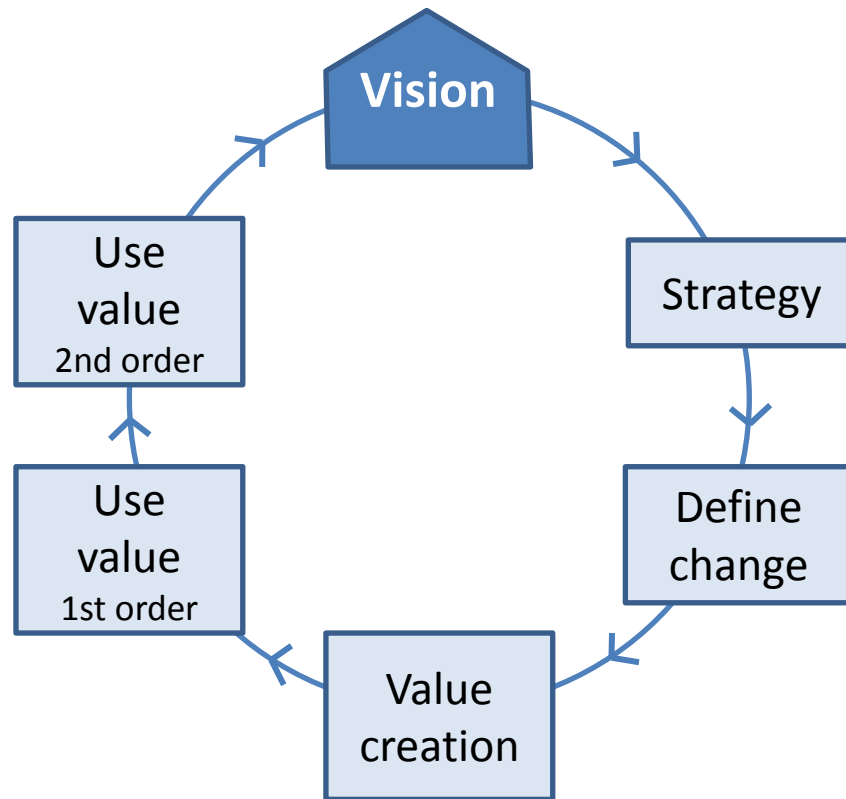
Value

for Owner, User and Executing Party

- Three roles,
- three different concepts of value

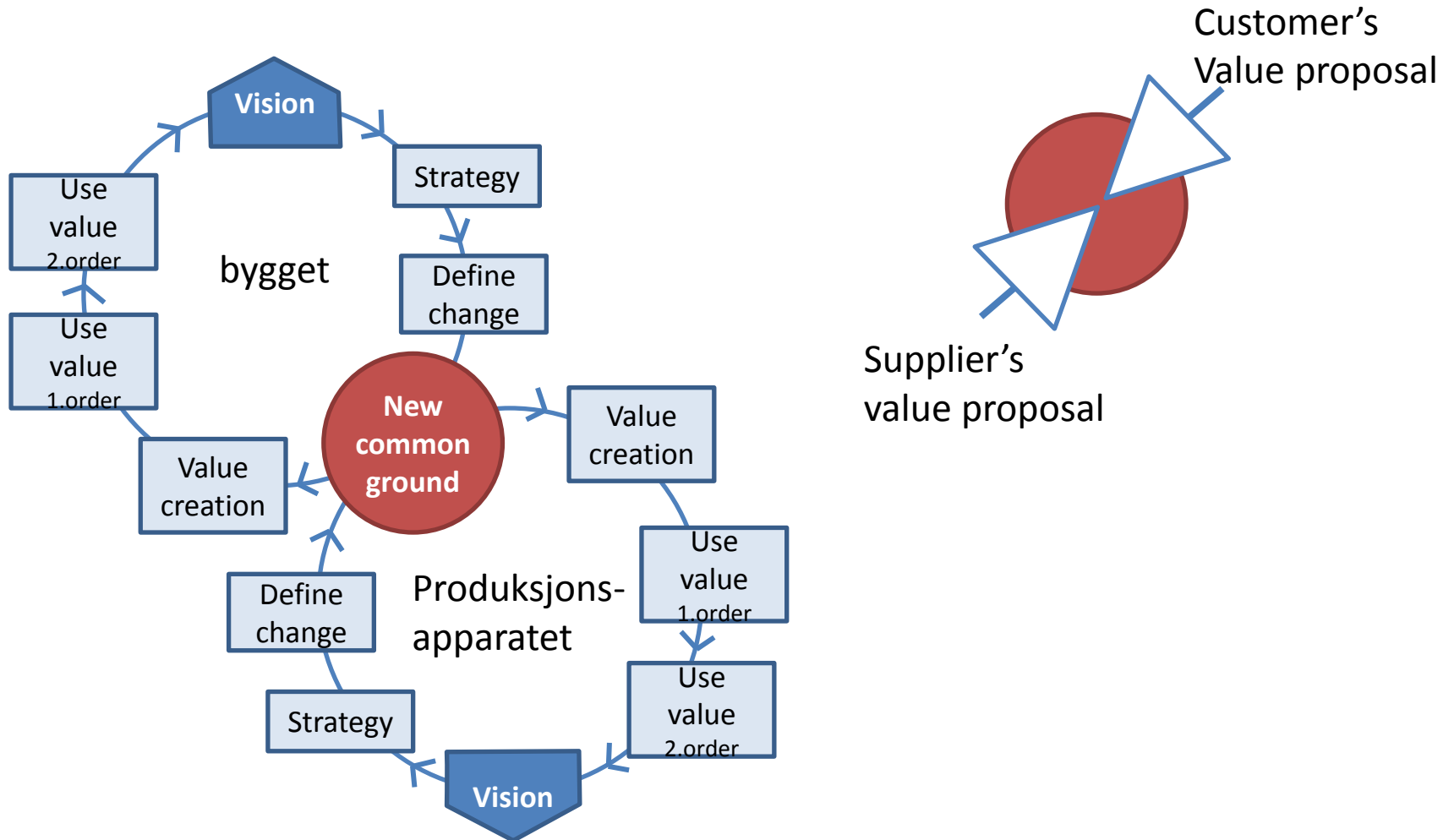
Oscar Workshop
20. January 2015, Oslo
Ole Jonny Klakegg

Vision and Value Creation

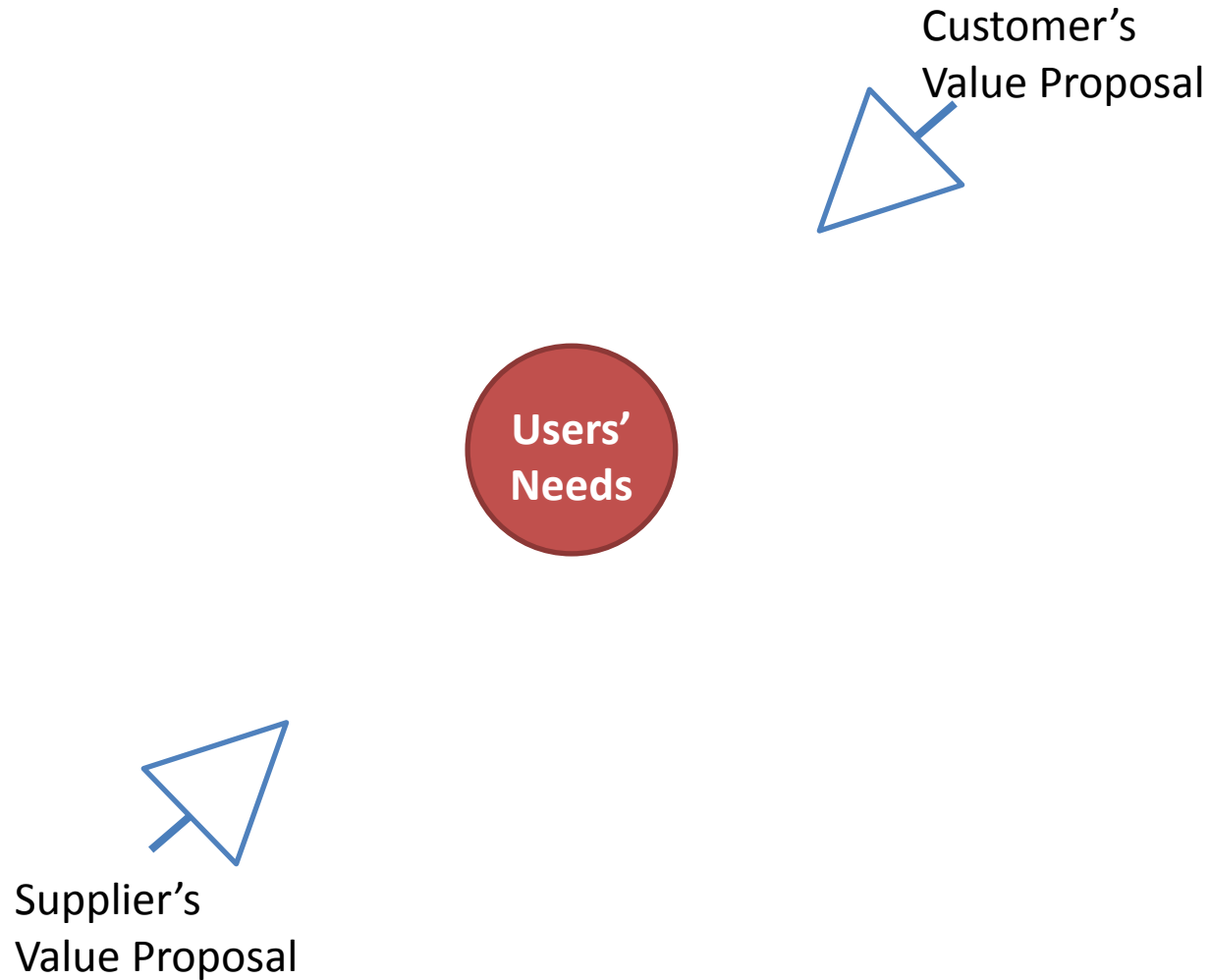


Every Business has to have it!

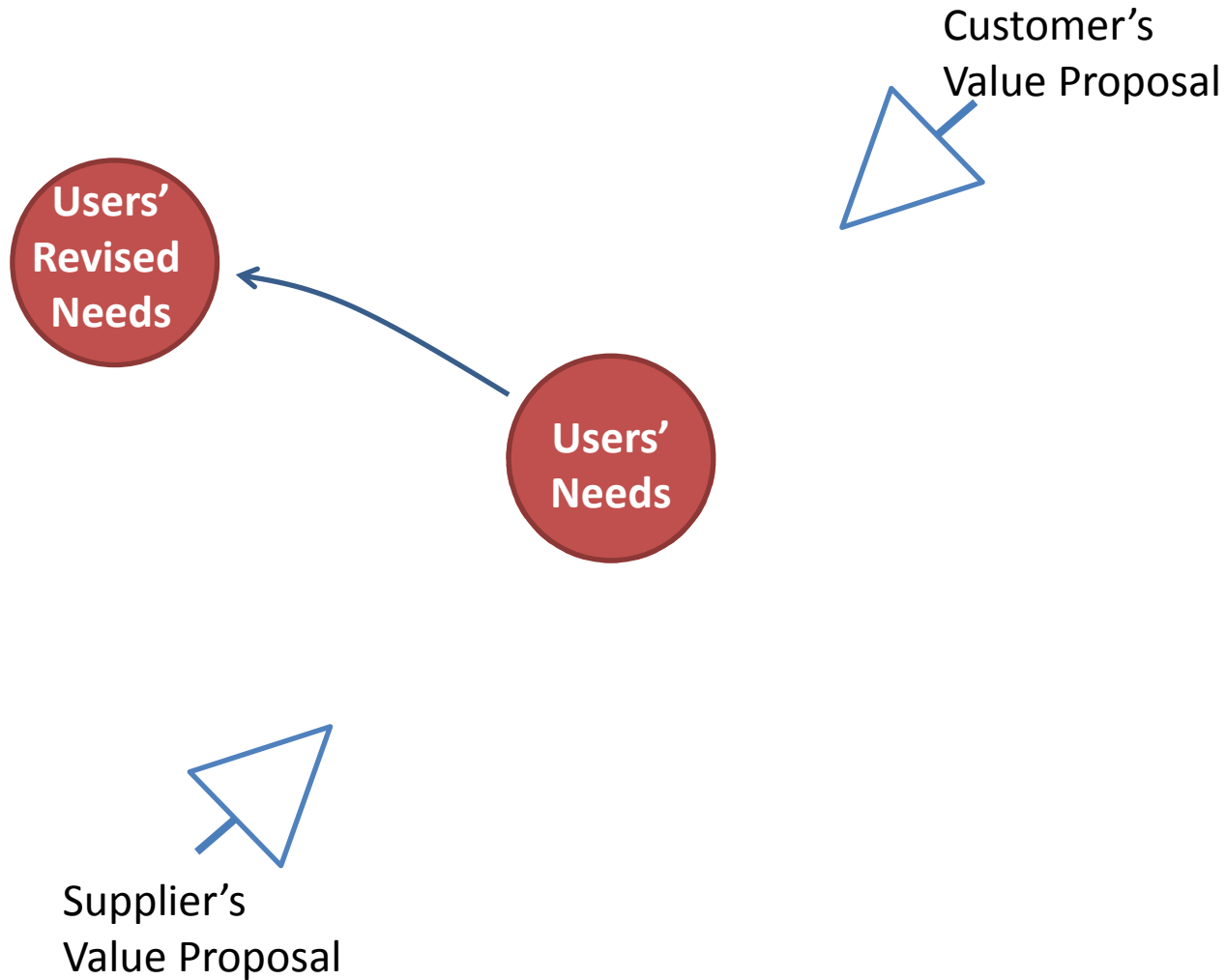
New Common Ground



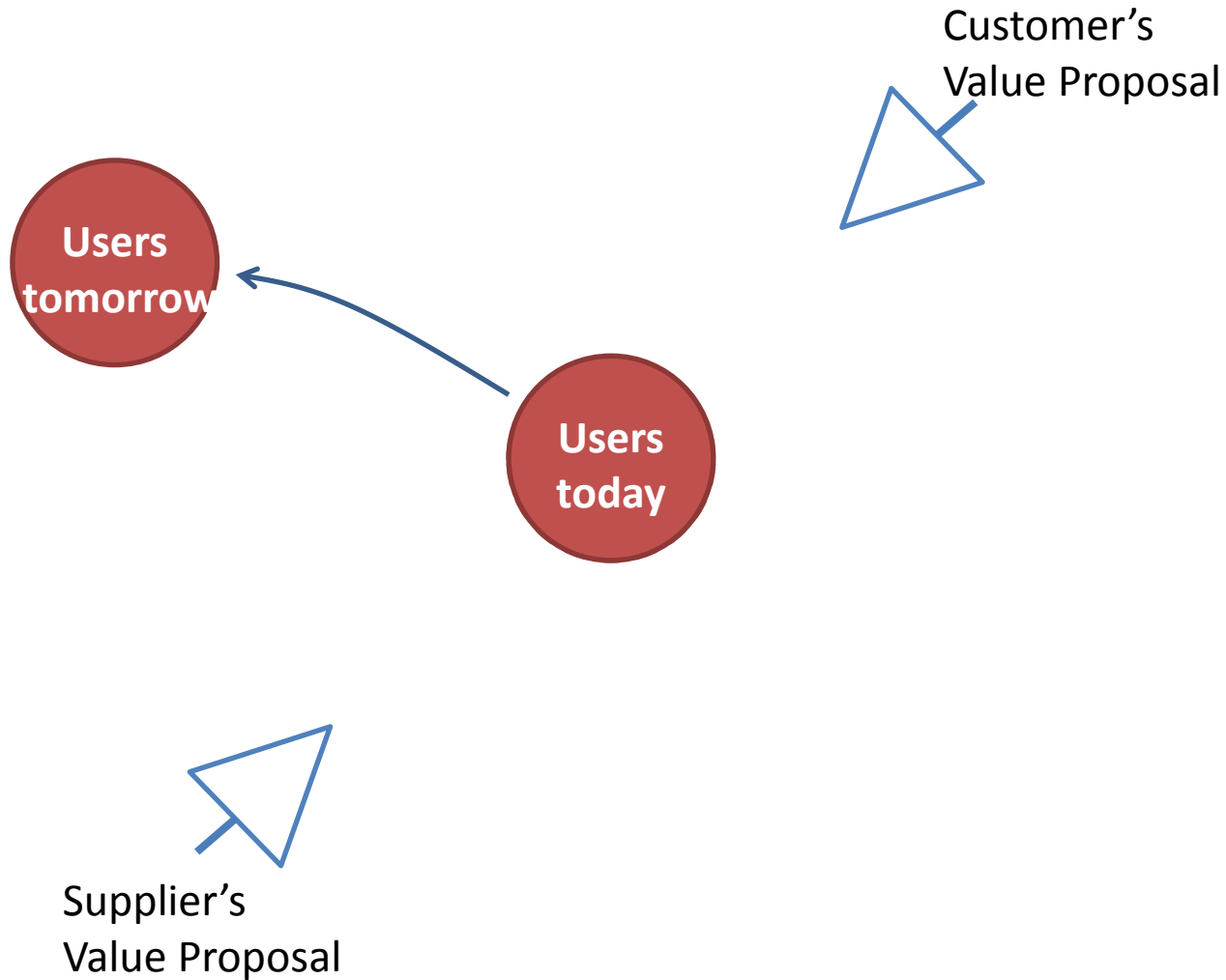
The New Understanding



Lack of Balance



Challenge



Oscar – Survey

Verdikjennetegn i et økonomisk perspektiv - eiere *

Under er ulike økonomiske verdikjennetegn listet opp. Velg det som du kjenner deg best igjen i iht. til din forståelse.

	Ingen betydning	En viss betydning	Stor betydning	Veldig stor betydning	Vet ikke
Kostnadseffektiv forvaltning av eiendom(ene)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kostnadseffektivt vedlikehold	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fleksibilitet og påvirkningsmulighet knyttet til forbruksavhengige FDVUS-tjenester (f.eks. renhold, energi og servicetjenester)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FDVUS: Energikostnader	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FDVUS: Profesjonell eiendomsorganisasjon (FM)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FDVUS: Forutsigbare vedlikeholdskostnader	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FDVUS: Kostnadseffektive servicejenester (som post, sentralbord, kantine etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FDVUS-kostnader: Åpen bok (innsyn i økonomien)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FDVUS: Kostnadseffektive driftskostnader (bygningmessig og teknisk drift)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FDVUS: Eiers faste kostnader (f.eks. drift, forsikringer, skatter og offentlige avgifter)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kostnadseffektivt renhold	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arealeffektivitet (f.eks. planløsning, arbeidsområdeutforming)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

og registrering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leiekostnad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Livsløpskostnader ("beste løsning", kost/nytte, ikke laveste kostnad)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investeringskostnader	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kostnadsreduksjon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ekstra investering for miljøtiltak	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Potensiell inntekt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tydelig profilering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Markedsverdi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tilbakebetalingstid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lønnsomhet for kjernevirksomheten	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Produktivitet i byggefasen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bygningens miljøprofil (f.eks. energiklassifisering og -sertifisering)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Langsiktig partnerskap mellom ulike aktører	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lav økonomisk risiko	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beliggenhet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Annet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Still to come, but I have anticipated the result

Characteristic Values - Examples

Owner:

- Market Value/-Potential
- Cost effective Property Management
- Cost Effective Operations
- Forutsigbare vedl. kostn.
- Investment Cost vs Rent
- Profiling
- Location
- User Satisfaction
- Aesthetic Value
- Security
- Logistics/Communication
- Historical Value
- Energy Efficiency in Use
- Avfallshåndtering
- Recycling/Re-use
- Use of Materials
- Universal Design
- Elasticity/Generality

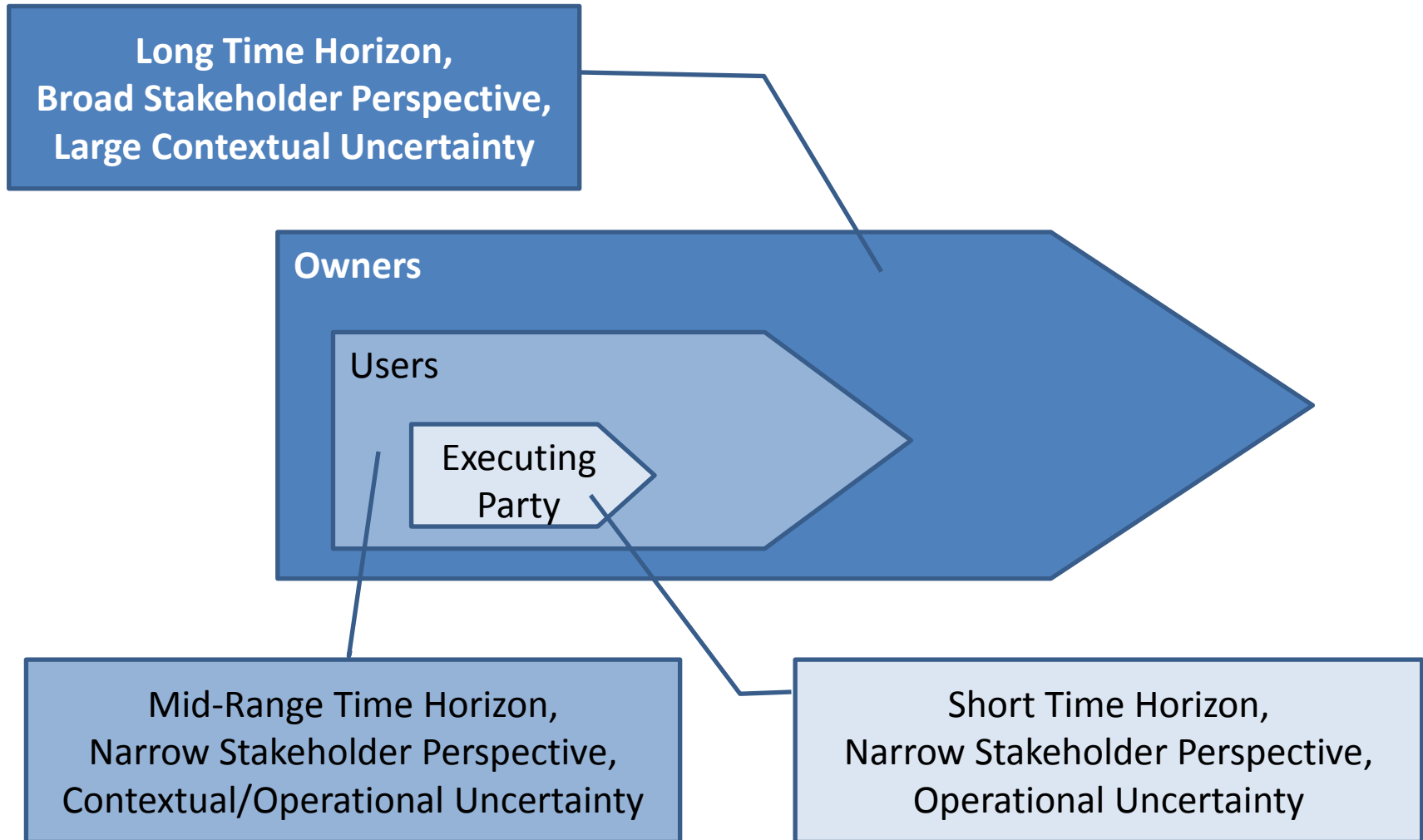
User:

- Support for Core Business
- Influence on Property Services
- Cost Effective Operations
- Energy Cost Operations
- Rent
- Profiling
- Location
- User Satisfaction
- Aesthetic Value
- Security
- Logistics/Communication
- Function
- Energy Efficiency in Op.
- Waste Management in Op.
- Environmental Impact in Op.
- Use of Materials
- Accessibility
- Flexibility

Executing Party:

- Production Effective solutions.
- Material Cost
- Manhours/Vages Cost
- Energy Cost Construction
- Equipment Cost
- Reputation
- Production Logistics
- User Satisfaction
- Architectual Quality
- Safety
- Market Communication
- Good Working Conditions
- Energy Efficiency in C.
- Waste Management in C.
- Environmental Impact in C.
- Use of Materials
- Restricted Access in C.
- Construction Quality

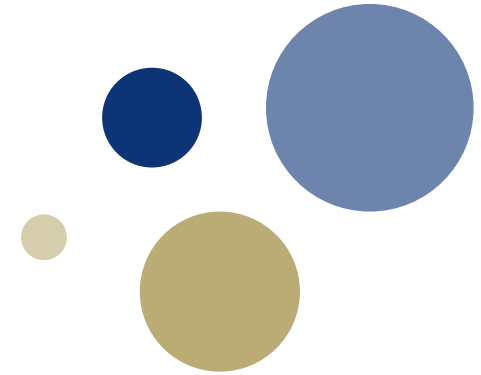
Why Different Values



Conclusion

- «Customers don't just want products, they want solutions to their perceived needs.»
(D. Teece, p 175)
- The thing closest to representing a common goal for all basic roles is **USERS' NEEDS**
- Common Success Criteria is **USER SATISFACTION.**

Questions?



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January 2015, Oslo

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