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Vendor lock-in vs. Individualprogrammierung Was, wann, warum und wie?

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Was ist
Vendor lock-in?

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Unter Lock-in-Effekt (englisch lock in, „einschließen“ oder „einsperren“) versteht man generell in den Wirtschaftswissenschaften und speziell im Marketing die enge Kundenbindung an Produkte/Dienstleistungen oder einen Anbieter, die es dem Kunden wegen entstehender Wechselkosten und sonstiger Wechselbarrieren erschwert, das Produkt oder den Anbieter zu wechseln.

Quelle: https://de.wikipedia.org/wiki/Lock-in-Effekt

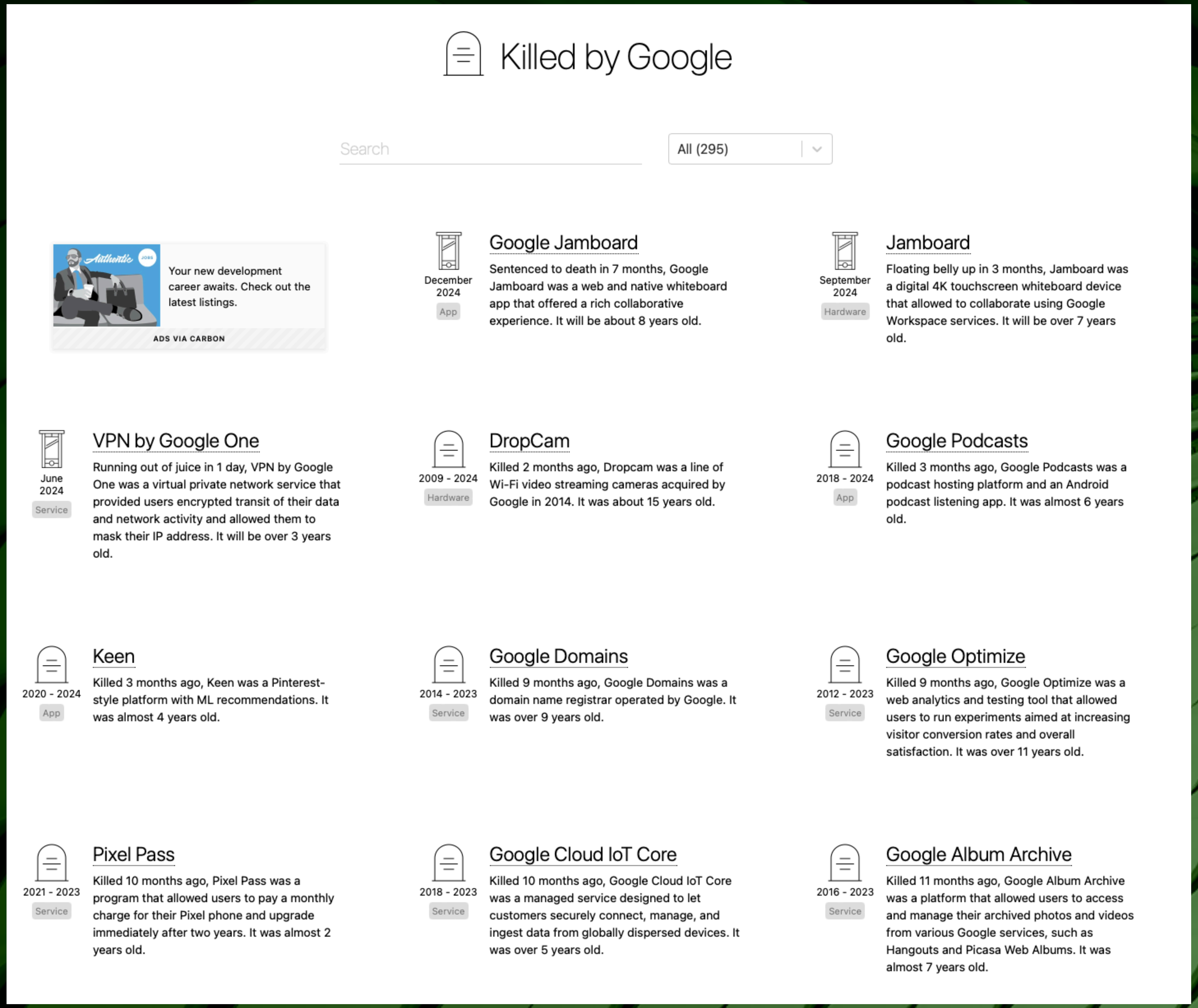
- Preissteigerungen
- Funktionseinschränkungen
- Verfügbarkeit

Bund: Lizenzkosten für Microsoft auf hohem Niveau, insgesamt neuer Rekord

Das Finanzministerium wollte die Zahlen für 2023 zunächst geheim halten, doch der Protest war zu groß. Ein Haushaltspolitiker spricht von explodierenden Kosten.

Quelle: https://www.heise.de/news/Bund-Lizenzkosten-fuer-Microsoft-auf-hohem-Niveau-insgesamt-neuer-Rekord-9744319.html (01.06.2024)

- Preissteigerungen
- Funktionseinschränkungen
- Verfügbarkeit



Killed by Google

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ADS VIA CARBON

Google Jamboard
December 2024 · App
Sentenced to death in 7 months, Google Jamboard was a web and native whiteboard app that offered a rich collaborative experience. It will be about 8 years old.

Jamboard
September 2024 · Hardware
Floating belly up in 3 months, Jamboard was a digital 4K touchscreen whiteboard device that allowed to collaborate using Google Workspace services. It will be over 7 years old.

VPN by Google One
June 2024 · Service
Running out of juice in 1 day, VPN by Google One was a virtual private network service that provided users encrypted transit of their data and network activity and allowed them to mask their IP address. It will be over 3 years old.

DropCam
2009 - 2024 · Hardware
Killed 2 months ago, Dropcam was a line of Wi-Fi video streaming cameras acquired by Google in 2014. It was about 15 years old.

Google Podcasts
2018 - 2024 · App
Killed 3 months ago, Google Podcasts was a podcast hosting platform and an Android podcast listening app. It was almost 6 years old.

Keen
2020 - 2024 · App
Killed 3 months ago, Keen was a Pinterest-style platform with ML recommendations. It was almost 4 years old.

Google Domains
2014 - 2023 · Service
Killed 9 months ago, Google Domains was a domain name registrar operated by Google. It was over 9 years old.

Google Optimize
2012 - 2023 · Service
Killed 9 months ago, Google Optimize was a web analytics and testing tool that allowed users to run experiments aimed at increasing visitor conversion rates and overall satisfaction. It was over 11 years old.

Pixel Pass
2021 - 2023 · Service
Killed 10 months ago, Pixel Pass was a program that allowed users to pay a monthly charge for their Pixel phone and upgrade immediately after two years. It was almost 2 years old.

Google Cloud IoT Core
2018 - 2023 · Service
Killed 10 months ago, Google Cloud IoT Core was a managed service designed to let customers securely connect, manage, and ingest data from globally dispersed devices. It was over 5 years old.

Google Album Archive
2016 - 2023 · Service
Killed 11 months ago, Google Album Archive was a platform that allowed users to access and manage their archived photos and videos from various Google services, such as Hangouts and Picasa Web Albums. It was almost 7 years old.

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- verlässliche Kalkulation
- verlässlicher Funktionsumfang
- laufende Anpassungen (z.B. DSGVO, eRechnung, KI)

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Besser individuell?

- Einarbeitung, Anpassung von Prozessen
- Maßgeschneiderter Funktionsumfang
- laufende Anpassungen (z.B. DSGVO, eRechnung, KI)

- Preissteigerungen
- Funktionseinschränkungen
- Verfügbarkeit

Watt nu?

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Beispiel: Dokumentenplattform

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Proprietär vs Open-Source vs Individualprogrammierung

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Fazit:

Gehen Sie nie alleine!

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Vielen Dank für Ihre Aufmerksamkeit!

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