

ABSTRACT

IT Management Consultants, who play an important role in business development in the market, possess a business model canvas. This business model canvas varies and differs from one company to another. This has led to a phenomenon where consultants moving from one IT management consulting company to another require an adaptation period to adjust to the company's business model. Customers also become confused when faced with different business model canvases for the same product offering.

As a result, in certain cases, the business model canvas used by IT Management Consultants needs innovation. This is necessary because IT Management Consultants function as both a solution shop and a knowledge market that help guide the management direction of their customers' companies. This research was conducted to extract the business model canvases from several IT Consulting Companies engaged in SAP product sales. The extraction process was carried out based on the nine fundamental elements that describe how a business model canvas operates. Subsequently, an analysis was performed using Pivot Theory and Epicenter Pivot Theory to determine the direction of the company's innovation.

The business model canvas analysis was conducted on three local IT consulting companies in Indonesia specializing in SAP product sales. The method used involved interviews based on the business model canvas theory, followed by scoring and mapping using Pivot Theory to evaluate the extracted business model canvases. Based on these results, a new business model canvas was developed, serving as a reference derived from this research.

Keywords: IT Management Consultant, Business Model Canvas, Pivot Theory, Business Model Innovation