



High performance. Delivered.

Five ways to win with digital platforms

From entertainment to accommodation, from peer-to-peer lending to transportation, digital platforms are delivering new experiences to vast numbers of customers and suppliers — and reshaping the competitive landscape.

Incumbent enterprises are now making the shift from selling products to selling outcomes. And the capital value of digital platform companies is over \$4 trillion.

Still, our analysis suggests that most new platforms will fail. Platform players need five steps to succeed:

- Proposition, to focus less on products and more on solving customers' changing needs.
- Personalization, to customize customer experiences more than ever based on their interests and needs.
- Price, to move to new models like freemiums, discounts and surge pricing to match demand with supply.
- Protection, to safeguard the data shared between platform players.
- And Partners, to work with others – like app developers and payment providers – who enrich the customer experiences and differentiate the platform.

Learn more about the competitive power of platforms with our full report:

[Five ways to win with digital platforms](#)

