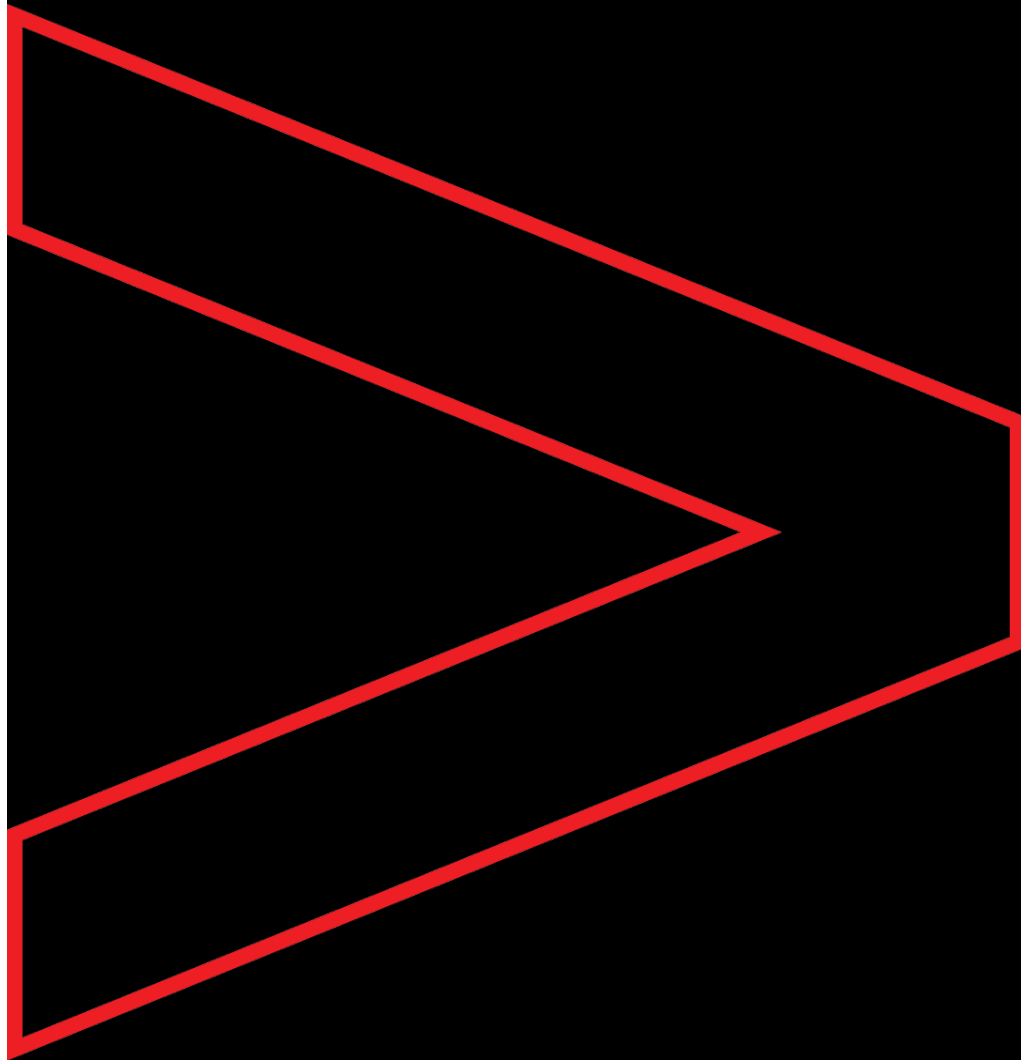


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YOUR ROLE IN THE ECOSYSTEM

Strategy | Consulting | Digital | Technology | Operations

How can communications, media and technology companies generate and deliver value by leveraging ecosystems?

The pioneers are already evaluating how they can participate. A few are even pursuing more valuable leadership roles.

The good news is that companies don't need to build platforms to compete in the platform economy. But they must begin to stake their claim now with three key actions, or risk being marginalized.

First, **define your role**. Whether you lead or participate, you must have an ecosystem strategy in place along with the operating model and technical capabilities to exploit it.

Second, **keep your eyes on the prize**. Not all ecosystem opportunities are equally valuable. Leaders have the most to gain, and companies should move up the continuum as quickly as possible.

And third, **go vertical or go home**. To capture the next wave of value creation, identify industry-specific opportunities and team with the right industry partners to deliver targeted solutions.

Learn more about how to seize ecosystem opportunities with our full report:

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