



High performance. Delivered.

Platform strategies:

How the rules of competitiveness
have changed in the era of ecosystems

Platform-based ecosystems are reshaping industries and redrawing competitive boundaries. But are Chief Strategy Officers ready?

Even though 80% say new technologies have disrupted their industries over the last five years, only 20% say they're ready for the disruption.

Successful ecosystems are all about competing as a cluster, not a company. And they're already driving huge value for the platform leaders – and their customers.

How can CSOs capitalize on the change?

- **Re-assess your customer needs** – known and unknown – and address them in the most productive way possible.
- **Make yourself indispensable** and become a critical part of the integrated solutions customers demand.
- **Question your value proposition** and move from observing to acting.
- **Prepare for the new normal** and examine whether you have the capabilities to fulfill your value proposition.
- **Make your ecosystem successful** by delivering ongoing value within your ecosystem, versus just relying on it as a transaction-based partnership.

Learn more about putting platforms to work with our full report:

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