Platform strategies: How the rules of competitiveness have changed in the era of ecosystems

Platform-based ecosystems are reshaping industries and redrawing competitive boundaries.

Are (CSOs) ready for digital disruption?
- 80% say new technologies have disrupted their industries over the last five years.
- 53% believe new technologies will disrupt their industry in the next five years.
- Only 20% say they’re ready for the disruption.

Leaders are writing the playbook for platform success
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.
- 88% of CSOs prepared for disruption have both significantly invested and will significantly invest in platforms that make such collaboration easier.
- 57% of CSOs who have already strongly invested in platforms report that platforms have enabled their business to offer more value to 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, versus just a transaction-based partnership.