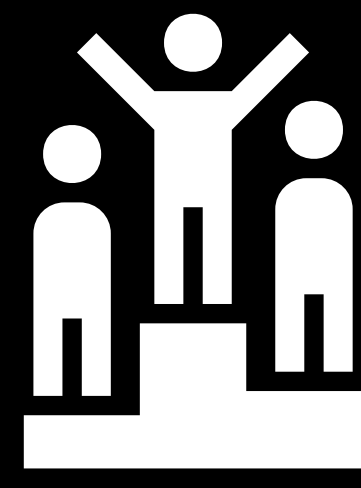
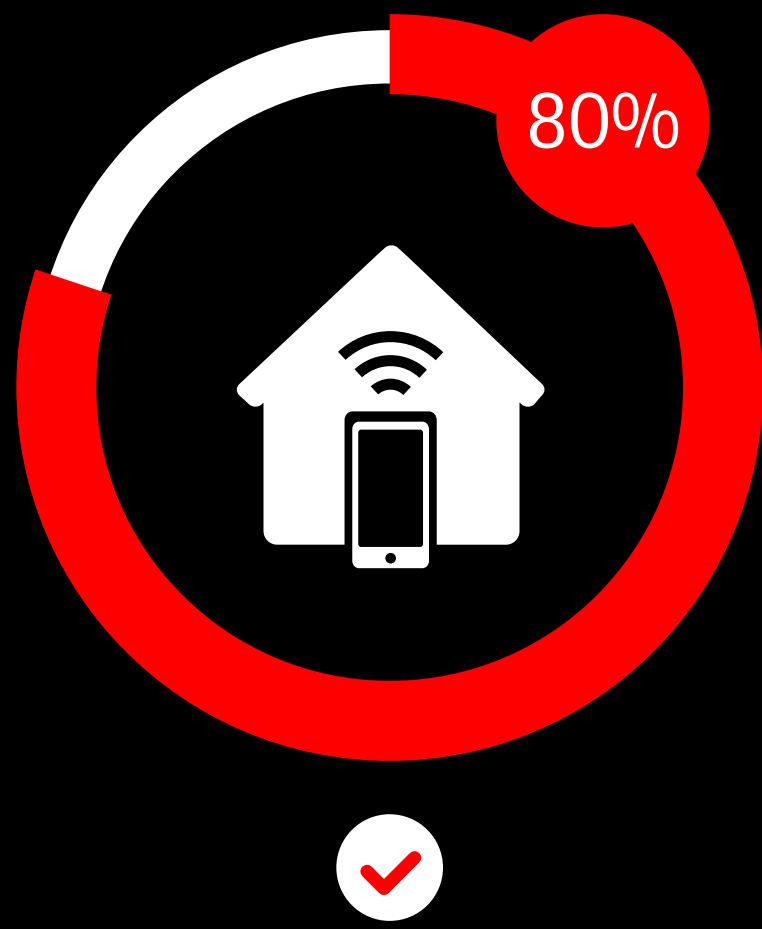


# Platform strategies: How the rules of competitiveness have changed in the era of ecosystems

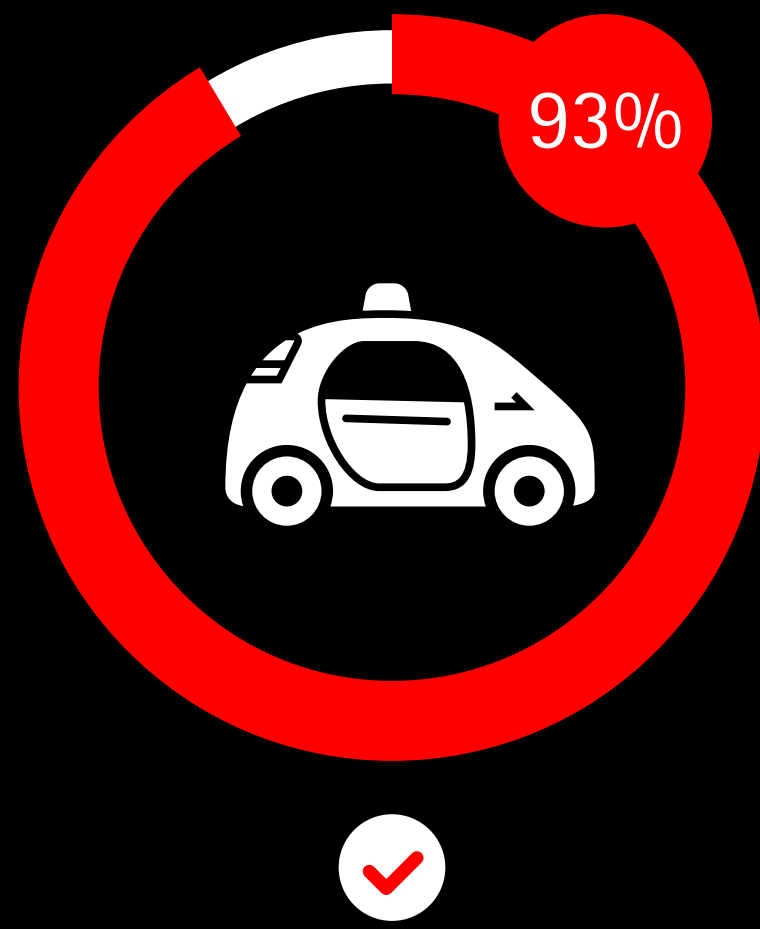
Platform-based ecosystems are reshaping industries and redrawing competitive boundaries.



## Are (CSOs) ready for digital disruption?



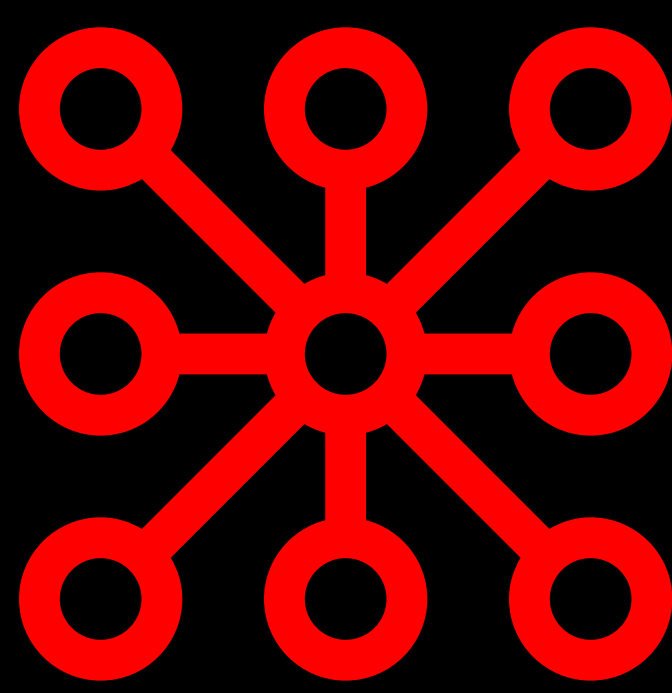
80% say new technologies have disrupted their industries over the last five years.



93% believe new technologies will disrupt their industry in the next five years.

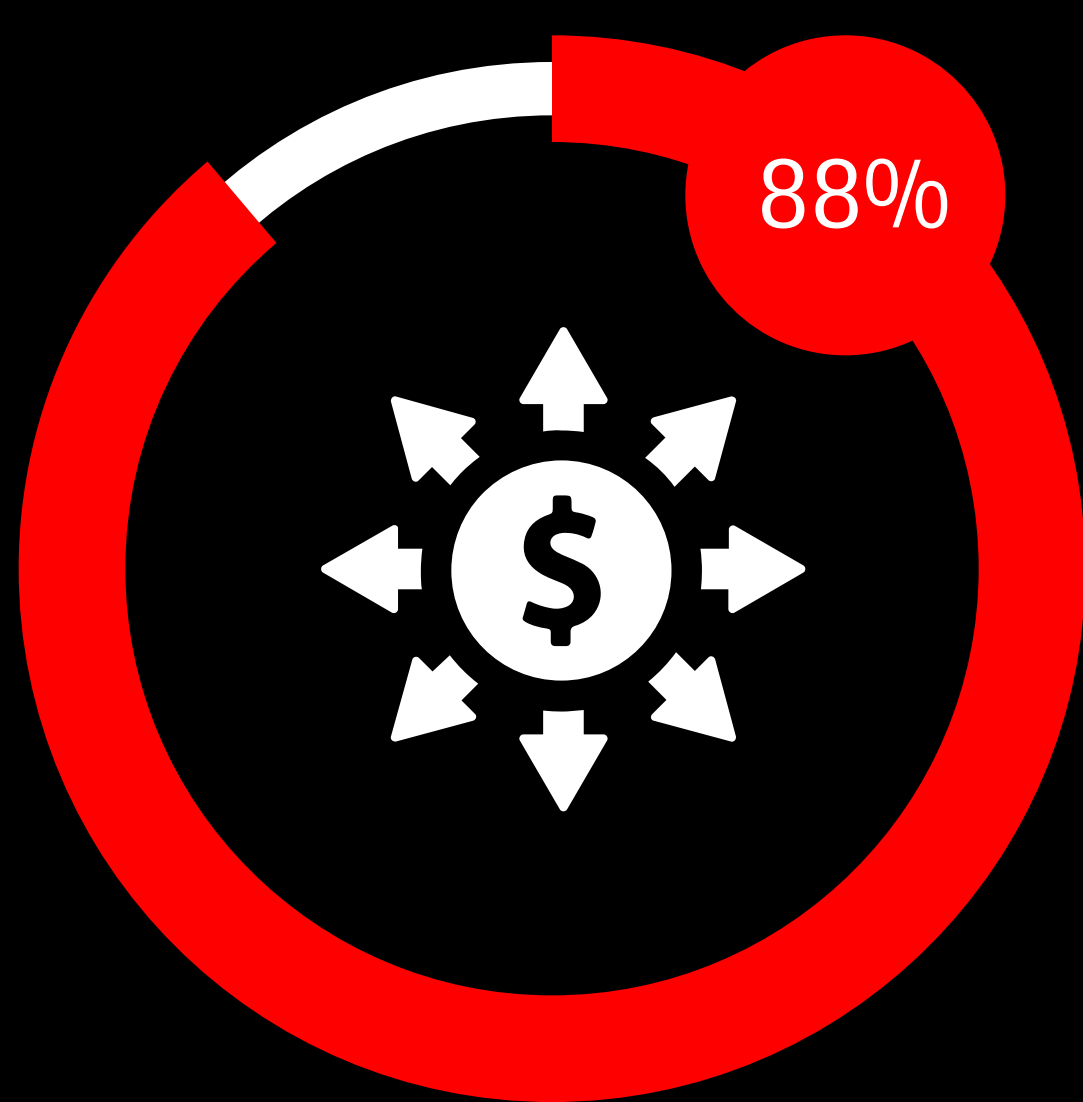


Only 20% say they're ready for the disruption.

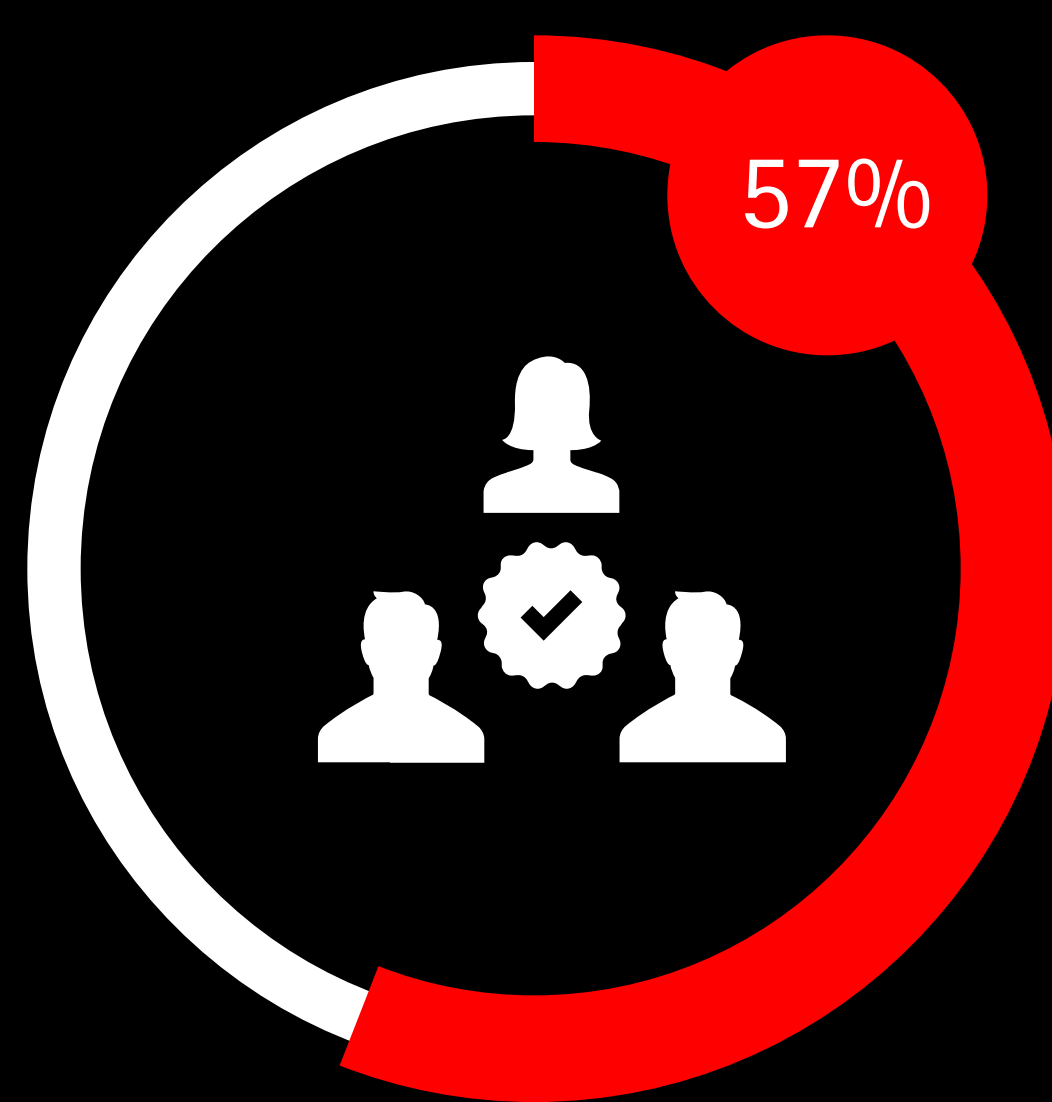


## Leaders are writing the playbook for platform success

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.

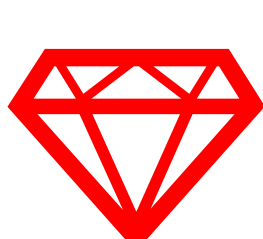
## How can CSOs capitalize on the change?



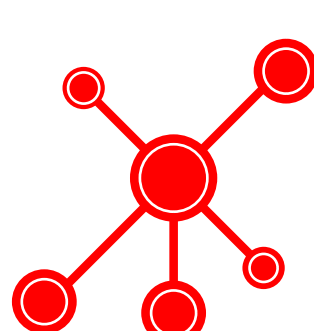
Re-assess your customer needs – known and unknown – and address them in the most productive way possible.



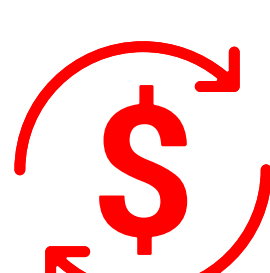
Make yourself indispensable and become a critical part of the integrated solutions customers demand.



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.