

# Open Platform Ecosystems - and their impact on future work

Alustaosuuskunta Open, Nov 14 2018

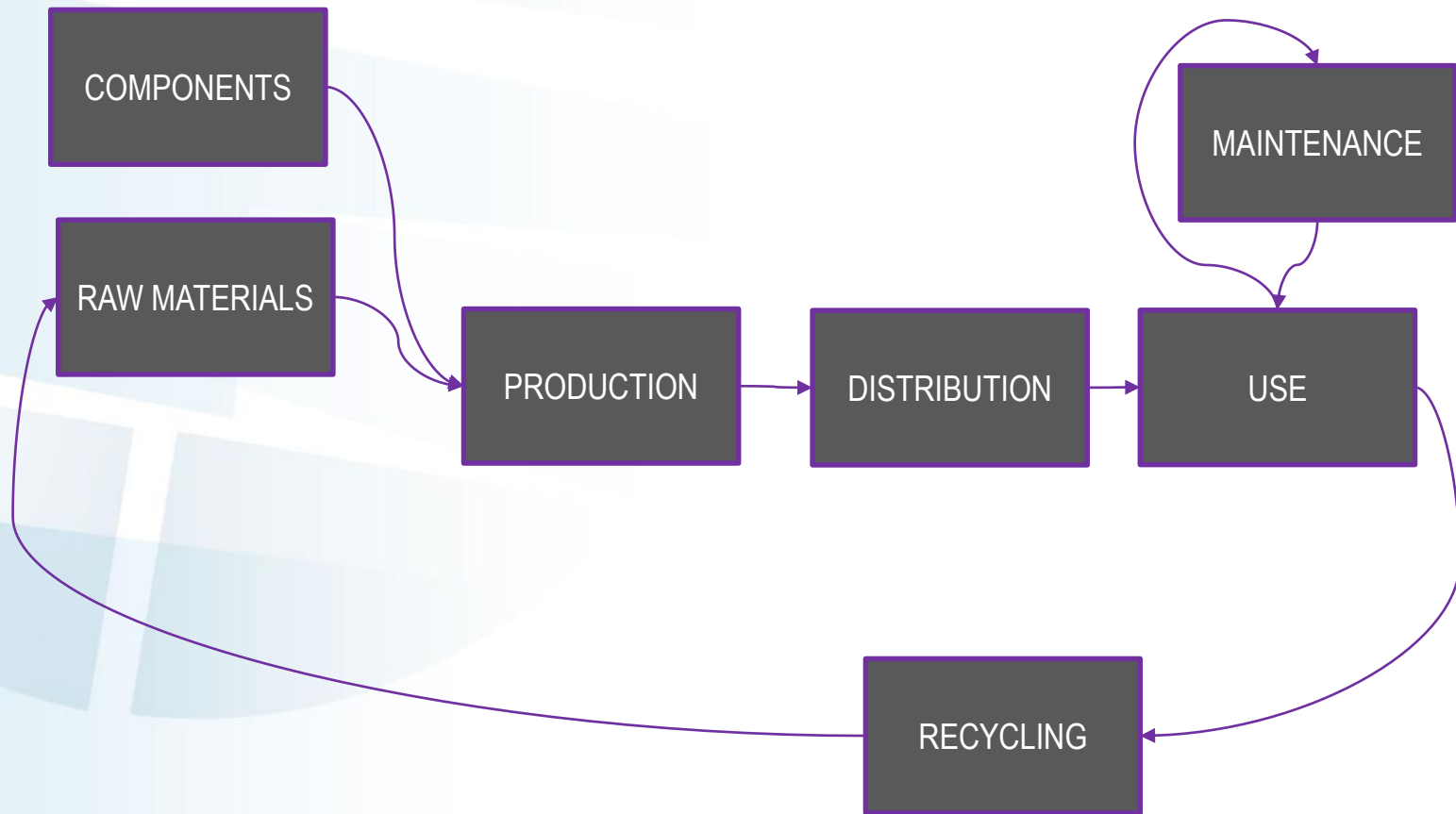
Leena Ilmola

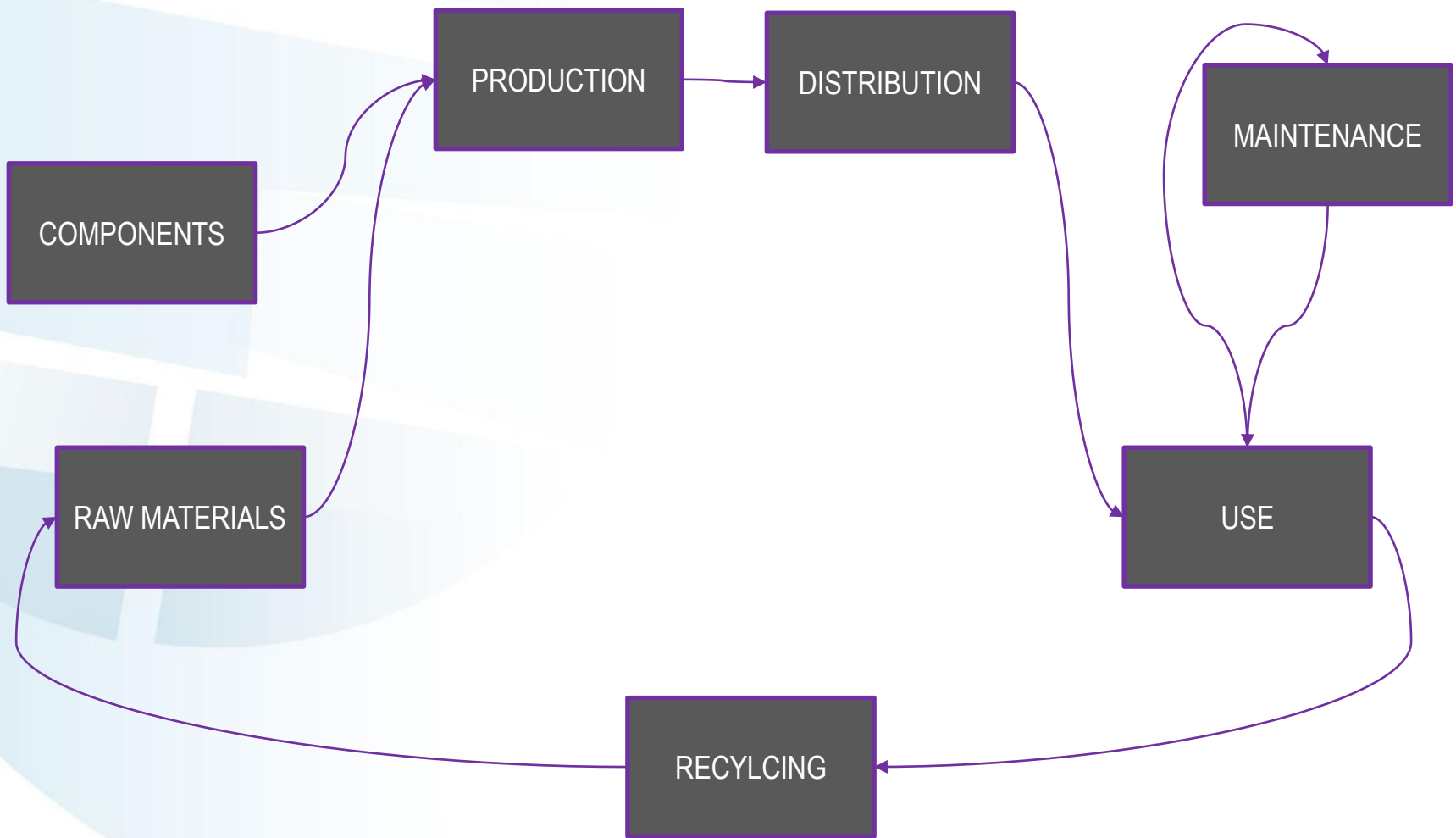
# Three digital platform ecosystem challenges

- What is the best strategy: openness or control?
- What is the winning business concept?
- How to deal with the changing concept of work?

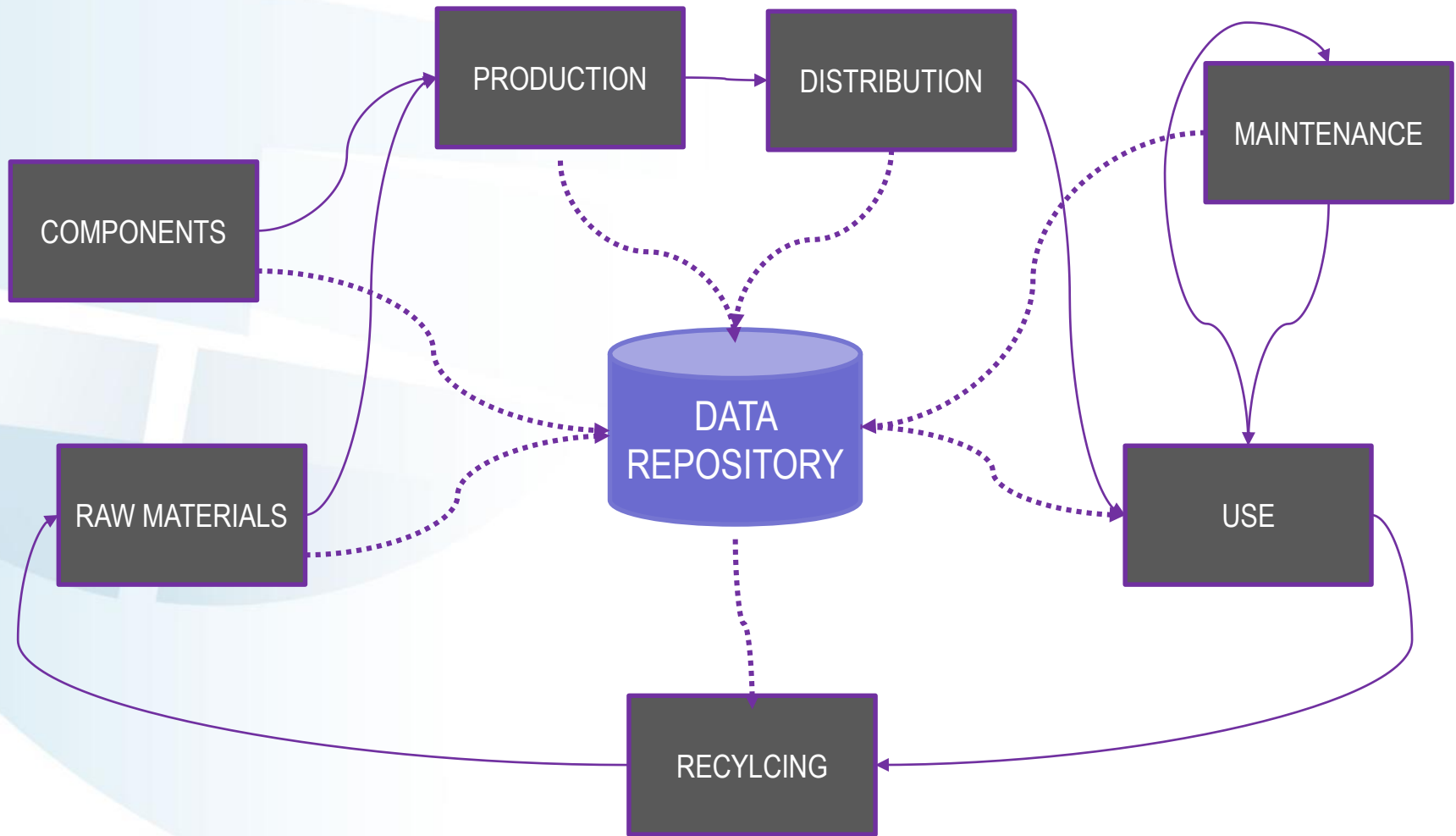
# **1. WHAT ARE THE PLATFORM ECOSYSTEM STRATEGY OPTIONS? AN EXAMPLE**

# Pipe line value chain

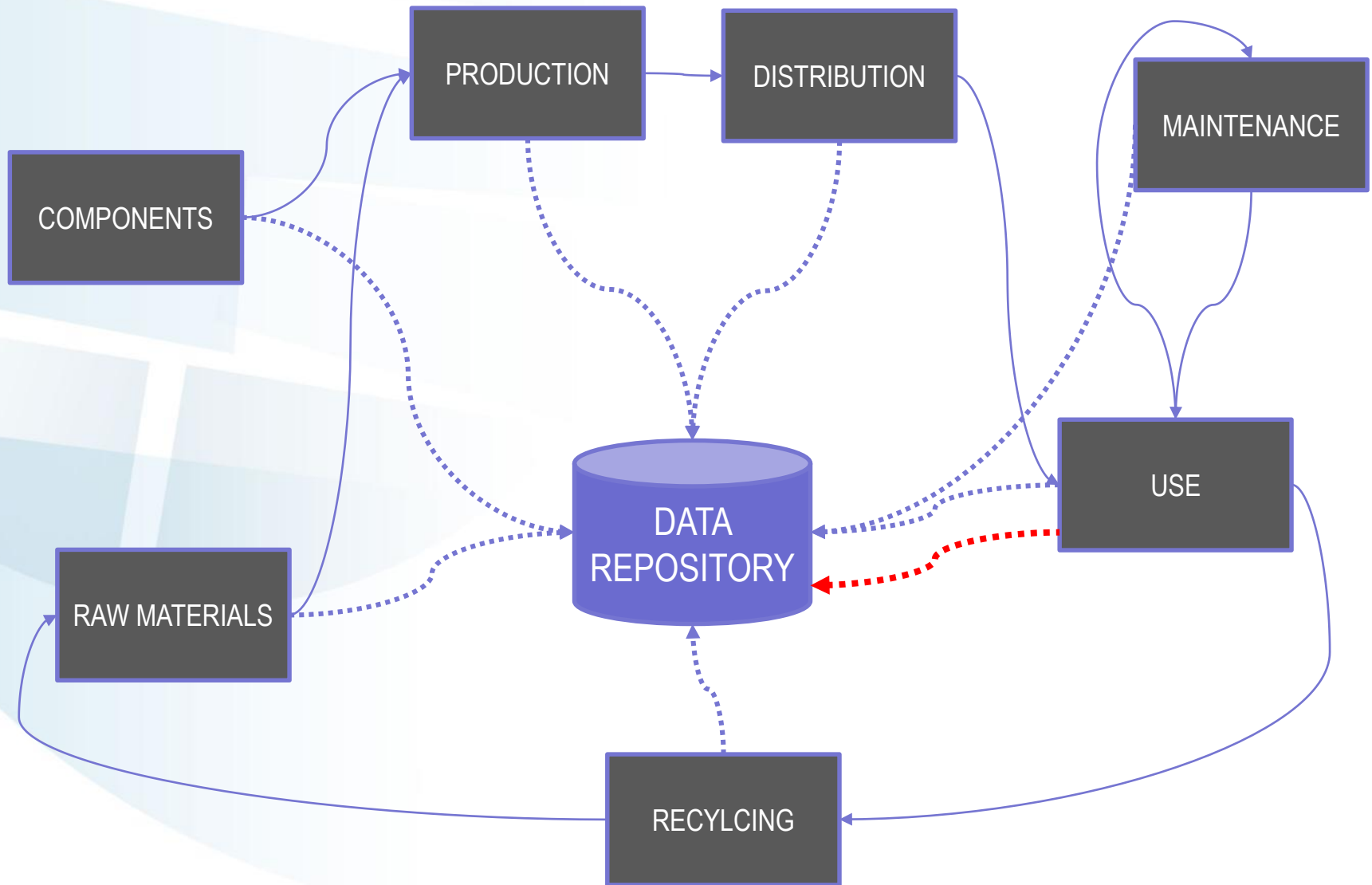




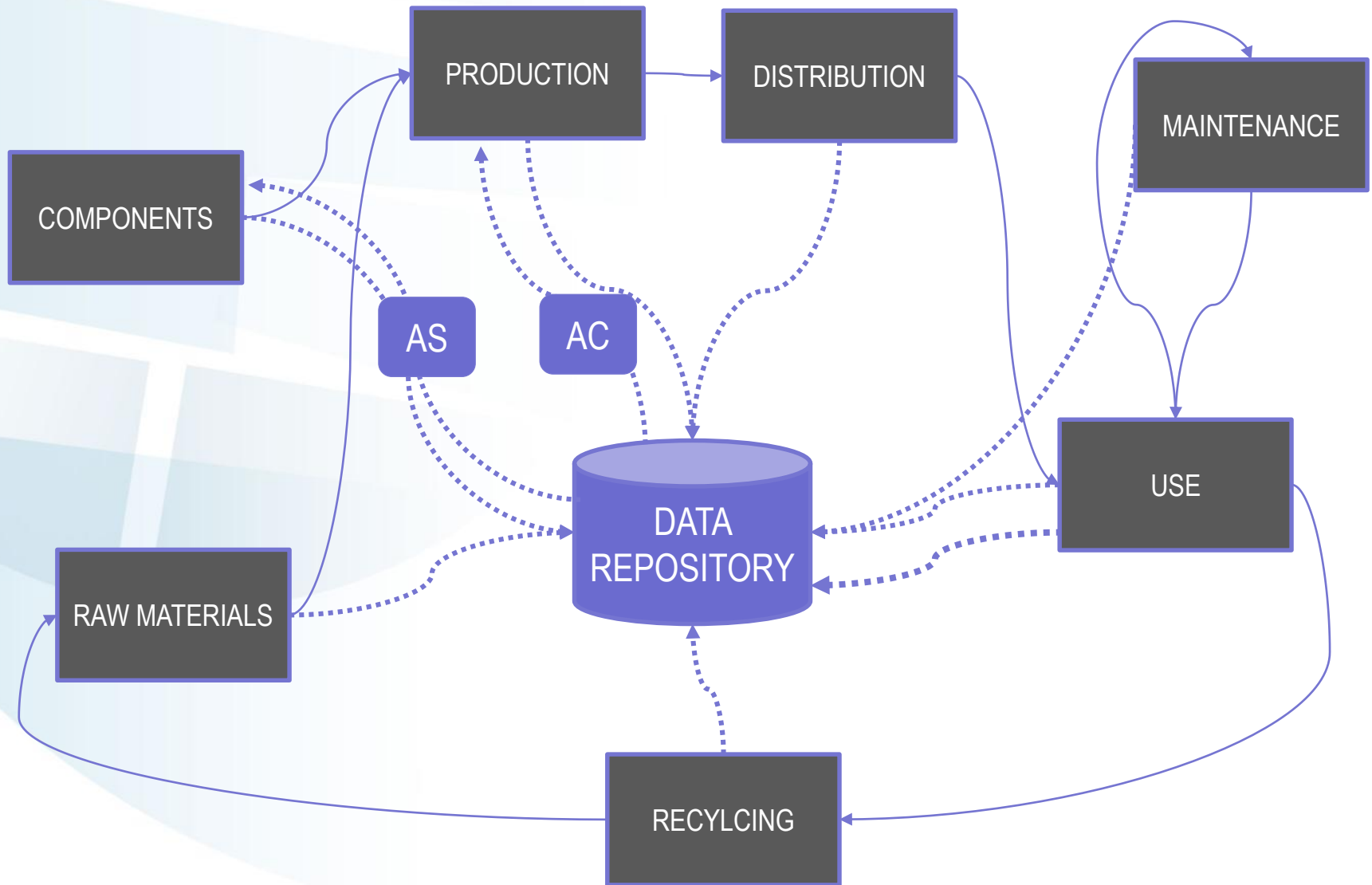
# From pipe to digital documentation



# Prosumers produce value added

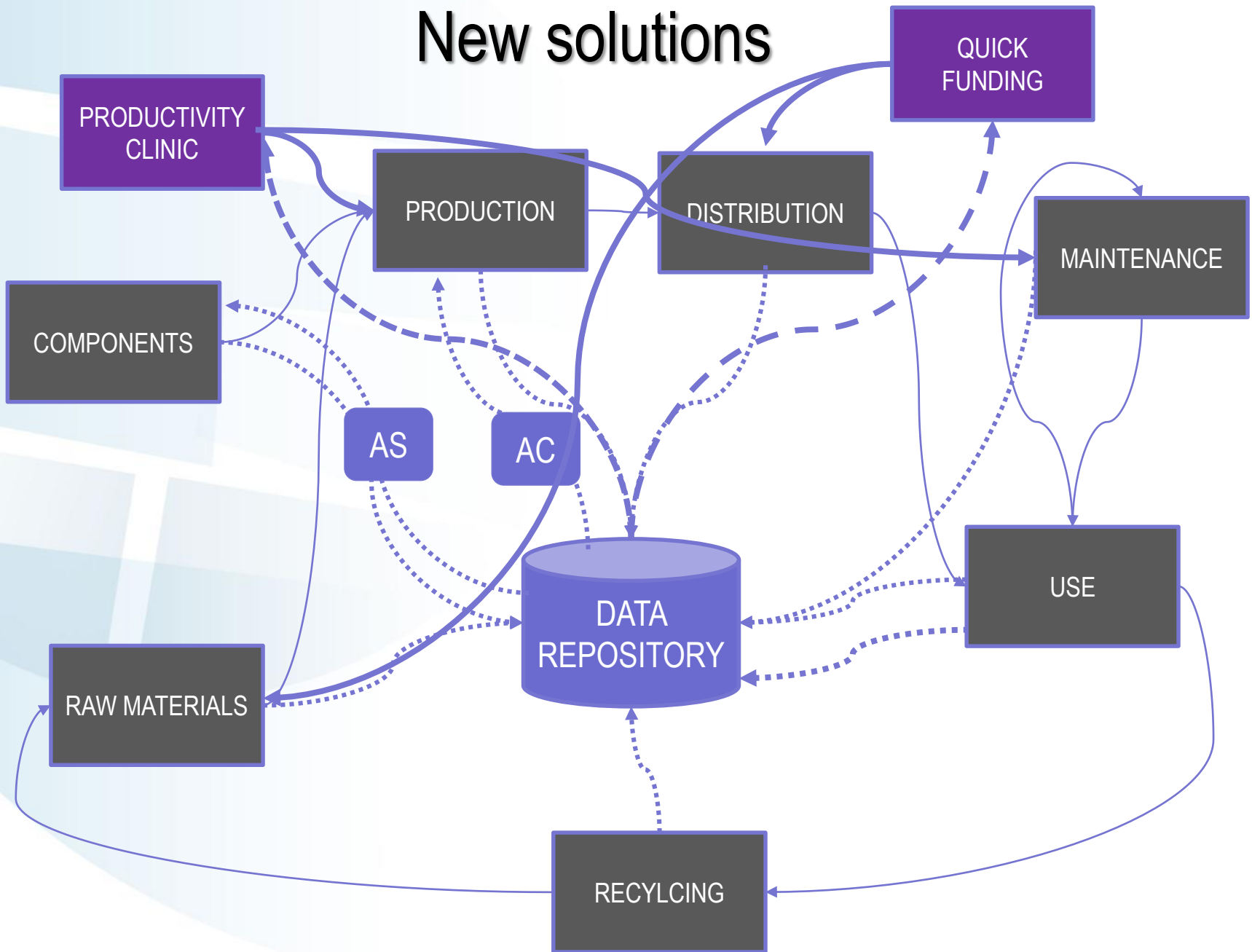


# Digital value added services

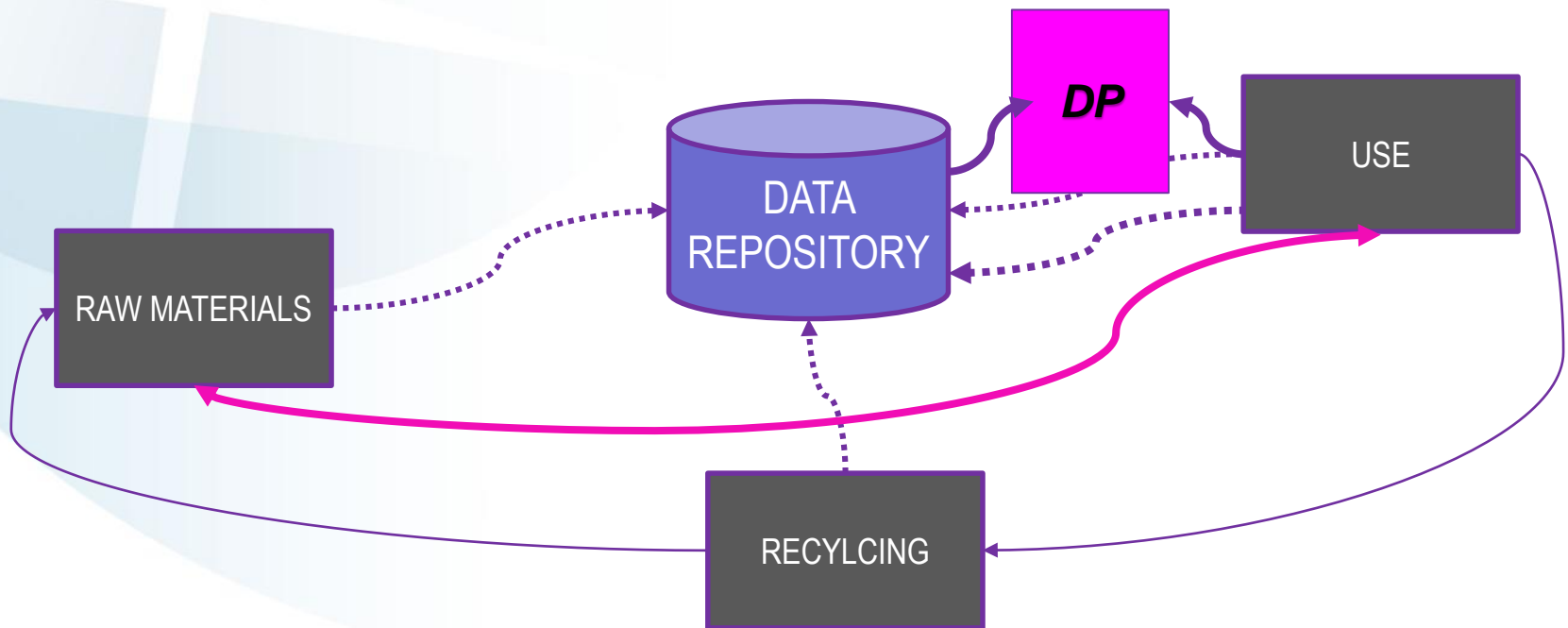




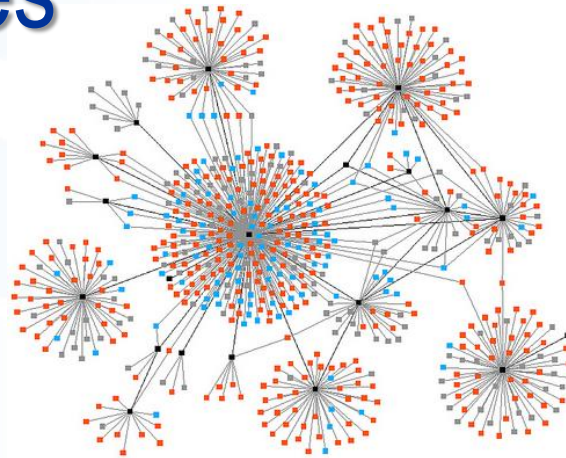
# New solutions



# Total disruption

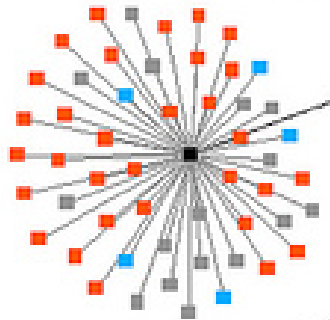


# Vision - Phases



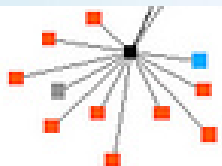
## Engineering SmartData Platform

Members: Heavy engineering ecosystems and dedicated hubs  
Structure: Open Platform governed by the Foundation, smart data control technologies



## SmartMaterials Platform

Members: Materials producing, processing machinery and using heavy engineering companies  
Structure: Open Platform with member controlled data interfaces

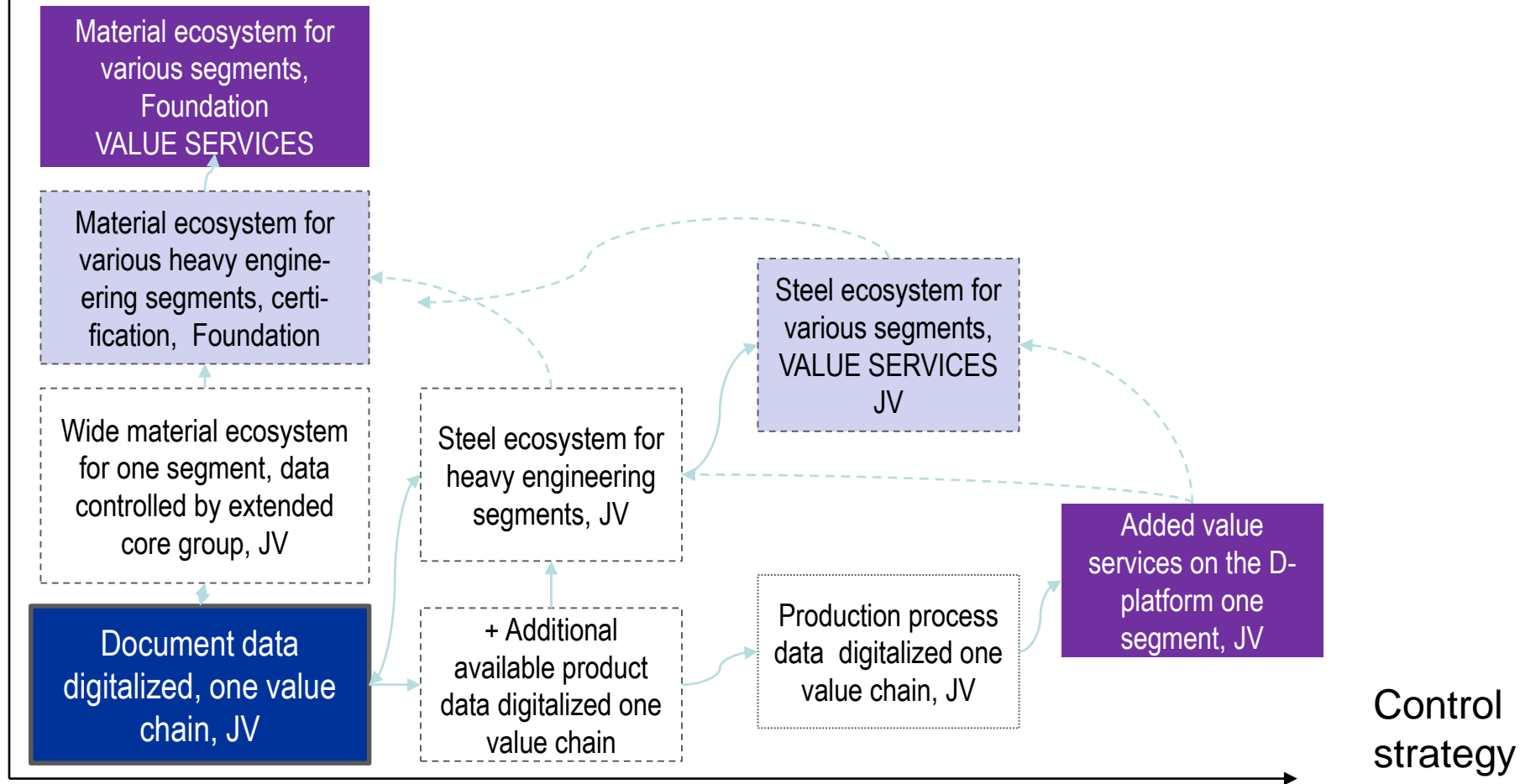


## SmartSteel Platform

Members: Steel, producing, processing machinery and using heavy engineering companies  
Structure: Open Platform with member controlled data interfaces

# Strategy Road Map

Volume  
strategy



# Key question: Open or closed?

1. **Access:** availability of latest code and data, public roadmap, and transparency of decision making
2. **Development:** the ability of members to influence the content and direction of the platform
3. **Derivatives:** the ability for ecosystem members to create and share data generated by new solutions
4. **Community:** a community structure that does not discriminate between members

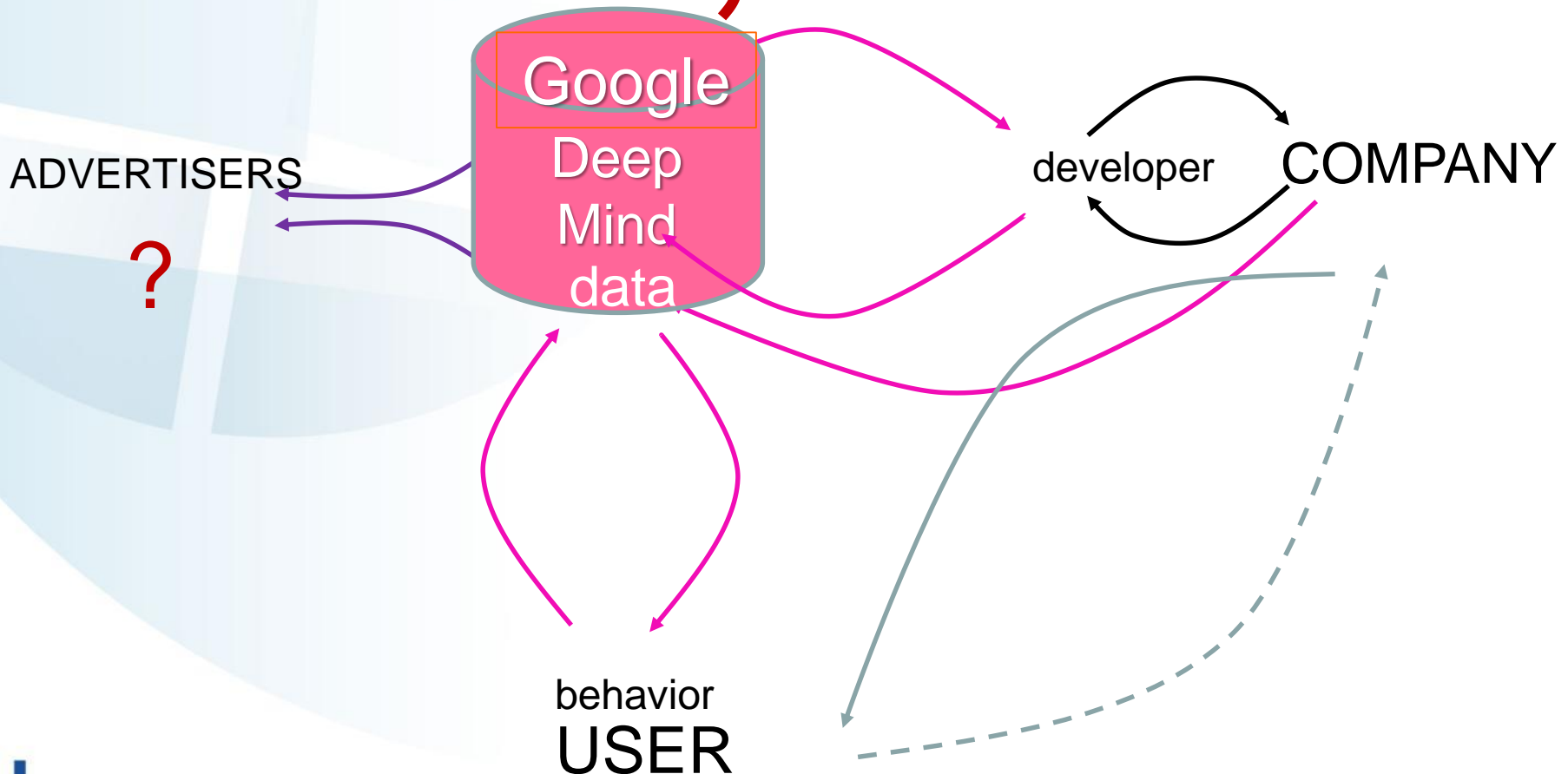
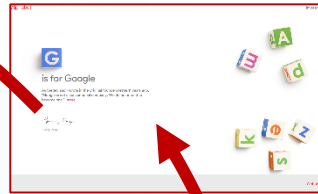
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no	ok?
limited	ok
no	?
no	ok

# **1. WHO WILL BE THE WINNER?**

## **SECOND EXAMPLE**

# Value generation loops

Owners of  
Alphabet



# What can Finnish companies do?

Owners of  
Alphabet



## 2. Multisidedness

**BUILD A  
BETTER  
BUSINESS  
CONCEPT**

ADVERTISERS

?

developer

COMPANY

## 1. Fast applications

## 3. Soft innovation

behavior  
USER





### **3. WHO WILL SURVIVE - IMPLICATIONS ON WORK?**

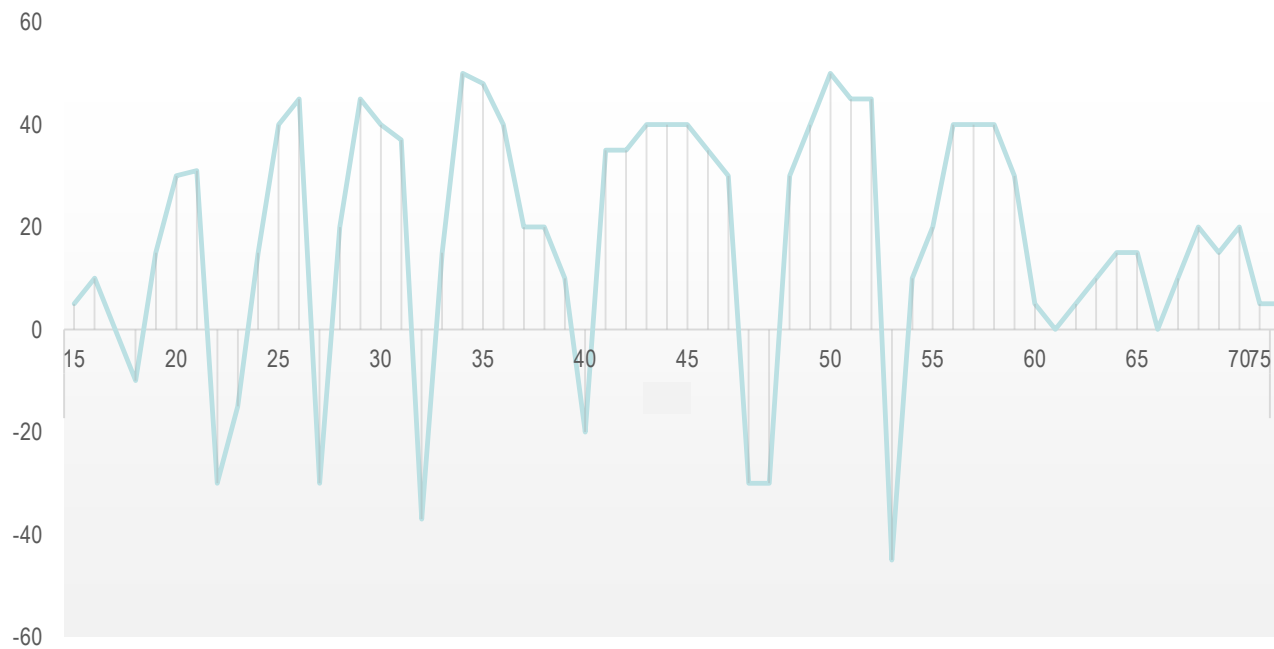


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# 'Non-typical' employment

Hours  
per week

Average weekly hours



Age

Please contact for further development: [ilmola@iasa.ac.at](mailto:ilmola@iasa.ac.at)

**THANK YOU!**

PS. The next Marshall van Alstyne  
(MIT) Platform Strategies course  
for cooperatives?