

Platform Thinking

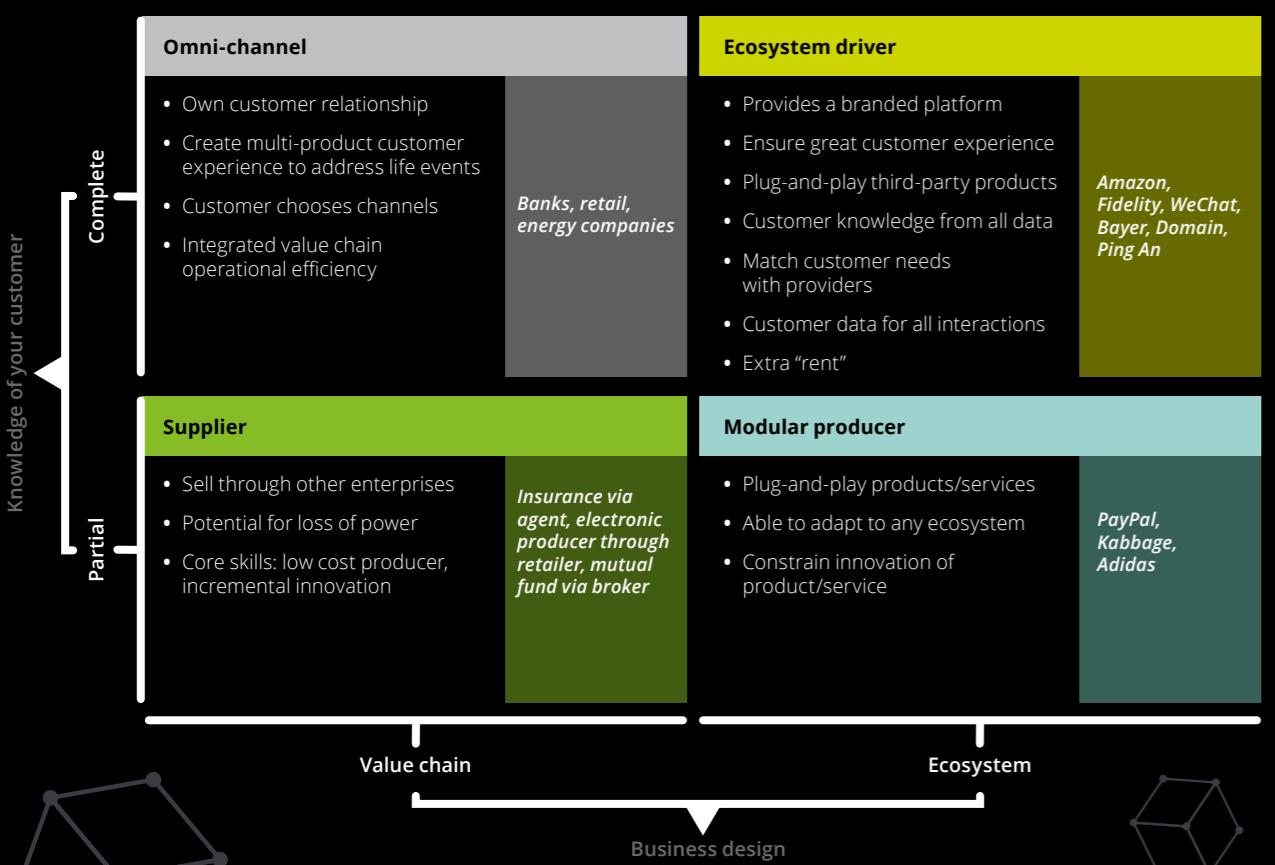
An integrated platform as a business strategy and transformational service offering

What is Platform Thinking?

Platform Thinking focuses on four specific use cases guiding and providing insight into the ultimate definition applicable to the client's strategic intent:

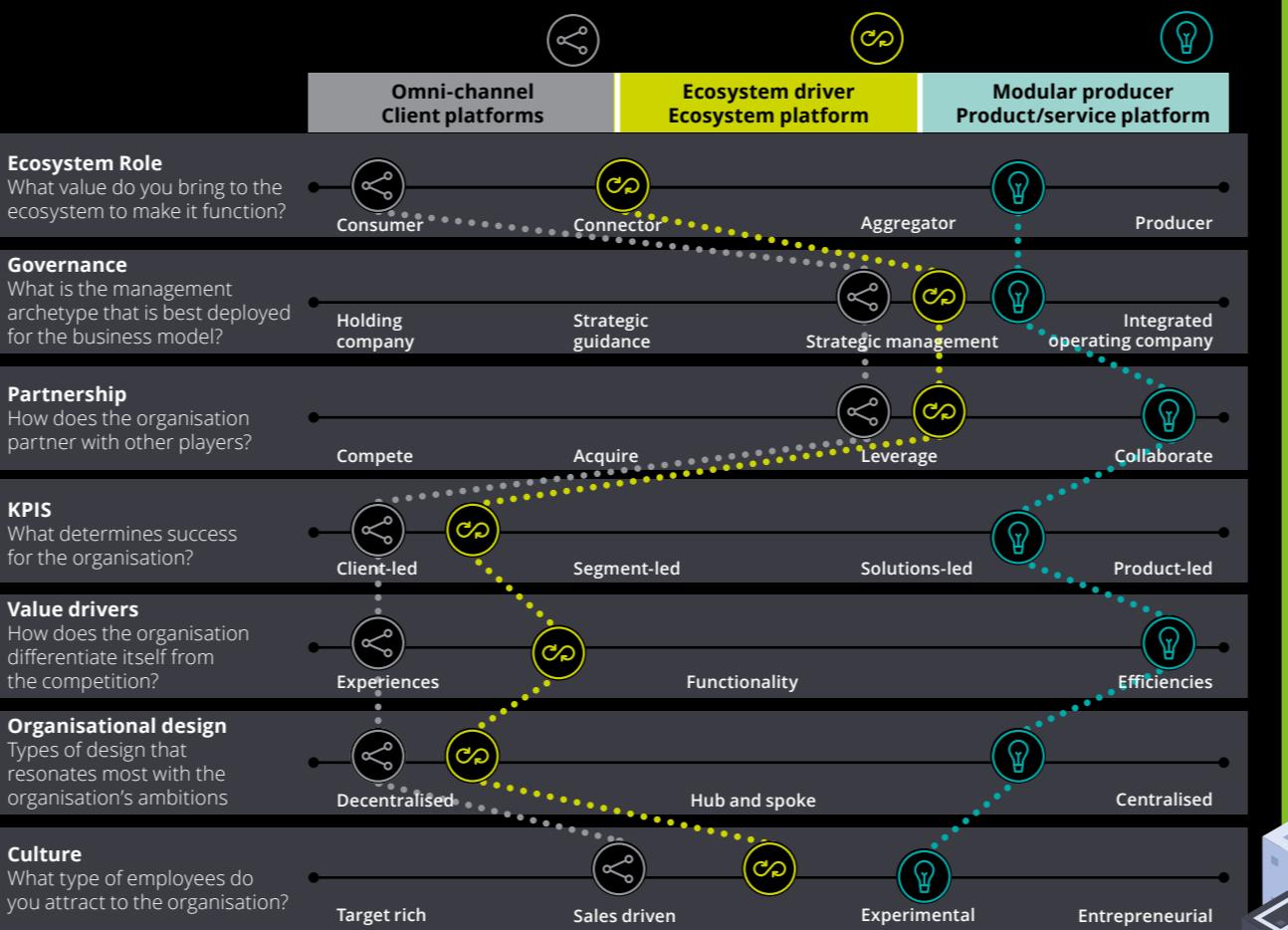
- 1** Industry convergence plays
- 2** Industry dominance plays
- 3** Core digitisation plays
- 4** Digital service provider/consumer evolution plays

Platform Thinking is providing a deep understanding of the strategic moves a client wishes to undertake determines which one of the four type of platform business models to design for and to implement.



How Platform Thinking assists clients?

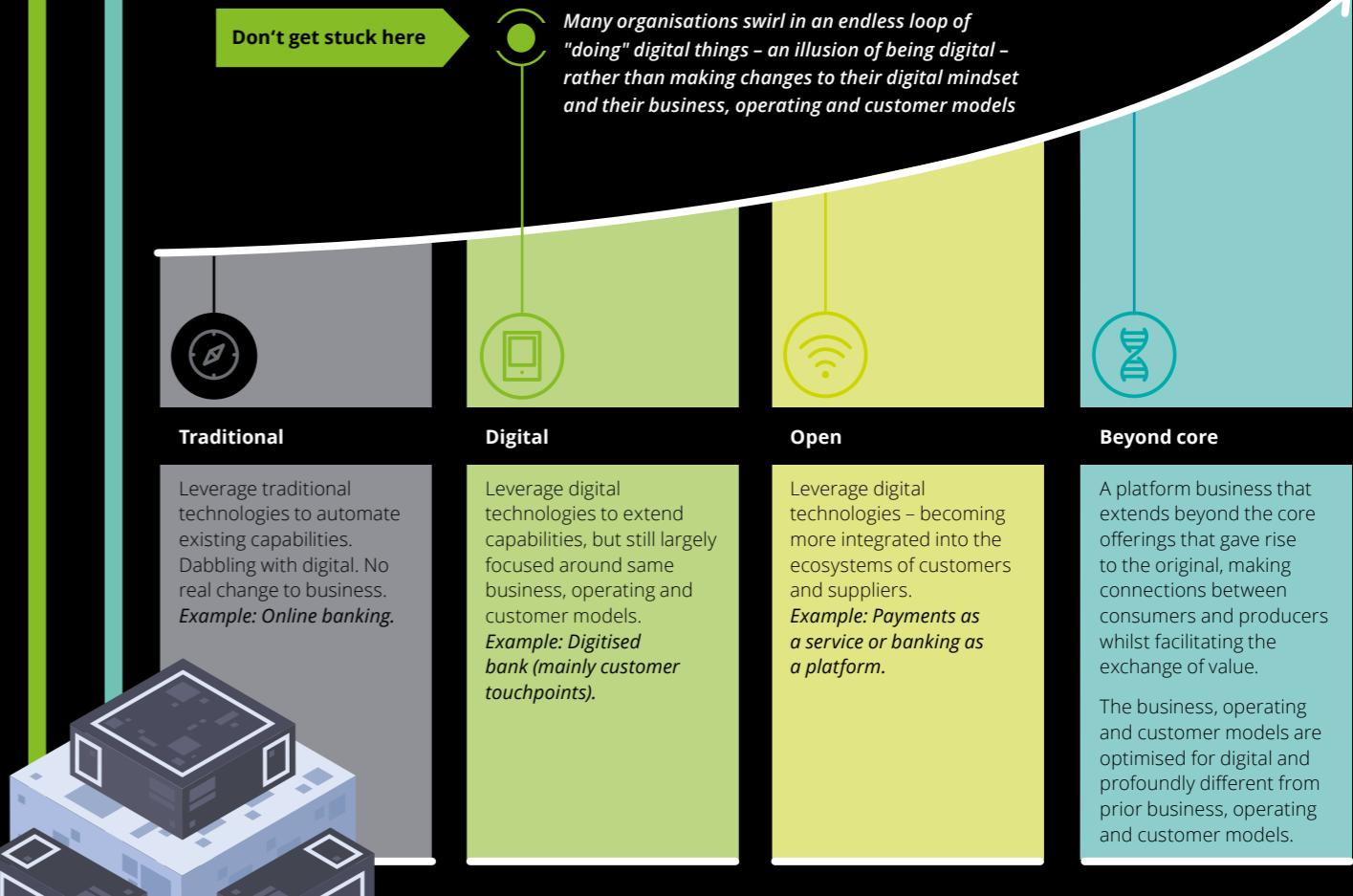
Platform Thinking follows an iterative approach to understand the need for a platform business, determine the required structures, components, technologies etc, and tests the model iteratively to clearly articulate the value, viability and requirements of the platform as a business. For each platform business proposition defined, implications of selecting an approach are clearly mapped to an execution plan of what will be required to successfully launch the new platform as a business model.



Platform Thinking results in a definitive strategy the client needs to pursue whilst creating a robust and future-proofed platform as a business blueprint and playbook via a series of Labs using the Value-based approach. A template for each of the 18 Value Based Areas provides the basis for the transformation journey towards a Platform as a Business Model.

How the markets views Platform Thinking

The market is discovering that platform businesses have proven to be the necessary vehicle to tap into the platform economy. The most valuable global companies are based off of platform businesses. As companies are facing with growing constraints, forces, pressures and expectations from shareholders and customers, platform thinking is seeing an increased growth in demand as companies are moving to reposition themselves as a platform business.



Only by moving **beyond your digital transformation** towards becoming more open and beyond your core will you be ready to **weather the storms of the future** and battle it out with the new entrants and start-ups of tomorrow.

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