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Pipelines Platforms And The New

Pipelines seek to maximize the lifetime value of individual customers of products and services, who, in effect, sit at the end of a linear process. By contrast, platforms seek to maximize the total...

Pipelines, Platforms, and the New Rules of Strategy

Pipelines, Platforms, and the New Rules of Strategy. by Marshall W. Van Alstyne, Geoffrey G. Parker, and Sangeet Paul Choudary. FROM THE APRIL 2016 ISSUE. B. ack in 2007 the fi ve major mobile-phone manufacturers—Nokia, Samsung, Motorola, Sony Ericsson, and LG—collectively controlled 90% of the industry ' s global pro fi ts.

Pipelines, Platforms, and the New Rules of Strategy

PLATFORM PIPELINE • Platforms can rapidly begin to compete in new markets; Swatch knows how to compete with Timex, but now must compete with Apple. • Pipelines seek to maximize the life time value of customer • Platforms often begin with a closed architecture and then open up to new interactions. Quality control internally.

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Platform Strategy.pptx - Pipelines Platforms and the New ...

Pipelines, platforms, and the new rules of strategy. For decades, the five-forces model of competition has dominated the thinking about strategy. But it describes competition among traditional “ pipeline ” businesses, which succeed by optimizing the activities in their value chains—most of which they own or control.

[PDF] Pipelines, platforms, and the new rules of strategy ...

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Pipelines, Platforms, and the New Rules of Strategy (Notes ...

Platforms provide opportunities for consumers and producers to interact, just as Uber connects drivers and passengers. Platforms enable interactions in a two-sided market between external producers and consumers. In 2007, Apple ’ s competitors controlled 90% of global mobile phone profits; by 2015, Apple ’ s iPhone generated 92% of global mobile phone profits. Apple ’ s handset business is a pipeline; the App Store makes the iPhone a platform that serves both app developers and consumers ...

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In this post I will review and discuss the article 'Pipelines, Platforms, and the new rules of strategy' published in Harvard business review April issue of 2016. In the introduction of the article the success of the Apple iPhone is highlighted. When the iPhone was first released in 2007 Apple was a very small player...

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Pipelines, Platforms, and the New Rules of Strategy ...

"When a platform enters the market of a pure pipeline business, the platform virtually always wins" -Marshall W. Van Alstyne, 2016 1
Presenter Backgrounds: MBA 6207 Dr. Bose 2 April 2018 Pipelines, Platforms, and the New Rules of Strategy From resource Control to resource

Pipelines, Platforms, and the New Rules of Strategy by ...

PIPELINES PLATFORMS AND THE NEW RULES OF STRATEGY
Marshall Van Alstyne, Geoffrey Parker, Sangeet Choudary. THE SEA CHANGE Platform businesses that bring together producers and consumers, as Uber and Airbnb, are gobbling up market share and transforming competition. Traditional businesses that fail to create platforms and to learn the new rules of strategy will struggle.

Pipelines Platforms and the New Rules of Strategy ...

Pipelines seek to maximize the lifetime value of individual customers of products and services, who, in effect, sit at the end of a linear process. By contrast, platforms seek to maximize the total value of an expanding ecosystem in a circular, iterative, feedback-driven process.

Pipelines, Platforms, - Enterprisers Project

Pipelines, Platforms, and the New Rules of Strategy Tweet In 2007
Nokia, Samsung, Motorola, Sony Ericsson, and LG collectively controlled 90% of the industry 's global profits.

Pipelines, Platforms, and the New Rules of Strategy

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Pipelines seek to maximize the lifetime value of individual customers of products and services, who, in effect, sit at the end of a linear process. By contrast, platforms seek to maximize the total value of an expanding ecosystem in a circular, iterative, feedback-driven process. Sometimes that requires subsidizing one type of consumer in order to attract another type.

Pipelines, Platforms, and the New Rules of Strategy ...

Pipelines, Platforms, and the New Rules of Strategy Marshall W. Van Alstyne, Geoffrey G. Parker, and Sangeet Paul Choudary • IT makes building and scaling up platforms simpler and cheaper, allows frictionless participation that strengthens network effects, and enhances the ability to capture, analyse, and exchange huge amounts of data that increase the platform 's value to all.

Pipelines Platforms and the New Rules of Strategy Marshall ...

The authors, three platform strategists, walk executives through the choices they must make when building platforms, outlining the different metrics needed to manage them. Businesses that fail to learn the new rules will struggle, they argue. When a platform enters the marketplace of a pure pipeline business, the platform nearly always wins.

Pipelines, Platforms, and the New Rules of Strategy

Pipelines, Platforms, and the New Rules of Strategy. admin June 6, 2019. 0 304 7 min read. Back in 2007 the five major mobile-phone manufacturers—Nokia, Samsung, Motorola, Sony Ericsson, and LG—collectively controlled 90% of the industry 's global profits. That year, Apple 's iPhone burst onto the scene and began gobbling up market share.

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Pipelines, Platforms, and the New Rules of Strategy ...

Many businesses are “ pipelines ” that channel goods or services to consumers. Today, pipelines face competition from a new business model, the platform. Platforms provide opportunities for consumers and producers to interact, just as Uber connects drivers and passengers.

Pipelines, Platforms, and the New Rules of Strategy - Policy

From Pipelines to Platform thinking 1. How to foster cooperative innovation and creativity 2. Platforms are inclusive places (physical or virtual) where different actors (firms, users, customers, suppliers, etc.) can interact, communicate, co-create and share ... A successful platform is able to 1.

From Pipelines to Platform thinking

This concept was brought to light in the HBR Article; "Pipelines, Platforms and the New Rules of Strategy." As relevant as platforms are for corporate strategy, they are equally important for your Ecosystem strategy. It forces you to think beyond quarterly sales quotas and to instead focus on competitive advantage.

Is your Ecosystem a pipeline or a platform?

The report outlines the growing "alt-tech ecosystem," in which new social media platforms like Gab and Parler attract white supremacists kicked off Facebook and Twitter.

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