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CTO

CONVERGENCE SUMMIT  
2019

EMBARCKING ON THE 4<sup>TH</sup> INDUSTRIAL REVOLUTION

# THE EVOLUTION OF DIGITAL PLATFORMS



# 6 OF 10 TOP TECHNOLOGY TRENDS ARE DRIVING DIGITAL PLATFORM BUSINESS



HYPERAUTOMATION



EMPOWERED  
EDGE



MULTIEXPERIENCE



DISTRIBUTED  
CLOUD



DEMOCRATISATION



AUTONOMOUS  
THINGS



HUMAN  
AUGMENTATION



PRACTICAL  
BLOCKCHAIN



TRANSPARENCY  
AND TRACEABILITY

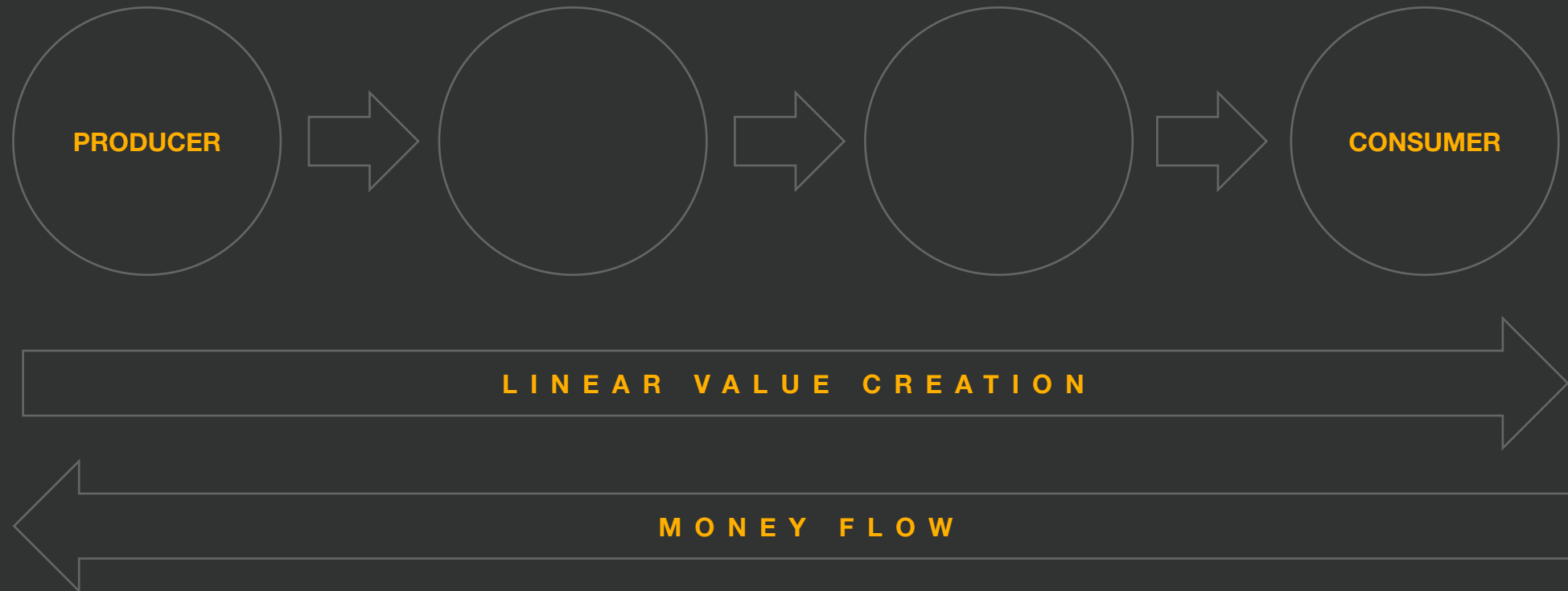


AI  
SECURITY

**GARTNER**

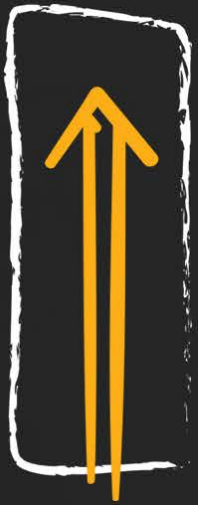
Top 10 strategic technology trends for 2020

# TRADITIONAL BUSINESS



THIS RESULTS IN

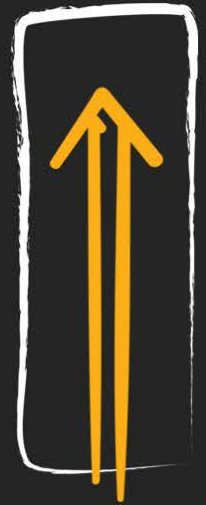
MARKET



SUPPLY

S I L L O S

MARKET



SUPPLY

TYPICAL GROWTH POTENTIAL: LINEAR

# AGGREGATE SUPPLIERS AND ADDRESS MULTIPLE MARKETS WITH 'BUNDLES'



  
Alibaba.com™

amazon

Uber

TYPICAL GROWTH POTENTIAL: **EXPONENTIAL**

 Bizvu

# THE ROLE OF THE PLATFORM OWNER

- Provide a business environment (control and governance)
- Provide a process to on-board suppliers
- Pricing and billing
- Security and identity management
- Business process management
- Data management and analytics
- Platform operations

# LIMITATIONS OF PLATFORM MODELS

- The platform owner takes it all
- The success of the ecosystem participants depends on the platform owner
- The platform owner has to be the (central) trusted authority
- The platform owner owns all the data
- BUT: *If you are the platform owner this is a very comfortable place to be!*

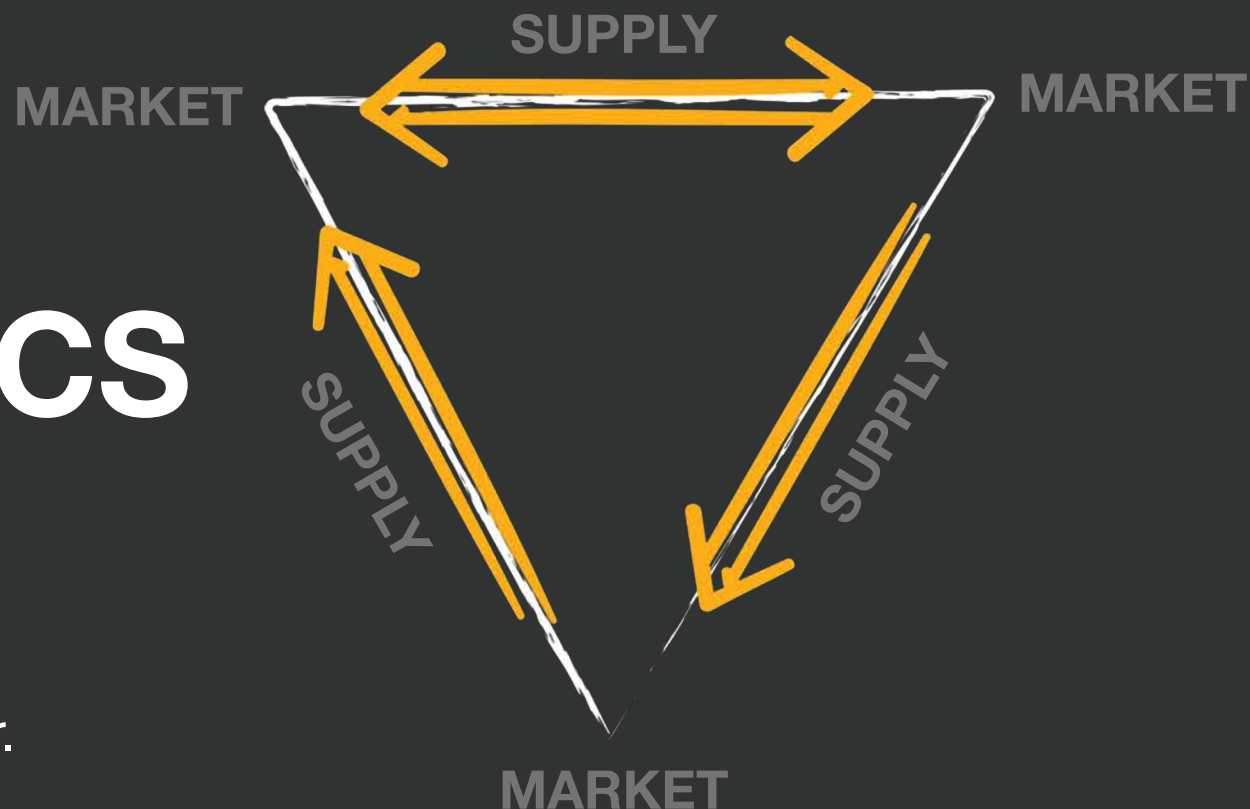


# TRULY DEMOCRATIC ECOSYSTEMS ARE VALUE CREATION FABRICS

Truly autonomous participants can aggregate and be aggregated at the same time.

Success is does not depend on the platform owner.

The fabric is curated, not managed.



TYPICAL GROWTH POTENTIAL: **EXPONENTIAL**

# ENABLERS OF VALUE FABRICS



**AI**



**AI SECURITY**



**BLOCKCHAIN**



**EVENT HUBS  
AND APIS**



**CLOUD NATIVE  
INFRASTRUCTURE**

OUTLOOK

# AUTONOMOUS BUSINESS

- Small business units with limited scope
- Business decisions such as quoting, returns and compensation are AI driven
- Businesses can be operated in a hyper-automated and responsive ways - 24/7
- Transactions within ecosystems are managed by distributed ledger technology

**THE PLATFORM ECONOMY IS STILL  
EVOLVING. PREPARE TODAY TO  
LEVERAGE ITS POTENTIAL AND PLAY  
AN ACTIVE ROLE IN THE GAME!**

# SUMMARY

## CULTURE

1. Empower intrapreneurs (autonomous teams)
2. Don't re-invent the wheel
3. Decouple product components, but don't create silos
4. Focus on digital experience not on business processes

## TECHNOLOGY

1. APIs first
2. Decoupling and event driven
3. Micro-services architecture
4. Edge computing
5. Infrastructure as code (i.e. cloud)