



## ***Playing the Platform Game***

### **Project Scope, October 2017**

*Headquartered in London, the LEF is a thought leadership community dedicated to helping large organizations become more successful by identifying and adopting Next Practices at the growing intersection between business and information technology.*

#### **Project overview**

More and more organizations are creating, participating in, or competing with platform businesses. Although it is not a completely new phenomenon, there is still much confusion about what a 'platform' is, what roles you can play in a platform, how to create one or participate in one, what capabilities are needed, and how to play to win in a platform context. In this research, we will seek to move the story forward, giving businesses and their leaders guidelines for how to play and win in the Platform Game.

#### **Research approach**

We will combine interviews with leading platform players, existing external thought leadership and LEF's own analysis, and an understanding from our clients and other leaders what role platforms are playing in their business model, and what they are wrestling with.

#### **Project deliverables**

- A research report that provides insight through case studies, tools and action plans, that we will use to explore platform topics with our clients.
- A workshop that we will use to help clients analyze platform issues in their specific context.

Our goal is to publish the research report, executive summary, presentation and related tools in April 2018.

#### **Project team**

[Dave Aron](#), Research Director, Leading Edge Forum, is the lead researcher for this project. Dave's key areas of research include digital business, strategy and new business models. Previously, Dave spent more than 12 years at Gartner, as a Gartner Fellow, focusing on strategy and CIO leadership issues. Dave has more than 30 years' experience in the IT business, and has been writing, speaking and teaching on digital business, IT strategy and other topics around the world for more than a decade.

[Bill Murray](#), Senior Researcher/Advisor, Leading Edge Forum, will support Dave in this project. Bill's IT career spans over 30 years, with 16 years as a Founder and Partner of Differentis, providing strategic IT consulting services to many industry sectors. Bill has experience of developing digital and business technology strategies, business cases and change programmes involving technology disruptions such as consumerization, analytics and cloud based services.

#### **Participating in this research**

We would love to talk to any private or public sector organizations who have a story to tell about experience with creating, participating or competing with a platform business. Participating in the research will involve a 60 minute telephone interview. **To participate, please contact Dave by email at [dave.aron@leadingedgeforum.com](mailto:dave.aron@leadingedgeforum.com).**

#### **Benefits of attending**

As a result of taking part in a 60 minute telephone research interview, you will benefit from early access to the findings and have your advanced practices showcased to a wide audience of senior global leaders. We also hope you will find the interview itself challenging and thought-provoking.