

White Paper – B2B Platform Play

05/04/2022 Over the past 10-15 years, platforms such as Amazon, Apple, Uber, and Netflix have become seamlessly intertwined into everyday lives and are now practically ubiquitous for nearly every domain in the B2C sector.

Although still in their infancy, platforms will also revolutionize the rules of B2B industries with new disruptive business models. Platform orchestration is not for everyone, but every traditional industrial company needs to find a suitable answer about how to deal with platform plays in order to maintain their competitiveness in the future. In this Strategy Paper, Porsche Consulting sheds light on different platform play types and provides insights on how to capture platform values. Based on a company's position in the ecosystem, the paper presents step-by-step guidance for determining options in relation to participation on third-party platforms or development of an own platform. Furthermore, the paper outlines how industrial goods players can operationalize their platform endeavors by building a suitable operating model based on success factors from B2B platforms that have already gained traction.

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Jan Boris Wintzenburg

Director Communications and Marketing
Porsche Consulting GmbH
+49 (0) 711 / 911 12721
jan_boris.wintzenburg@porsche-consulting.com

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