Find Your Place in a Digital Ecosystem

Companies must explore whether they will lead or partner in digital ecosystems.

What is a digital ecosystem?

A digital ecosystem is an interdependent group of actors (enterprises, people, things) sharing standardized digital platforms to achieve a mutually beneficial purpose. Different ecosystems can coexist if separated by geography, market or category.

Digitalization has caused value chains to evolve into digital ecosystems. Given the restless nature of digital ecosystems, CIOs need to factor them into their planning for the future.

Lead, partner, or both

These opportunities will create urgency for companies, but before jumping in, CIOs and IT leaders must consider the role their companies will act in the ecosystem and if the organization should lead, partner, or both.

For some companies, it makes more sense to lead the ecosystem. The port of Hamburg chose to lead the SmartPort project, which will bring together waterway, rail, and roadway partners and add hundreds of sensors, video, and data feeds for intelligent management of traffic.

For industries such as healthcare, it may make more sense to partner. In future eldercare, hospitals could partner with mobile device companies to deliver healthcare wherever an elder may be located.

Competition, however, can make some partnerships more difficult. A partner-based ecosystem requires collaboration that encourages organizations to be friends with your enemies.

For example, R3CEV, a banking consortia of over fifty of the world’s largest banks, works together on ways to efficiently employ blockchain. By working together as partners, the banks are moving towards a more efficient, regulator-pleasing system.

Embrace Your Frenemies

Gartner Symposium/ITxpo 2017 will help you cement your place as a leader, partner or both.

Join us on 1 – 5 October in Orlando, Florida and be inspired on how others have found their position within digital ecosystems.

Gartner Symposium/ITxpo 2017
1 - 5 October in Orlando, FL

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