



## **Map for the Platform Jungle**

What types of platforms are there and  
how to survive discussions?

**Matthias Naab**

iSAQB Software Architecture Gathering — Digital 2022

16.11.2022









Der Aufenthalt auf der Plattform ist verboten.

9.

CHIESSEE-BAHN.





BAKER STREET

1911

Westbound platform 4-9



BAKER STREET











The term “platform,” is highly overused

... even without IT ...





# Apple Platform

Apple Platform Security

[Communities](#) [Contact Support](#)

## Apple Platform Security

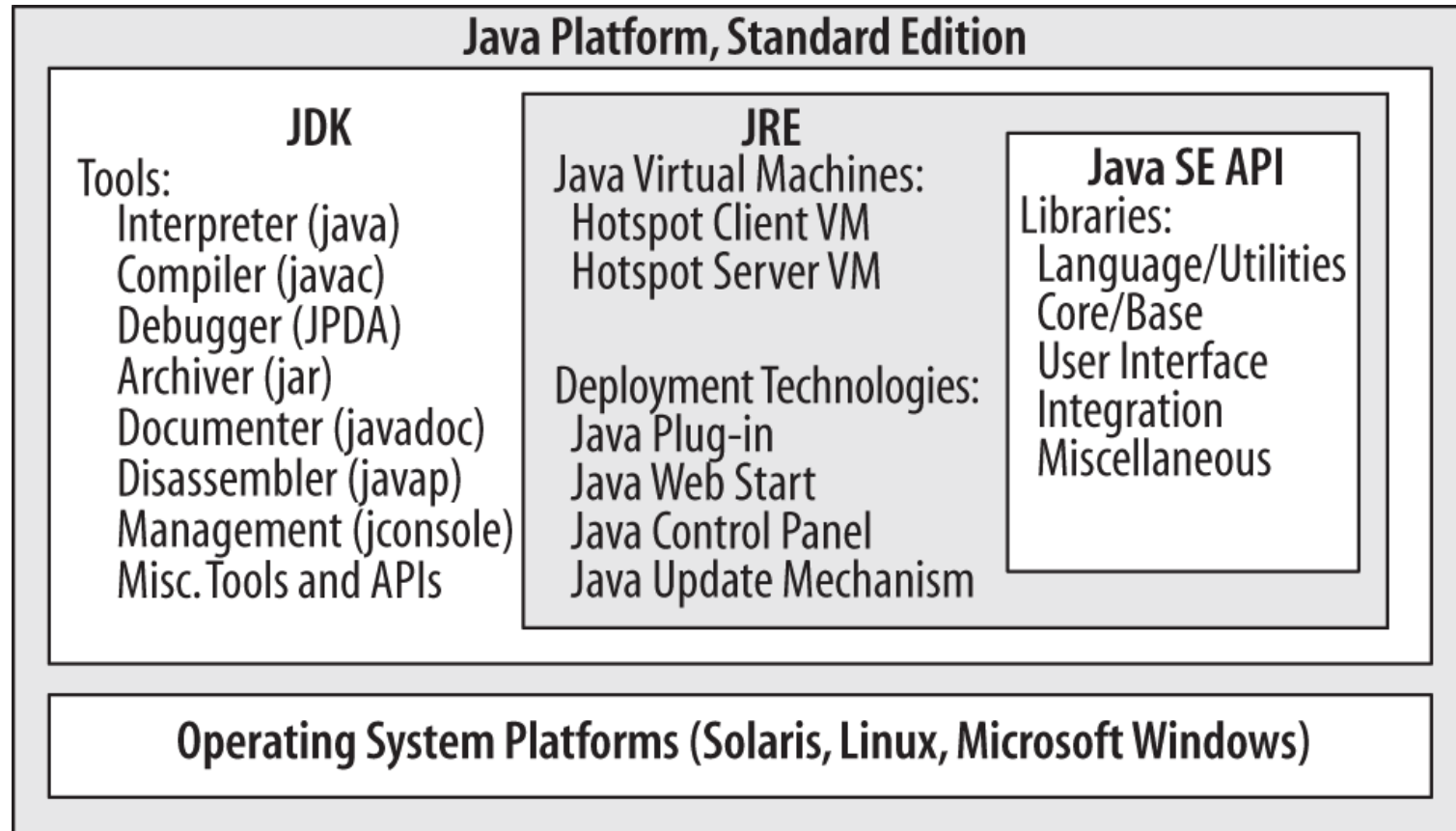
Fall 2019

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# Java Platform





# CRM-Plattform

## Salesforce Customer 360 Plattform

### WAS MACHT SALESFORCE?

Wir bringen Unternehmen und Kunden zusammen.

Begeistern Sie Ihre Kunden mit personalisierten Erlebnissen, denn das erwarten Kunden heute. Die integrierte CRM-Plattform, die wir Salesforce Customer 360 Plattform nennen, macht dies möglich – dank vernetzter Produkte, mit denen Sie Ihr Marketing, Ihren Vertrieb, Commerce, Kundenservice, IT und vieles mehr verbessern.



# Platform Industrie 4.0

■ P L A T T F O R M ■  
 **INDUSTRIE 4.0**



# Google Flutter Platform

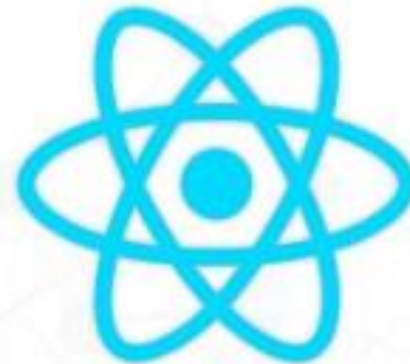
# Facebook React Platform

Google vs Facebook  
Select the **Best Platform** for **Mobile App Development**

Google

VS

facebook





# AWS Platform

## AWS Platform Services





# Azure Platform

## Microsoft Azure Platform Services

**Platform Services**

- Security & Management:** Portal, Active Directory, Multi-Factor Authentication, Automation, Key Vault, Store / Marketplace, VM Image Gallery & VM Depot.
- Compute:** Cloud Services, Service Fabric, Batch, Remote App.
- Web and Mobile:** Web Apps, API Apps, API Management, Mobile Apps, Logic Apps, Notification Hubs.
- Developer Services:** Visual Studio, Azure SDK, Team Project, Application Insights.
- Hybrid Operations:** Azure AD Connect Health, AD Privileged Identity Management, Backup, Operational Insights, Import/Export, Site Recovery, StorSimple.
- Integration:** Storage Queue, Data Sync, Hybrid Connections, Service Bus.
- Analytics & IoT:** HDInsight, Machine Learning, Data Factory, Event Hubs, Stream Analytics, Mobile Engagement.
- Data:** SQL Database, SQL Data Warehouse, Redis Cache, Search, DocumentDB, Tables.

**Infrastructure Services**

- Compute:** Virtual Machines, Containers.
- Storage:** Blob Storage, Azure Files, Premium Storage.
- Networking:** Virtual Network, Load Balancer, DNS, Express Route, Traffic Manager, VPN Gateway, Application Gateway.

**Datcenter Infrastructure (24 Regions, 19 Online)**

Microsoft Azure Stay Connected: [www.cloudsxp.com](http://www.cloudsxp.com)  
Networks Baseline Innovative Project

Cloud-XP



# Google Cloud Platform





# Plattform Lernende Systeme



**DIE PLATTFORM FÜR KÜNSTLICHE INTELLIGENZ**

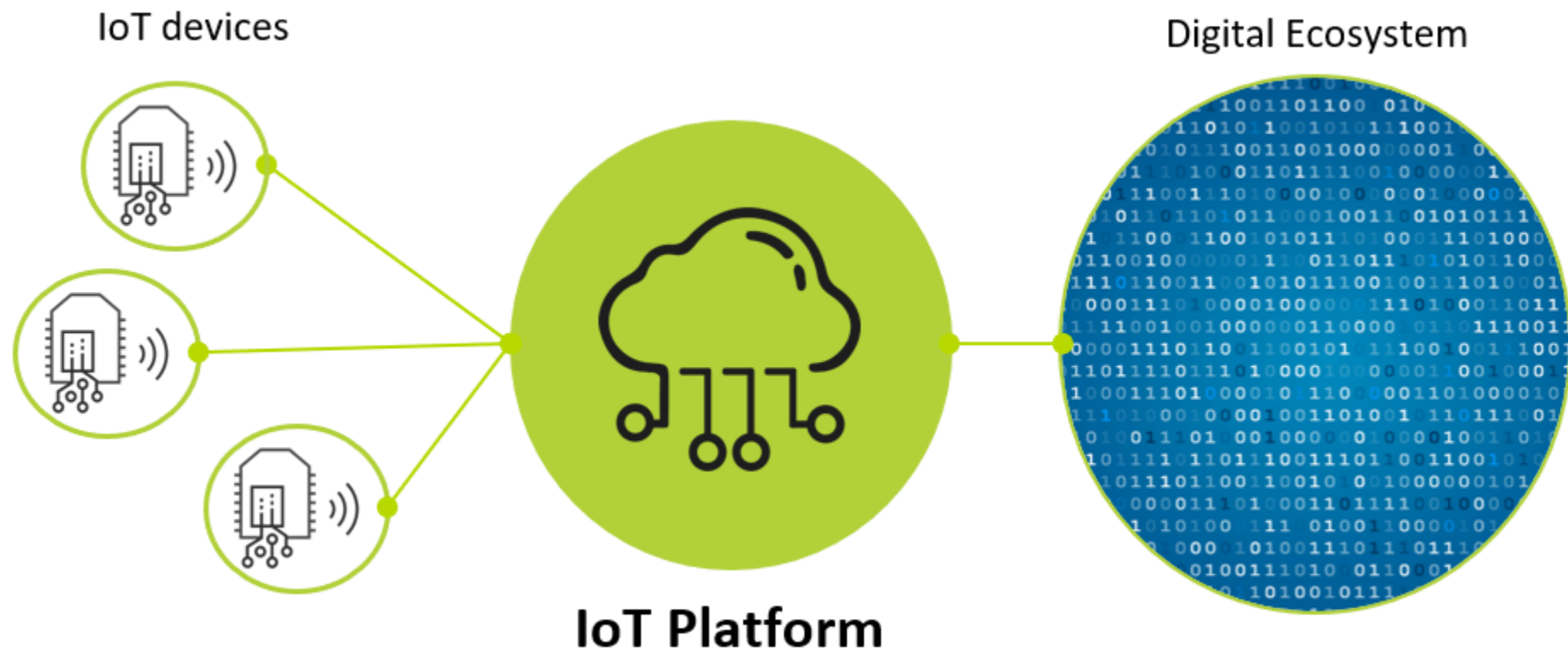
# Android Platform

# iOS Platform





# IoT Platform



# amazon Marketplace Platform

**amazon**

The Amazon logo consists of the word "amazon" in a bold, lowercase, sans-serif font. Below the text is a curved orange arrow that starts under the letter 'a' and points to the right, ending under the letter 'n'.



# Linux Foundation Platform

 THE **LINUX** FOUNDATION

The LFX Platform:  
Growing and  
Sustaining  
Open Source



# SAP Business Technology Platform

# Cloud Platform

# SAP Cloud Platform

# Platform as a Service

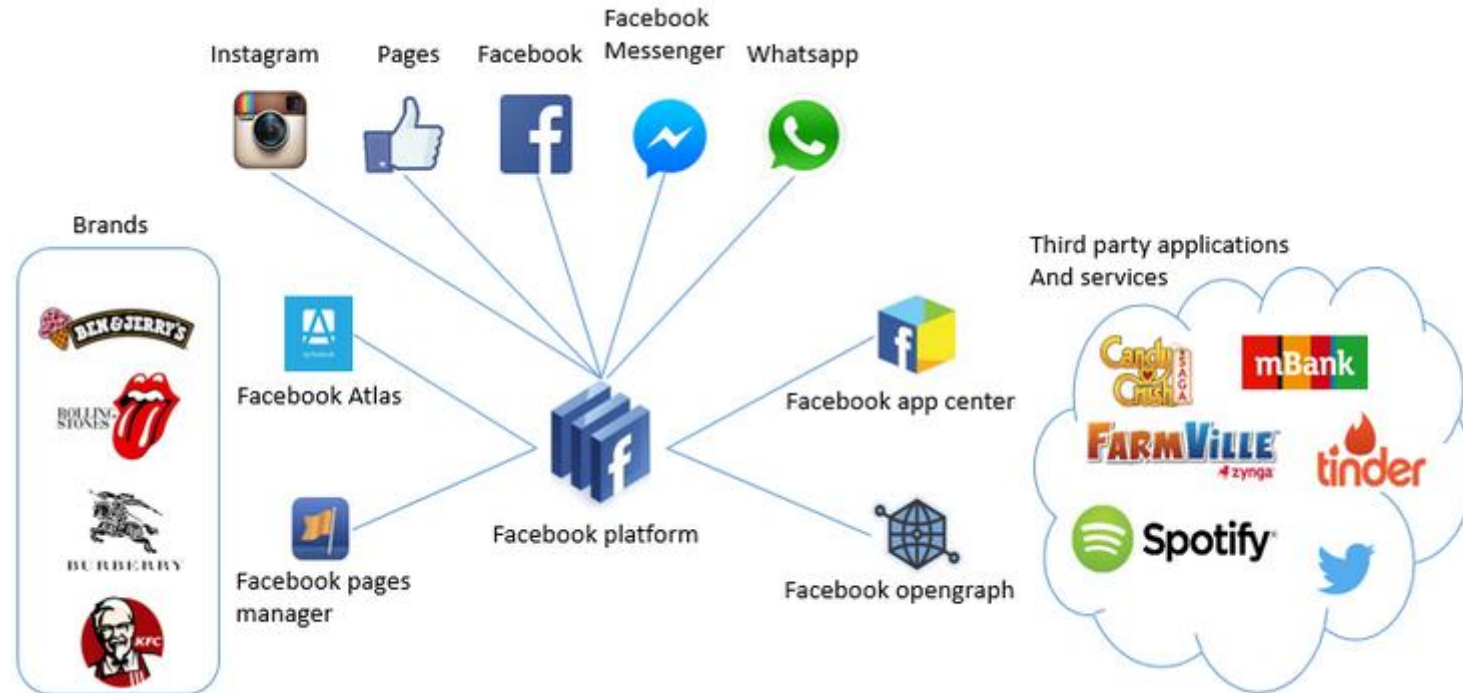
▶ SAP Business Technology Platform

## Cloud Platform

Über 16.000 Kunden und Partner auf der ganzen Welt nutzen SAP Cloud Platform, um Anwendungserweiterungen zu entwickeln und ihre Landschaften nahtlos zu integrieren. Jetzt sind die Funktionen dieser Platform as a Service (PaaS) ein wesentlicher Bestandteil der SAP Business Technology Platform.



# Facebook Platform

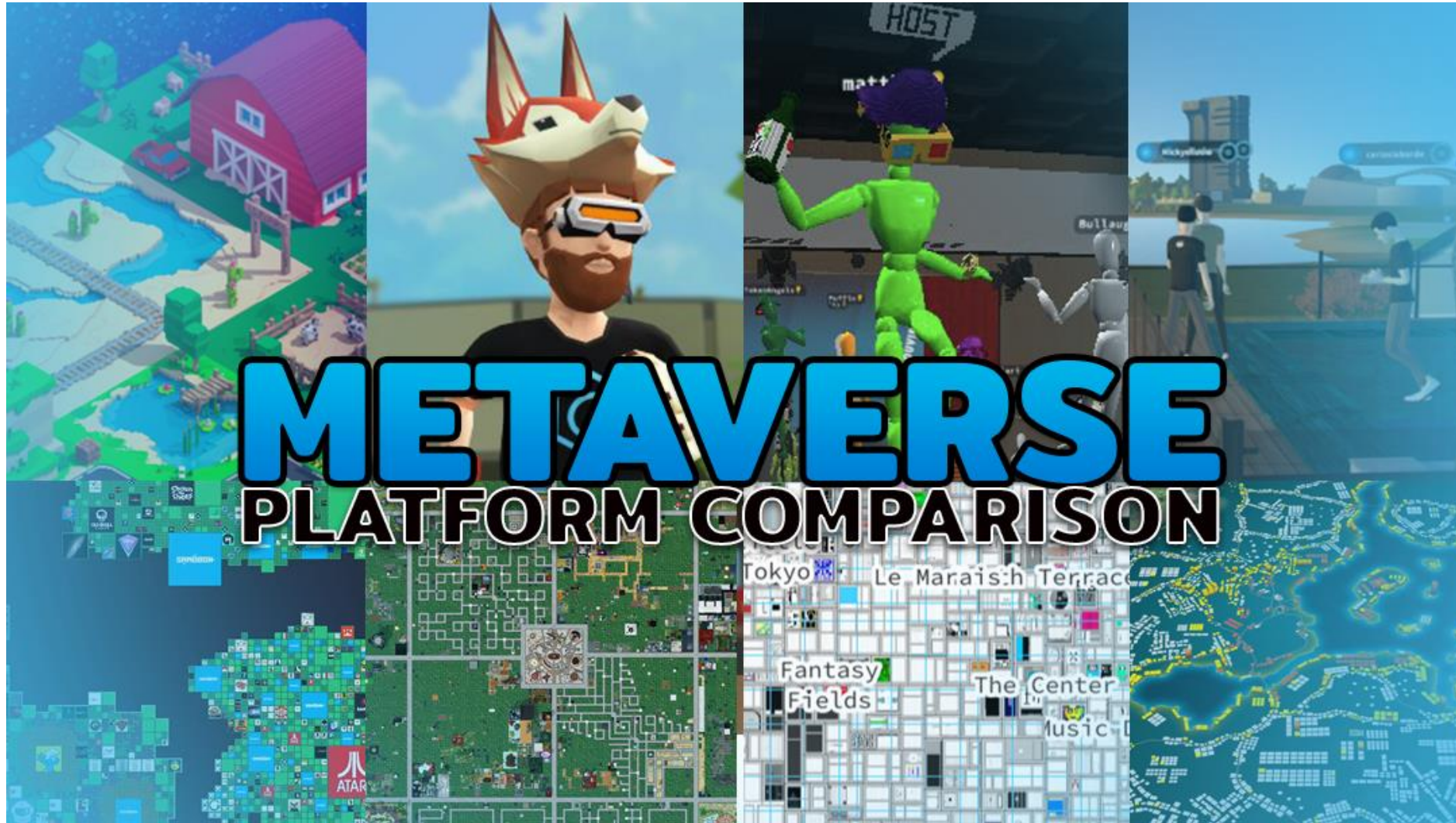


# Ethereum Platform





# Metaverse Platform





The term “platform,” is really overused

... in particular in IT...





# Why should we bother?





**NETFLIX**

**ebay**<sup>™</sup>



**tinder**



**airbnb**



Google AdSense



**foodora**



**YouTube**



**tripadvisor**<sup>®</sup>

**CARUSO**  
dataplace

**amazon** marketplace



**Parship** ♥

**Uber**









Everyone has the Chance for disruptive Repositioning

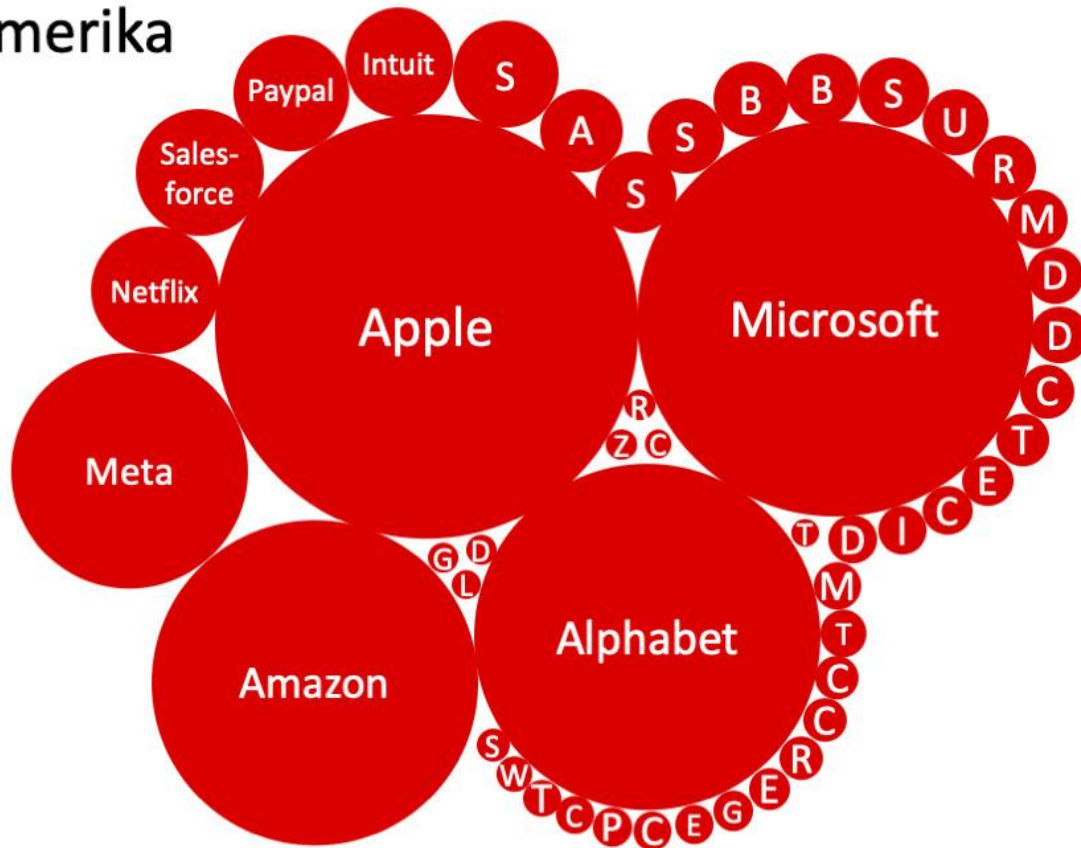


# Top-100 Plattformen der Welt

Börsenwert / Bewertung jüngste bekannte Finanzierung  
Stand Dezember 2021

<https://www.netzoekonom.de/platform-oekonomie/>

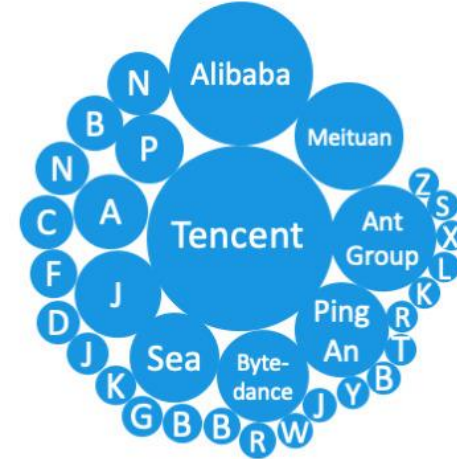
## Amerika



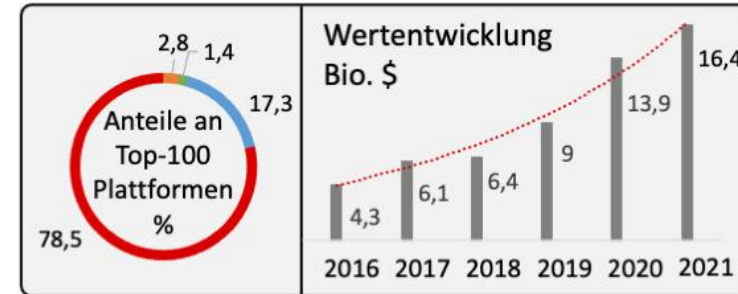
## Europa



## Asien-Pazifik



## Afrika



Not every company that operates a platform generates all their value out of this platform!



“It is the taking part that counts,” is not enough!

At least from a macroeconomic point of view



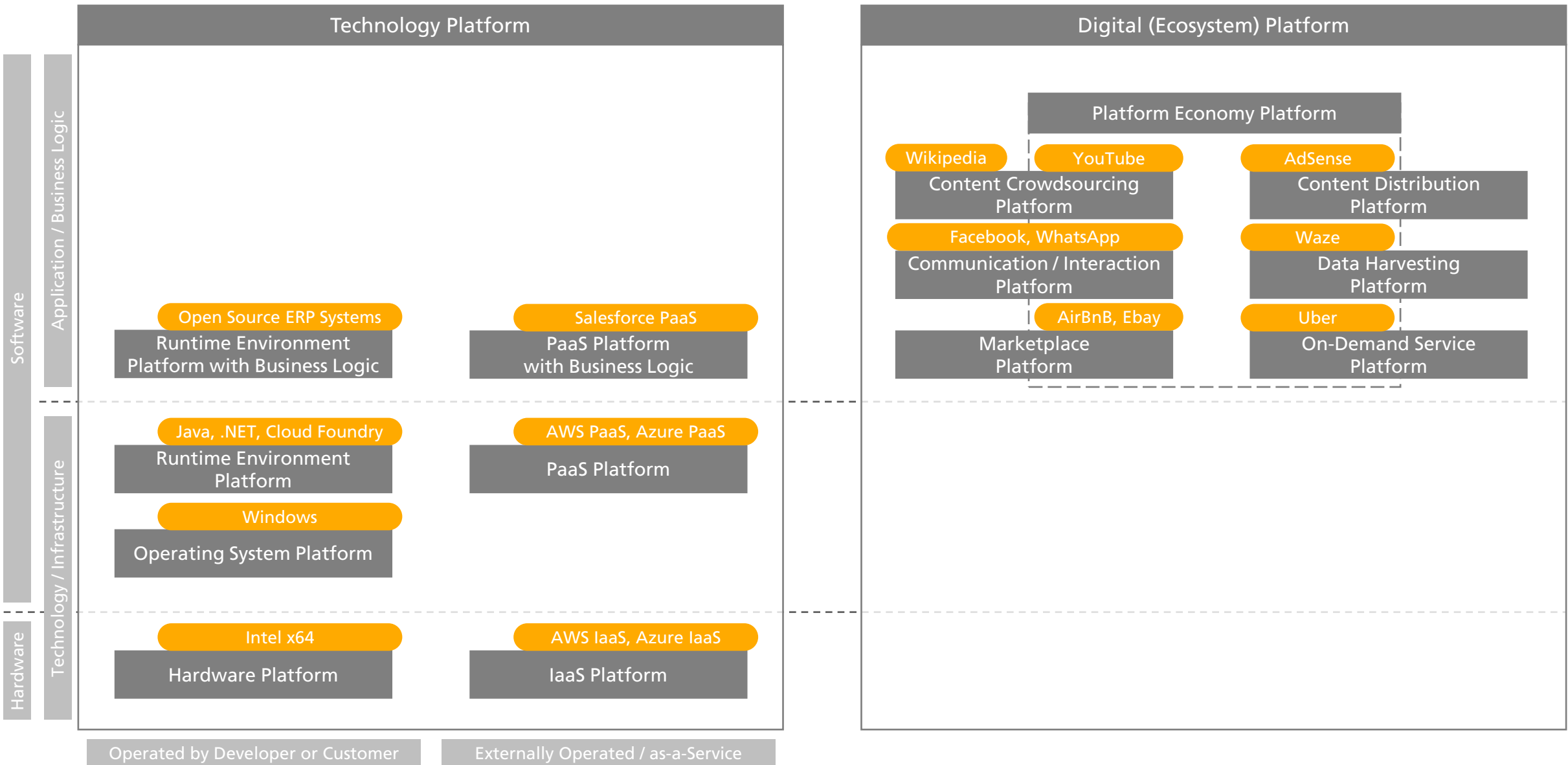


A stylized world map silhouette in a light gray color, centered on a dark gray background with a subtle grid of small dots. The map is partially obscured by a horizontal teal band.

# Map for the Platform Jungle

“Use the platform to build and run software on top”

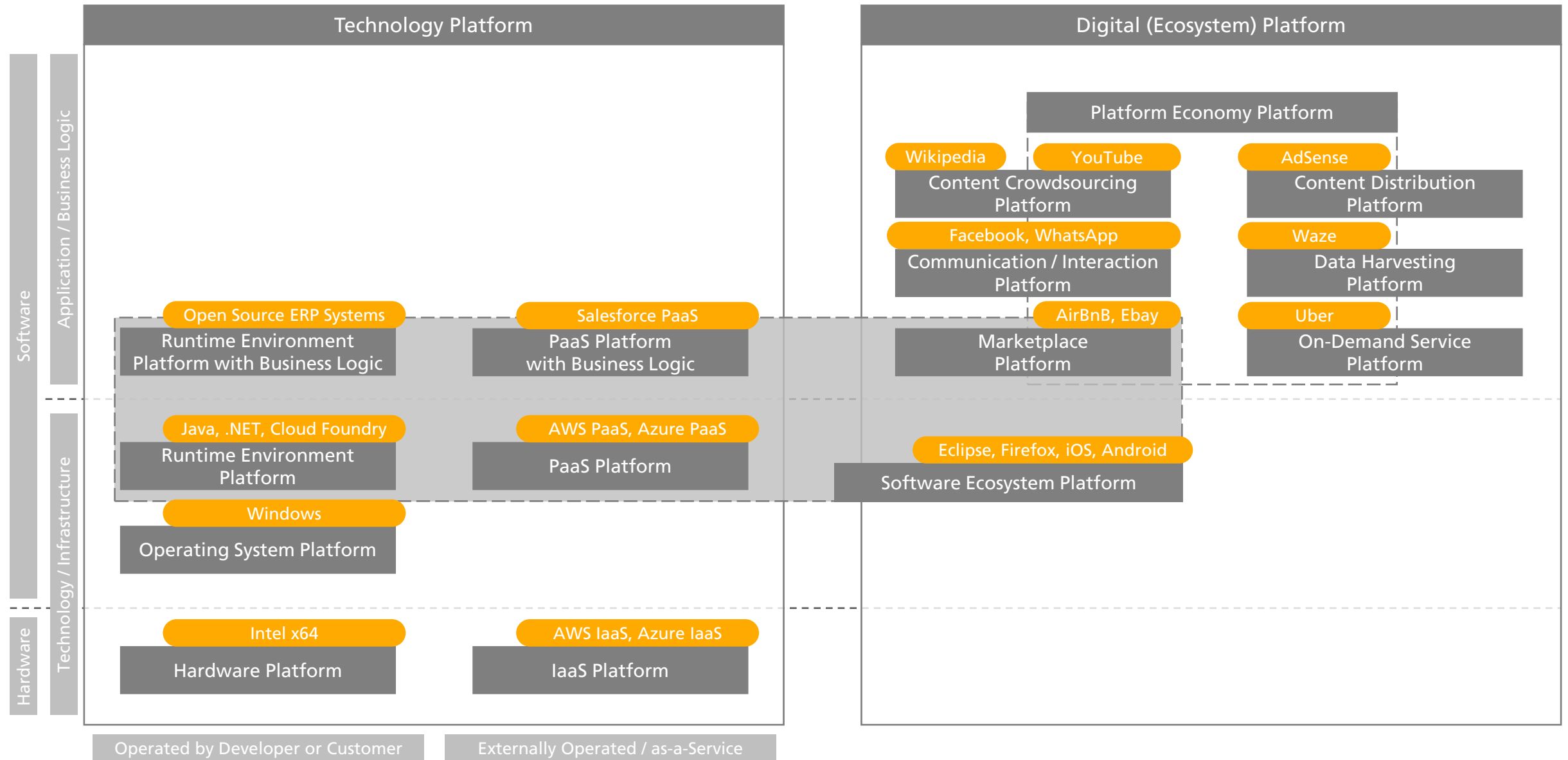
“Use the platform to consume its service and participate in the ecosystem”





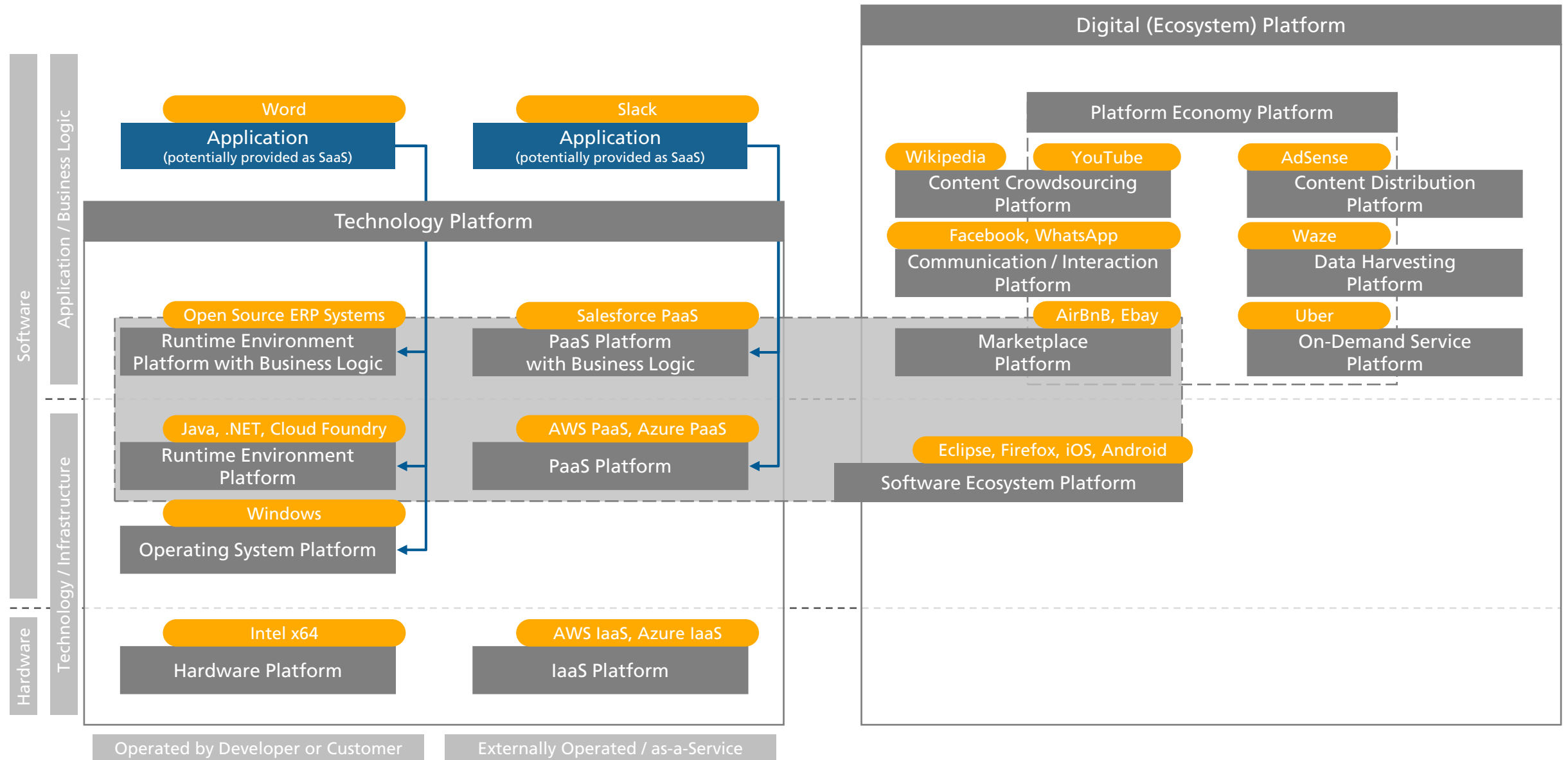
“Use the platform to build and run software on top”

“Use the platform to consume its service and participate in the ecosystem”



“Use the platform to build and run software on top”

“Use the platform to consume its service and participate in the ecosystem”

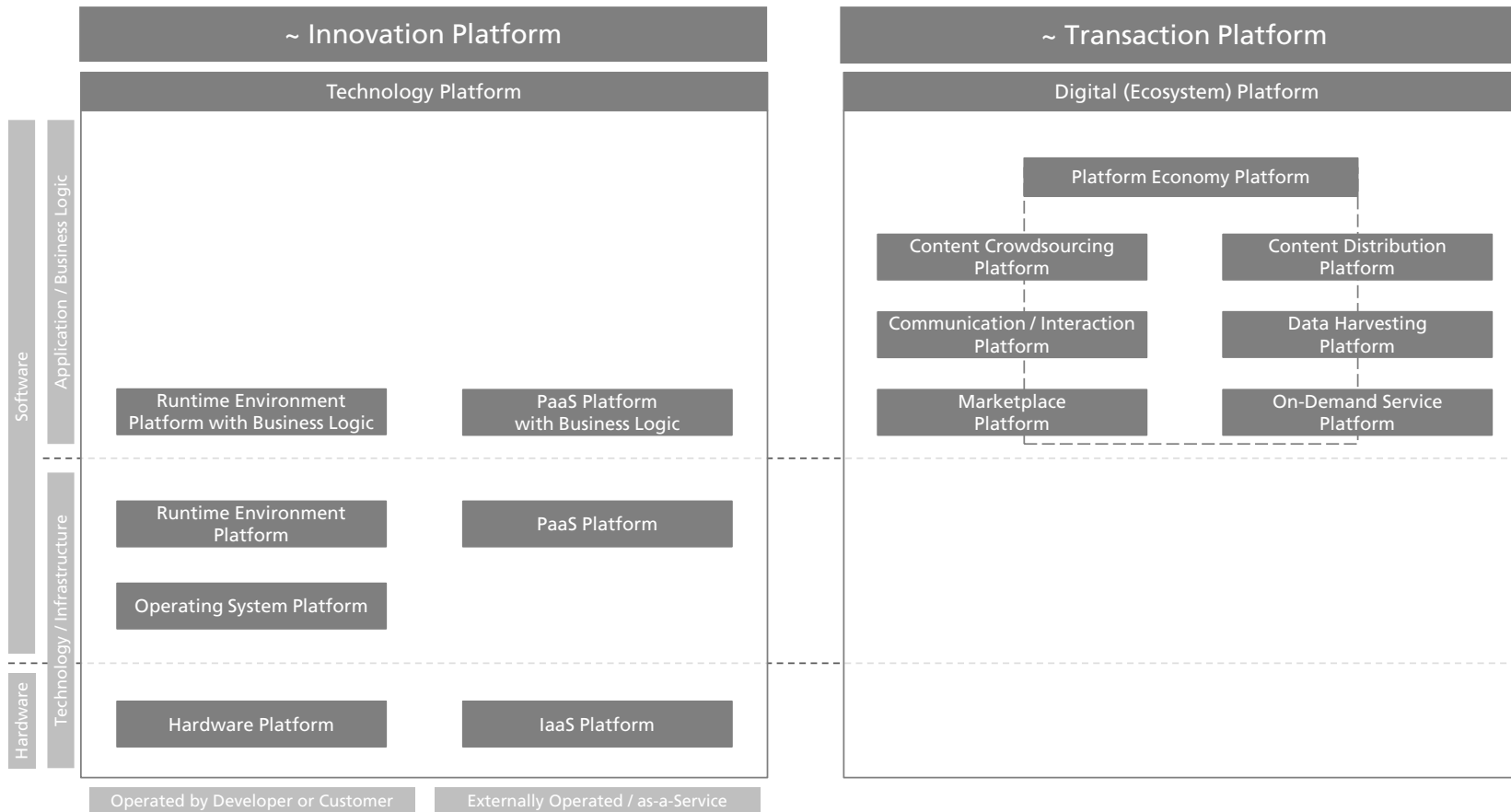


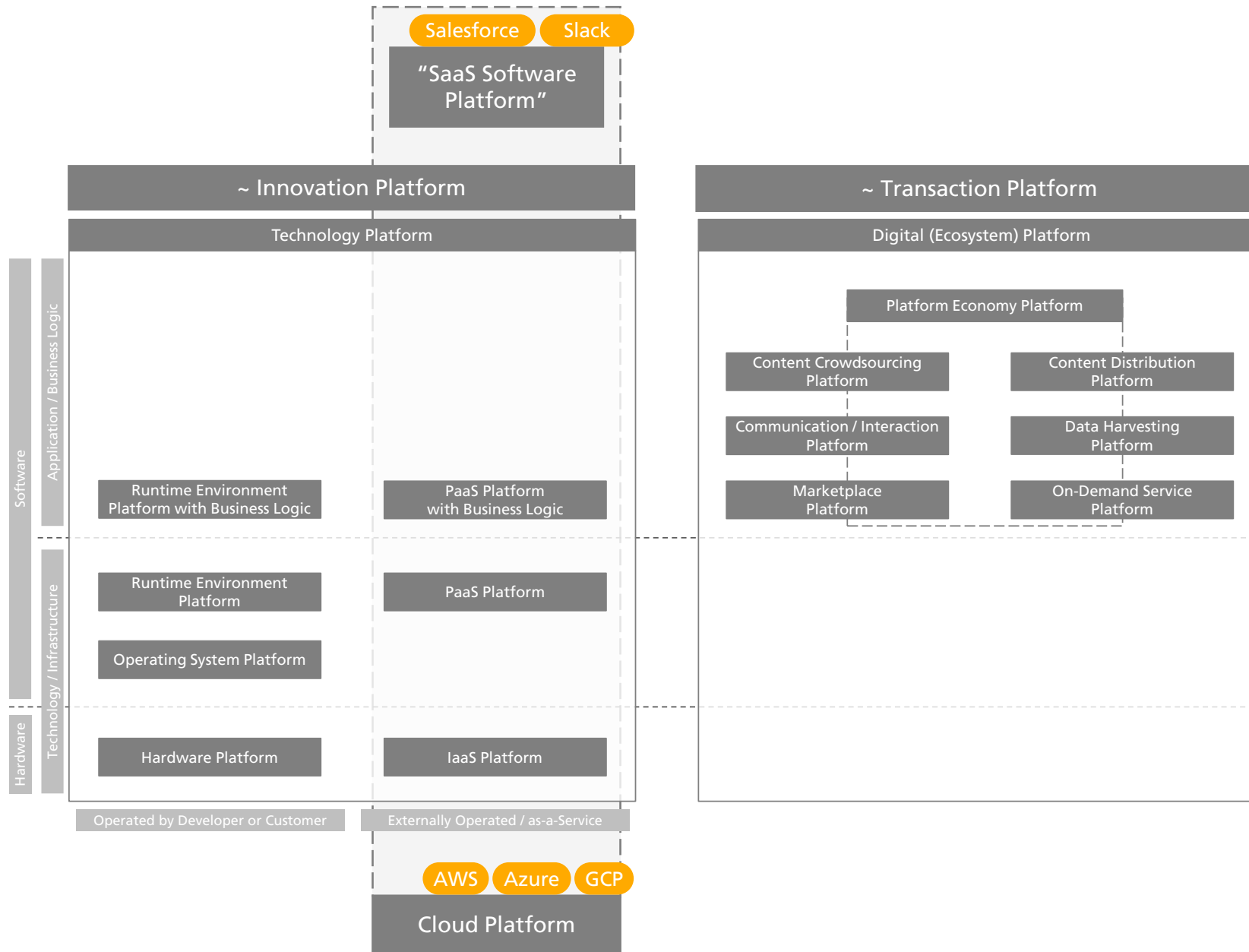


Salesforce

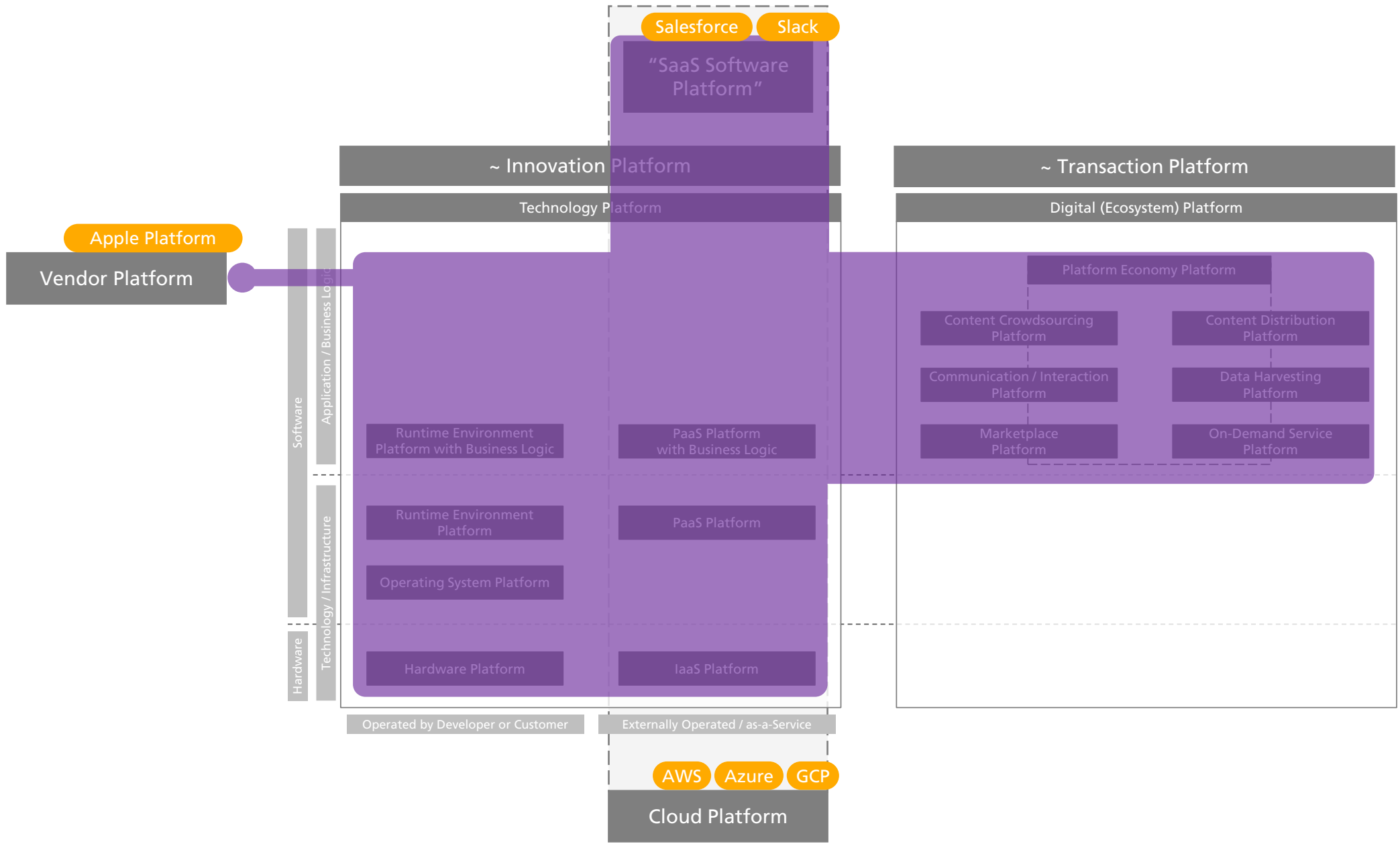
Slack

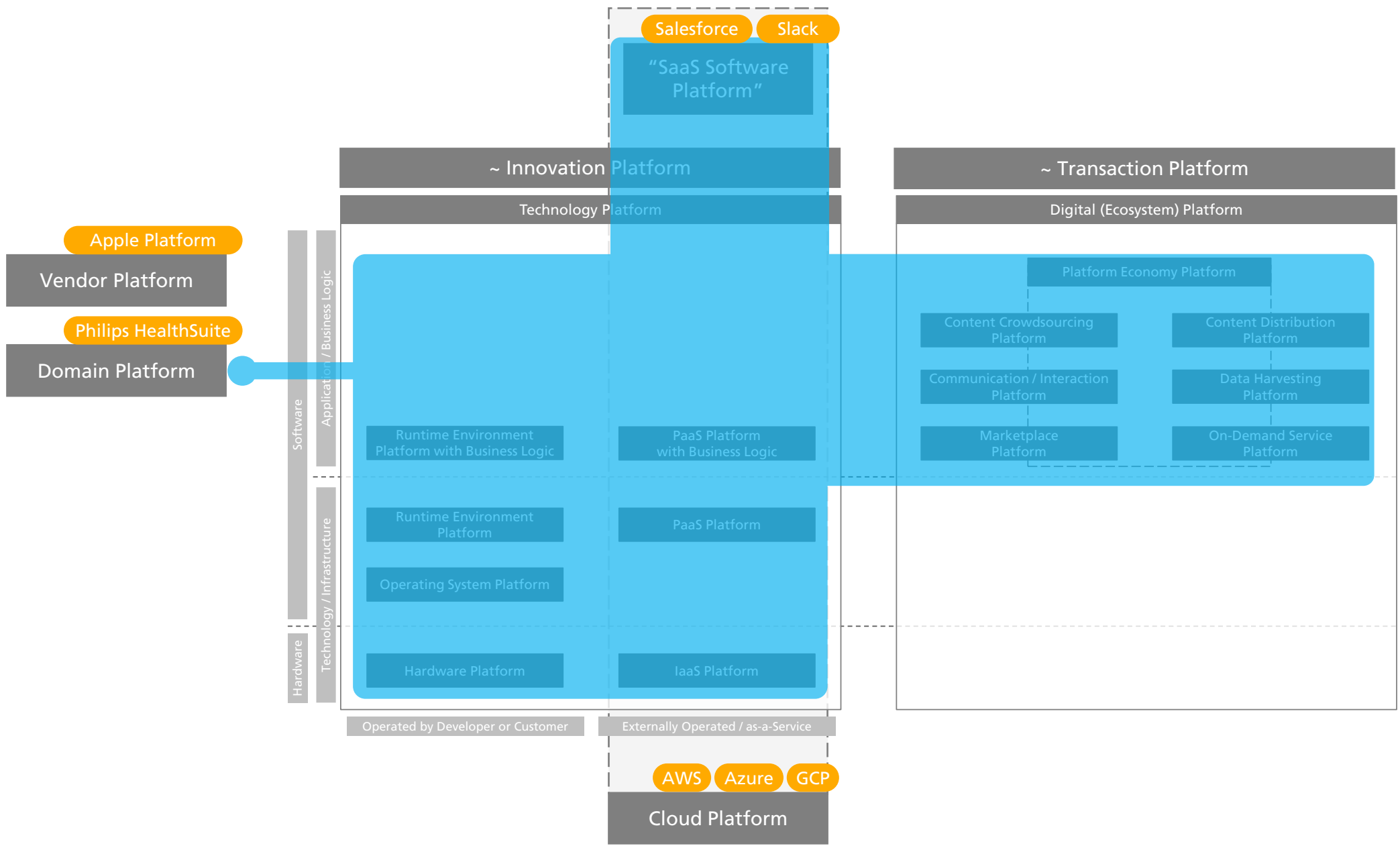
"SaaS Software Platform"

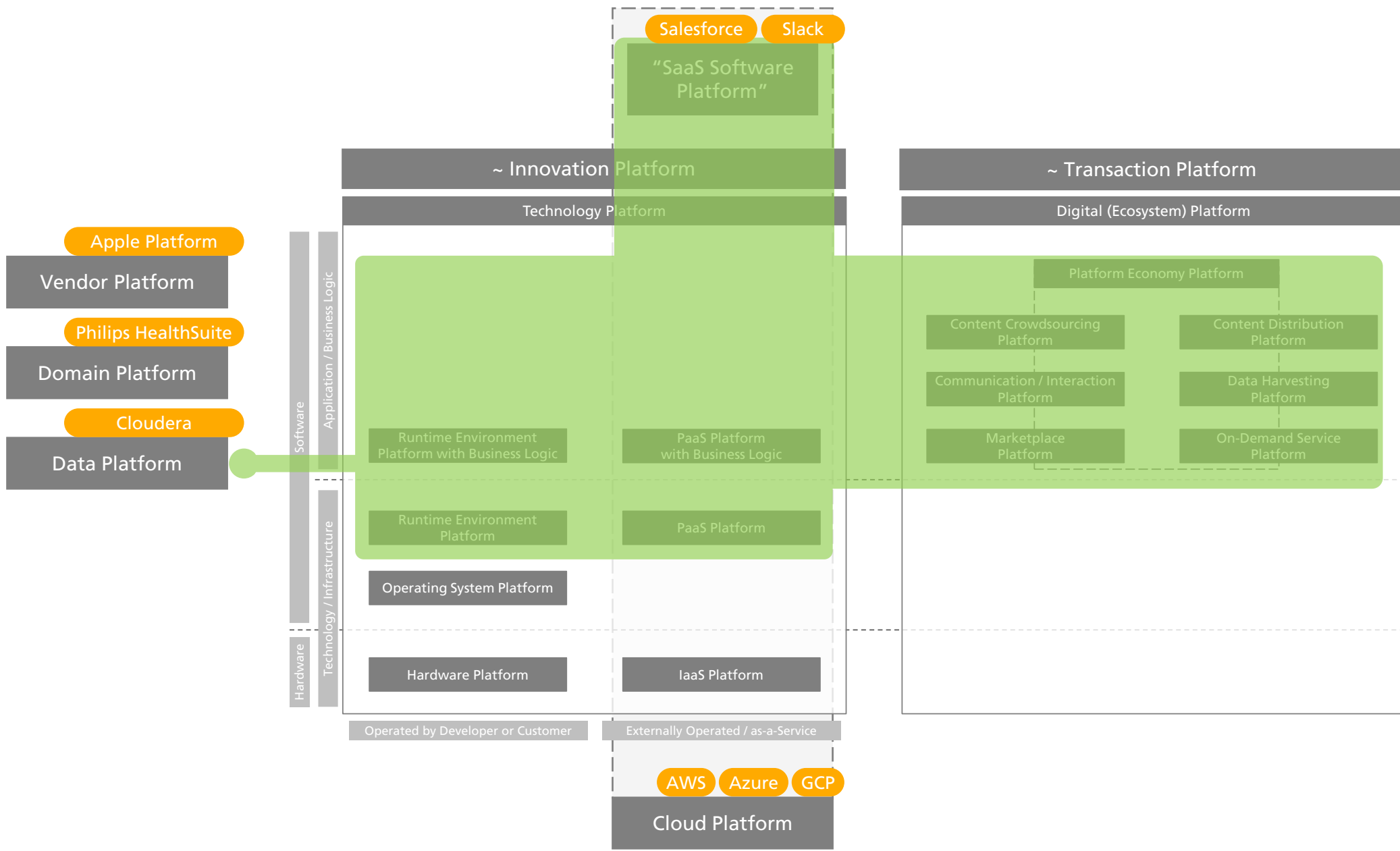






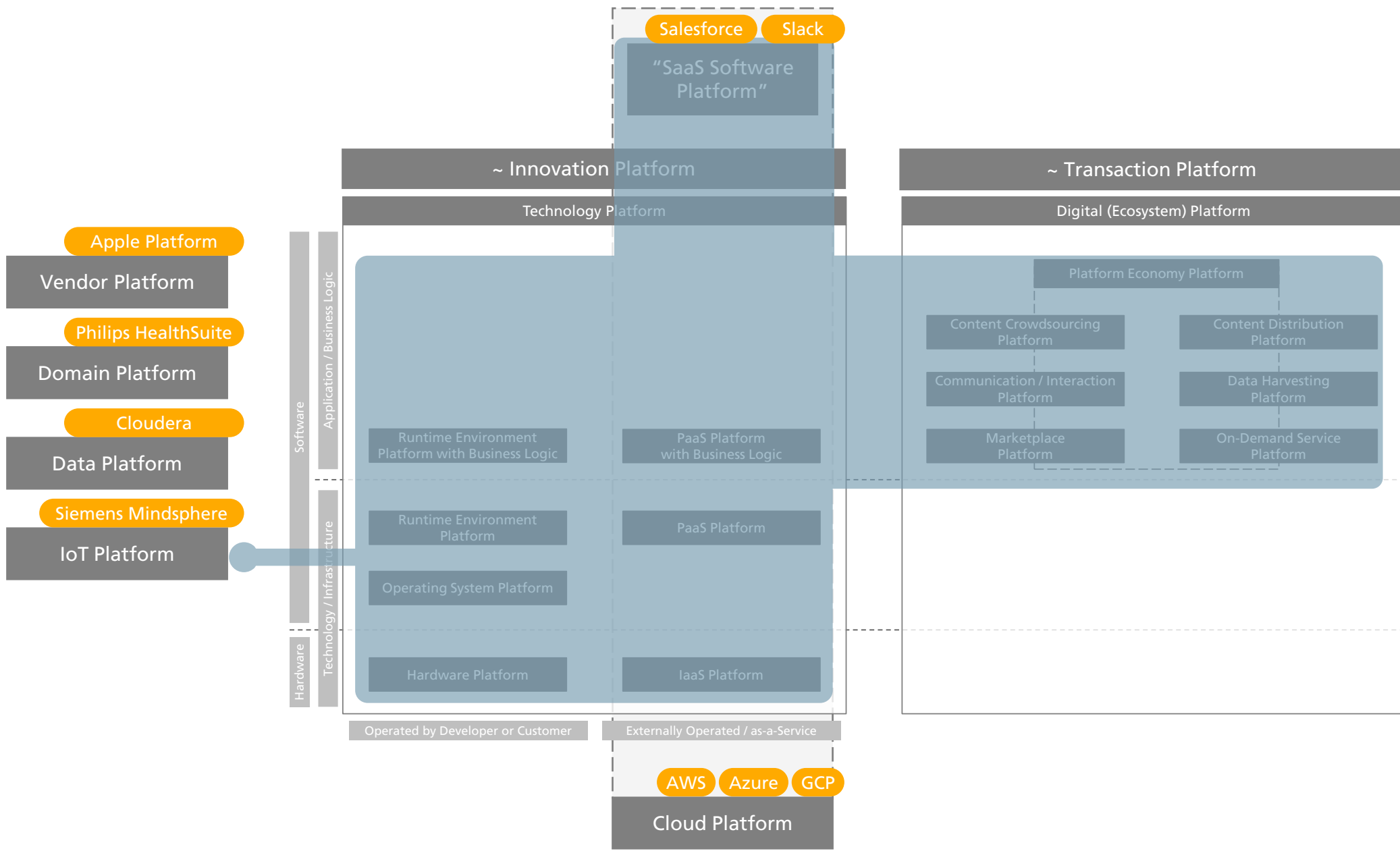


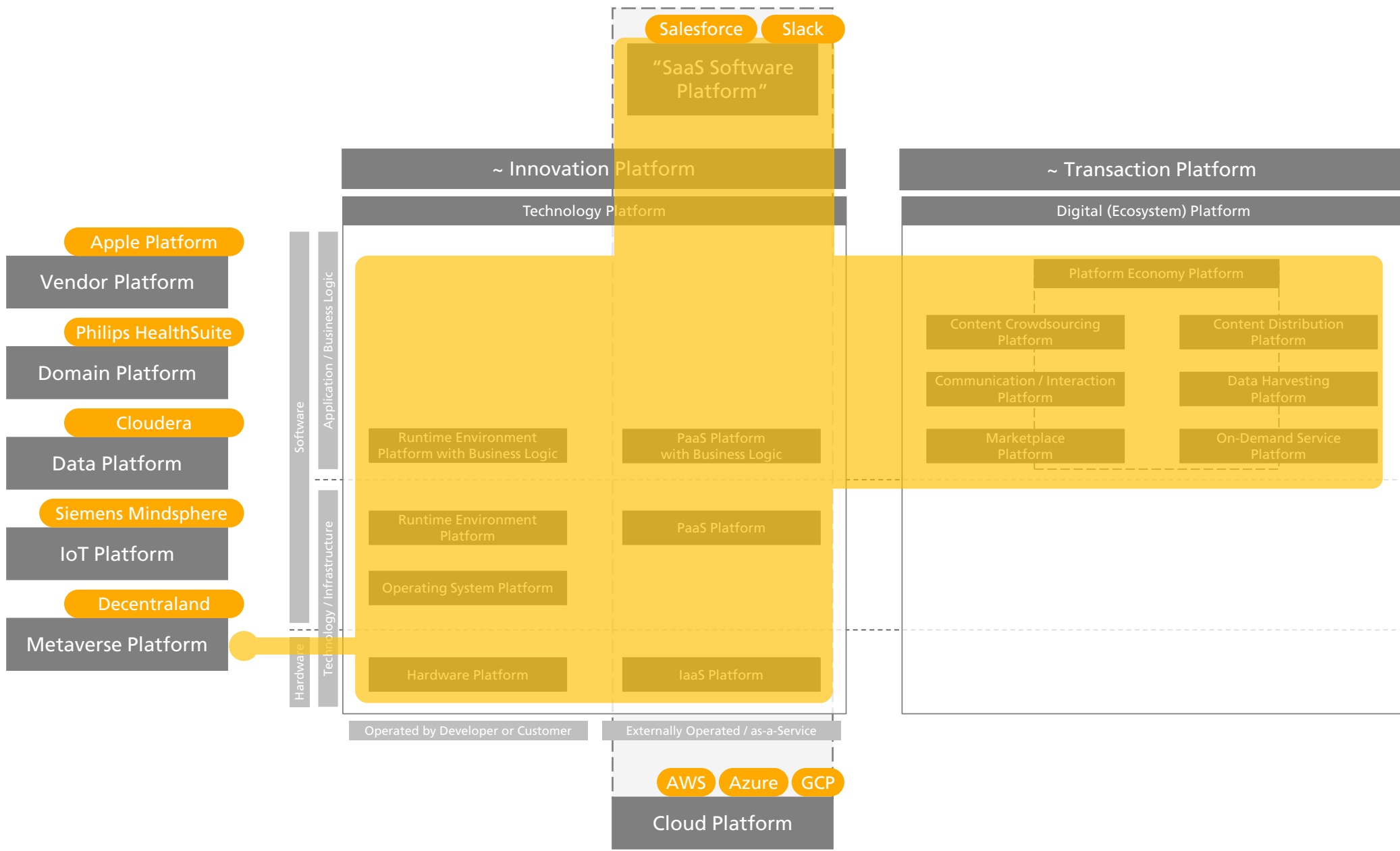


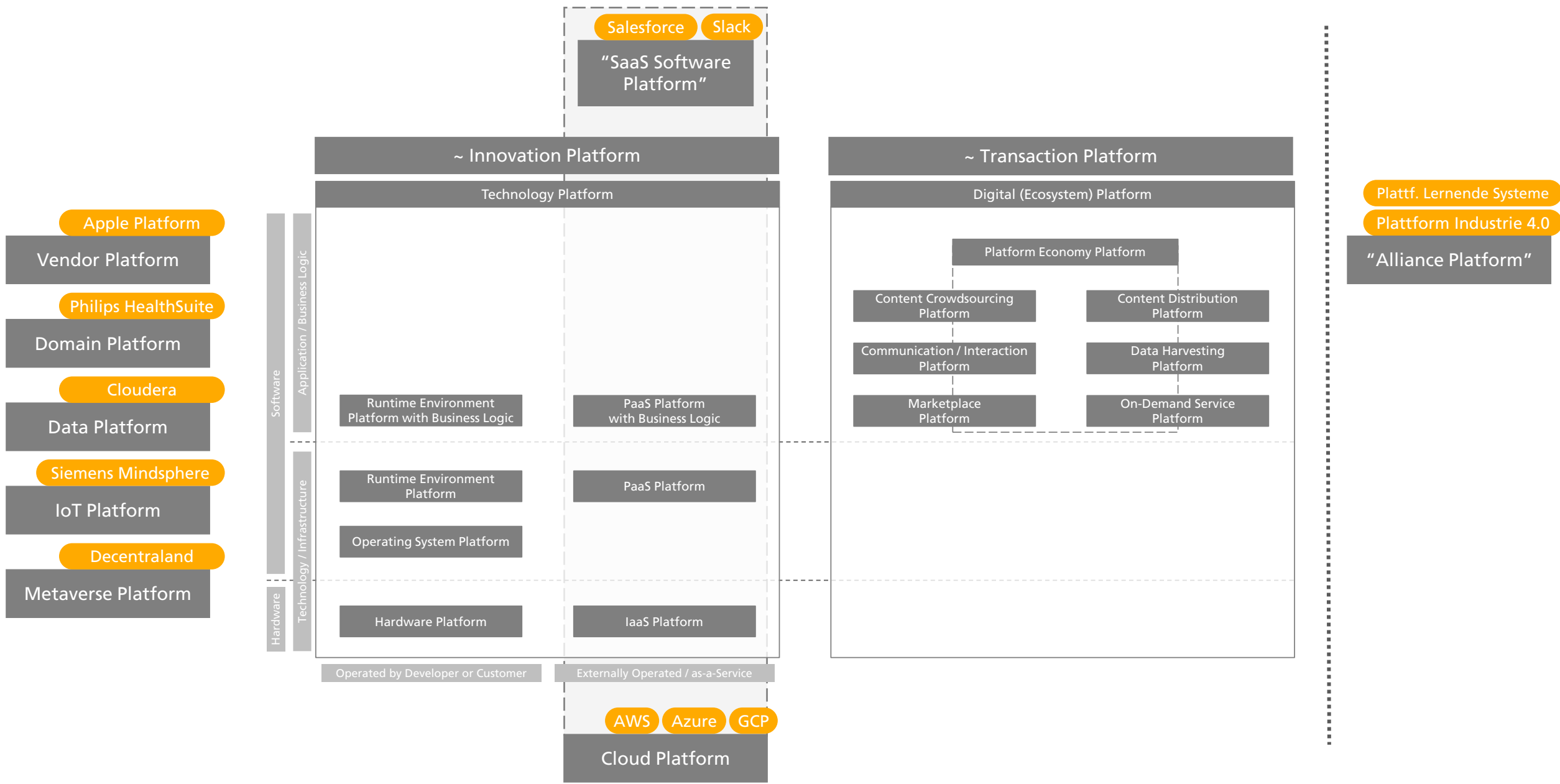


- Apple Platform
- Vendor Platform
- Philips HealthSuite
- Domain Platform
- Cloudera
- Data Platform

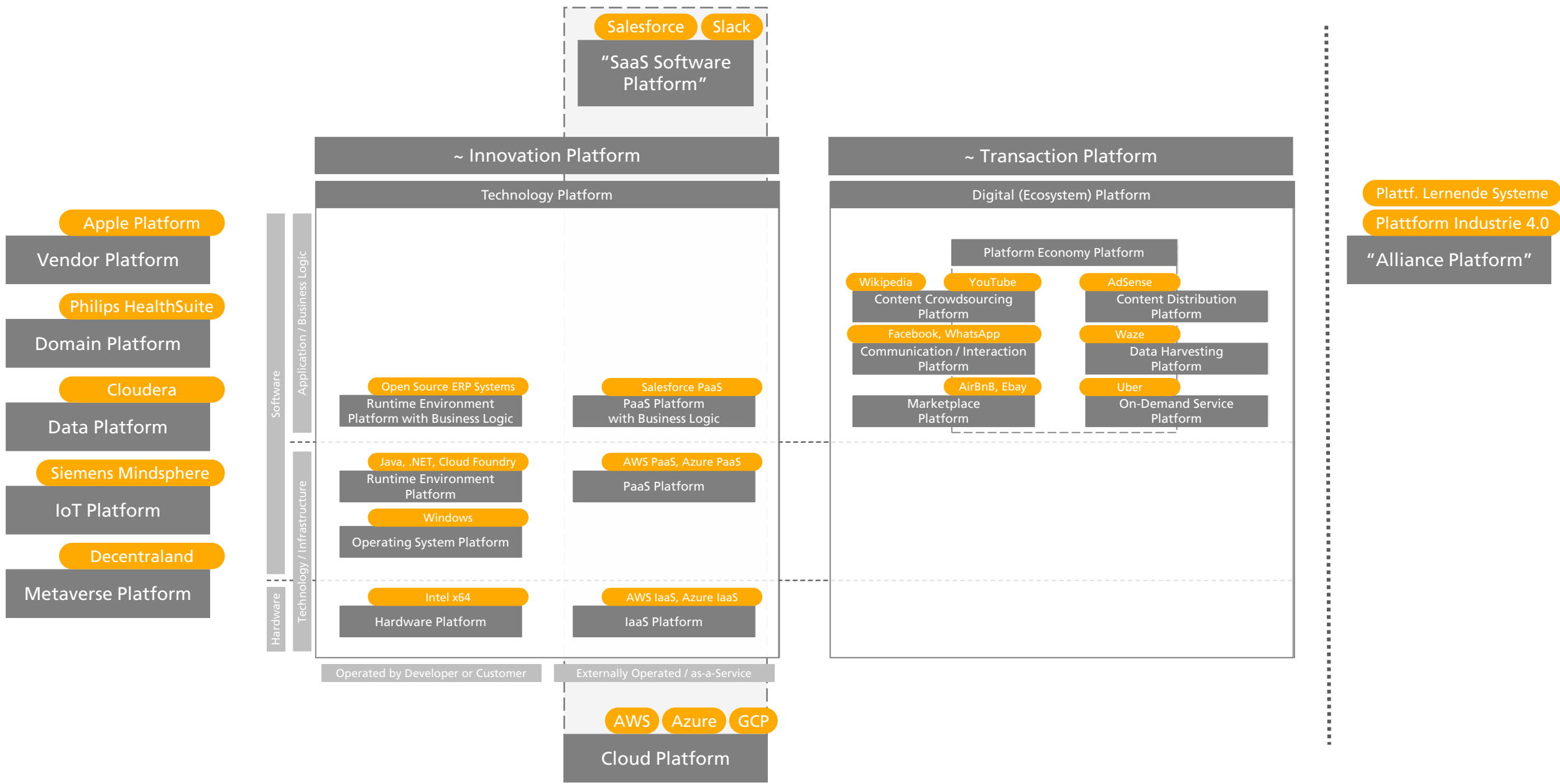












Examples

# "SaaS Software Platforms"

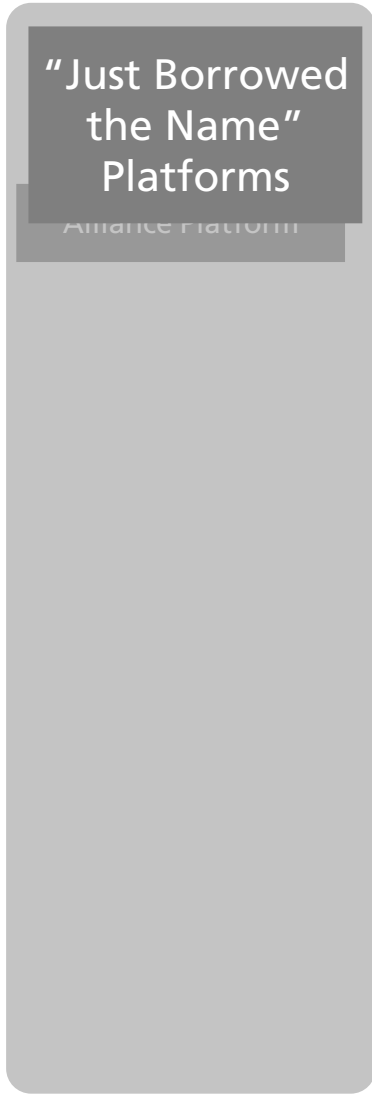
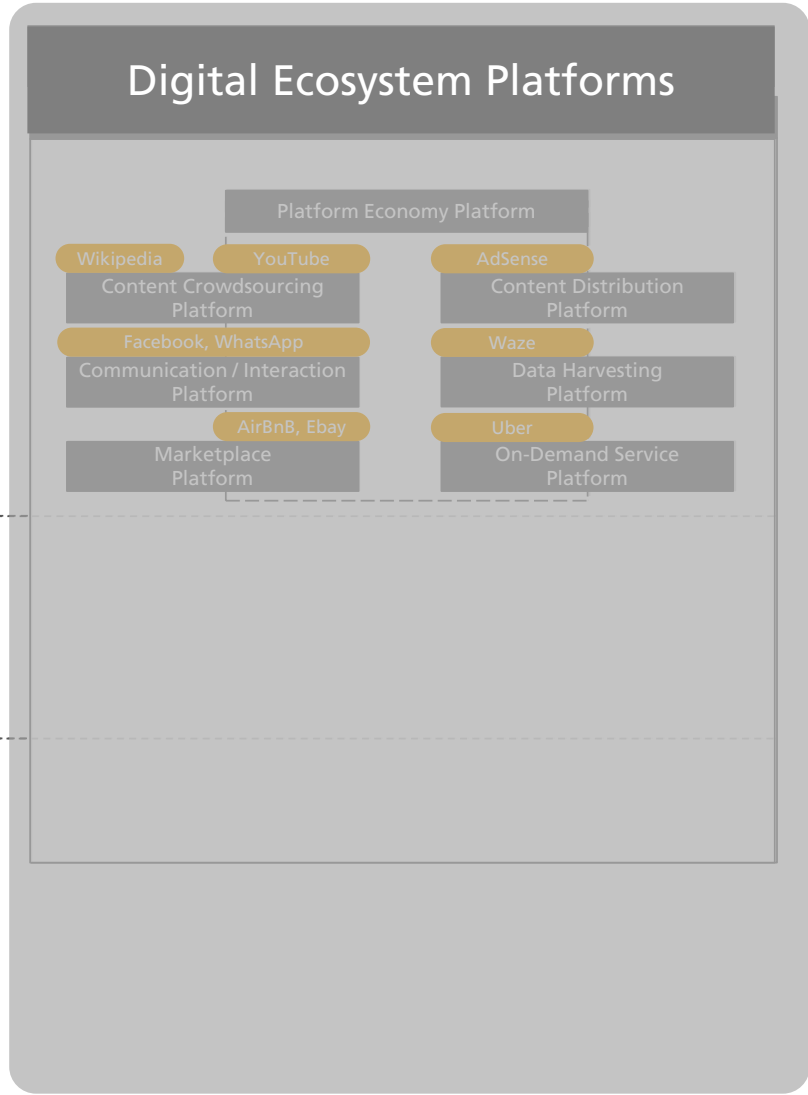
## Technology Platforms

## Digital Ecosystem Platforms

# "Just Borrowed the Name" Platforms

- "Blend of ... Platforms"
- Vendor Platform
  - Philips HealthSuite
  - Domain Platform
  - Cloudera
  - Data Platform
  - Siemens Mindsphere
  - IoT Platform
  - Decentraland
  - Metaverse Platform

Software  
Application / Business Logic  
Technology / Infrastructure  
Hardware





# Chances and Success Factors of Platforms





## Technology Platform

- Focus mainly on technological aspects
- Enables reuse / sharing among many systems
- User of platform can focus on its core business

## Digital Ecosystem Platform

- New, digital, data-driven business models
- Possibility for disruptive repositioning
- High scalability & growth
- Network effects
- Efficient markets
- High level of harmonization
- Great UX, simplicity
- Openness, low entry barriers

## “SaaS Software Platform”

- New, digital, data-driven business models
- New revenue models
- Possibility for disruptive repositioning
- Fast updates
- New customer segments
- High scalability, globally
- Great UX, simplicity
- Openness, low entry barriers

- Focusing on limited scope, doing there really great
- Dedicated and responsible team, treating the platform as long-term product
- Strong financial support for initial growth phase
- Trying out, continuous evolution, and fast reaction to market needs

# Key Takeaways about platforms







- The term “platform” is highly overloaded
- Platforms can be extremely powerful and relevant
- You need a clear map of platform terms
- Look at business, legal, technology aspects
- Shape a clear goal wrt. platforms
- Don’t start with technology
- We should not leave the field to the overseas tech giants





## **Map for the Platform Jungle**

What types of platforms are there and  
how to survive discussions?

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## Digitale Ökosysteme und Plattformökonomie: Was ist das und was sind die Chancen?

<https://www.informatik-aktuell.de/management-und-recht/digitalisierung/digitale-oekosysteme-und-plattformoekonomie.htm>

## Digitale Ökosysteme: Welche Herausforderungen stellt der Aufbau und wie gelingt er?

<https://www.informatik-aktuell.de/management-und-recht/digitalisierung/digitale-oekosysteme-welche-herausforderungen-stellt-der-aufbau-und-wie-gelingt-er.html>



Dr. Marcus Trapp



Dr. Matthias Naab



Dr. Dominik Rost



Claudia Nass



Matthias Koch



Bernd Rauch



WEBINAR MIT UNSEREN EXPERTEN DR. MATTHIAS NAAB UND  
DR. MARCUS TRAPP ZUM THEMA



# » Aufbruch zu Digitalen Ökosystemen «

Digitale Ökosysteme beginnen dort, wo die Komfortzone aufhört

YouTube <https://youtu.be/gVdtVa8Tp1Y>





WEBINAR MIT UNSEREN EXPERTEN DR. MARCUS TRAPP  
UND CLAUDIA NASS ZUM THEMA

# » Design Digitaler Ökosysteme «

**Anfassen – nicht nur gucken!**

**Spielerisch den Überblick in Digitalen Ökosystemen behalten**

**You Tube** <https://youtu.be/Bc3FJeFMLAs>