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Proceedings of the European Workshop on Software Ecosystems 2018

Peter Buxmann, Thomas Aidan Curran, Gerald Eichler, Slinger Jansen, Thomas Kude, Karl Michael Popp (eds.)

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Platform Economy Summit Europe 2018

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Table of Contents

1. Introduction

Foreword by the editors

This seventh workshop, which was held as part of the First Platform Economy Summit in Berlin, brought together over 30 participants and received very good feedback from the participants.

EWSECO 2018 was different

We had the opportunity of joining the group of supporters of the First European Platform Economy Summit. Bringing ecosystem and platform topics under one roof makes perfect sense. So, the European Workshop on Software Ecosystems 2018 was held on the second day of the First European Platform Economy Summit in Berlin.

We were responsible for two sessions. The first session was a workshop called "**New Ecosystem Opportunities & 'White space' Opportunities in Software and High-Tech**" and the second session was a panel about "**Network Effects, Data Effects & AI - Keys to the castle**" moderated by Slinger Jansen. You can find more details on both sessions in these proceedings.

A big thank you

Many people have helped in creating this seventh workshop and the proceedings. First and foremost, I would like to thank the presenters, workshop leads and panelists for standing the heat in the discussions at the workshop. So, thank you Peter Buxmann, Thomas Curran, Sebastien

Dupré, Slinger Jansen and John Rethans. You made this workshop great.

I appreciate the support from my colleagues in the program committee. A special thank you goes to Carsten Hahn for including EWSECO in the platform economy summit.

Lots of thanks go to the executive producer of the Platform Economy Summit, Simon Torrance as well as to the Informa team and Cornelia Leijdekker from Tatkraft Events for supporting us so perfectly in organizing and running the event.

Please follow the updates on WWW.EWSECO.ORG. We are also enjoying the media partnership with „E3 Magazin", the journal for the German speaking SAP Community.

Looking forward to seeing you at EWSECO 2019.

Keep the software platform ecosystems community alive!

Walldorf, Germany, December 2018

Peter Buxmann, Thomas Aidan Curran, Gerald Eichler, Slinger Jansen, Thomas Kude, Karl Michael Popp

2. New Ecosystem Opportunities & 'White space' Opportunities in Software and High-Tech

This design-thinking based workshop featured three short motivating presentations by **Peter Buxmann, Sebastien Dupre** and **Thomas Curran** followed by topic-based, hands-on workshops.

Thomas captured the audience by describing his recent success with creating new cloud-based ecosystems for digital business in the financial industry. In a traditionally closed industry, what do you do to turn a company into a digital, open platform? Thomas had done just that in a three-year project and talked about how to do that successfully.

Peter reported about several studies on the value of data and the importance of privacy. He provided insights into challenges and success factors for software platform providers regarding the value of customer data, customer privacy and tradeoffs between data privacy and data farming by platform providers.

Sebastien showed how Uberization in field service management works by engaging a crowd of service technicians inside and outside of companies. He explained how companies can build an ecosystem connecting field service technicians, partners, own employees and customers to scale their field service operations, increase revenue and provide unmatched customer experience.

Then we split the crowd of thirty people into three teams that worked together and discussed with the help of the

moderators and our design thinking coach Olaf Mackert. First, we ran an introduction game called two truths and one lie, which created a lot of laughter and made everybody ready to work together trustfully.

Then everybody dumped his ideas, questions, issues he or she wanted to discuss on post-its, which were clustered into topics by the moderator. Then the teams voted on the topic to start with. The discussions went on in five-minute slots. The team voted on either continuing the discussions on the topic or going to the next topic after each slot.

Thomas Curran´s team, which was the largest team, focused on the technical aspects of creating a platform and technology selection. They had lively and productive discussions leveraging the joint wisdom of the team.

Sebastien´s team of ten discussed topics around uberization of any industry and about changes in strategies for field service management.

Peter Buxmann´s team was a diverse team made up of members from venture capital, manufacturing, public administration which made discussions very interesting based on the different views. The team addressed question around motivations of people to share data, ways to create value from data and around data protection impact on data-driven business models.

In the following sections you will find the slides used for the presentations as well as a short documentation of the topics and results of the following workshops.

3. Data Economy, Platforms and Privacy

Peter Buxmann, Professor for Information Systems, Software and Digital Business at Technical University of Darmstadt, reported about several studies on the value of data and the importance of privacy. He provided insights into challenges and success factors for software platform providers regarding the value of customer data, customer privacy and tradeoffs between data privacy and data farming by platform providers.
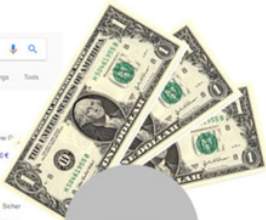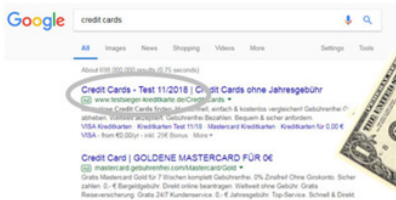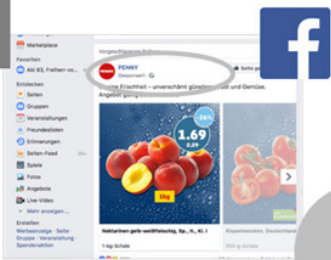
Slides
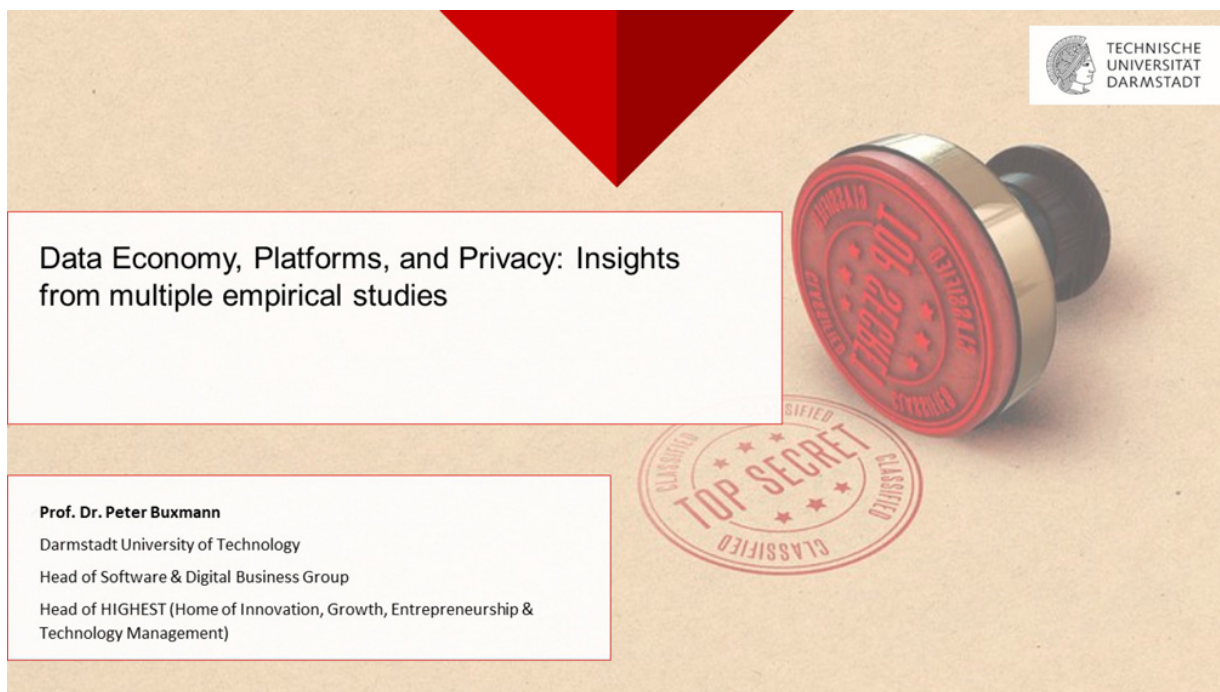
Value of Personal Information in the Digital Economy

„The pricing of data, especially that of consumers, is, in my view, the central justice problem of the future"
(German Chancellor Angela Merkel, 2018)

€ 20

ct 50

What is the value of data?

The Value of User Data – My Value for Facebook

Ihr Wert für Facebook

€8,12

Facebook verdient jährlich etwa Folgendes durch
Benutzer mit Ihren Eigenschaften:

14	0	0
GEFÄLLT MIR/ MONAT	BEITRÄGE/ MONAT	FOTOS/ MONAT

AKTIVITÄT

145	M
FREUNDE	GESCHLECHT

PROFIL

Benutzer aus der EU sind Folgendes wert:
50 % VON US-AMERIKANISCHEN BENUTZERN
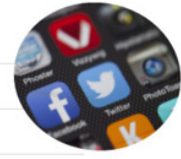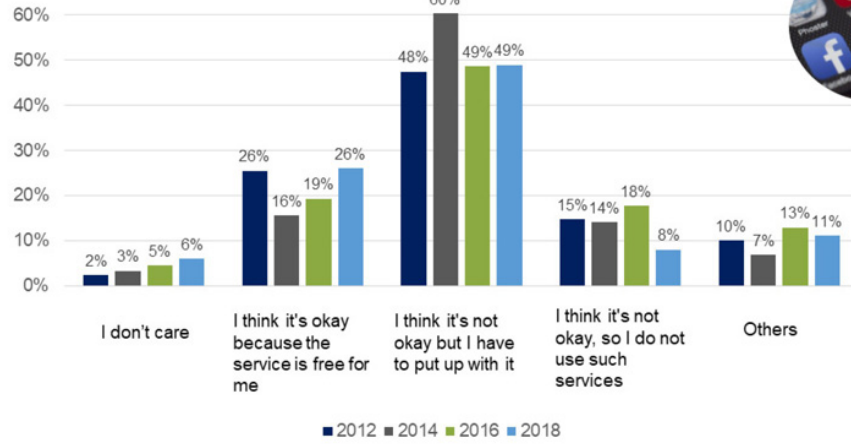250 % VON ASIATISCHEN BENUTZERN
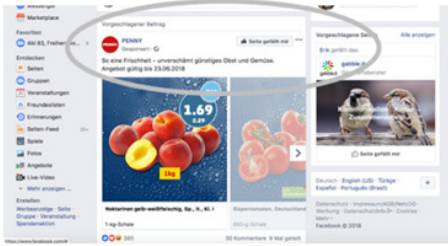300 % VON BENUTZERN AUS ANDEREN REGIONEN

ORT

Do you find it okay that "free" internet services, such as Facebook or Google, earn money with user data?

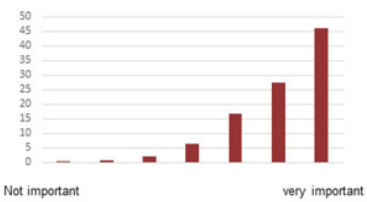**Paying with Personal Information – A general principle of digital economy**
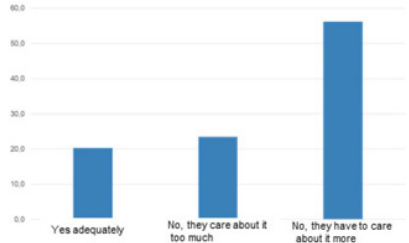
Privacy Paradox

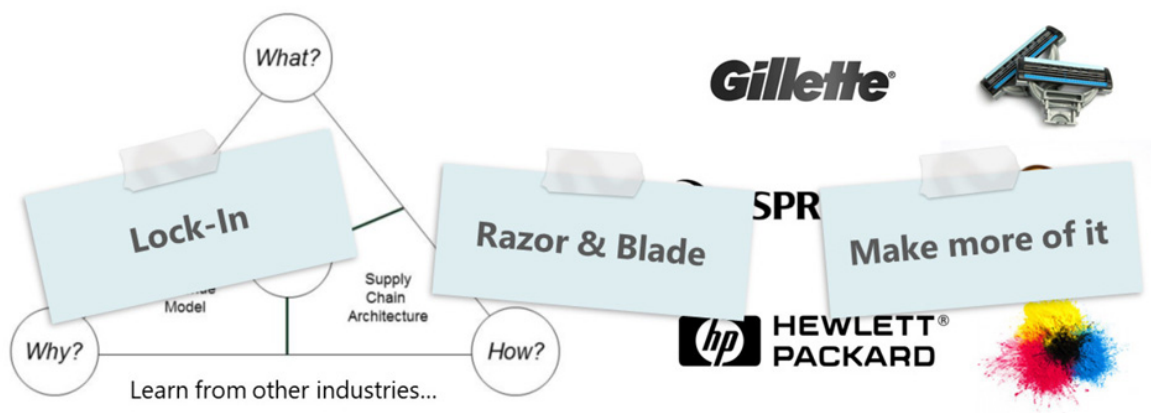

Privacy Concerns 〉 〈 Internet User Behavior

How important is privacy for you?

Not important   very important

Is the issue of privacy adequately taken into account by politicians?

Yes adequately | No, they care about it too much | No, they have to care about it more

Business Model Navigator

What?

Lock-In

Razor & Blade

Make more of it

Gillette

SPR

HEWLETT® PACKARD

Why? | How?

Supply Chain Architecture

Model

Learn from other industries...

...55 Business Patterns