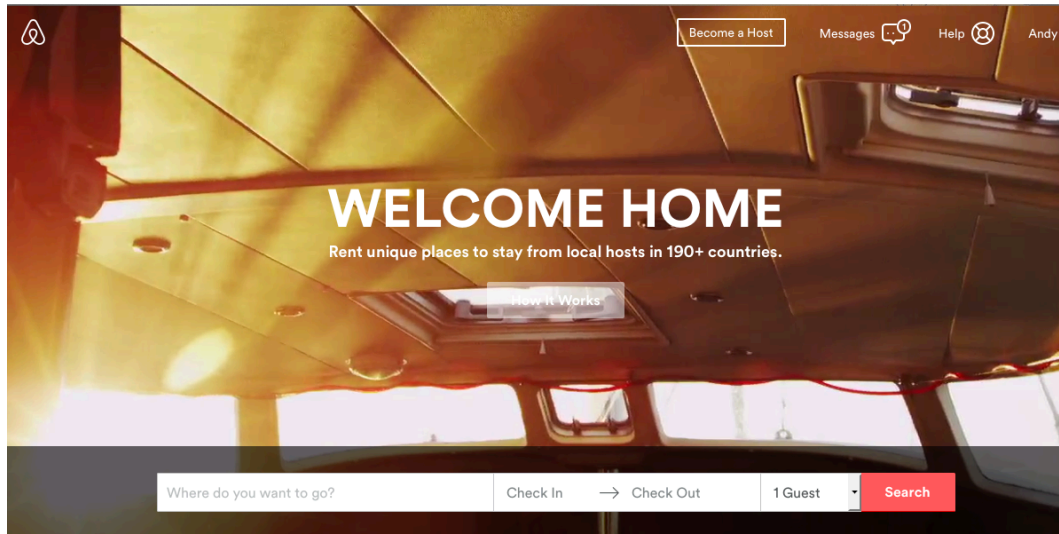




Mapping Ecosystems: Identifying Service Innovations

Professor Andy Neely
Head of the Institute for
Manufacturing

The strategic importance of ecosystems



Home

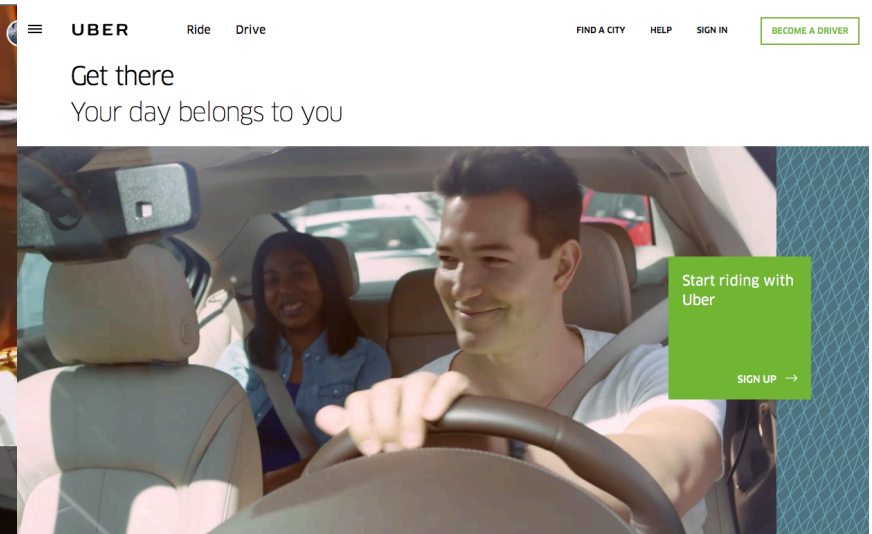
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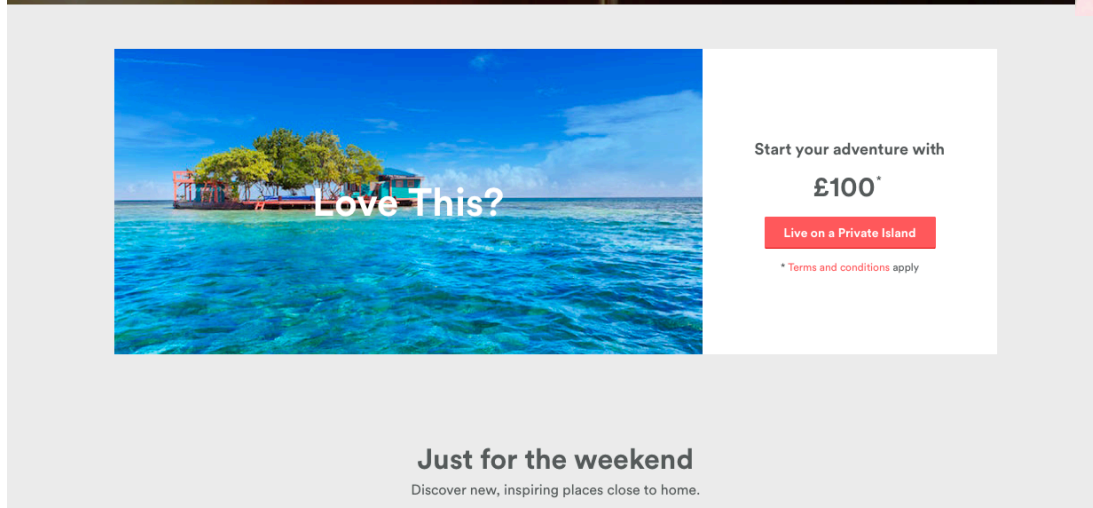
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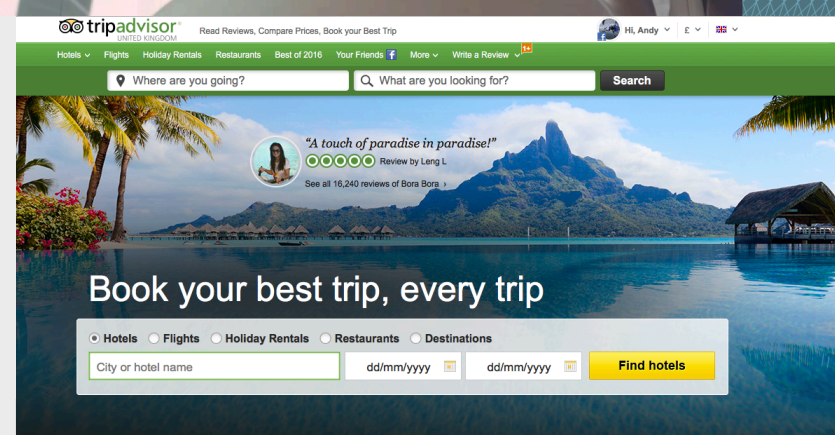
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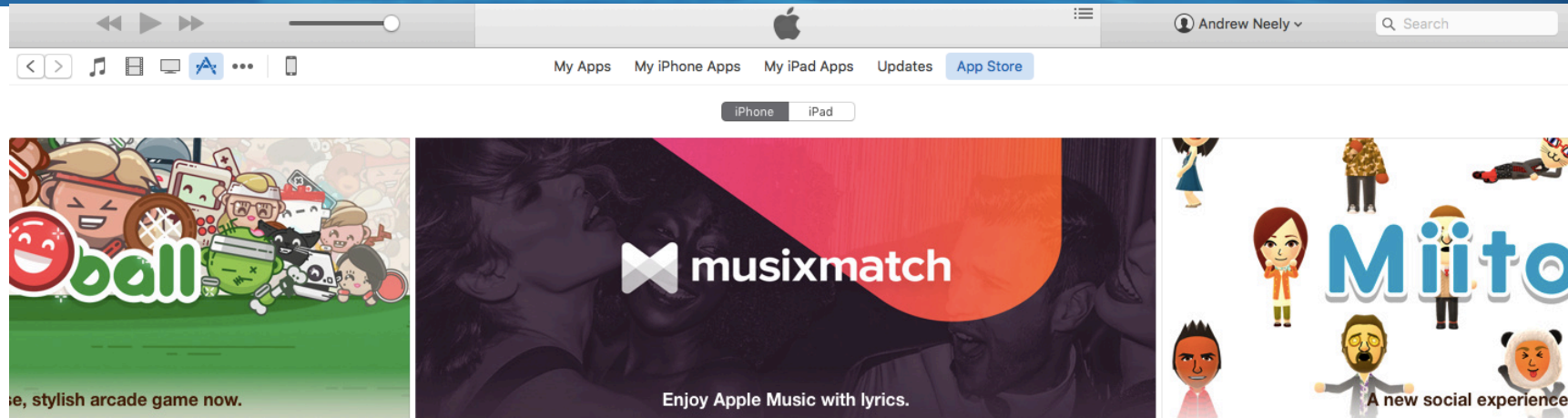
City or hotel name dd/mm/yyyy dd/mm/yyyy Find hotels

What is an ecosystem?

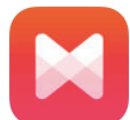




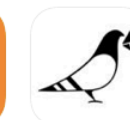
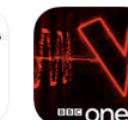
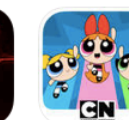


An ecosystem is the wider network of firms and organisations that can or could influence the way the focal firm creates and captures value through the provision of a product or service.

Members of this wider network may include, but are not limited to: collaborators, regulators, clients, client's stakeholders, suppliers and competitors.

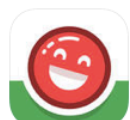




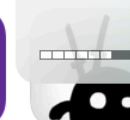

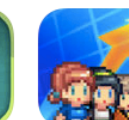
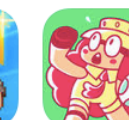

Apple, Apps and the iStore



Hot This Week

 Musixmatch Lyrics Finder Music	 The Masters Tournament Sports	 Her Story Games £3.99	 Britain's Got Talent 2016 Entertainment	 BBC Bitesize Education	 Paperless Post: Invitations and... Lifestyle	 The Voice UK Entertainment	 Flipped Out - The Powerpuff... Games £2.29	 hayu Entertainment	 Union Sports
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Best New Games

 PKTBALL - Endless Arcade Games	 Chameleon Run Games £1.49	 Disney Crossy Road Games	 CATTCH Games £1.49	 Looty Dungeon Games	 Shadow Bug Games £2.99	 Pug's Quest Games £2.29	 Tap Tap Trillionaire Games	 Launchasaurus Games	 TohTur Games
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App Store >

All Categories >

QUICK LINKS

Redeem Account
Send iTunes Gifts Support

Parents' Guide to iTunes


Learn More About In-App Purchases
New to the App Store?

See All >

Browse by Category

Kids
Editors' Choice

TOP PAID APPS >

-  Minecraft: Pocket
Edition
Games
- Radiation Island

GE, Apps and Predix



The image shows a screenshot of the Predix website landing page. The background is a dark, atmospheric scene with a stormy sky, green lightning, and a landscape with wind turbines. A large, glowing green wireframe globe is centered on the page. The text is white and green.

Predix

GE DIGITAL DEVELOPER FOLLOW   


Overview Get Started Partners 

Your Platform for the Industrial Internet

Powerful. Flexible. Secure. And truly revolutionary.
At the intersection of people, machines, big data, and analytics stands Predix.

Your Platform GE Health Cloud Open for Business





Failing to understand
your ecosystem can
have consequences!

Michelin PAX run-flat tires



- But specialist equipment needed to replace tires – few shops PAX equipped.
- Class-action suits filed against Michelin and Honda in the US!

- Innovative new tire – “the biggest technical innovation in the tire industry since we introduced the radial tire nearly 60 years ago” – said Michelin...
- Clear value proposition – better and safer for customers; even flat the tire could be driven 125 miles at 55mph.
- Good support from auto manufacturers (e.g. Honda) and competitors (e.g. Sumitomo).



And understanding your
ecosystem brings potential
for innovation



Methodology for mapping your ecosystem

Step 1: Define the ecosystem

Step 2: Identify the customer(s)

Step 3: Identify ecosystem actors

Step 4: Cluster ecosystem actors

Step 5: Develop actor id's

Step 6: Identify sources of income

Step 7: Estimate how income is divided among ecosystem actors

Step 8: Identify sources of cost for each ecosystem actor

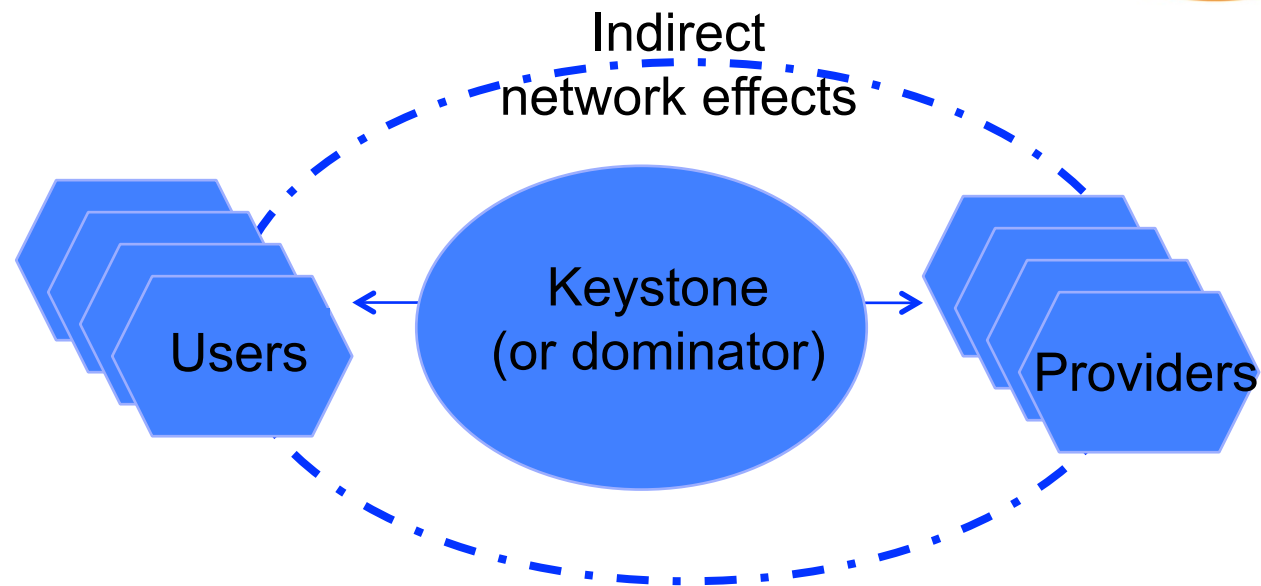
Step 9: Identify opportunities for ecosystem innovation

Step 10: Prioritise ecosystem innovation opportunities – greatest potential

Step 11: Identify changes required to realise opportunities

Step 12: Evaluate implementation, co-innovation and co-adoption risks

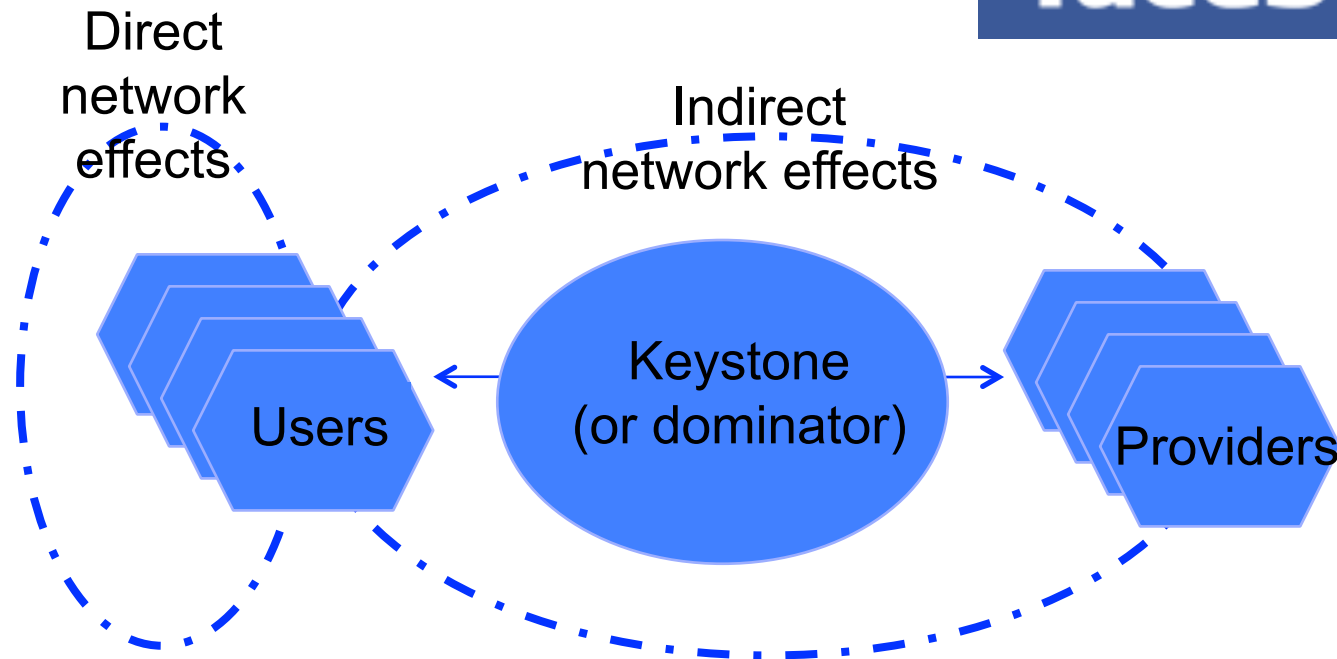
Identifying opportunities in ecosystems (1/3)



**Ecosystem type 1:
Platform with indirect effects**

Identifying opportunities in ecosystems (2/3)

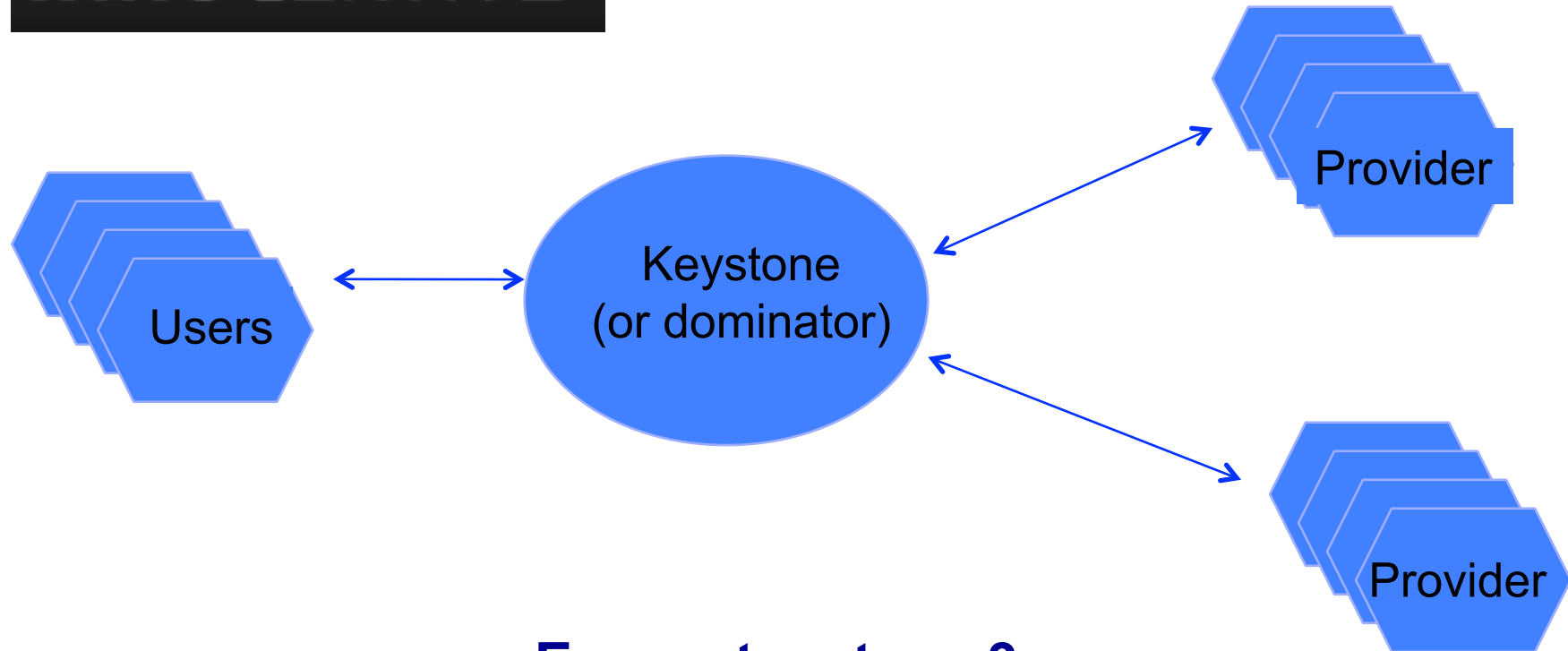
facebook



Ecosystem type 2: Platform with indirect and direct effects

Identifying opportunities in ecosystems (3/3)

INNOCENTIVE[®]



**Ecosystem type 3:
Moderator and integrator based**

Forthcoming Webinars

Date 14:30hr GMT	Topic	Invited speaker
Jan 11 th	Innovating Your Business Model: The Capability Assessment Tool. ***TOOL***	Prof. Andy Neely
Feb 8 th	The seven critical success factors in the shift to services. ***TOOL***	Dr. Veronica Martinez
March 14 th	A small-scale analysis of health service stakeholder networks: insights from social media	Dr. Benjamin Lucas and Dr Mohamed Zaki
April 11 th	Mapping Ecosystems: Identifying Service Innovations. ***TOOL***	Prof. Andy Neely
May 9th	Supplying innovation: unlocking innovative behaviours in the supply chain	Dr. Jingchen Hou