

Platform Management Tool

Dimension Two: Platform Development Canvas

2 Ecosystem and Environment



3 Platform and Governance Design



4 Managing and Operation



5 Evolution



Who?
Where?

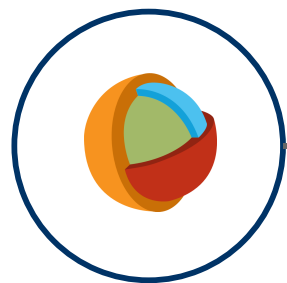
How will the platform be realised?

How will the platform be managed and operated?

How should the platform and ecosystem evolve? What should evolve?

1 Platform core

What?
Why?



Select and Build Ecosystem Partners

Identify Embedded Ecosystems

- Stakeholder ecosystem
- Platform ecosystem
- Project ecosystem

Create Personas

Establish roles
Potential for value creation
Value creation, capture & delivery
Financials
Adoption mechanisms

Consider Competitive Dynamics

Overlapping functionality
PECO internal competition
Emerging technologies
Competing ecosystems

External Environment

Regulations Standards Protocols
Regulatory Authorities
Trust

Software Ecosystems
Business Ecosystems

Define Value Creation Logic

Establish platform offering → Consider ecosystem value contributors → Monetisation (Value capture and distribution)

Monetisation

Subscription	Project scope related	Transaction fee
Percentage profit	Credits	Access - enhanced
Per user	Outsourcing	Customer base
Per feature	Sponsorship	Licensing

Design

Standards, Rules and Regulations

ISO PoPI
IEEE HISP
SANS SA eHealth strategy
HL7 PPD principles for digital development
ICD10 SA HNSF
SNOMED SA HIPAA
SITA

S.O.A Approach
Black boxes and APIs

Design Tech-Stack

Back-end Front-end
Agile ON

EHRs and EMRs Data Silos Integration Interoperability Security and Privacy

Information Systems
Software Engineering
Economics

Market Entry

Medical aid Business partners Hospitals Clinics

Chicken-or-egg dilemma

Follow-the-rabbit Piggy-back
Seeding Marquee Single-side
Evangelism Big-bang Micro-market

Control Mechanisms

Formal Control
Design rules and standards
Documentation Penalties
Monitoring & evaluation
Content regulation
Review processes
Development aids

Informal Control
Common values
Shared beliefs
Community building
Methods of guiding behaviours

Openness Dimensions

Boundary resources
Governance
Research and development
Platform management
Marketing and sales
Consulting and support

Ecosystem Health Watch

Platform Software External Environment Platform Owner Firm Software Projects

Health and Technology Education Available Devices (Mobile) Data: Availability Cost Traffic Adoption Sustainability

Management
Economics
Ecosystem Governance

Platform Evolution and Maturity

Goals
Priorities

Evolve?

Platform ecosystem
Platform owner firm Platform projects

- Screen competing ecosystems and relevant industries
- Add additional ecosystem partners
- Identify bottlenecks
- Develop and apply maturity model

Evaluate Success of Balancing Factors

- Modularity
- Openness
- Entry barriers

Evaluate Platform

- Resourcing
- Securing

Incorporate Feedback

Stumbling blocks Feedback

External Environment

- New laws, standards or protocols
- Emerging technologies

Innovation
Technology Management

Evolve one or more of the parts