With **Open Arms**

Turn your open platform into a business magnet

Some of us may be old enough to recall when companies decided to open up their systems and link with partners (EDI, anyone?). It took quite some courage, to open these first little doors into the company. Well, that ship sailed a long time ago. Now, you need to be open to new opportunities, collaborations and business models – as and when they arise, certainly not only as planned. And you're not the only one trying. In order to stand out, you need to move to a state of decidedly active openness, attracting partners to collaborate with you – rather than 'just' making it easier to do so. Only then will your open platform evolve into an exciting, irresistible business magnet.

in

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WHY?

Day in, day out, you compete for customers, for clients, for people. And as if this were not enough, there comes a new competitive front: the battle is on for the best outside resources to collaborate with. This is not just about your traditional partners, but also about start-ups, venture partners, and even a fluid workforce of subject matter experts. The flexibility of these outside resources will combine with yours to give you market power, market viability, and resilience. To make your business attractive in this fast-moving outside world, don't solely rely on a clear purpose and shared convictions; add a healthy dose of technical pulling and sticking power. Your platform strategy can no longer provide just standard entry doors. It needs to provide the most inviting place to be in the neighborhood. It must offer comfort, empathy, flexibility, incentives, and full service. Once your partners are in, they will definitely want to stay. Like Hotel California. But in a nice way.

GO FOR IT!

1. **Architect for Open**
   Design and build a business technology platform that enables an agile and open ecosystem; one that evolves easily, can integrate new partners, providers and clients, and can support new services at short notice, without substantial reengineering.

2. **Build for Open**
   Develop your technical platform on standard and state-of-the-art technologies that support an agile, open ecosystem; such as cloud-based microservices, containers, open APIs and secure, collaborative data spaces.

3. **Work it for Open**
   Provide top-of-the-bill facilities to work and collaborate – with physical proximity as an exception, rather than the default – such as facilities for teams to collaborate and deliver, securely working from home, with optimized network bandwidth.

4. **Reward for Open**
   Deliver tangible incentives for all stakeholders joining your open platform; for example, in terms of shared knowledge and insights, new connection and partnering opportunities with other parties than yourself and – of course – financial benefits.

5. **Communicate Open**
   Ensure sure your platform is a powerful vehicle to communicate and promote your corporate purpose and values, such as providing metrics on (collaboratively) improving sustainability, diversity or inclusion objectives.

MEASURE

- Time-to-new-service
- External users' NPS
- Partner ecosystem size