Module Platform Business Analysis

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Abstract

This module provides an approach to analyse market and business to help in defining the platform scope.
## Approach to Platform Business Analysis

<table>
<thead>
<tr>
<th>Step</th>
</tr>
</thead>
<tbody>
<tr>
<td>explore markets, customers, products and technologies</td>
</tr>
<tr>
<td>study one customer and product</td>
</tr>
<tr>
<td>make map of customers and market segments</td>
</tr>
<tr>
<td>identify product features and technology components</td>
</tr>
<tr>
<td>make maps:</td>
</tr>
<tr>
<td>market segments - customer key drivers</td>
</tr>
<tr>
<td>customer key drivers - features</td>
</tr>
<tr>
<td>features - products</td>
</tr>
<tr>
<td>products - components</td>
</tr>
<tr>
<td>determine value of features</td>
</tr>
<tr>
<td>identify synergy and (potential) conflicts</td>
</tr>
<tr>
<td>create roadmap and short term plan</td>
</tr>
</tbody>
</table>
Explore Markets, Customers, Products and Technologies

brain storm and discuss time-boxed
Make Map of Customers and Market Segments

- **Functionality** vs. **Performance**
- **Mature**
  - P1800
  - P1900
- **Niche**
  - P2200
  - P2600
  - P2000

Many changes and variations.
identify product features and technology components

features
- basic
  - 1800k/hr
  - 2100k/hr
  - 3000k/hr
  - buffer
  - sunp.
  - feeder
  - hf feeder

applications
- adjust
- order
- workflow
- prepare
- packing
- process

services
- buffering
- cooling
- heating
- cleaning
- feeding

toolbox
- drivers
- store
- conveyor
- robot

hardware
- climate subsystem
- handling subsystem
- power

control subsystem
- OS
- CPU
- RAM
- etc

file-system
- fast imaging

networking

domain specific

generic
Example Criteria for Determining Value

- Value for the customer
- (dis)satisfaction level for the customer
- Selling value (How much is the customer willing to pay?)
- Level of differentiation w.r.t. the competition
- Impact on the market share
- Impact on the profit margin

Use relative scale, e.g. 1..5 1=low value, 5 -high value
Ask several knowledgeable people to score
Discussion provides insight  (don't fall in spreadsheet trap)
## Determine Value of Features

<table>
<thead>
<tr>
<th>features</th>
<th>P1800</th>
<th>P1900</th>
<th>P2200</th>
</tr>
</thead>
<tbody>
<tr>
<td>satisfaction</td>
<td>1</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>customer</td>
<td>5</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>sales price</td>
<td>4</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>market share</td>
<td>1</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>feeder</td>
<td>1</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>hf feeder</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>buffer</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>sunpower</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>
Example Platform Scoping

heterogeneous domains
and application

intelligent buildings

motorway management

railway stations

airport terminals

shared core technology

Closed Circuit TV

audio broadcasting

access control

networking