

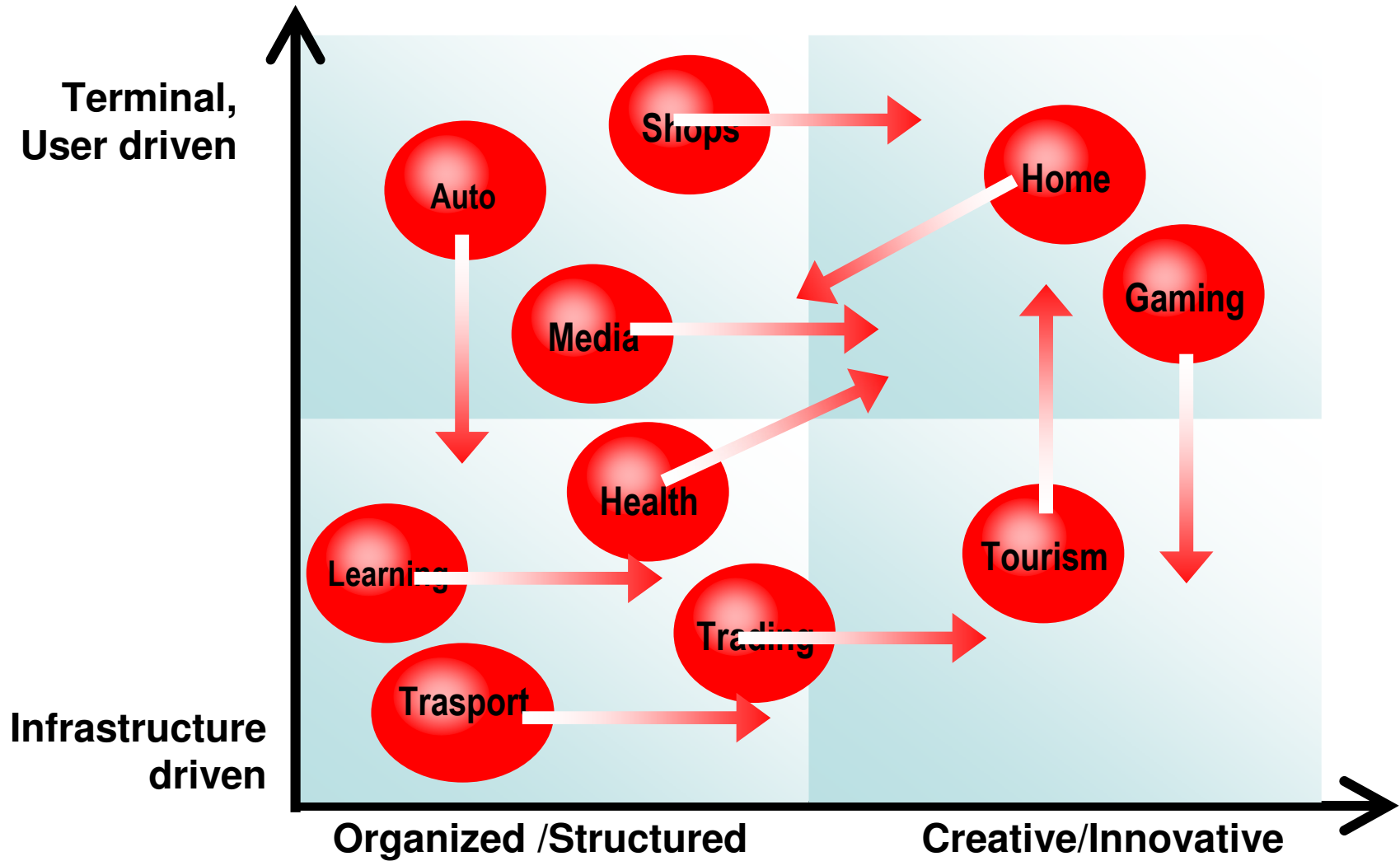
FUTURE CENTRE

From convergence to ecosystems



Roberto Saracco

Ambient Evolution

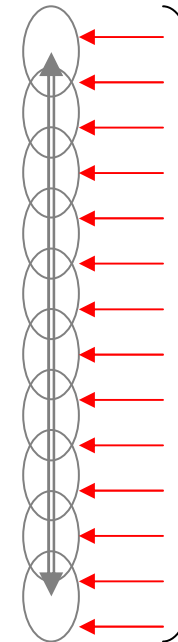


Value Chains

...2000

- ❖ **Internal Innovation**
- ❖ **Strong Control of Depl.**
- ❖ **Efficiency to compete**
- ❖ **Competition pushes value at the end client**

EFFICIENCY



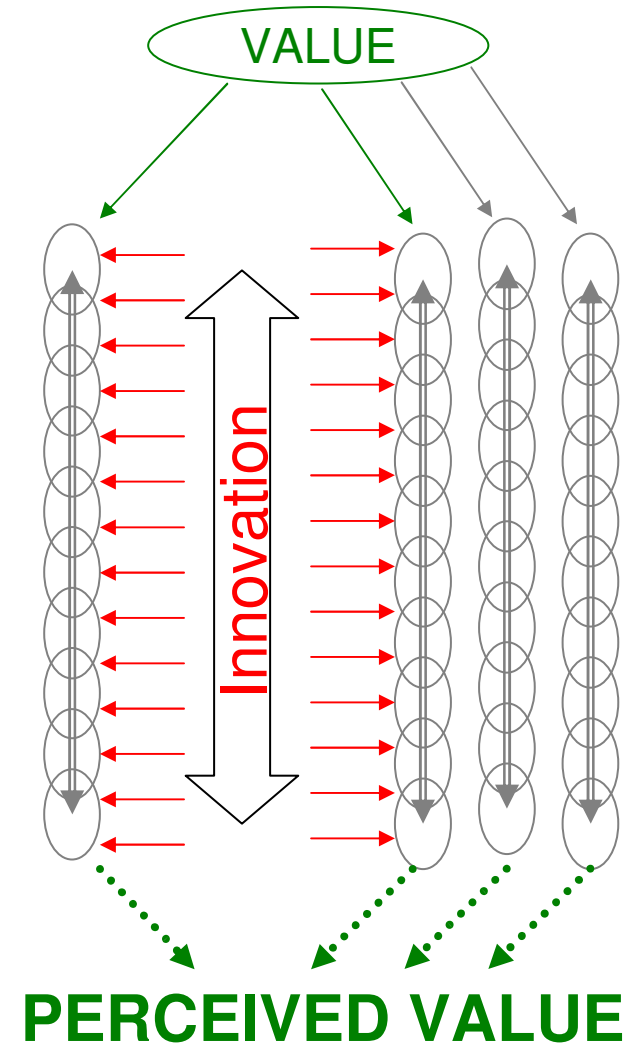
Innovation

VALUE

Alternative Value Chains

2000 ... NOW

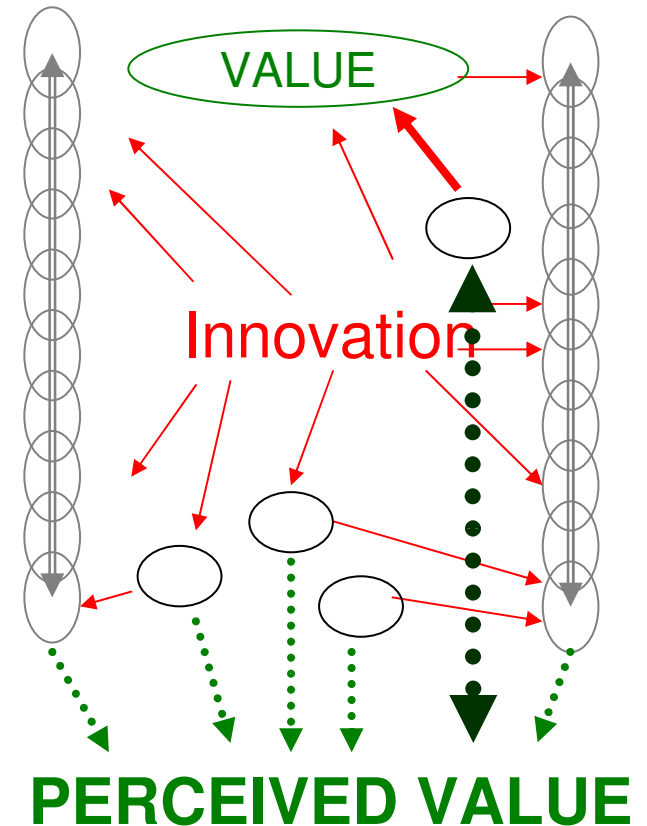
- ❖ **Concurrent Innovation**
- ❖ **Strong Control of Depl.**
- ❖ **Shared Control on Root**
- ❖ **Scale advantage**
- ❖ **Competition is on price**



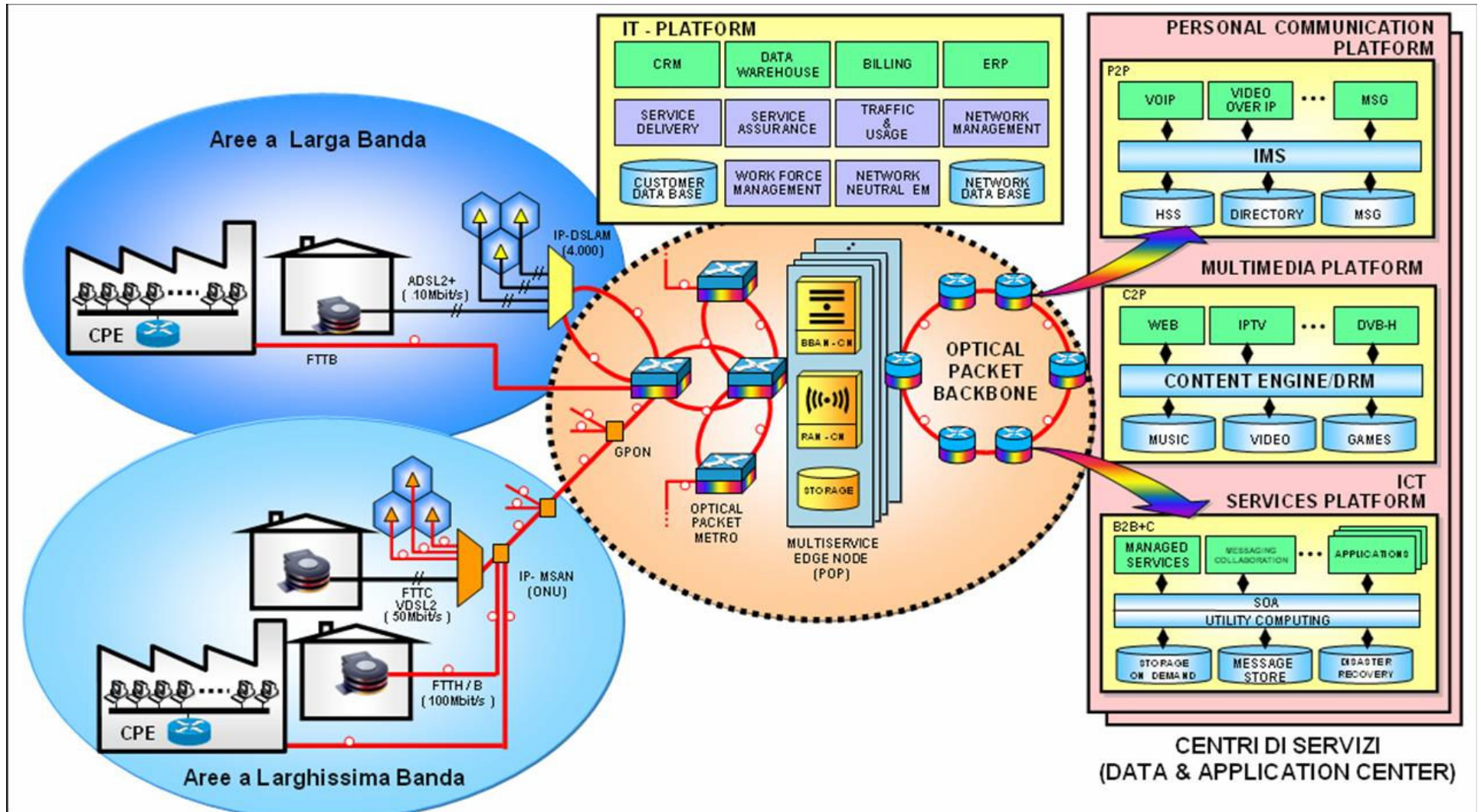
From Value Chains to Ecosystems

NOW ... Next Decade

- ❖ **Out of field Innovation**
- ❖ **Marginal-No Control of Depl.**
- ❖ **Mashed Value Creation**
- ❖ **Intermediation Advantage**
- ❖ **Competition is on biz Models**

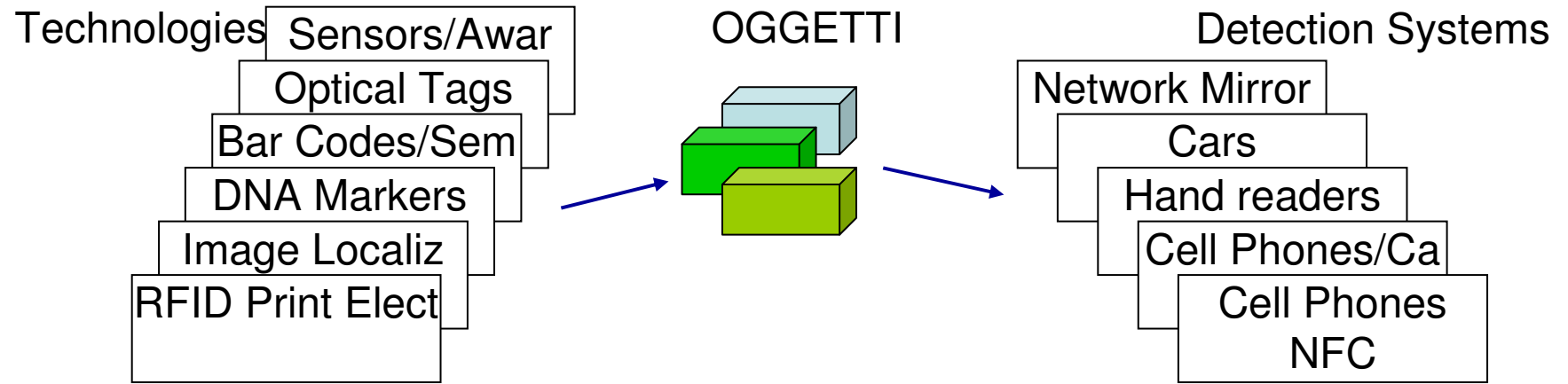


A network of networks of platforms

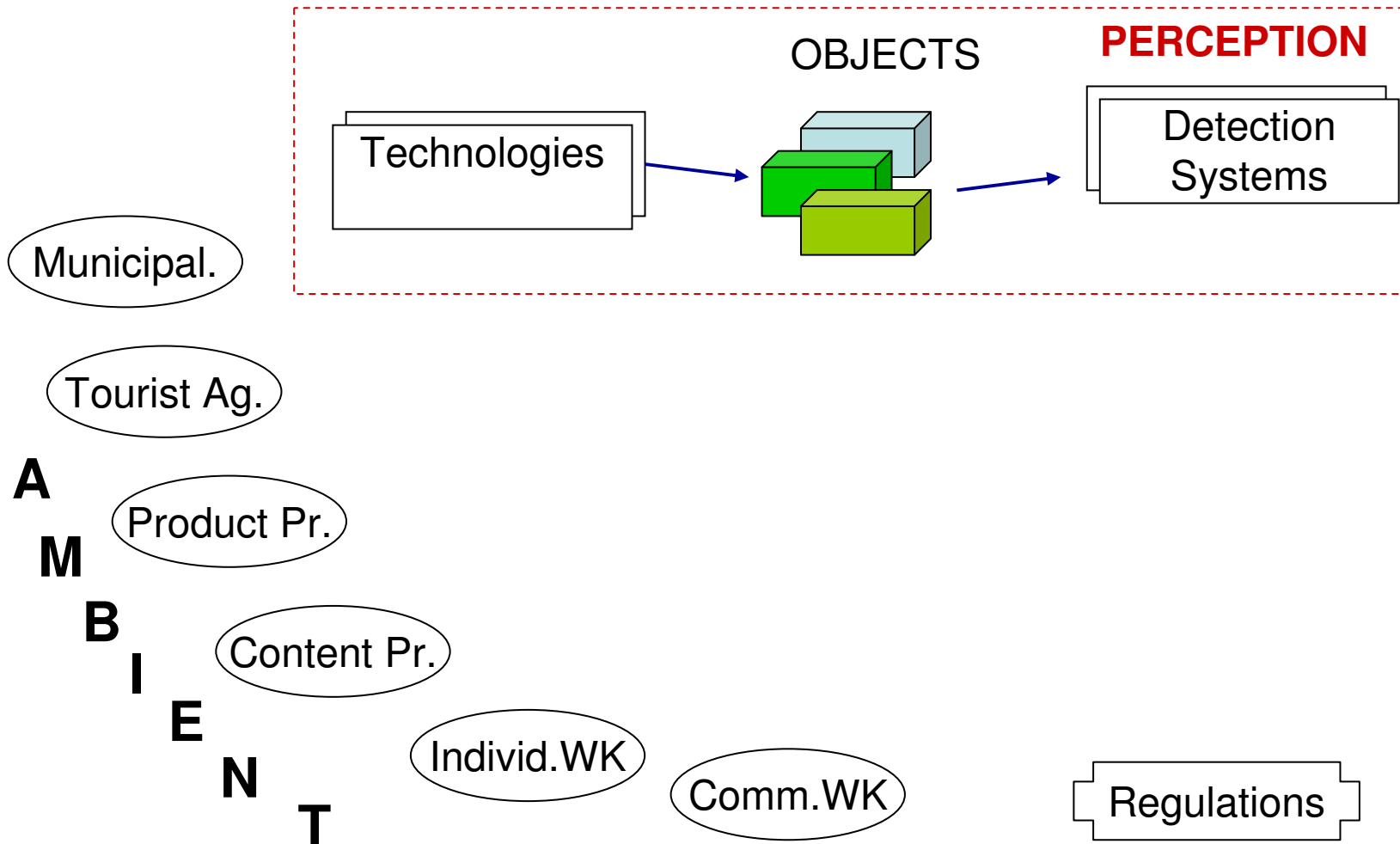


From Atoms to Bits: Ecosystem example

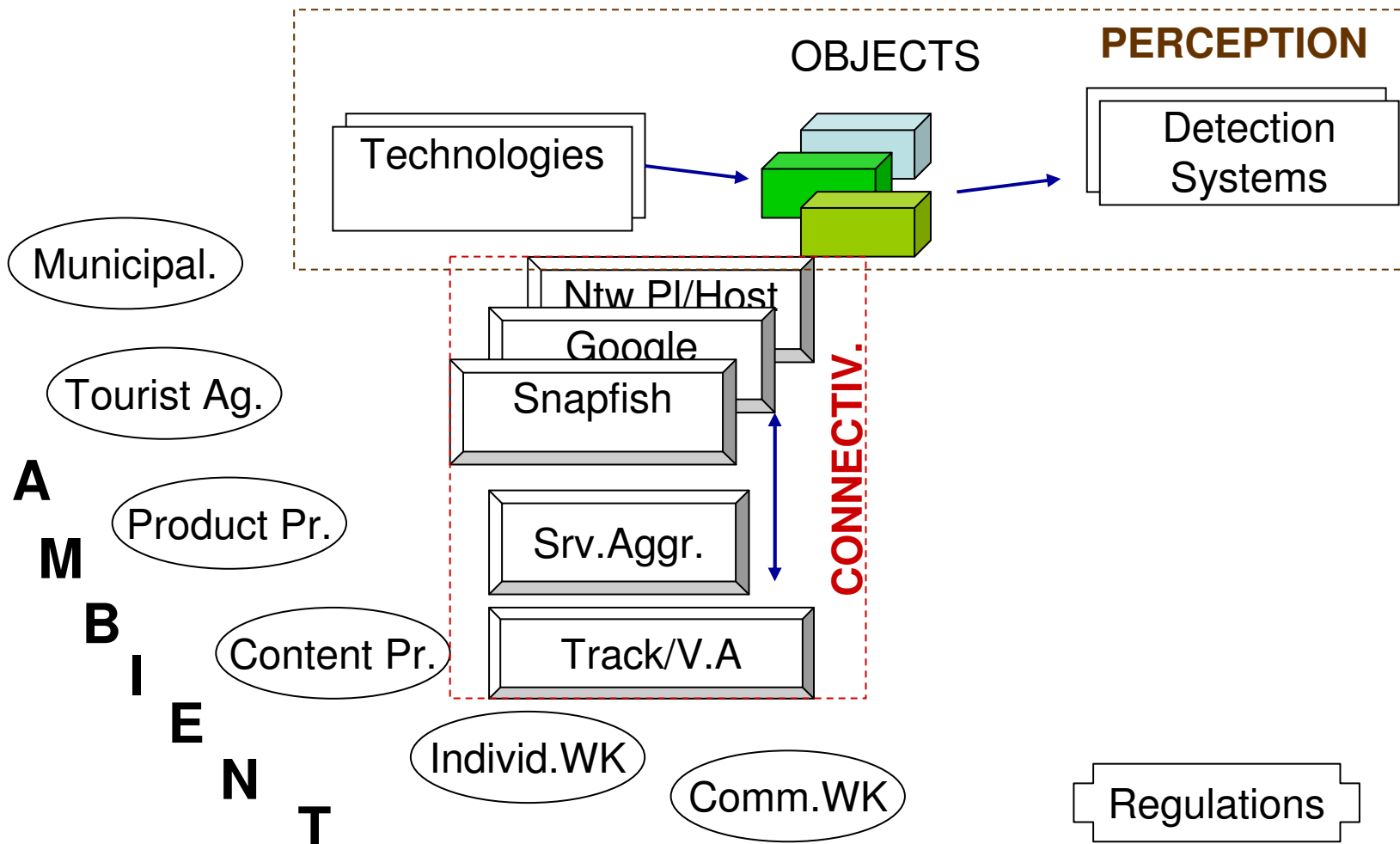
PERCEPTION



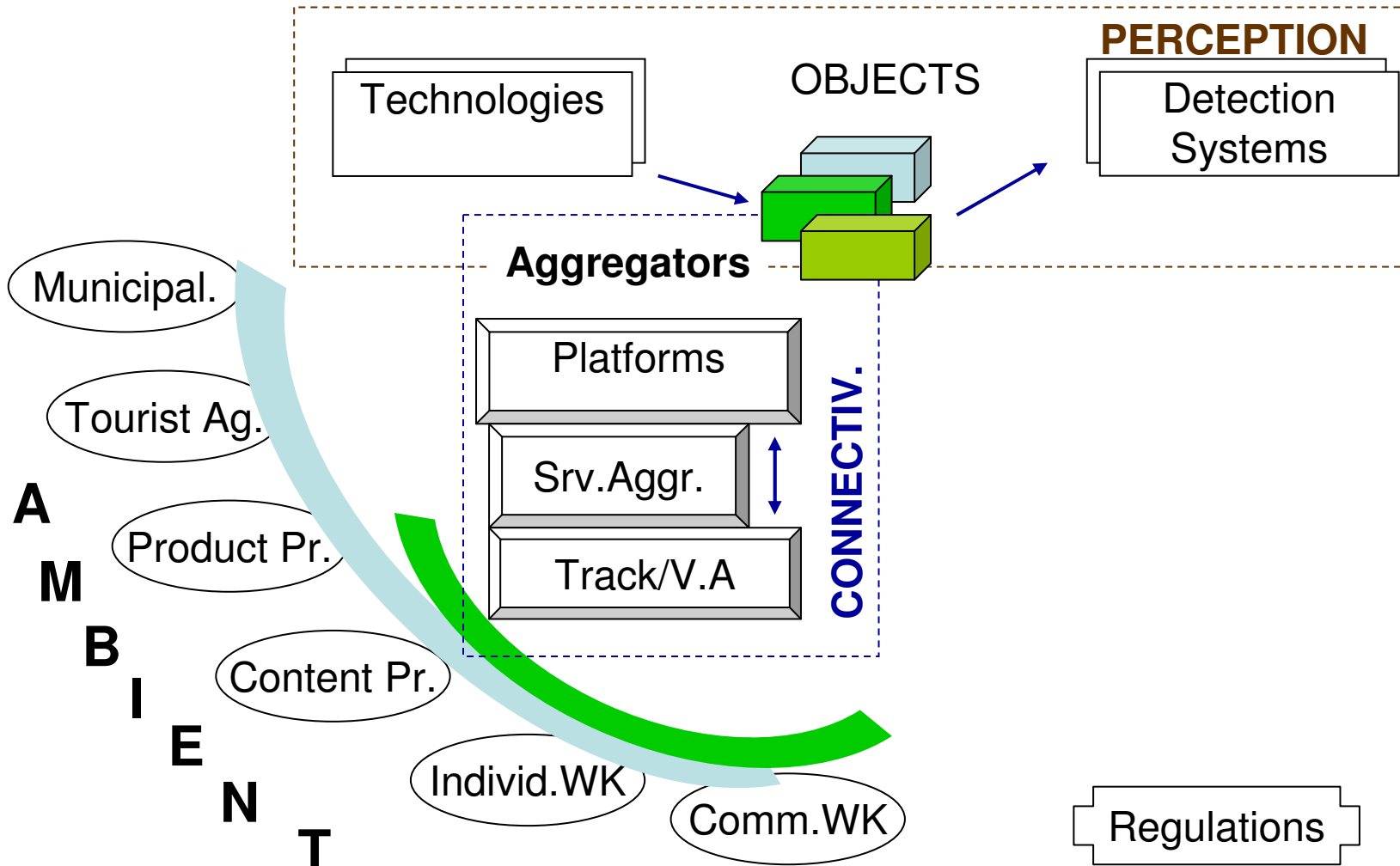
From Atoms to Bits: Ecosystem example



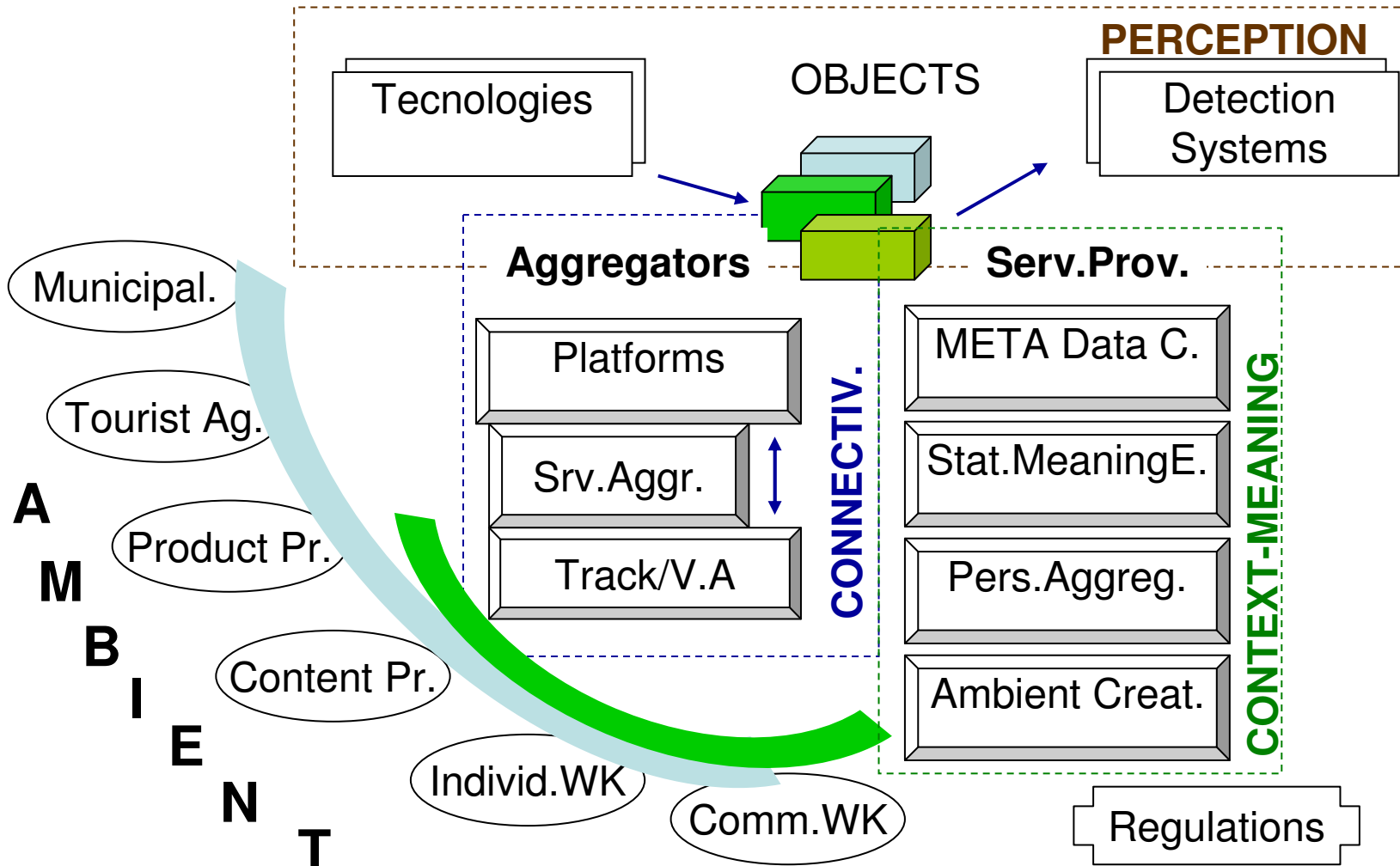
From Atoms to Bits: Ecosystem example



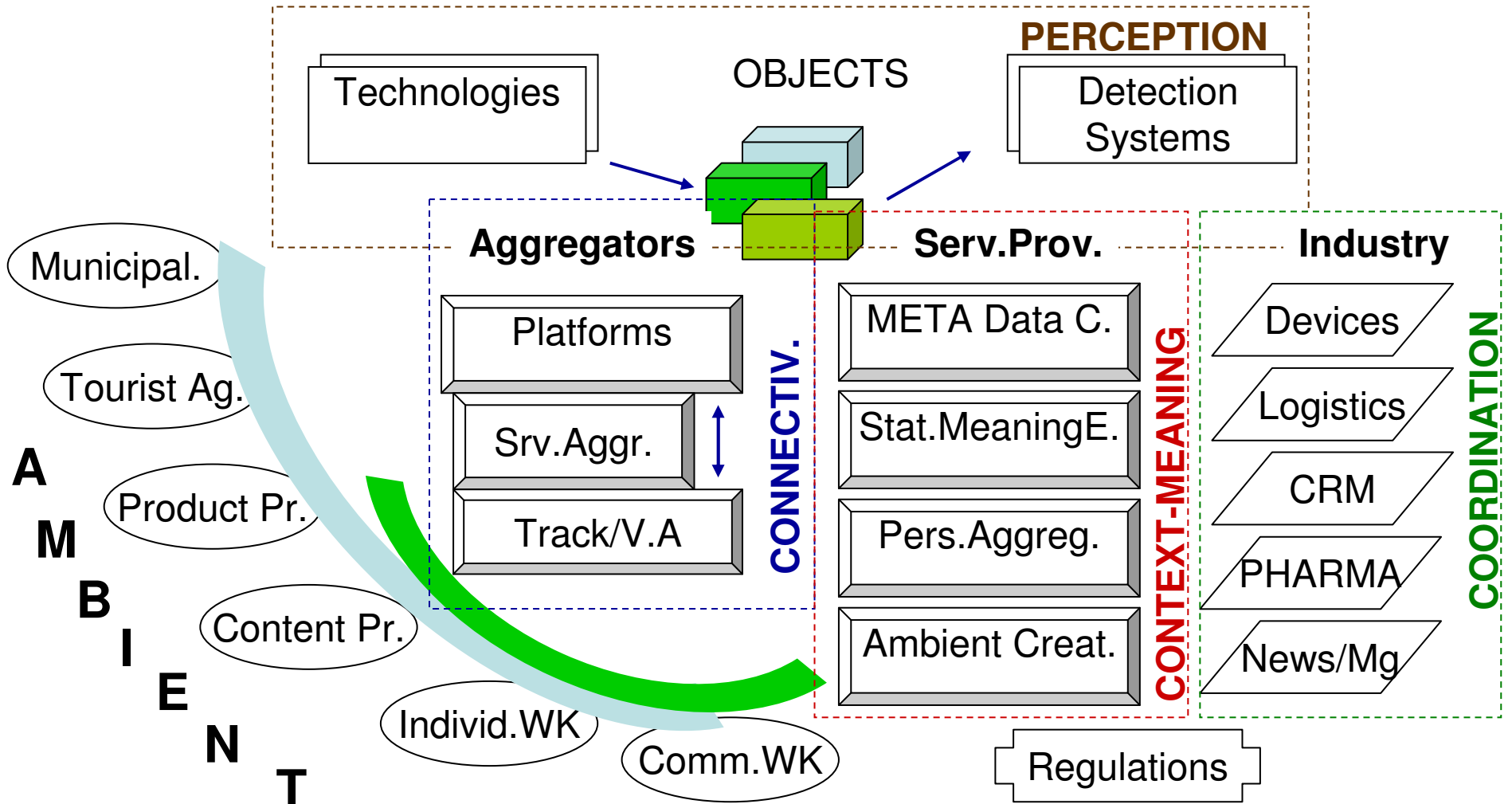
From Atoms to Bits: Ecosystem example



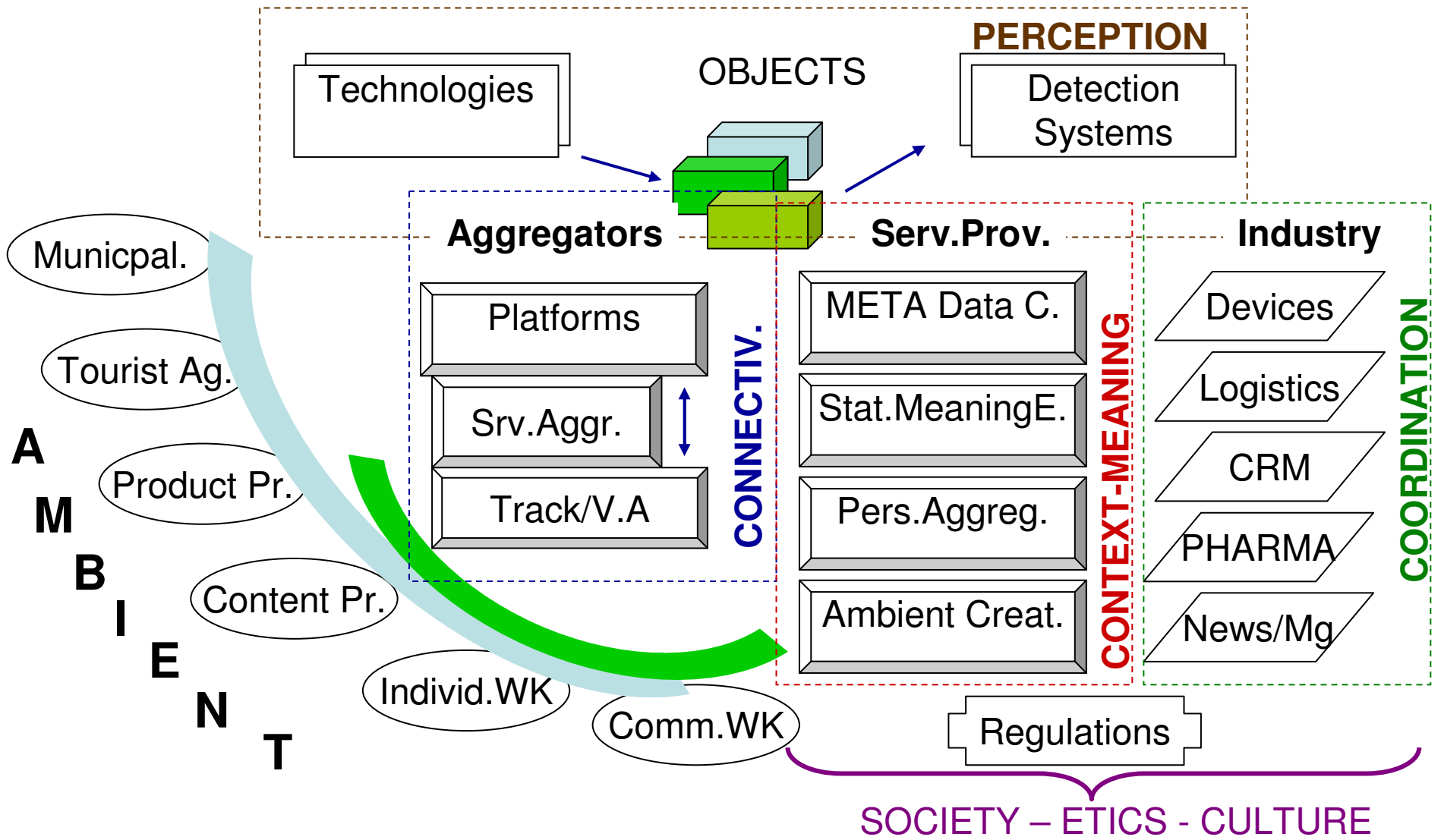
From Atoms to Bits: Ecosystem example



From Atoms to Bits: Ecosystem example



From Atoms to Bits: Ecosystem example



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From convergence to ecosystems



Thanks

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