




The Power of the Platform: the Case of Construction & Digiplace

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A close-up portrait of Bill Gates, wearing glasses and a dark suit jacket over a light-colored shirt. He is looking slightly to the right of the camera with a neutral expression. The background is a solid, dark blue color.

**As we look ahead
into the next century,
leaders will be those
who empower others.**



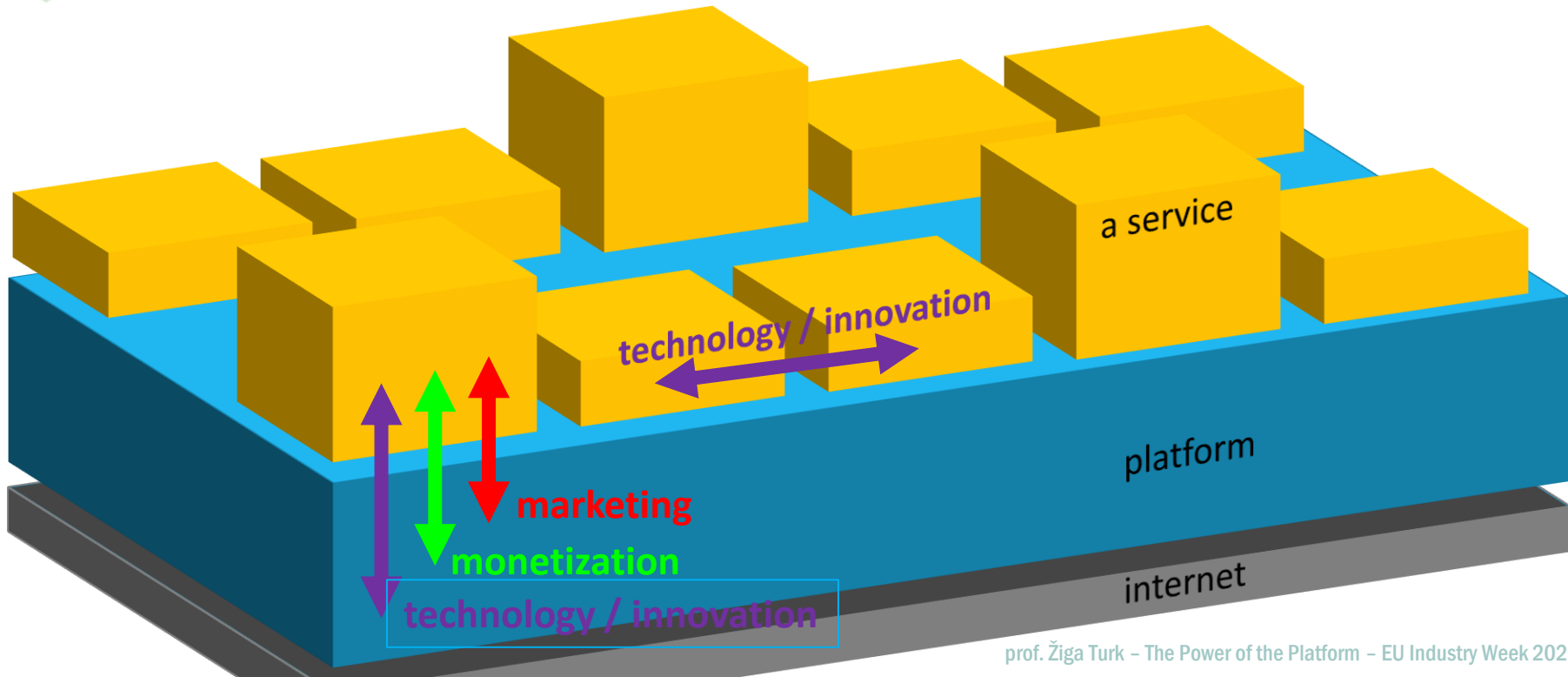
Bill Gates
www.geckoandfly.com



Empowerment came in many shapes and sizes

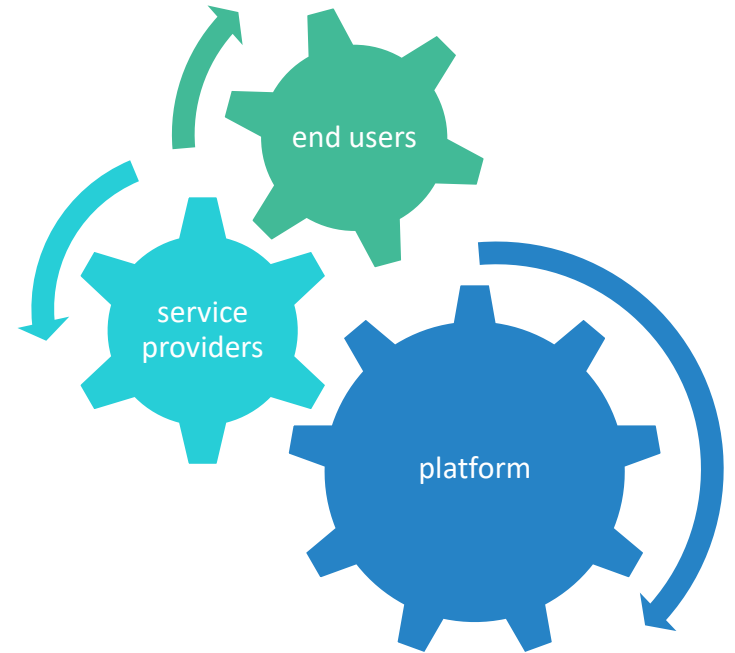


Key idea was a platform



Platforms do three things

- Simplify collaboration
 - project collaboration
- Reduce transaction costs
 - re-use of functionality, marketing, monetization
- Enable complementary innovation
 - platform :: providers :: end users





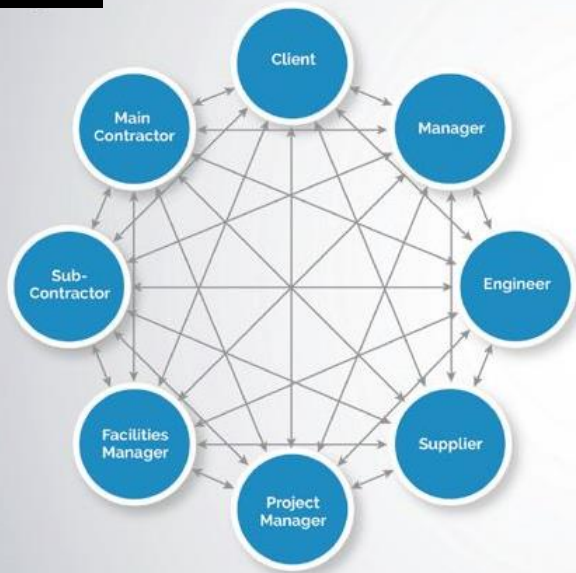
Construction is suitable for a platform disruption

- ✓ fragmented industries
 - yes
- ✓ information intensive
 - think gigabytes in construction design
- ✓ industries with information asymmetries
 - information advantage of one party over the other
- ✓ “long tail” demographics
 - not just many different consumers, also a multitude of producers and creators.
- ✓ non-scalable gatekeepers
 - single project, owner, man contractor, head designer as gatekeeper?

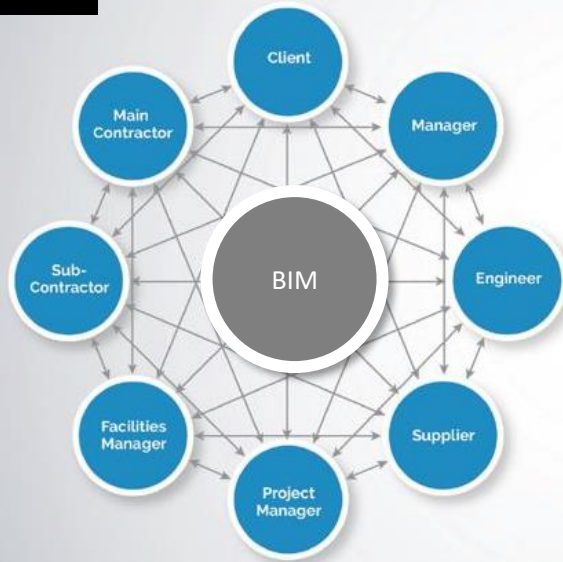
- **construction checks most of these boxes**

So far: looking for productivity gains within a project

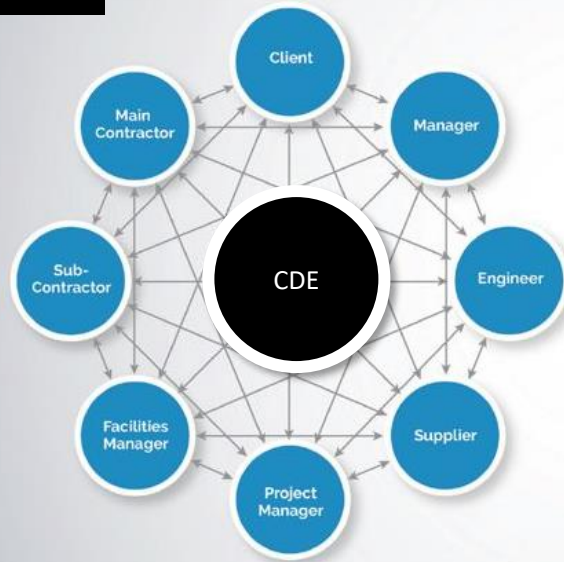
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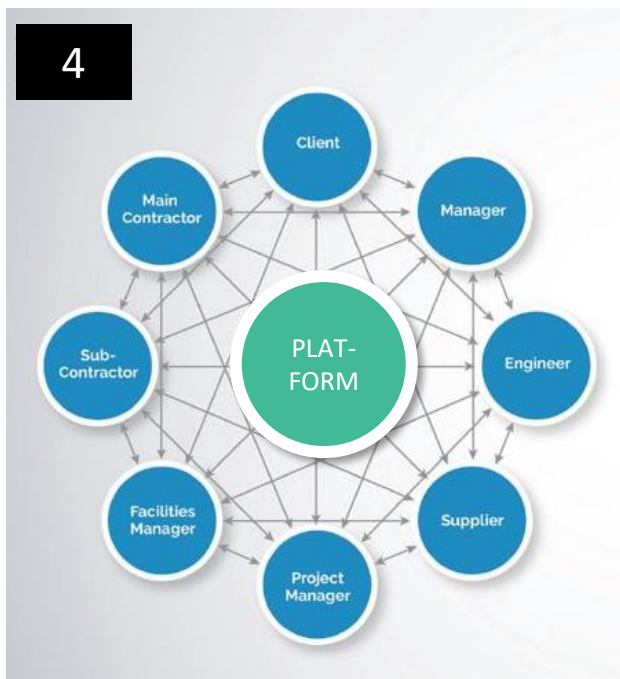
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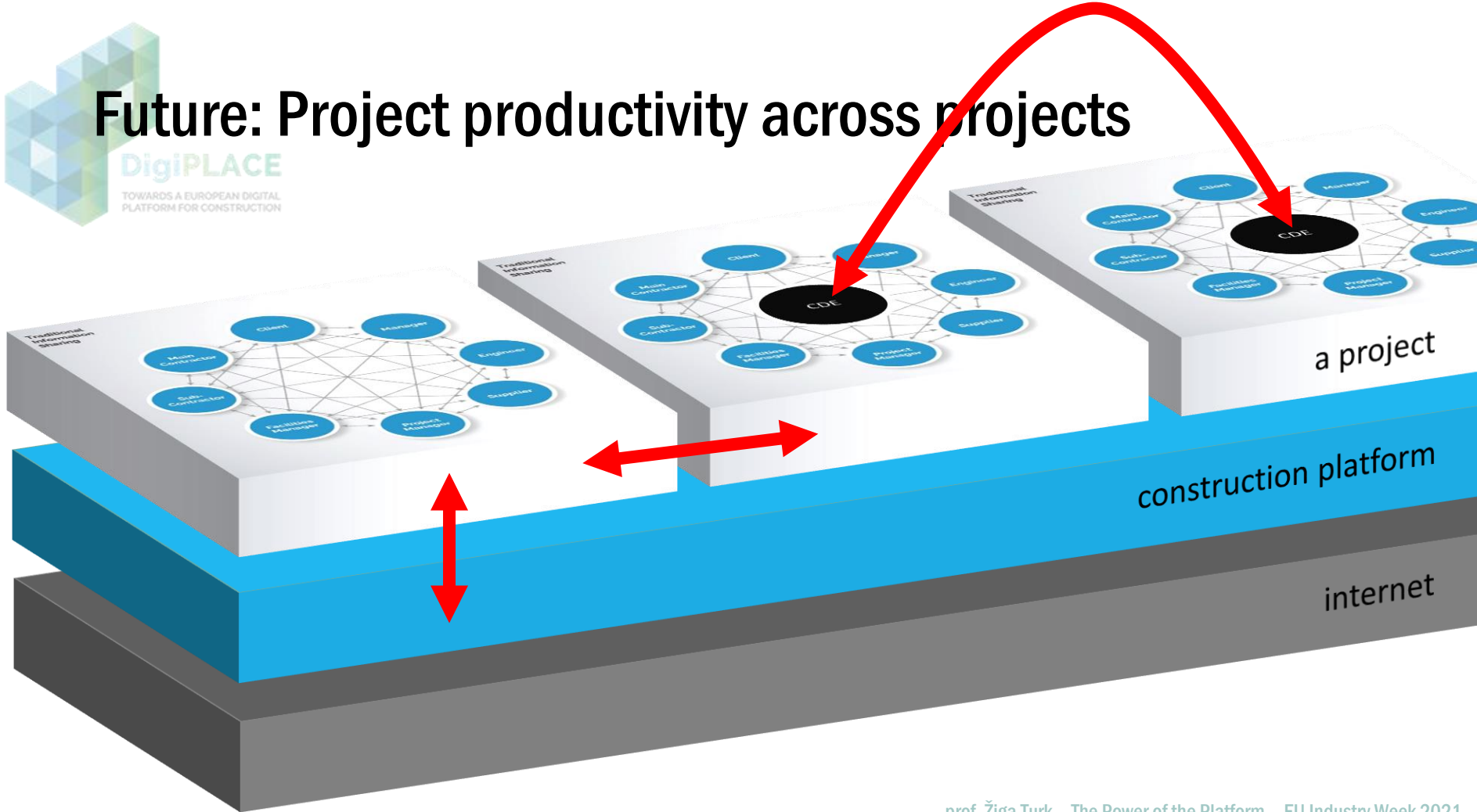


Future? Another rehash of an old idea?





Future: Project productivity across projects



A paradigm shift of how we use IT

Service / tool ecosystem

- worker/business in the center
- actor, tool, world



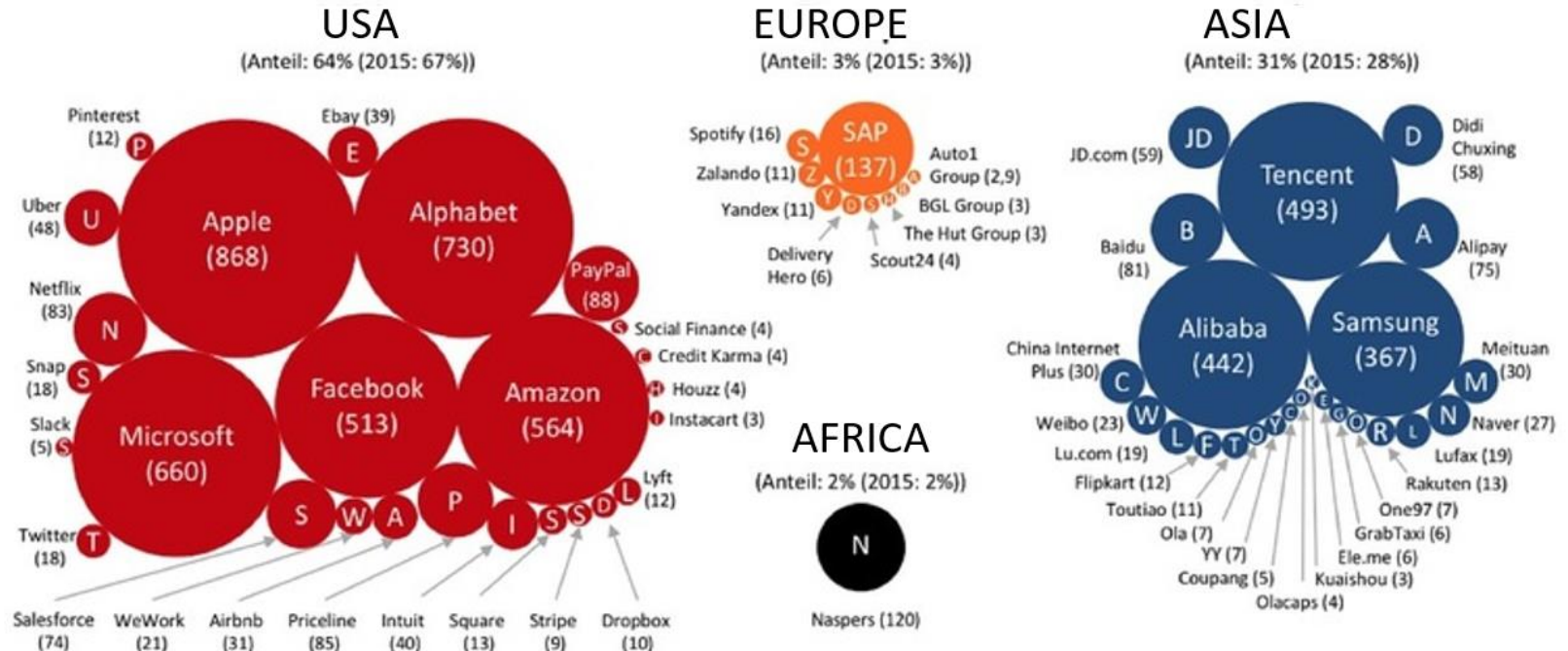
Platform ecosystem

- platform in the center
- actor, platform, tool, world



Europe is not present in this new economy

The 60 most valuable global platforms in billion USD on December 31, 2017



Europe has an ambition

- “Europe's next unicorn could stem from the collaborative economy”
 - Jyrki Katainen, vice president, European Commission.
- “Business-to-Business platforms: the race that Europe cannot afford to lose”
 - Max Lemke, European Commission



Digiplace started to chart the implementation of this ambition

TOWARDS A EUROPEAN DIGITAL
PLATFORM FOR CONSTRUCTION

- Tiny, 1M€ CSA
- Developed a vision
- Developed reference architectural framework

- But this is just the beginning
- Follow-up work to realize the vision





The End

