Aligning Architecture, Governance, and Strategy

The only hands-on guide that offers a complete roadmap for orchestrating software platform ecosystems.

- Understand how architecture and strategy are inseparably intertwined in platform ecosystems
- Architect future-proof apps and platforms and amplify the impact of strategic decisions with effective governance
- Evolve platforms, apps, and entire ecosystems into vibrant successes and spot platform opportunities in almost any—just IT—industry

Platform Ecosystems provides an extremely innovative and insightful approach to decode the value creation of platforms and apps. Amrit Tiwana has written a very provocative guide that will help every executive to reconsider their firm’s strategic position and potential to deliver products and services via platforms. A must-read for anyone interested in the next generation business.

— Eric van Heck, Professor of Information Management and Markets, Rotterdam School of Management, Erasmus University

In Platform Ecosystems, Amrit Tiwana delivers a most timely and in-depth perspective of this exciting topic. Ecosystems are at the heart of all modern economic activity and the most powerful known ecosystems have a “platform” at their core, driven by a strong player leading their ecosystem, inviting and mutually boosting the value-add by other players. The combinatorial multipliers of successful ecosystem lead to the competition of entire ecosystems. Understanding the key drivers and mechanisms of platform ecosystems is critically important when contemplating competitive strategies.

— Clemens Szyperski, Principal Development Lead, Microsoft

Platform Ecosystems is a hands-on guide that offers a complete roadmap for designing and orchestrating vibrant software platform ecosystems. Unlike software products that are managed, the evolution of ecosystems and their myriad participants must be orchestrated through a thoughtful alignment of architecture and governance.

Whether you are an IT professional or a general manager, you will benefit from this book because platform strategy lies at the intersection of software architecture and business strategy. Platform Ecosystems offers actionable tools to develop your own platform strategy, backed by original research, tangible metrics, rich data, and cases. You will learn how architectural choices create organically-evolvable, vibrant ecosystems. You will also learn to apply state-of-the-art research in software engineering, strategy, and evolutionary biology to leverage ecosystem dynamics unique to platforms.

Expert author, Amrit Tiwana, will show you how to:

- Evolve software products and services into vibrant platform ecosystems
- Orchestrate platform architecture and governance to sustain competitive advantage
- Govern platform evolution using a powerful 3-dimensional framework

If you’re ready to transform platform strategy from newspaper gossip and business school theory to real-world competitive advantage, start by reading Platform Ecosystems.

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