Category

Strategy

Ecosystem Orchestration & Platform Partner Strategy Playbook

Playing the keystone role in a business ecosystem, not just participating in one

- Executive
- Advanced
- Template Included

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- 4 minute(s)

Overview

A framework for companies aiming to orchestrate a business ecosystem — setting standards, curating partners, and capturing value as the keystone player — rather than participating as one contributor among many.

What's a "keystone" player in ecosystem terms?

The organization whose role is to set the standards, curate participants, and maintain the health of the overall ecosystem — not necessarily the largest player, but the one other participants depend on for the ecosystem to function.

Can any company become an ecosystem orchestrator, or does it require

a platform business model? It's most natural for platform businesses, but non-platform companies with strong standard-setting position, critical infrastructure, or dominant customer relationships can also play an orchestration role in their value chain's ecosystem.

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