

Package

STRATEGY FOR PROTECTING AND SCALING A PLATFORM



DESCRIPTION

The current development of the digital economy in the world is due not only to the constantly growing volume of data, but also to the increase in the number of information platforms (*Uber, Alibaba, Airbnb, Amazon, Avito, VKontakte, Youtube, Instagram, Delivery Club* etc.), which help to reduce transaction costs and expand comfort of market participants.

It is IT services based on information platforms that are the key products of the most expensive brands in 2020 (*Apple, Amazon, Facebook*).

However, one of the main challenges for information platform companies is keeping existing users from switching to competing platforms (*e.g. switching from Amazon to Alibaba, from Uber to Didi, from Lamoda to Joom, etc.*) while attracting new customers to the service ecosystem. So, in accordance with a number of mathematical and economic reasons, without dynamic scaling relative to competitors, the stable preservation of the information platform user base is unlikely, i.e. in order to retain active users, you company need to grow.

That is why our Center offers strategy development for the protection and scaling of a platform solution. This document will offer an integrated and safe approach to scaling the client's platform through a mathematical description and proof of the best scenario of behavior in the current competitive environment.

This strategy should serve as a tool for making tactical decisions that meet the business goals of the client, as well as answer the questions:



How to keep the current user at the lowest cost?



How to attract a new user to the platform ecosystem?



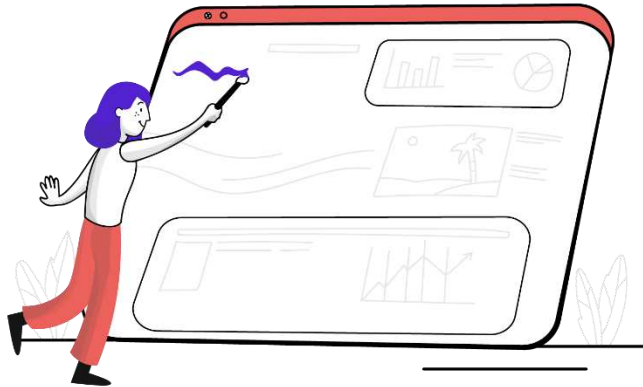
How do attract a third party user using your competitor's service?

When choosing this package of services, the client receives answers to these (**and not only these**) questions in the form of a final document with a detailed description of the conclusions.

The range of services for this package is prepared in accordance with the experience and technological expertise of our team, accumulated in the implementation of similar projects.

Following the strategy developed within the framework of the project implementation in practice should provide certain benefits and advantages for the client due to:

- Developed scenario of behavior and competition policy methodology
- Adherence to the established platform security standard
- User protection and growth
- Improving management efficiency



PACKAGE CONTENT

1

Analysis of the client's information platform

- Identification of key functions and beneficiaries
- Analysis of the platform internal digital profile
- Analysis of the platform external digital profile

2

Analysis of the information platform market target segment

- Analysis of the international and local markets of the platform
- Competition policy analysis of other platforms in the target segment
- Detailed competitive analysis of customer experience

3

Analysis of company current business processes

- Determination of target business processes
- Analysis of the existing competition policy
- Collecting and summarizing data on the current state of the client's IT support

4 Development of an optimal dominance model in the target market segment and a security standard

- Development and proof of the optimal strategic scenario for the behavior of the client's company in the market (*without competitors or with 1 competitor*)
- Development of a security standard for active platform users based on a behavior scenario

5 AI Strategy Final Document in .pdf/.docx format and presentation in .pptx

A client ultimately receives a comprehensive strategy for protecting and scaling the platform solution of his company, which includes:

- Current user retention methods "as is"
- Best practices for user retention "as it should be"
- Description of target market behavior in relation to competing platforms
- Strategic plan for the development of the information platform for the medium term

DURATION



up to 3 month

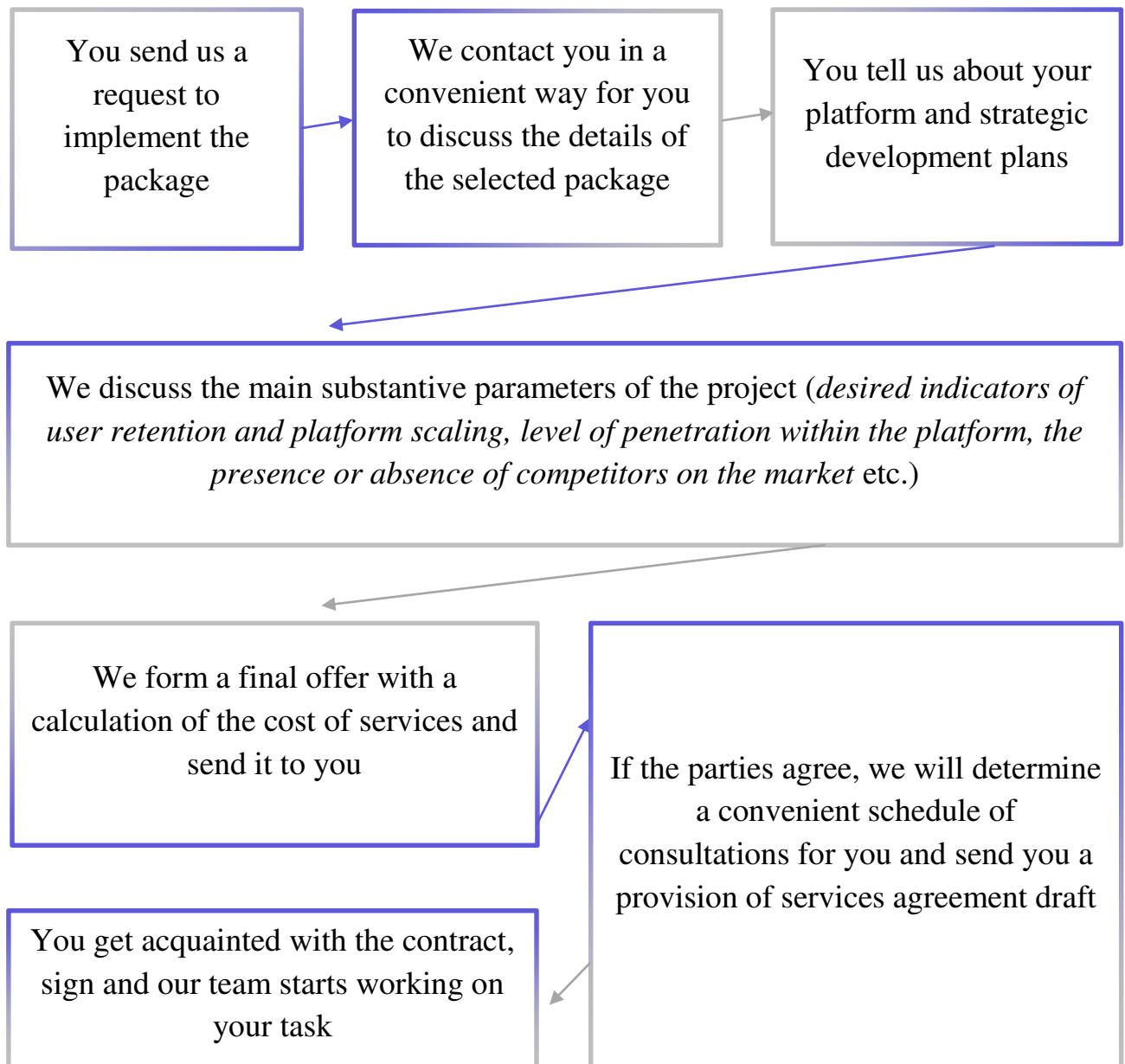
COST OF PACKAGE



starts from \$ 67 000



INTERACTION WITH CLIENT





WORKFLOW

+60

Our analyst team (*PhD in Economics and Mathematics*) work on carrying out all the above stages of the package within 2 month

+7

After that, within 7 days, a review of the work results takes place together with the project manager

+5

Within 5 days, a final document is drawn up with a detailed description of each stage of the package

+7

Further, the final document is transferred to the client. For 7 days, the project manager interacts with the client (*answers to questions*)

STRATEGY FOR PROTECTING AND SCALING A PLATFORM

INTRODUCTION

1. OBJECTIVES OF THE PROTECTION AND SCALING STRATEGY OF THE PLATFORM SOLUTION

- 1.1. Goals and objectives of the Strategy
- 1.2. Justification for the need to use
- 1.3. Characteristics of the company's platform in terms of the needs for the strategy **Ошибка! Закладка не определена.**

2. ANALYSIS OF THE COMPANY'S INFORMATION PLATFORM

- 2.1. Description of basic and additional functionality
- 2.2. External and internal digital profile analysis

3. ANALYSIS OF THE TARGET SEGMENT OF THE INFORMATION PLATFORM MARKET

- 3.1. Analysis of the international market
- 3.2. Local market analysis
- 3.3. Analysis of the competition policy of other platforms in the target segment
- 3.4. Description of the competitors customer experience

4. ANALYSIS OF COMPANY TARGETED BUSINESS PROCESSES

- 4.1. List of company business processes
- 4.2. Analysis of the company current competition policy **Ошибка! Закладка не определена.**
- 4.3. Competitive analysis of customer experience
- 4.4. Description of it support

5. DESCRIPTION OF THE MODEL OF OPTIMAL DOMINATION IN THE TARGET SEGMENT

- 5.1. Methodology for the optimal position of the information platform in the market
- 5.2. Formation of criteria for the optimal position of the information platform in the market
- 5.3. Assessment of the current position of the information platform in the market relative to the optimal state
- 5.4. Substantiation of the model of strategic behavior of the client's company in the market
- 5.5. Proof of the strategic behavior model of the client's company in the market
- 5.6. Formation of a set of measures to retain active users of the information platform
- 5.7. Formation of a methodology for introducing a set of measures to retain active users of the information platform into the company's business processes

6. CONCLUSION



ABOUT SERVICE SUBSCRIPTION

Our Center provides individual sets of services presented in the form of packages. In cases where the research and analysis of business processes of the client's company require longer work (*more than 3 months*) - we inform about this at the stage of discussing the problem (*before signing the provision of services agreement*) and propose to extend the selected package up to 6 months.

Also, if after selected package ending, the employees of your company need:

- > more time for formal understanding the final document and model
- > test new hypotheses that emerged from the analysis of our final document
- > calculate the strategy of the company's behavior if there is more than 1 competitor on the market

then you can always extend the selected package for another 3 month or conclude a contract for permanent service.

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TO COMPETENT SPECIALISTS***

