



Winning With the New Business Ecosystems

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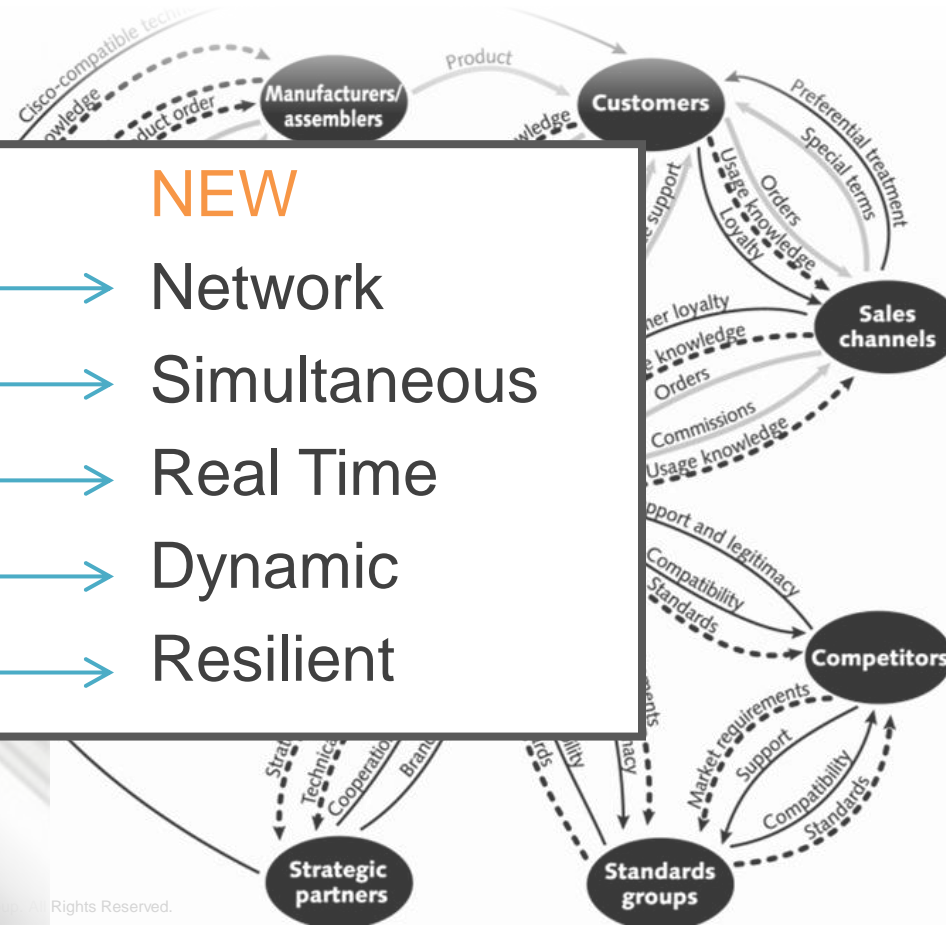


The Economics of Collaboration: New Competitive Space

From Supply Chains to Business Ecosystems

OLD		NEW
Chain	→	Network
Serial	→	Simultaneous
Batch	→	Real Time
Static	→	Dynamic
Breakable	→	Resilient

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Five Functions of the New Business Ecosystems



1.
Collaborative
Innovation



2.
Social Procurement
& Price Discovery



3.
Collaborative
Production



4.
Social Analytics &
Intelligence



5.
Collaborative
Marketing

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A 50-year-old mining company creates an Ideagora (open market for uniquely qualified minds) to explore the extent of a rich new find.

Creating an eBay for Innovation

P&G

 connect + develop





They know.

What they like. What they don't.
What's around the corner. How can you distill their intuition into great ideas?

Chaordix can help.



Chaordix [kay-or-dix] is the global standard in crowdsourced market intelligence.



TWEETS

Thank You, Space! How NASA Tech Makes Life Better on Earth <http://t.co/1j3ou9fo> about 9 hours ago

Crowd Out Aids: Help spread the word!
<http://t.co/uhU048FP> @CrowdOutAIDS about 10 hours ago



MARKET RESEARCH

Crowd Intelligence™ at work



BRAND LOYALTY

Participation is the new brand



INNOVATION

Techniques & technology

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Evan Williams followed the board **PM** Product Management by Samir Soriano. [Follow Board](#)



Darren Geraghty voted up an answer. 10h ago

★ [How did Soleio get recruited to Facebook?](#)

72 Soleio, Facebook Designer (2005–2011)

My grandfather unexpectedly passed away in May 2005. I flew to Bogotá, Colombia at a moment's notice to attend his funeral.

While I was there, I built a website for a clas... [\(more\)](#)

▲ Upvote | ▼ • 1 Comment • [Post](#)



Thusesenth Dhavaloganathan and Trevor Stafford followed the board **Retail Analytics** by Matthew Carroll and Ankit Kumar. [Follow Board](#)



Darren Geraghty followed a question. 14 Apr

[What are some of the greatest Dashboard designs?](#)

I am looking for some cool dashboard designs following the latest design trends and UI Patterns. Dashboards mainly displaying the analyti... [\(more\)](#)

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Erick Schonfeld followed a question. 27 Mar

[What is the best tool for product managers to write specs and do basic UI design for developers?](#)

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Jack Schofield voted up an answer. 26 Mar

[Electrical Engineering: Why did UK change from three round pin electrical plug to three rectangular pins?](#)

26 Mark Harrison, Running technology at FundingKni...

Firstly, it was about safety. Secondly, it wasn't actually as big a change as you might imagine because of when it happened.

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Create a board to collect links, collaborate with friends or learn more about something. (Examples: *My Favorite Links*, *Things for the House*, *Learning to Fish...*)

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Eli Singer

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1,594,640 people hosting over 2,748,039 repositories

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git /'git/

Git is an extremely fast, efficient, distributed version control system ideal for the collaborative development of software.

git·hub /'git,hʌb/

GitHub is the best way to collaborate with others. Fork, send pull requests and manage all your **public** and **private** git repositories.

Plans, Pricing and Signup

Unlimited public repositories are **free!**

Free public repositories, collaborator management, issue tracking, wikis, downloads, code review, graphs and much more...

Team management

30 seconds to give people access to code. No SSH key required. Activity feeds keep you updated on progress.

[More about collaboration](#)

Code review

Comment on changes, track issues, compare branches, send pull requests and merge forks.

[More about code review](#)

Reliable code hosting

We spend all day and night making sure your repositories are **secure**, **backed up** and **always available**.

[More about code hosting](#)

Open source collaboration

Participate in the most important open source community in the world today—online or at one of our meetups.

[More about our community](#)

github.com

CONNECTED INNOVATION

Our award-winning, cloud-based platform enables our clients to drive top-line growth, increase productivity and improve return on investment within their R&D departments.

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CASE STUDIES



DEFENSE LANDSCAPE Autonomous Vehicles

Over the last decade, the DoD has achieved great successes from the use of

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inno-360.com

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Creative Ideas Made Easy

I WANT TO CREATE FOR...

NEWSLETTERS | STORE LOCATOR | CATALOGS | MY CRAFT FILE | PLaid TV

Home

Company

Brands

Craft by Type

Community

Learn

Shop

Search

Love the Earth!
Creating projects with an
eco-friendly touch is as
easy as 1,2,3!

Soy
Paint

NEW!

SOY PAINT

NEW STENCILS

HAPPY HOME

Creative Ideas Made Easy

Imagine, learn and create with Plaid, home to all your favorite craft brands—Folk Art®, Bucilla®, Mod Podge® and many more! Enjoy exploring our ideas and inspiration for painting, needlecrafts, decoupage and your favorite crafts.

I want to create for...



Holidays

Valentine's Day • Halloween •
Thanksgiving • Christmas •
Independence Day



Seasons

Summer • Fall • Winter • Spring



Celebrations

Mother's Day • Father's Day •
Wedding/Anniversary • Birthday •
Graduation



Gifts

Birthday • For Her • For Him • For
Kids • Pets



My Home

Organization • Garden/Outdoors •
Tabletop • Room Décor • Deck the
Walls



Memory Keeping

Frames • Photo Keeping • Paper
Crafts • Sentiments • Vacation



Recycling

Furniture • Home Décor • Around

New Inspiration

Featured Projects

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Share your view. LIVE!

Broadcast a video snippet so everyone can see what it's like where you are. Or share a 24/7 view of what's going on outside your home or office window.

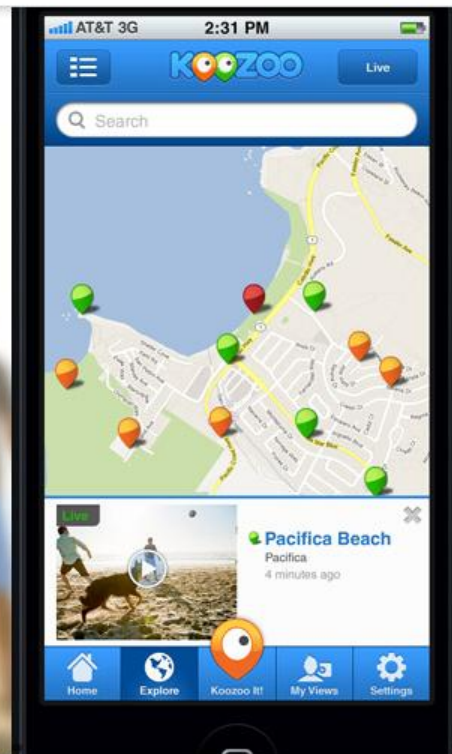
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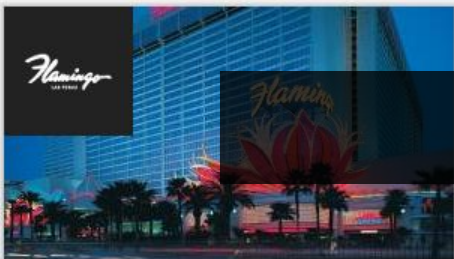
ANDROID APP ON
Google play



koozoo.com



Price Discovery



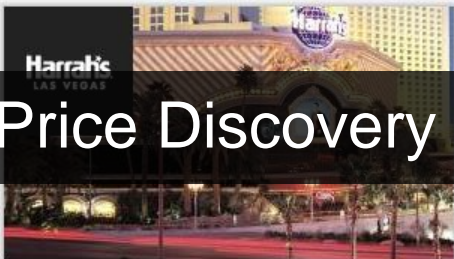
RATES FROM: **\$40.00** PER NIGHT

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QUICK
FACTS



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QUICK
FACTS



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caesars.com

QUICK
FACTS

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The Chinese Motorcycle Industry





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the vehicles of the future

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Design the Ultimate Lightweight Urban Tricycle.

Competition Start Date: 4.24.2012

Entries Accepted Until 5.15.2012

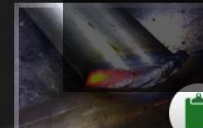
\$15,000 In Prizes!

[Learn More ▶](#)

THE **Forge**

Local Motors Co-Creation Community

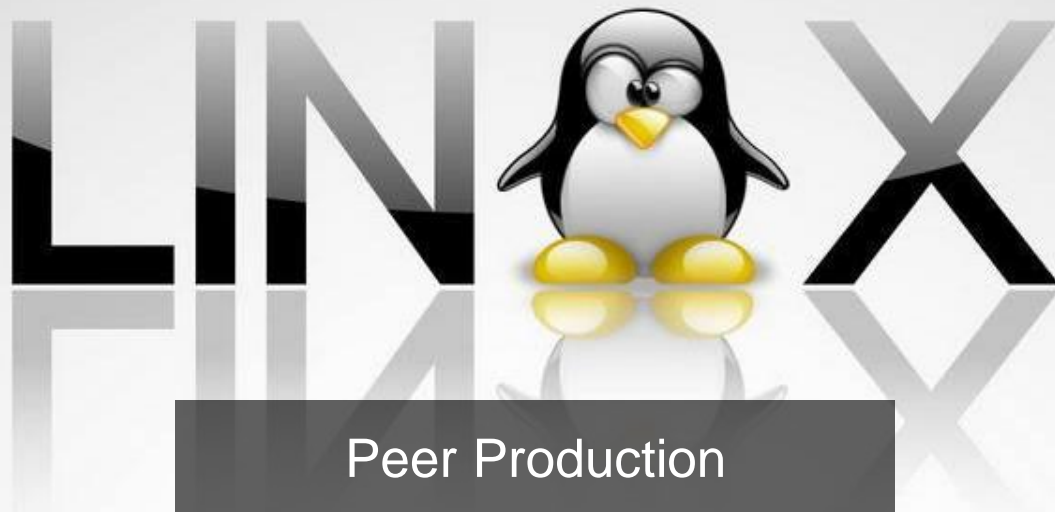
All car enthusiasts Welcome



local-motors.com



The Peer Produced Airplane



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Five Characteristics of the New Analytics



1. Data is collected socially.
2. Data is analyzed socially.
3. Data and tools become mobile.
4. Data is more visual.
5. Data is more current and actionable.

Analytics Can Improve Performance Across the Social Enterprise



Social Analytics & Intelligence

insert SAP example

Social Analytics & Intelligence



1. Improved strategic planning of organizational purchases
2. Improved bulk pricing of purchases from disparate departments
3. Reduction of redundant purchases through real-time inventory analysis
4. Optimization of internally and externally-sourced products mix
5. Real-time monitoring of financial information

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Collaborative Marketing:



All Departments ▾



SHOP HAPPY
Canada!

LOG IN
My Account



Shop
Departments ▾

Shop
Stores ▾

Shop
Brands

Book Vacation Packages

Home

Electronics

Appliances

More!

Sign-UP free &
get \$25

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Empty »

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Health & Beauty
Home Appliances
House & Home
Jewellery
Movies & TV Shows
MP3 Music
Musical Instruments
Outdoor
Pet Supplies
Photo & Video
Shoes
Software
Sporting Goods
Tools & Hardware
Toys & Hobbies
Travel
Video Gaming
Watches



Home Appliances



Jewellery



Bags



Baby & Child



Electronics



Books & eBooks



House & Home



Watches



Shoes



Toys & Hobbies



Photo & Video



Movies & TV Shows



Pet Supplies



Health & Beauty



Clothing



Video Gaming



Tools & Hardware



Musical Instruments

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\$0.00/hr for software +
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CentOS

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AWS usage fees

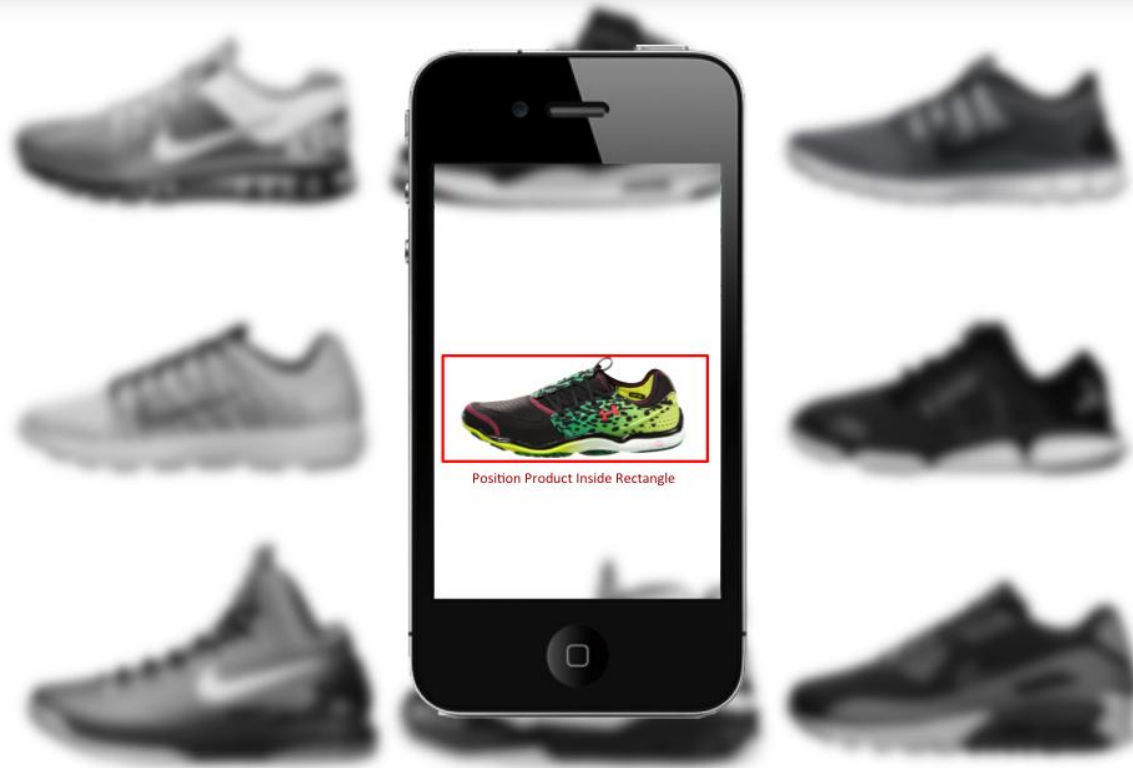
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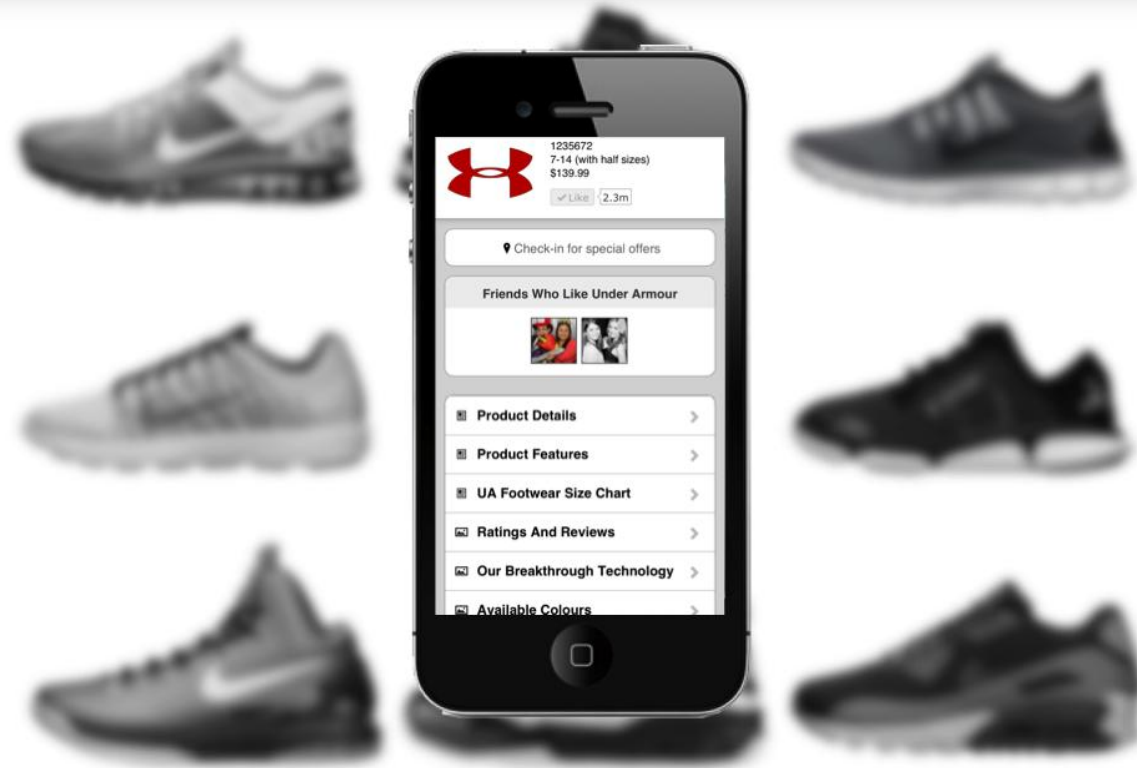
Collaborative Marketing:



Collaborative Marketing:

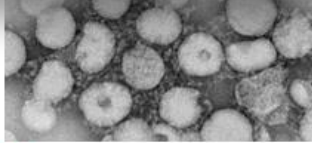


Collaborative Marketing:



Collaborative Marketing:

RebelMouse^{BETA}



www.wired.com

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Don Tapscott
@dtapscott

Happy to have participated in this documentary. #OccupyLove
Here's the trailer.
youtube.com/watch?v=2cTBIG..... Film & occupylove.com

20 hours ago



Like Repost Tweet



Explanation: Is that a spaceship or a cloud? Although it may seem like an alien mothership, it's actually a impressive thunderstorm cloud called a supercell. Such colossal storm systems center

Read more...

5 May

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Congratulations to the Knix team!



@Bill_Gross: This mind-blowing picture of Montana thunderstorm looks like CGI, not a picture:
1.usa.gov/169Twn1

5 May



apod.nasa.gov

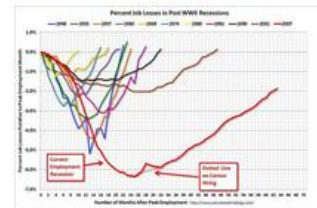
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Don Tapscott
@dtapscott

Jobs data today signals "steady US growth" but look at this chart!
pic.twitter.com/30VjtVDP6R

3 May



5 May

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The world's first 3-D printer gun. Cripes.
forbes.com/sites/andygree...

3 May



www.forbes.com



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RebelMouse For Brands



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On the Scene at New York Fashion Week 2013

New York Fashion Week: So maj it hurts. Bookmark this page and visit daily for behind the scenes photos and scoop from Cosmo editors.

New York Fashion Week: So maj it hurts. Bookmark this page and visit daily for behind the scenes photos and scoop from Cosmo editors.

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Abby Gardner
@abbygardner

Finale at Kaufman Franco. #nyfw

15 hours ago



I've got the golden
(backstage) ticket!



Already spotted my fave
@caradelevigne here at @margiacobs
#nyfw @cosmomag

14 hours ago

martatopran
Via Instagram

Too cool for school
@karenwalker #nyfw





Content fuels our social web

Are you leading the conversation?


NewsCred transforms brands into world-class publishers. Through creative content strategies and powerful curation technology, we give you the content your audiences need, want and share.


Collaborative Marketing: Doritos Crash The Superbowl Contest


TURN MUSIC OFF REGISTER LOG-IN


FINALISTS GALLERY CONTEST UPDATES **CRASH THE SUPERBOWL HOLLYWOOD EDITION** THE LONELY ISLAND FORUM


**CONGRATS CRASH WINNERS FOR CRUSHING BOTH AD METERS
AND GOOD LUCK WORKING WITH THE LONELY ISLAND**



 DOG PARK

 SLING BABY

 HOT WILD GIRLS

 BIRD OF PREY

 MAN'S BEST FRIEND

SHARE:  

- ROLL OVER METER TO SEE PRIZE WINNERS -

MILLION VOTE DRIVE

100K 200K 300K 400K 500K 600K 700K 800K 900K 1MILLION

crashthesuperbowl.com

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Paradigm shifts involve **dislocation, conflict, confusion, uncertainty.** New paradigms are nearly always received with **coolness, even mockery or hostility.** Those with vested interests **fight the change.** The shift demands such a **different view** of things that **established leaders are often last to be won over, if at all.**





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