



The Platform Mindset

Going beyond the traditional

GovTech 2023

A young girl with long brown hair, wearing a pink sweater and green patterned leggings, is climbing a grey rock wall. She is seen from behind, reaching up with her right hand to a blue hold. The wall is covered in various colored holds (red, blue, grey) and has some numbers like '21' and '30' visible. The title 'Big Business & The Platform Mindset' is overlaid in white text on the left side of the image.

Big Business & The Platform Mindset

- 1 **Define your landscape**, competition, **business models** & operating models
 - 2 **The Incumbents Conundrum**, running a **linear business** with a **platform mindset**
 - 3 **Collaborate** with your **clients** and **partners** to solve **impactful challenges sustainably**
- ... whilst **leveraging** the opportunity of **data**

CIB Digital



1

Develop new digital experiences in the B2B and B2B2C

OneHub

2

Create ventures with commercial value not confined to financial services

//// PowerPulse

3

Collaborate with our clients and partners to solve challenges sustainably



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>

... whilst leveraging the opportunity of data

SmartNudge



THE POWER OF
PARTNERSHIP:

IT CAN BE™

SDG 17 – Partnerships for goals

Strengthen the means of implementation and revitalise the global partnership for sustainable development

The opportunity that sits in the ‘S’

Our client base on the continent operate in communities where there is a big opportunity to make a Societal impact, often starting with their own employee base.

Working together, with the right mindset and focus will help us all succeed.



Questions?