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MULTIDIMENSIONAL WORLD BY JEAN-
JACQUES DUBRAY, JACK GREENFIELD,
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“The Platform” which was pioneered independently by Amazon and Apple over the last decade is creating a highly disruptive environment, introducing a discontinuity at all levels: economic, financial, political and social. Market structures and Industry boundaries are about to shift in unforeseeable ways, and every space should be considered uncontested. There is simply no amount of historical patterns, cost cutting, dashboards, 4 square frameworks or sustainable evolutions that can prepare an organization to transition into that new world. Innovating in the Platform era requires a lot more precision and a much higher velocity. It also requires innovating simultaneously at the technology, business and operations levels. B = mc2 is a tale of this new world, a multidimensional world, and a unique Business Strategy Methodology, BOLT, that will help you conquer it. BOLT has been designed to enable you to: - harness the collective intelligence of your organization - offer a diverse and adaptable set of products and services which can best align with their customers’ needs, just-in-time and just-in-place - execute at unprecedented speed

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Rapid, systematic, practical approach to business innovation made possible by Platforms

By Rajeev Arora

We are entering the era of Platforms (yes, that is with a capital P) and (business) services delivered through mobile devices. I had the opportunity of working with JJ briefly during a cloud computing strategy for a large enterprise, and was blown with his holistic service oriented architecture (SOA) vision.

The title, B=mc2, in my opinion symbolises the business energy being released through the momentum of the Platforms and the speed with which this is about to be delivered through mobile devices in every village in every corner of the world. In this book, the authors explain the major disruption caused by the combination of the Platforms and mobile devices that is creating new "silk roads".

The BOLT methodology described here enables businesses to innovate rapidly and systematically to drive towards new business models. It does so by focusing on core constituencies: customers, employees and products, moving away from the strategy processes that only tinker with the current business structures.

In a world of Platforms, services, devices and context, business need to carve out a unique space for

themselves, before this space on the new silk roads is taken. BOLT helps you analyse and re-draw your value chain/s, overlay on the Platform ecosystem to help you define the right products and channels.

The style is crisp, passionate and pragmatic; explaining the why with historical references from the last 12 years, highlighting changes (with reasons) to the current way of working and presenting a clear strategy development process and strategy execution process. In a few places, I felt the passion turning into idealism, but I am allowing the authors that luxury given the huge practical contribution the rest of the book makes, while helping us learn a new way of thinking.

Current platforms are only technology platforms. Opportunities for new platforms providing business services in each industry vertical still exist. BOLT will help your business reinvent itself in the current world of Platforms and contribute to its evolution.

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