Ecosystems: Digital entrants versus Digital Natives
Bart van der Linden, PhD- candidate - February 2018
1. Introduction

Ecosystems
An ecological system, or an ecosystem, is a **community** of **living organisms** in conjunction with the **nonliving components** of their environment (things like air, water and mineral soil), interacting as a system. These biotic and abiotic components are regarded as linked together through nutrient cycles and energy flows. As ecosystems are defined by the **network of interactions** among organisms, and between organisms and their environment, they can be of any size but usually **encompass specific, limited spaces**. (Odum, 1971; Schulze et al. (2005), p.400)
1. Introduction

Business ecosystems
“A Business Ecosystem consists of a large number of participants, which can be business firms and other organizations. They are interconnected in the sense that they have an effect on each other. Interconnectedness enables various interactions between the members. These interactions can be both competitive and cooperative. Together with interconnectedness they lead a shared fate among the organizations. The members are dependent on each other, and the failures of firms can result in failures of other firms”. (Peltoniemi, 2006)
Digital ecosystems or multisourcing?
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FrieslandCampina’s IT ecosystem

Size: FrieslandCampina’s IT landscape c.q. digital platform

Number of participants: 9 strategic service providers

Supported by the CFO, many f2f meetings were held, including speed-dating

Shared fate: reduce number of outages (P1) & seamless e2e integration IT services for business

Interactions: competitive within domains, cooperative e2e
Digital entrants versus Digital Natives

Adopters of the web technology

- Prefer to talk in person

Logical Learners

- Prefer interaction with 1 or few people

- Get info from traditional news sites

Born during or after the digital age

- Always on, attached to a device

Intuitive learners

Extremely social

Multimedia oriented