Giving your platform wings

What did we learn?

- Even the best of the 10 largest, top of the range, are struggling to stay airborne.
- Much in the same way that airlines need to carefully balance their costs with what their passengers are willing to pay, platforms need to manage their costs against what their customers are willing to pay.
- Outsourcing can get you off the ground faster, but it will add to your payload over time.
- Automation is key but it can be expensive, so platforms need to be clear where they will get the most thrust.
- Infrastructure costs will always be there, but what will be (or isn't) hidden are the costs of running and maintaining an efficient business platform to turn a profit.

The cost of sales (£160k package)

- The cost of sales is a critical factor in determining whether a platform can achieve profitability.
- It includes expenses related to the development, maintenance, and operation of the platform.
- Understanding and controlling these costs is crucial for long-term success.

Run costs and revenue earned are both falling (2011-2016)

- The platform industry has experienced a decline in run costs and revenue earned over the past few years.
- This decline is indicative of the industry facing economic challenges and the need to streamline operations.

Platform run costs across the industry

- Platform run costs vary across different sectors and regions.
- Understanding these costs is essential for platforms to make informed decisions about cost optimization and efficiency.

Scale is not the only key to profitability

- While scale can provide certain advantages, profitability is not solely determined by size.
- Factors such as operational efficiency and cost management play significant roles in achieving profitability.

Platforms experience a wide range of operating costs

- The overall cost of operating a platform varies significantly.
- Understanding the specific costs associated with different aspects of platform operation is crucial for informed decision-making.

Key suppliers and participants in the platform market

- Platforms rely on various suppliers and participants to deliver their services.
- Identifying and evaluating these stakeholders is important for maintaining a competitive edge in the market.