SL&M Praxis
‘Smartphone Wars’
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Agenda for ‘Smartphone Wars’

~09:05 • Briefing on the mobile marketplace
~09:15 • Develop strategy for 2015
~09:45 • Present strategy for 2015
~09:55 • Panel evaluation and feedback
~10:05 • Develop strategy for 2016
~10:35 • Present strategy for 2016
~10:45 • Panel evaluation and feedback
~10:55 • Develop strategy for 2017
~11:25 • Present strategy for 2017
~11:35 • Panel evaluation and feedback
~11:45 • Final results
The mobile marketplace in 2014...

- In September, **Apple** launches iPhone 6 with a larger 4.7” sapphire display, thinner and with better battery life, and expands its accessories for the ‘connected home’
- **Samsung** simplifies its product portfolio, but expands its scope, going upmarket with Galaxy S Prime which has premium steel and glass aesthetics, and mass market with Galaxy S World, and abandons the ‘featurephone’ market and its efforts with the Tizen platform for smartphones
- **Google** continues to (1) work to make Android more uniform, and (2) to expand its scope of activities, investing in and acquiring companies in music, entertainment, ‘connected home’ and ‘connected health’
- **Microsoft** consolidates around a single OS and expands its product portfolio to the low end, emphasizing games that work across smartphones, tablets and Xbox
- **Amazon** expands its scope, building on the Fire smartphone and Fire TV with a broader range of devices for the connected home
- BlackBerry goes bankrupt; Canadians weep, and agree to sell it to Northrop Grumman
- **Huawei** and **ZTE** continue to compete aggressively on price in developing markets worldwide, driving low-end LTE devices in particular
Key questions

• Which customer groups, and where and when are you targeting?
• What applications, ‘jobs to be done’, will you focus on?

• What products and services will you offer, as both core and complements, and how will your products and services be positioned and differentiated?

• What will be the scope of your activities, where will you make, buy or partner, and what will you focus your investment on, to build core competences and capabilities, inimitable resources?
• Which partners will you work with to build your ecosystem?
• What investments will you make in R&D and in platforms?