Software Platforms

A platform is a service that is provided and there are different types of these platforms from Technology platforms to Computing Platforms and Utility Platforms. Etc.

Examples of all types of platforms include:

* Google Search
* Facebook
* Amazon Web Services
* Amazon Marketplace
* Android
* Uber
* AirBnB
* Waze
* WeWork
* Twilio
* Bitcoin

**Technology platforms**

Examples of technology platforms include Amazon Web service, Azure and Twilio. Such services provide building blocks or services that are reused in a large number of products. Technology platforms are not two-sided markets. They are not designed to connect platform participants such as producers and consumers or people in a social network. Instead they monetize by selling their services to developers and are typically invisible to the end user. A good example of this is Netflix which runs its video streaming services on top of Amazon web services platform but end-users solely interact with Netflix. AWS simply facilitates this interaction.

**Computing Platforms**

Computing Platforms, in stark contrast with Technology Platforms, enable interactions between platform users and 3rd party developers. In Technology Platforms the developer “owns” the user. In Computing Platforms, the platform “owns” the user. Computing Platforms, like Apple iOS, Google Android or Microsoft Windows, allow developers extend the platform with new use cases, making the platform more valuable to users.

An example of this interaction is through the app store and marketplaces on the computing platforms.

Computing Platforms develop strong bi-directional network effects once the platform reaches critical mass. Users attract developers, developers make apps, apps attract users, and users attract developers and so on. Successfully launching a Computing Platform requires a solution to the difficult and all too well-known chicken and egg problem. How to attract users when there are no developers? How to attract developers when there are no users?

White Box and Black Box testing:

Resources:

Michael and Sameer. The 9 Types of Software Platforms.2016 available at: <https://medium.com/platform-hunt/the-8-types-of-software-platforms-473c74f4536a> [Accessed: 30/05/2022]