

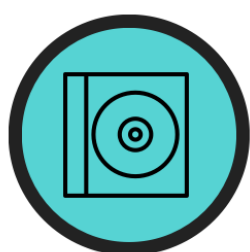
# INCENTIVES



Are you ready to benefit from third-party components to enable new software-based systems?

## 4 Major strategies

Installed base



Accessory products



Network externalities



Exponential growth



**To integrate, scale and reuse!**

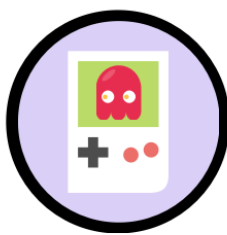
## Successful Stories

80's



Pong and Atari

80's-90's



Nintendo

2000's



Apple Ipod and Iphone

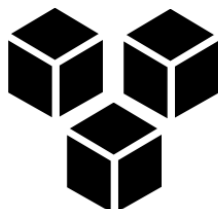
## Consequences and rules

Metcalfe law

Exponential growth

## Reuse and Integration

COMPONENT WAR  
IN THE 90's



MASHUPS AND WEB  
2.0



WEB SERVICE WAR  
IN THE 2000's



IoT?



Which is the impact of reuse in your business?