Information Infrastructures & infrastructure studies

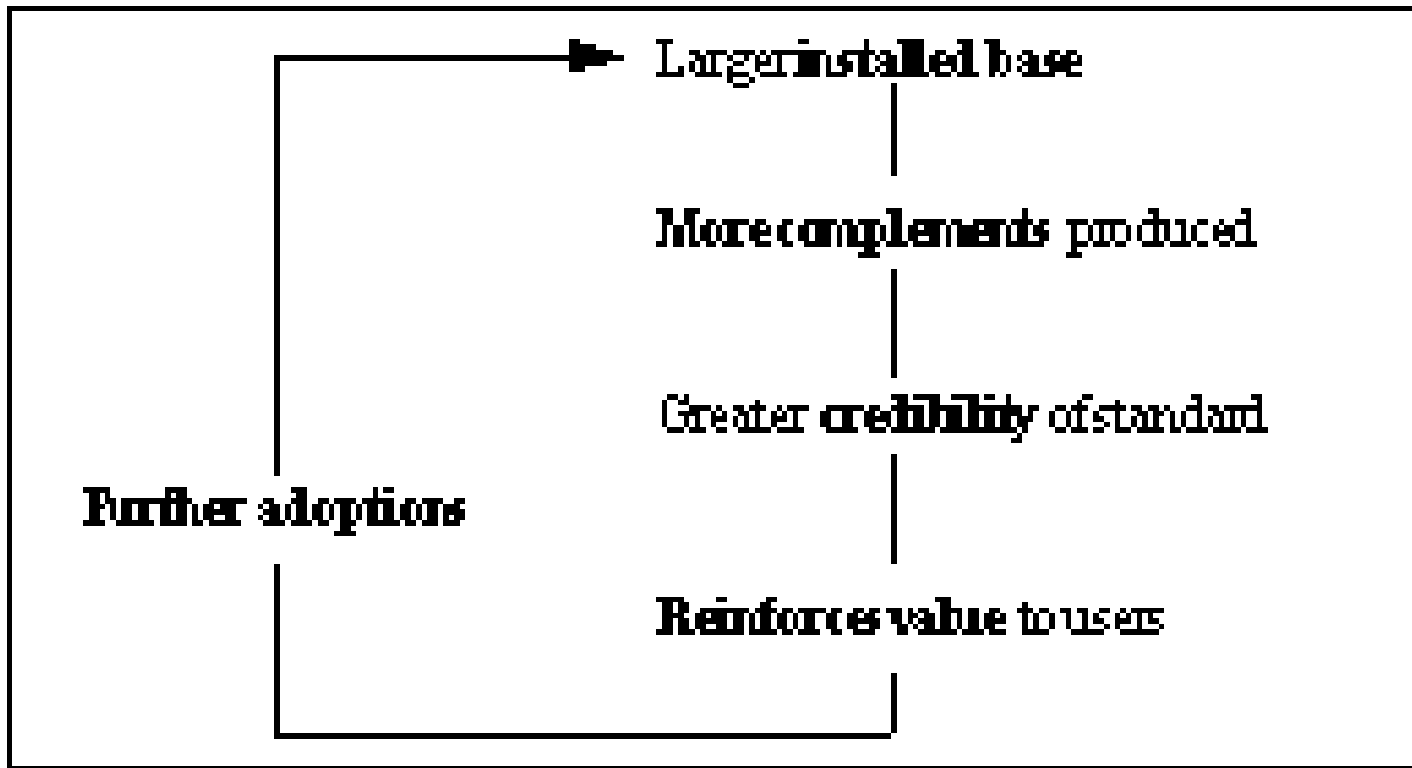## On challenges and strategies

Ole Hanseth

Examples

- Internet, mobile phone network, ..
- National/regional health care infrastructures
- Supply chain infrastructures
- Cyber/knowledge infrastructures
- Programmatic advertisement
- Pan-European e-government infrastructures
- IT/IS portfolio in large distributed organizations
- Platform/app ecosystems

Characteristics

- Lasts forever, evolves over looooong time
- Complexity
  - Vendors, user organizations, applications, networks, ..
  - Emergence, (side-effects), path-dependency, lock-in

- Not controlled by one actor

Network effects – self-reinforcing installed base

Implications

- Side-effects and path-dependency
- Competition – tipping point (critical juncture)
- Lock-in
- Backward compatibility
- Dilemmas: Take off

Possible strategies

1. "Telecom model:" Specification driven (standards)

   – CfH, EU, ..

2. Pilot, demonstrator

   – EU,…

3. "Living lab" – installed base cultivation

   – Internet, programmatic advertisement, ….

Thank you!