Nokia
Connecting people?
OSB Consultants
Analysis
Nokia Mobile Phones Disrupted

Nokia was market leader in mobile phones until 2007

Birth of Smartphones

Nokia Mobile Phones eventually went bankrupt
Who disrupted?

Apple
- Introduction of iPhone
- New type of hardware & software

Android
- Introduction of Android
- New type of software
Roots of Disruption

- Multi-Touch screen
- Data Connectivity
- App Ecosystem
- Convenience
- Multi functional
- User engagement
Roots of Disruption

- Multi-Touch screen
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A Phone is no longer only a phone
Reaction & Critique
Reaction: What did Nokia do?

**Hardware**
- Kept plastic keyboard
- Implemented resistive touchscreens
- Multiple complex designs

**Software**
- Developed Symbian OS
- In-house Apps
- Switched to windows phone
### Critique of Reaction

#### Hardware

- Kept plastic keyboard
- Implemented resistive touchscreens
- Multiple complex designs

#### Critique

- Smaller screens – not compatible with smartphones
- No multi-touch and not user friendly
- Lack of brand vision
Critique of Reaction

Critique

- In-house OS with no external development
- No room for growth
- Wrong OS

Software

- Developed Symbian OS
- In-house Apps
- Switched to Windows Phone
Critique of Reaction

**Critique**
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**Software**
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Too many trial and error
What went wrong?

- Competitors offering more convenient
- OS lacked productivity
- Late mover

Huge loss of market share
Recommendation
What should have Nokia done?

- Understand shift in consumer preferences and future trends
- Focus on its core competencies which is hardware
- Use software with established developer community allowing scalability
Conclusion
Even top market leaders can be disrupted

“We didn’t do anything wrong and yet we failed”

Nokia’s CEO