

Nokia

Connecting people?

OSB Consultants

Carmen Bassim

Joanna Salame

Johnny Khalil

Jad Rizk

Overview

Analysis

Reaction & Critique

Recommendation

Conclusion

Analysis

Reaction & Critique

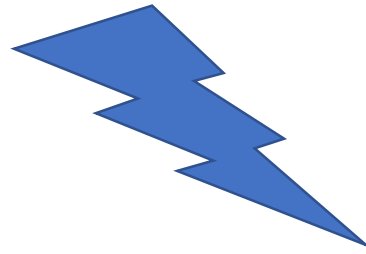
Recommendation

Conclusion

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

Convenience

Data Connectivity

Multi functional

App Ecosystem

User engagement

Analysis

Reaction & Critique

Recommendation

Conclusion

Roots of Disruption

Multi-Touch screen

Convenience

Data Connectivity

Multi functional

App Ecosystem

User engagement

A Phone is no longer only a phone

Analysis

Reaction & Critique

Recommendation

Conclusion

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

Analysis

Reaction & Critique

Recommendation

Conclusion

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

Too many trial and error

Analysis

Reaction & Critique

Recommendation

Conclusion

What went wrong?

Competitors offering more convenient

OS lacked productivity

Late mover

Huge loss of market share

Analysis

Reaction & Critique

Recommendation

Conclusion

Recommendation

What should have Nokia done?

Understand shift in consumer preferences and future trends

Focus on its core competencies which is hardware

Not develop software in-house

Use software with established developer community allowing scalability

Conclusion

Conclusion

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

Nokia’s CEO

Even top market leaders can be disrupted