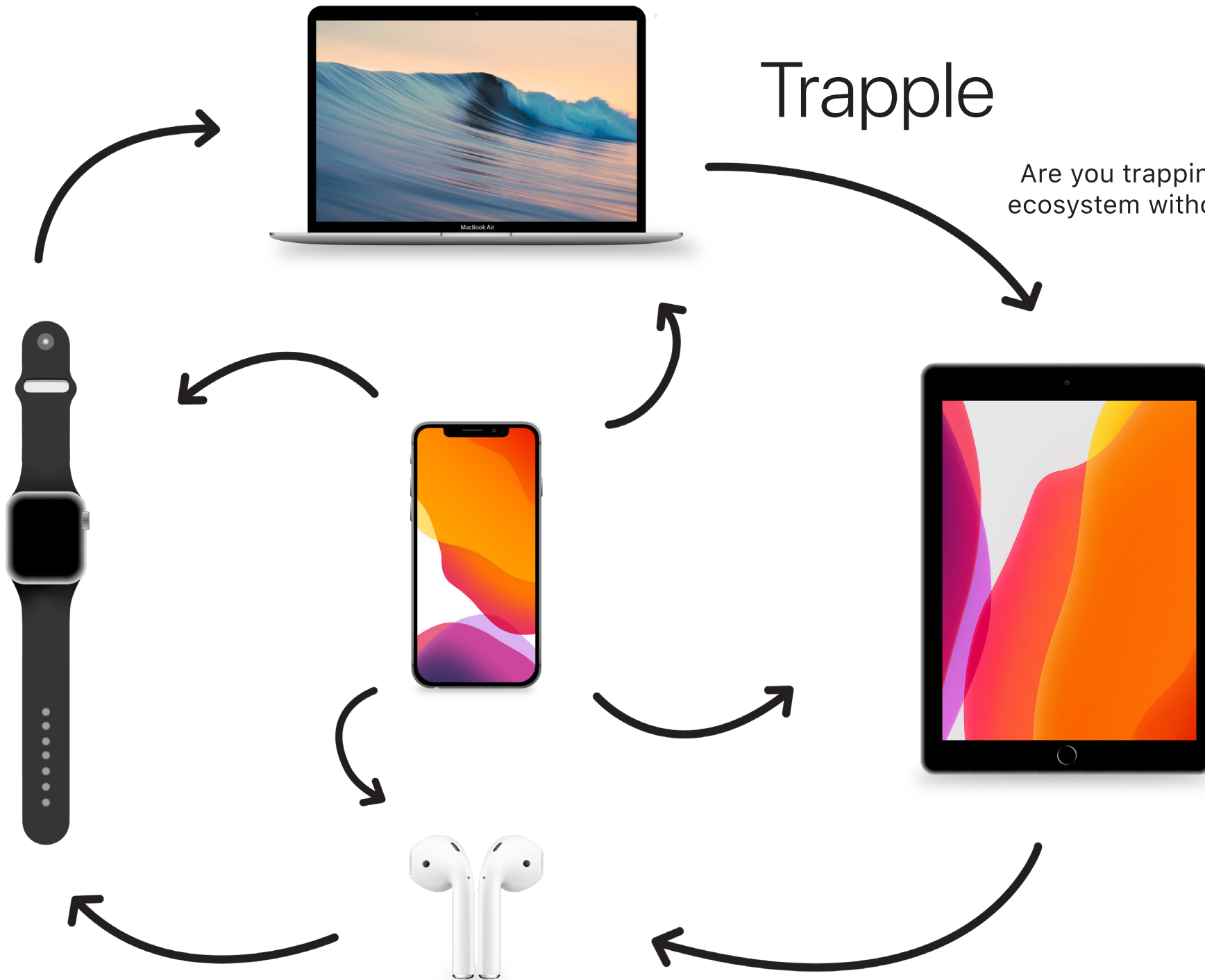


Ryan Smith

# Trapple

Are you trapping yourself in Apples ecosystem without even realising it?



# The ecosystem explained

Ryan Smith

**Ecosystem** : "A biological community of interacting organisms and their physical environment". In the context of technology is more simply put "a network of interacting objects" or a *family of products*.

Apple as a tech company have their own ecosystem which is often referred to as the "walled garden", essentially meaning that everything within the garden (ecosystem) is really good but the walls are really tall and are trying to keep you the customer from peaking outside the garden (buying products from other companies).

Everything you may want to buy from another company is likely to exist within Apples Ecosystem and will work extremely well with other Apple devices but is likely to be more expensive than products sold by their competitors. You would think that selling one of the most expensive phones on the market might negatively effect the sales of the iPhone but in reality it is extremely smart from a business standpoint as most people who own an iPhone usually also have another Apple device. This means that if they decide to switch to an Android

phone, most if not all of these other Apple devices will become futile, essentially "trapping" them within the ecosystem.

A great example of being "trapped" inside Apples ecosystem would be if you owned an Apple Watch and are thinking of buying an Android phone, your watch is going to become almost useless, as it now can't connect to the internet, can't receive text messages, can't take calls or even receive notifications. This software barrier essentially forces the consumer to either buy another iPhone or buy an Android phone but lose all the features that they would have bought their Apple watch for.

To emphasise how powerful Apples Ecosystem is, a phone could come out that has a :

- Better Screen
- No Notch
- Better Battery
- Faster Processor
- Better Cameras
- Cheaper Price

But people still would not buy it because they would have to leave the ecosystem.



**Airpods**  
**\$249**



**Galaxy Buds**  
**\$189**



## iCloud

iCloud is Apples service that automatically stores user information such as photos, videos, contacts, notes, reminders and even internet browsing. This information is stored in the cloud (online) so the user can access there content on multiple devices as long as they are connected to the same iCloud account.

iCloud is one of, if not the most important parts of Apples Ecosystem. Everyone who has ever owned an Apple device has their own iCloud account. Every software, song, game or app that user ever bought is linked to their iCloud account, over time the value of these prodcuts can add up. This means that if someone wanted to switch to an Android device they would have to at the cost of losing all their purchases on their iCloud account.

## IOS

IOS (Apples operating system) plays a major role in keeping people inside the ecosystem but 3 apps in-particular and how they are used are major contributors to the Apple

ecosystems success. These apps are iMessage, Phone and Facetime.

iMessage is Apples native SMS messaging app. The app now called "**Messages**" is most famous for it's blue bubbles which appear when the user sends a text message to another iPhone, making the message completely free.

The Phone app is another stock app that is such a simple concept but with amazing execution. The great thing about phone on IOS is that you can use it on not just your iPhone but also on your Apple watch, Macbook and other Apple devices.

Facetime like the phone app also works across Apple devices that include a camera, calls appear on your computer and phone so you can chose where you would like to take the call. Face-time Audio is also a great free alternative to using the phone app and works just as well as long as you have an internet connection.

## Final word

While the Apple ecosystem may work perfectly fine 90% of the time with other

apple devices, just remember that buying too many Apple devices will only sink you deeper into the ecosystem making it harder to escape, especially if you want to abandon your iPhone for any other phone.



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RS

Ryan >

90% of iPhone users plan for their next phone to be an iPhone

21% of iPhone users indicated that they'd be more likely to consider Android but for the fact they're already too tied to the Apple ecosystem

9.5% of iPhone users looking to embrace Android are doing so for reasons such as camera quality, battery life and affordability