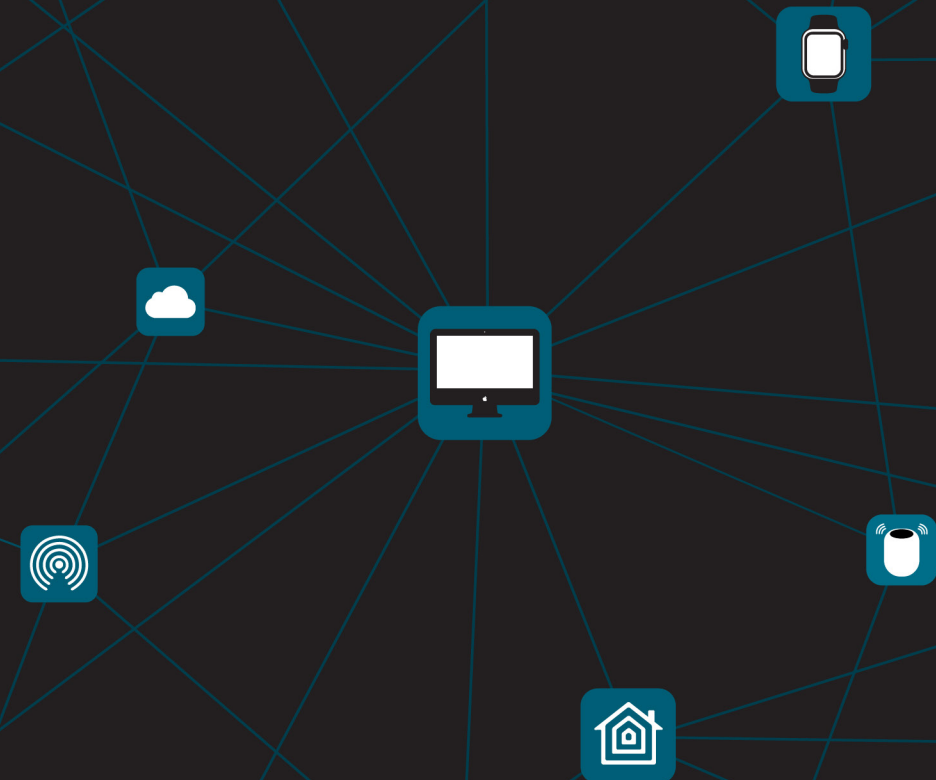


Pascal de Pree

The Apple Ecosystem

A Garden of Eden or a Walled off Tech Paradise?



The Apple Ecosystem

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The iPhone revolutionised the world when it was released on June 29, 2007, by Apple Inc. The tale of its success, however, does not solely rely on the iPhone being the so-called 'best all-around phone on the market'. What truly embodies Apple's famous slogan of 'think different' is the interactivity of the iPhone with other Apple products. Suddenly, the iPhone is not just a phone: its reach extends from your wrist with the Apple Watch to almost anything you can stick an AirTag on. Yet, there is a more nefarious side to this magical ecosystem. It is unfathomably difficult to escape Apple's ecosystem once you are in it, and that is exactly what makes this system work so well, and the iPhone all the more appealing.

The Grand Unified Theory of Apple Products outlines how each of Apple's major product types are created to help make technology more personal and decrease the barriers present between technology and the user. This community of interacting objects that Apple releases is connected by a number of software and proprietary technologies that ties these



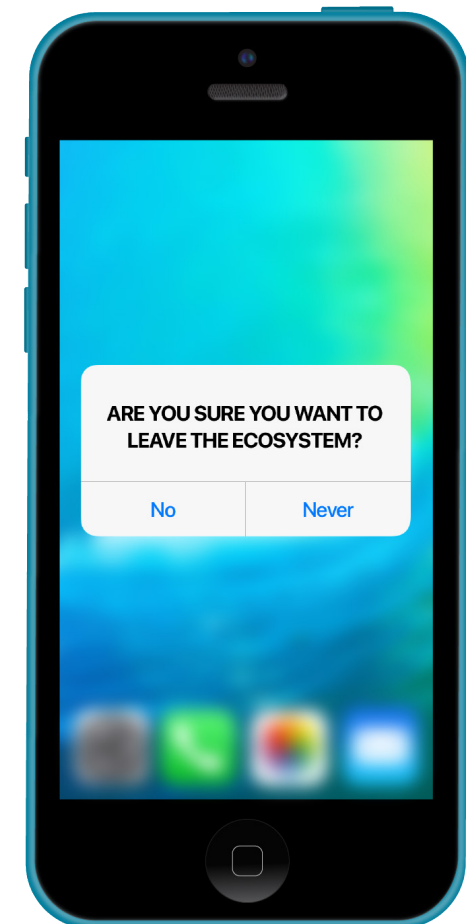
products together. Airplay, iCloud, Airdrop, are just some of the exclusive software solutions that make this ecosystem function. As everything is tied to an iCloud account, trying to leave the iPhone and its network means that all your AppStore purchases are gone, AirPods become useless, FaceTime is gone, and your Apple Watch will no longer sync. The functioning of this system is dependent on it operating in a closed off vacuum; incompatible with non-Apple branded devices and not supporting other software or technologies. And this ecosystem has as its heart, the not-so-humble iPhone.

Nearly 50% of Apple users only use just one Apple device, an iPhone. By first getting the phone, customers are then lured into spending more money on other Apple products on the premise of seamless interconnectedness. This family of products has as its core Apple's positioning as a lifestyle brand. iPhone is designed with Simplicity, Creativity, and Humanity as its core values. A plethora of non-Apple hardware features Apple services such as, TV sets, speaker systems and cars boasting

CarPlay. The common expectation is that a premium price equals high quality making it a 'value for money'. Apple sells us a unique experience made possible by controlling its hardware, software and services, Apple product or not.

Herein lies the secret to Apple's ecosystem, by using an iPhone, a customer can optimise the number of experiences they receive as nearly everything that is consumed on the device has the capability of leading to a rewarding user experience. By controlling the hardware, Apple takes the multi-device interaction further by detecting when your devices are close to each other and acting appropriately. Features like Universal Control allows users to take over nearby Macs and iPads, whilst people in your contact list, can have their devices talk to your Apple product through Wi-Fi password sharing, AirDrop and a newer feature, SharePlay which allows everyone to share apps on multiple devices. By having a design-led ethos, Apple always places the user experience first during product development.

Apple's ecosystem is superior to other offerings because no other company has the entire range of services covered. Unlike Google or Sony, Apple has the vertical integration of providing desktop, mobile, watch, tablet and TV interfaces. This is why the Apple Ecosystem that allows control of hardware, software, and services to the exclusion of its competitors, plays such a crucial role. Apple's bionetwork consists of hundreds of billions of interconnecting experiences, forever changing how we interact with our technology. Their differential factor is that they control the entire community of devices and services, so they have unique experiences 'just for you'. And all of this for the majority of users, starts at the palm of our hands, with the ecosystem's universal controller, the iPhone.



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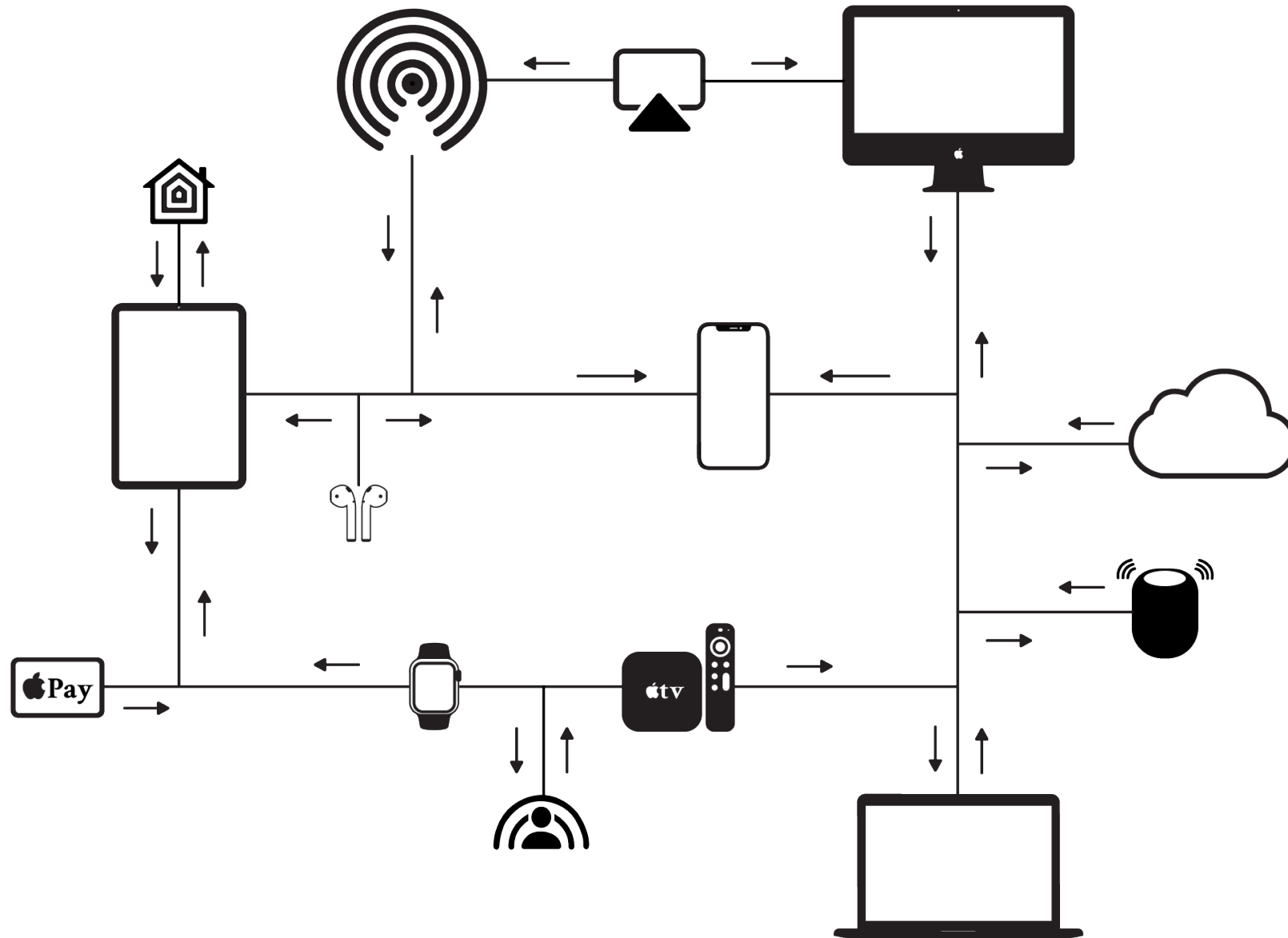
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A Visualisation of Apple's Ecosystem



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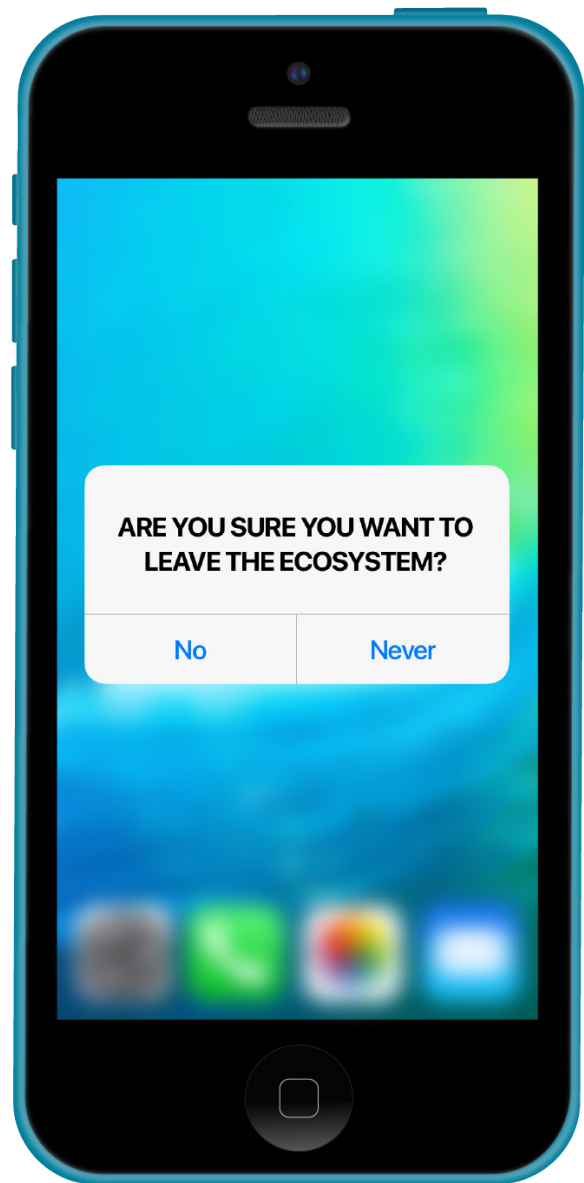
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