

Category

Digital Transformation

Platform Business Model & API Economy Transformation Playbook

Becoming a platform other businesses build on, not just a company that uses APIs internally

- Executive
- Advanced
- Template Included

- Mithun A. Sridharan
- 10 May 2018
- 4 minute(s)

Overview

A framework for transforming toward a genuine platform business model — exposing capabilities as products other businesses build on through APIs — distinct from simply using API architecture internally, requiring different strategic, product, and commercial thinking.

Don't we already have an API economy since our systems use APIs

internally? Internal API architecture is a technical pattern; a platform business model is a genuinely different strategic choice — exposing capabilities as products external developers or partners build on, with associated product management, developer experience, and commercial considerations internal API usage doesn't require.

Which capabilities are actually worth exposing as a platform?

Capabilities that are genuinely differentiated, that other businesses would pay to build on rather than replicate themselves, and that can be packaged with a stable, well-documented interface — covered in the framework below.

```
{ "@context": "https://schema.org", "@type": "FAQPage", "mainEntity": [ { "@type": "Question", "name": "Don't we already have an API economy since our systems use APIs", "acceptedAnswer": { "@type": "Answer", "text": "internally?\nInternal API architecture is a technical pattern; a platform business\nmodel is a genuinely different strategic choice — exposing capabilities\nas products external developers or partners build on, with associated\nproduct management, developer experience, and commercial considerations\ninternal API usage doesn't require." } }, { "@type": "Question", "name": "Which capabilities are actually worth exposing as a platform?", "acceptedAnswer": { "@type": "Answer", "text": "Capabilities that are genuinely differentiated, that other
```

businesses\nwould pay to build on rather than replicate themselves, and that can be\npackaged with a stable, well-documented interface — covered in the\nframework below." } }] }

Subscriber access

Unlock this playbook

This playbook — including every framework, template, and step-by-step section — is available free to Think Insights subscribers. Enter your email to unlock it instantly and get our weekly insights newsletter. No account needed, and access is remembered on this device.

First Name

Last Name

Email

Country

☐ I agree to data processing in accordance with GDPR

Leave this field blank

References

Related playbooks

Digital Transformation

AI-Driven Digital Transformation Strategy (Beyond Efficiency) Playbook

A framework for AI-driven digital transformation strategy that pursues genuine capability and business model change — new products, new customer experiences, ne

- Executive
- Advanced
- Template Included

[Read playbook](#)

Digital Transformation

Cloud FinOps & Digital Cost Management Playbook

A framework for establishing FinOps practice — visibility, accountability, and optimization — so cloud and digital infrastructure costs scale predictably with b

- Practitioner
- Intermediate
- Template Included

[Read playbook](#)

Digital Transformation

Data-Driven Product & Subscription Business Transformation Playbook

A framework for transforming toward data-driven product and subscription business models — using usage data to continuously improve the offering and justify rec

- Executive
- Advanced
- Template Included

[Read playbook](#)

[Talk to us about platform business models](#)

Tags

- Platform Business Model
- API Economy
- Digital Transformation

Author

Mithun A. Sridharan

I'm Mithun A. Sridharan, Founder of this website - Think Insights - on Strategy, Management Consulting, Leadership, Digital Transformation, and Data Literacy. Follow me on social media or connect with me on LinkedIn for updates.