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
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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.

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