



DIGITAL INNOVATION AND TRANSFORMATION | DIT-033

Digital Business Models and Platform Strategy

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Course content

Why Attend

Digital platforms and new business models are reshaping industries, from marketplaces and subscriptions to ecosystems and data-driven services. Leaders must understand how digital models create and capture value.

This Aractech course covers digital business model patterns, platforms and network effects, subscription and as-a-service models, data monetisation, pricing, ecosystem strategy and business model experimentation. Participants design a digital business model for their organisation.

Course Methodology

- Case studies
- Business model workshops
- Canvas exercises
- Group presentations
- Discussions

Course Objectives

- Explain digital business model patterns
- Understand platforms and network effects
- Design subscription and as-a-service models
- Identify data monetisation opportunities
- Develop ecosystem and partnership strategies
- Test and iterate new business models

Target Audience

- Strategy and innovation managers
- Business development professionals

Course content

- Product managers
- Digital leaders

Course outline

Detailed course outline

Day-by-day outline for Digital Business Models and Platform Strategy.

Day 1 - Digital Business Models

- 09:00-09:45 | Business model concepts
- 09:45-10:30 | Digital disruption
- 10:30-11:00 | Patterns
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Patterns (continued)
- 11:45-12:30 | Value creation and capture
- 12:30-14:00 | Exercise: Model analysis

Day 2 - Platforms

- 09:00-09:45 | Platform types
- 09:45-10:30 | Network effects
- 10:30-11:00 | Governance
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Governance (continued)
- 11:45-12:30 | Monetisation
- 12:30-14:00 | Case study: Platform success

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Day 3 - As-a-Service and Data

- 09:00-09:45 | Subscriptions
- 09:45-10:30 | Product-as-a-service
- 10:30-11:00 | Data monetisation
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Data monetisation (continued)
- 11:45-12:30 | Pricing
- 12:30-14:00 | Workshop: Service model

Day 4 - Ecosystems

- 09:00-09:45 | Ecosystem strategy
- 09:45-10:30 | Partnerships
- 10:30-11:00 | APIs
- 11:00-11:30 | Coffee break
- 11:30-11:45 | APIs (continued)
- 11:45-12:30 | Competition and cooperation
- 12:30-14:00 | Exercise: Ecosystem map

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Day 5 - Experimentation

- 09:00-09:54 | Business model testing
- 09:54-10:48 | Metrics
- 10:48-11:00 | Scaling
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Scaling (continued)
- 12:12-13:06 | Organisation
- 13:06-14:00 | Capstone: Digital business model

Seminar dates

Available seminar dates

Live dates and pricing for Digital Business Models and Platform Strategy generated from the course details page.

Date	Location	Format	Fee
2 - 6 November 2026	London	Classroom	€2,315
9 - 13 November 2026	London	Classroom	€2,315
14 - 18 December 2026	Istanbul	Classroom	€1,978
21 - 25 December 2026	Munich	Classroom	€3,225
18 - 22 January 2027	Kuala lumpur	Classroom	€1,925
15 - 19 February 2027	Barcelona	Classroom	€2,815
15 - 19 March 2027	London	Classroom	€2,315
19 - 23 April 2027	Geneva	Classroom	€4,315
17 - 21 May 2027	Amsterdam	Classroom	€2,830
21 - 25 June 2027	Geneva	Classroom	€4,315

Seminar dates

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Date	Location	Format	Fee
19 - 23 July 2027	Istanbul	Classroom	€1,978
16 - 20 August 2027	Frankfurt	Classroom	€1,875
20 - 24 September 2027	Barcelona	Classroom	€2,815
18 - 22 October 2027	Frankfurt	Classroom	€1,875
15 - 19 November 2027	Rome	Classroom	€3,460
20 - 24 December 2027	Kuala Lumpur	Classroom	€1,925
2 - 6 November 2026	Online / Live	Online / Live	€1,815
9 - 13 November 2026	Online / Live	Online / Live	€1,815
14 - 18 December 2026	Online / Live	Online / Live	€1,815
21 - 25 December 2026	Online / Live	Online / Live	€1,815

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18 - 22 January 2027	Online / Live	Online / Live	€1,815
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