

# € TRAINING

Digital Transformation: Platform strategies for  
Success

27 - 31 May 2024  
Cambridge (UK)





# Digital Transformation: Platform strategies for Success

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## Introduction

Digital transformation is the process of using digital technologies to fundamentally change the way an organization operates. This can include changes to the way the organization delivers its products or services, the way it interacts with its customers, or the way it manages its operations.

Platform strategies are a key part of digital transformation. A platform is a set of digital technologies that enable organizations to connect with their customers, partners, and suppliers in new ways. Platforms can be used to create new products and services, to improve the efficiency of existing operations, or to create new markets.

## Course Objectives

By the end of this course, participants will be able to:

- Understand the concept of digital transformation
- Identify the benefits of using platform strategies
- Develop a platform strategy for their organization
- Implement and manage a platform strategy

## Targeted Audience

This course is designed for anyone who is interested in learning about digital transformation and platform strategies. It is ideal for managers, executives, and other leaders who are responsible for the strategic direction of their organization.

## Course Outlines

### Unit 1: Introduction to Digital Transformation

- What is digital transformation?
- The benefits of digital transformation
- The challenges of digital transformation
- The role of platforms in digital transformation

### Unit 2: Platform Strategies

- What is a platform?
- The different types of platforms
- The benefits of using platforms
- The challenges of using platforms
- Developing a platform strategy

### Unit 3: Implementing a Platform Strategy

- The steps involved in implementing a platform strategy
- The challenges of implementing a platform strategy

- Managing a platform strategy

#### Unit 4: Case Studies

- Case studies of organizations that have successfully implemented platform strategies

#### Unit 5: Conclusion

- Summary of key points
- Questions and answers