



BT CertiCentre
Business Transformation Certification Centre

Preparation Guide

**DIGITAL PLATFORM
ECOSYSTEMS MANAGEMENT
FOUNDATION – DEMF**

1. Introduction

a) Purpose of this Certification

This exam aims to demonstrate the professional's knowledge of the fundamentals of platform ecosystems management.

With this certification, the professional demonstrates that he/she can get involved in the development, management, delivery and evolution of digital platform ecosystems.

The exam covers the following topics:

1. Platform definition
2. Software platform ecosystems core principles
3. The main aspects of the platform ecosystems business
4. Platform value proposition for owners and apps developers
5. Platform architecture
6. Platform governance
7. Platform metrics
8. Evolving a platform (short, medium and long term)

This Exam is part of the Business Transformation through Digital Transformation context that is the focus of the Business Transformation Certification Center.

b) Who this Certification is for:

For professionals who wish to pursue a career as a digital product manager or digital ecosystems architecture and governance and participate in the management of these products and need to demonstrate fundamental knowledge.

Based on this Certification, professionals will be able to participate in the ecosystems management activities.

c) What you need to be certified:

You need to pass the Certification Exam, the details of which are described below:

It is an exam with questions of the multiple-choice format and True or False.

Has 40 questions.

It should be done in a maximum of 60 minutes.

To pass you must get 25 of the 40 questions right or 65%.

You will not be able to consult during the exam.

We use an Automated Proctor, that give greater credibility to your achievement and you can stand out to other companies that do not use this approach.

The exam level is considered easy for medium. The exam was developed considering Bloom Taxonomy levels 1 and 2.

At level 1 you are required to remember concepts, classifications, while at level 2 there is a need for an understanding of the concepts and approaches presented.

d) How you should prepare:

You can prepare as follows:

- Obtain knowledge through the suggested source:

Amazon Kindle Shop:

- Tiwana, Amrit. Platform Ecosystems: aligning architecture, governance, and strategy. Elsevier, 2014.
- Conducting a Sample Exam provided free of charge.
- At least 40 hours of study, depending on your level of knowledge.
- Training: (not yet available) BTCertiCentre is implementing partnerships with Accredited Training Organizations worldwide to provide classroom training or through learning management systems (synchronously or asynchronously).

2. Exam Content

a) Exam Organization:

See the Table below to learn what will be required in the Exam.

DEMF01	Platform Definition
	The purpose of this unit is to help the candidate to understand what a software platform is.
	The recommended study period for this unit is 1 hour
	Learning about the platform competition.
	Describe the concept of a software platform ecosystem.
	Identify the elements of a software platform ecosystem.
	Describe the upstream and downstream of a platform ecosystem
	Describe what is not a platform ecosystem.
	Identify the drivers to migration to platform ecosystems.
DEMF02	Software Platform Ecosystems Core Principles
	The purpose of this unit is to help the candidate to understand the core principles of a software platform ecosystems.
	The recommended study period for this unit is 1 hour
	Identify the core concepts behind the software platform.
	Identify the key property of a platform
	Identify the guiding principles to software platform.
DEMF03	The Main Aspects of the Platform Ecosystems Business
	The purpose of this unit is to help the candidate to understand how products evolve to platforms.
	The recommended study period for this unit is 1 hour.
	Identify the attributes that's make platform business unlike traditional business.
	Understand the platform thinking mindset.
	Understand how products evolve to platforms.

DEMF04	Platform Value Proposition
	The purpose of this unit is to help the candidate to understand the value propositions to platform owners, apps and end-user.
	The recommended study period for this unit is 1 hour.
	Describe the value proposition for platform owner.
	Describe the value proposition for apps developers.
	Describe the value proposition for end-users.
DEMF05	Platform Architecture
	The purpose of this unit is to help the candidate to comprehend the integration between architecture and governance.
	The recommended study period for this unit is 2 hours.
	Describe what is a platform architecture.
	Describe the types of platform complexity.
	Tell about the functions of a platform architecture.
	Describe the ecosystem architecture.
	Describe the types of platform complexity.
	Tell about the functions of a platform architecture.
	Describe the ecosystem architecture.
	Identify the desirable properties of platform.
	Understand the modularity of platforms.
	Understands the mechanisms of platform modularization.
DEMF06	Platform Governance
	The purpose of this unit is to help the candidate to comprehend platform governance.
	The recommended study period for this unit is 2 hours.
	Understand the concept of platform governance.
	Identify the dimensions of platform governance.
	Describe of decisions rights dimension.
	Describe control portfolio design dimension.
	Describing of pricing dimension.

DEMF07	Platform Metrics
	The purpose of this unit is to help the candidate to comprehend the metrics involved in platform ecosystems.
	The recommended study period for this unit is 1 hour.
	Identify the metrics' roles.
	Describe the metrics' roles.
	Describe the principles to metrics of evolution.
	Identify the types of metrics of evolution.
	Describe short-term metrics.
	Describe medium-term metrics for evolution.
	Describe long-term metrics for evolution.
DEMF08	Evolving a Platform
	The purpose of this unit is to help the candidate to comprehend what the path of platform evolution is.
	The recommended study period for this unit is 1 hour.
	Describe what is meant by an ecosystem innovation.
	Identify the short, medium and long-term orchestration actions to the platform evolution.

b) Topics Distribution

See the Table below for you to know what will be required in the Exam.

Topics	Number of questions Exam	%
1. Platform Definition	7	17.50%
2. Software Platform Ecosystems Core Principles	6	15.00%
3. The Main Aspects of the Platform Ecosystems Business	4	10.00%
4. Platform Value Proposition	2	5.00%
5. Platform Architecture	9	22.50%
6. Platform Governance	6	15.00%
7. Platform Metrics	3	7.50%
8. Evolving a Platform	3	7.50%
	40	100%