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If every business is a Digital Business, should all Architectures be Digital Architectures?

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About me & my talk



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- What is a Digital Solution?
- How are Digital Architectures different?
- Should all Architectures be Digital?
- Q & A

To ask questions



www.sli.do/openslava

or just raise your hand!

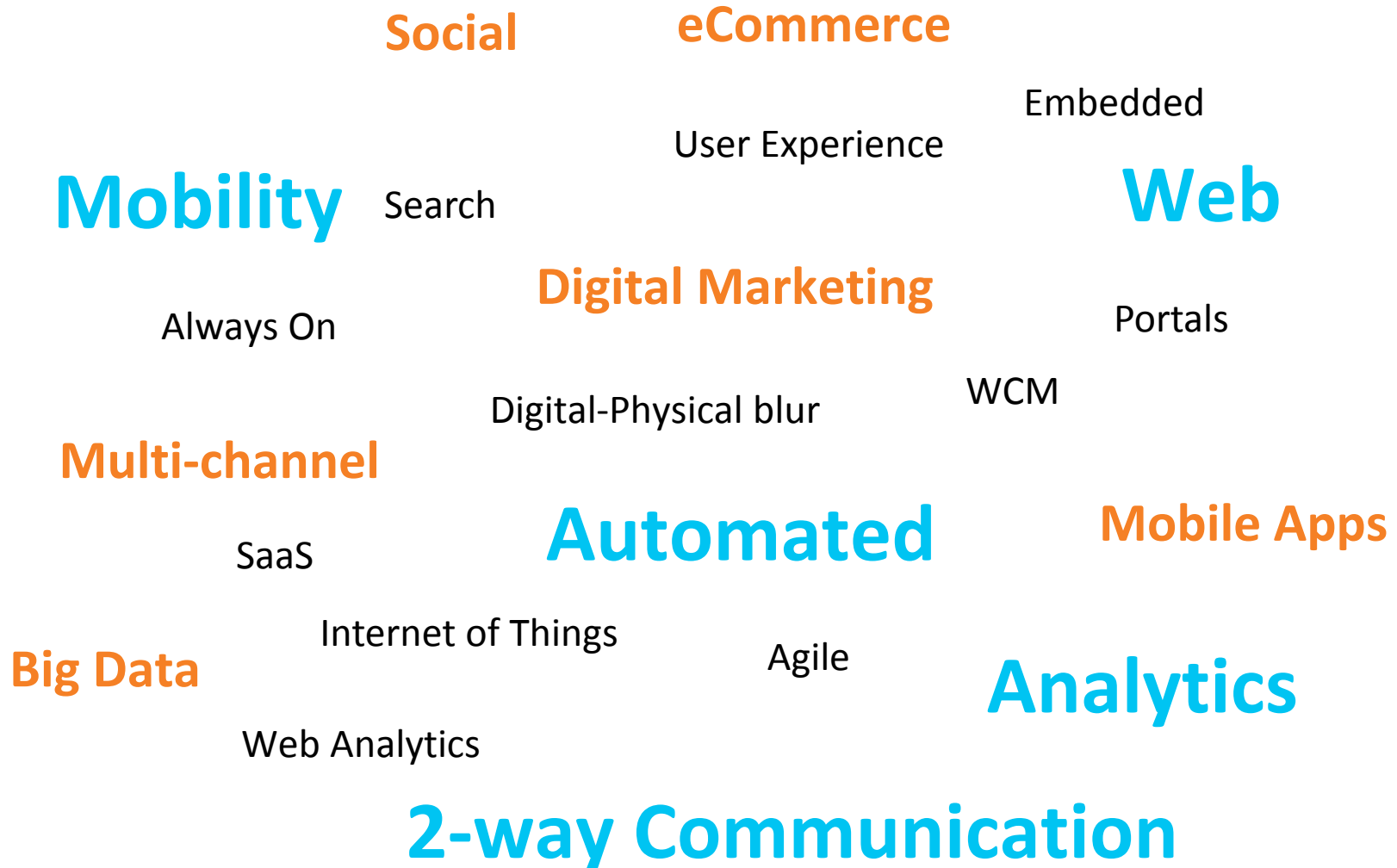
Agenda

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What is a Digital Solution?



What is a Digital Solution?

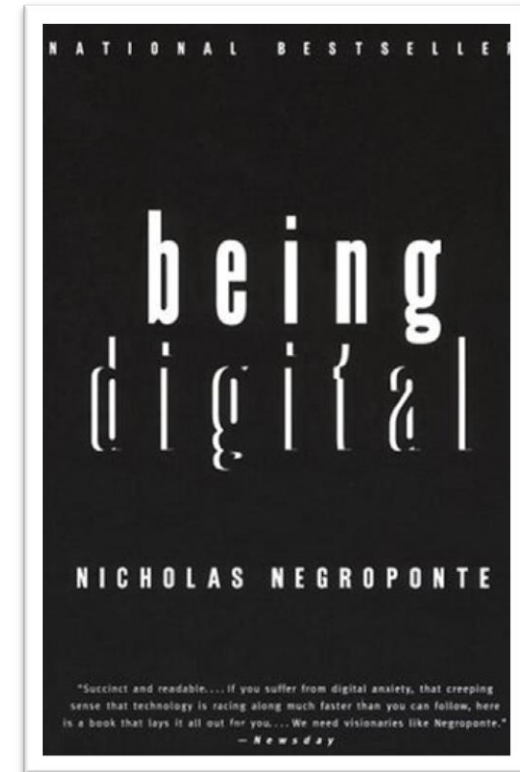


Digital concepts are not new, and neither is the name



Digital Solutions are all about

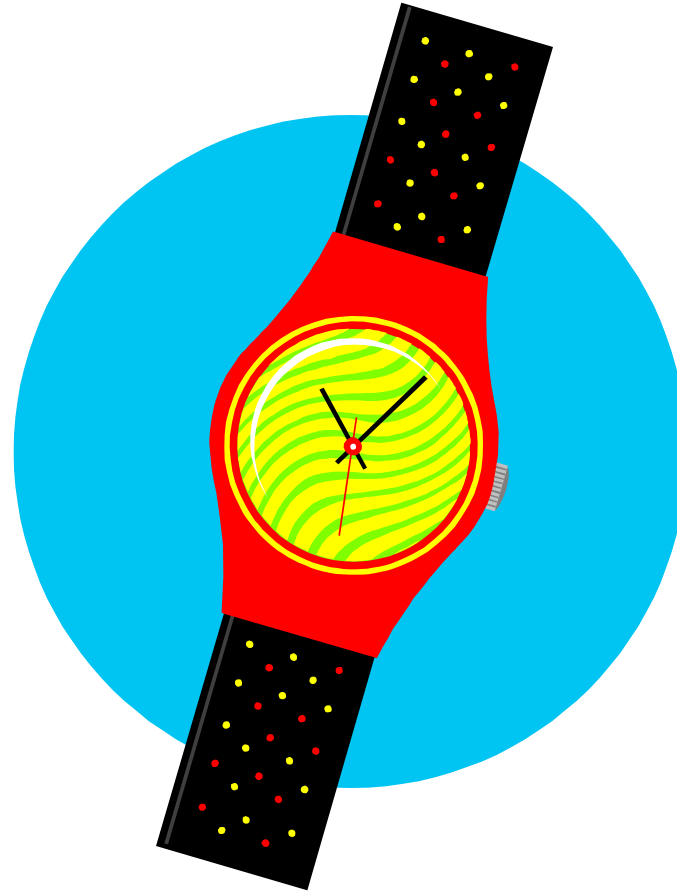
- Automation,
- Fast n-way Information Sharing and
- Being Online, always



Being Digital, Nicholas Negroponte, 1995
ISBN 0-679-43919-6

By playing with information, especially abstract subjects, the material assumes more meaning – Nicholas Negroponte

What is *not* a Digital Solution?



What is *not* a Digital Solution?

No user feedback

Not mobile

Batch

Manual

Not integrated

One-way communication

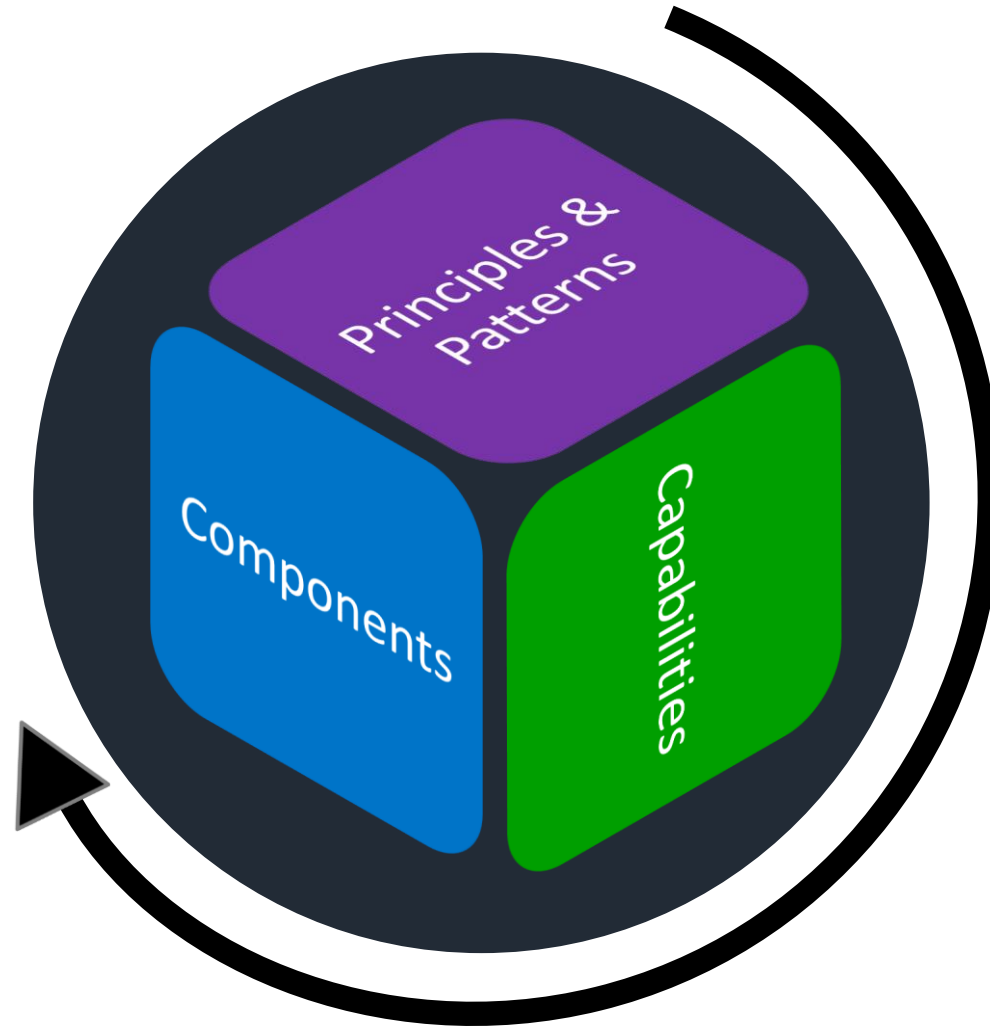
Not online

None of this looks very modern, does it?

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What defines an Architecture?



*Each new situation requires a new
architecture – Jean Nouvel*

Digital Architecture Principles

Prepare for Failure

Don't Reinvent the Wheel

Divide & Conquer (Separating Responsibilities)

KISS **Fit for purpose**

Design to Scale

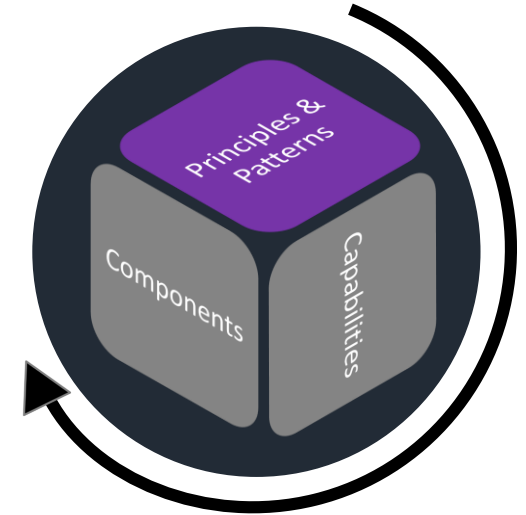
Collect All & Any Information

Mobile First

Favor X-aaS

Prepare to Analyze

The Web is the Platform



When you have no rules, then you start to build your own rules. – Renzo Piano

(illustrative list only)

Digital Architecture Patterns

Lightweight Architectures

Responsive Design

REST

Multi-level Caching

Client-side Logic Execution

Non-permanently connected
Mobile Apps

Eventual Consistency

Horizontal Scaling

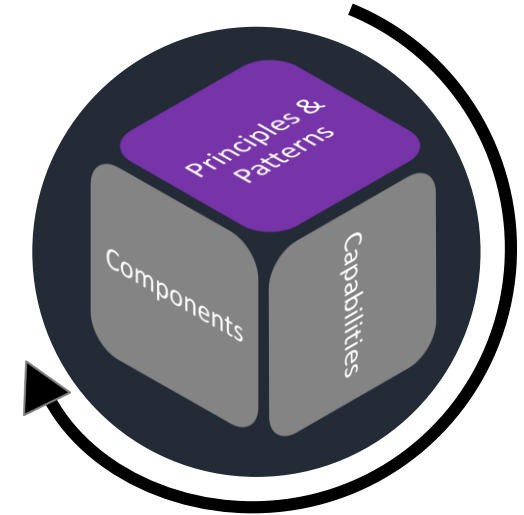
NoSQL

PaaS

API Integration

Distributed Everything

Auto-scaling Architectures



That is what the pattern language is -- a record of that stuff in us, which belongs to the 90% of our feeling where our feelings are all the same – Christopher Alexander

(illustrative list only)

Digital Architecture Capabilities

Web & Mobile Content Management

Digital Advertisement Management

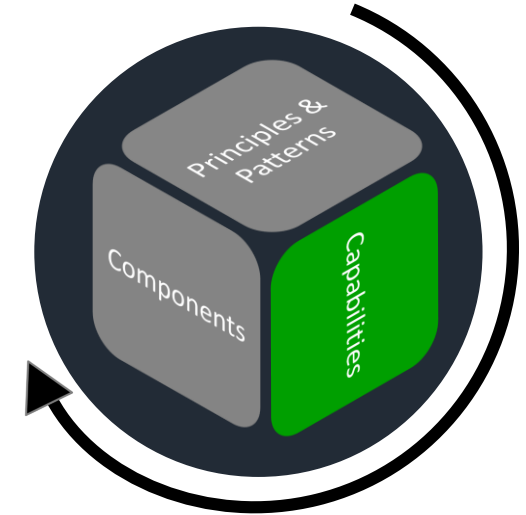
Localisation

Automated Real-time Online Support

Multi-Channel Advert Publishing

On-line Behaviour & Transaction Tracking

Campaign Effectiveness Analytics



Social Interaction

Cross- & Up-Sell Management

Web Analytics

Social Media Listening

Identity & Account Management

Personalised Web/Mobile Experience Management

Data Replication

There should be no features about a building which are not necessary for convenience, construction, or propriety – Augustus Welby Pugin

(illustrative list only)

Digital Architecture Components



The strength of the structure has nothing to do with strength of the material. – Shigeru Ban

(illustrative list only)

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Should *all* Architectures be Digital?

NO

Should *almost all* Architectures be Digital?

**The IoT brings new
needs and new
business
opportunities**

YES

**Users demand Online,
Mobile, Social,
Automated, 24x7
interactions**

**Businesses require
Analytics, Agility and
Immediate Responsiveness
to compete**

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Questions, Answers & Ratings



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