



Building a Digital Enterprise: Learning from Experience

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WSO2, Inc

Digital experience



UBER
EVERYONE'S PRIVATE DRIVER™

\$40.10

Thanks for choosing Uber, Asanka



- 09:33am**
3056-3470 Zanker Rd, San Jose, CA
- 10:10am**
San Francisco, CA

CAR	MILES	TRIP TIME
uberX	32.86	00:36:27

FARE BREAKDOWN

Base Fare	1.50
Distance	27.93
Time	5.47

Subtotal	\$34.90
SFO Airport Surchage (?)	3.85
Safe Rides Fee (?)	1.35

CHARGED
 Business *** 1015 **\$40.10**



You rode with **ELEPHINSTONE**
Transportation Network Company: Raser-CA, LLC

RATE YOUR DRIVER



6 MIN
 Your Uber is on the way
 825pls



Nissan Altima



Frank



Split Fare



Share ETA







Tide Dash Button - Limited Release
\$4.00 [View](#)



Glad Bags Dash Button - Limited Release
\$4.00 [View](#)



Gatorade Dash Button - Limited Release
\$4.00 [View](#)



Bounty Dash Button - Limited Release
\$4.00 [View](#)



Smartwater Dash Button - Limited Release
\$4.00 [View](#)



Amazon Elements Baby Wipes Dash Button - Limited Release
\$4.00 [View](#)



Clorox Disinfecting Wipes Dash Button - Limited Release
\$4.00 [View](#)



Gillette Dash Button - Limited Release
\$4.00 [View](#)



Izze Dash Button - Limited Release
\$4.00 [View](#)



Huggies Dash Button - Limited Release
\$4.00 [View](#)



Wellness Natural Pet Food Dash Button - Limited Release
\$4.00 [View](#)



Kraft Macaroni and Cheese Dash Button - Limited Release
\$4.00 [View](#)



Lambert Dash Button - Limited Release
\$4.00 [View](#)



Olay Dash Button - Limited Release
\$4.00 [View](#)



Gerber Formula Dash Button - Limited Release
\$4.00 [View](#)



Maxwell House Coffee Dash Button - Limited Release
\$4.00 [View](#)



Cottonelle Dash Button - Limited Release



L'Oréal Youth Code Dash Button - Limited Release







Architecture



real-time



personalized

CX



geo sensitive



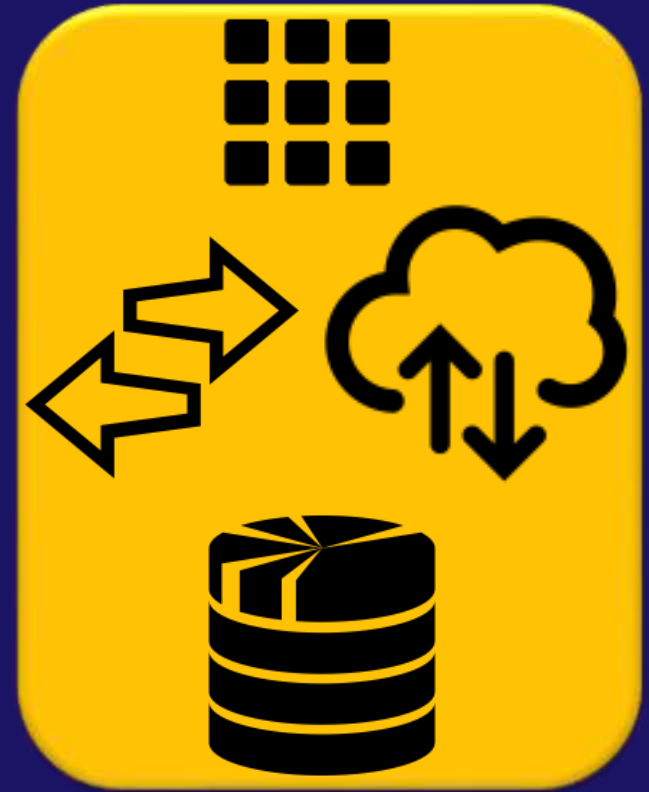
predictive



person

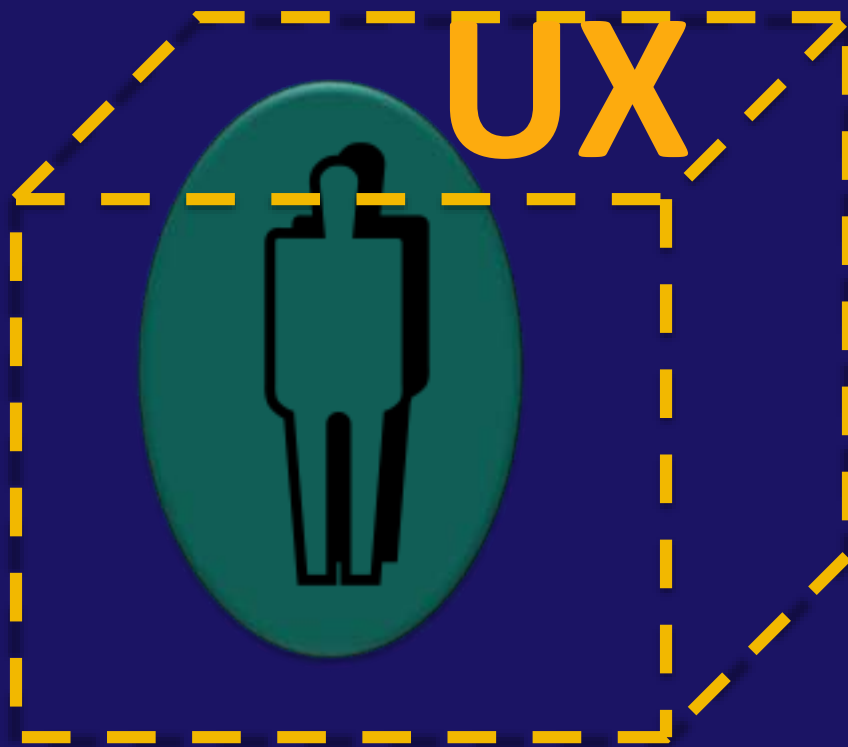


digital-double





social



digital workspace



business



knowledge



#TimeToMeet



person



applications



platforms



network

web apps

mobile apps

two-side
platforms

multi-side
platforms

value
networks



social networks

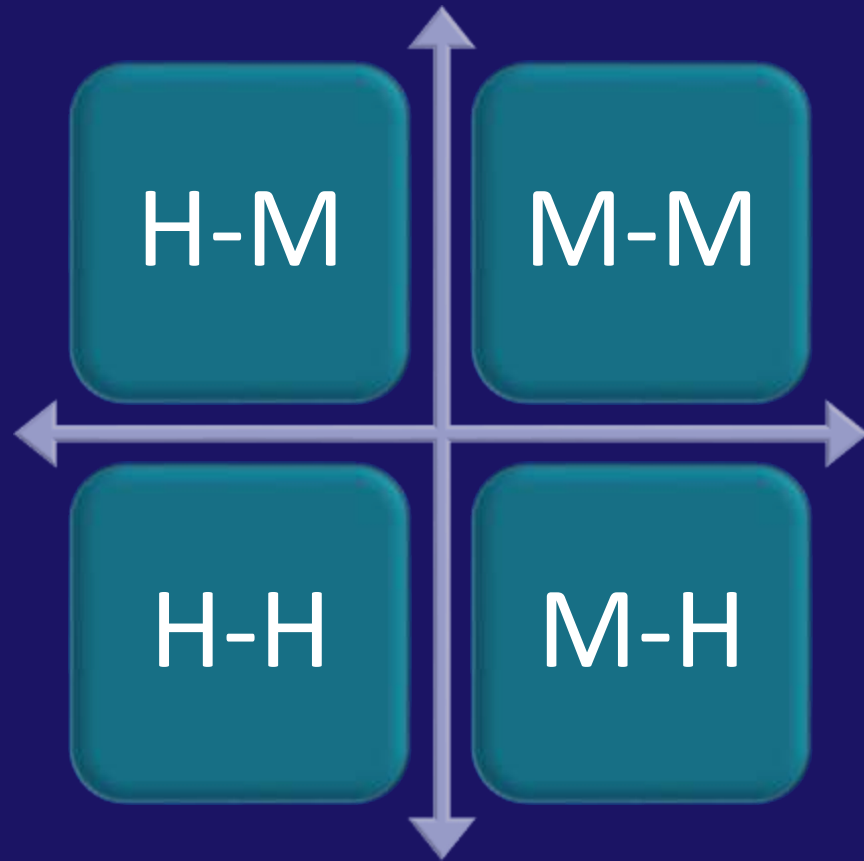
games
geo-apps

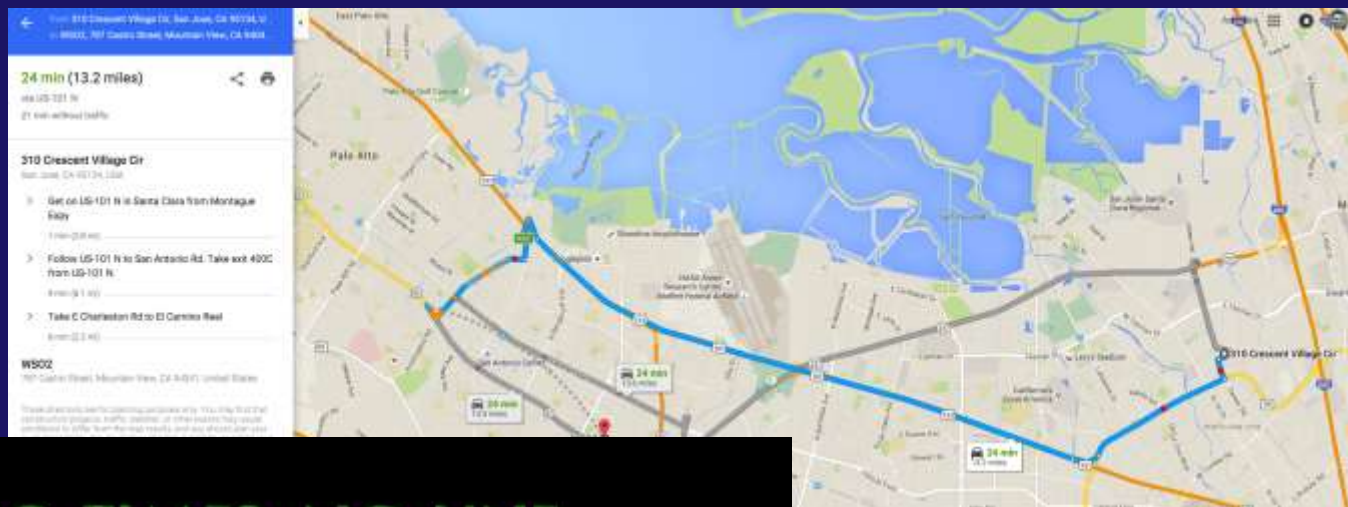
financial services
citizen services

healthcare
citizen services

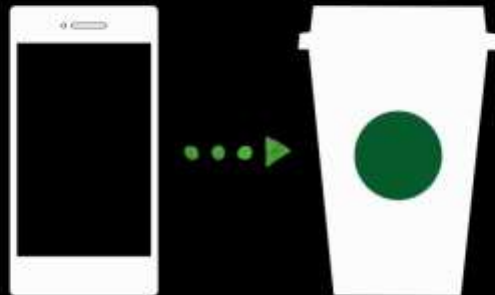
smart city
connected car
smart hotel

**Think less about fixed processes,
think more about dynamic
interactions. - Gartner**





NO TIME? NO LINE.



**ORDER & PAY AHEAD ON THE STARBUCKS™ APP.
PICK UP AT YOUR STORE.**

At participating stores. Data connection required. © 2015 Starbucks Coffee Company. All rights reserved. Android and Google Play™ are a trademark of Google Inc. Apple, the Apple logo, and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc.

History

June-2010



April-2011

External Business Service Consumers

Internal Service Consumers

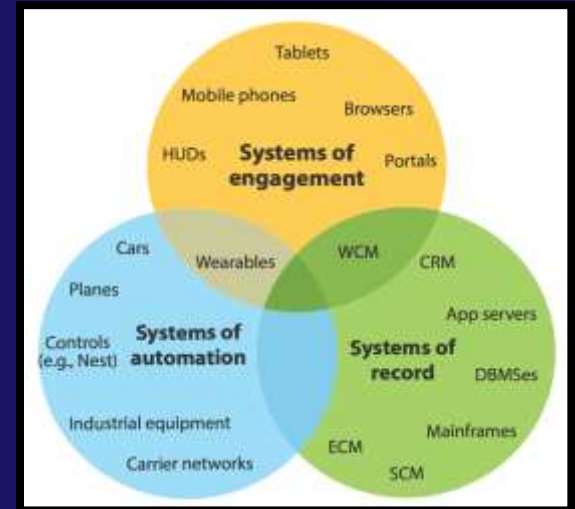
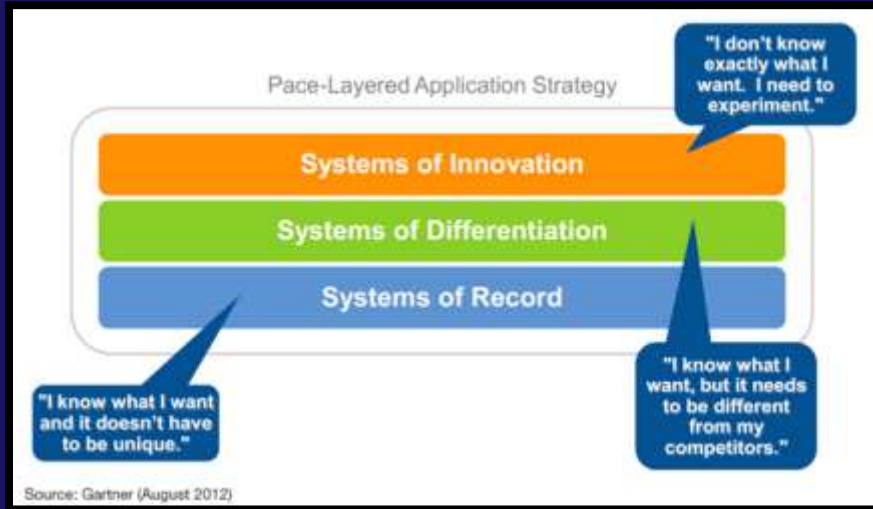


Business Services Platform

Current IT Infrastructure

Future IT Strategies

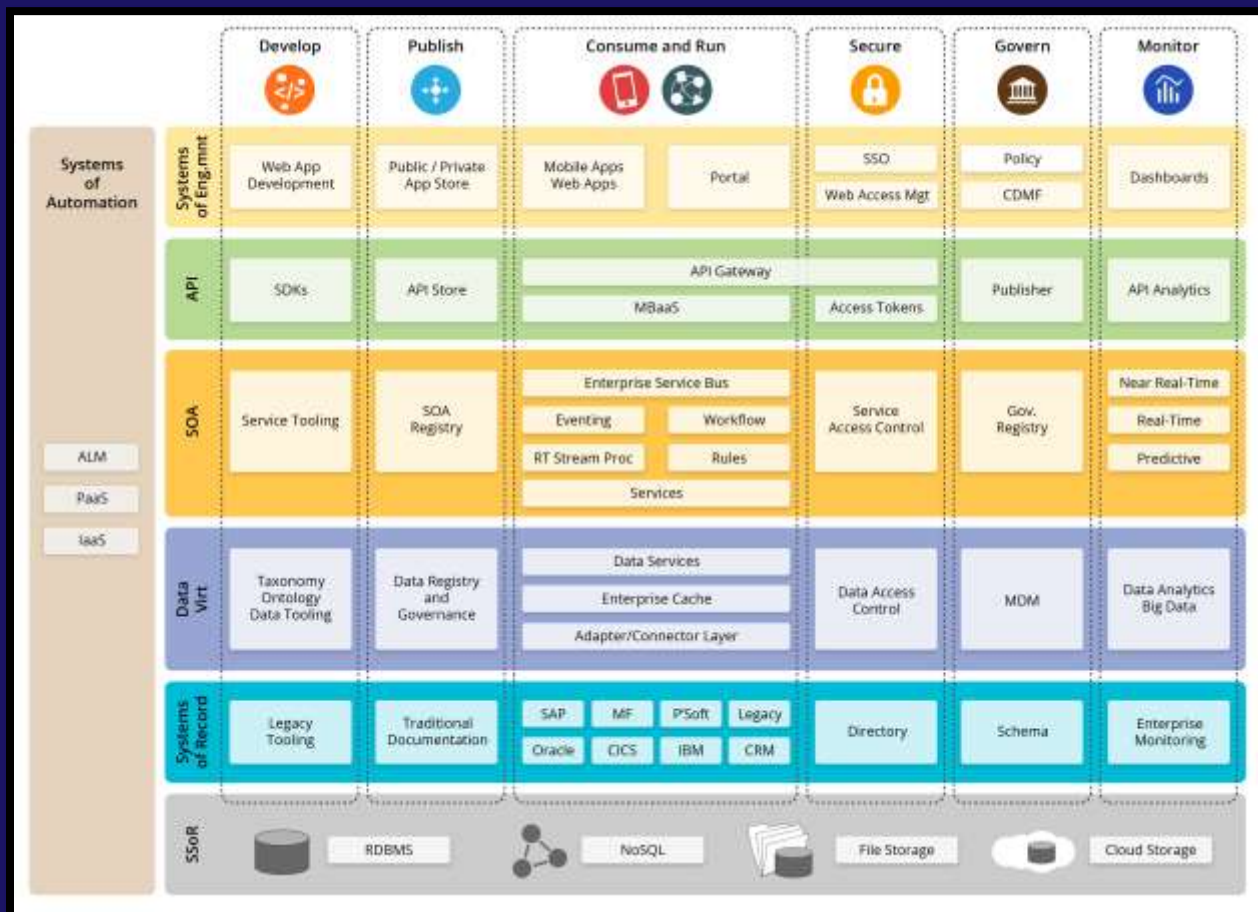
Nov-2014



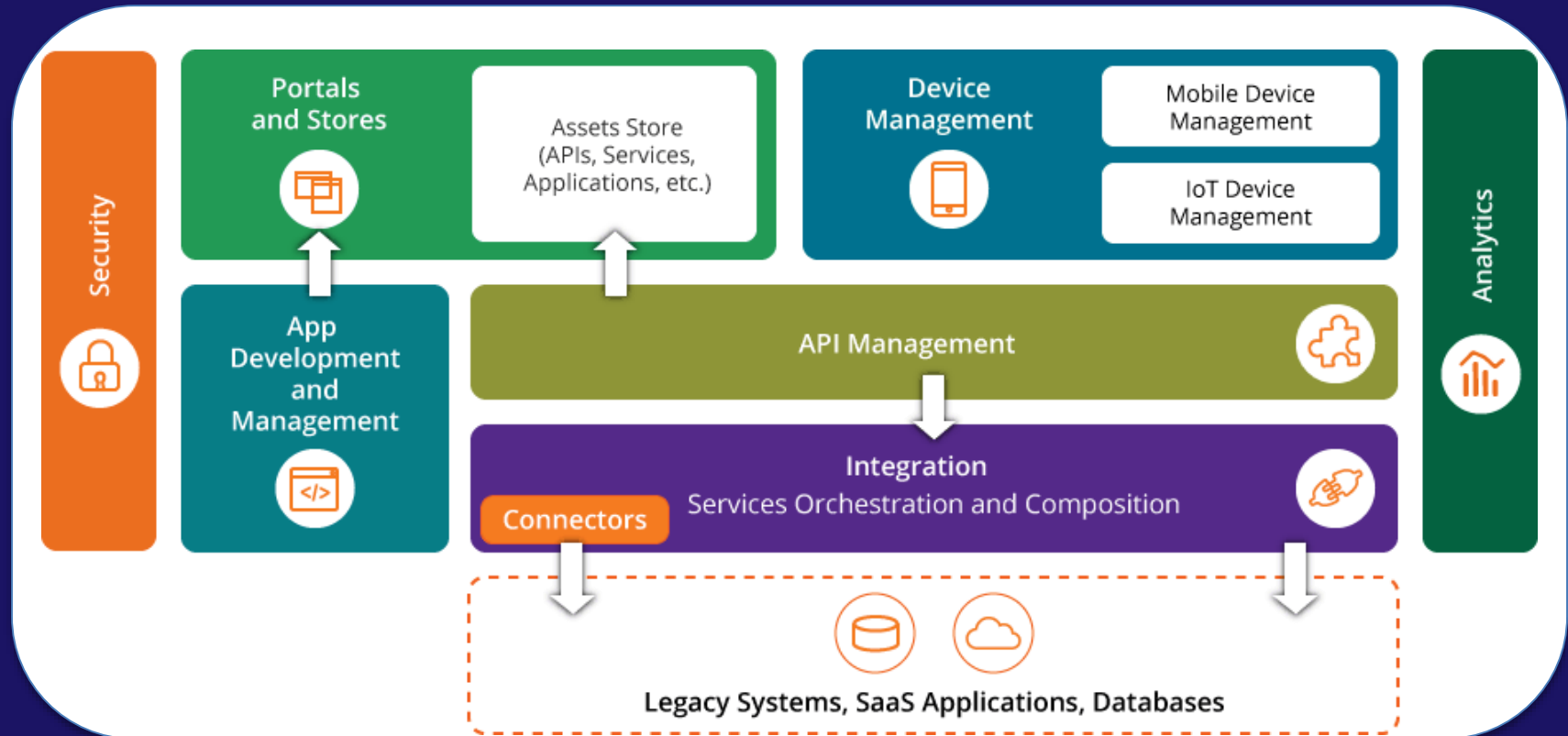
Gartner®

FORRESTER®

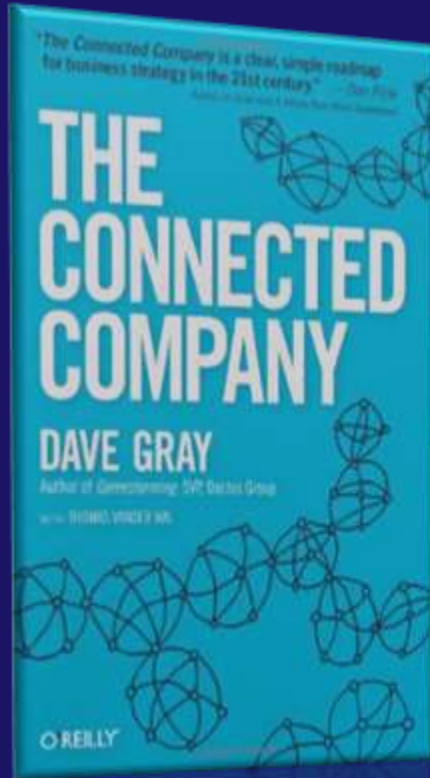
Jan-2015



July-2015



Non-technical: the book



Lessons from experience

Build a **platform.**



Rich functional capabilities.

Seamlessly **integrated.**

API driven.

Top-down approach.

Create tools/automate.

Give a **code name** to the platform.

e.g. Digital Platform

exclude vendor/product names

Introduce an onboarding program.

Including samples, documents, patterns and training.

**Evangelize the platform
(internally).**



Have common **enterprise architecture** practices across the organization.

Include architects from different BUs and architecture groups.

Iterative.

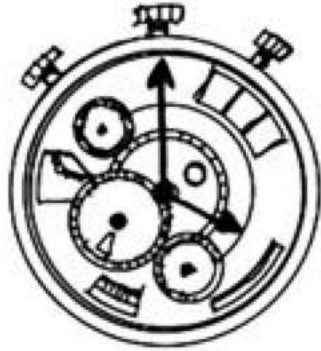


People

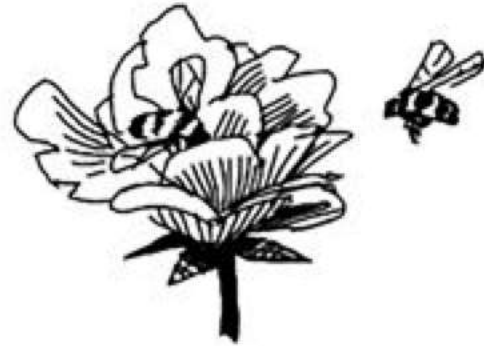
Engage.

Empower.

Entrust.



A CLOSED SYSTEM



AN OPEN SYSTEM

Picture Credit : The Connected Company – Dave Gray

WSO2Con 2016
ASIA



Thank You!

@asankama

<http://asanka.abeyasinghe.org>