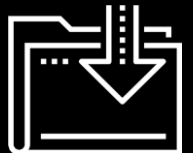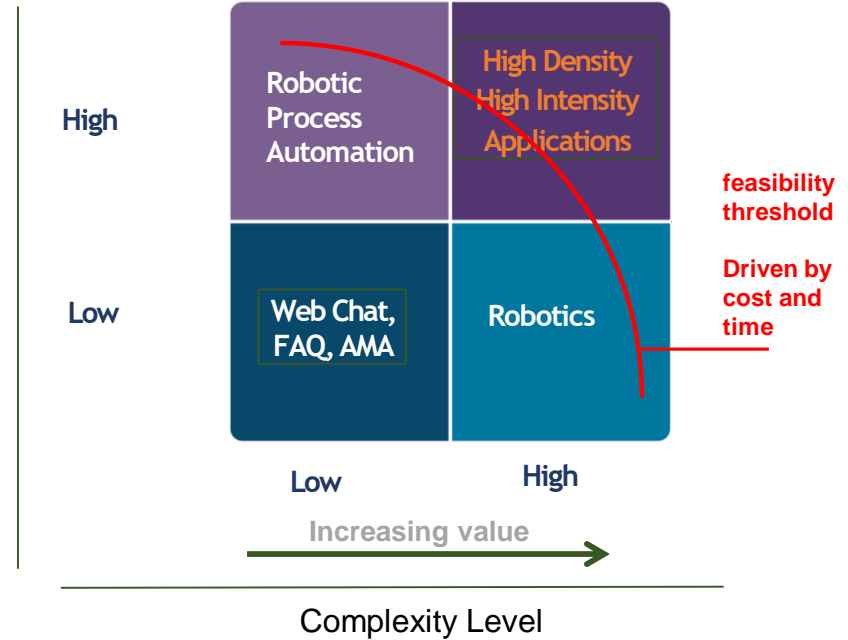# Two-sided Markets

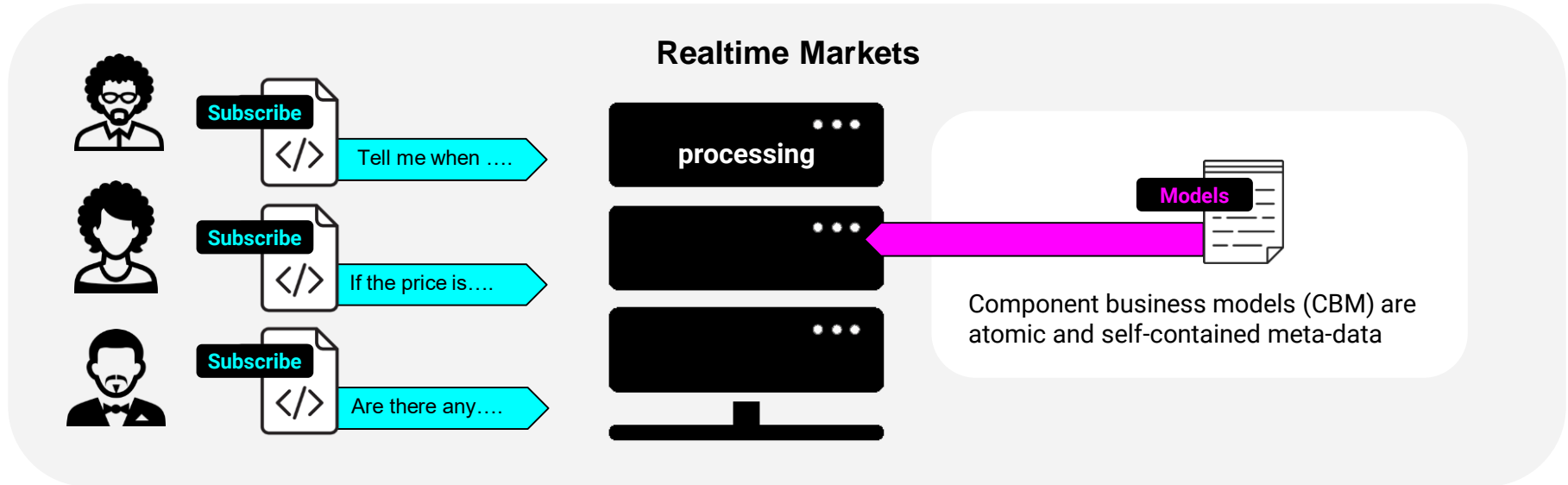Architectural Overview

Strategic Machines
Elements of Design

Summary

The goal is to unleash innovation in customer engagement by lowering the complexity and cost of HDHI apps through model-driven development … shifting the threshold of feasibility for new use cases

"Let me know when the product is in stock …
"I am looking for new shows at a price point of $16 ….
"I need a babysitter for this Friday …."
"Does anyone have a place for me to stay this weekend ….
"Notify when the new sermon gets posted …."

Transaction volume

High

Low

Robotic Process Automation	High Density High Intensity Applications
Web Chat, FAQ, AMA	Robotics

Low   High

feasibility threshold

Driven by cost and time

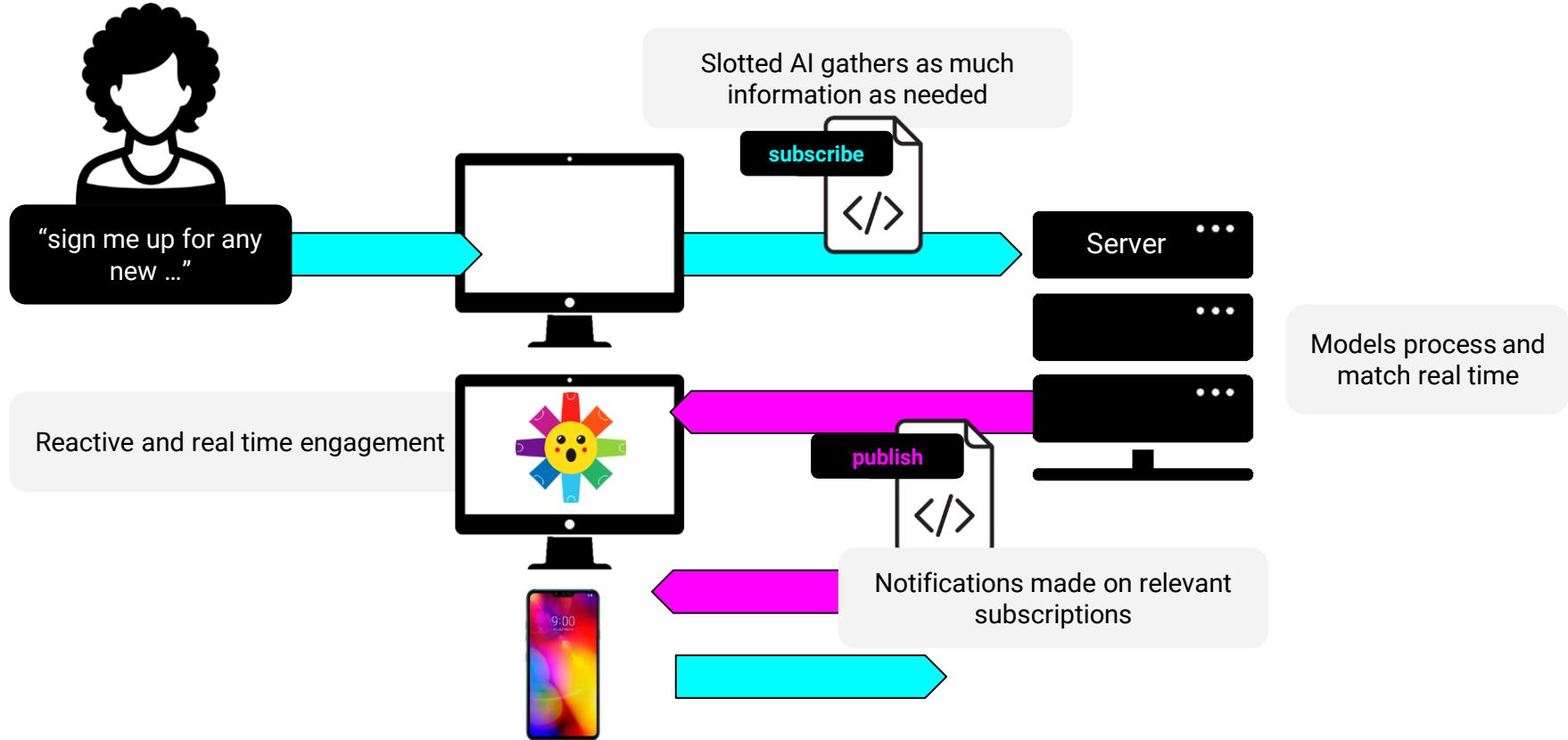**Increasing value**

Complexity Level

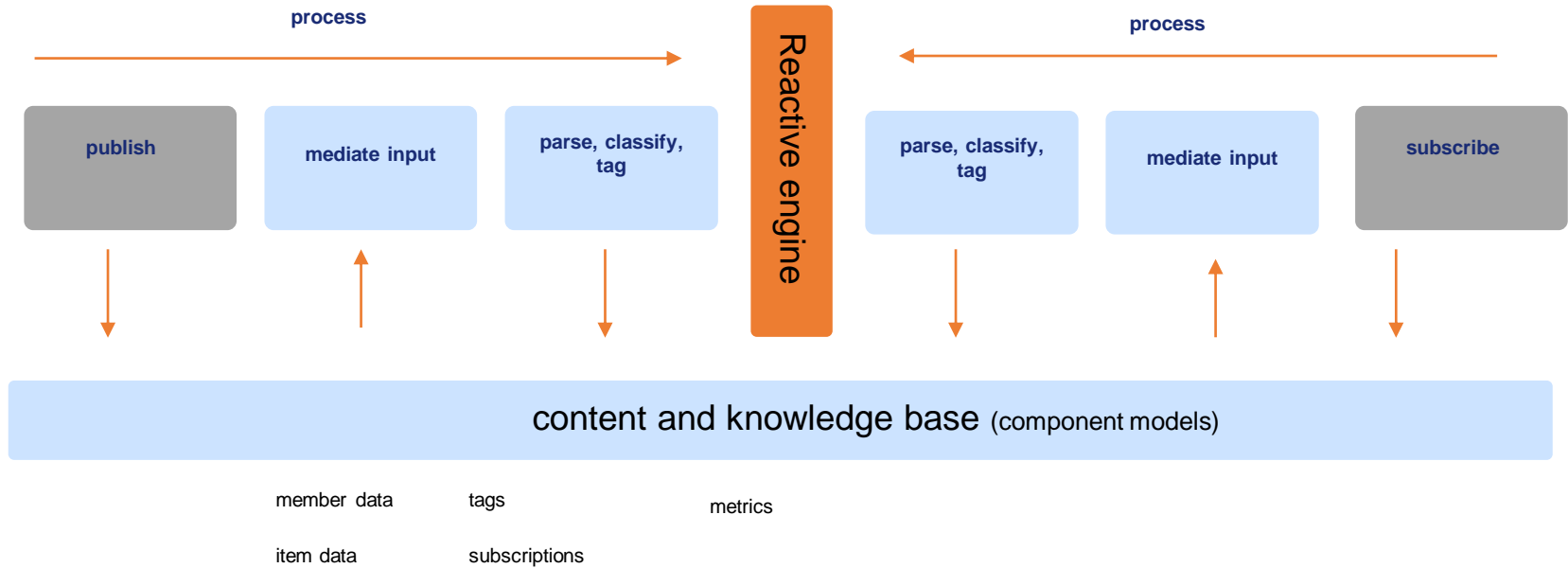# A model-driven business makes customer touch points intelligent

- Context is a 'given' which constrains the nature, scope and timing of an interaction
- Models encompass data and algorithms to monitor and complete atomic interactions
- Interactions are slotted and responsive by design
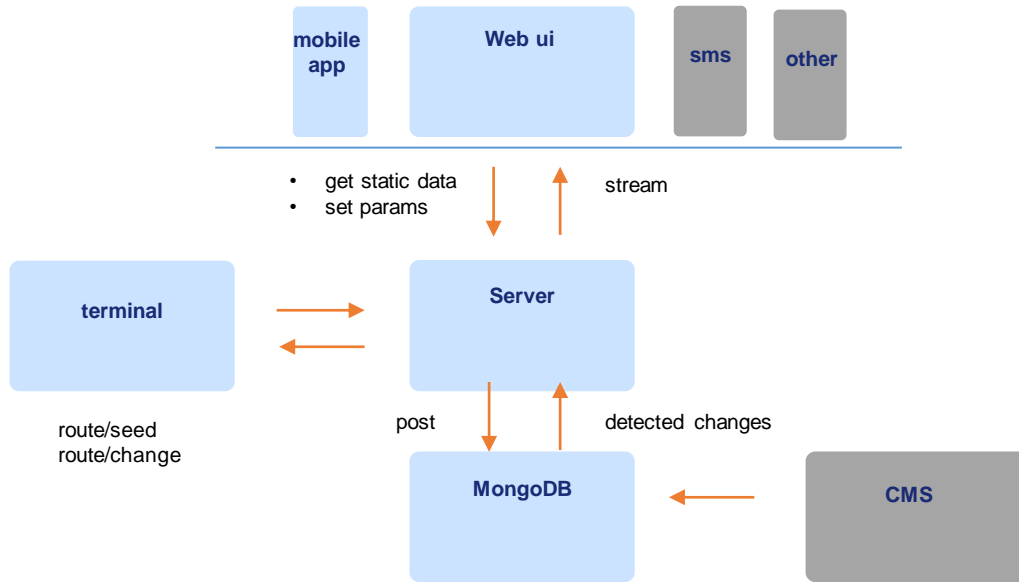- Events are defined dynamically and resolved real-time

Realtime Markets

Subscribe

Tell me when ….

Subscribe

If the price is….

Subscribe

Are there any….

processing

Models

Component business models (CBM) are atomic and self-contained meta-data

Models simplify, and define reactions based on 'state changes'

"sign me up for any new …"

Slotted AI gathers as much information as needed

subscribe

Server

Models process and match real time

Reactive and real time engagement

publish

Notifications made on relevant subscriptions

Abstract content flow

Physical system architecture and topology

mobile app

Web ui

sms

other

- get static data
- set params

stream

terminal

Server

route/seed
route/change

post

detected changes

MongoDB

CMS

Demo

Elements of Design

Proof of Concept

01 Build a profile of a community and actors

02 Define Personas for actors and a set of common scripts. Begin with simple cases, and add complexity and nuance over time

03 Define all the necessary data sets for meeting the requirements of an interaction. Assume that all data needed has already been collected

04 Define algorithms for clearing 'subscriptions'. Assume that algorithms have already been developed to tag and classify subscriptions and publications

05 Model the work

06 Document the outcomes, including risks and opportunities

07 Repeat, adding complexity

<RealTime>