

# Introduction



## Mark Richards

Independent Consultant

Hands-on Enterprise / Integration Architect

Published Author / Conference Speaker

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<http://www.linkedin.com/pub/mark-richards/0/121/5b9>

### Published Books:

Java Message Service, 2nd Edition

97 Things Every Software Architect Should Know

Java Transaction Design Strategies



## Neal Ford

Director / Software Architect /

Meme Wrangler

## ThoughtWorks®

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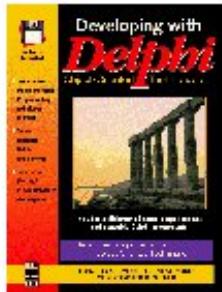
E: [nford@thoughtworks.com](mailto:nford@thoughtworks.com) W: [thoughtworks.com](http://thoughtworks.com)



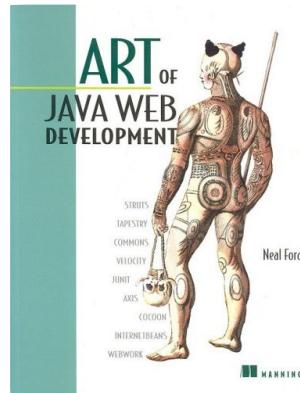
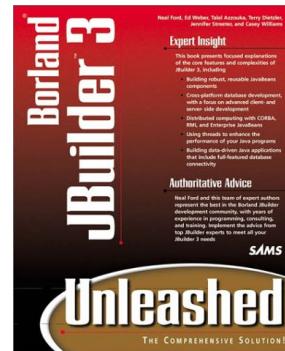
## Professional (Long) Bio

Neal is Director, Software Architect, and Meme Wrangler at **ThoughtWorks**, a global IT consultancy with an exclusive focus on end-to-end software development and delivery. Before joining **ThoughtWorks**, Neal was the Chief Technology Officer at The DSW Group, Ltd., a nationally recognized training and development firm.

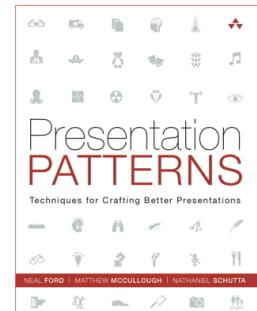
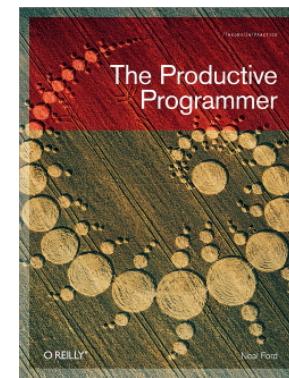
Neal has a degree in Computer Science from Georgia State University specializing in languages and compilers and a minor in mathematics specializing in statistical analysis. He is also the designer and developer of applications, instructional materials, magazine articles, and video presentations. He is also the author of 5 books, including the most recent *Presentation Patterns*. Given his degree, Neal is a bit of a language geek, with affections including but not limited to Ruby, Clojure, Java, Groovy, JavaScript, Scala and C#/NET. His primary consulting focus is the design and construction of large-scale enterprise applications. Neal is an internationally acclaimed speaker, having spoken at over 300 developer conferences worldwide, delivering more than 2000 presentations. If you have an insatiable curiosity about Neal, visit his web site at [nealford.com](http://nealford.com). He welcomes feedback and can be reached at [nford@thoughtworks.com](mailto:nford@thoughtworks.com).



BorCon 97



ThoughtWorks



1993

1995

1997

1999

2003

2005

2008

2012



1993

1995

1997

1999

2003

2005

2008

2012



client/server

3-tier

CORBA/COM

client

80x25

shared database file

web  
J2EE

EJB

app servers

web 2.0

agile web  
lighter-weight

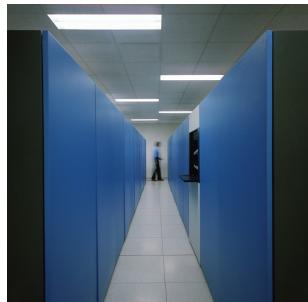
functional

# professional bio

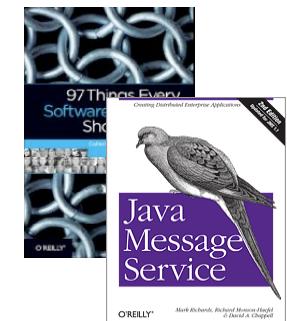
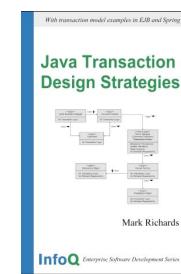
Mark Richards is an independent integration and enterprise architect involved in the architecture, design, and implementation of Service Oriented Architectures in J2EE and other technologies. He has been involved in the software industry since 1983, and has significant experience and expertise in J2EE architecture and development and systems integration. Mark has a masters degree in computer science from Boston University, and has served as the President of the New England Java Users Group from 1999 thru 2003. Mark is the author of several technical books, and has numerous architect and developer certifications from IBM, Sun, The Open Group, and BEA. He is a regular conference speaker at the No Fluff Just Stuff Symposium Series and speaks at other conferences and user groups around the country. When he is not working Mark can usually be found hiking in the White Mountains or along the Appalachian Trail.



application architect!



C++



1983

1985

1992

1995

1997

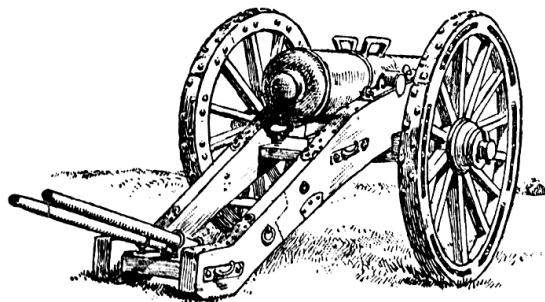
2006

2009

2014



# what I learned along the way as an architect....



negotiation and political skills are  
often more important than  
technical skills



# what I learned along the way as an architect....



**service-oriented architecture**

it's all about the data...



# what I learned along the way as an architect....



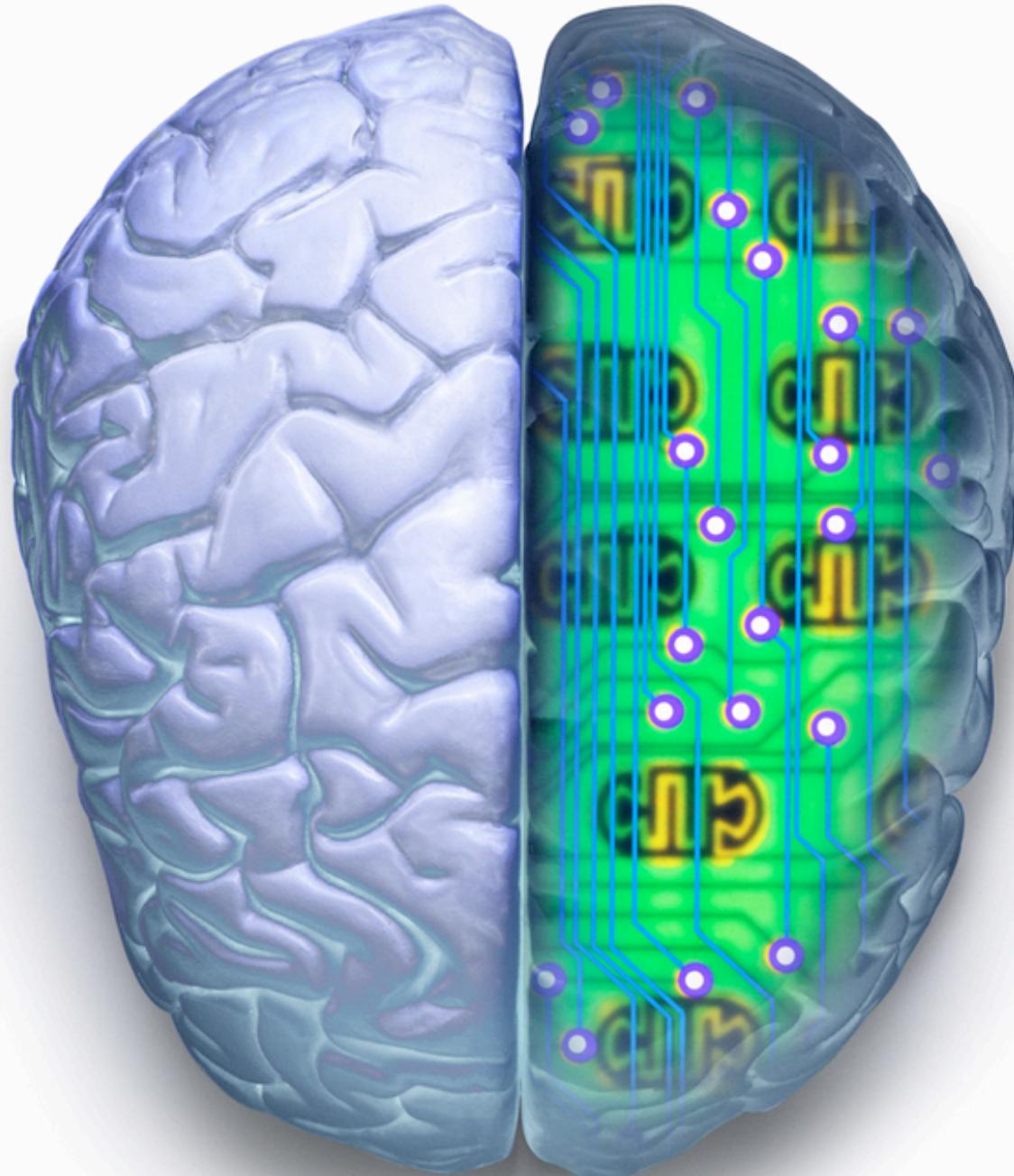
the best architectures come from  
an understanding of the business  
and industry



# what I learned along the way as an architect....

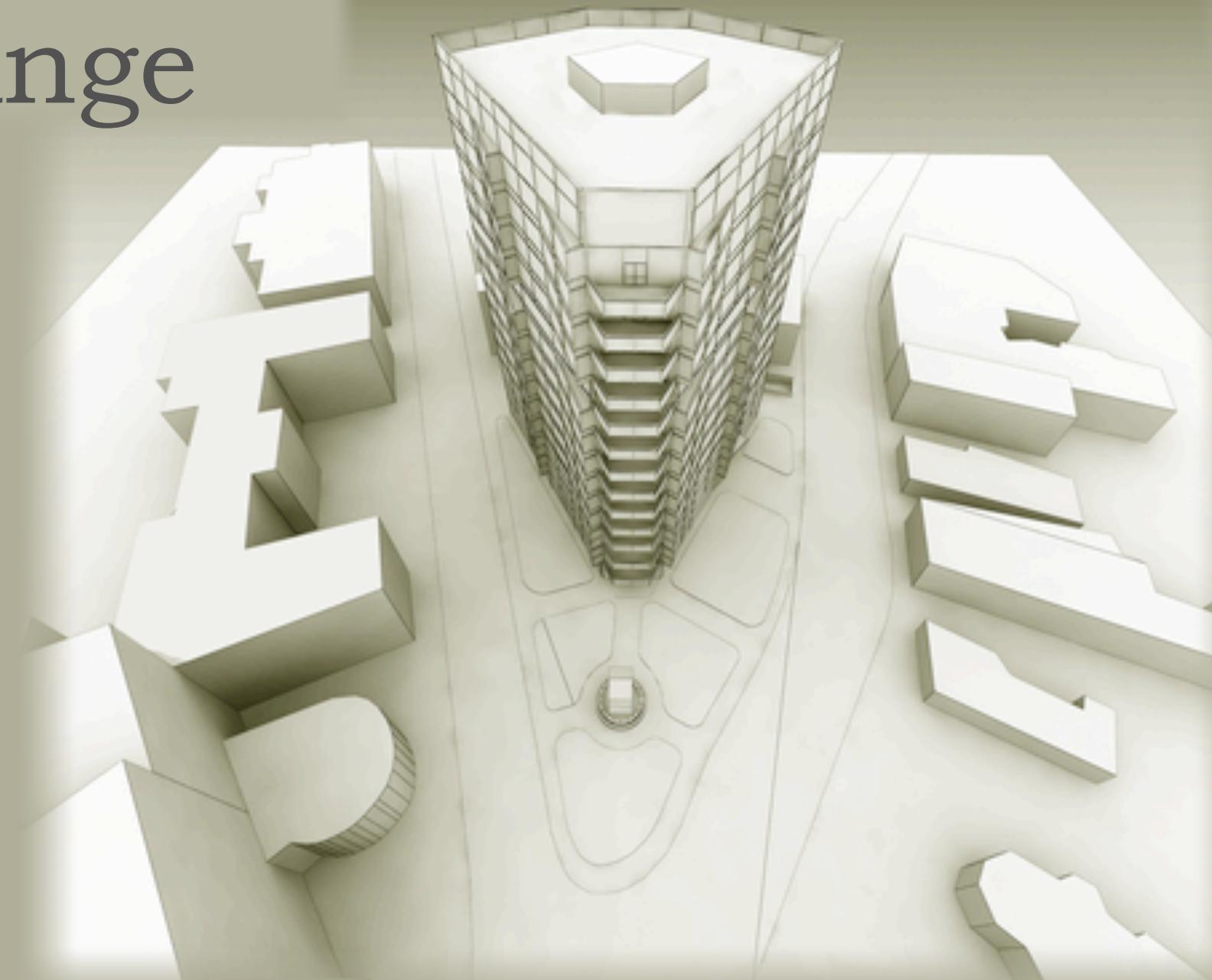


~~the world's best architectures are~~  
~~not the perfect ones!~~ but rather  
the feasible ones

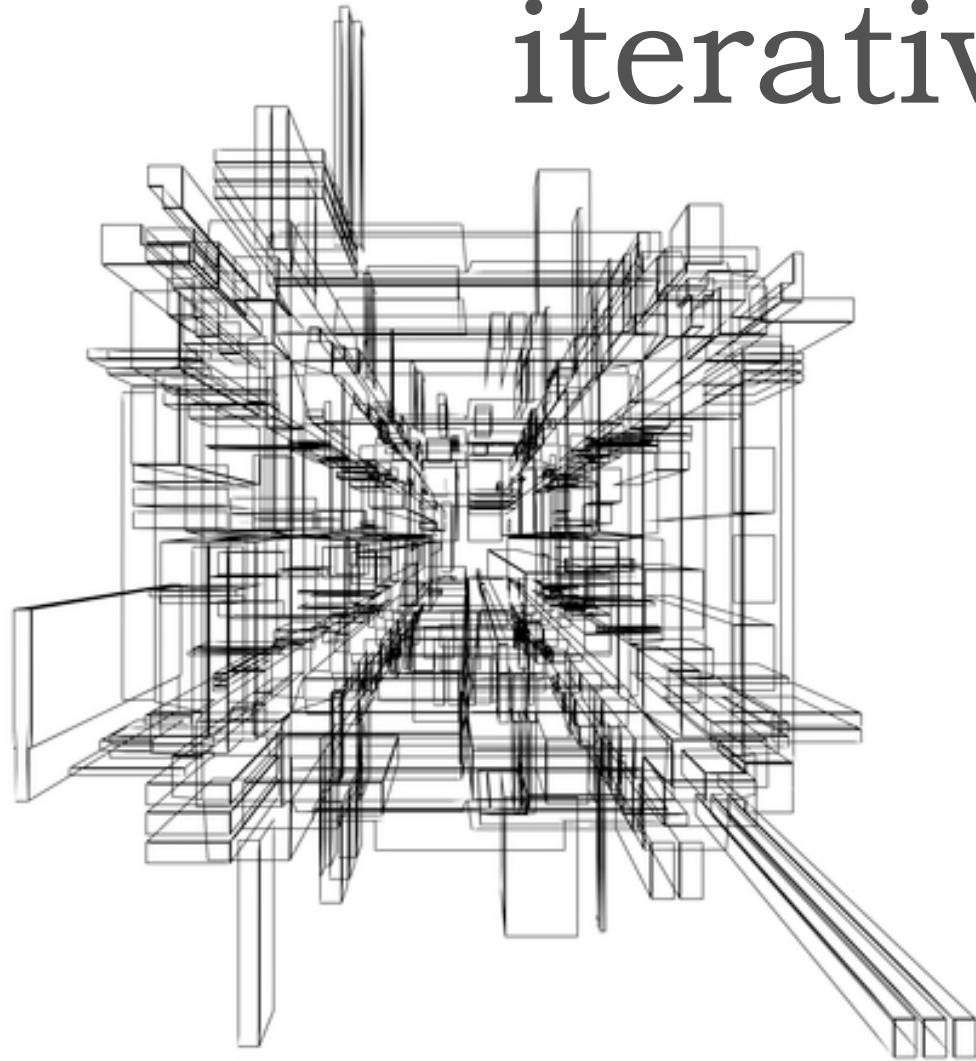


recurring memes

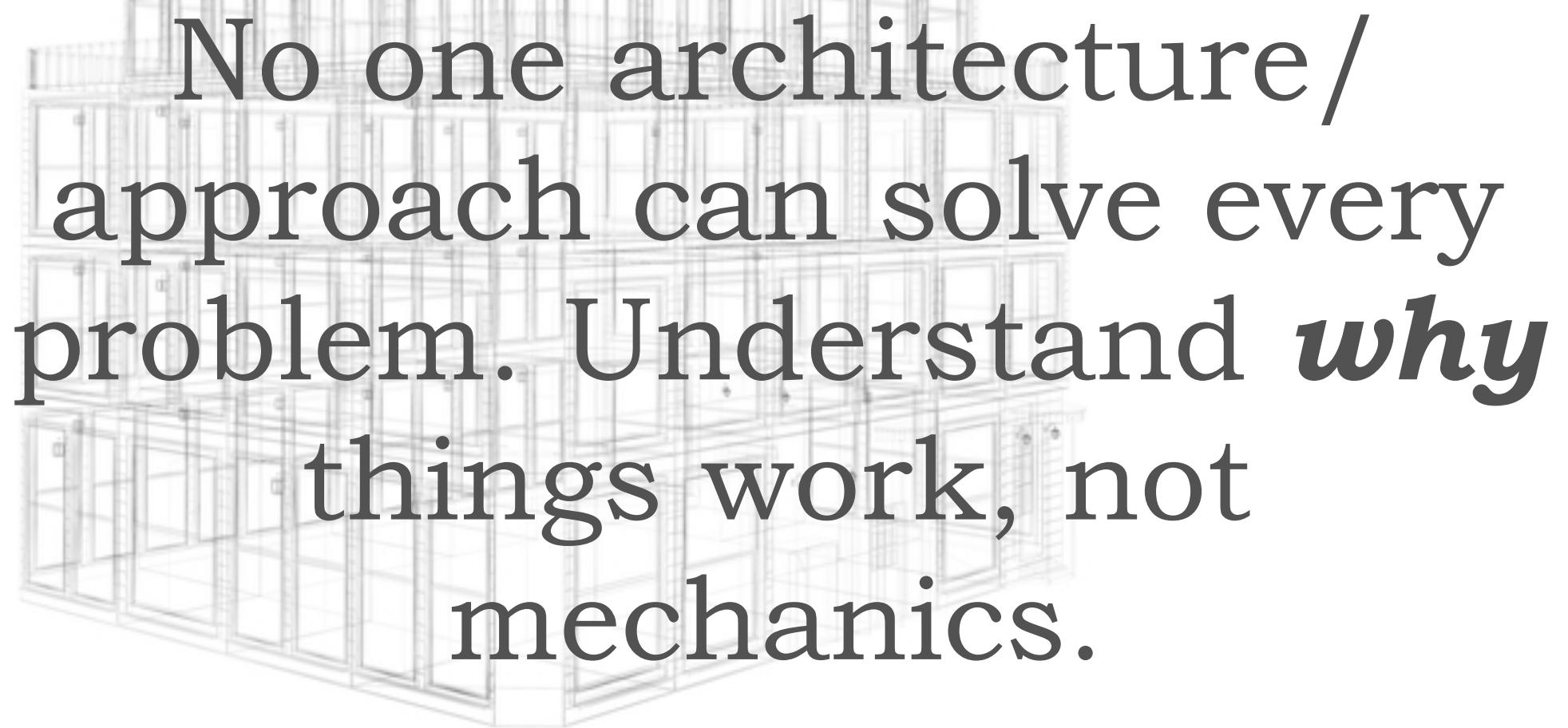
# architect for change



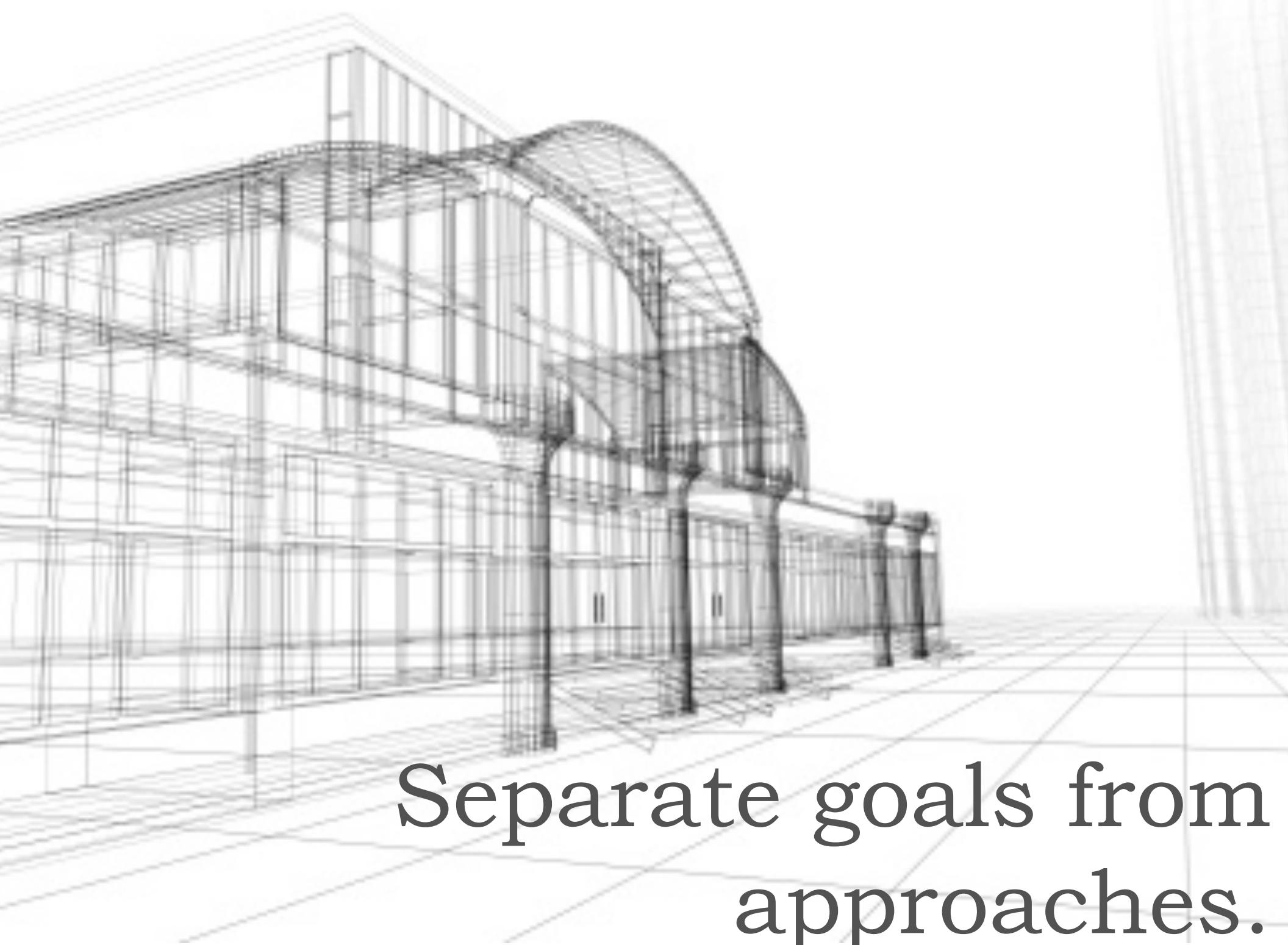
# software always becomes iterative



(Agile just does it sooner).

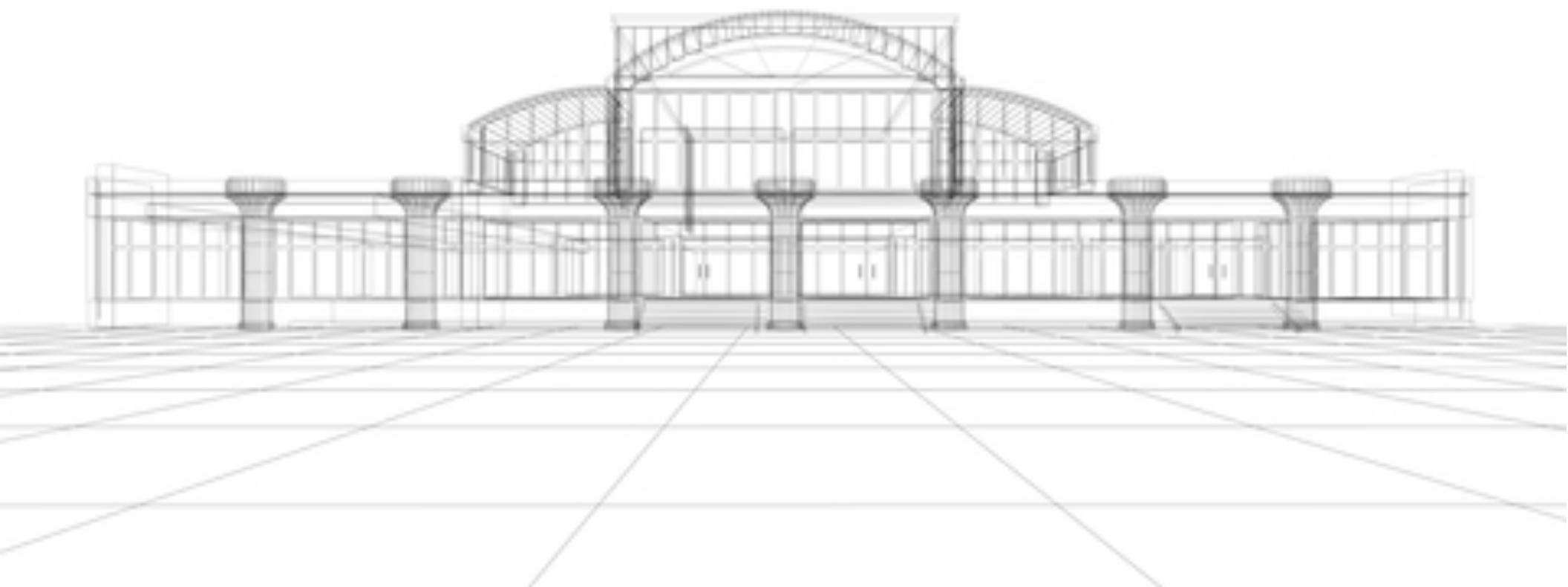


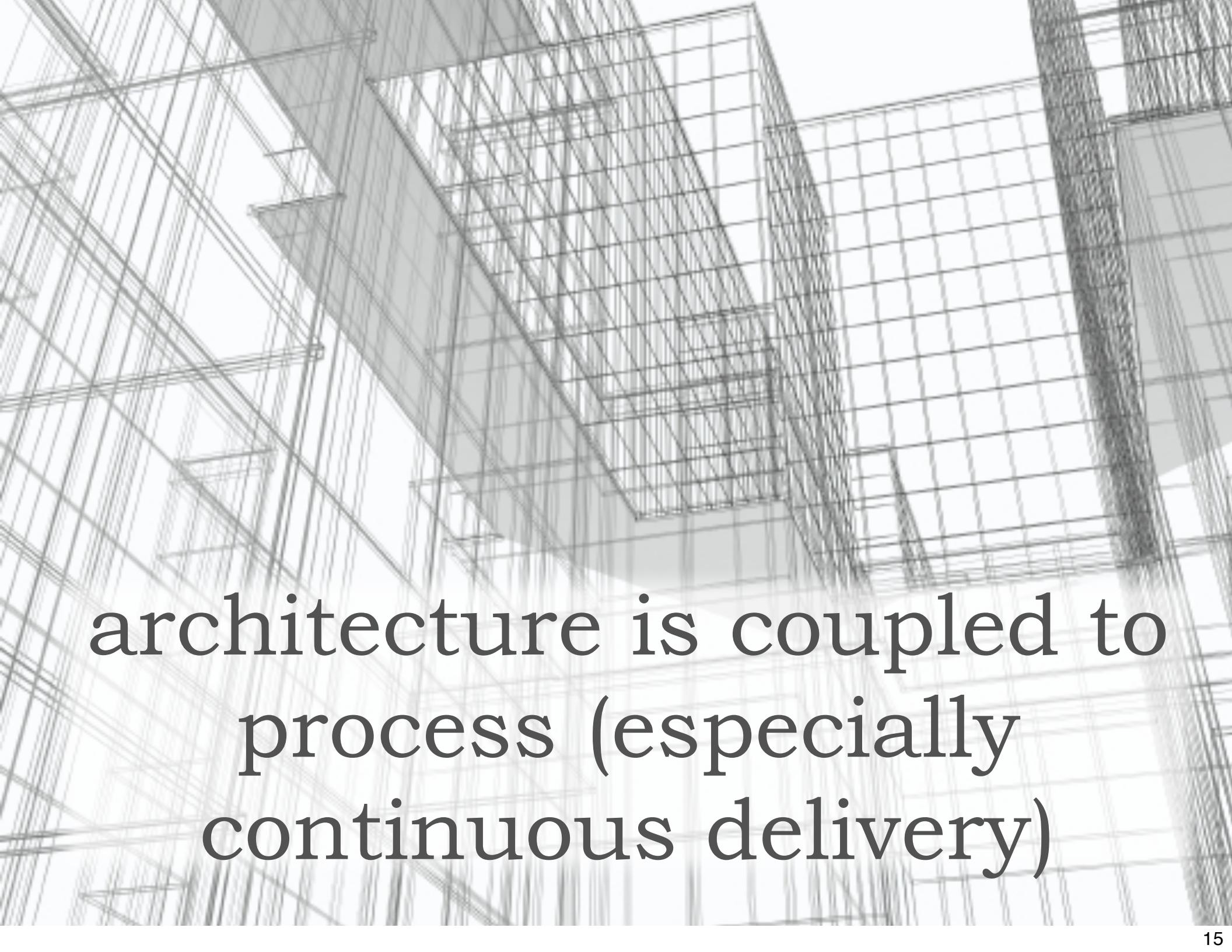
No one architecture/  
approach can solve every  
problem. Understand *why*  
things work, not  
mechanics.



Separate goals from  
approaches.

Architecture isn't an equation to be solved; it's a snapshot of a process.



A complex, abstract wireframe structure composed of numerous intersecting lines, creating a sense of depth and geometric complexity.

architecture is coupled to  
process (especially  
continuous delivery)



continuous delivery  
applying abstractions  
comparing architectures

**application**

agile ATAM



**integration**



approaches  
strategies

crowd-sourcing technology decisions

**enterprise**



SOAP vs REST  
SOA deep dive,  
continuous delivery

? ' S



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