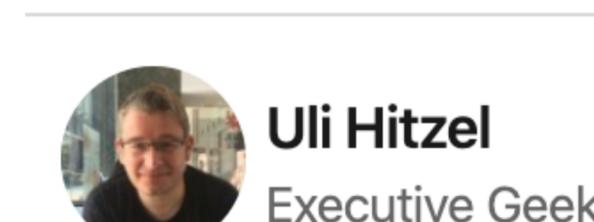


Collaborate - or Die.

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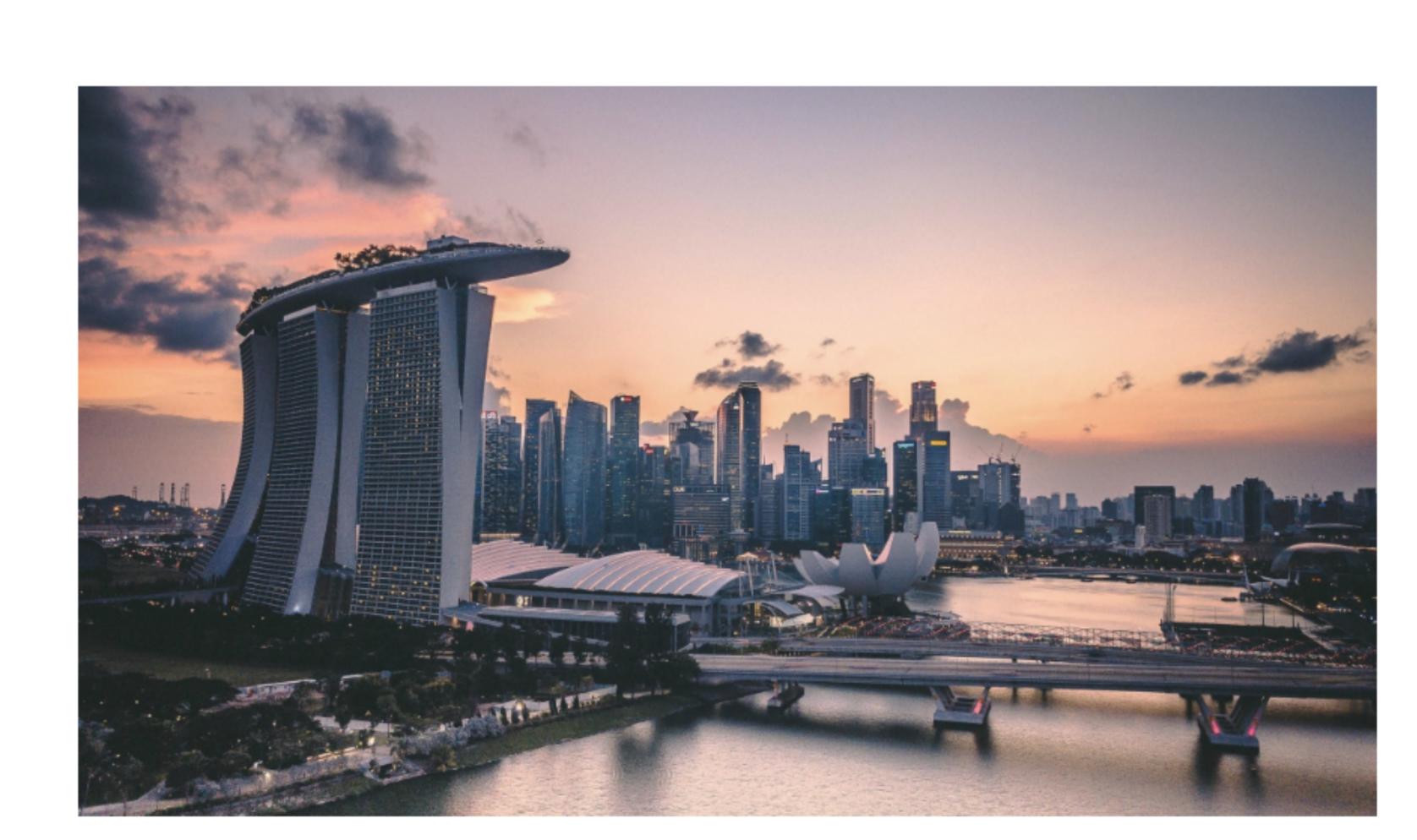
In Singapore, the chances of surviving a cardiac arrest have more than doubled within a few years. Of course, there are APIs & smart apps in this success story – but the key ingredient is a radical shift towards an empowered ecosystem, collaboration across boundaries, and human intelligence on the edge. Let's look at how some of these ideas can help your company survive and thrive in the digital revolution!

A Boeing 787 jet produces half a terabyte of data per flight [1], and it is estimated that an autonomous car will generate around 25 gigabytes for each hour [2] on the road. How much of that data should be stored for an extended period of time? And, even more importantly, does the 'old'



approach of sending data to the cloud, analyzing it there and waiting for results still work in scenarios where a split-second delay can have fatal consequences?

After mainframe, client-server computing, and the cloud we now have entered the age of edge computing, where we keep the state where it's needed and create intelligence at that very edge as well. Equally, companies are starting to realize that the traditional model of centralized ownership from an organizational perspective is increasingly ineffective and no longer delivers results within an acceptable amount of time.



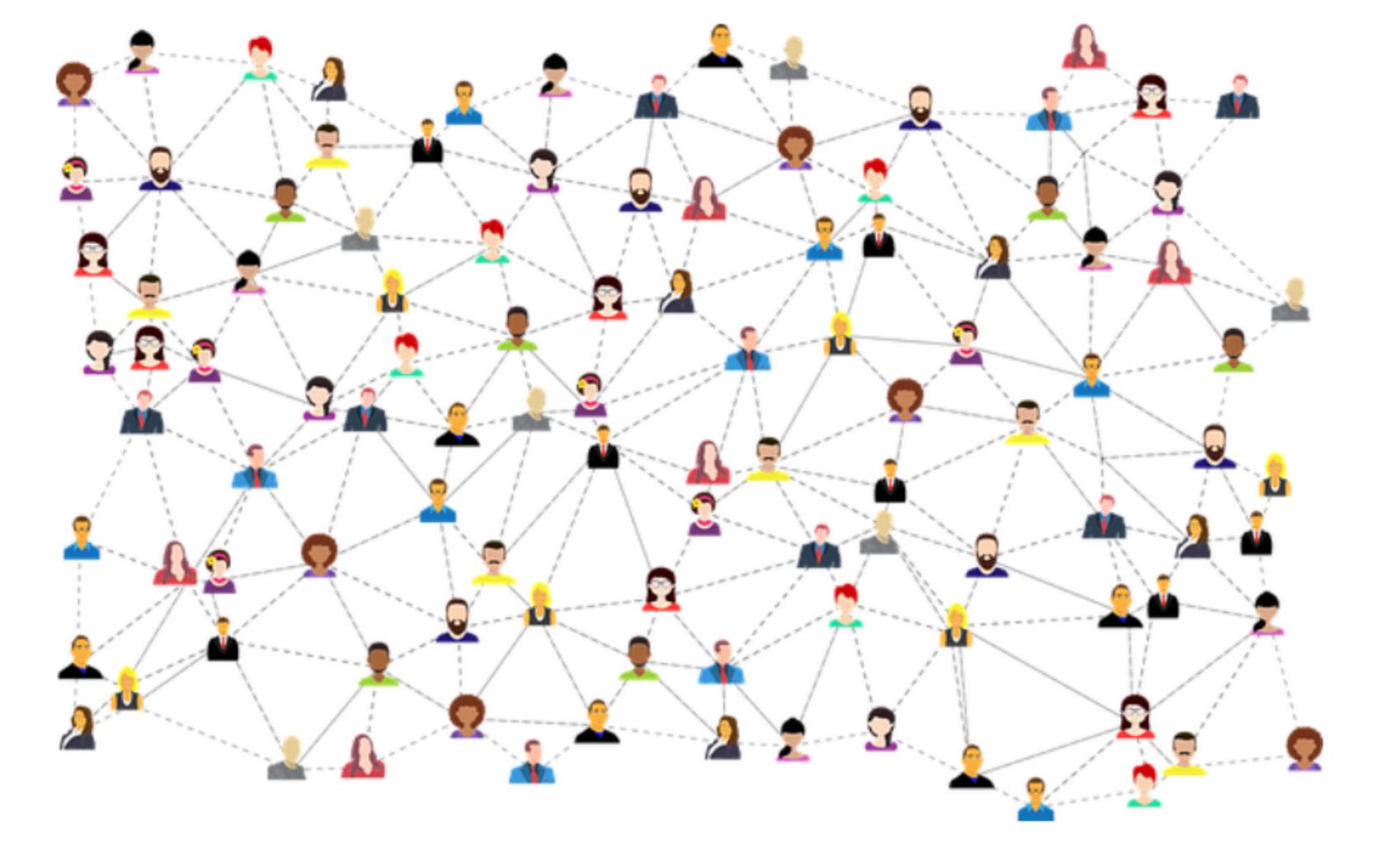
Compared to other cities in
Southeast Asia, Singapore does
not see many traffic jams – but
chances for the paramedics to
arrive in time when somebody has
a heart attack are still low. Now
imagine that they have already
optimized their processes and

bought the fastest cars on the market, what else is left for them to do in order to increase the survival rate?

The answer is a distributed model where leaders turn into facilitators and ecosystem builders.

In this remarkable story, Singapore's Life Saving Force formed a community with thousands of volunteers who learned how to perform CPR and received smart apps for their phones that would route emergency requests to the one in closest proximity – so they could do their part in helping to save lives.

You can use the same concepts
to rescue your customers,
quickly react to changes, and
make decisions faster! In a
typical organization the individual
departments are all using their
own toolsets, databases, processes,
and usually have a limited view on
the big picture [3]. Associates who



are out in the field know best what's happening in the real world and what your competitors do – invaluable insight for the decision-makers in management. And you increasingly need to team up with business partners and clients to solve complex business problems.

Let's map out the big ideas behind this story:

1 – Speed is the new Currency

Agreed, it's not always about saving lives. But we live in a world with expectations of 'instant everything' and an ever-increasing pace and pressure of innovation. If you're not fast enough, somebody else will be.

2 – Everything is Distributed

The applications we build and use today are made of building blocks from all over the place. Each of those moving parts have their own ecosystem, tooling, lifecycle. Pretty much like the Linux operating system, just on a much bigger scale, and in real-time. How do you turn continuous, creative chaos into something you can run stock exchanges on?

3 – The Change towards Open Collaboration and Empowered Ecosystems

Conway's Law [4] even applies in reverse: an organizational structure can't stay the way it was when your products and offerings change. Fast, coordinated decision making in a non-deterministic world of distributed systems [5] is no longer possible the 'classic' way. Leaders need to become facilitators, community managers who build and nurture ecosystems and collaborate openly – even with people who might be on somebody else's payroll but they're still on the same team.

How you get there depends on many individual factors. Digital Transformation is hard – let The Catalysts help you along your journey. It's not as much about which piece of software you should buy, but building out a strategy together for the things that really matter. You'll benefit from the proven frameworks, best practices, and essential techniques that bring your business to the part level. I of's speak about Applicate. Today!

business to the next level. Let's speak about Accelerate. Today!

[1] https://www.computerworlduk.com/data/boeing-787s-create-half-terabyte-of-data-per-

flight-says-virgin-atlantic-3433595/

[3] It's a good idea to look at a Hybrid Integration Platform: https://www.axway.com/en/platform/hybrid-integration

[2] https://dzone.com/articles/is-edge-computing-the-death-of-the-cloud

https://www.axway.com/en/platform/hybrid-integration

[4] https://en.wikipedia.org/wiki/Conway%27s_law

[5] it's not just about the technology components, but also includes other departments, business partners, customers, and the community