



Building Digital Ecosystem Architectures: A Guide to Enterprise Architecting Digital Technologies in the Digital Enterprise (Business in the Digital Economy)

By Mark Skilton

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The design of digital solutions has become a pressing concern for practitioners faced with a plethora of technology impacting their business. From cloud computing to social networks, mobile computing and big data, to the emerging of Internet of things, all of which are changing how enterprise products, services, rooms and buildings are connected to the wider ecosystem of networks and services. This book defines digital ecosystems with examples from real industry cases and explores how enterprise architecture is evolving to enable physical and virtual, social, and material object collaboration and experience.

The key topics covered include:

- Concepts of digitization
- Types of technological ecosystems
- Architecting digital workspaces
- Principles of architecture design
- Examples architecting digital business models
- Examples of digital design patterns
- Methods of monetization
- Conclusions

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Editorial Review

Review

Market:

IT practitioners who are seeking real examples of design and implementation architecture best practice that enables disruptive technology;

Business leaders and planners in marketing, sales, finance, purchasing, logistics and other functions that are looking for ways to leverage digital technologies to create customer sales growth, impact and productivity improvements;

From small start-up businesses to large existing multi-national companies who both need to understand how to define consumer value in the digital enterprise for realistic payback and monetization;

Business and IT governance, risk and compliance policy makers seeking an understanding of how digital technologies change exposure to data, transactions and environment security responsibilities and the assurance and reliability of service performance

From the Back Cover

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About the Author

Mark Skilton is Professor of Practise in Information Systems and Management at Warwick Business School. With over 20 years' experience in information technology in many commercial and public sector businesses, he specializes in helping companies realize their business value, covering social media networks, big data, mobility, M2M Internet of things and Cloud computing. He has worked with some of the top global international companies at board level to realize their vision of digital operating models across their complete technology landscapes. Most recently, Mark is a Digital Leader at PA Consulting and prior to that a Global Director of Strategy at Capgemini. Previously, Mark was European CTO of Services outsourcing and

strategic technology consulting solutions at CSC. He has been Head of Digital business analysis at BskyB TV and Media company; lead business re-engineering engagements at KPMG Consulting and worked in transforming the Business and IT of companies in over 25 countries worldwide. Since 2010 Mark has held International standards body roles in The Open Group, where he was co-chair of Cloud Computing and leading Open Platform 3.0 initiatives and standards publications. Mark is active in the ISO JC38 distributed architecture standards and in the "Hubs-of-all-things" a multi-disciplinary project funded by the Research Council's UK Digital Economy Programme. Mark is also active in Cyber security forums at Warwick University, Ovum Security Summits and INFOSEC. He has spoken at the EU Commission on Digital Ecosystems Agenda and is an EU competition Judge on Smart Outsourcing Innovation. Mark has an MBA as well as a Post Graduate qualification in Production Engineering and Design Management from Cambridge University and a first degree in applied engineering science subjects from University of Sheffield.

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