

The death of the enterprise application

The move to functional computing

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quocirca

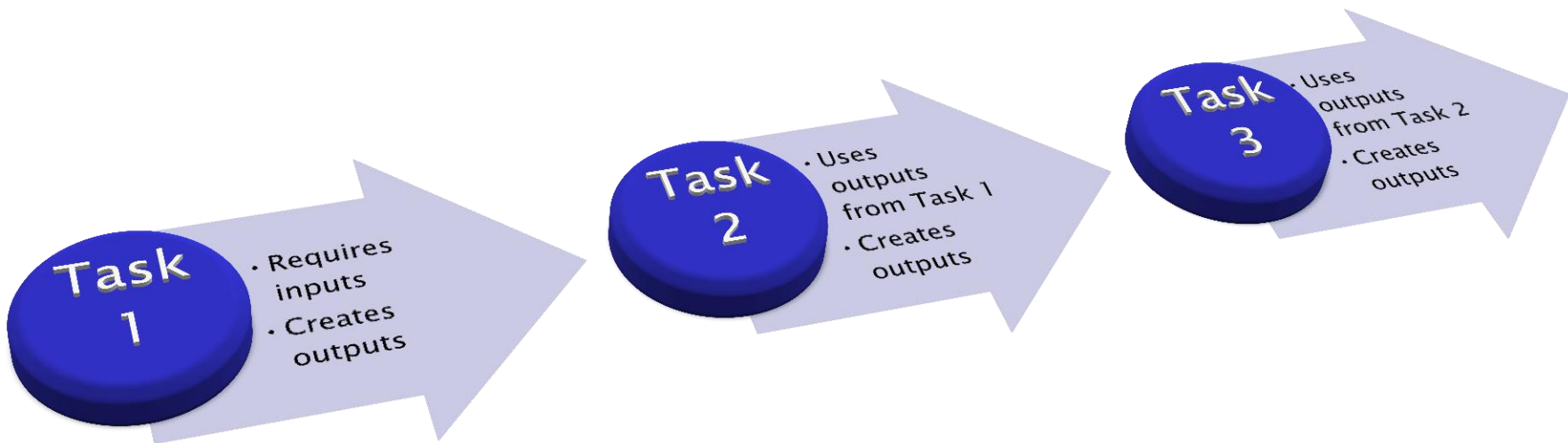
An application viewpoint





- “We have a problem with our customers”
 - Buy a CRM product
- “We have a problem with managing resources in our enterprise”
 - Buy an ERP product
- “We have a problem with communication and collaboration”
 - By a unified communication product

The process viewpoint



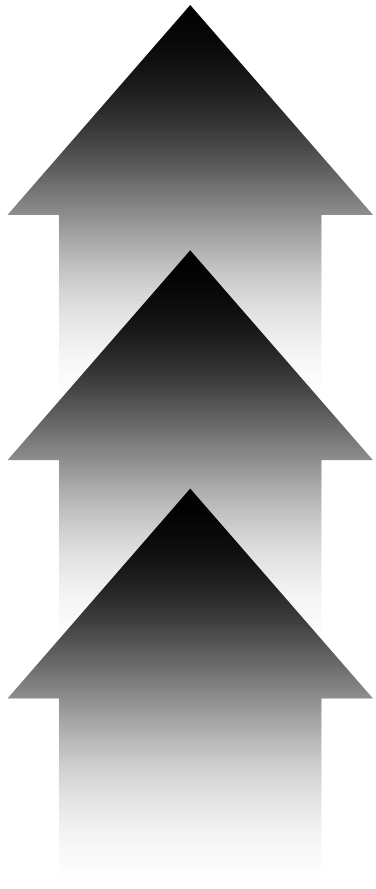
- “We have a problem with our customers”
 - Are we attracting the right prospects?
 - Are we responding correctly to their needs?
 - What should we do today, tomorrow and next month to keep the customer?
 - When is it OK to lose a customer?
 - How do we best respond to competitive forces?
 - How do we manage the complete value chain of customer, corporate and suppliers?
 - ...



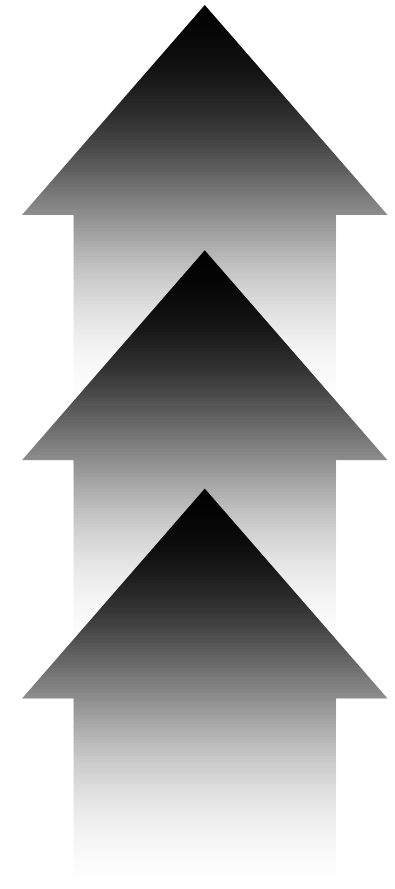
- Implementing an application can mean “solving” today’s problem in 6 month’s time
 - Is the problem solved – or has it moved on?
- Changing how an application deals with a process or task can be difficult
 - Will it involve coding, retrotesting, whatever?
 - Will this application meet our needs in the future?



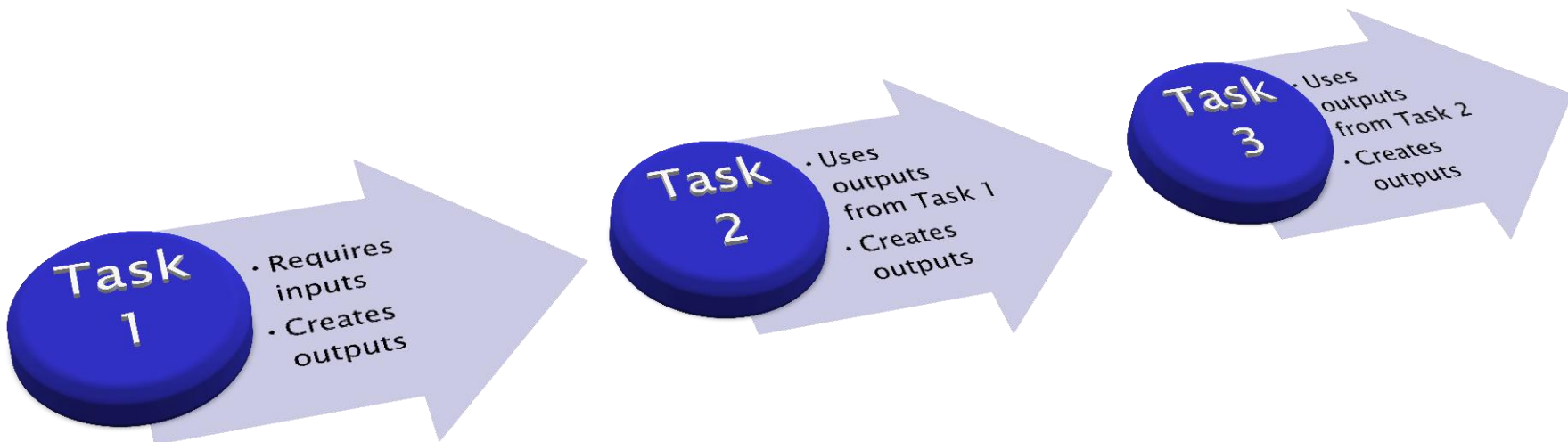
Value



Risk

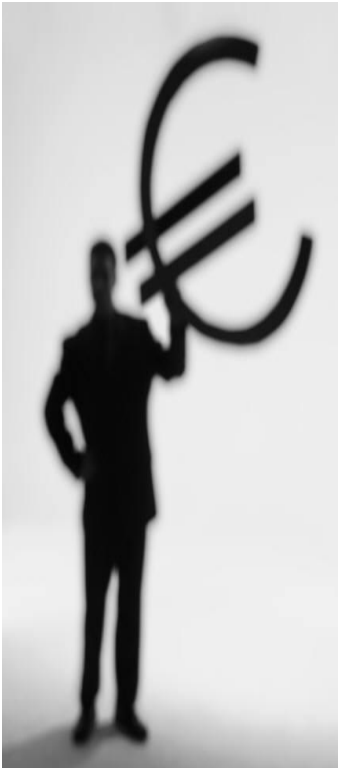


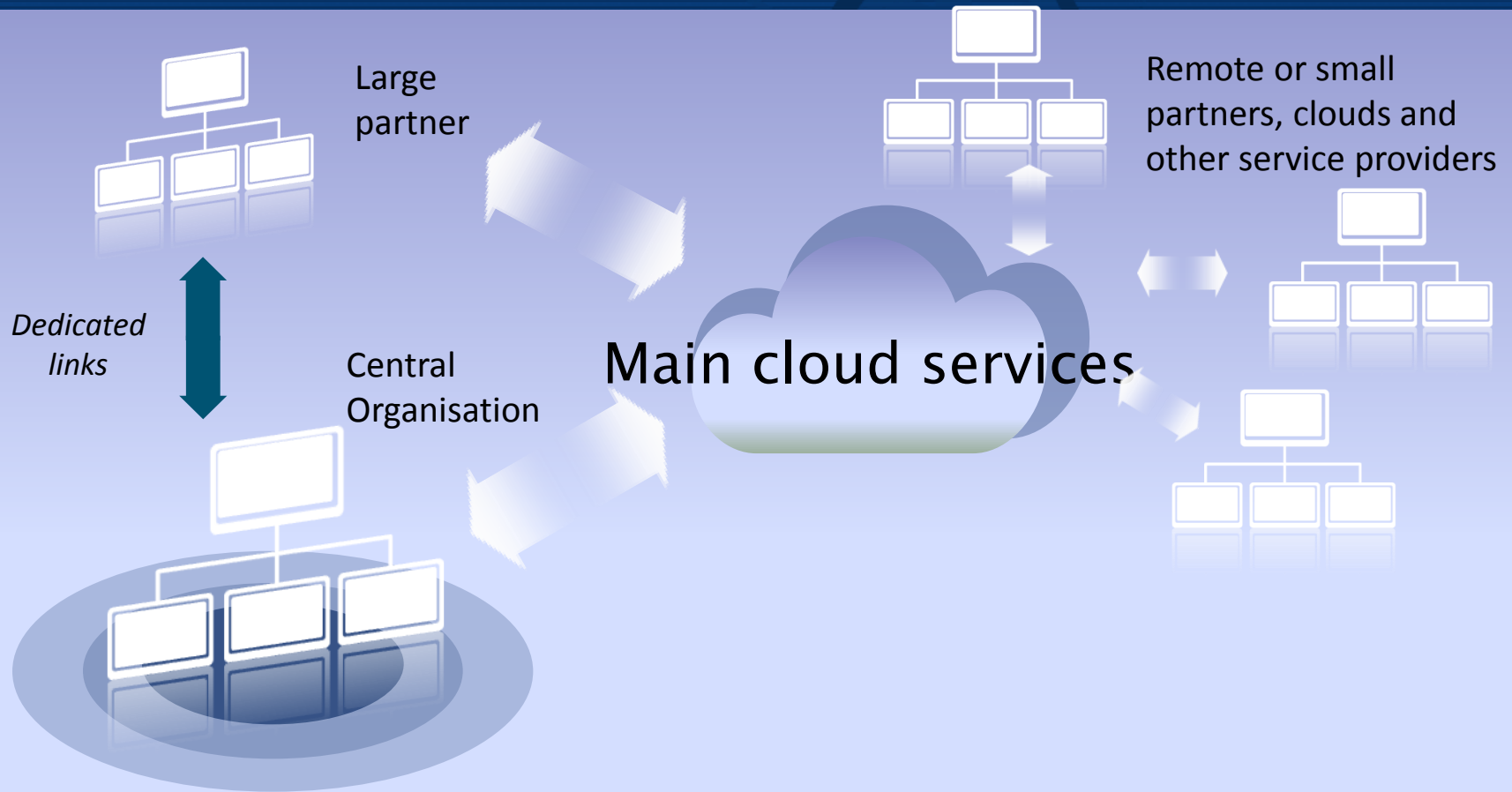
The process viewpoint





- Investments have already been made in existing applications
 - The “career limiting” disposal decision?
- Making application functionality available at a granular level
 - Use of web services and SOA approaches
- Filling the gaps
 - Where to bring the missing functionality in from?





Unique

Differentiated

Commodity

- The monolithic enterprise application is a dinosaur walking
 - Businesses cannot afford to be dependent on them any longer
- Greater flexibility is required
 - This will be gained through a “functional” platform
- Investment optimisation is still valid
 - Today’s applications can be “functionalised”
- The cloud plays a big part in the move to functional computing