A blueprint for digital platforms

Uri Sarid, CTO, MuleSoft
July 13, 2018

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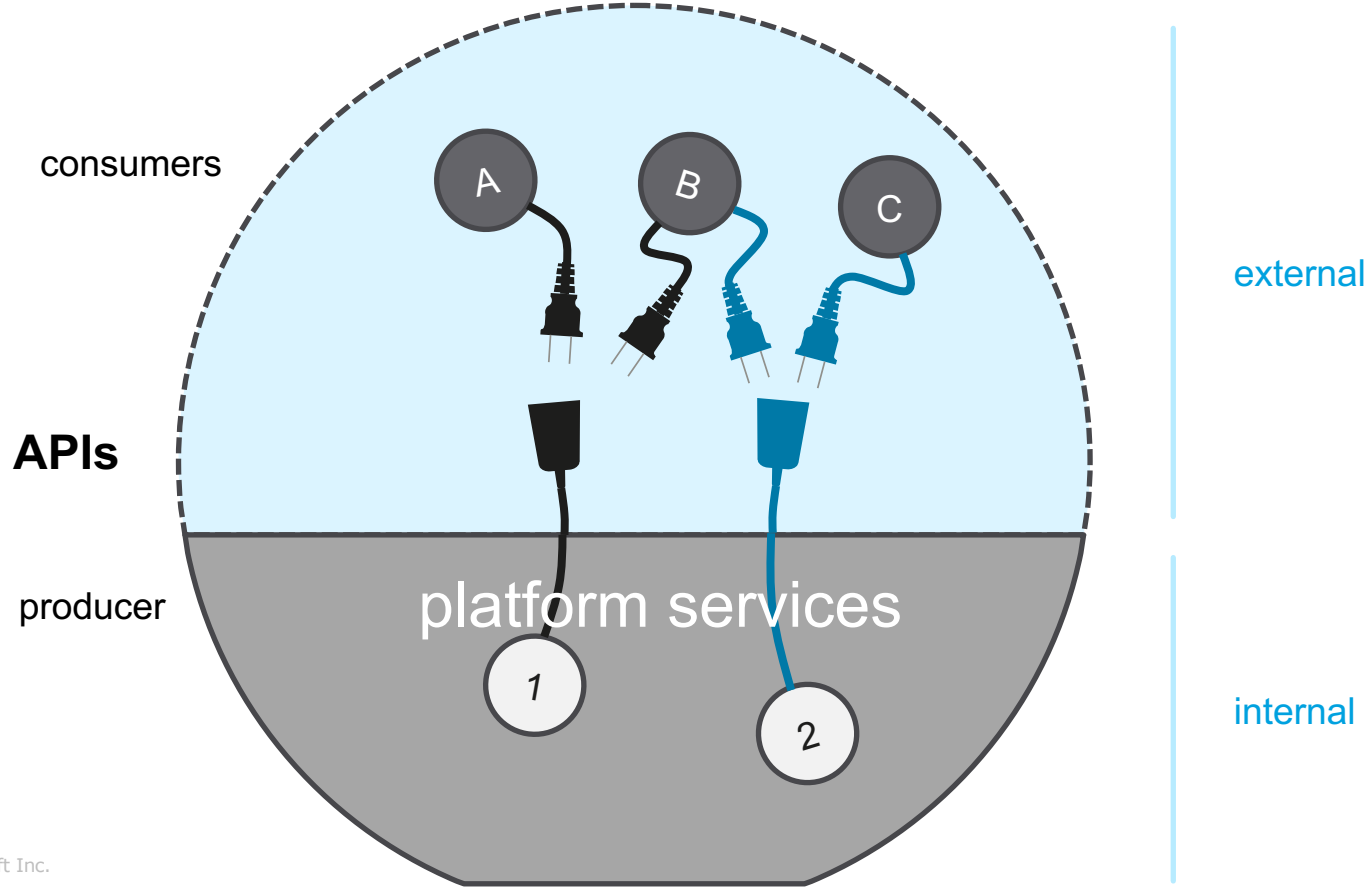
Platform?



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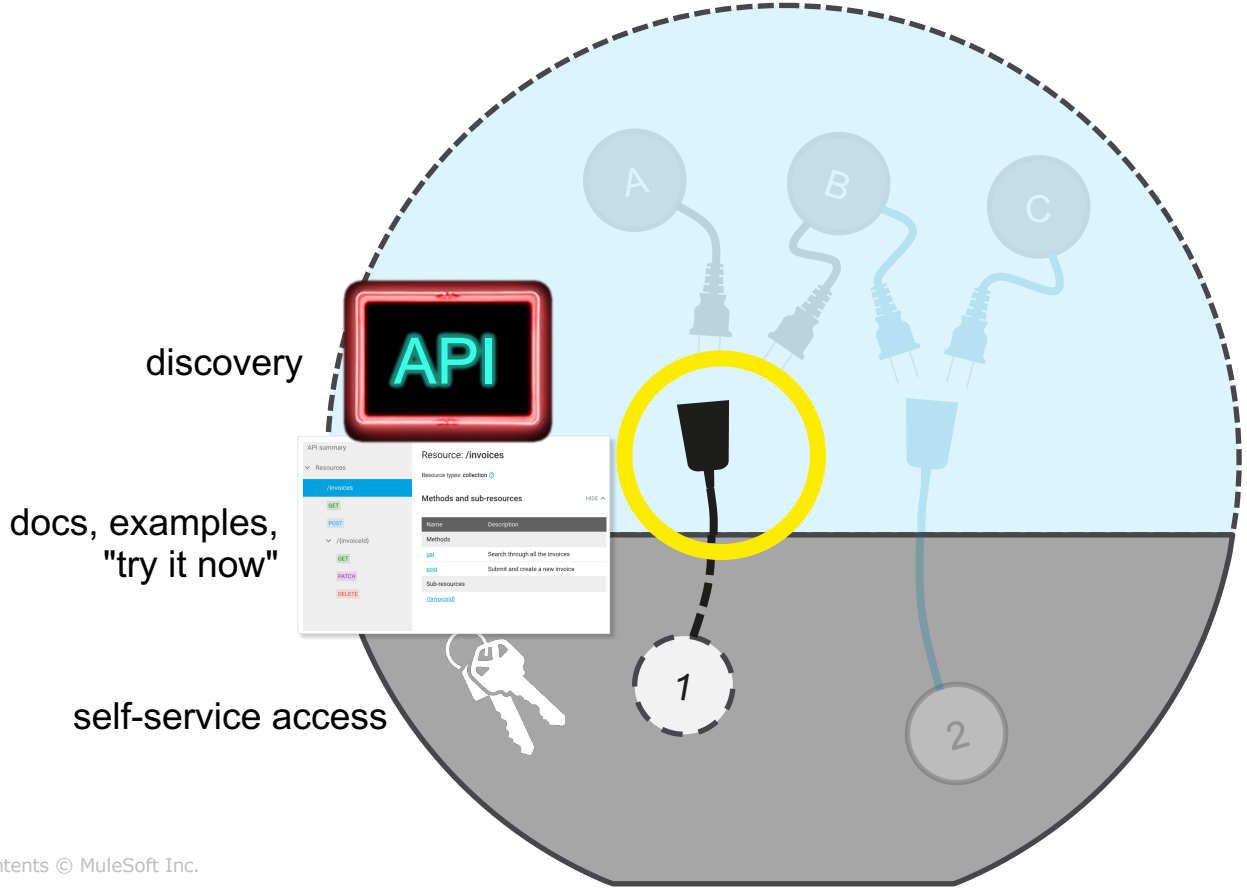
Self-serve: API as a product



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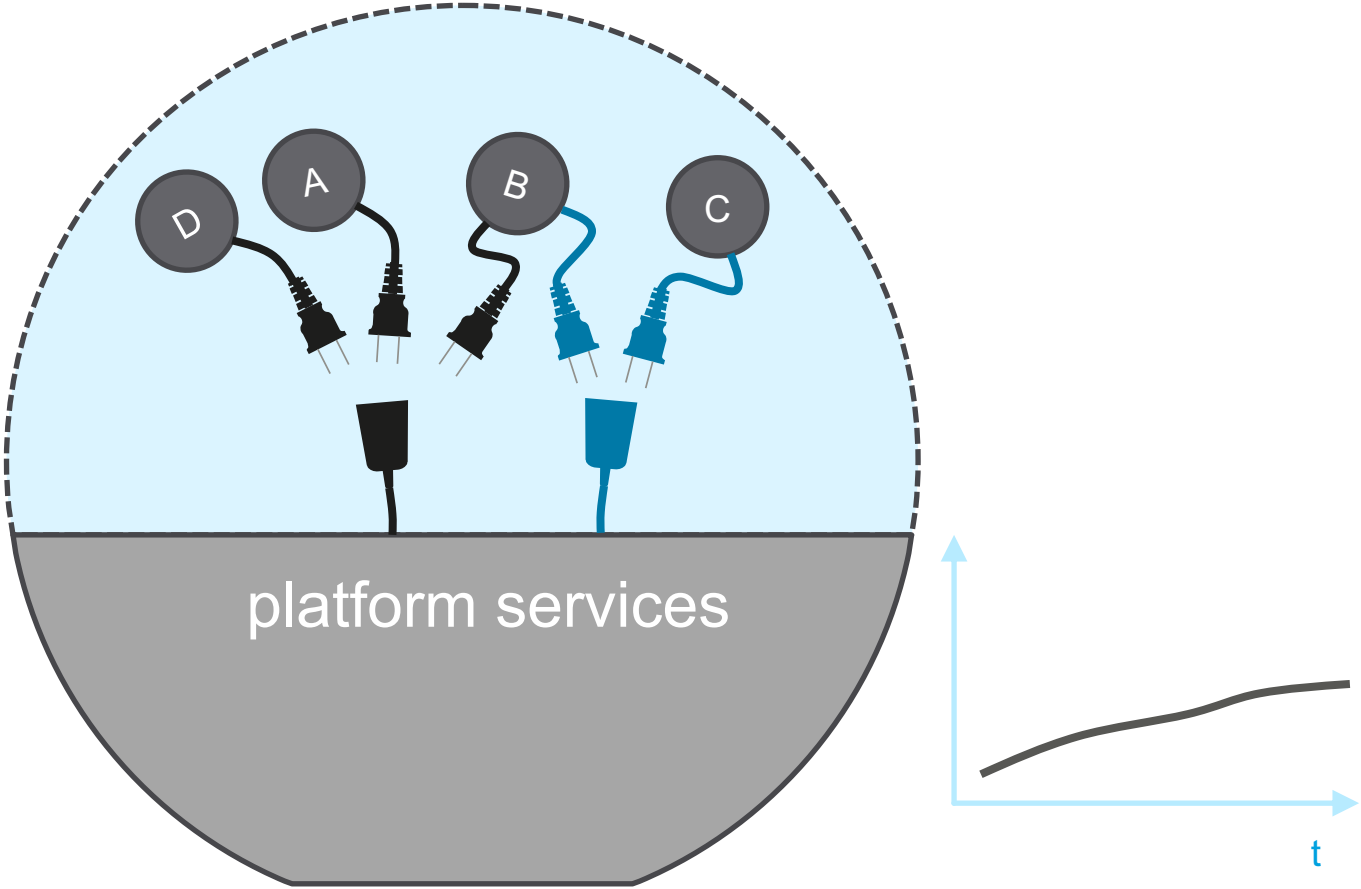
Not a platform (by our definition)



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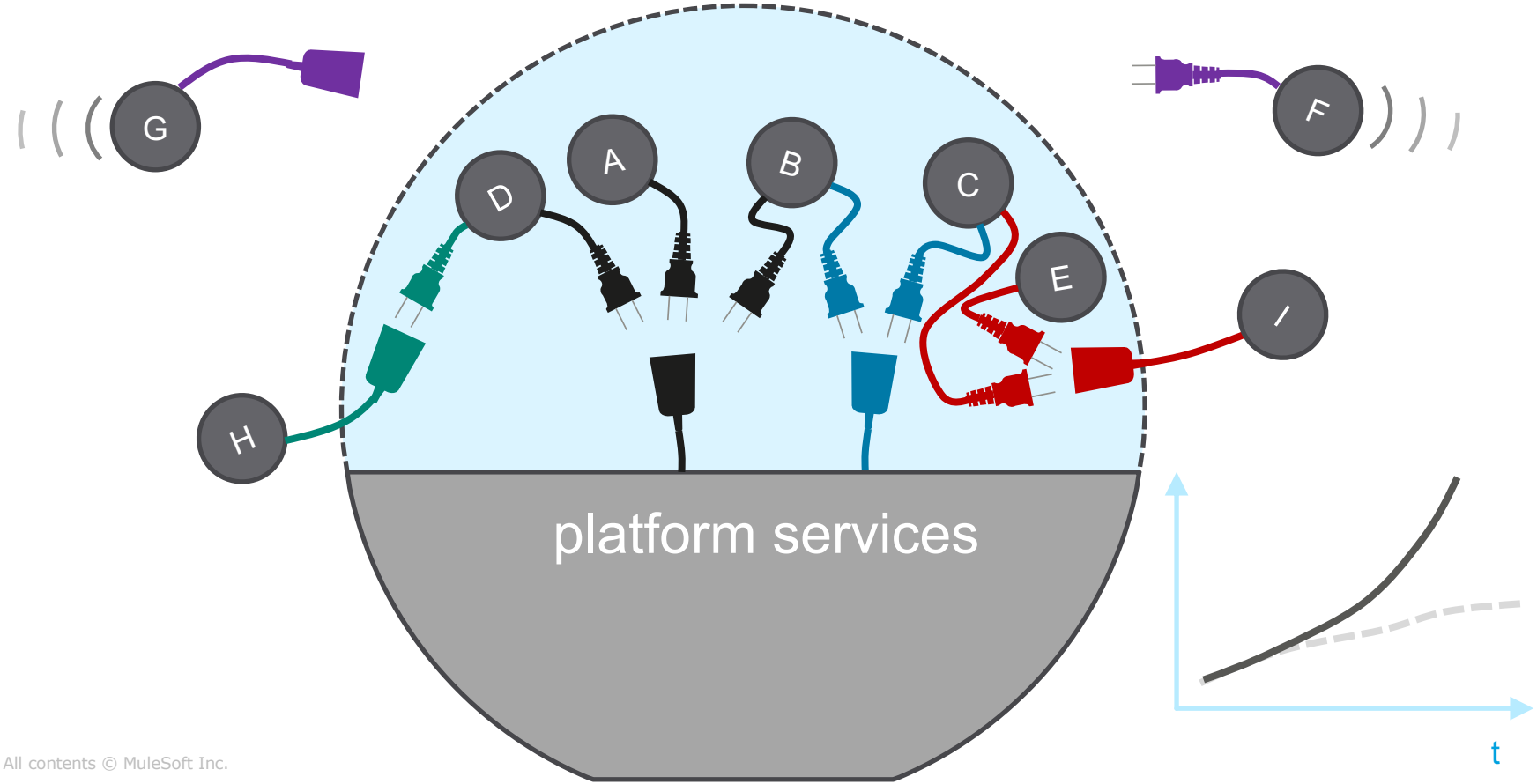
True platforms accelerate via **network effects**



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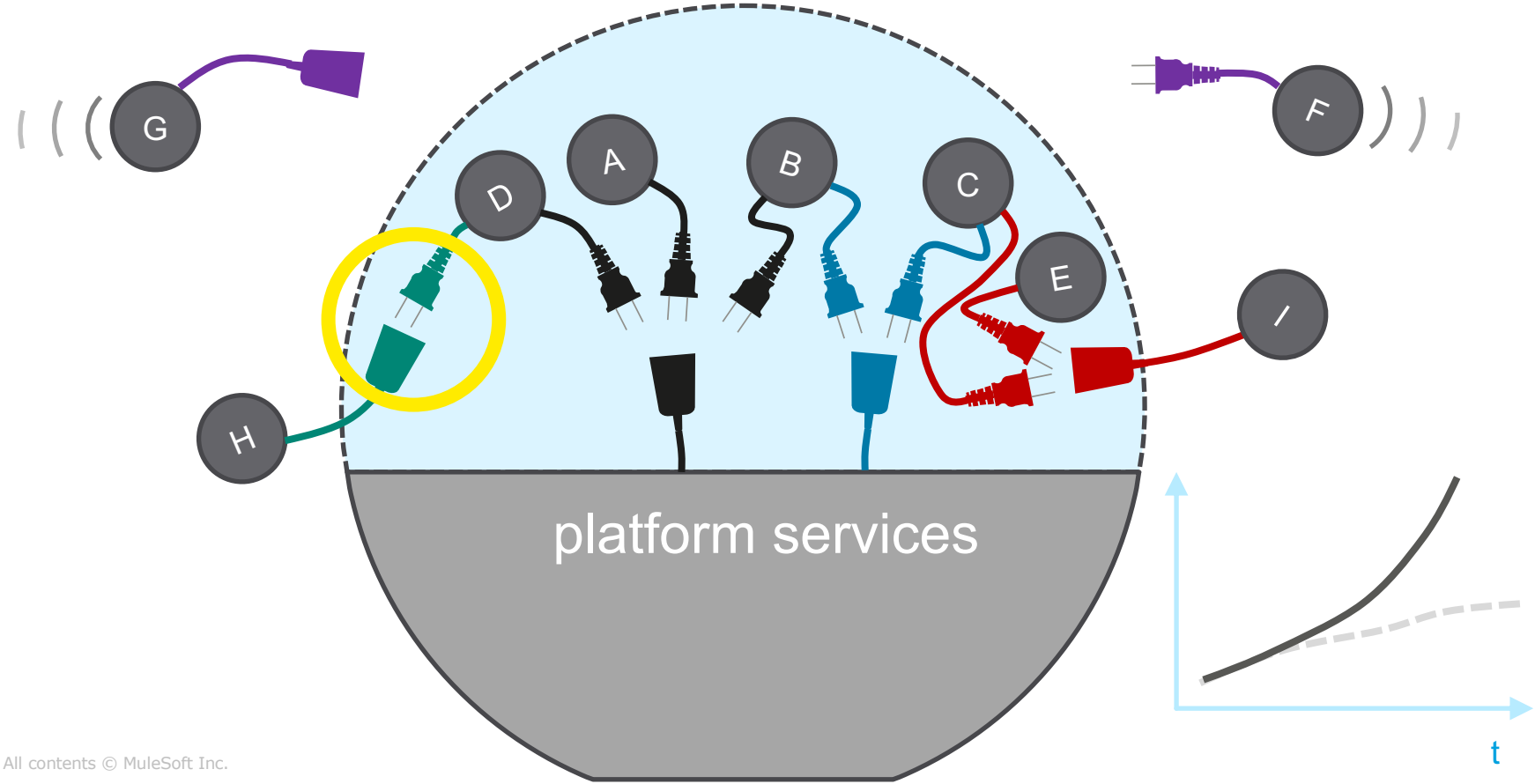
1. Compelling value proposition(s)



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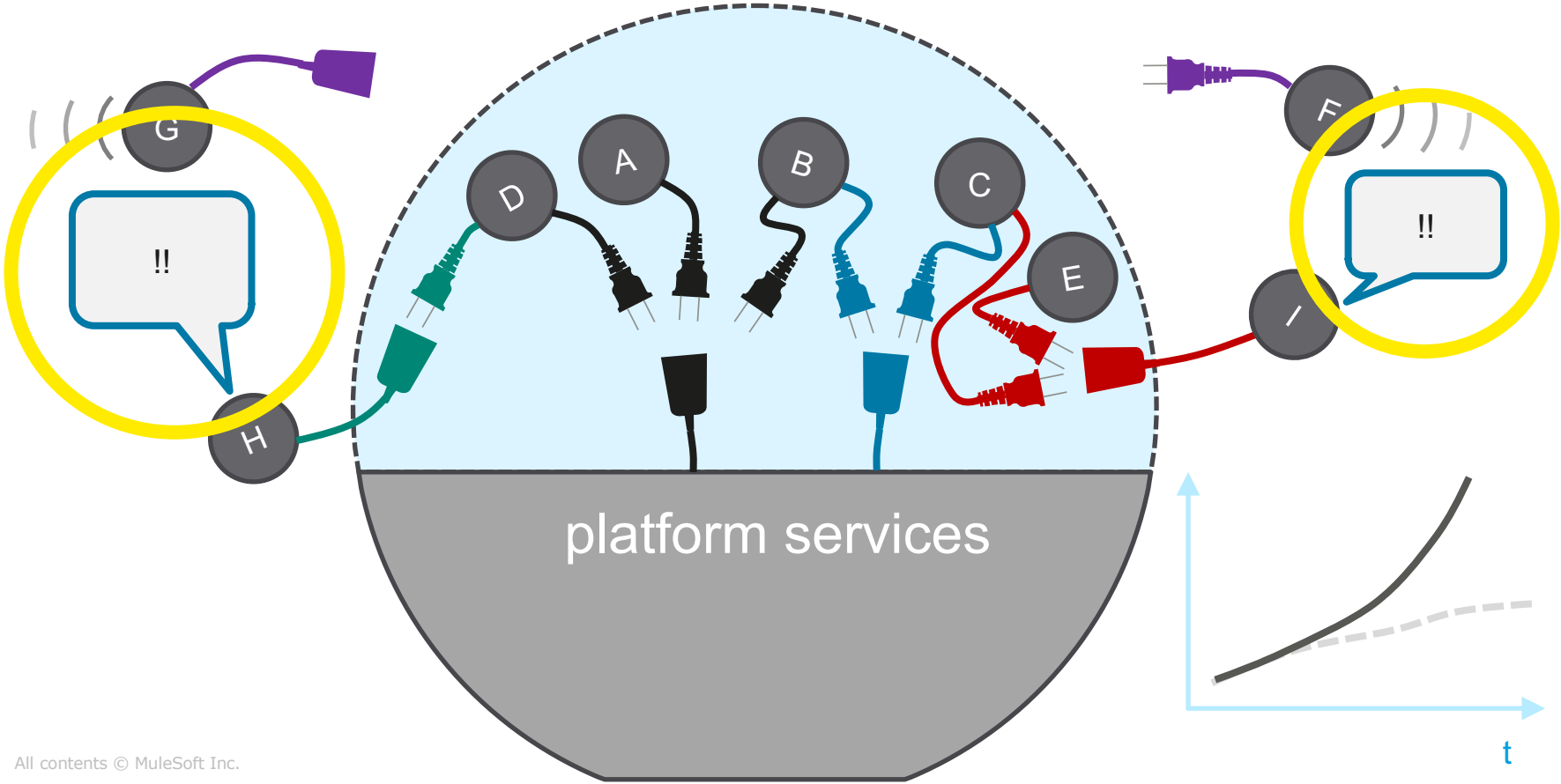
2. Ways to communicate the value



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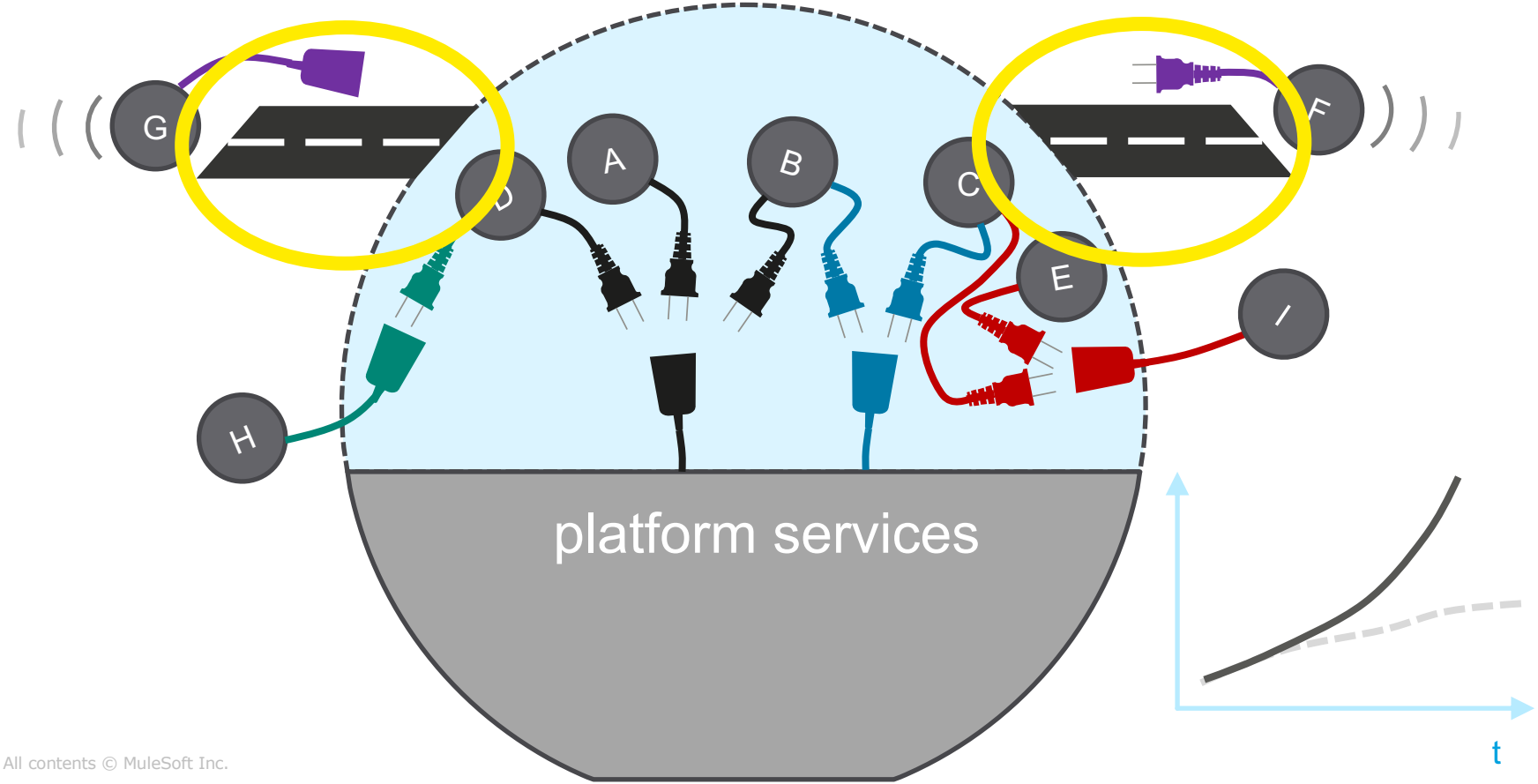
3. Paved roads to onboarding



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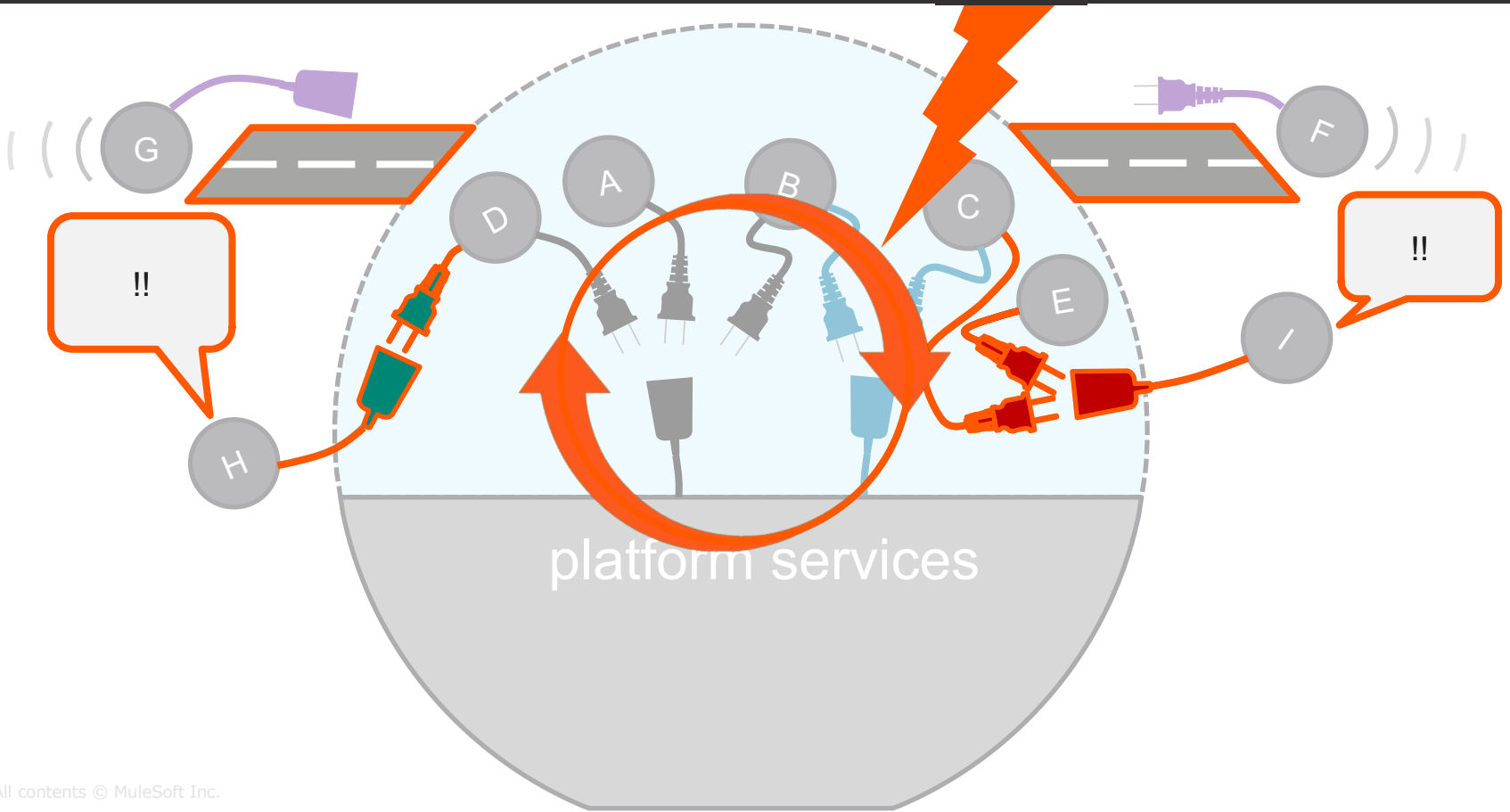
4. The spark to get the flywheel goin



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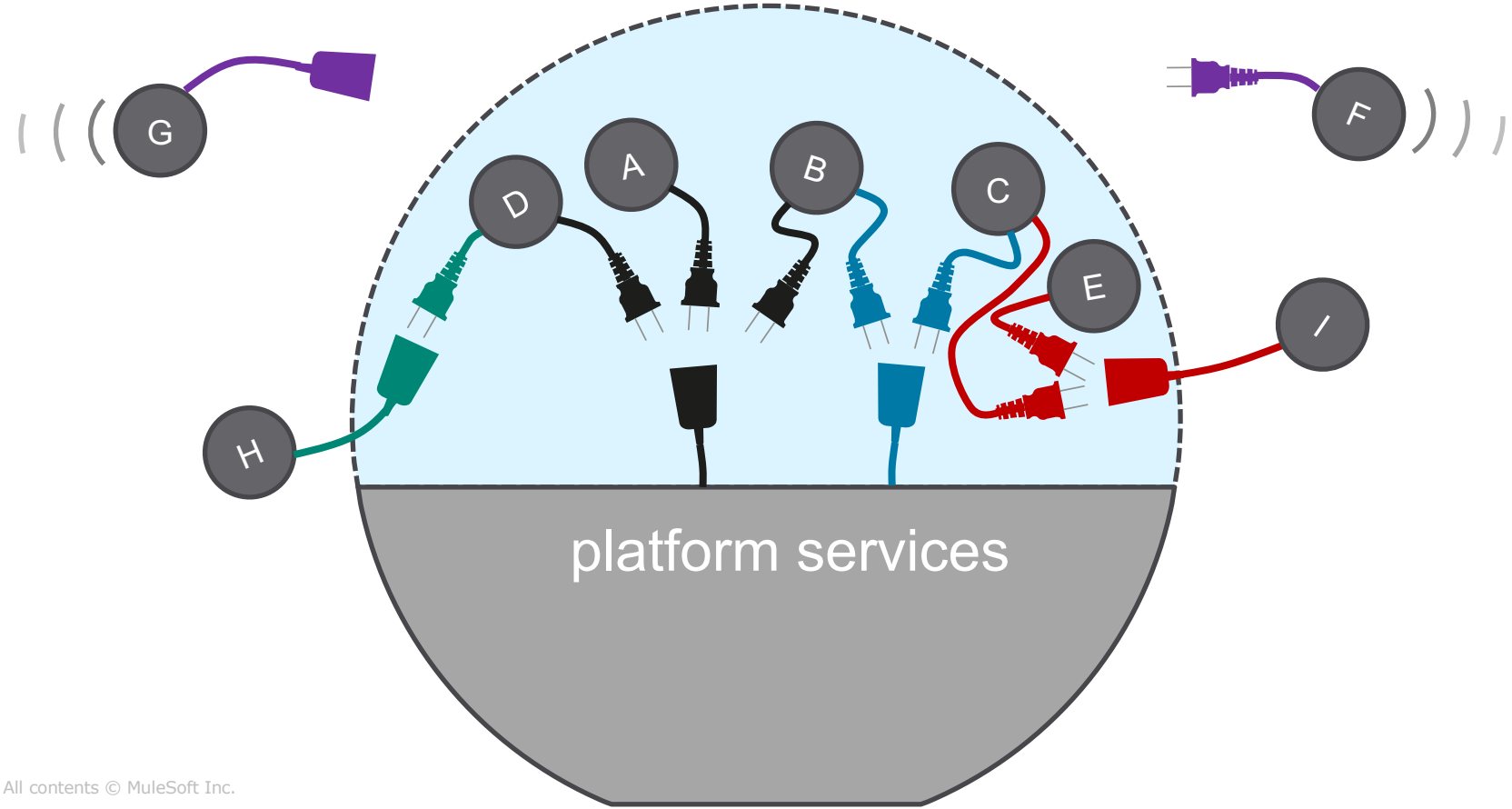
Self-sustaining ecosystem; organic growth



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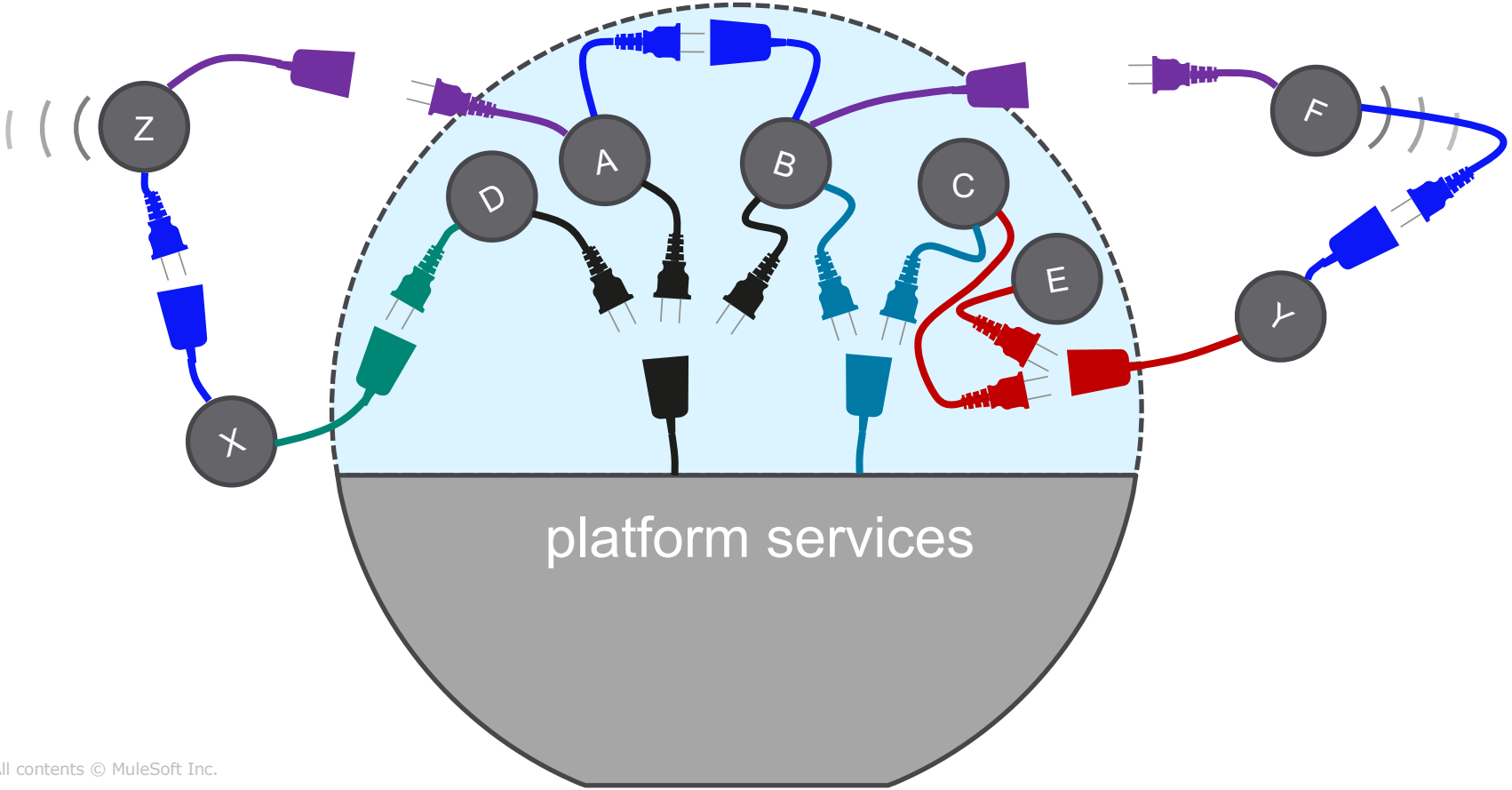
When consumers are also producers



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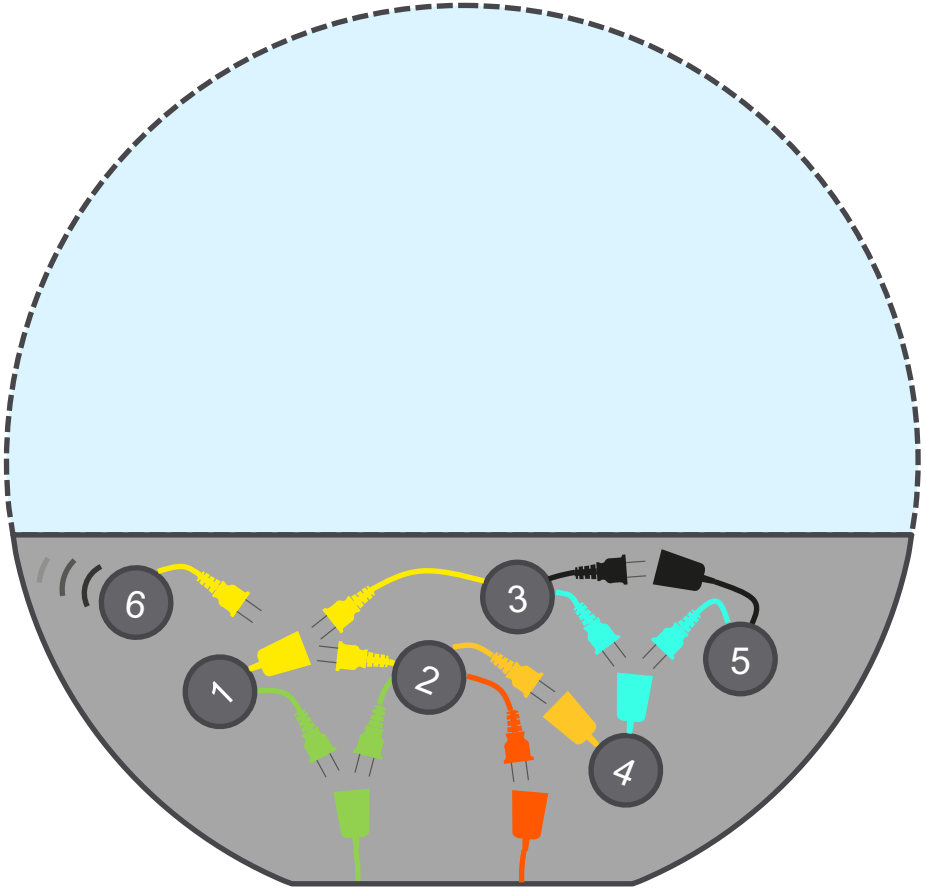
Internal platform ecosystems



external

internal

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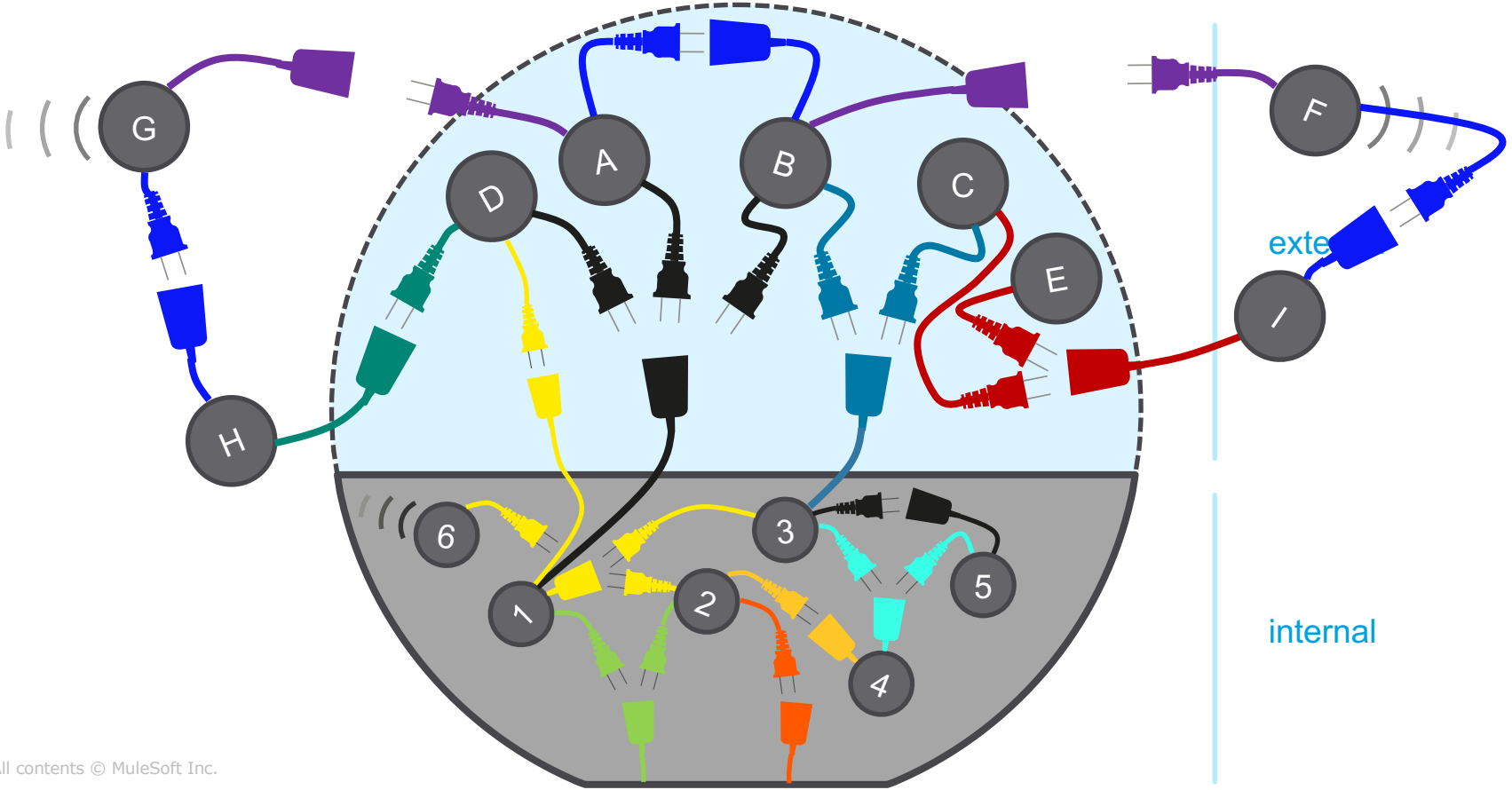
Coupled internal + external platform ecosystems



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Platform companies

A digital restaurant platform
for innovation and execution agility

Building a consumer-centric digital
platform to connect with customers

An immersive
content platform

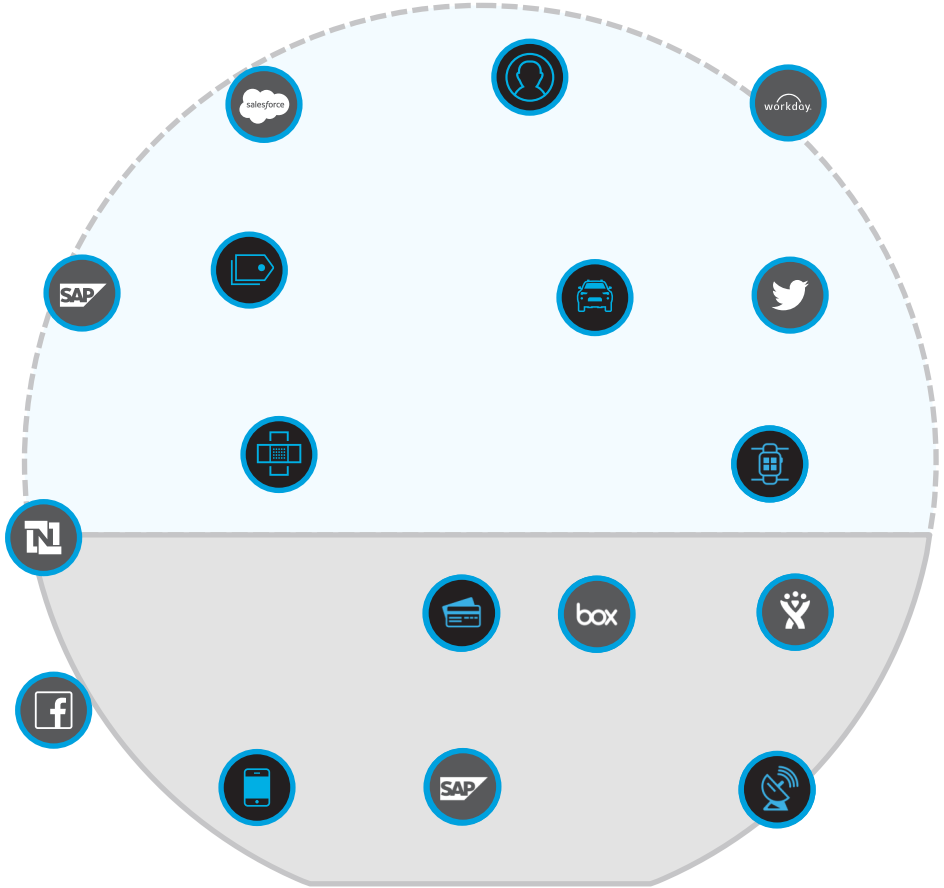
A customer experience
digital platform

An experience-focused global
platform for car rental

A platform of platforms

How?

How? Consider the application landscape…



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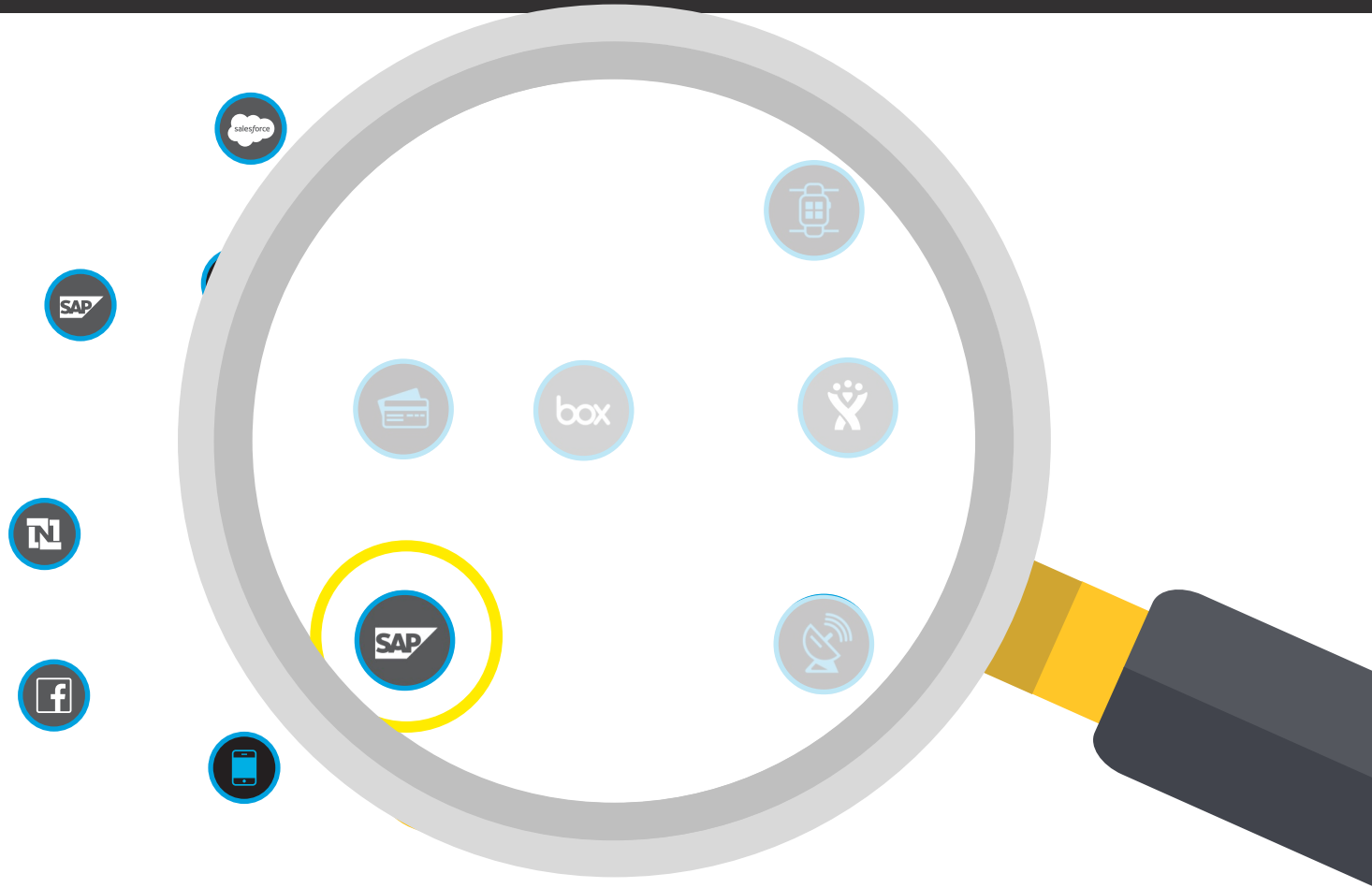
Example: offer a **supplier management** service



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Instead of exposing your internal API…

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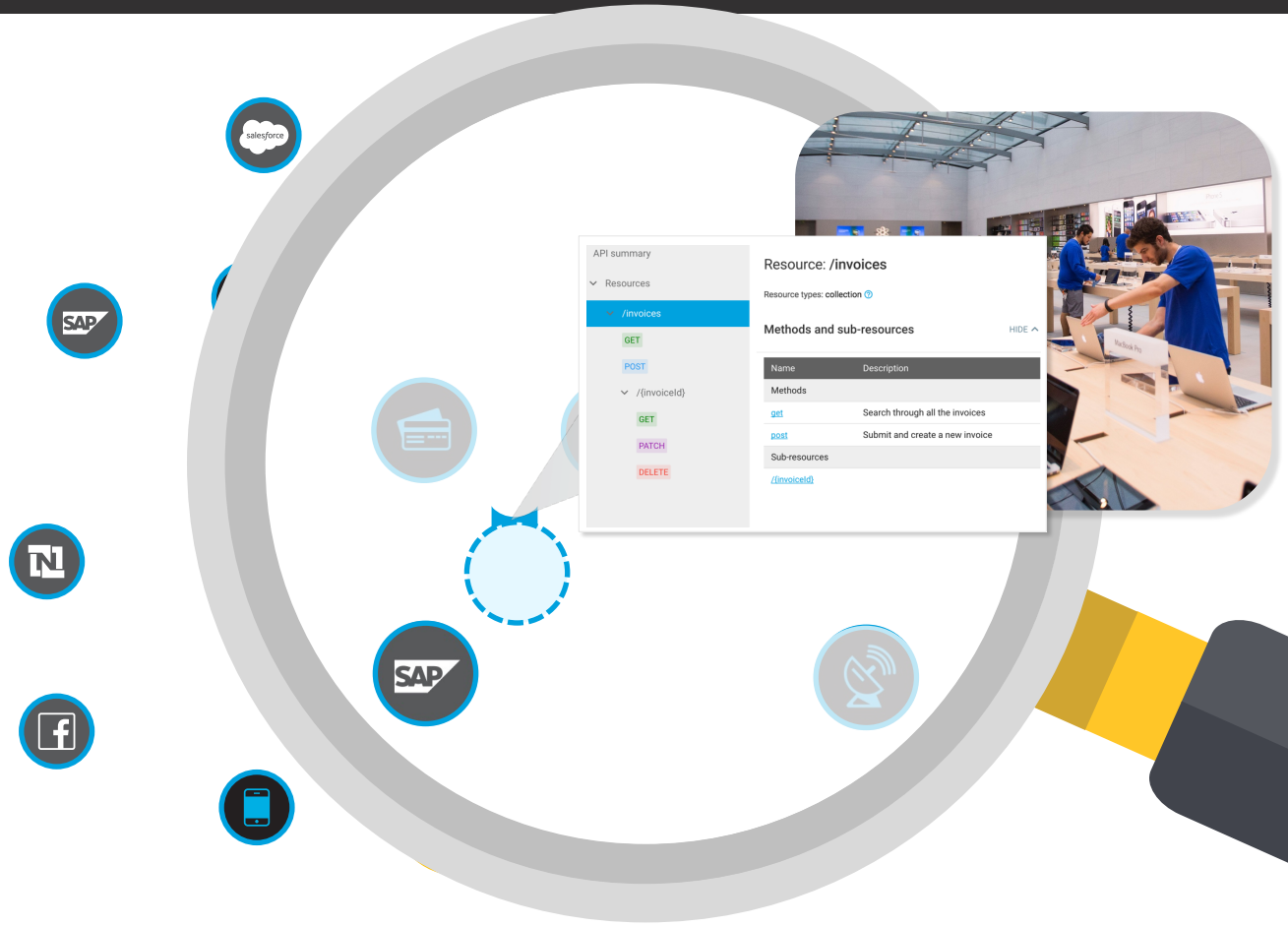
…design a **consumer-oriented API**



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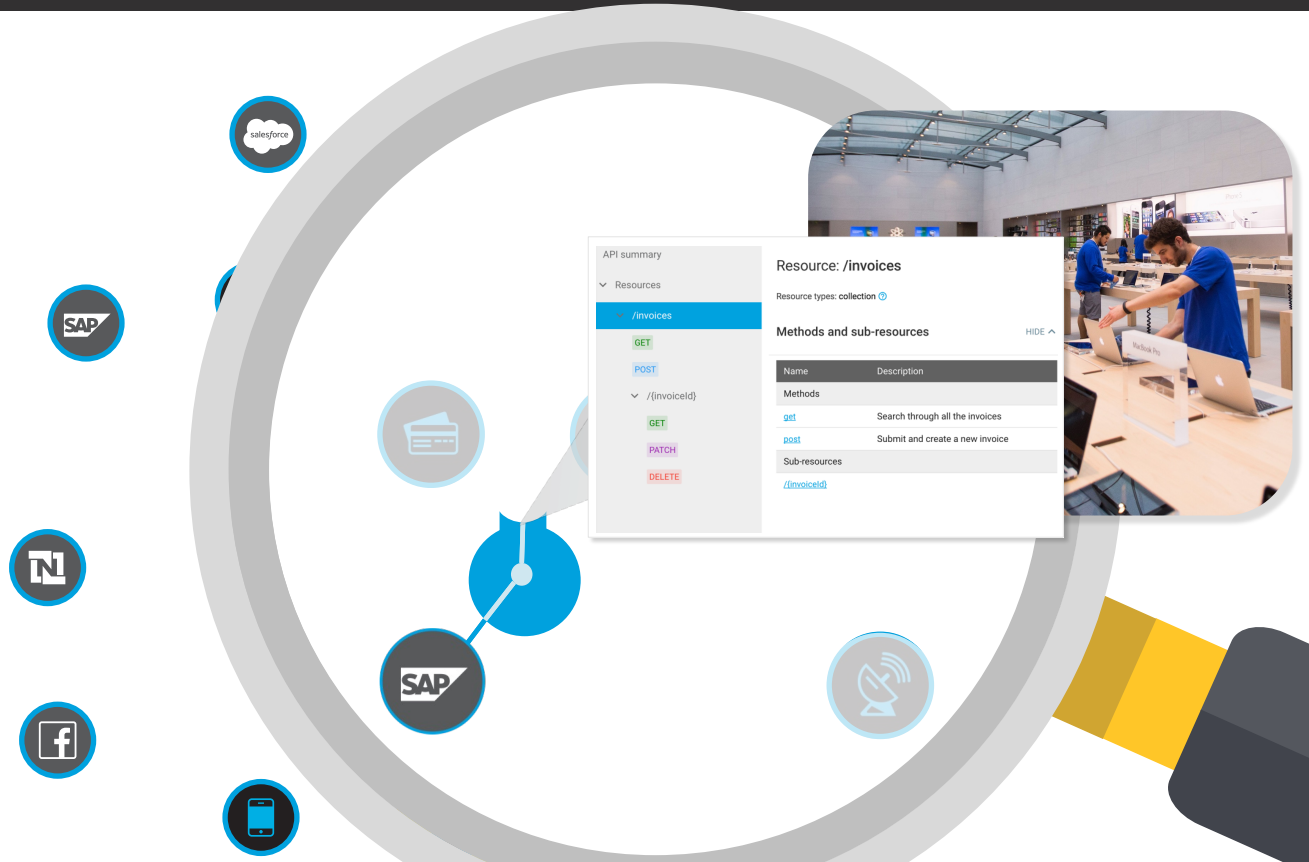
Build that API



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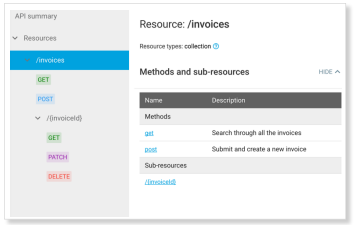
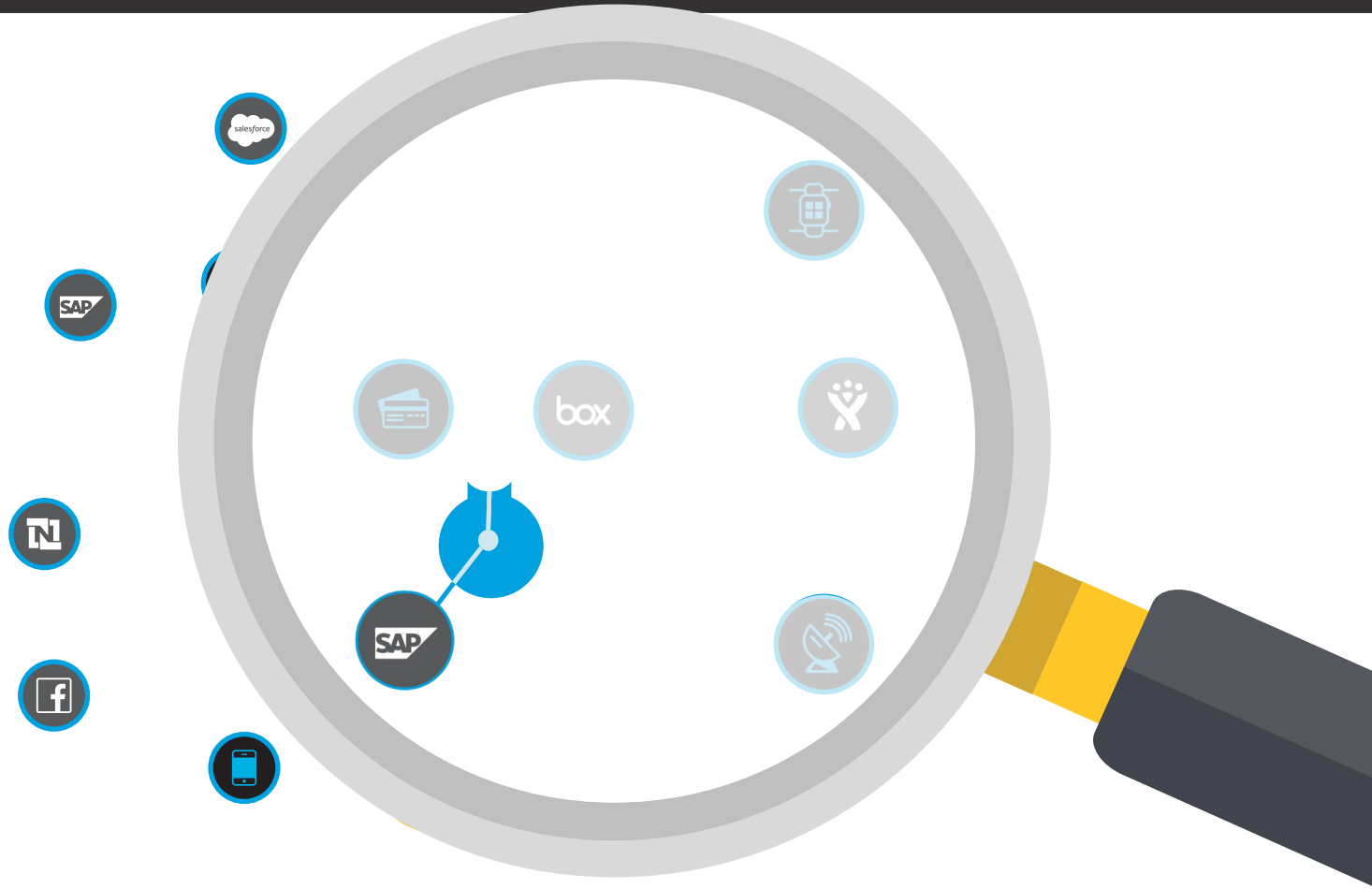
The supplier management **API product**





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How about a **richer** supplier management product?

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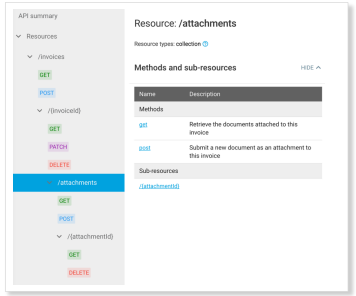
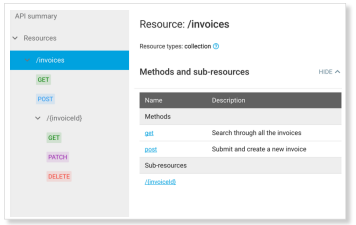
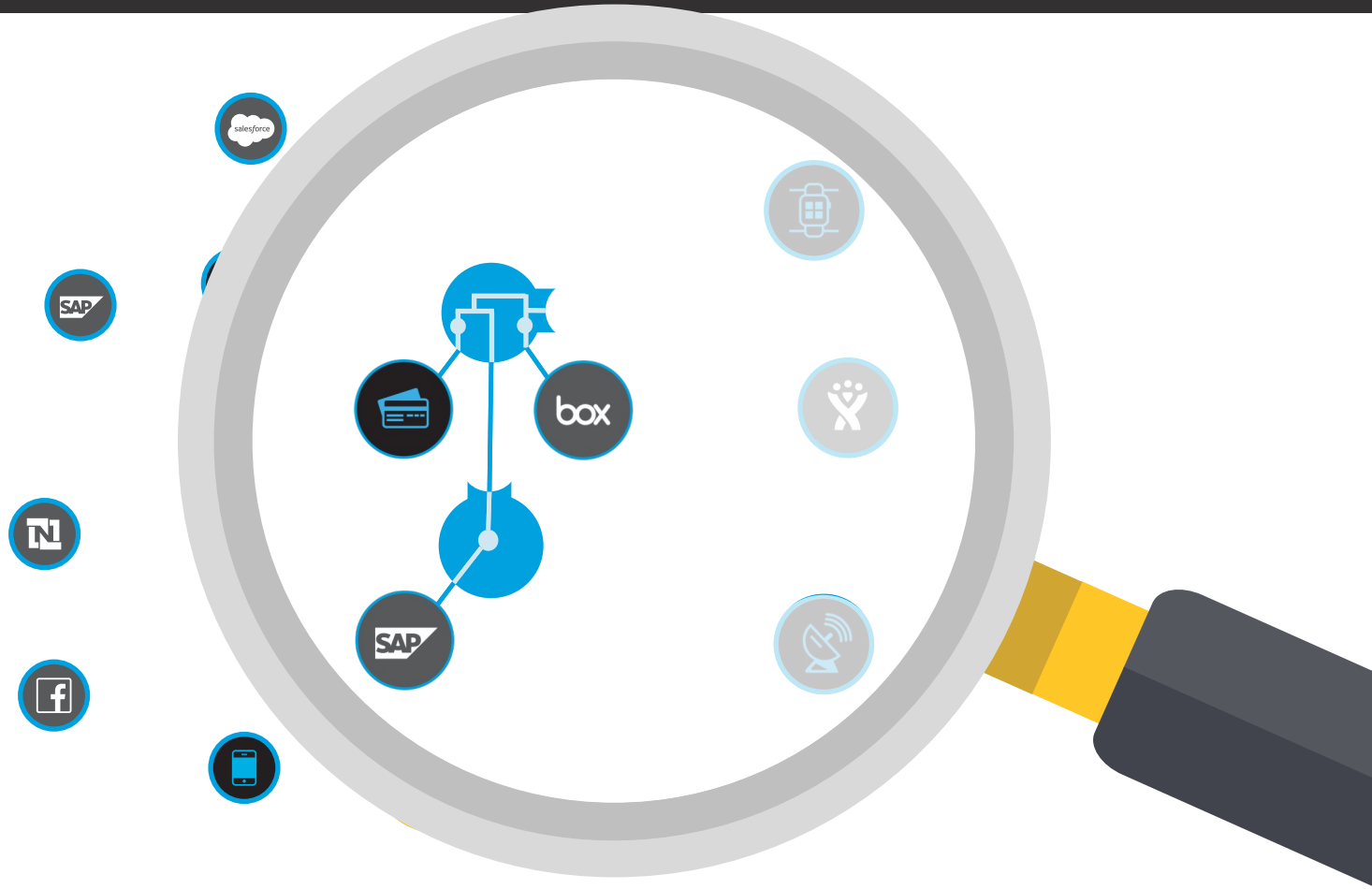
Build that richer supplier management **API product**







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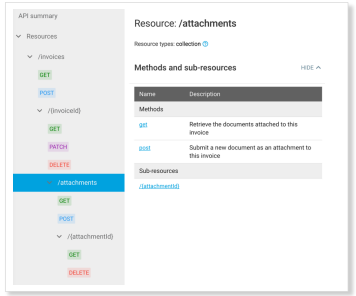
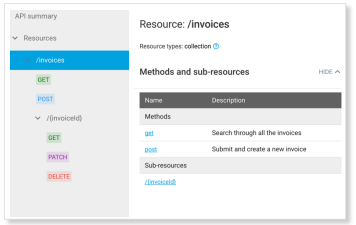
Innovate on these productized capabilities





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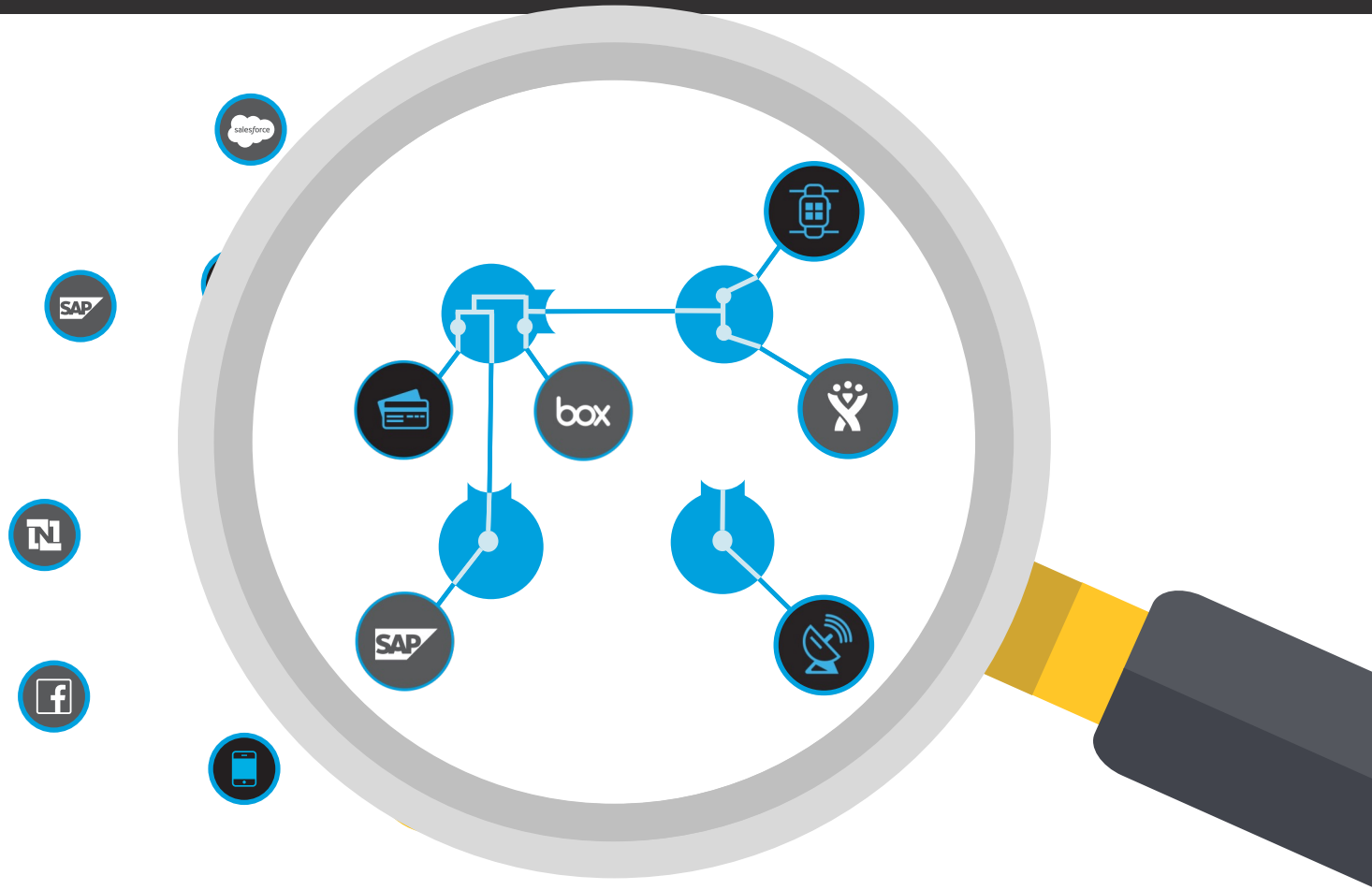
Other producers are attracted



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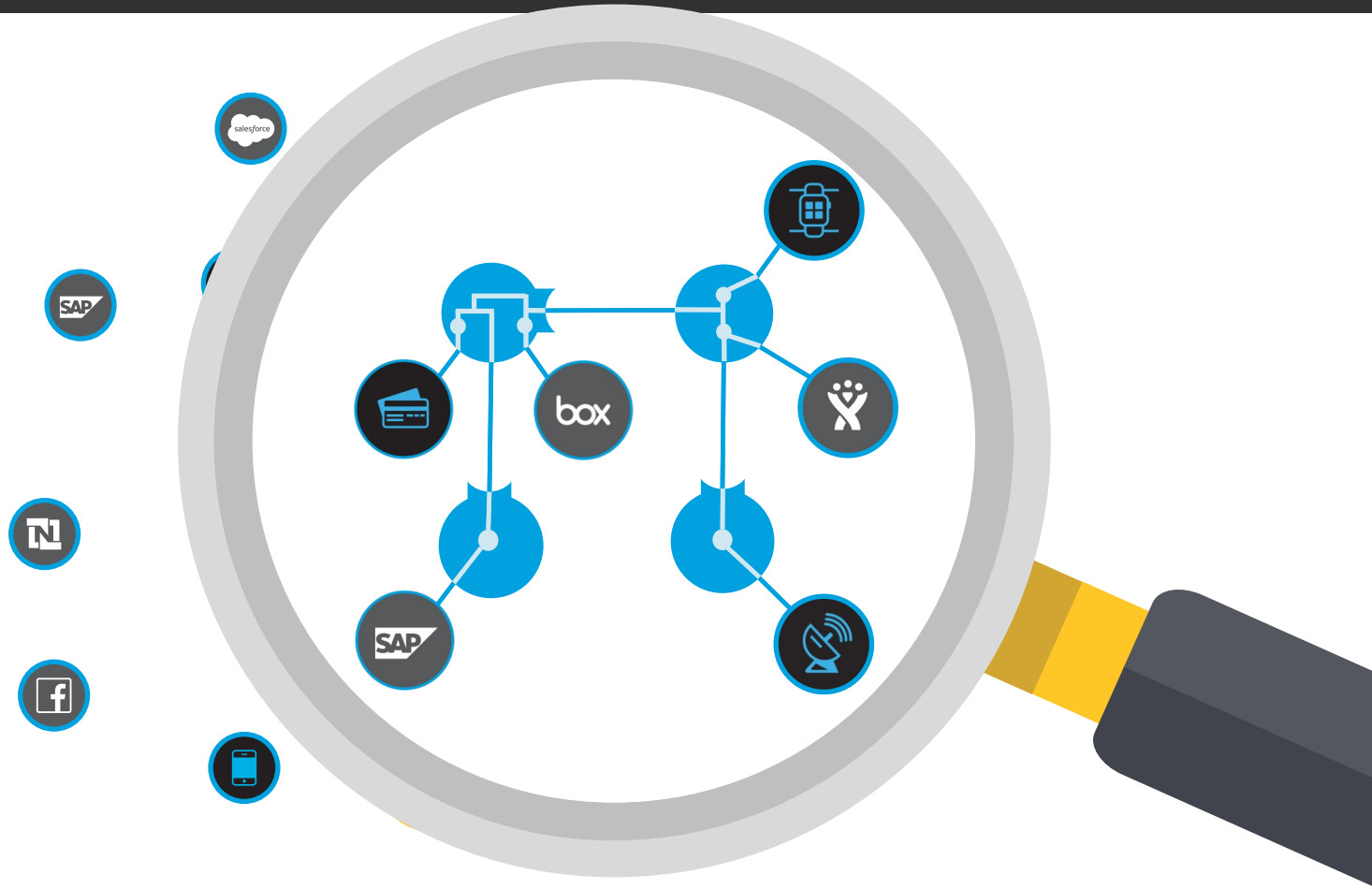
New partnerships arise easily and independently



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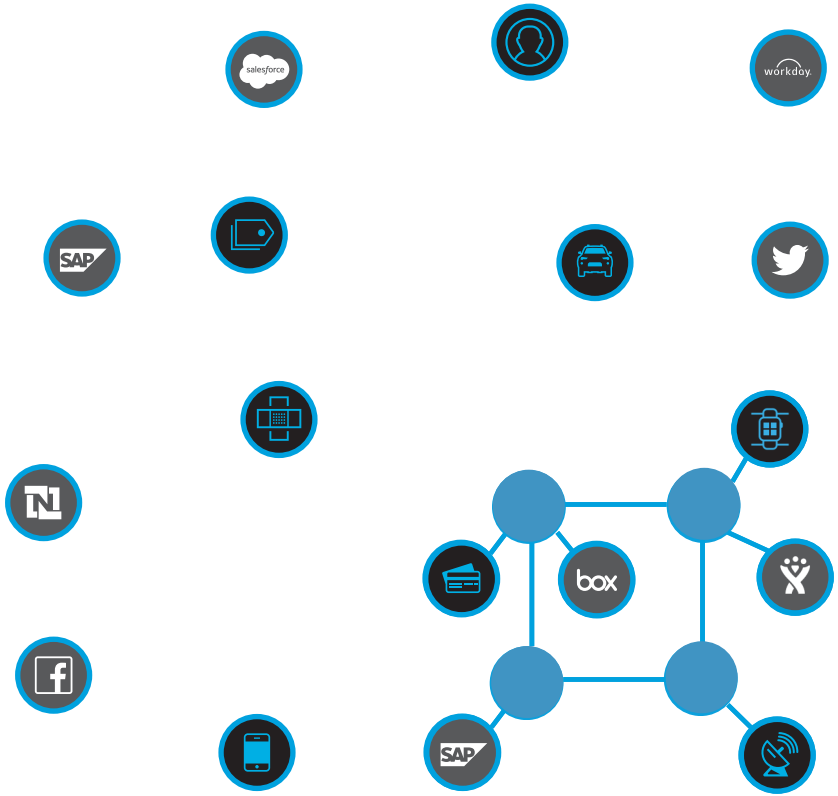
Every project creates reusable building blocks



"App store"

Self-serve assets

eqpt monitoring

invoices

rich invoices

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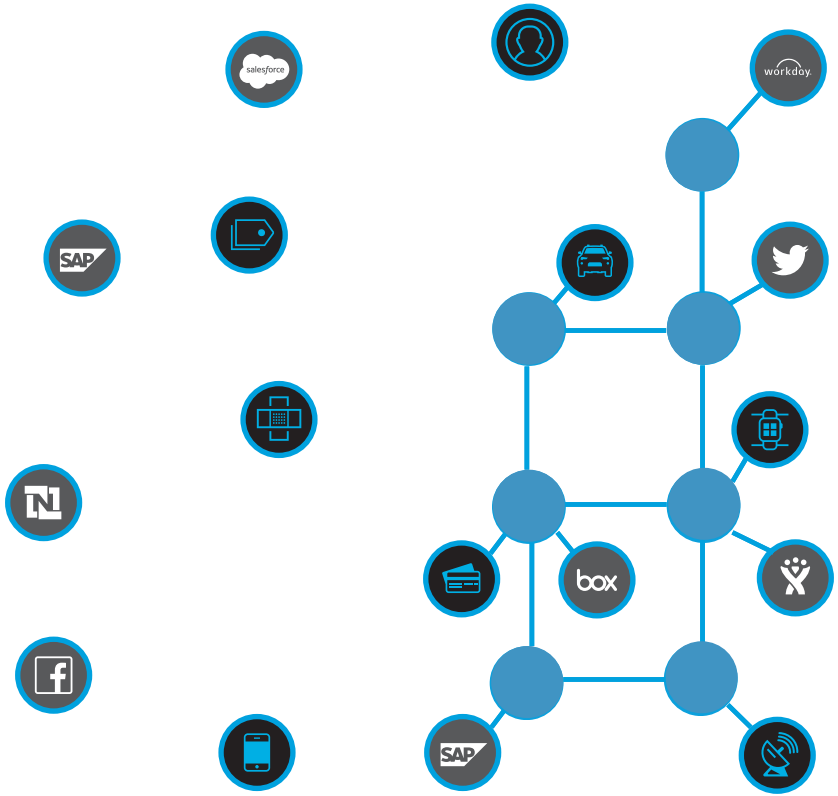
New projects reuse the blocks and add more



"App store"

Self-serve assets

order status

eqpt monitoring

customers

invoices

rich invoices

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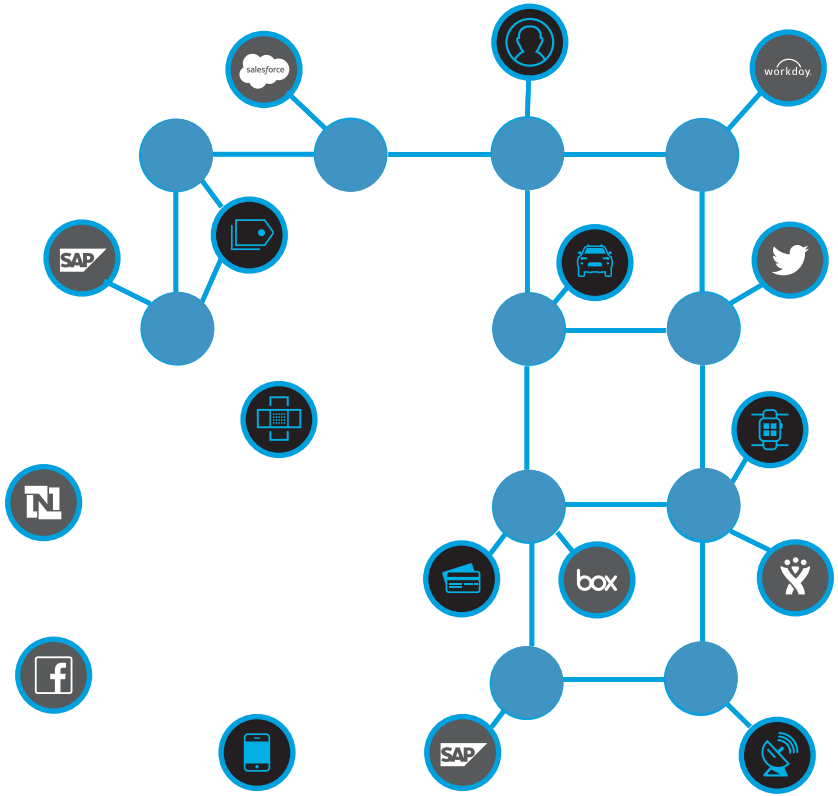
The pace accelerates and debt is retired



"App store"

Self-serve assets

- fraud
- order status
- onboarding
- eqpt monitoring
- customers
- invoices
- rich invoices

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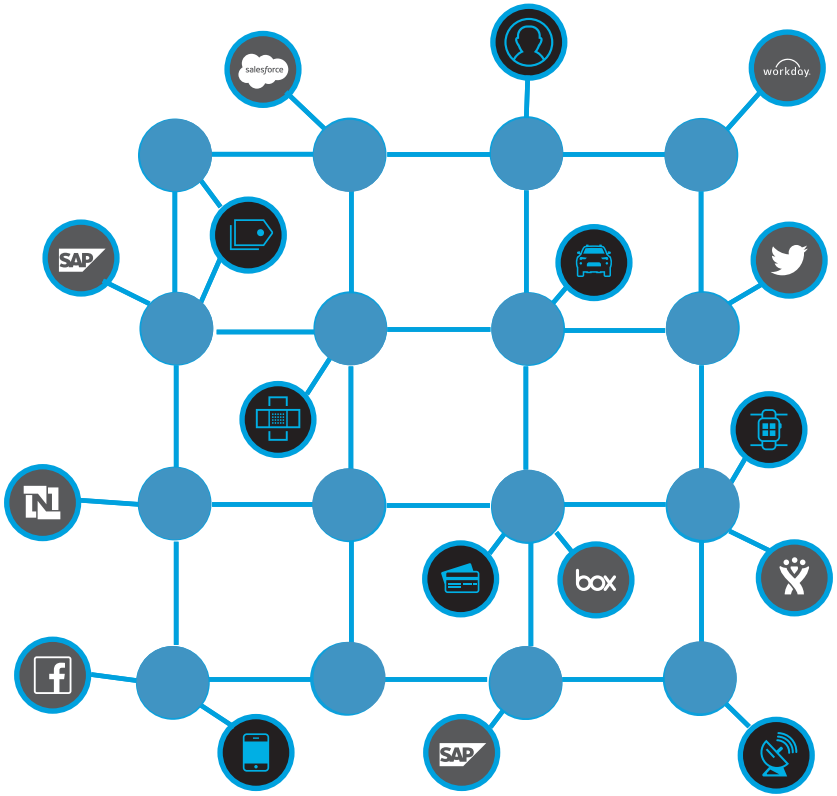
The pace accelerates and debt is retired



"App store"

Self-serve assets

- credit check
- payments
- customer 360
- fraud
- order status
- onboarding
- eqpt monitoring
- customers
- invoices
- rich invoices

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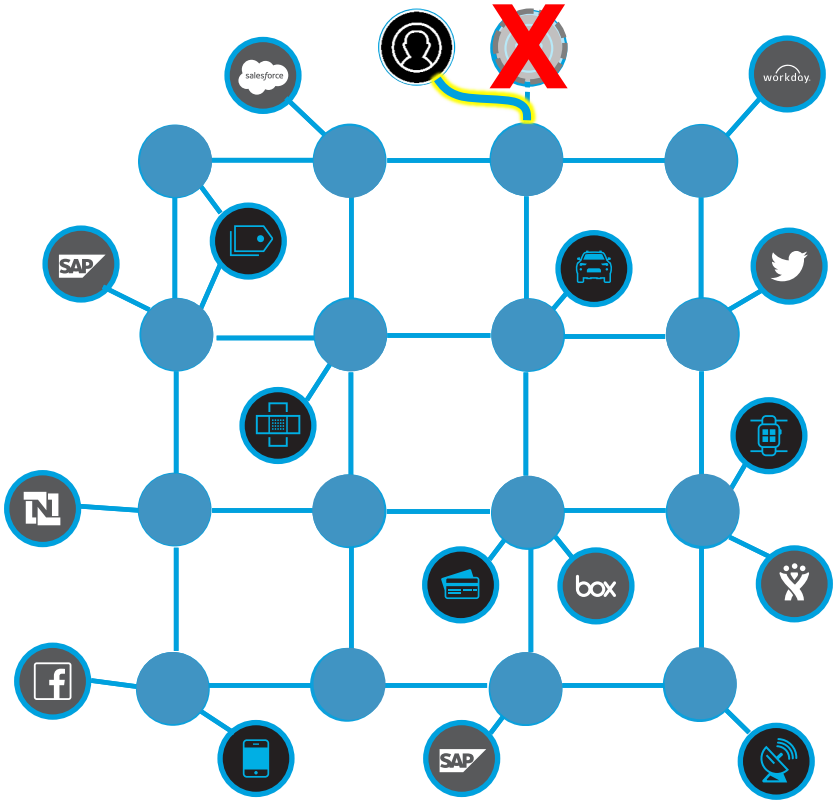
The pace accelerates and debt is retired



"App store"

Self-serve assets

- credit check
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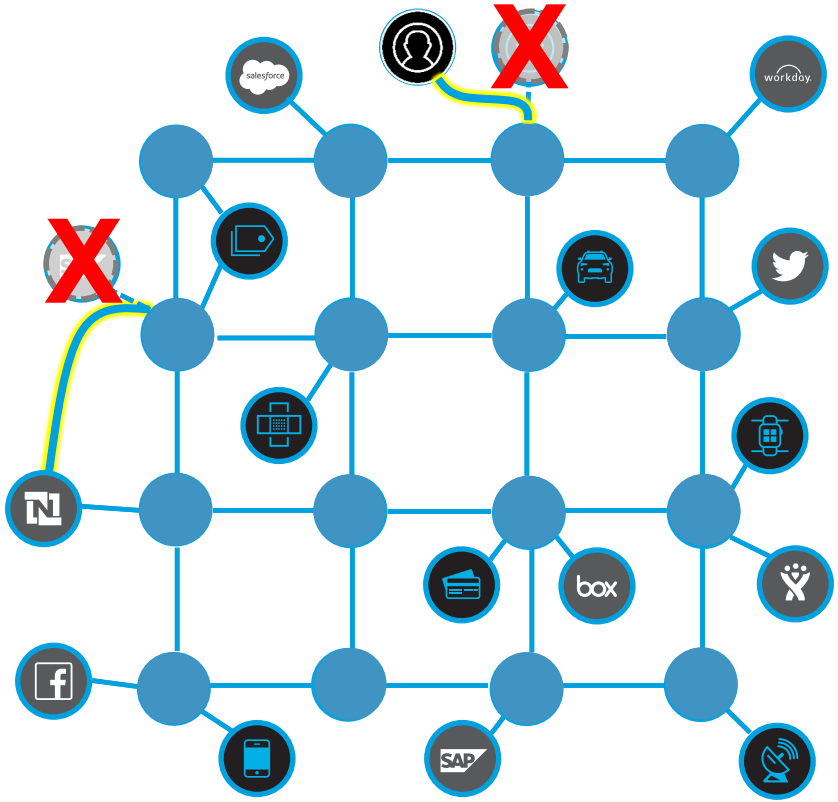
The pace accelerates and debt is retired



"App store"

Self-serve assets

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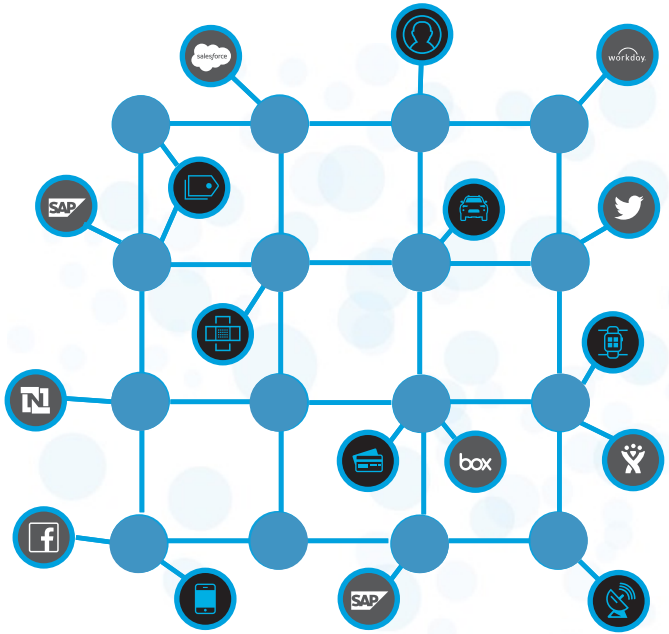
The architecture of a platform – and of the web



An **application network**:

- Emerges bottoms-up via self-service
- Provides visibility, security and governability at every API node
- Is recomposable: it bends, not breaks – built for change

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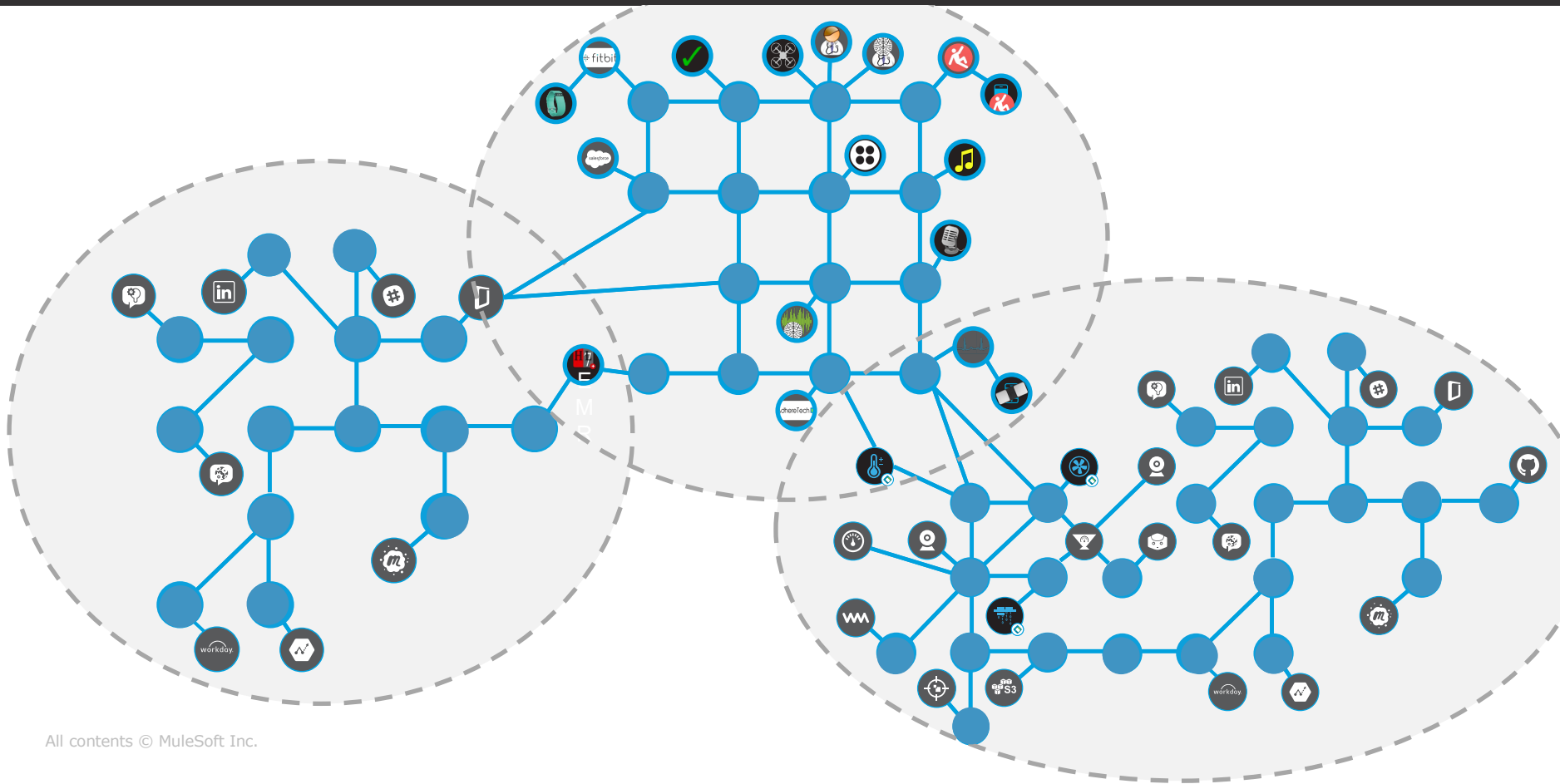
Application networks are starting to converge



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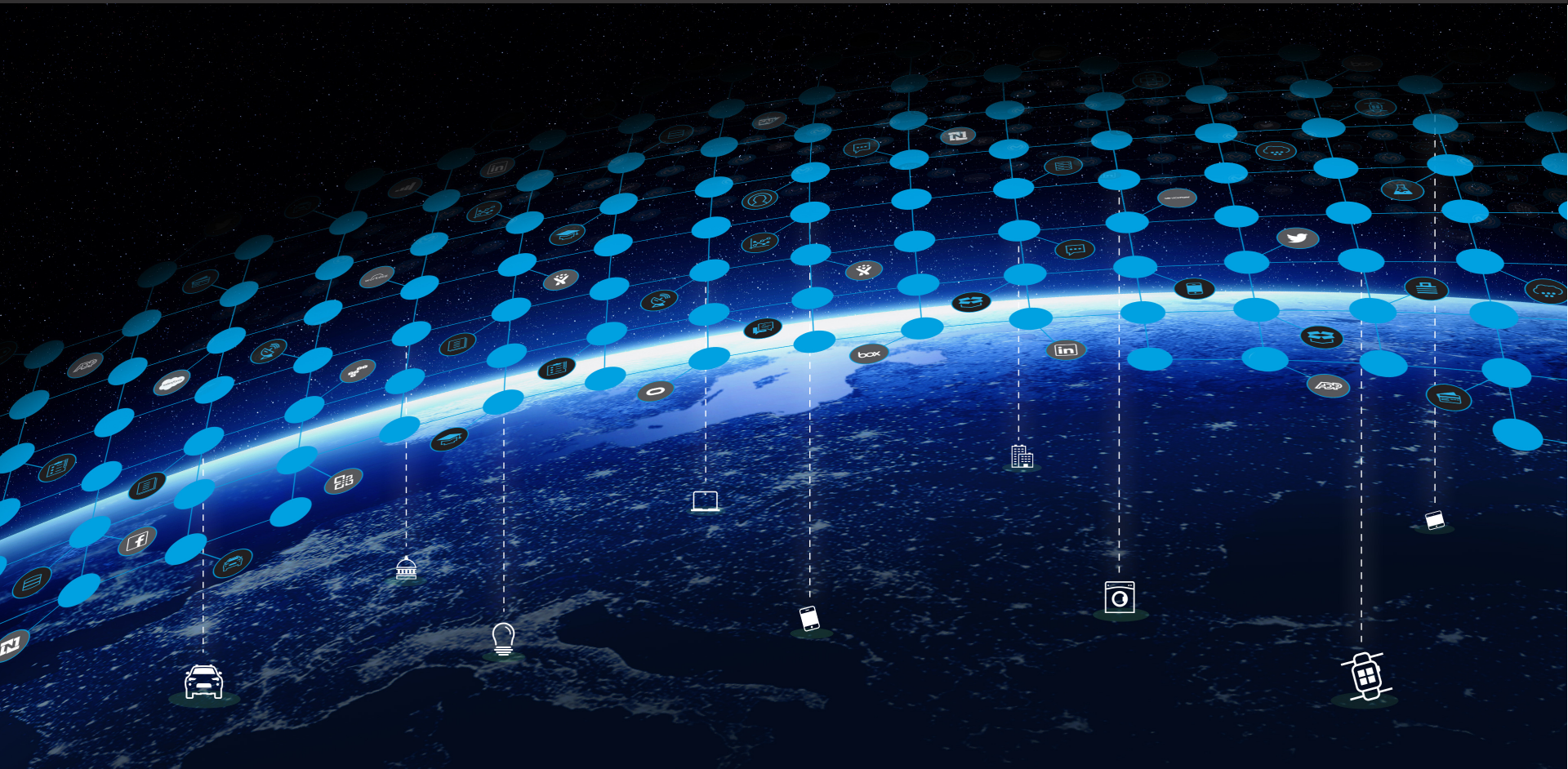
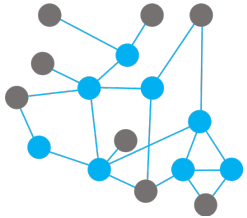
A global architecture for platforms

MuleSoft

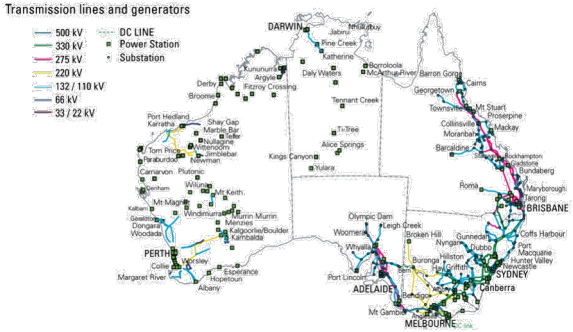


Graphs

Networks are also graphs



An Application Network Graph



A power grid graph

A social network graph

The internet graph

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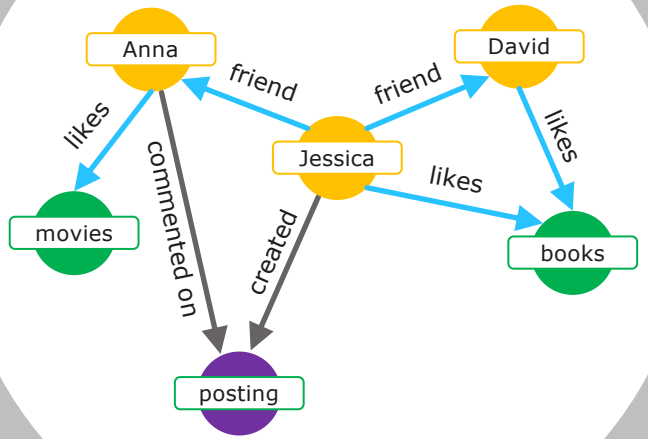
The social graph



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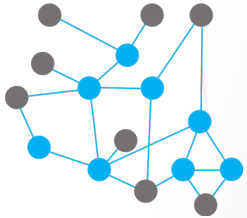
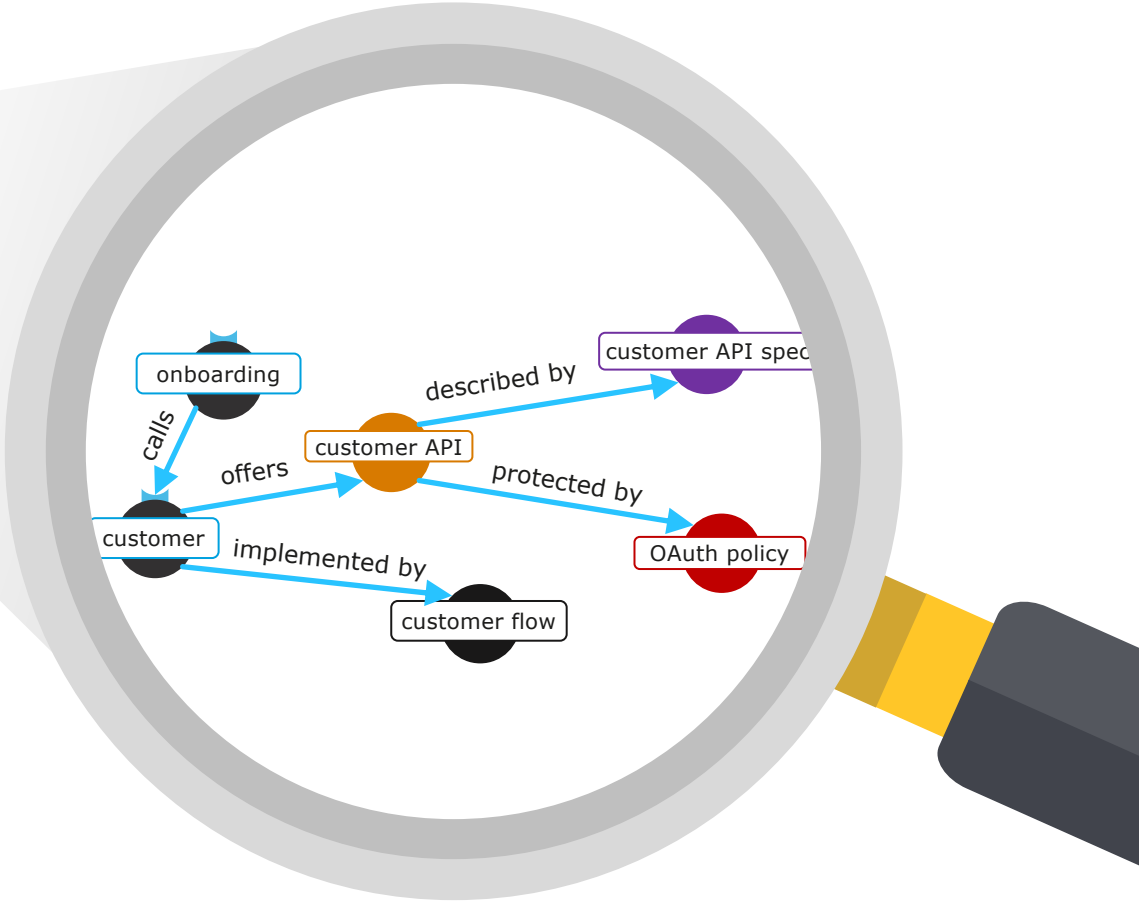
The topograph





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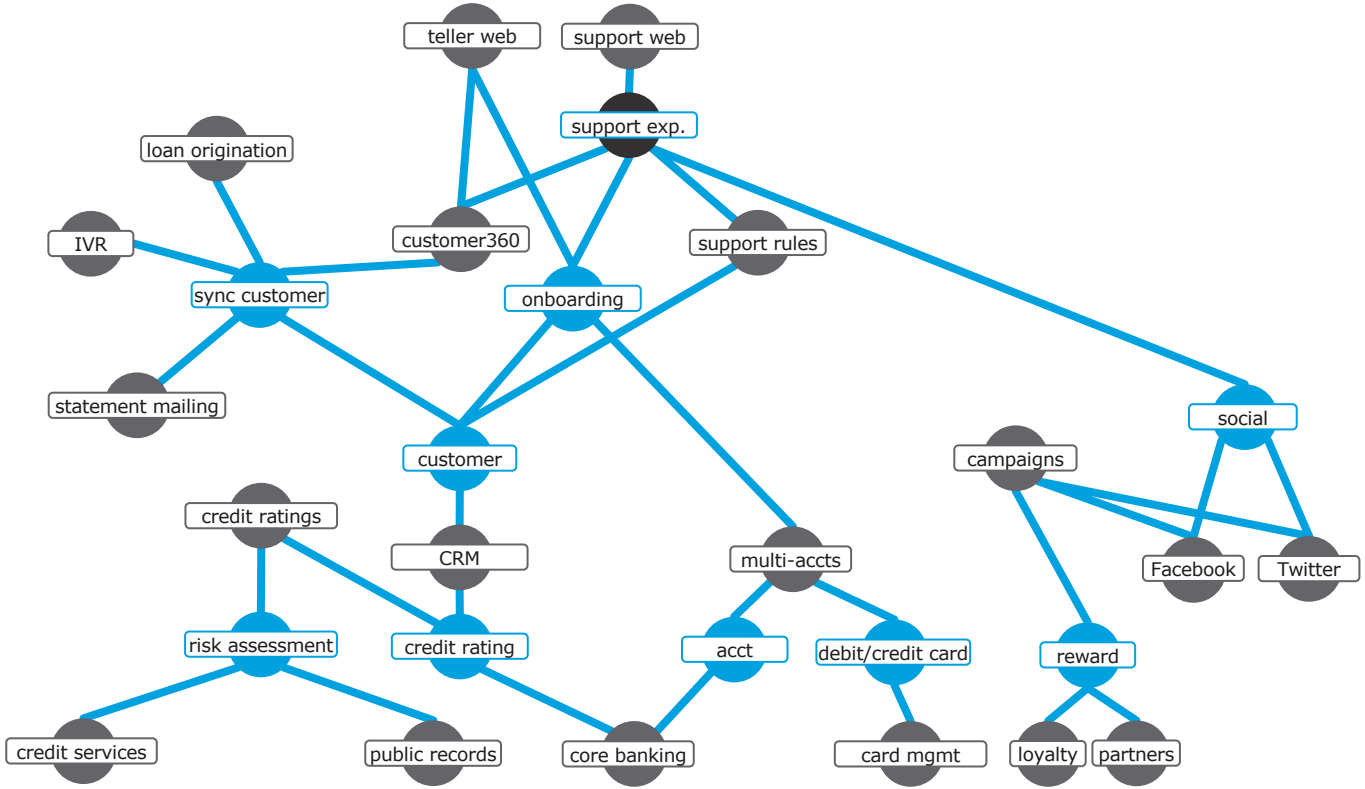
A typical topograph



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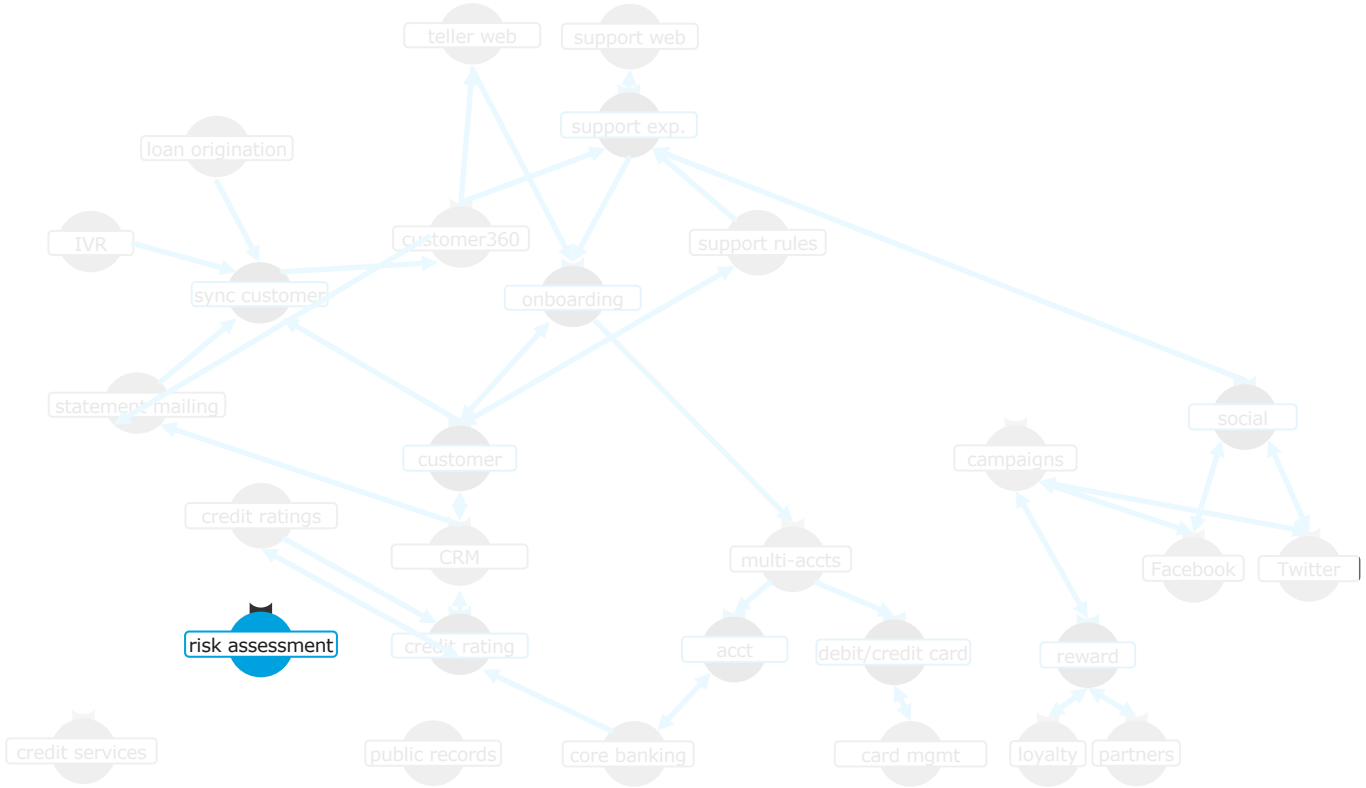
Every application…



topograph

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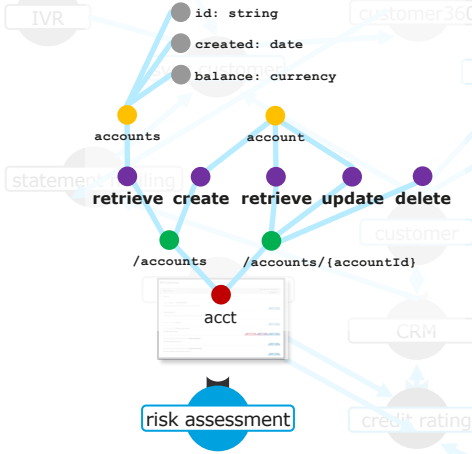
…exposes an API sub-graph



topograph

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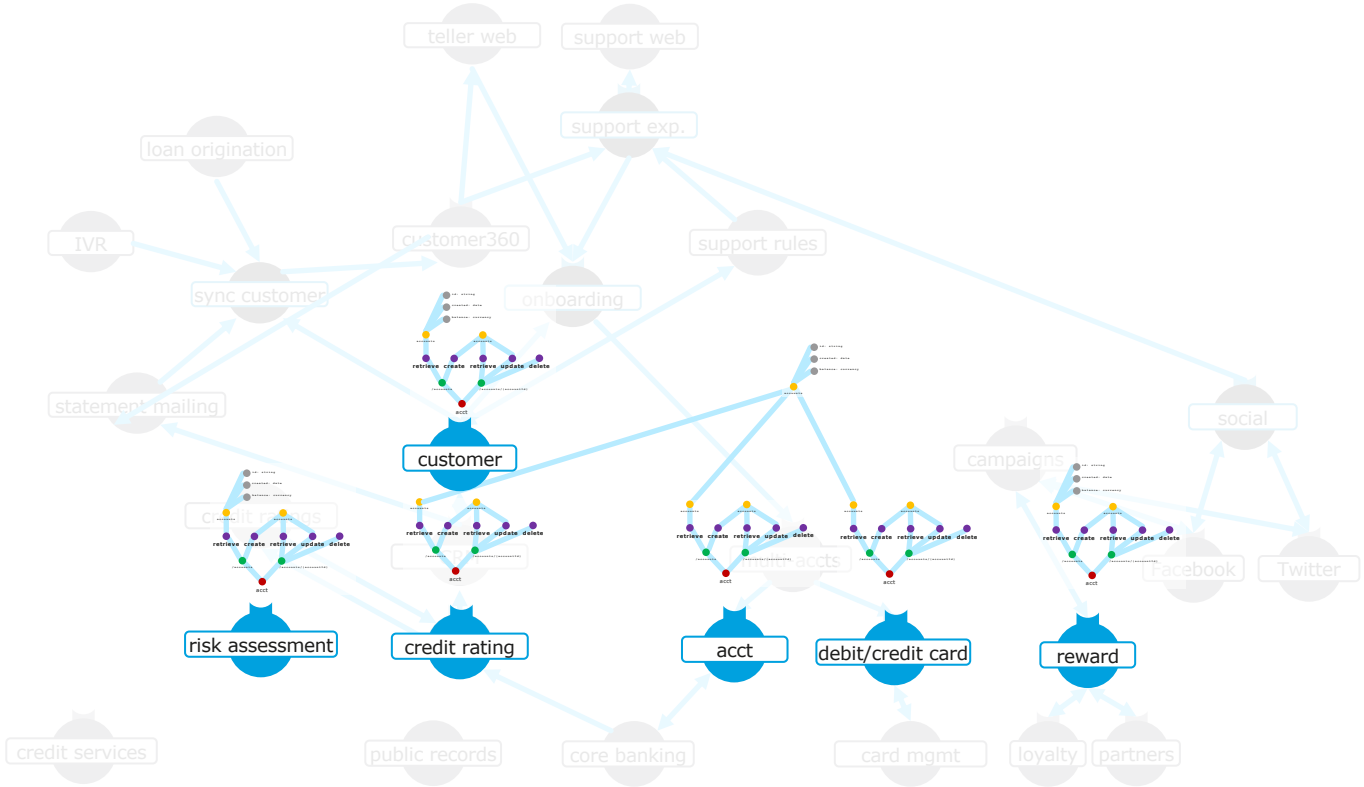
Are the APIs consistent?



topograph

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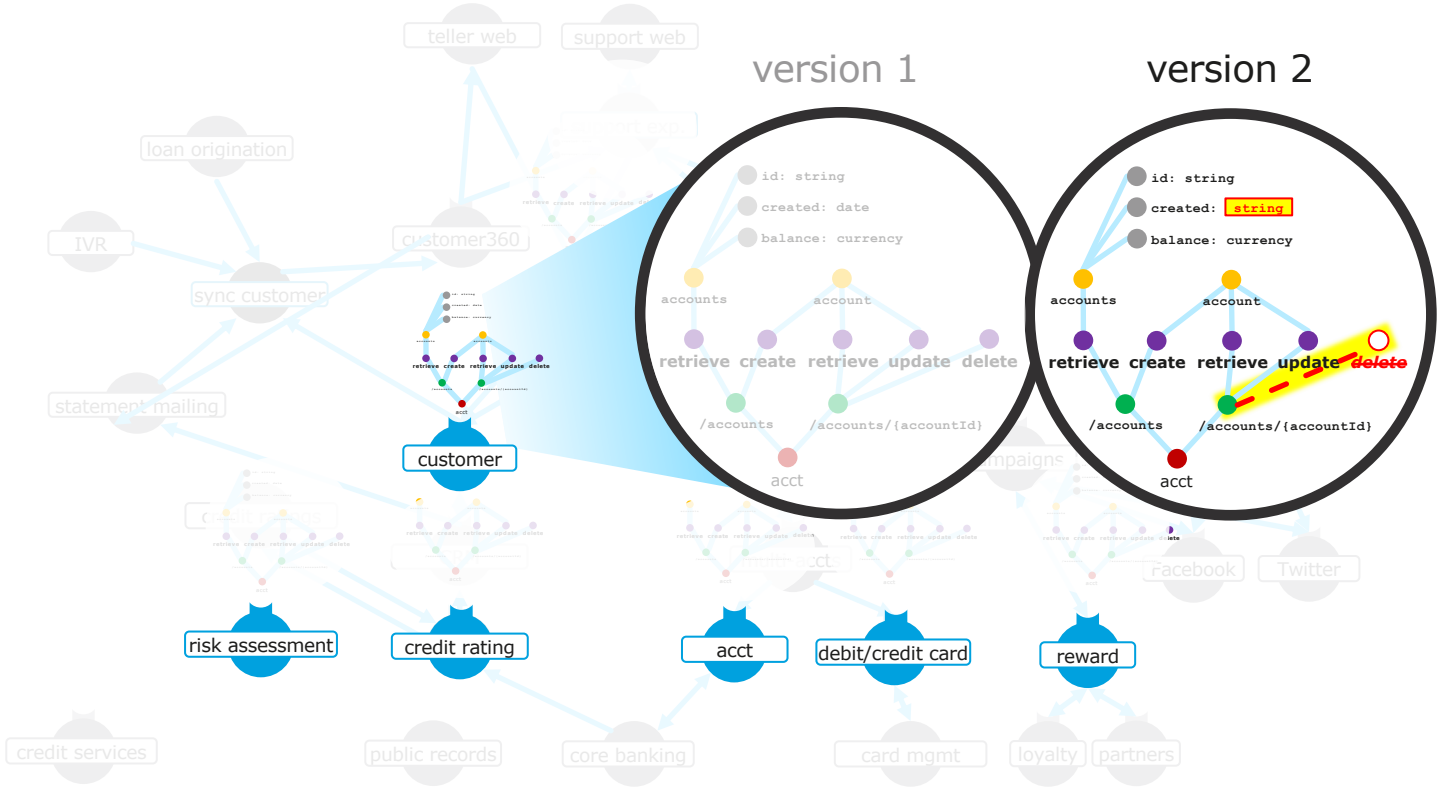
Have they changed in a breaking way?



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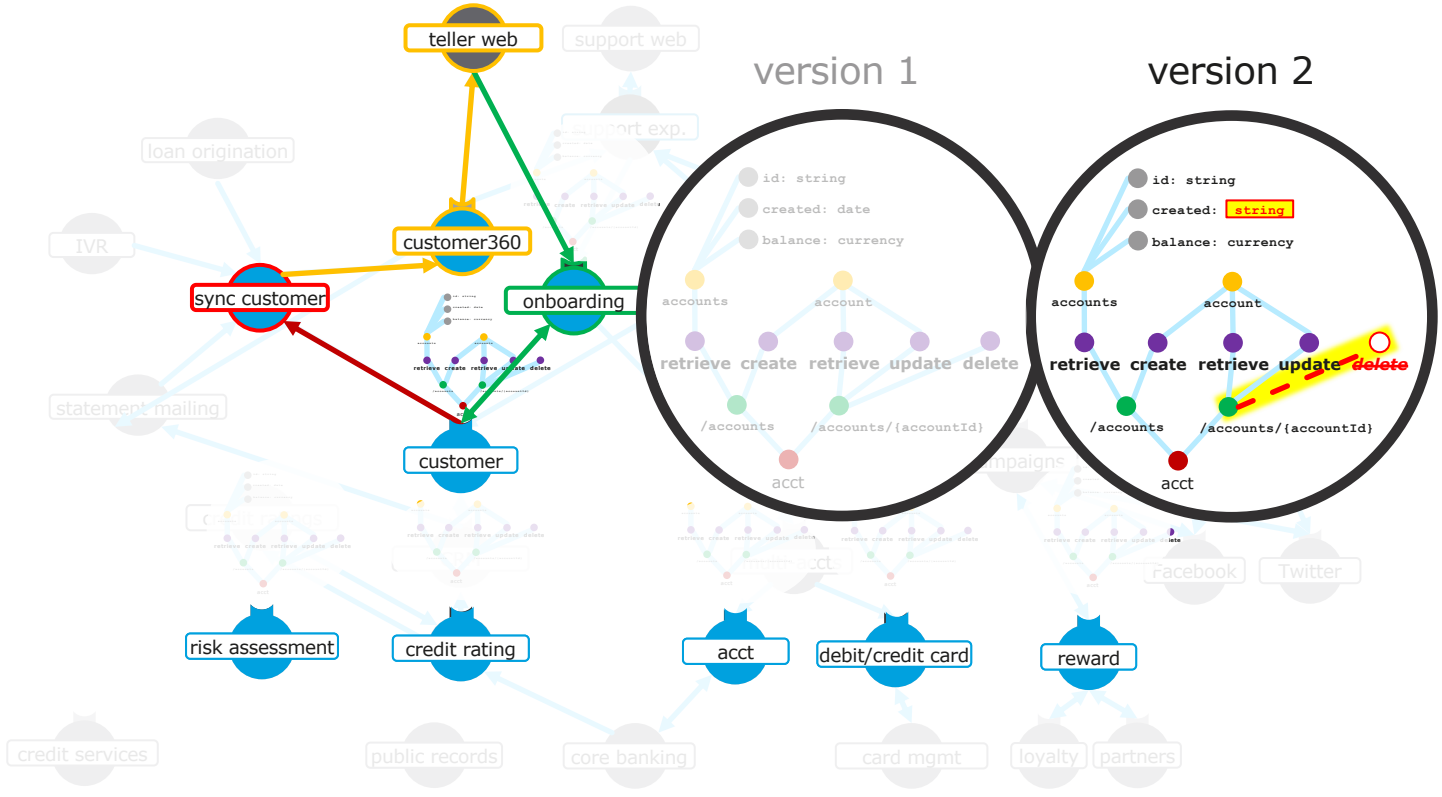
Impact analysis



topograph

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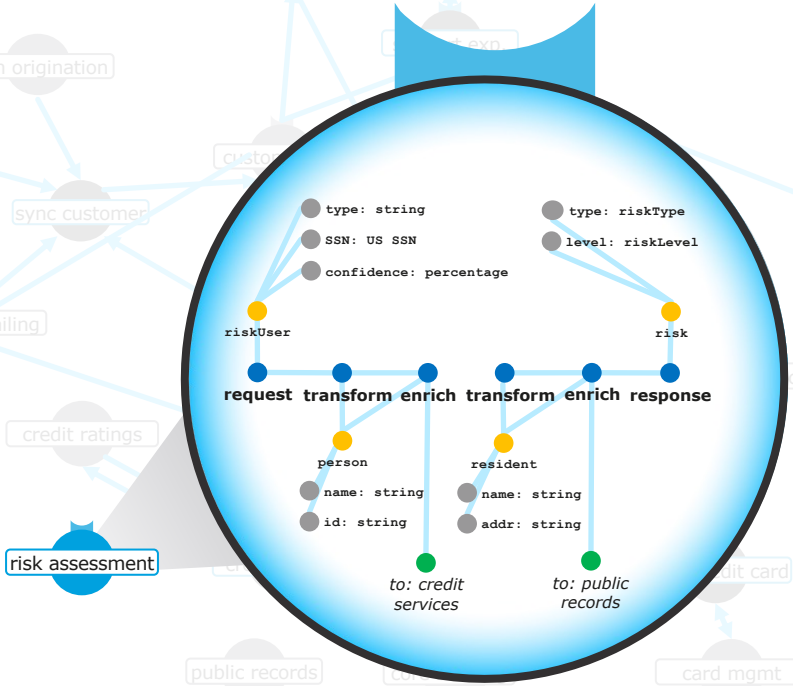
What's inside a (composite) application?



topograph

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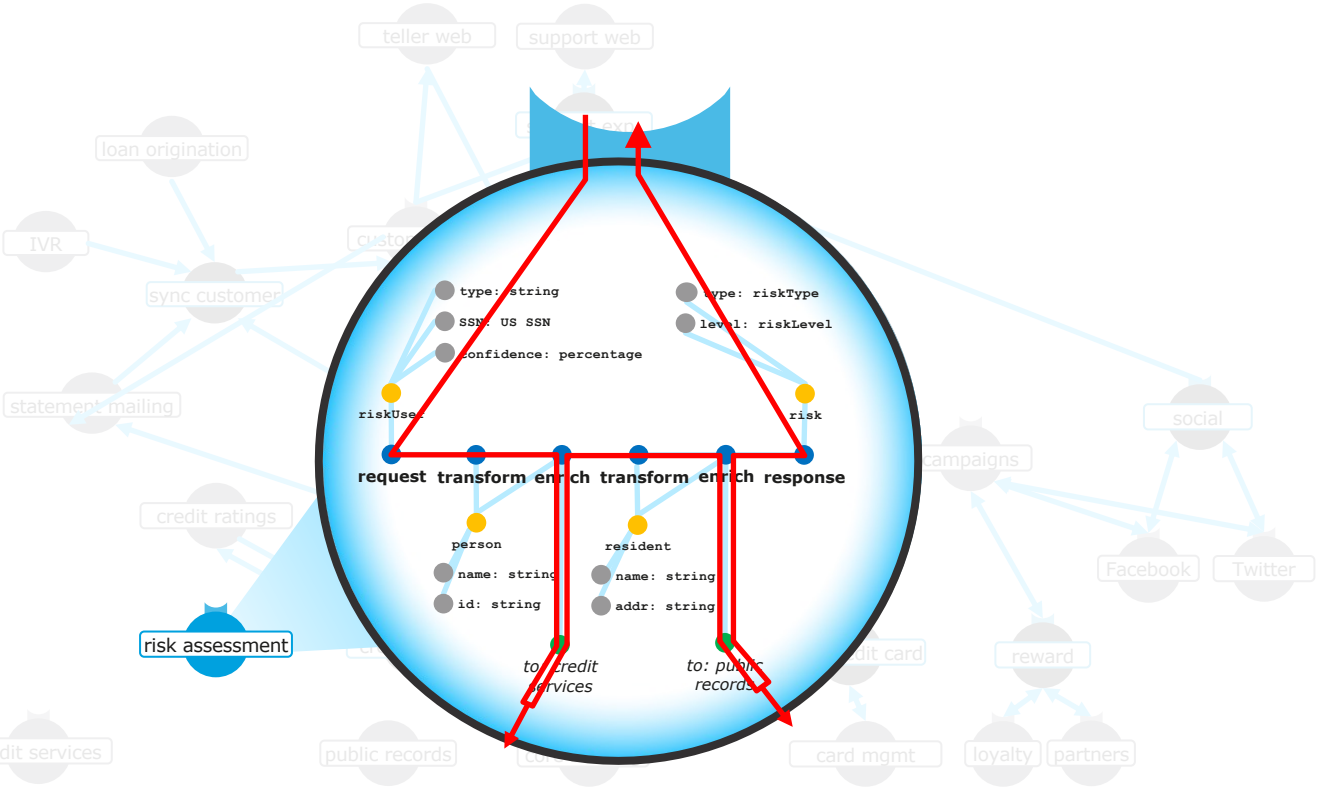
How is the data flowing?



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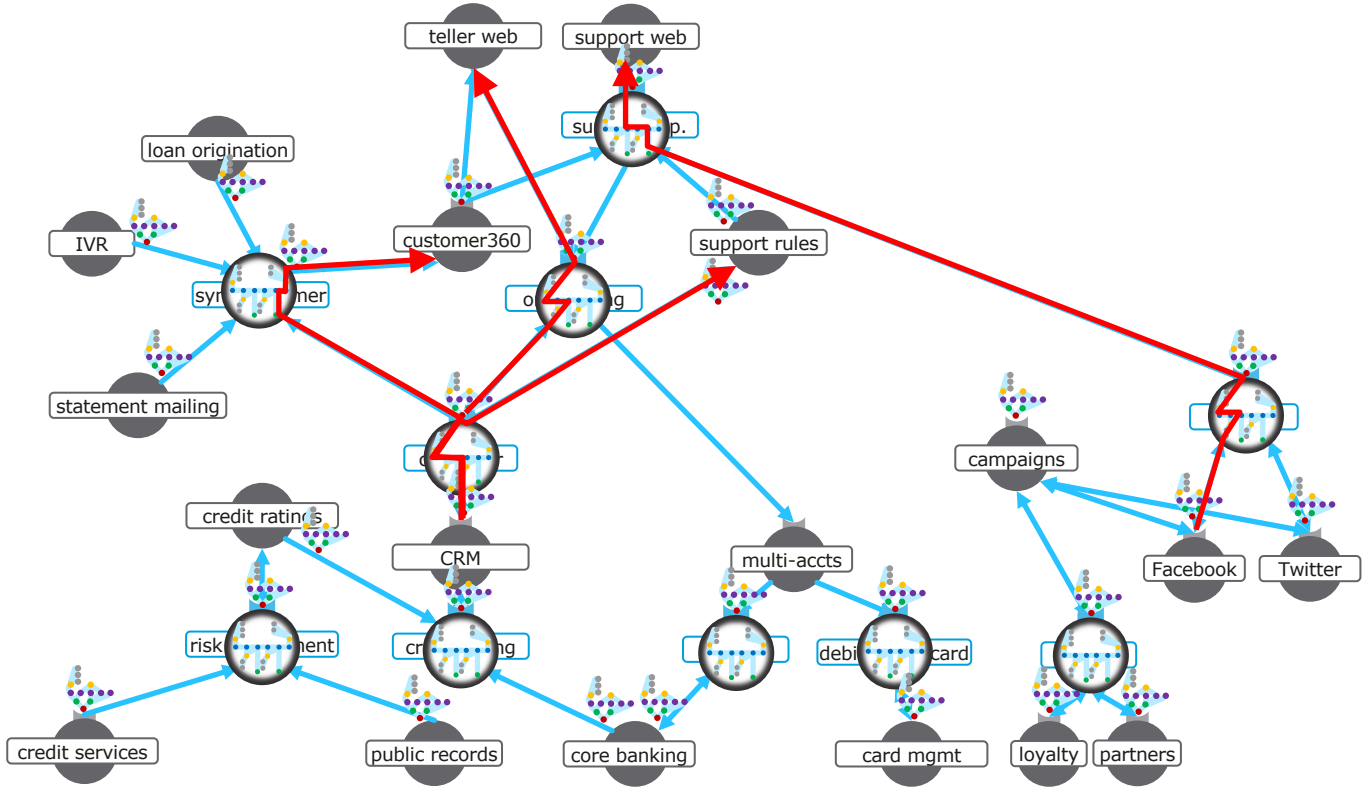
How is it flowing across the application network?



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Thank you!