



The importance of re-evaluating your technology vision for best fit

Expectations today is that technology can provide a seamless entry into the needed information both on a personal basis as well as in business. If you take a step back and think about what is needed to drive this output, it is truly a massive task with many facets.

These facets, based on the information provided needs companies to drive down into 3 layers to drive the best fit for its viewers/users.

These layers can be broken down into 3 major categories. These categories are the; data layer, visualization layer and the interaction layer.



When considering these layers, an organization needs to design the solution from the “End Viewer/User” perspective in order to establish the best approach to engage these individuals/companies and ensure that the application/approach presented meets the use case and expected technological interface.

Data Layer

The data layer, as simple as it sounds, is the most important layer in terms of relevance to the end user community. This layer can be broken down into the master data layer, which is the core data and the information that needs to be reliable and needs to be correct. This requires an internal data governance pillar that can manage the evolution of business information, and the controls needed to edit and modify this data as it changes through time. It also needs to manage the end of life information to ensure the user community is not looking at information that is out of date. Note, end users/viewers have the basic belief that this exists. If this is not taken care of, the user community will slowly but surely stop using the business / end customer application. As basic as this sounds, it is the work of the organization to develop the muscle needed to ensure the “single source of truth” capability exists and is used to deliver the needed information to your business/ end customer user.

Visualization Layer

The technology to deliver the visualization of this information needs to be lightweight and focused. It needs to provide the channel to the end user that will provide the needed information to be able to make decisions. This layer needs to match the interaction interface expected by the end user. This can take many different flavors of visualization. This can be web based for PC users, mobile visualization for tablet/phone users and in today's world interaction with augmented and virtual reality interfaces. Most applications can and will provide multiple user interaction interface layers to provide a “user based” decision on how they want to visualize the information.

Interaction Layer

The interaction layer is the layer that requires the understanding of which systems need to be in the visualization layer and how these systems are used to deliver the needed environment for the end user to make a decision and input their desired input/result. This input/desired result is varied in response. This input/result can be the “input” needed from an internal business user perspective to execute a process. For example, provide input “Yes/No” to complete a procurement purchase order. This could also be, the decision for an end user to “Buy” items from your company from an end customer perspective. In this layer, you need to provide access to internal systems, such as SAP for company transactions, and access to payment systems , such as “Stripe” to purchase equipment or items from your company.

The fit of technologies and how they drive interaction with employees and end customers, depends on establishing an Enterprise Architecture that starts with data, technology stacks and establishing rules on how these interaction will drive an easy to use application. This application needs to meet customer expectations in terms of information provided, visibility to all the information needed to make a decision and ensuring that the application has the capabilities needed to drive the needed interaction for successfully completing the “action” as it is defined, complete a step within an internal process or buying of an item from your organization.

Give us a call if you'd like to discuss this topic in detail!

Next Month: Taking technology experimentation to production success