FDC3: Leveraging the Network Effect
Who am I?

My history

- Started as a software developer in Cape Town, SA
- Have worked in the finance industry for 15+ years
- Everything from Delphi and ASP, WPF and Flash, to HTML5 and React

At Adaptive Financial Consulting

- Head of Desktop Strategy
- Worked on several industry-leading desktop platforms
- Advising clients on desktop technologies, collaboration and workflow

At FINOS

- FDC3 PMC Member
- Chair of the API Working Group
“Over the past 23 years, network effects have accounted for approximately 70% of the value creation in tech.”

- Nfx
The Network Effect: Creating Value

- Study looking at 336 companies from 1994-2017 > $1 billion
- 35% had network effects at their core, adding up to 70% of the value created
- Network effects have asymmetric upside
- Single most predictable attribute of highest value tech companies
Nodes and Links

- Nodes = network participants
- Links = connections between nodes
- Depending on characteristics, networks scale exponentially in value
Reaching Critical Mass

- There are different types of networks (e.g. physical, protocol, platform, data etc.)
- Networks need to reach a critical mass before realising their value
Establishing a Network: Microservices

- Microservices are one way to establish lightweight nodes in a software network.
- Services are linked via standardised communication: **HTTP**.
- Allows breaking down complex systems into smaller parts.
- Continued innovation in this area: Docker, Cloud, OpenAPI, etc.
Advantages of a Decoupled Architecture

- High maintainability and testability
- Standardised communication patterns
- Independently deployable
- Organized around business capabilities
- Small, autonomous teams
- Evolution of technology stack
# Architectural Evolution I

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Architectural Evolution II

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Application Network
Frontend Networks

- A componentized desktop
- Enabled by web technologies & desktop containers
- How do we define communication links between applications?
- Can we do it in a simple, standardised way that spans organisations?
- Enable us to leverage network effects and unlock value
Financial Desktop Connectivity and Collaboration Consortium

Started by OpenFin in 2017

Contributed to the Fintech Open Source Foundation (FINOS)

FDC3 1.0 specifications released in March 2019

https://fdc3.finos.org
APP DIRECTORY
A shared way to register and discover applications

INTENTS
A shared set of well-known verbs

CONTEXT DATA
A shared language for describing data

API
A shared set of interoperability operations
In Summary

- Network effects are critical for unlocking value
- Microservices = decoupled HTTP-linked services
- Micro-frontends = decoupled FDC3-linked applets
- Open, connected applications are:
  - Powerful inside our organisations
  - Even more so, across our industry
Q&A

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