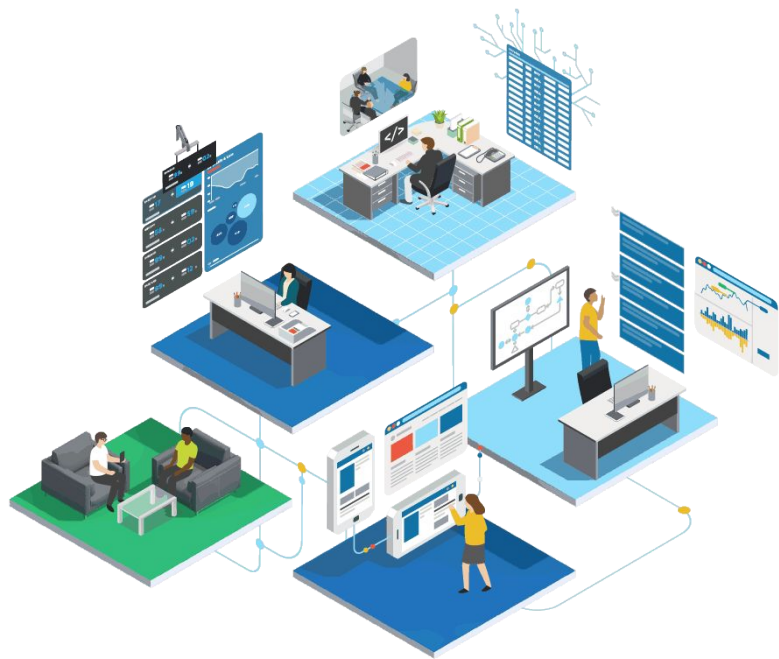




 Adaptive

**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

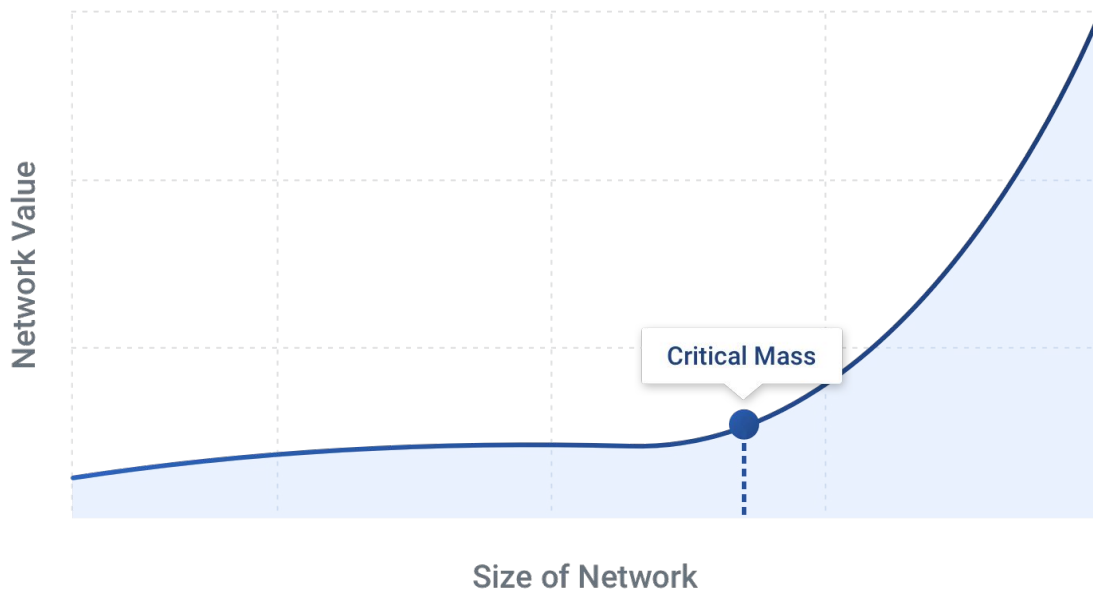
Nodes and Links

- 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



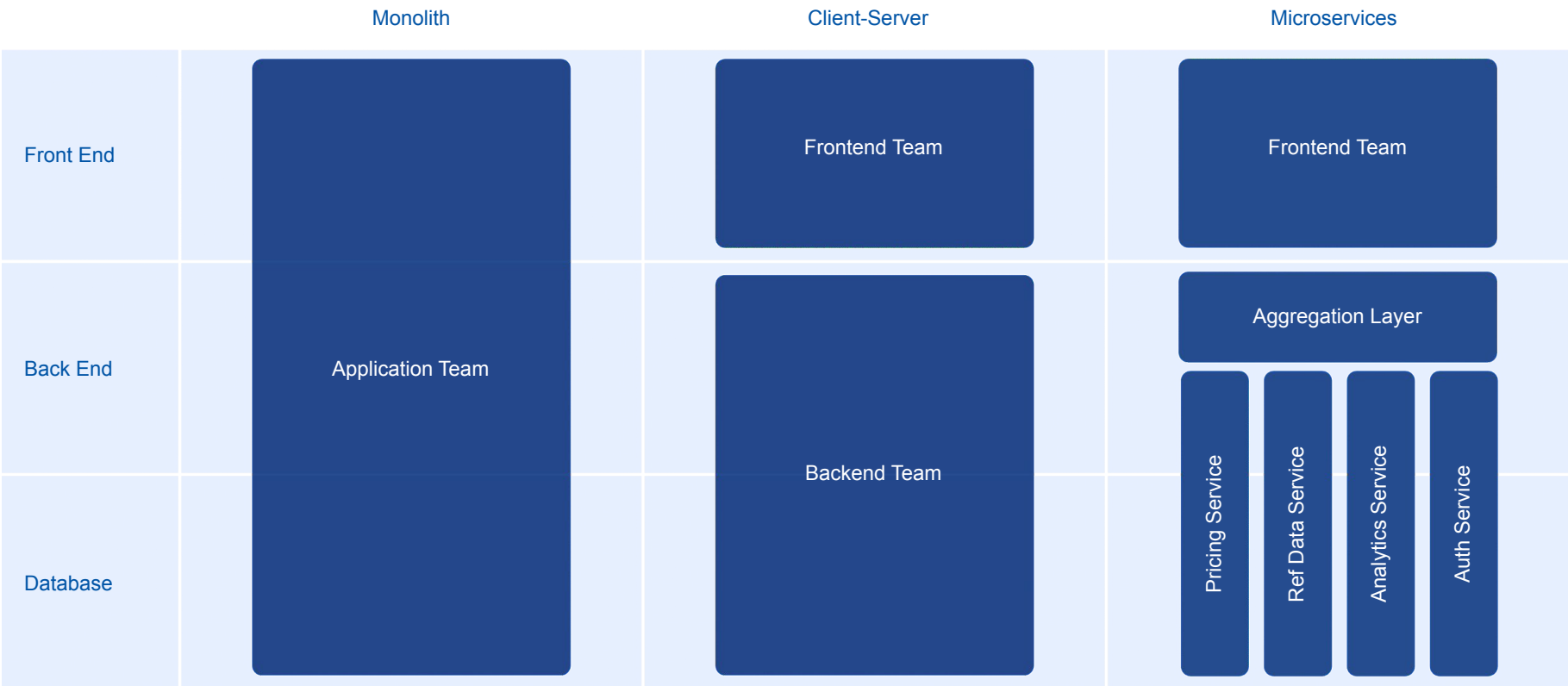
Establishing a Network: Microservices

- 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

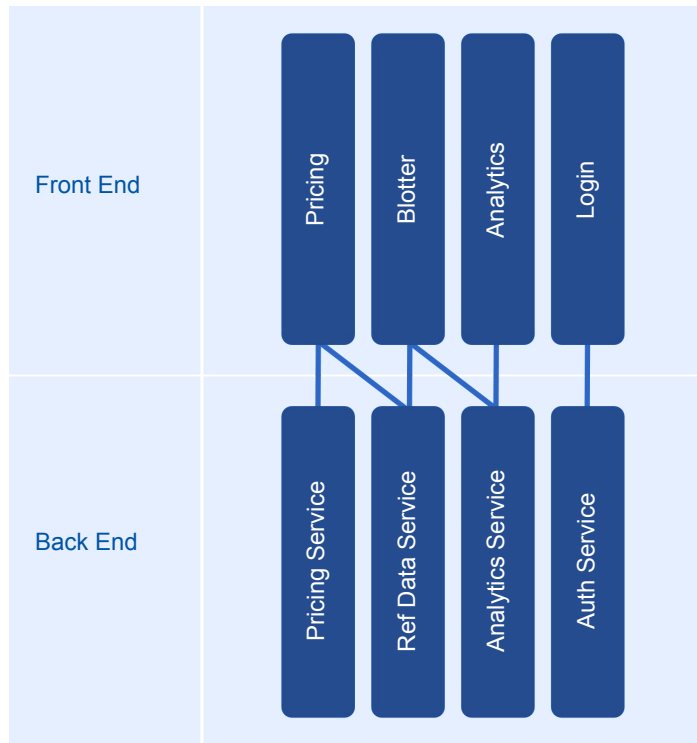
- High maintainability and testability
- Standardised communication patterns
- Independently deployable
- Organized around business capabilities
- Small, autonomous teams
- Evolution of technology stack

Architectural Evolution I



Architectural Evolution II

Micro-frontends



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



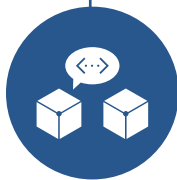
Open standards for the financial desktop

- “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>



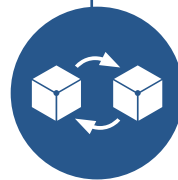
APP DIRECTORY

A shared way to
register and discover
applications



INTENTS

A shared set of
well-known verbs



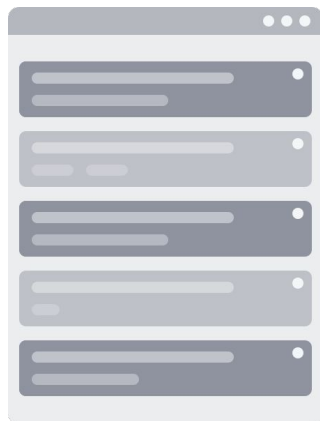
CONTEXT DATA

A shared language for
describing data

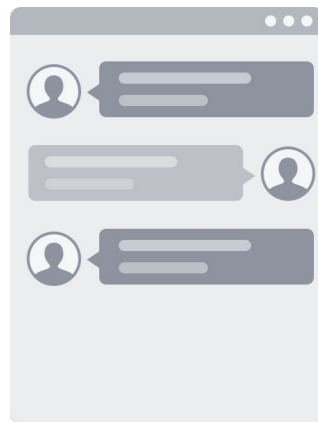


API

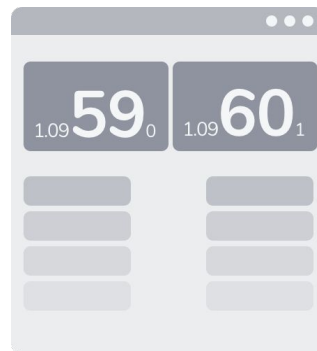
A shared set of
interoperability
operations



Alert



Chat



Streaming Price

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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