

## A human-centric approach reinvents the core fundamentals



### Business model

Anti-fragile, non-perverse monetisation is required where success is dependent on human outcomes and optimal experience.



### Architecture

Open distributed and common human-centric technology needs to be at the core of how we build.



### Data

Connecting learning and personalising from previously disconnected data input points for better human outcomes.



### Experience

High engagement, always on, social, ubiquitous and mobile experiences are par for the course with future expectations being shaped through imagining experiences.



## Product-centricity negatively influences all critical aspects of modern business



### Business model

A product-centric business model forces the growth and all supporting profit and loss metrics to rely on more product sales in order to be successful.



### Architecture

As a result, legacy systems and infrastructure have been created in accordance with product-supporting silos.



### Data

Producing data that is distributed in multiple product-centric areas – most of the time not compatible with others.



### Experience

And the resulting customer experience is fragmented, not holistically owned and accountable for across disparate divisions.



Source: Davel, C, Inggs, K, Williams, D, van der Heever, S, 20Something presentation, June 2017.