

Architecturally Driven Business Solutions

Application meets Architecture

Application

Middleware • Distributed Frameworks •
Exchanges • Risk Management • VPN •
Wireless • 3G • Digital TV

Architecture

Network Neutral • Multiple Devices •
Data Architectures • Product Architectures •
Business Strategy • Real Investment
Frameworks

```
public static void main(String args[]) {  
    org.omg.CORBA.ORB orb =  
    org.omg.CORBA.ORB.init(args,null);  
    IT_SSL ssl = IT_SSL.init();  
    IT_X509Cert certChain[] = new IT_X509Cert[2];
```

Svelte.com provides architecturally driven solutions to businesses in transaction-based industries.

Since 1998 millions of users utilise the products of the framework encapsulated in Svelte's *Strategic Software Architecture*™.

If you are looking to establish a technology strategy consistent with your business objectives or seeking to represent good technology in unambiguous business terms then Svelte would be interested to see where it can add value.

Svelte promotes the use of standards based frameworks that ensure a consistent business approach is adopted from commercial and technical perspectives.

Embedded within the *Strategic Software Architecture*™ are the components that are required to ensure effective financial and project management control of products, services and platforms.

Svelte aims to meet the needs of participants in technologically-dependent and transaction-driven environments from the abstract analysis of business context to the absolute delivery of services.

A cost-effective and consistent approach to bridging the key issues in business and technology strategy, based on real technology frameworks and with clear business control.

From Abstract to Absolute®

Why Architectures?

Client

If your systems depend on transactions, be they small data exchanges or complex multi-party financial flows, a consistent logical model of the technology required to meet business objectives is the single most valuable management tool at your disposal. The architecture.

As in the traditional architecture function for building and civil engineering, the architecture is an abstract but complete logical model of the final product. It is testable from many perspectives, financial, programme management, safety and people flows in a virtual format long before a single spade is lifted or costly land rights are obtained.

In technology dependent businesses the architecture is the bridge between the business and technology strategy. Modelling the objectives in business terms and mapping them to the most effective technical components within a sustainable standards-based framework.

Inputs and Outputs

Whilst sound business reasons exist in the research to justify a large-scale technology project, why do projects seem to be clouded in jargon, lose momentum and estimates seem to be extended forever?

Can the business represent its requirements to the technologists, do they speak the same language, does the business feel its able to manage its investment or are they reading a monthly report from a cost centre that seems to be a black hole?

If this sounds familiar Svelte has a solution. The *Strategic Software Architecture*™ translates and defines business objectives into a real manageable technology framework

Supplier

You have the best technology in your field built by experts with years of experience. You know it works but clients don't "see the fit", want to know if it will work with my IBM EDP system or question it's benefit on their new multi-channel business strategy.

Great technology needs to be represented to client businesses in their terms. Traditional engineering clients are committing millions to invest in a building and they want to know the lifts will fit, physically, electrically, and move enough people efficiently. Do you just say yes or do you understand their requirements and offer to add value.

An architecture is more than just a white board full of clouds, it is a mechanism to import real commercially prioritised requirements, with known project management parameters to ensure the effective use of costly technical staff.

Interruptions to the smooth iterations that characterise solid code bases, caused by muddled inputs from many sources dilute the focus required to allow the commercially controlled evolution of functionality.

Ensuring that functional requirements are delivered on time and on budget means importing vast amounts of information and minimising valuable effort on translation and reusing requirements in context of clients business needs.

The *Strategic Software Architecture*™ provides a framework to efficiently import the prioritised requirements into the software production process accurately.

Atomicity, consistency, isolation and durability

Business Structure

Client

Transaction dependent businesses constantly seek efficiency from the automation that software systems can provide. The technology provides the vehicle for the business to generate profit and its ability to deliver services predictably.

Svelte has a structured methodology that absorbs the dimensions of business strategy, commercial control and programme management. All the while ensuring that the technology framework encapsulates current and future demands of scale and re-use in existing and future channels.

Svelte's perspective is that all projects should add value to the business as a whole. Individual projects are elements of the technical asset base available to a company, not a standalone investment. A coherent technology framework ensures all investment produces transparent financial, commercial and service benefits now and in the future.

Technology Framework

Getting the technology right is critical to achieving the explicit aim of delivering a single service. Positioning your technology on a global basis to many customers and across many internal systems is more complex.

Informed choices on the form and structure of your technology platform can increase supplier choice, enable focussed devolved management at local levels and add value in re-using successful lessons from one area in many others.

As the number of electronic channels increases to include wireless and DTV components, is there a clear representation of the platform that ensures efficient use of existing assets to all channels? The *Strategic Software Architecture*™ achieves this through device and network neutrality.

Supplier

Transaction enabling technologies impact directly on businesses bottom line. Becoming a dependency on a clients' services and profit bring real responsibility. Positioning systems in the correct business context has never been more crucial.

Technical benefit can usually be described accurately but how do you present your technology consistently in the commercial terms that are most important to a potential client? Ensuring the value is evident in a framework that connects with client business objectives is key.

Svelte provide a bridge between the technical capability on offer and strategic business objectives through a technically informed and structured business framework. This allows arbitration on key issues to be arrived at quickly and future benefit to be positioned early and quantified. It also looks to future proof the choices.

Embedded within the software deliverable are choices on product "look and feel", distribution effectiveness, network awareness plus data manipulation and information presentation.

No single software component can survive without managing its dependencies but is it possible to outline the key interfaces to the most common platform structures clearly - to describe the "fit" to a business audience.

Utilising the *Strategic Software Architecture*™ enables the assessment of business value efficiently whilst allowing positive feedback into the business process. Consistent technology choice can increase the global value of the basic proposition.

```
UserTransaction ut =  
ejbContext.getUserTransaction();  
ut.begin();  
// perform transactional work here  
ut.commit();
```

The business proposition

Analysis framework - *Strategic Software Architecture*™

Any business is now presented with a wide set of choices about the technical vehicles that it can choose to adopt in its efforts to maximise the returns from its current market position. The key question is how can all or any of these technological channels be utilised effectively? In abstract terms how are the business and technology strategies mapped to one another?

Mapping business objectives to technical capabilities should ideally have a common framework within which the potential choices can be coherently arbitrated. As both business context and technology platform are subject to change this framework should be fit for purpose in current and predicted future scenarios. This is the analysis process and problem set that the *Strategic Software Architecture*™ addresses.

Underlying the *Strategic Software Architecture*™ is the fundamental notion that business and technology strategy are not separate functions; they are complementary. Technology risk is a business risk. Technology decisions are driven by business needs but can also be used to enable value-added responses to those business needs. There should also be an awareness of the opportunities that technology vehicles provide in moderating and/or adding to the business objectives.

A by-product of ensuring congruency between the business strategy and the technology is take to a representation of a common technology platform as a major influence on the whole analysis. This acknowledges the notion that large numbers of electronic transactions, be they data, financial or otherwise, are efficient only when open, common standards are used. This dissolves the worst effects of inevitable interfaces between internal systems and those of external parties that form a key part of the business environment. This drives the other key structural notion within the *Strategic Software Architecture*™ that business services and the information that they require can be delivered to or by multiple devices and networks. The common platform itself is "device neutral" in its presentation to the rapidly evolving device technology elements - mobile phones, DTV and PDA's.

From Abstract to Absolute®

How has it been used?

Svelte.Com offers one product that scales from the abstract analysis of business problems to the absolute implementation of products and services that seek to solve those business problems.

Based on the notion of the *Strategic Software Architecture*™, a model that bridges business and technical strategy, different types of industry participants can articulate their vision of business engagement based on a single framework for analysis. It allows for the customisation and evolution of current procedures in the light of the influence of electronic forms of exchange, whilst ensuring commercial benefit can be extended to encapsulate the investment in the change that an electronic world implies.

Technology Migration

// Establishing a desktop and data architecture to gain market share

For a global information company, extracting the business value from current desktop products and services in order to repackage and distribute these with a view to gaining access to clients who have already made the step towards a thin client and internet focused business infrastructure. The by-product being access to those clients who previously did not believe that these services could be accessed.

Business Development

// Establishing an infrastructure to re-use and distribute value-added information

For a leading financial risk management systems supplier, defining the strategic basis and delivering the feasibility study that costed the potential implementation of an intranet service that leveraged the current investment in very complex enterprise wide data aggregation Infrastructure and numerical processing. This initiative also had to incorporate existing technical migration and manage the issue of branding the information. It also allowed for exposure of the product over either intranets or the public Internet.

Virtual Marketing

// Providing a focus for software providers to market their solutions

As projects are established Svelte.Com is more than happy to help provide marketing opportunities to best of breed technical solutions that complement its model. Alliances will be based in the areas of mobile/internet solutions, lightweight database infrastructures, branding and infrastructural transaction based technologies. This is in addition to the acquisition of sound technical resource to help deliver projects. Partners now cover Graphic design, Voice solutions, encryption and specialist billing and e-commerce

Venture Capital

// Establishing a model for the behaviour of Internet business for investment purposes

For a venture capital fund, establishing a coherent model of the business components required to identify opportunities for investment in a maturing transactional-based world. The technical model acting as a complementary resource to the purely financial view of the investment process. This was used by one Venture Capital fund to help transform a niche encryption business into a business solution provider that is servicing 6m users a month.

Competitor Analysis,
Cost Of Ownership,
ROI,
Payment Milestones,
User Acceptance
Testing.

Background on Svelte.Com Ltd.

Svelte a. slender, lissom, graceful. [F f. It.]

Svelte.Com aims to deliver any or all of the elements required to achieve business solutions in technology dependent businesses.

A cost effective bridge between business and technology strategy.

- From the abstraction required to articulate business strategy in product terms
- Through the decomposition of those products into relevant technological components
- To the management of the integration of those components for product roll out.

The key technological imperatives are those of basing solutions on open standards and easing the implementation by sourcing expert resource for those tasks that lie outside the competence of the current organisation.

Svelte.Com focuses on the finance and banking industries as well as applying the open standards from Internet based telecoms experience to any large infrastructural migrations in other industries.

Our Mission

Enable strategic business objectives through the application of efficient technical strategies.

Svelte.Com aims to build a repeatable process for strategic technology based change whilst ensuring client understanding of those technologies is embedded in the organisation.

Company Profile

Svelte.Com was founded in 1998 by Lawrence Brooks.

Lawrence was most recently Product Development Director of Equisoft Ltd., a subsidiary of Reuters Group Plc. Prior to that Lawrence was involved in the strategic project management of large engineering projects.

Lawrence holds an MBA, research into Quantitative Financial Risk Management Techniques and a B.Sc. in Civil Engineering. Lawrence is also an alumnus of INSEAD, IEP programme 2000. Equisoft was involved in the provision of complex analytical financial applications for the front office investment-banking environment.

Recent assignments include:

- The development of a real-time product for pricing and news in a browser for a major data vendor as part a suggested strategic long-term migration of the desktop and data collection architecture.
- The feasibility and prototyping of a new architecture to enable the productisation of enterprise wide risk management information for a leading risk management systems provider.
- The management of the integration of a new architecture for what will be for the largest ISP/VISP and VPN platform in Europe for a blue chip telecommunications firm.
- A complete business and technical strategy development after 1st round financing for a complex encryption software business. Business analysis, through architeure and design to implementation.
- Strategic Advisory on two of the first DTV projects on the NTL and Telewest platforms.

Contact Information

Svelte.Com welcomes your enquiries electronically or by other more traditional means.

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