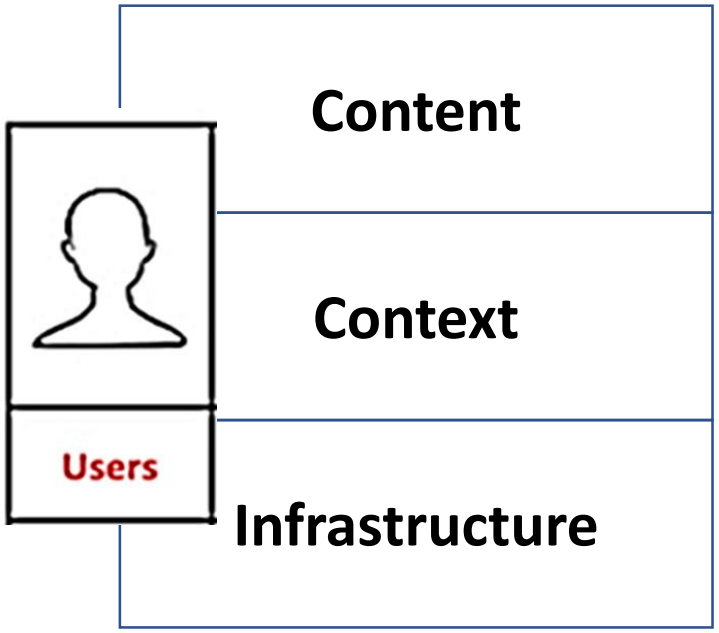
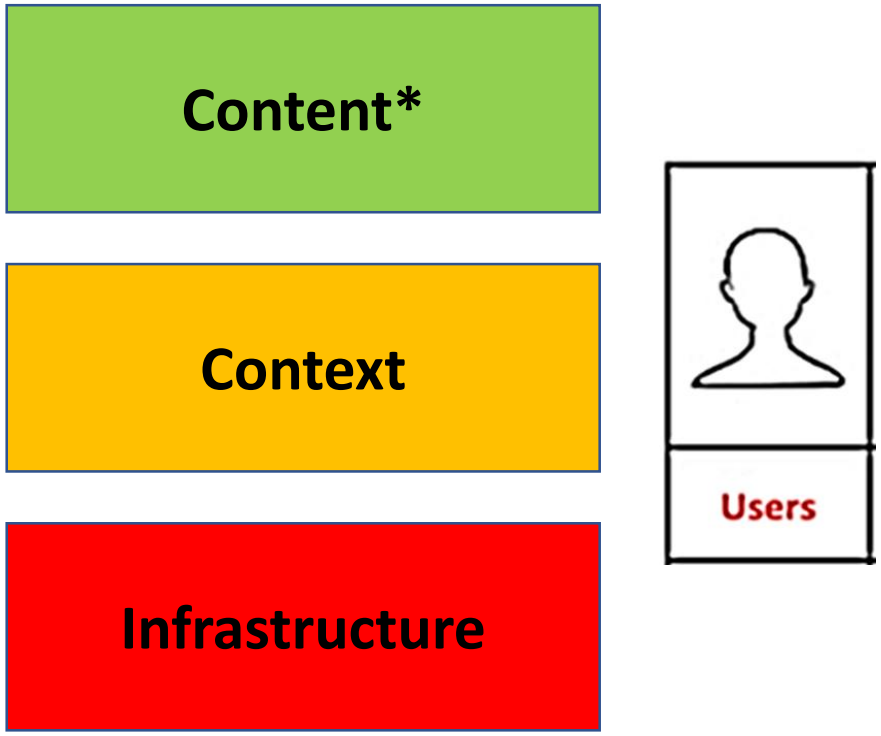
Thinking about an Integration Strategy

Physical

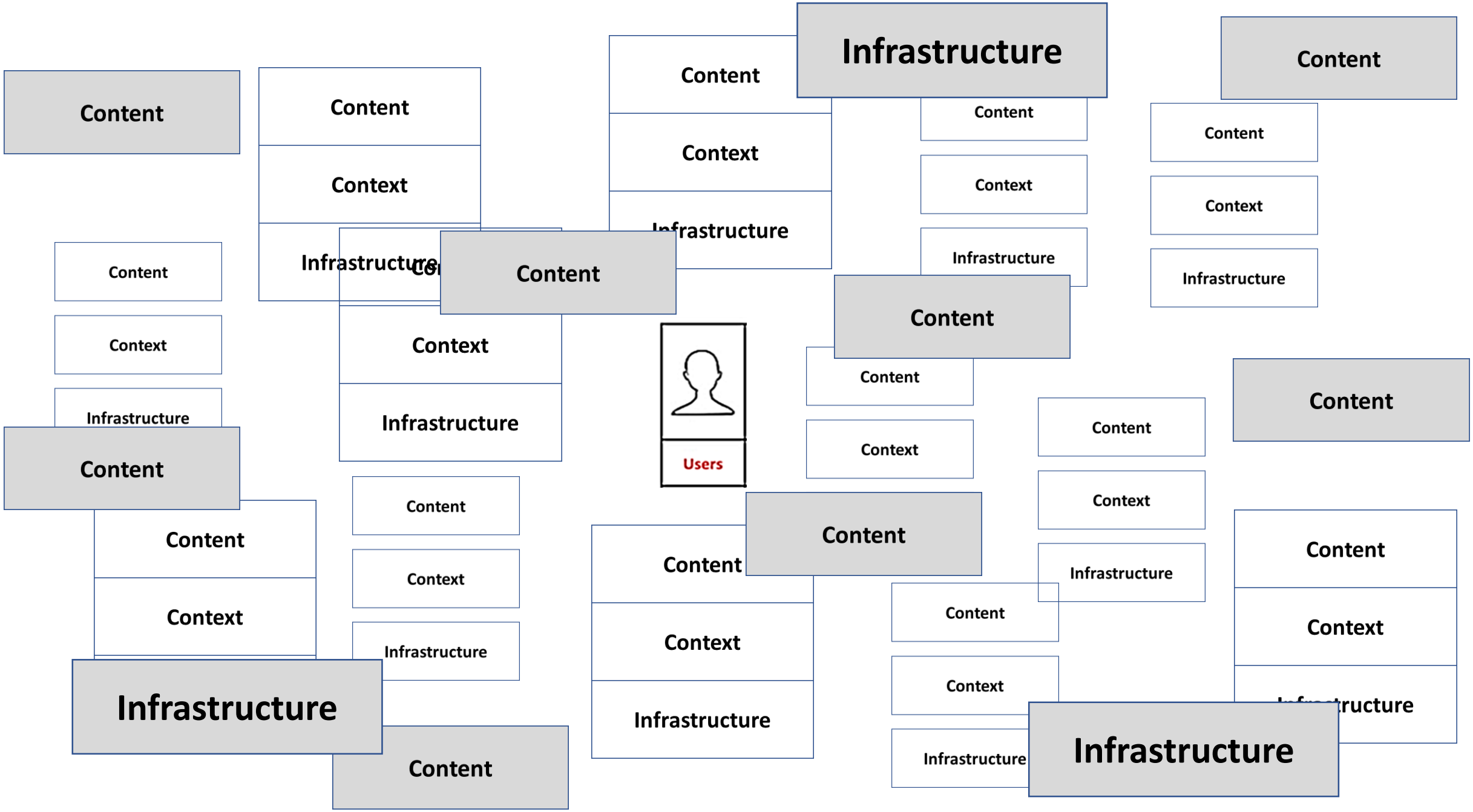


Digital



* Aggregators / Distributors / Both

Content*		Context	Infrastructure	
FarmBoek	Andre Groenewald		Connected farmer	Faan Basson, Vodacom
AfriCultuReS	Clement Adjorlolo, SANSA	Ashley Naidoo, ANIMS	Non-smart phone alternative	Eilerts Kellen, Viamo
Rain4Africa (R4A)	Sue Walker, ARC-ISCW	Reddi Tac	Jean Pierre Greeff, Reddi	
Hydronet	Michelle Harstlief, SAWS			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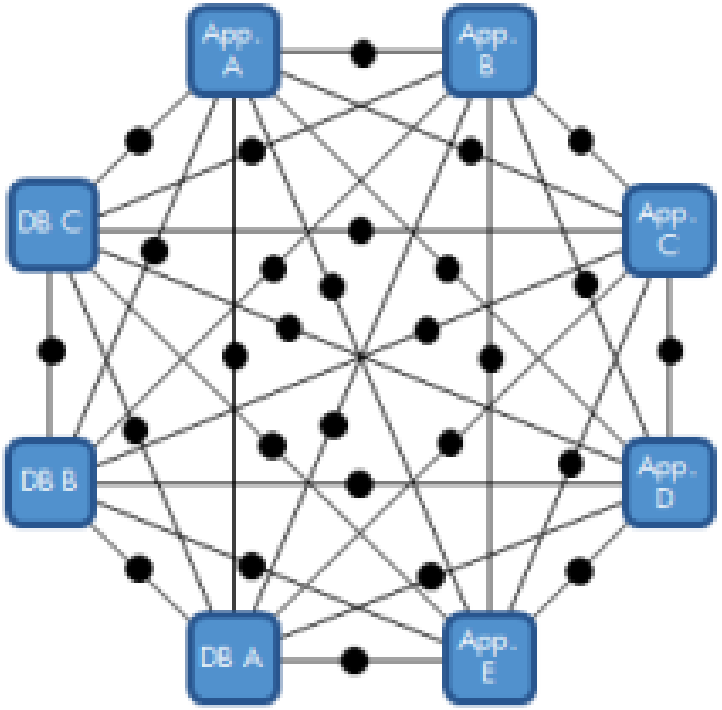
Traditional Point-to-Point Custom Integration

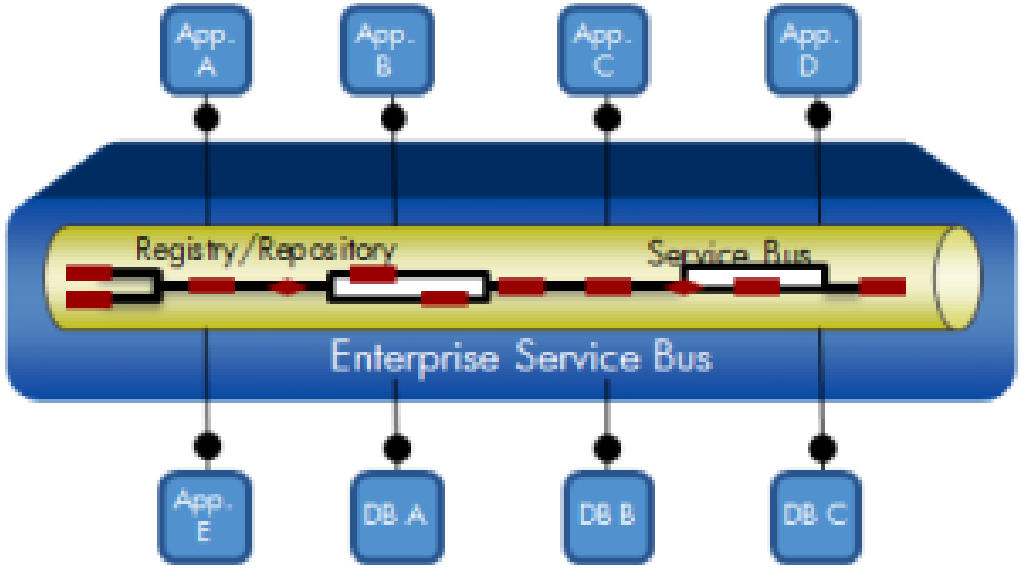


28 Interfaces

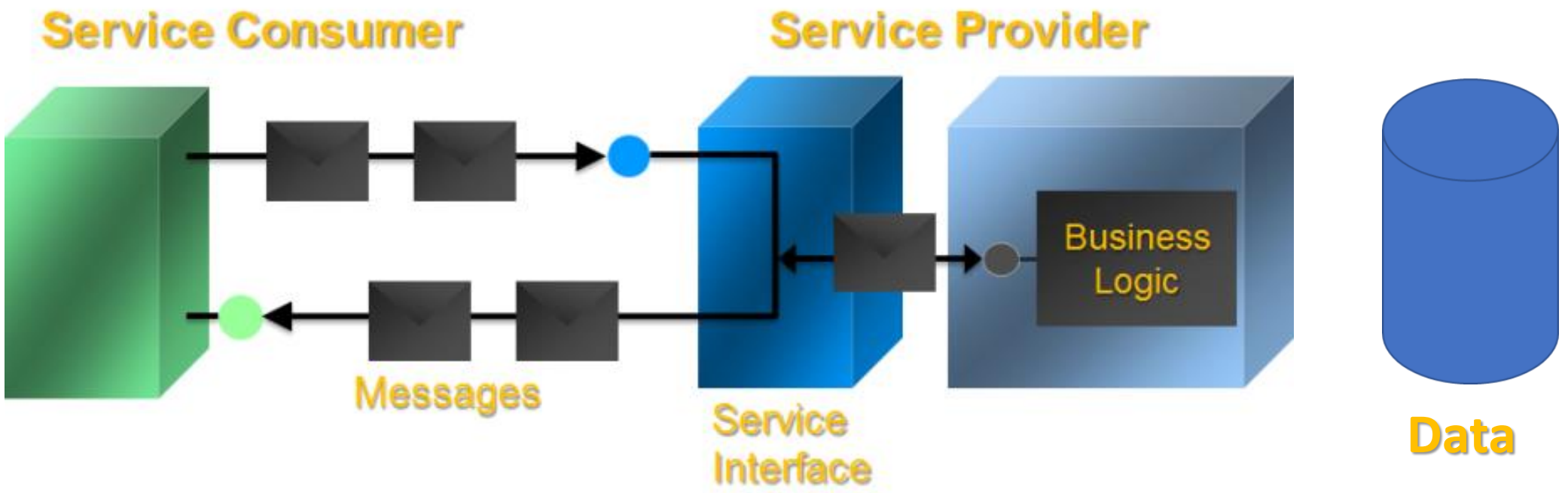
vs.

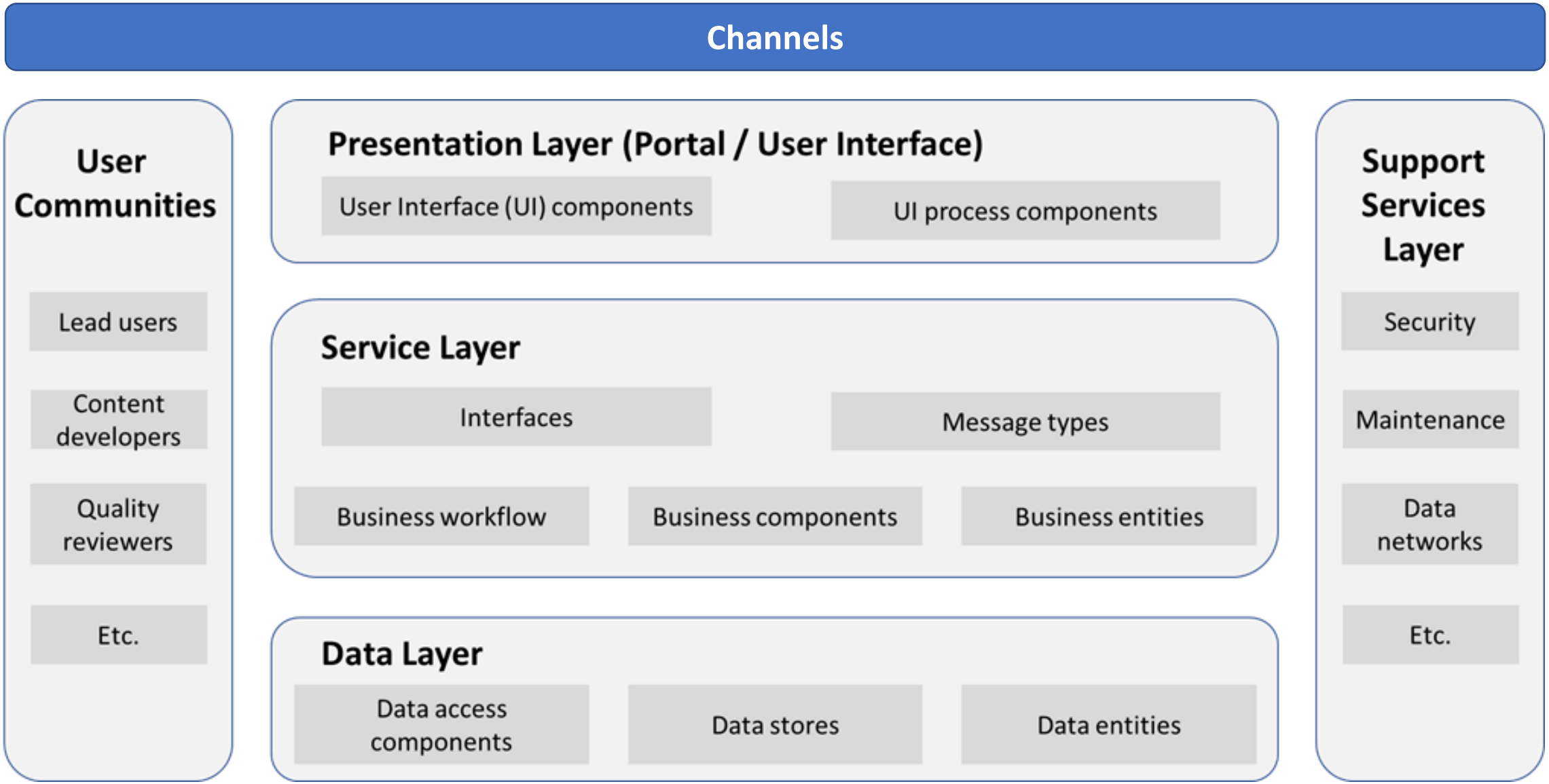
8 Interfaces

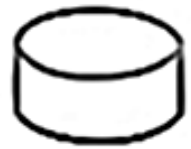
Service-Oriented Integration



Context			Content	Infrastructure		
Users	**Interfaces**	**Actions**	**Data**	**Controls**	**Environment**	**Quality attributes**
Users interact with the CRP differently	The CRP connects users, other systems and devices	The CRP provides various role based capabilities	Research and other data are available, used and generated	Enforced constraints on and by the CRP	The CRP is context aware	User experience and other properties


Service Consumer
Service Provider
Business Logic
Messages
Service Interface
Data


Channels
User Communities
Lead users
Content developers
Quality reviewers
Etc.
Presentation Layer (Portal / User Interface)
User Interface (UI) components
UI process components
Service Layer
Interfaces
Message types
Business workflow
Business components
Business entities
Data Layer
Data access components
Data stores
Data entities
Support Services Layer
Security
Maintenance
Data networks
Etc.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The Business Model Canvas

Designed for:	Designed by:	Date:	Version:

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
	Key Resources		**Channels**	

Cost Structure	Revenue Streams

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DESIGNED BY: Strategyzer AG
The makers of Business Model Generation and Strategyzer

Strategyzer
strategyzer.com

Professionality Design Framework

Key Partners

- Accountability to all stakeholders including staff

Key Activities

- Reliability
- Dependably
- Accuracy
- Individualised attention
- Time spent
- Business communications

Key Resources

- Personal appearance
- Facilities and equipment
- Environment

Value Proposition

Promote professionalism:

- Truthfulness
- Competencies and abilities
- Assurance

Accommodate:

- Cultures and customs
- Politics or - religions
- Race, creed or nationality

Customer Relationships

- Confidence
- Trust
- Ethical conduct
- Respect

Channels

- Responsiveness
- Customer care

Customer Segments

- Service accountability

Cost Structure

Revenue Streams

PROFESSIONALITY INSTITUTE

The Business Model Canvas is designed by: Strategyzer AG (strategyzer.com)

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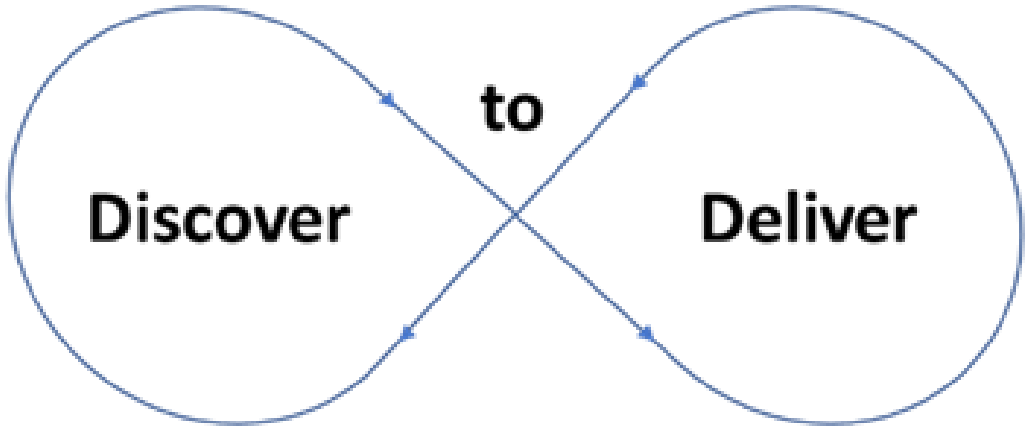

Adapted from:

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