

Preparing for a digital future

Seeing is believing



Simon Brown
@simonbrown

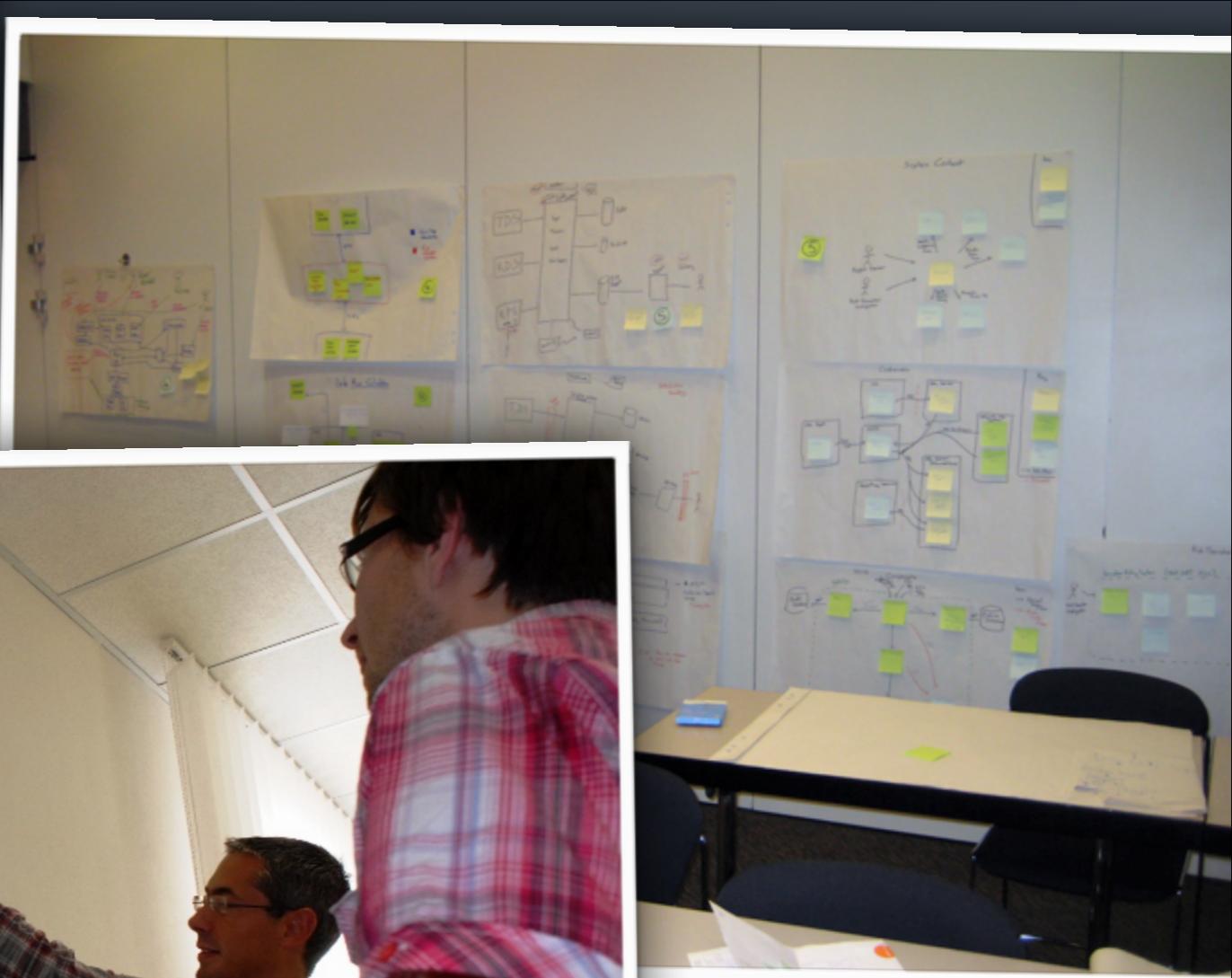
I help teams build
better software

by understanding

software architecture
and technical leadership

Software architecture
needs to be more

accessible



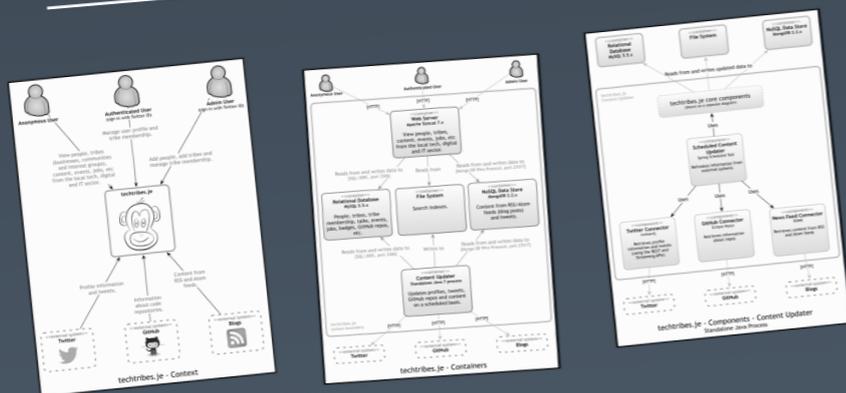
Training, consulting
and guest speaking



Almost 40 clients in over 20 countries

coding
(the)
architecture

Software Architecture for *Developers*



Technical leadership by **coding**, coaching,
collaboration, *architecture sketching*
and just enough up front design

Simon Brown

A developer-friendly
guide to software
architecture,
technical leadership
and the balance
with agility

Leanpub

10 out of 10
“Highly recommended reading”

Junilu Lacar, JavaRanch

<http://leanpub.com/software-architecture-for-developers>



ected
ights

Who is teaching
the classics of the
pre-agile era?

what is
agile

I help software teams understand
software architecture,
technical leadership and
the balance with agility.

software teams
aren't able to
effectively
visualize the
software
architecture
of their systems

Software Architecture
- Developers

Agility
- the essence of
software architecture

Public speaking
(conferences, user groups, meetups, customer sponsored events, etc)



50+ public speaking events

(conferences, user groups, meetups, customer sponsored events, etc)



 Follow

Excellent discussion this am about the tourism industry. Important to remember we're all ambassadors for Jersey, no matter what our industry

 Reply  Retweet  Favourite  More

4:05 AM - 9 Jan 14

I want to help put Jersey
on the digital map

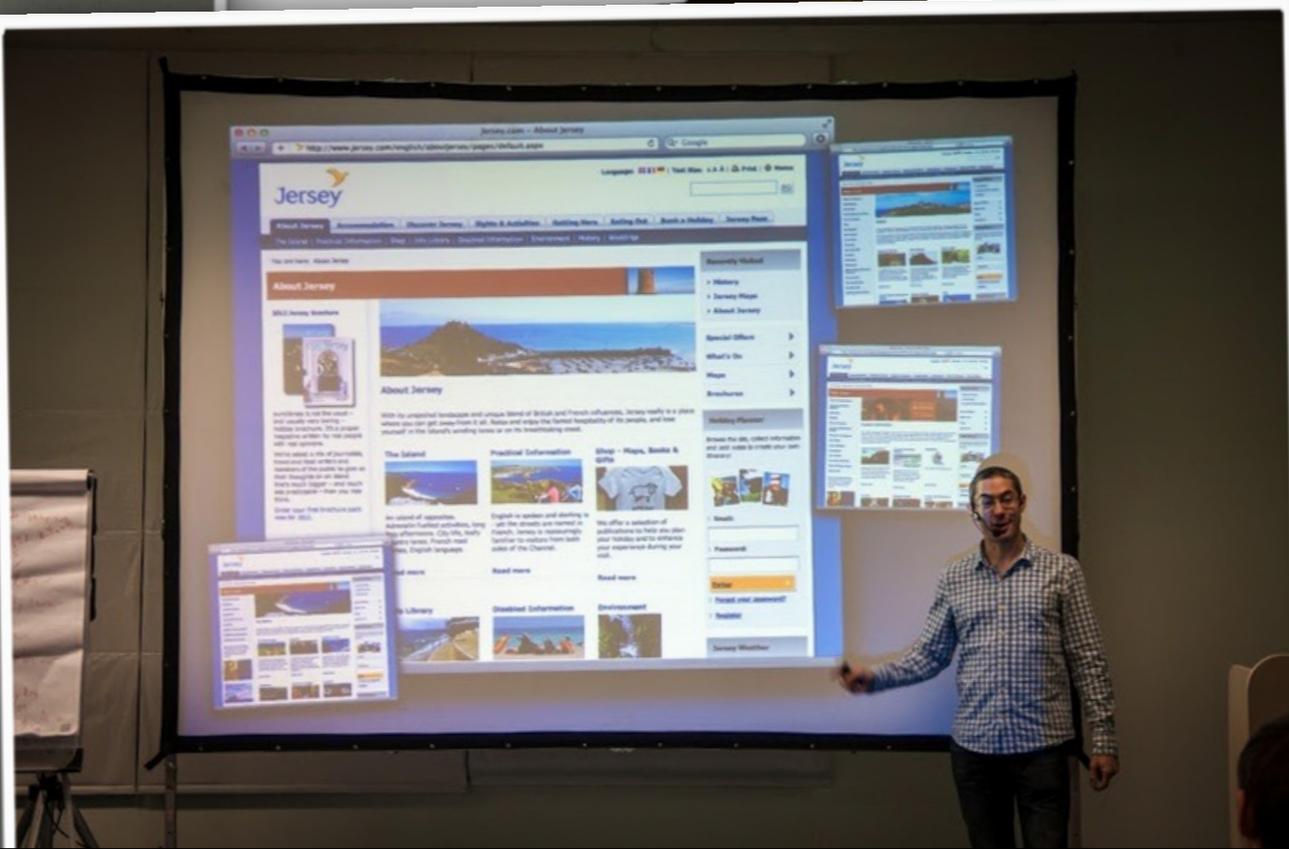


About the author

Simon lives in Jersey (the largest of the Channel Islands) and works as an independent consultant, specialising in software architecture, technical leadership and the balance with agility. Simon is an award-winning speaker on the topic of software architecture and provides consulting/training to software teams at organisations across Europe, ranging from small startups through to global blue chip companies. He is the founder of Coding the Architecture, which is a website for hands-on software architects. He still codes too.

Jersey
JERSEY FINANCE
locate

simonbrown.je and can be found on Twitter at simonbrown.



Going Global in a Digital World

1 month ago

Posted by Spike Admin



Following yesterday's IOD Jersey interview with Simon Brown, digital technology consultant, here is his full presentation on 'Going Global in a Digital World'.

Simon believes the States of Jersey are playing catch up when it comes to e-Gov and cites digital transport technologies as one area where Jersey can improve. Government should embark on fact finding missions overseas to establish what technologies already exist rather than re-invent the wheel.

Filter blog by category

- @mighty_bouch (1)
- A little different (3)
- Awards (2)
- Broadcast (1)
- Campaigns (1)
- Chocolate for the eyes (5)
- From the archive (3)
- General (23)
- Graphic Design (1)
- On Location (20)
- Press Release (11)
- Product Launches (1)
- Showreels (1)
- Thought Leadership (2)
- Web TV (7)

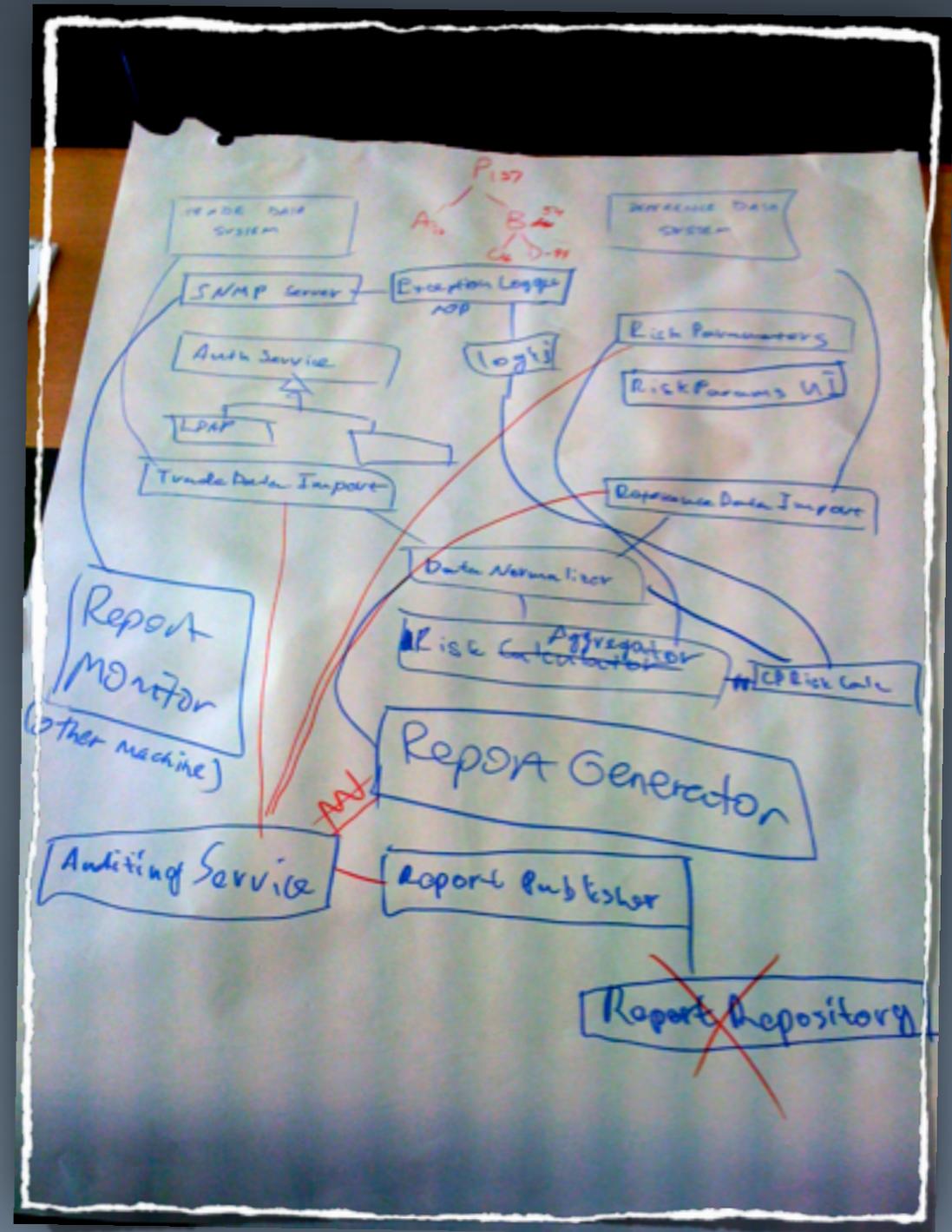
Going global in a digital world
(there are global opportunities for local knowledge workers to export stuff outside of Jersey)

Effecting
change

I want to help people
step back to see the

bigger picture

In my experience,
software teams
aren't able to
effectively
visualise the
software
architecture
of their systems



I illustrate this using

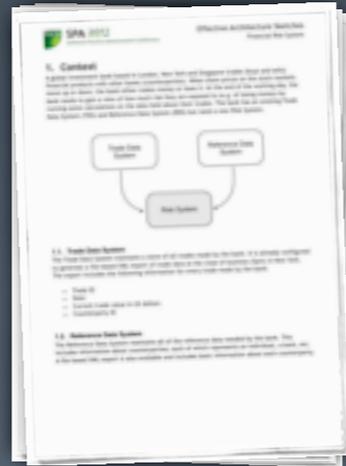
architecture

katas

Iteration 1 (~90 minutes)



Groups of 2-4

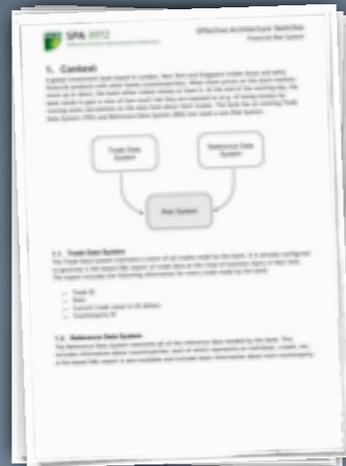


Requirements

Iteration 2 (~90 minutes)



Groups of 2-4

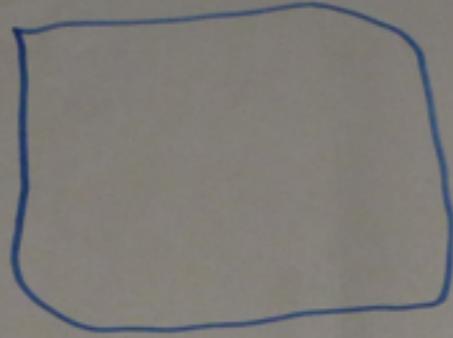


Requirements



Feedback and guidance

ASP
NET



LOGGING
SERVICE

PARAMETER
MANAGER

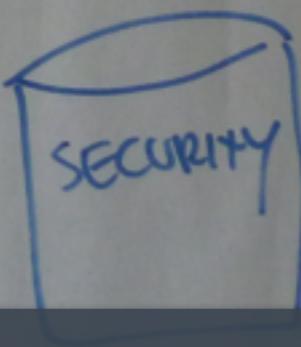
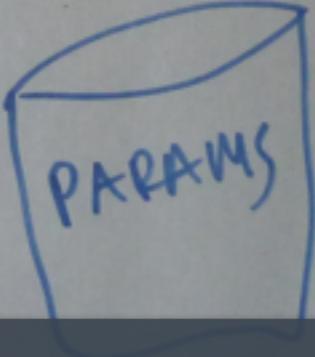
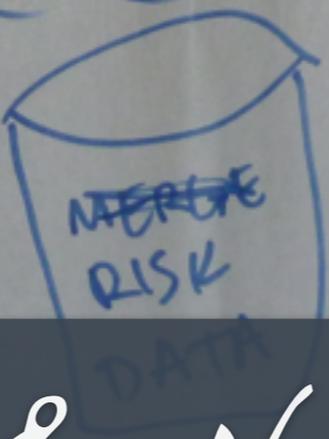
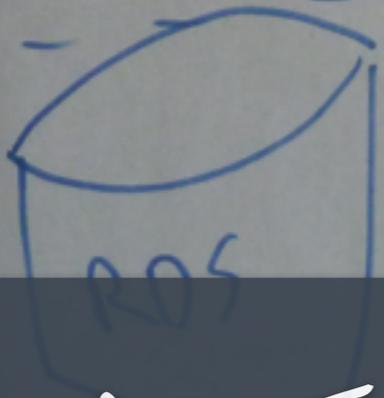
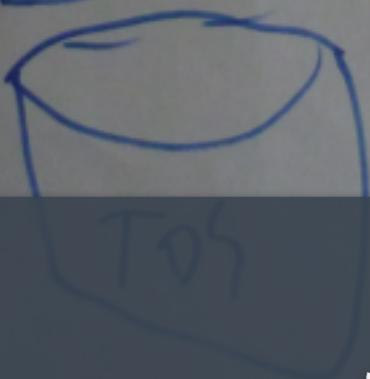
RISK
CALCULATION

REPORT
GENERATOR

DATA
IMPORT

AUDITING

VALIDATION



Boxes & No Lines

FUNCTIONAL VIEW

File Retriever

Scheduler

Auditing

Reference Archiver

Risk Assessment Processor

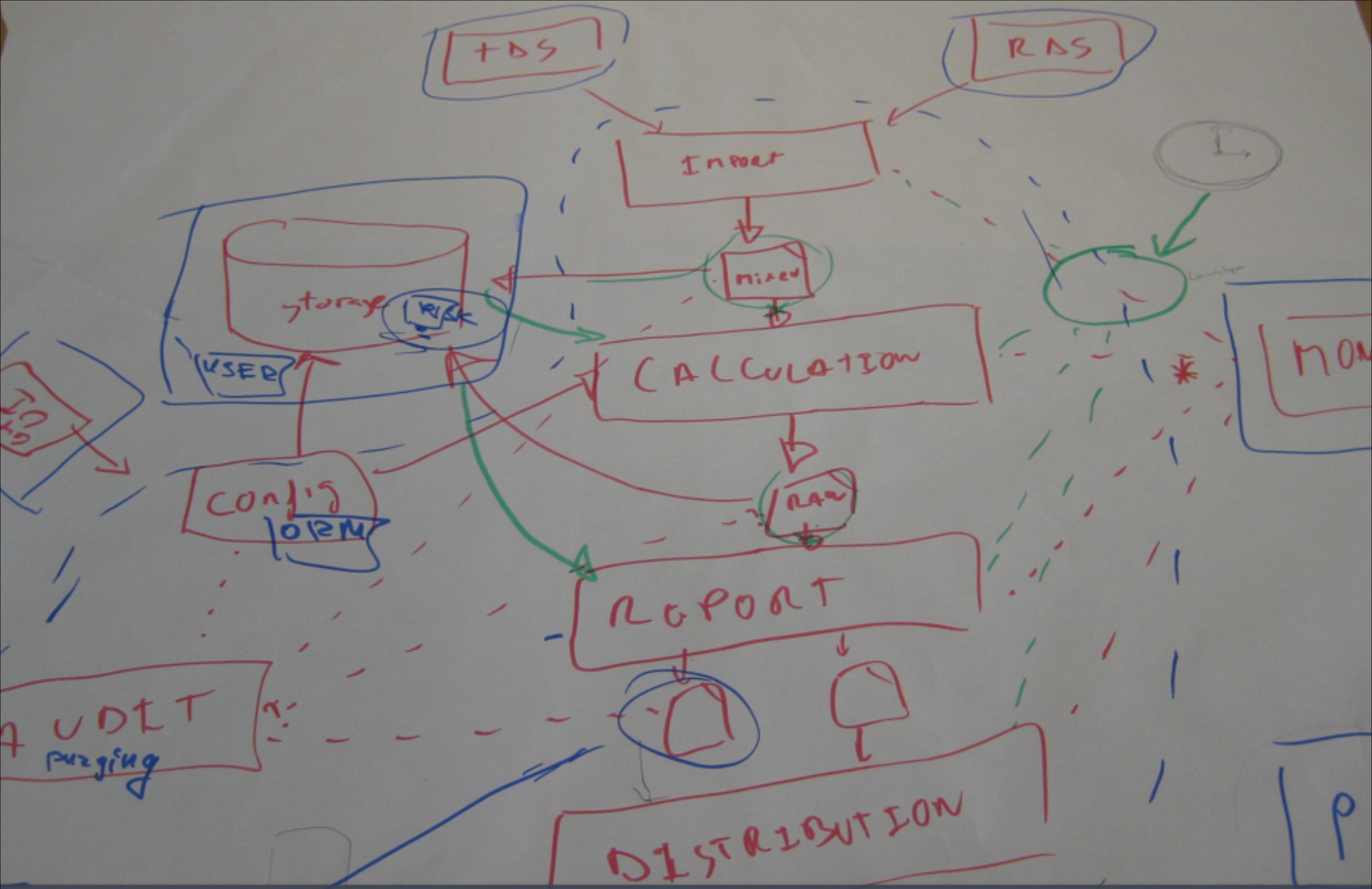
Risk Parameter Configuration

Trade Archiver

Report Generator

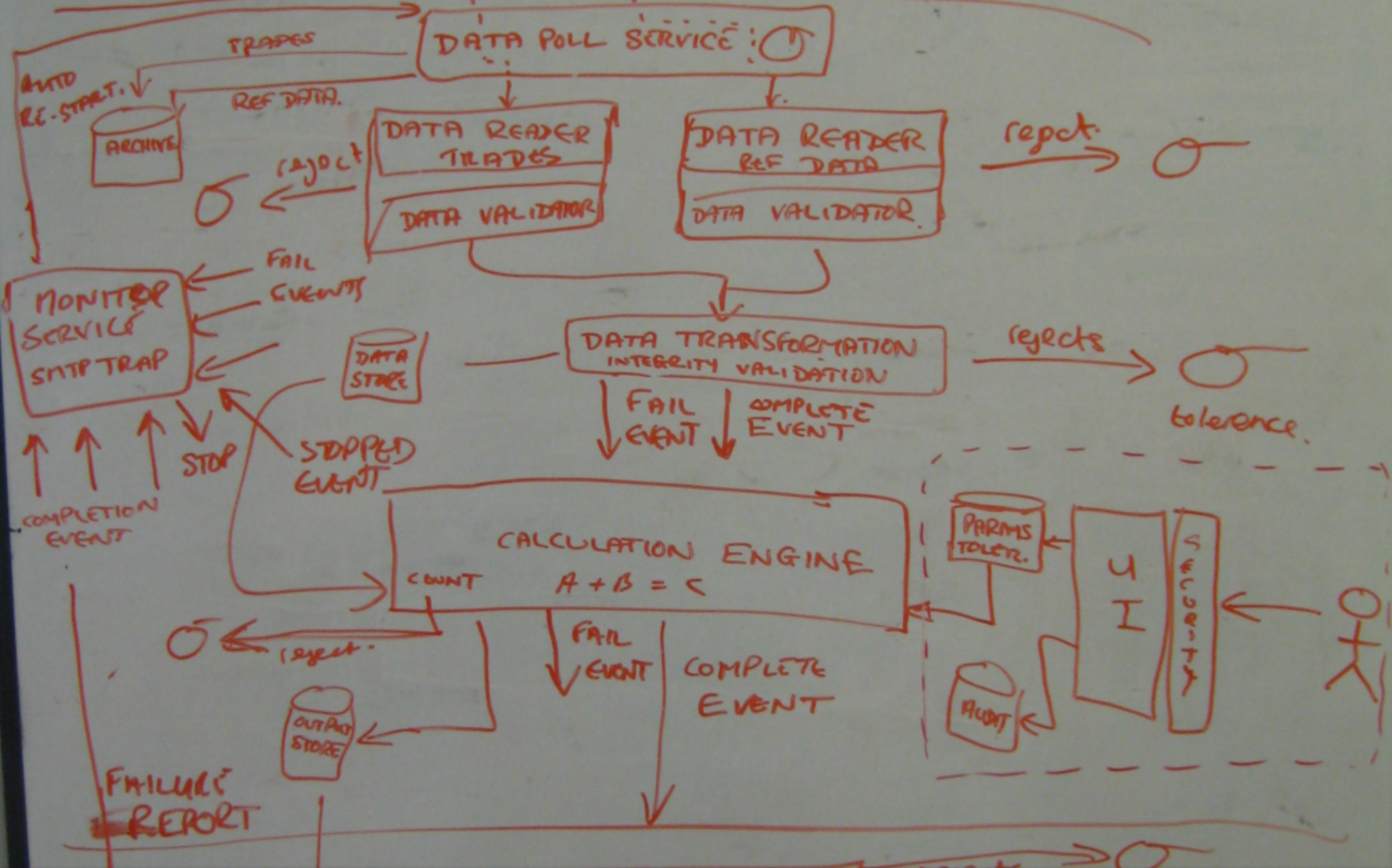
Report Distributor

The Functional View

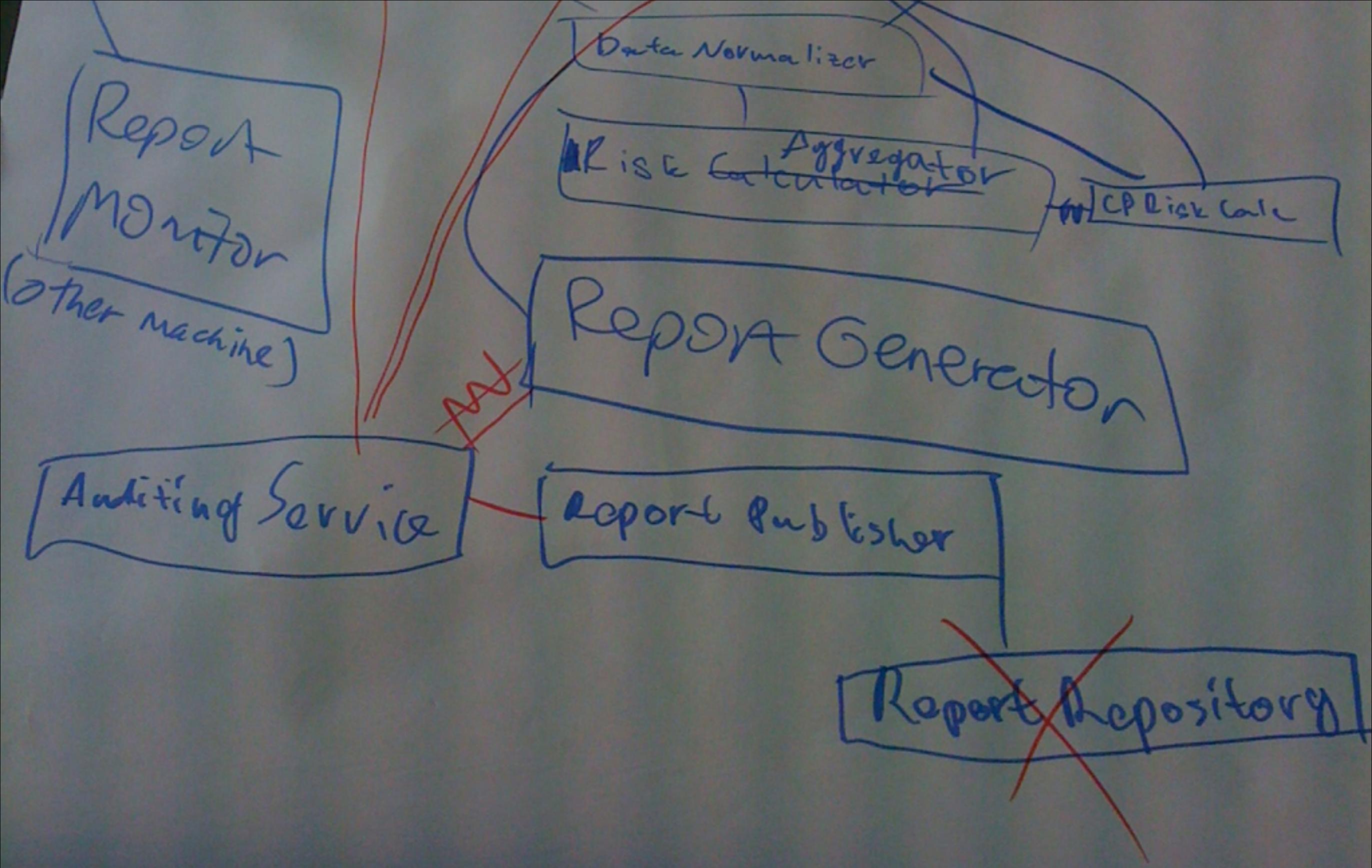


The Airline Route Map

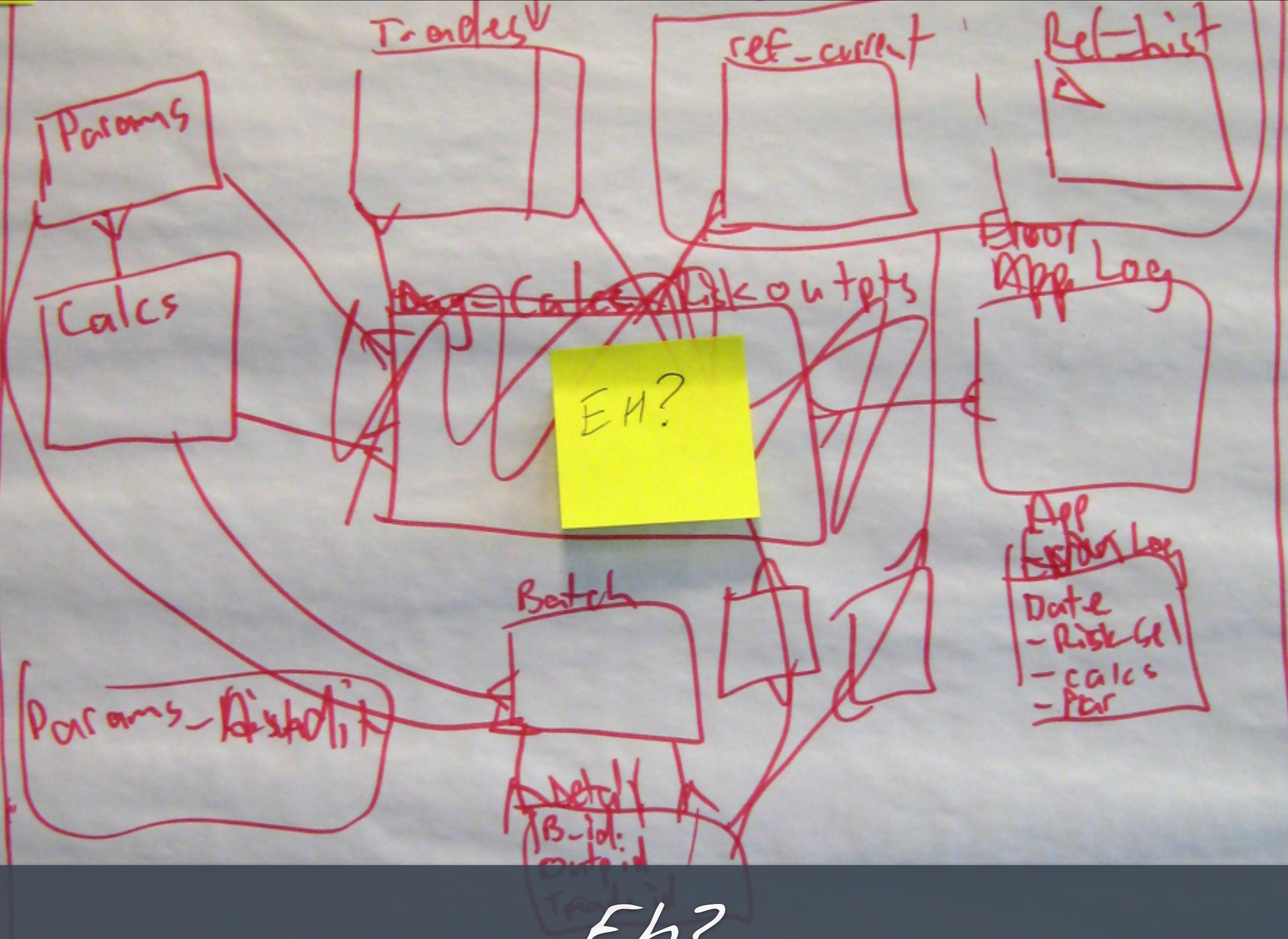
PHYSICAL SECURITY



Choose your own adventure



Should have used a



EH?

Challenging?

Level of detail

↳ where to stop

Who is the audience - different backgrounds

Implementation

- easy to get bogged down in detail

Type of diagrams

Notation

Documenting assumptions

⑦ Challenging

Needed to ask questions / make assumptions

Temptation to focus on detail

↳ when do we stop?

How much detail?

Talked about more than the diagrams

What notation? - boxes
- arrows

⑩ Challenging?

Verifying our own assumptions

Expressing the solution

- communicating it in a clear way

- use of notation

- easy to mix levels of abstraction

- how much detail?

What's been challenging about the exercise?

Setting up to

fail?

Seeing is believing

*“only physical or concrete
evidence is convincing”*

*How do we get
software developers
to document the
software they build?*



Seeing is believing

*“only physical or concrete
evidence is convincing”*

Changing Jersey



OUR PURPOSE

The role of Digital Jersey is to develop and promote Jersey as a location of choice for digital business, with the objective of diversifying the local economy and generating jobs.

Working alongside government and industry, we coordinate activities that will improve the environment for digital business in Jersey, including skills development, technical innovation and research, while leveraging Jersey's existing advantages including; its competitive tax base, excellent legal system, good infrastructure, strong public finances, high quality workforce and world-class finance sector.

We also help existing Jersey-based digital companies and start-ups to flourish whilst also seeking to attract new technology businesses to the Island.

If you are a company providing technology-based products and services considering Jersey as a location to develop your business, we can help you to assess the benefits and use our on-island connections to make this process easier.

For companies already based in Jersey, we provide a community forum, promotional support, research, guidance and a channel that enables you to contribute directly to the development of digital strategy.



TO SUPPORT SUSTAINABLE ECONOMIC GROWTH IN JERSEY'S DIGITAL INDUSTRY

as measured by sector contribution to GVA, job creation and the number and 'health' of digital businesses.



TO ENABLE A CONNECTED, DIGITAL SOCIETY AND ENHANCED QUALITY OF LIFE IN JERSEY

as measured by an increased provision of online services by government, changes in the education curriculum, improved skills and awareness in the general population, and the development of essential 'digital' infrastructure.



TO ESTABLISH JERSEY AS AN INTERNATIONALLY WELL-REGARDED 'DIGITAL CENTRE'

as measured by ranking in the key indices, recognition in target media and online statistics, the results of industry surveys, and sector-specific inward investment.

This won't happen by itself (but there are opportunities for us all to help)



Jersey is playing
catch-up

Jersey is a
digital consumer
rather than a digital
producer



October 18, 2013 5:00 am

Sand Street payment system could be used in all car parks

THE parking system used in Sand Street car park is likely to be introduced to the other multi-storey car parks next year.



The new system of paying was introduced at Sand Street car park last October

Queues?!

Home » News

NEWS



Pagamento móvel de estacionamento

agora é mais **simples** estacionar



Coimbra: parking payment via mobile Mobile Parking Payment

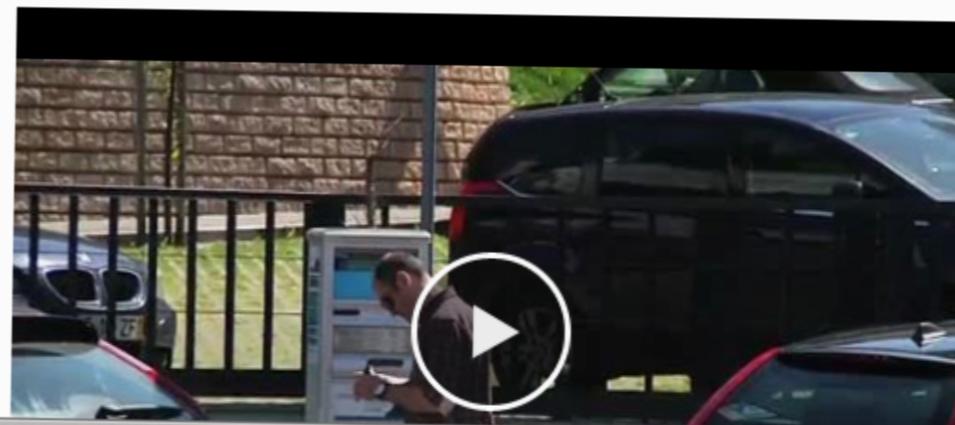
In Coimbra, the lack of coins is no longer an excuse not to pay for parking spaces. PT's service, which allows paying through a mobile device, is now available in several places. Drivers who wish to leave their vehicle in one of the parks run by SMTUC (Coimbra's Urban Transportation Town Services) can now enjoy a mobile payment system that spares the use of coins.

Payment can be done by SMS, by Android or iOS apps, or through the [Mobile Parking Payment](#) Portal, also available in a [Mobile version](#). In any case, the driver can choose to pay through debit from his bank account or to use a virtual wallet.

The solution, developed by Portugal Telecom, is available in Portuguese, English and Spanish, allowing payments per period of time; according to a scheduled time determined by the user; payments per predetermined value; and payments for an indefinite period of time.

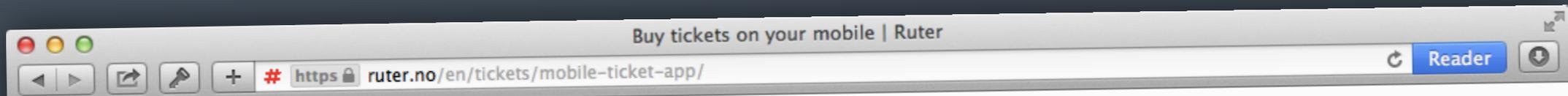


Watch the news story:



No queues!

RuterBillett



Ruter#

Norsk

Travel planner ▾

Traffic status ▾

Tickets ▾

Services ▾

MyPage

Search in Ruter



Hjem > Tickets > Mobile ticket app

Tickets and fares

Pay-as-you-go credit

Travelcard

Mobile ticket app

Subscription

Discounts

Sales and service

Refund

Zones and zone map

Ticket inspections

Buy tickets on your mobile



The mobile ticket app, RuterBillett, on iPhone.

The RuterBillett app is easy to use and means you can buy your tickets when you need them. It has been selected as "Best Mobile App of the Year" for 2013, and so far has been downloaded by more than 550,000 people.

Download and get started

You can download the *RuterBillett* app here: [App Store](#), [Google Play](#) and [Windows Phone Store](#). Open the app and go to «Profile». Enter your bank card number and a password.

Buying your ticket

You can buy a [single ticket](#), a [24-hour ticket](#), a [7-day ticket](#), [30-day ticket](#) or a [supplementary ticket for extra zones](#). The tickets are valid for journeys with Ruter and NSB in Oslo and Akershus.

Select a single or a period ticket. Enter your point of departure and destination, or the number of zones you want to travel through. Select the number of single tickets or the period ticket you want. Press «Next» and choose

UrbanFlow

UrbanFlow

www.urbanflowapp.com

UrbanFlow

Marca os transportes públicos connosco para criarmos melhores horários

Submissão Web

APLICAÇÃO ANDROID NO Google play

Operadoras suportadas:

- Coimbra: SMTUC
- Porto: Metro, Resende e STCP

improvecimbra.org

15 e 16 de Março Casa das Artes da Fundação Bissaya Barreto (na Avenida Sá da Bandeira n°83)

Inscrições

Inicio Sobre Nós Projectos Edições Junta-te a nós! Media

Improve Coimbra

Um fim de semana para melhorar Coimbra

Sobre Nós

Todos os meses, em Coimbra, um grupo de pessoas junta-se para resolver problemas da cidade. Desde sites a aplicações móveis, iniciativas de hortas comunitárias a rotas para andar de bicicleta, os projectos nascem e são desenvolvidos por todos aqueles que têm vontade de fazer Coimbra um lugar melhor!

Ler mais

Projectos

Welcome to Rrradar: an event search tool!

ACTAS DA CÂMARA MUNICIPAL DE COIMBRA

2013	1	2	3	4	5	6	7	8	9	10	11	12
22	6	17	8	20	6							

Sobre o projecto

Todos sabemos que a experiência de apanhar um transporte público pode ser melhorada. Com a ajuda de todos, vamos poder calcular os horários reais por

Instala a aplicação no teu telemóvel. Depois, sempre que um autocarro marca o seu ponto de paragem

Culture and community

(Tech Tribes meetup this evening,
17:00 onwards at the Ha'penny Bridge)

Seeing is believing
Go and get on some aeroplanes!



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[@simonbrown](https://twitter.com/simonbrown) on Twitter