



Streaming & Eventing

for Top Management

How to convince decision makers to go on an architectural transformation journey with streaming and Eventing

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& Fabrizio Lazzaretti

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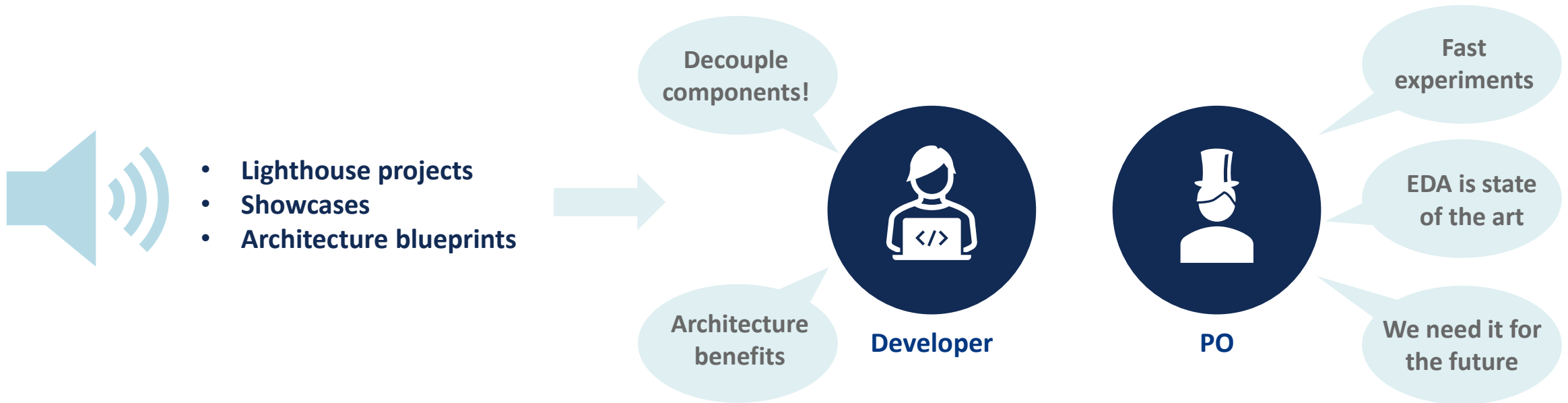
Now it works
with Eventing!

Don't see anything different
...
why was it that expensive?

Did we sell
anything
more?

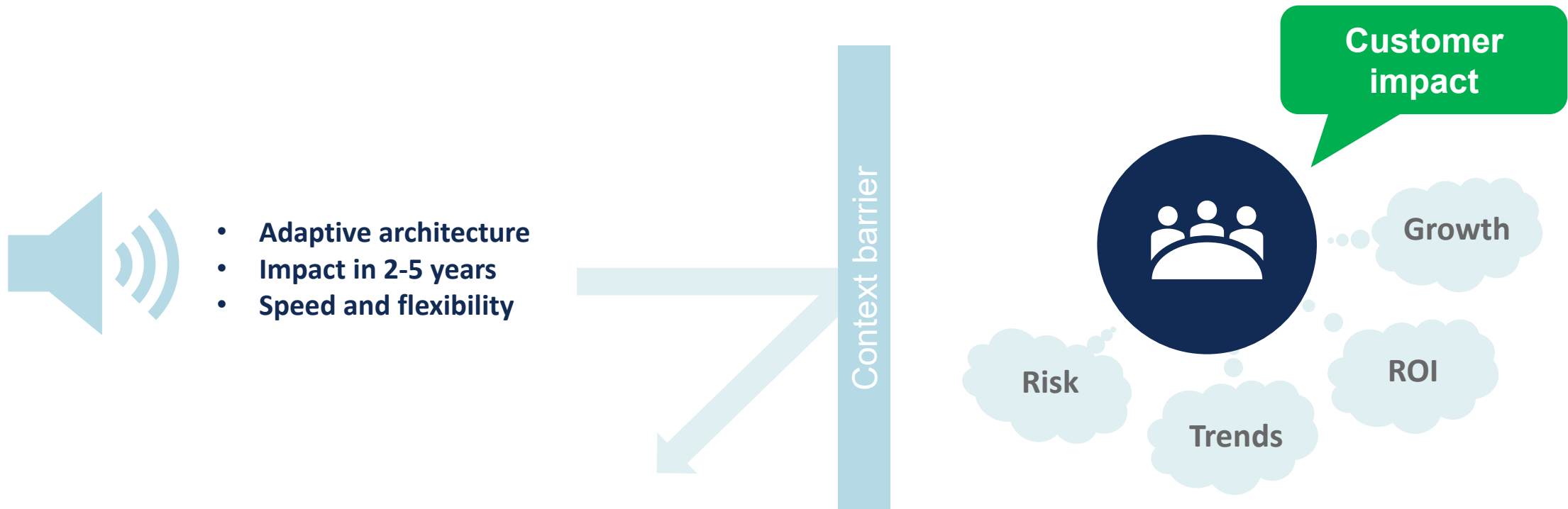


Starting in the machine room ...



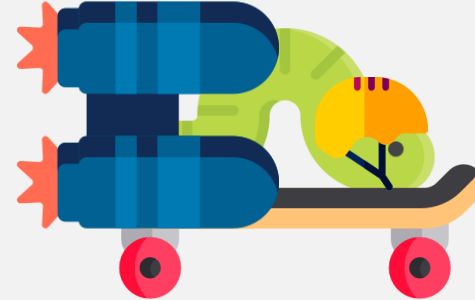
→ Well known way to sell and communicate

... moving to the c-suite is harder



→ Hard to sell because of different goals

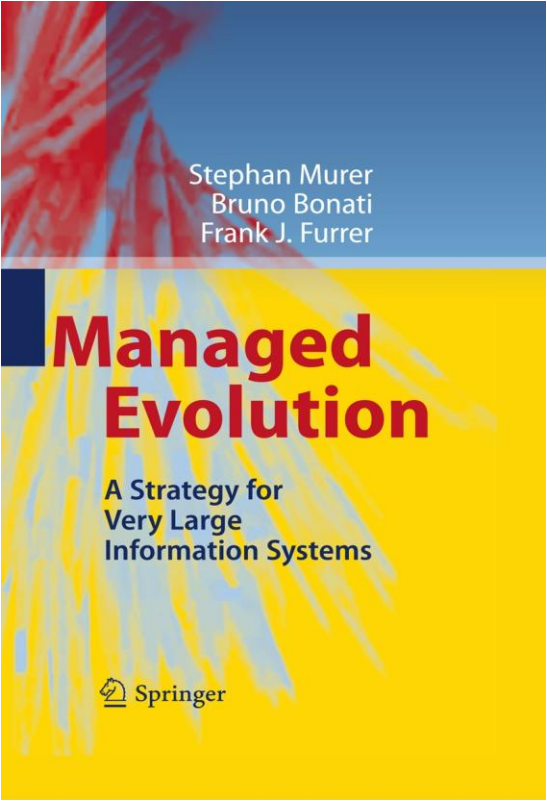
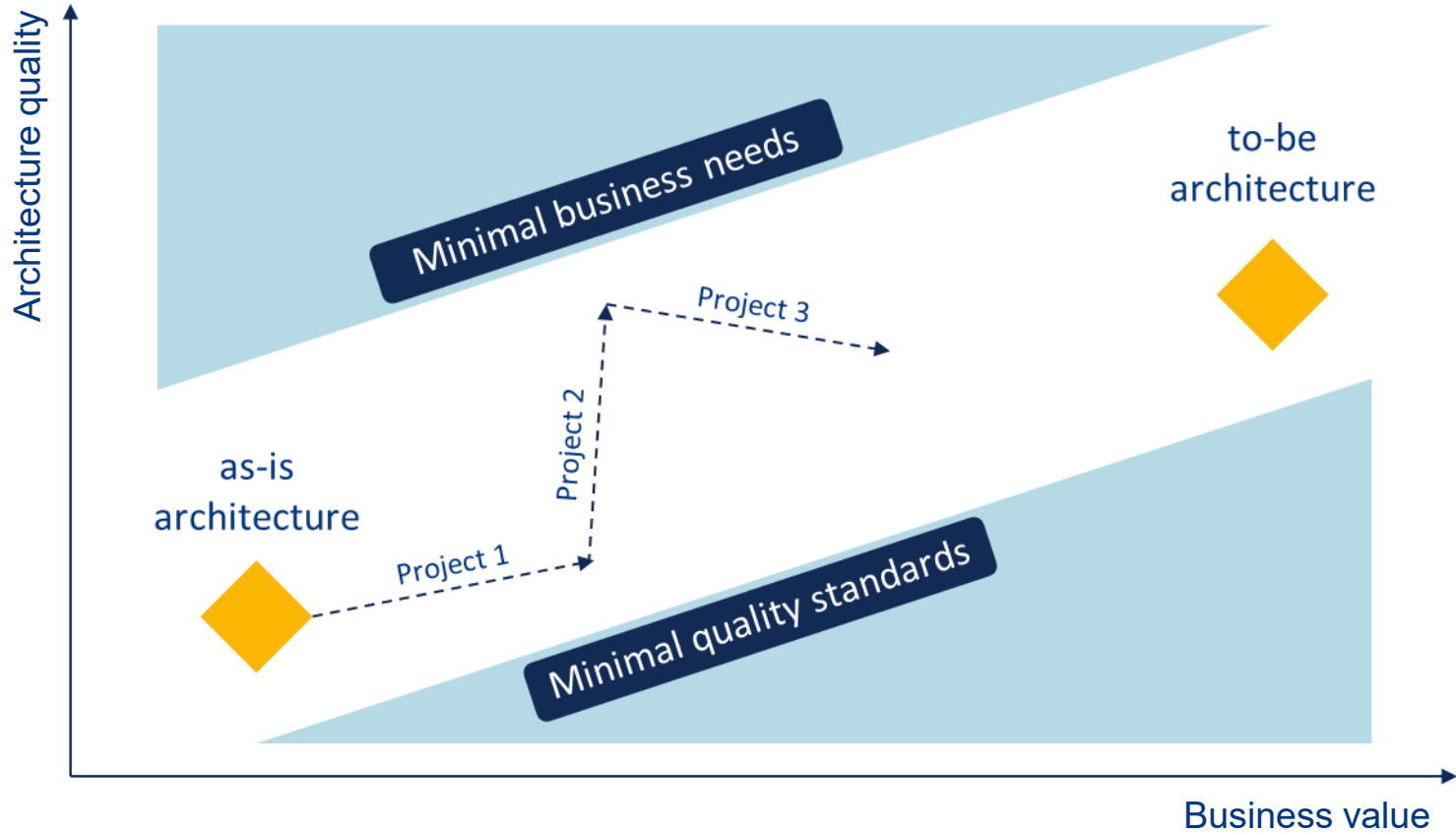
What most companies think it is:



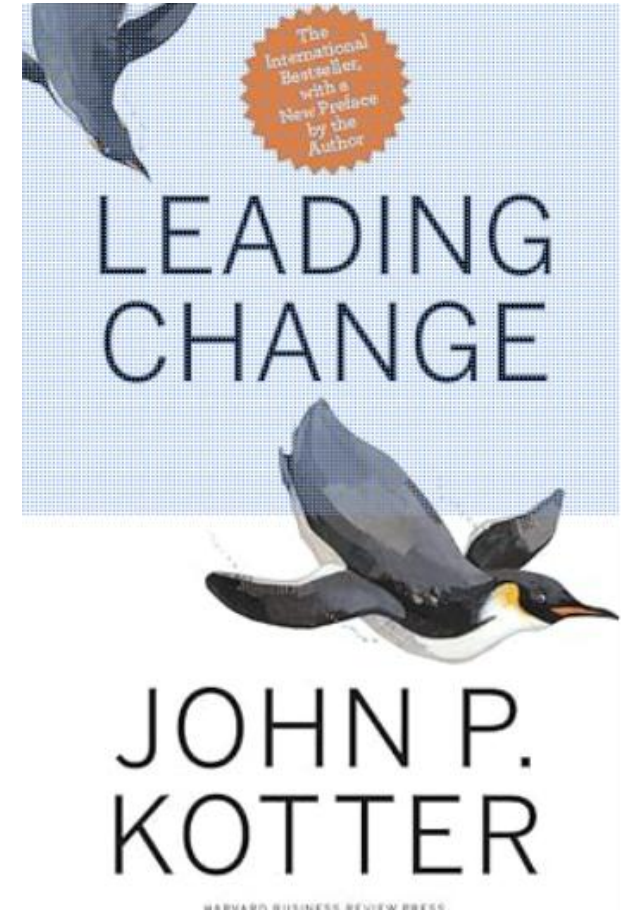
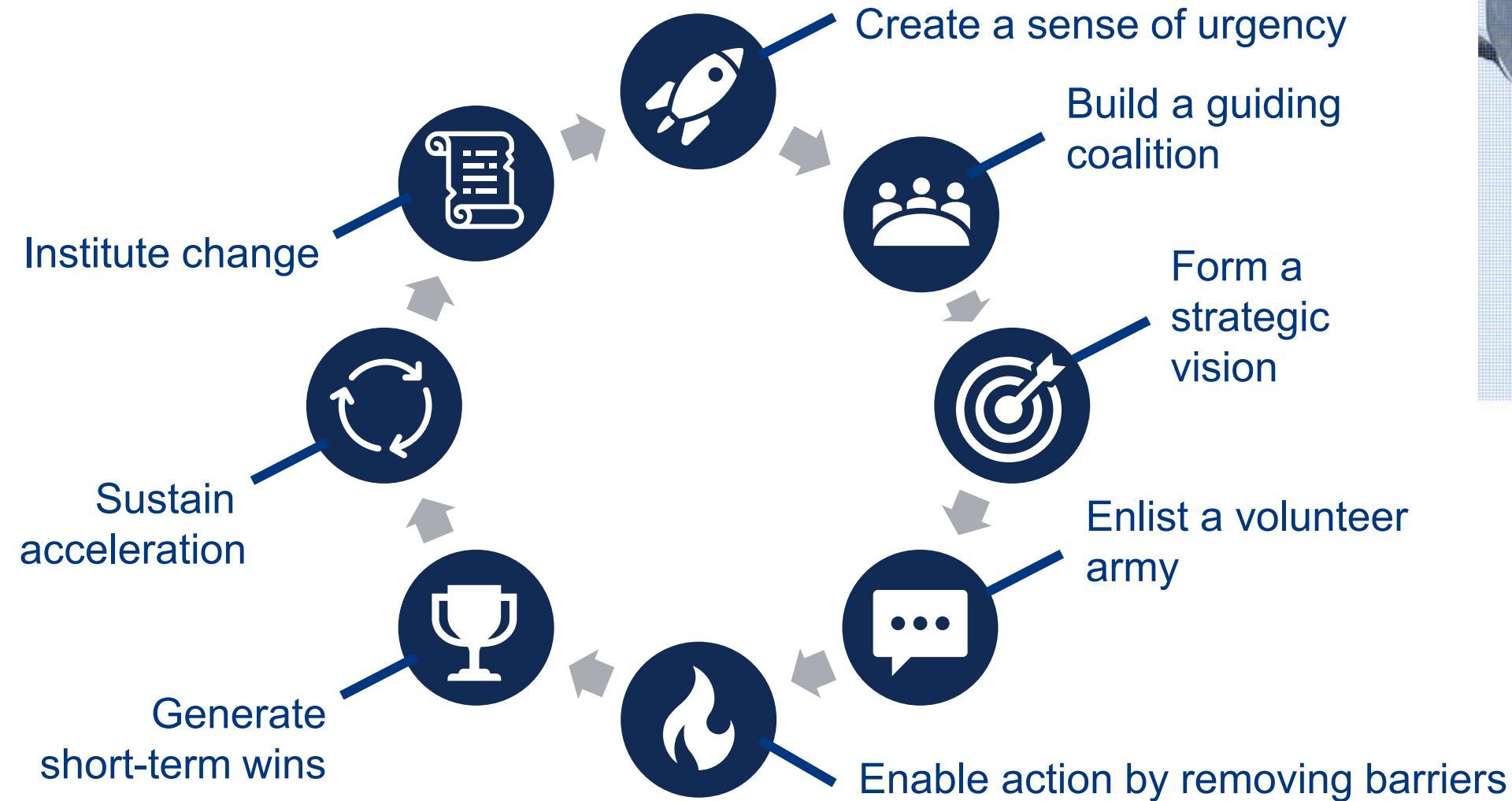
What digital transformation is really about:



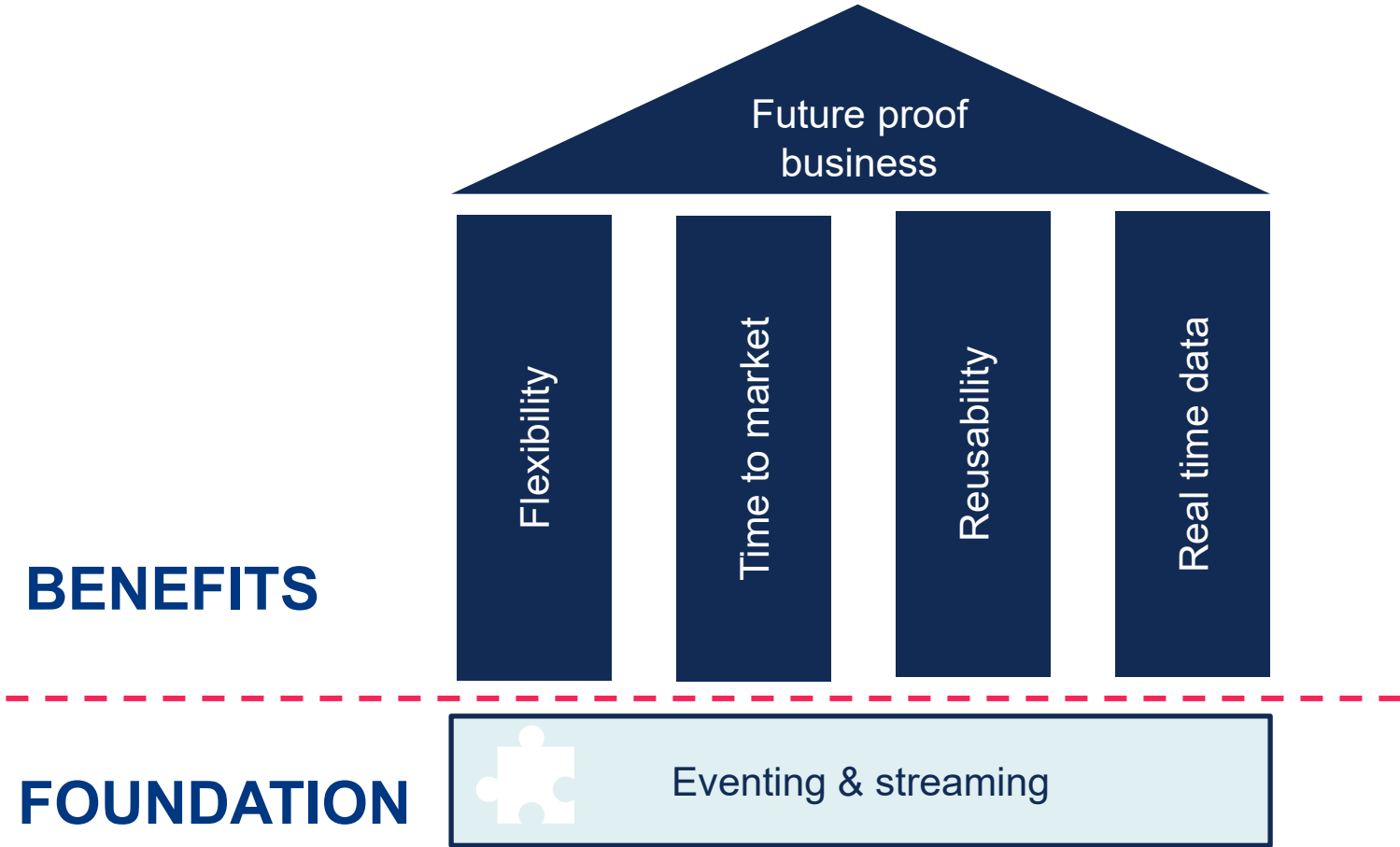
The key to success is to find a balanced approach



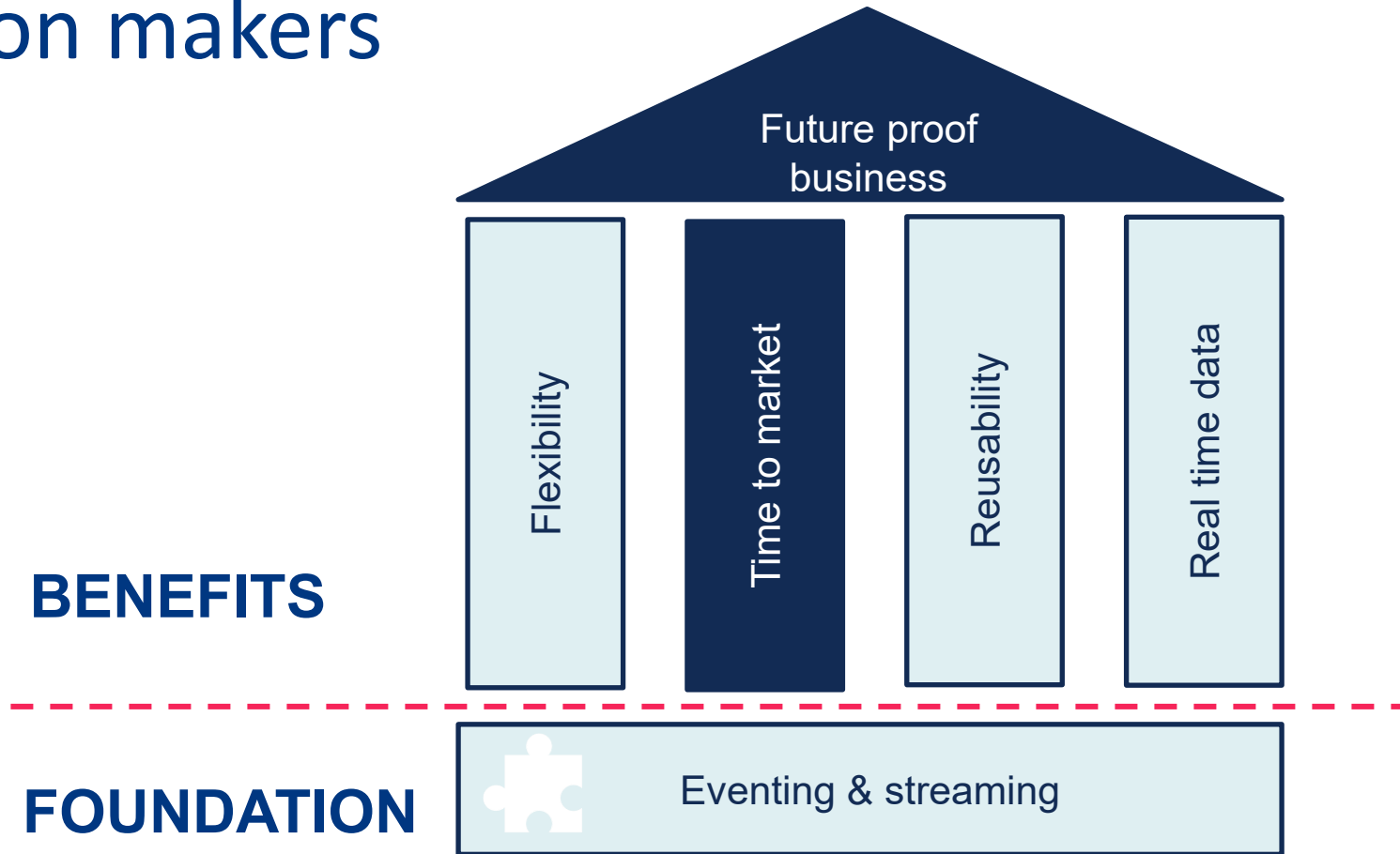
Our approach towards transformation is inspired by a noble animal



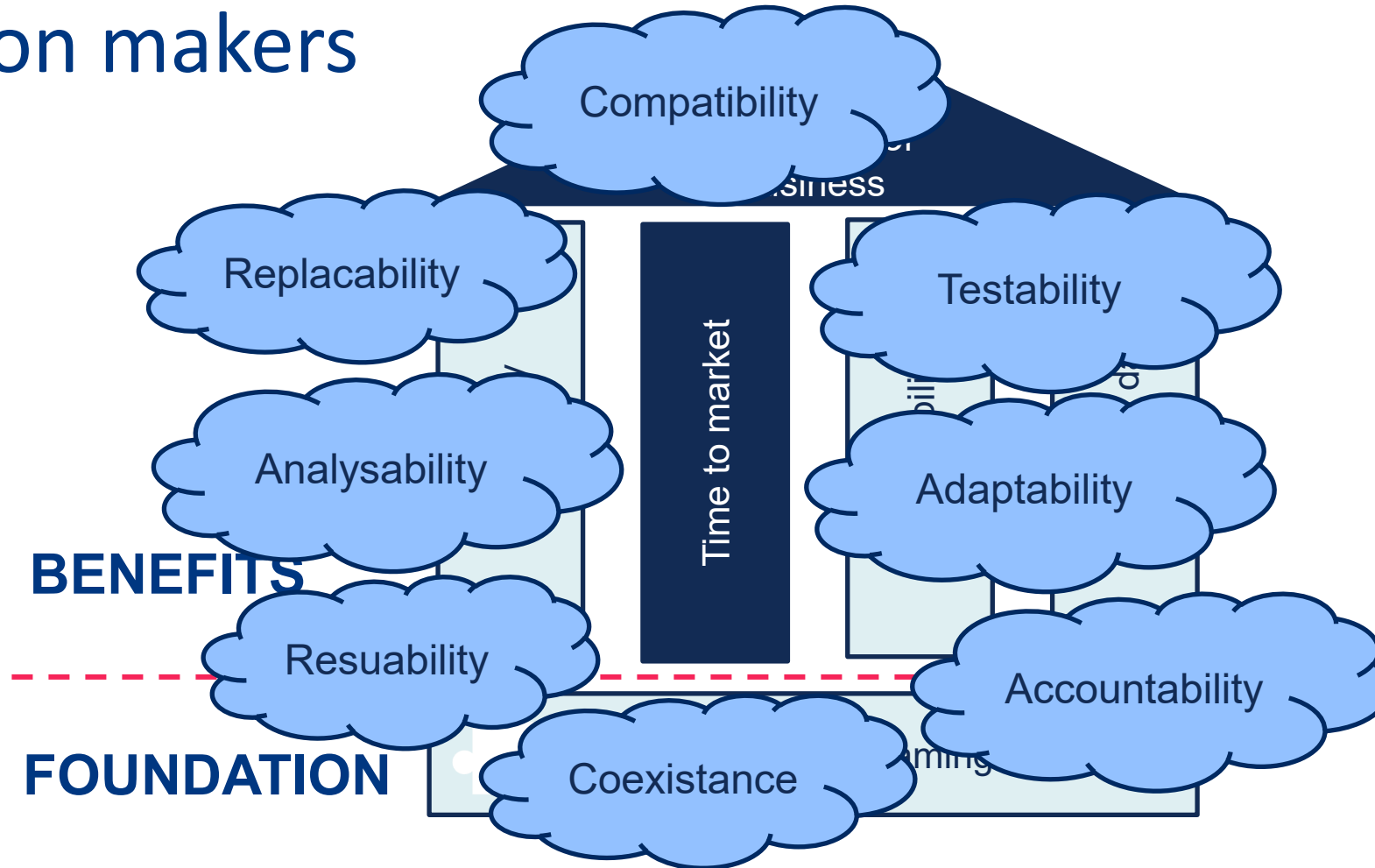
The Temple of Benefits



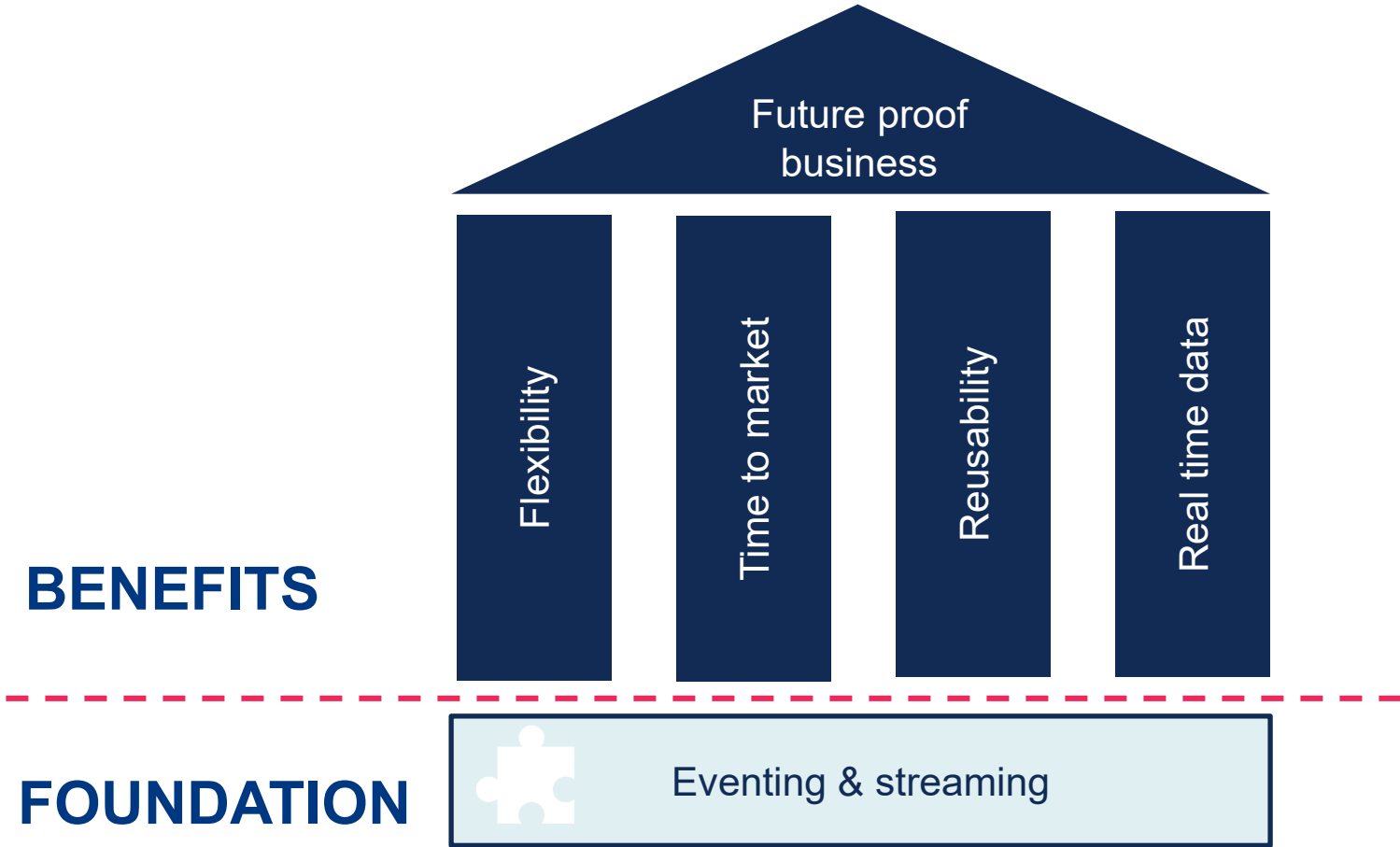
Bringing eventing & streaming into the mind of decision makers



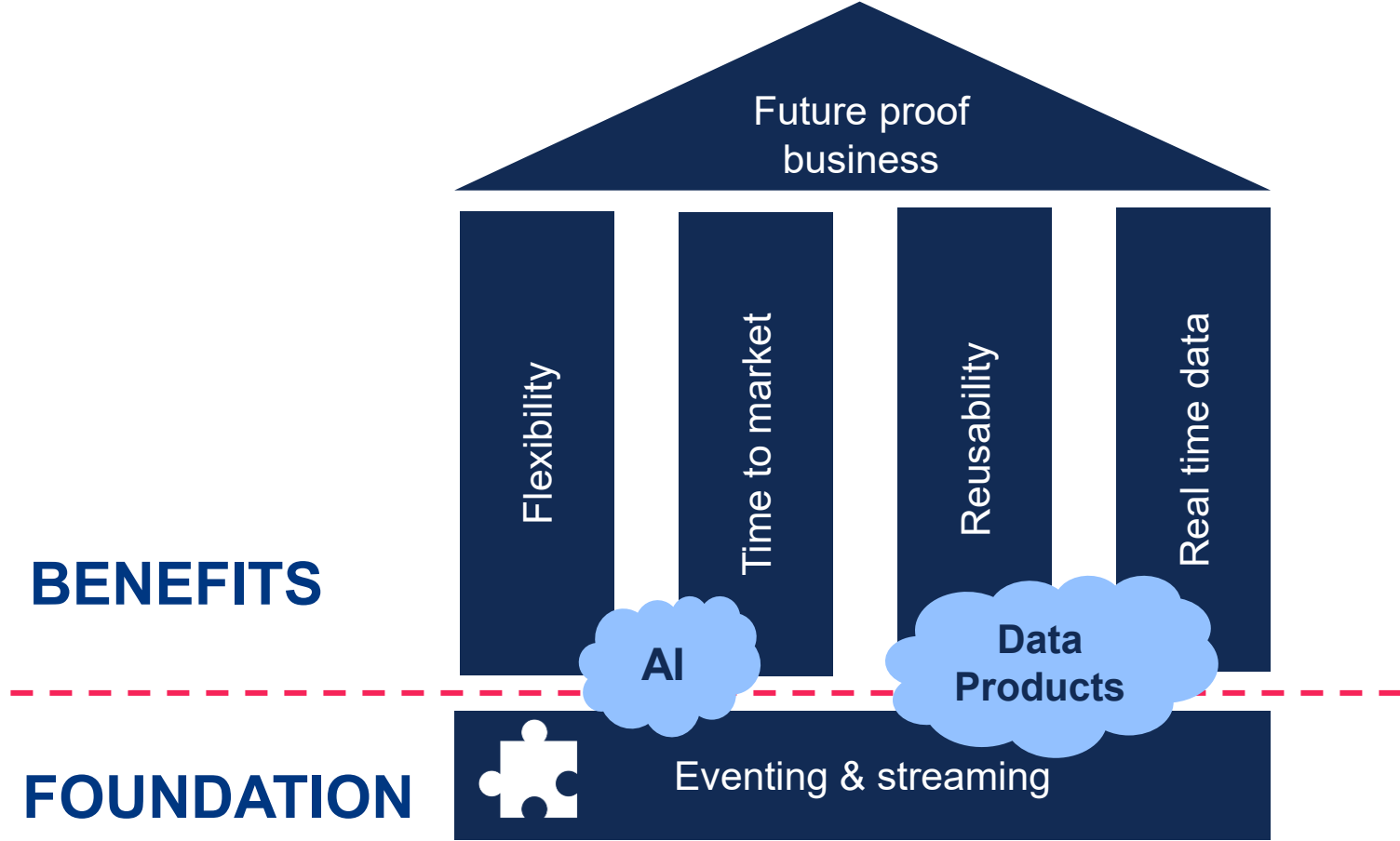
Bringing eventing & streaming into the mind of decision makers



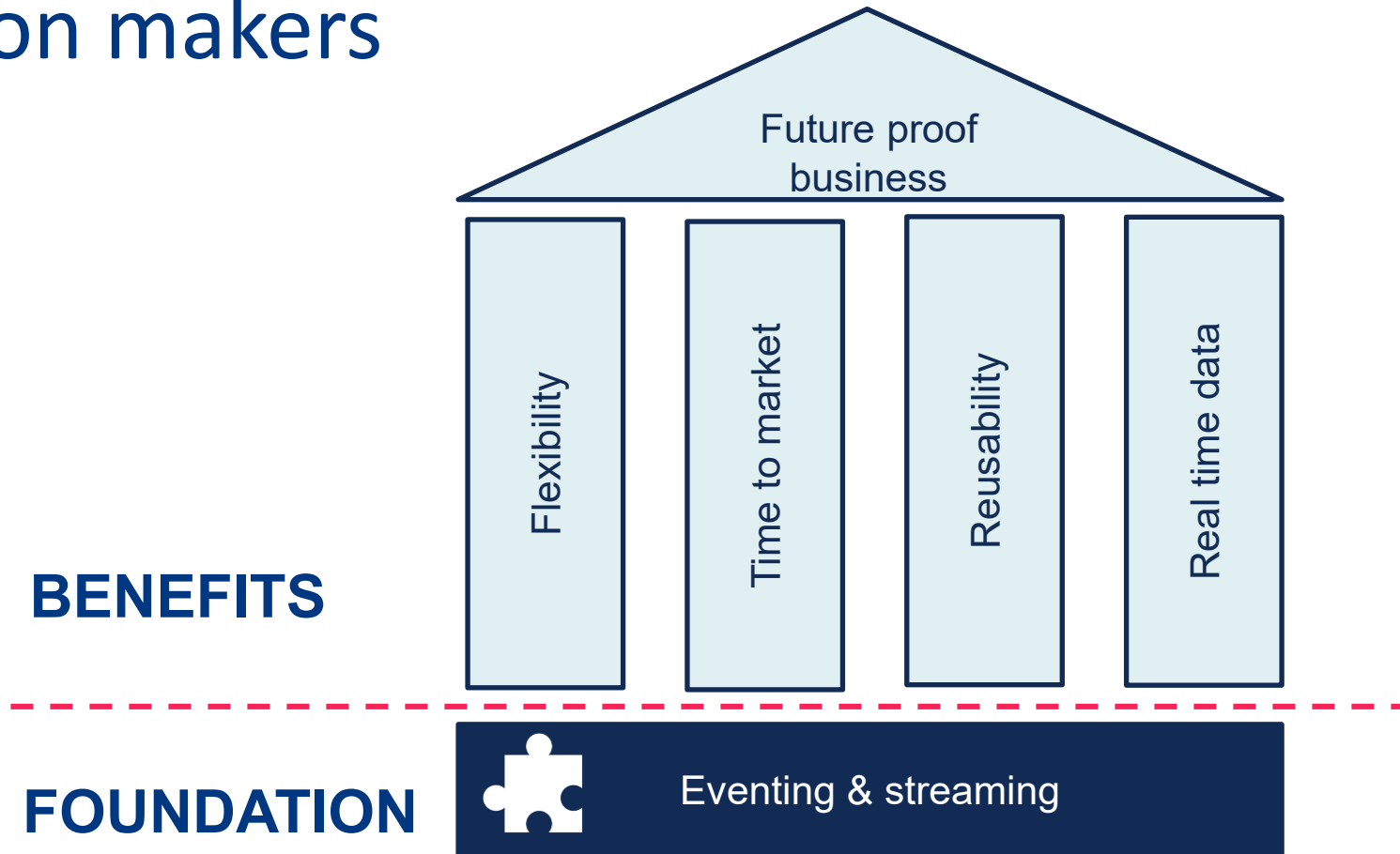
The Temple of Benefits



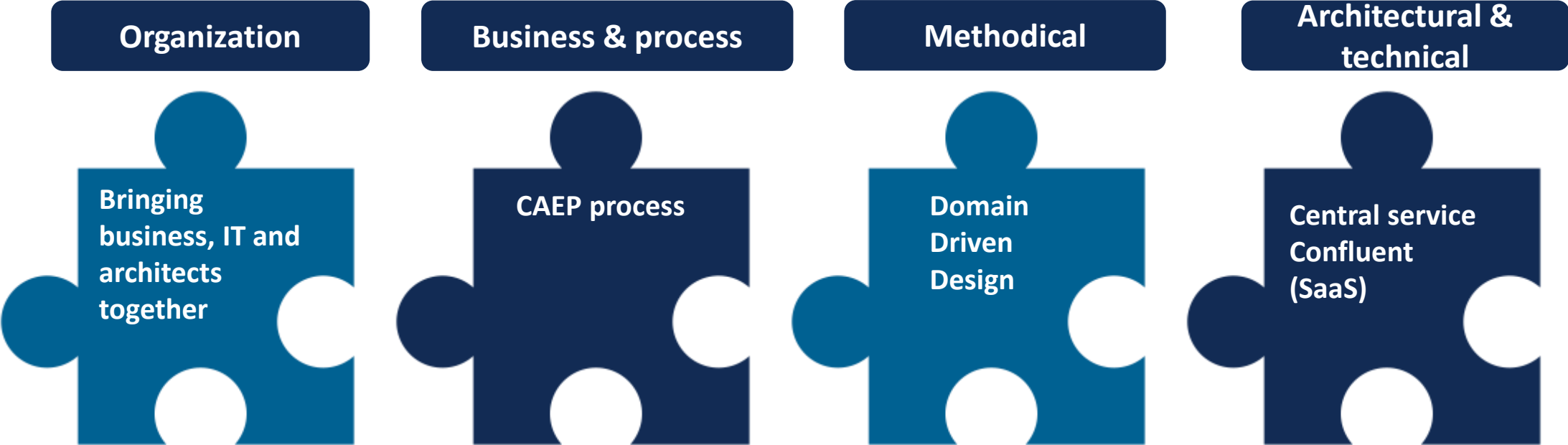
The Temple of Benefits



Bringing eventing & streaming into the mind of decision makers

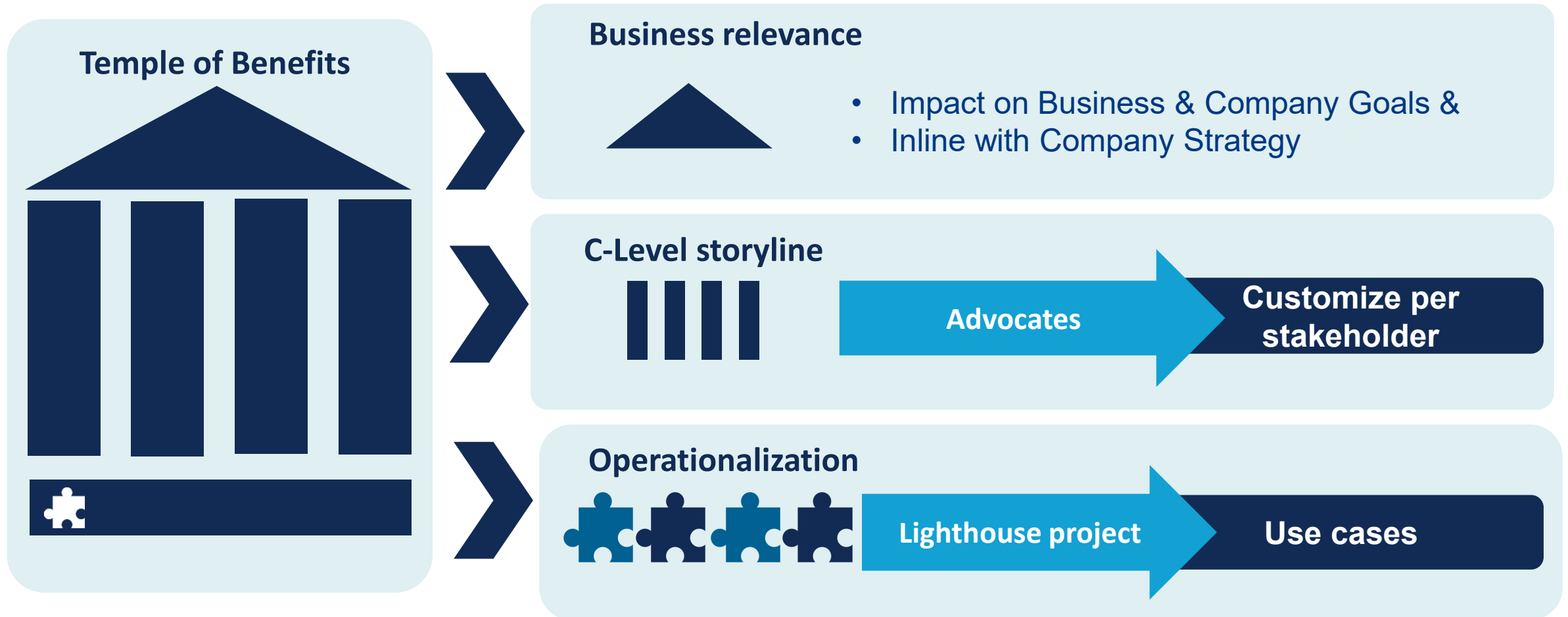


To bring this transformation into an organisation focus is key



Needs the right maturity to successfully bring everything together

... and concludes in a framework to communicate and scale



We delivered the lighthouse project cheaper & faster ... aaand with the CAEP process - it's exactly what business needs.

Ahh ... now I see it



The crew who make it happen...



**JENS
MÜLLER**

Business Owner EBS AZID
Eventing Lead within Enterprise
Architecture



**FABRIZIO
LAZZARETTI**

Senior Eventing & Cloud
Architect



**PATRICK
MÜLLER**

Senior Eventing Architect
DDD Coach

Now let's talk about change

Who knows these problem? IT vs business?

Which challenges do you see in your organization that would make this approach hard?

Which pillars would you set in the temple of benefit to communicate the sense of urgency?

