

# Digital Architecture Design Day 2024

A world of ecosystems: Digital dice or digital design?

On 3 October 2024, the Digital Architects NetWork will again organise the annual Digital Architecture Design Day congress ([DADD 2024](#)). It is a conference for and by professionals, which is why we are asking you as professionals to help build a great programme.

We are looking for proposals for presentations, workshops, short training sessions and other creative contributions to make it a professionally interesting day. If you do not wish to contribute yourself but know of a good candidate speaker, we would also like to get in touch with you. The closing date for submissions is **May 15<sup>th</sup>, 2024**. We will respond to your submission within six weeks at the latest. Submit your proposal via the call-for-speakers platform <https://sessionize.com/dadd2024>

## Theme and Programme

The rapid growth of the digital economy, with a constant increase in providers and consumers, and the ongoing formation of digital ecosystems across all sectors is a given. Modern organisations are increasingly adopting a 'digital-first' approach, cleverly using digital infrastructures to integrate with partners and adjacent markets. They create a competitive advantage by making smart use of digital ecosystems, from which they 'hire' skills and capabilities. These organisations realise that business opportunities often arise at the edge of their operations and exploit operational data as a valuable asset for real-time decision-making. This drives innovation and transformation from the outside in, while IT, with all its limitations, often transforms from the inside out. This brings opportunities but also challenges. Ecosystems are complex, can be fragile, and not obviously sustainable. Do ecosystems allow themselves to be designed, or is the human dimension always under pressure as we risk losing control of ecosystems?

DADD 2024's programme is about digital ecosystems. Given the current technological evolution, the architecture of digital ecosystems is more topical than ever. As we strive to create interconnected, robust, and sustainable digital landscapes, the need for innovative and insightful contributions by architects of the digital world has never been greater. So DADD 2024's quest is about the challenges and opportunities in creating digital ecosystems.

Using the questions below, we will help you get started in shaping a contribution:

### How to manage the complexity of digital ecosystems?

Digital ecosystems are intricate networks of connected organisations, consumers and devices that communicate and exchange value through digital platforms. They interact with business platforms in a symbiotic relationship. Platforms provide tools, and organisations generate value, driving innovation and growth.

How do you ensure that a platform is appropriate for an organisation? How do you secure a shared focus on increasing the value of all parties in the ecosystem? How do you tackle multi-partner innovation? How do you see your role as a digital architect?

### How do we secure the *human touch* in digital ecosystems ?

Digital architectures should focus on the customer journey (customer journey), ensuring that the (business) services offered have clear benefits for the customer. But developments in ethics, identity and access management as well as privacy, as defined in the AI ACT with associated risk classifications, should also be considered when shaping the architecture.

How do you incorporate a customer's experience into the digital architecture of an ecosystem? How do you ensure that the architecture matches the tasks, gains, and pains of that customer? How do you deal with ethical dilemmas and security considerations? Which design decision do you explicitly include in these developments?

### How do we build sustainable digital ecosystems?

With the entry of Large Language Models such as ChatGPT, the debate starts to flare up whether the energy required for this outweighs the benefits. Another example with a sustainability aspect is that every year, the total amount of electrical and electronic equipment used by the world grows by 2.5 million tonnes. With the battery use of phones, radios, toys, and laptops, for example, they are likely to join a growing pile of 'e-waste' when they 'run out'. But there are also many gains to be made in the responsible use of programming languages.

What architectural principles related to sustainability would you, as a digital architect, adopt in a digital ecosystem?

### How do digital ecosystems help in business operations?

In addition to all the above challenges, there are also opportunities. Technological advances, including intelligent applications, AI-Augmented Development, and Industry Cloud Platforms, have significant impact on decision-making. Supply chain optimisation is an area where digital ecosystems can add value, such as AI predicting demand and identifying bottlenecks. Micro-decisions, automated by intelligent applications, can support real-time complex decision-making.

Is this wishful thinking or do you have real-world examples that make use of the evolving technology landscape? What techniques did you use there? How did you, as a digital architect, create reciprocity between need and application? What real solutions do you see?

### Are digital ecosystems self-designing or can we architect them?

The question arises whether, as a digital architect, you can design ecosystems or is it sheer impossible? Don't ecosystems have their own 'DNA', or 'own way' of growth and development? To what extent can you influence that? What are your architectural principles, models and standards for an organisation that is part, wants to be part, of an ecosystem? Can you design an ecosystem at all? Will it be digital dice or digital design?

## Call for Contribution

If you, your colleague, or your organisation would like to contribute to DADD 2024, please come up with a proposal. We have not yet come up with fixed tracks, but there is certainly room for other topics such as modern architectural patterns and research on the value/applicability of architecture. But also, other creative work forms like a short training, workshop, or brainstorm, or jointly solving a problem. We can set up a track for this, but also sessions on the exhibition floor. For the latter, we set up a defined area with room for interaction.

Will you also take part in this special day? Register and submit your proposal via <https://sessionize.com/dadd2024>

To do so, make a short and concise proposal. A proposal that can be assessed by the Programme Committee and clearly shows what the takeaways are for the participant. Accompany your proposal with a short bio and photo. When we publish the agenda on the website, your proposal with bio will be copied automatically and literally. Proposals without bio and photo will not be accepted. Duo presentations are only accepted when client and contractor present together.

## What's in it for you?

Free conference participation to share your story and your architecture vision and approach. The more tangible and practical the better. You might be looking at someone a year later who learned from your story! That is sharing knowledge and that is working together to make the digital transition a success with architecture.