

Welcome to *mydigitalstructure Starter*, a guide to building modern enterprise apps.

Before we get in to it, let's take a step back and answer "what is an enterprise?".

For the purposes of this guide an enterprise is a business, not-for-profit or volunteer organisation (regardless of size) where a group of people come together for a common purpose.

Some typical examples, include;

- sole traders, just wanting to get on with what they love
- franchisers/franchisees
- wholesalers dealing with retailers
- large multi-national corporations trying to deal with many people located in many places doing many different things
- aid organisations, or any not-for-profit organisation managing activity

## **So what is mydigitalstructure?**

mydigitalstructure.com is a fully hosted "intelligent information repository" service that can be used as the "backbone" for your enterprise. It covers all the common things that most enterprises need to deal with:

- being found (making sales)
- engaging customers
- managing interactions with customers and suppliers
- products
- orders
- projects and tasks
- news
- financials, payroll and tax

It is the foundation that will stay with your enterprise forever - holding your core information, even as people come and go.

## LANDSCAPE

The demands of managing enterprise information have changed dramatically over the past 30 years, with more information, more sources, more uses/demands and more devices. For a lot of people trying to run their business it is overwhelming.

Clearly the way of the past hasn't been entirely successful and a new way is required, that allows enterprises to:

- focus on its people, products and purpose.
- not spend a lot of their time "getting the IT to work".
- use smart devices (especially touch) and fully hosted services.

This shift in technology use and thinking creates a much simpler enterprise.

## COMPARISON TO OTHERS

mydigitalstructure.com is not alone in this changing landscape.

To put mydigitalstructure in perspective we'll take a quick look at comparable services:

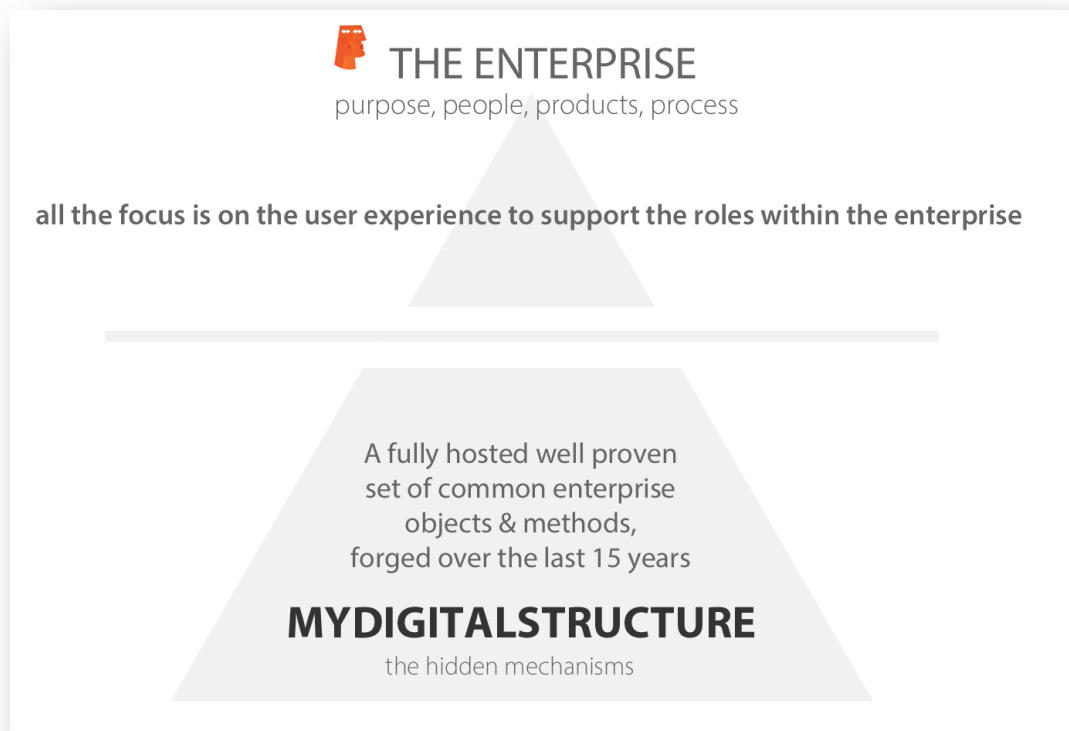
force.com	Closest "like for like". It is highly focused on CRM with add-ons. mydigitalstructure covers all the business. See <a href="http://mydigitalstructure.com/community_force">http://mydigitalstructure.com/community_force</a> .
Amazon Webservices / Azure	Raw computing and storage - a layer below mydigitalstructure.com
xero.com	A retail focused accounting package. Similar to alt-enter.com which is based on mydigitalstructure.com

## ARCHITECTURE

Creating something that is great and fit-for-purpose is all about architectural choices.

Key characteristics of a modern architecture:

- **simple** – only what you need to get your job done and nothing more
- **adaptable** - mydigitalstructure is a “brick that wants to be something” – with it’s knowledge and intelligence of enterprises – it can be used to build many different apps
- **single point of truth** - always building of the same core base of information
- **leverage** – investing in what you “see and use” at the top of the and not re-building foundations that have been built many times before.



## WAYS OF BUILDING

There are many different ways of building enterprise apps. Some are “server” focused with “dumb clients”. Others like mydigitalstructure are “client” focused, where both the client and service are intelligent. Similar to the difference between the original mobile phones (all the intelligence was in the network) and smart phones (the intelligence is shared).

mydigitalstructure is a proprietary fully hosted service in which the apps created on top of it (by others) can be built using open or proprietary methods – given the framework is non-prescriptive.

With all the focus now on the top of the pyramid, a builder of apps can use other pre-built frameworks (like using pre-built windows etc in building a house) – to make their assembly work faster.

App builders are moving from low-level programmers and becoming high-level designers and assemblers.

## GETTING STARTED

Building your first app.

Sign up is free for a developers and quick – once you have your own space, you can start building.

You can use any framework and tools that you wish to build with – as a minimum, to get going:

Web browser	eg Chrome and developer tools turn on
Text Editor	eg Sublime Text 2.0
Image Editor	Optional. eg Photoshop Express

## COMMUNITY

<http://mydigitalstructure.com/community>

<http://community.ibcom.biz>