## Synergy and Architecting

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#### **Abstract**

This presentation discusses the relation between synergy and architecting. Synergy is primarily a business proposition. Architecting facilitates synergy. Architecting ensures fitness for purpose, and balances generalization and dedication.

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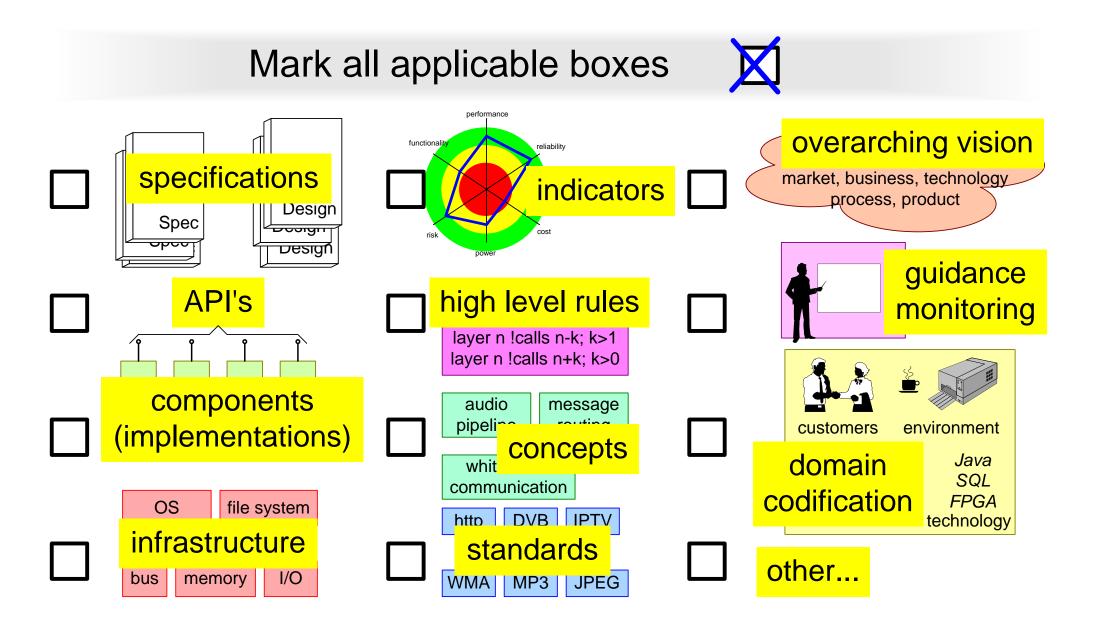
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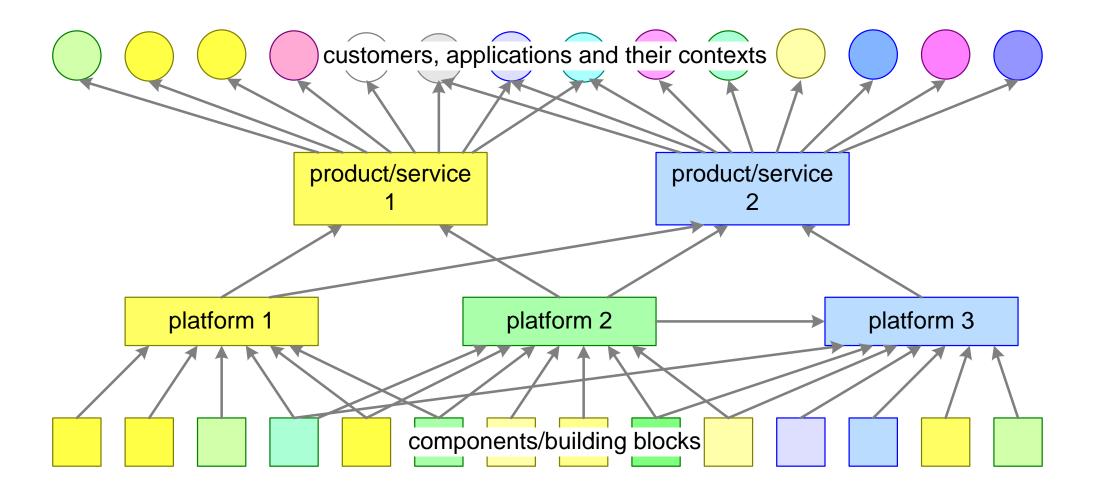
logo **TBD** 

## What is Architecture and Architecting?





# From Components to Customers

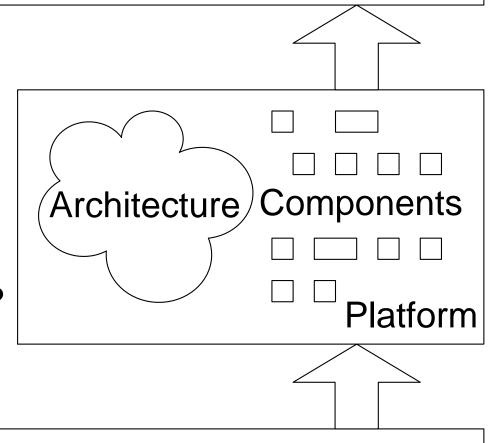




#### Platforms and Architectures Evolve

#### **Dynamic** Market

How **stable** is a platform or an architecture?



### Fast changing Technology

