

C-Suite Talk Fav Tech: Dmitry Bagrov, DataArt



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Company: DataArt

Industry: Technology consulting firm

Location: London, UK

Years' of experience: Over 20 years

What is your favourite personal gadget?

At the moment the gadgets I am most excited about are in the IoT sphere, in particular the voice activated gadgets that are transferring our homes into 'smart-homes'. Gadgets like Amazon Echo and Google Nest Home are especially exciting. I can, quite literally, talk to my house: From ordering my family food and setting reminders to turning down the thermostat, all at voice activated command.

Do you have a favourite piece of personal software?

I'm really impressed by the software behind Barclays Mobile Banking. It's a great example of customer loyalty generated by the comfort of superior user experience.

I bank with Lloyds and Barclays, and even though Lloyds is more profitable for me personally, as it offers me Avios points, I use Barclays daily instead. The user experience is just better.

I find this example of Barclays' software particularly interesting. It raises the question: Why has Barclays software succeeded in generating customer loyalty where others have failed? Perhaps they were the only ones who approached their software development from the angle of the customer.

What was the first piece of technology you got really excited about?

I remember in 1996 when Nokia launched their 9000 Communicator, it was a 'flip-phone', and the first smartphone to break into the mass market.

Unfortunately, since then, Nokia's operating system has become unusable, so they did not manage to hold my attention for too long.

What device improves your life most at work?

Without a doubt it would be my iPhone. It offers the comfort of complete integration wrapped in a closed ecosystem.

With it I can almost get by without my laptop. iOS offers me everything I need, from emails to documents, all delivered in a comfortable and easy to use UI, with quality guaranteed. Android is just far too fragmented, although hardware-wise Samsung devices are on par and even better than Apple's.

What software keeps you most productive at work?

This time I would choose Windows over Apple. I always choose Apple's phones over any other, but I prefer Windows Surface when it comes to computers - it offers all the tools of productivity I need under one umbrella, such as the Microsoft Office suite.

Is there any technology that has become extinct that you would like to resurrect?

If technology has become extinct, it has likely lost its use-case, so no.

Is there any technology you would personally recommend that you don't think enough people know about? (Hardware or software, work or personal)

Although it's not yet reliable, and is still to pass the 'first-adopters', I would recommend digital handwriting. The use-case is definitely there, as I can open up one note and write whatever I want, in my handwriting.

Digital note taking on Windows Surface is the best out there (while still complicated), but the iPad Pro Pencil has now entered the market, so the issue of it being too complicated may be reduced.

Do you think anything about your personal use of tech would surprise your colleagues?

I think my colleagues would be surprised at the amount of gadgets I buy to work out exactly how they function, what use-case they have if not evident and how they can be enhanced. I guess I could call it professional curiosity.

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