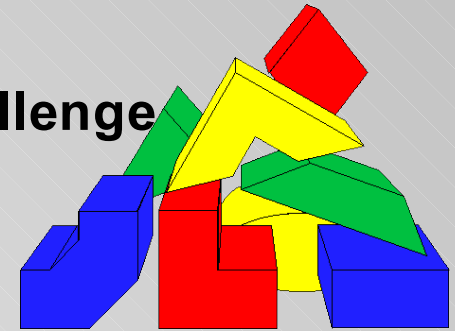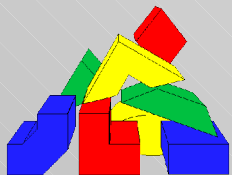# edistance learning for TOGAF - The Challenge

Judith Jones

Where we are now

The 2003 TOGAF Challenge

The 2004-5 TOGAF Challenges

The TOGAF Team

Architecting-the-Enterprise Role

The TOGAF Market

Getting Off the Ground

Distance Learning Investigation

Distance Learning Solutions

Summary

Firstly …an Architecture Forum history lesson …..
Boston & Cannes 2002

- The TOGAF Enterprise Architecture proposal
- TOGAF Certification put on the agenda
- TOGAF is published on the web and "freely" available to the market
- Individuals and Organizations encouraged to use some or all of TOGAF
- Limited training available for IT Architects

- **The challenge**
  - How to move from where we are now to where we want to be **fast**
  - Opening up TOGAF Enterprise Architecture to a wider audience
  - Ensure consistency and usage

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The next chapter …………San Francisco February 2003

- **Impact**
  - A greater market appeal
  - Establish Professional standards for IT Architects & Professionals
- TOGAF 8: Enterprise Architecture Launched
- TOGAF 7: Certification Launched
  - Tools
  - IT Architects and Professionals
  - Training
  - Professional Services

TOGAF 7 Certified   TOGAF 7 Professional Services   TOGAF 7 Training

The 2003 TOGAF Challenge

- TOGAF 7 Certification – making it happen
- TOGAF 8 Enterprise Architecture – changing market perceptions
- Ensuring TOGAF Skills & Knowledge Consistency across industries
- Enabling IT Architects and IT Professionals to be TOGAF proficient
- Develop a World Class Programme
- Lay the Foundations for TOGAF 8, 9, 10+ Certification
- Educate the market

- Do it all for no cost to anyone else!
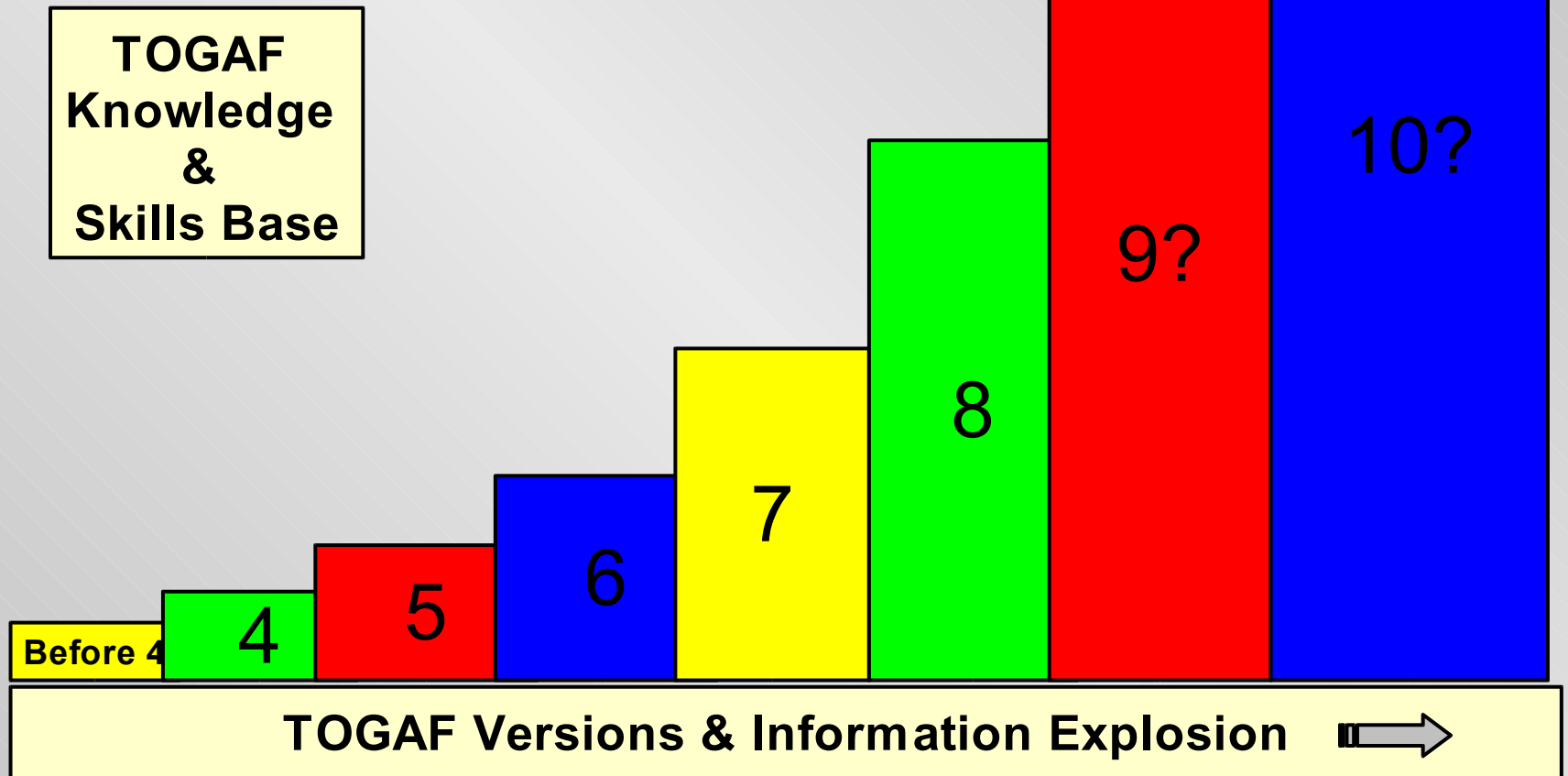
The Next Two Years – the 2004-5 Challenges

■The Opportunity is getting bigger!

The Opportunity

TOGAF
Knowledge
&
Skills Base

10?

9?

8

7

6

5

4

Before 4

TOGAF Versions & Information Explosion

The TOGAF Team Skills will need to include ….

- **Generic Skills** typically includes
  - Leadership, team working, inter-personal skills etc
- **Business Skills and Methods** typically includes
  - Business cases, business process, strategic planning etc
- **Enterprise Architecture Skills** typically includes
  - Modelling, building block design, applications and role design, systems integration
- **Programme or Project Management Skills** typically includes
  - Managing business change, project management methods and tools
- **IT General Knowledge Skills** typically includes
  - Brokering applications, asset management, migration planning, SLAs
- **Technical IT Skills** typically includes
  - Software engineering, security, data interchange, data management (TRM)
- **Legal Environment** typically covers
  - Data protection laws, contract law, procurement law, fraud

The TOGAF Team

Level	TOGAF Knowledge skiiis required	Audience
1	Background	Business Users and Managers
2	Awareness	Project Team Members
3	Knowledge	IT Professional
4	Expert	IT Architect

Architecting-the-Enterprise

■ Who are we?

- ■ Be the TOGAF Trainer of choice
- ■ Be TOGAF Champions
- ■ Expose TOGAF - the IT world's best kept secret
- ■ Reach every student

■ What did we do?

■ Is there a MARKET?

Architecting-the-Enterprise
Is there a MARKET?

- Establish the TOGAF market opportunity for certification and the lifecycle
- Scope the opportunity, the target audience and the cost
- Understand the competitive standards and establish the value
- Profile the customers – not all customers want to be certified
- Define the training products and the business case
- Establish the delivery mechanisms
- To delight the customers

- Learn how to pray for rain, sun, the US and the UK Postal Services, British Airways, British Rail, the planet, the whales, and the cheque in the post

Learning Points

- Become TOGAF 7 Certified
- Widely dispersed market
- Different business needs
- Different stages in the certification lifecycle
- TOGAF training requirements are greater than the certification market
- Recognise the constraints - traditional training methods
- Manage the costs

Questions

- How can technology help?
- How can we establish a world class training programme?
- How can we ensure value for the customers ?
- What are the metrics for the business?

Getting off the ground

- On-site courses
    - Attendance geographic constraints
    - Workloads - difficult to get everyone together at the same time
    - IT Architect Numbers
- Public Instructor led Events
    - Insufficient demand for TOGAF 7
    - TOGAF 8 opportunity
- Constraints
    - Limited Training resources
    - Train the Trainers

- Distance learning Investigation

Why Distance Learning

■ Requirements for IT Architects & Professionals to:
  ■ Learn in your own time as an individual
  ■ Learning from your desk or home or travelling or a desert island
  ■ Interact with a Trainer
  ■ Team Learning
■ Challenge of Certification
  ■ How do you know who is at the end of the line?
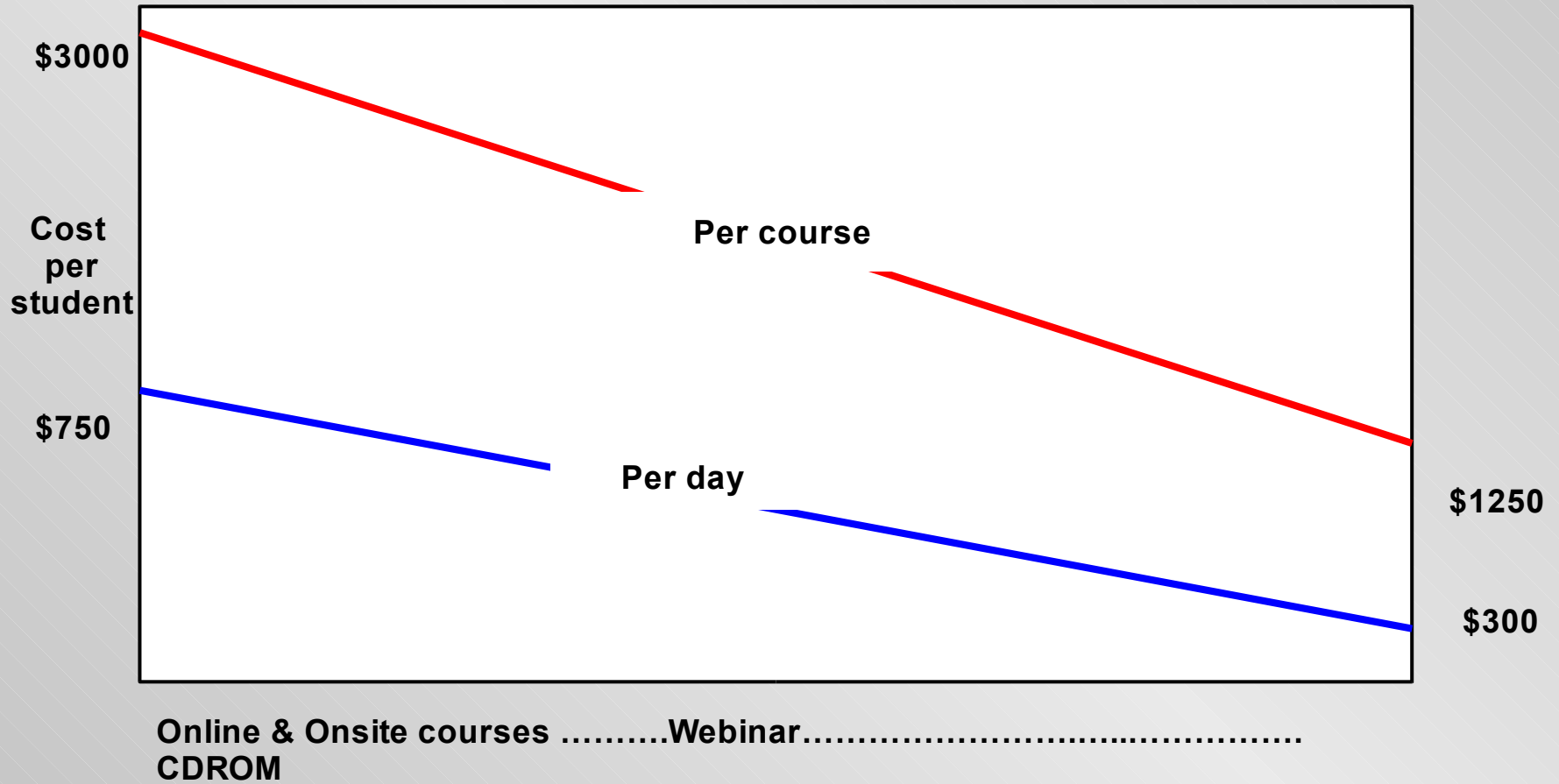 ■ Do we have exams?
  ■ Ensuring integrity
■ Cost reduction

■ How can we leverage from existing investments and skills

edistance learning for TOGAF - The Challenge

Costs per student

■ **Target Cost reductions**

$3000

Cost per student

Per course

$750

Per day

$1250

$300

Online & Onsite courses ……….Webinar……………………..…..……………. CDROM

Distance Learning Investigation

- Web Distribution Challenge
    - 30,000+files and growing….
    - Up to 4000 animated slides and growing…..
    - Conventional distribution capacity issues
    - Communications limitations e.g. 56k Modem, ISDN, Broadband, GRID
- Distance learning Investigation
    - Online training – expensive investment
    - Use existing and new web services e.g. HP Learning, BrainShark
    - Use Alternative methods
        - CDROM
        - Email or Web distribution
        - Audio conferences, Webinars
- Competition comparisons
- Risk
    - TOGAF Change Management - less than a one year window for TOGAF Versions
    - Certification Change Management

Distance Learning Solutions

- Strategy to structure distance learning solutions to be able to incorporate TOGAF Developments rapidly
    - Common & Transferable modules
    - Over 50 modules for TOGAF 7 & 8 and growing
    - Target - IT Architects & Professionals
    - Target - Managers
- Delivery Products
    - CDROM – rapid & cheap distribution
    - Webinars – intensive learning & instructor involvement
    - On-site Events – instructor led and team building
- Competitively priced for the US & Global niche markets
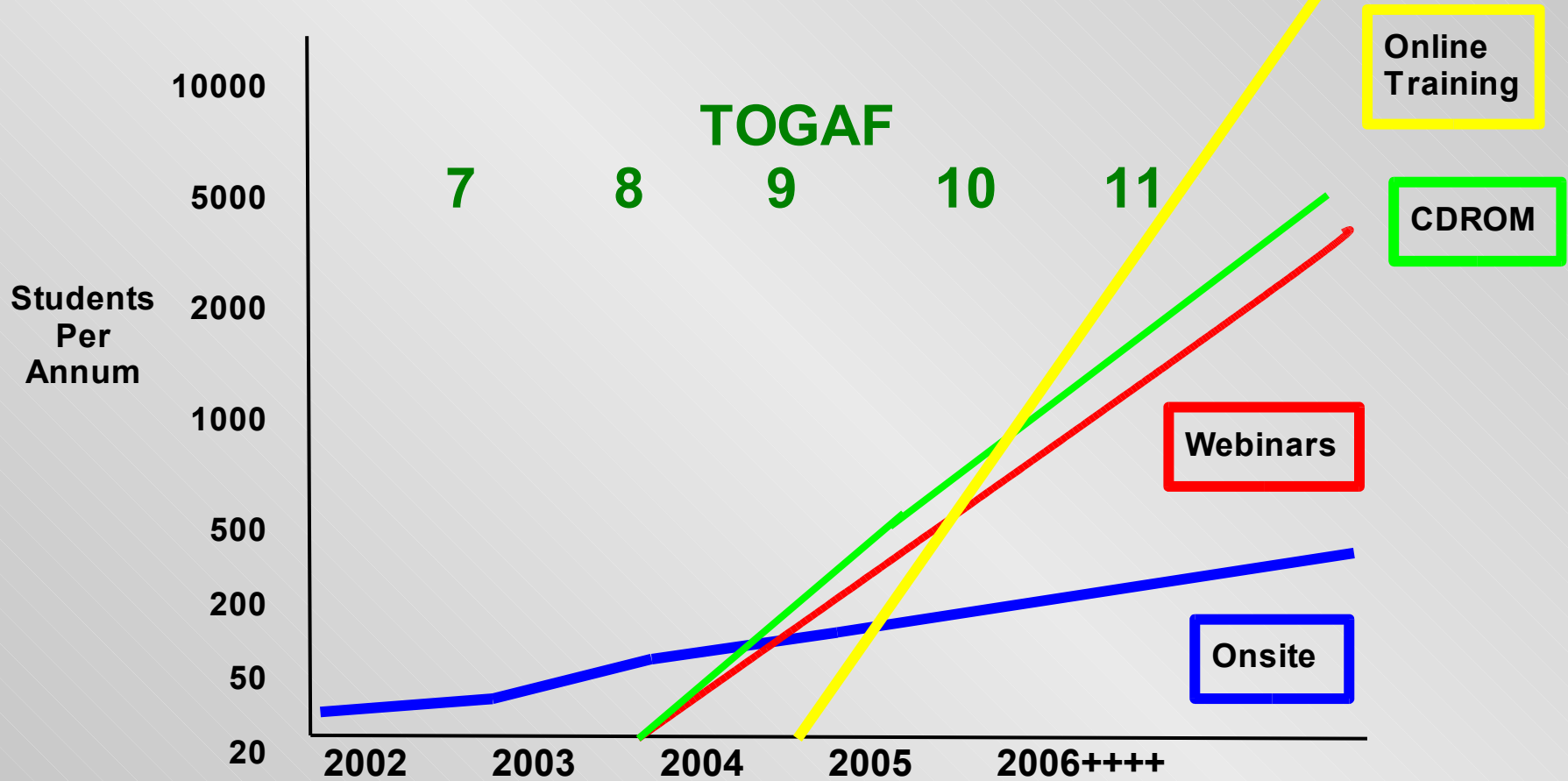
Distance Learning Solutions

■ Certification Workbooks & Mentor Service
- ■ Structured work books
- ■ Mentor to mark and assess students work
- ■ Ensure integrity and standards

■ Experienced Enterprise and IT architects taking these courses have said:
- ■ *"The workbook, for me, was an outstanding re-enforcement tool. Some folks are visual learners, some audio, and some tactile. I tend to fall more to the tactile; I must "do" it, to "learn" it. This was a great way for me to accomplish that."*
- ■ *"The workbook was excellent as it forced me to go through the material myself in more detail than during the class."*
- ■ *"The application questions made me think more, rather than just looking up an answer*

■ Further developments to create a world class capability

Distance Learning Solutions

■ **Forecast Commercial Demand or Aspirations**

Distance Learning Solutions TOGAF 7 & 8

- **CDROM – rapid & cheap distribution:**
  - Available now
  - Workbooks to enable learning & certification
  - Mentoring email service for Student questions
  - Workbooks & Mentoring Webinar Q & As
- **Webinars – intensive learning & instructor involvement**
  - Available now
  - Mentoring webinars
  - Workbooks to re-enforce learning & Certification
  - Audio conferencing
- **Public Events**
  - Bi-Monthly Webinars & Onsite Events from September onwards
  - London – Radisson Gloucester Rd- IT Architects
  - London – Royal Opera House - Managers
  - US East Coast & West Coast – Webinar
  - Washington DC

Distance Learning Solutions TOGAF 9?

- **CDROM – rapid & cheap distribution - February**
- **Webinars – intensive learning & instructor involvement - February**
- **Public Events - February**
    - Monthly Webinars & Onsite Events February onwards
    - US, UK
    - Europe
    - Global – Japan, Far East, Australia, China
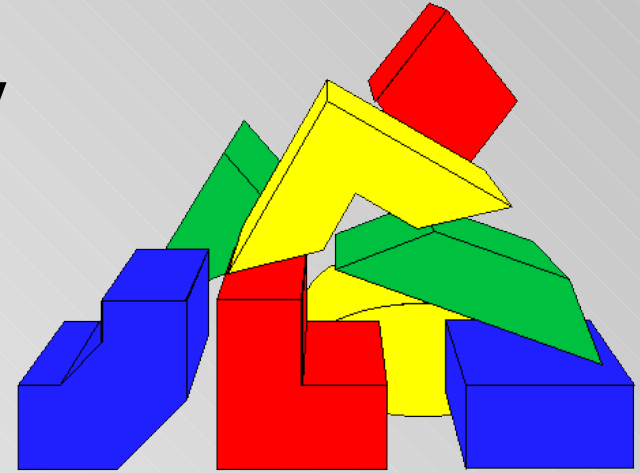- **Online Learning – Spring 2004 onwards**

The TOGAF Training Challenge Summary

- **Reach for the Sky**
- **Currently Resource constrained – seeking to change**
- **Growing market**
- **Exploit emerging technology e.g. GRID**
- **Develop TOGAF Skills Frameworks to provide a view of the competency levels and training requirements**
- **Tracking the TOGAF Opportunity**

The TOGAF Training Challenge Summary

Thank you for your
attention