



Architecting Boundarylessness

Achieving Business Objectives

Quarterly Members Meeting

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Eliot M. Solomon

Eliot M. Solomon Consulting, Inc.
25 Bergen St. 2C
Brooklyn, NY 11201

+1 718 625 9343
www.eliotsoolomon.com

THE *Open* GROUP

Today's agenda

- ❑ The Objective
- ❑ Selected Models of boundarylessness
- ❑ Common System Architectures that should contribute to boundarylessness
- ❑ What comes next

The business goals of boundarylessness

- Make “business” work better
 - By meeting specific objectives
 - ROI, cost reduction, product or service introduction, etc.
 - By creating sustainable competitive advantage
 - With defined metrics or criteria to measure success
- At reasonable cost and burden
 - Mustn't boil the ocean to make a cup of tea
 - Constraints and limitations must be respected
 - Viable existing business models and practices must not be disrupted solely for the sake of change



The challenge



- ❑ Boundaryless Information Flow is very broad
- ❑ Many architectures address it, at least in part
 - Standards-based architectures
 - Vendor-branded architectures
- ❑ Our goal is to create **reference architectures**
 - That bring the broad principles of Boundaryless Information Flow to bear on tangible business goals
 - That give usable support and guidance to business decision makers as well as to IT architects and technologists



Meeting the challenge

- We have selected six models of Boundaryless Information Flow that address specific business goals
 - Documented in a white paper (available later in the week)
 - We'll describe them in a minute
- We'll ask vendors to respond with their approaches to each model
 - Many have already committed to respond
- From the responses we will construct a Reference Architecture for each
- And we need the participation of all of you...





A Set of Unbound Architectures



Actionable Models

**Creating an IT Architecture for the
Boundaryless Organization**



*Boundaryless
Information Flow*

Example 1: Strategic Decision Support

Breaking down the internal barriers, unifying the extended enterprise

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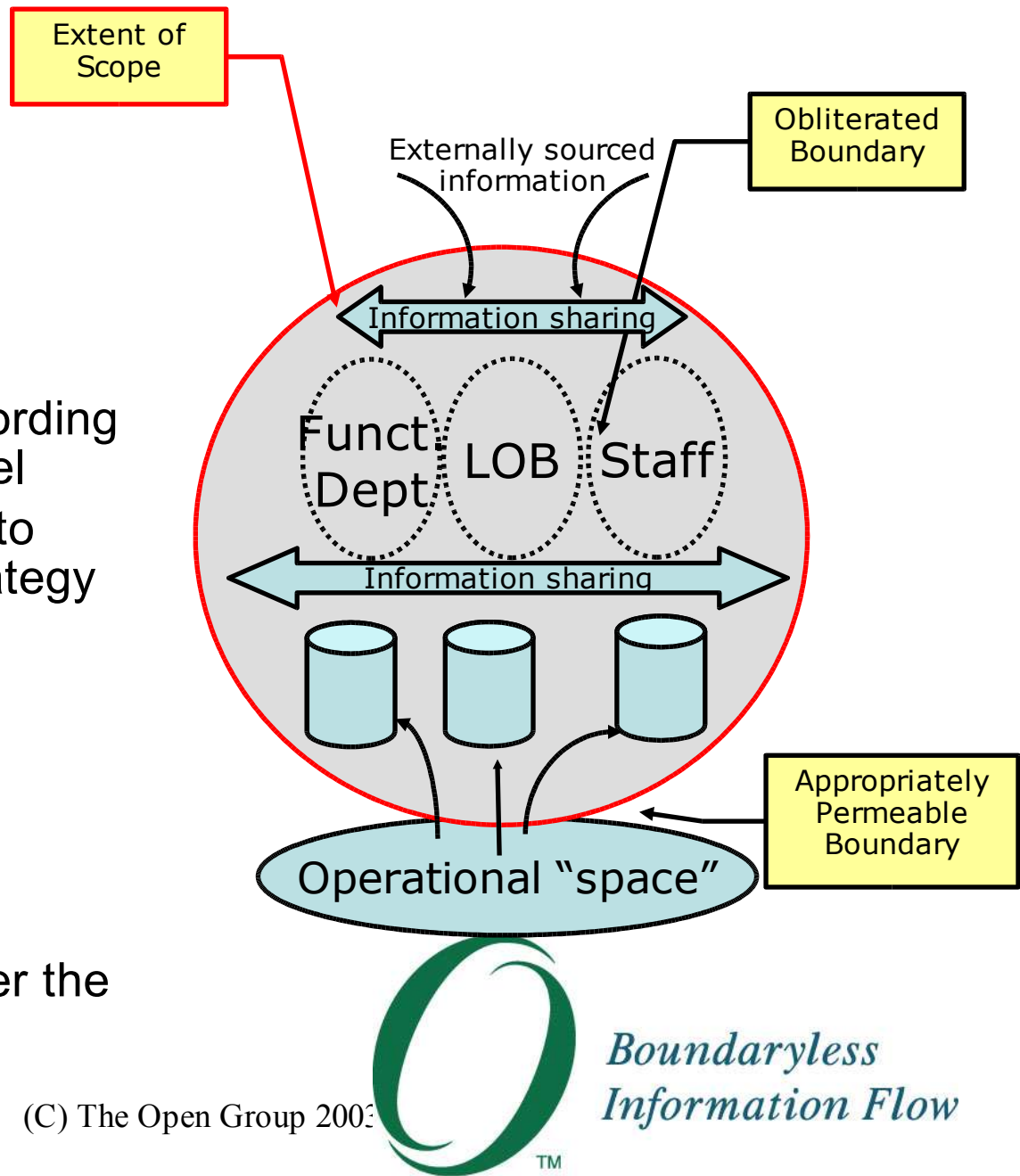


*Boundaryless
Information Flow*

Strategic planning

Scope

- Within the corporate environment
- Individuals involved in strategic planning according to the company's model
- Information pertaining to company strategic strategy and performance
 - Historical
 - Current
 - Forecast
- Competitive position information
- "Better ideas," whatever the source



Example 2: Retail sales boundarylessness

Reaching out to the world

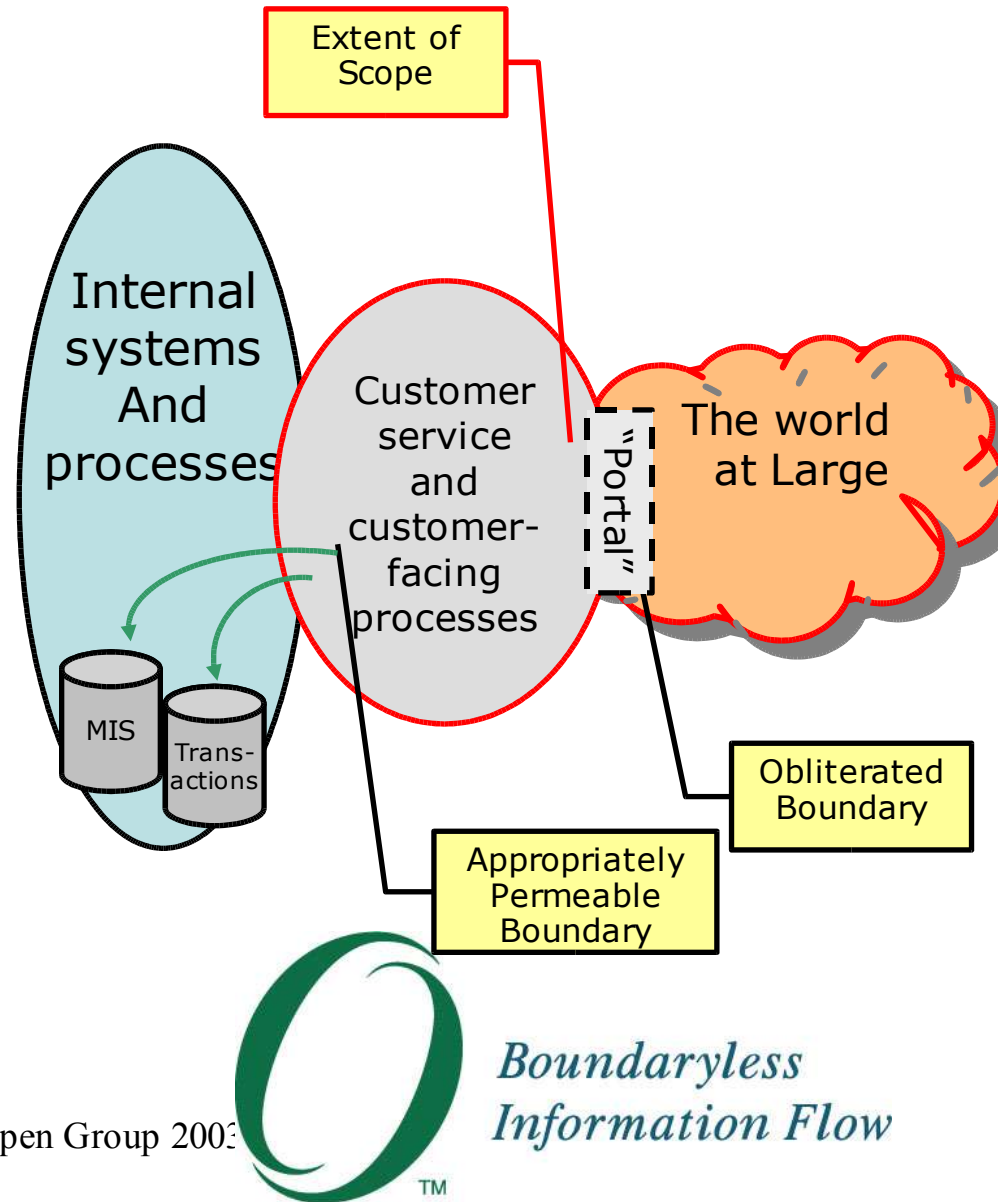
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*Boundaryless
Information Flow*

Scope

- ❑ Within the parts of the firm servicing retail customers, extending to the Internet or other external communication environment
- ❑ All actual and potential customers and the customer service staff
- ❑ Information about products, prices, availability, etc. (*boundaryless*)
- ❑ Some information about customers, orders, shipping dates, accounts status, etc. (*with restrictions*)



Example 3: Relationship-based retail services

For businesses with ongoing obligations

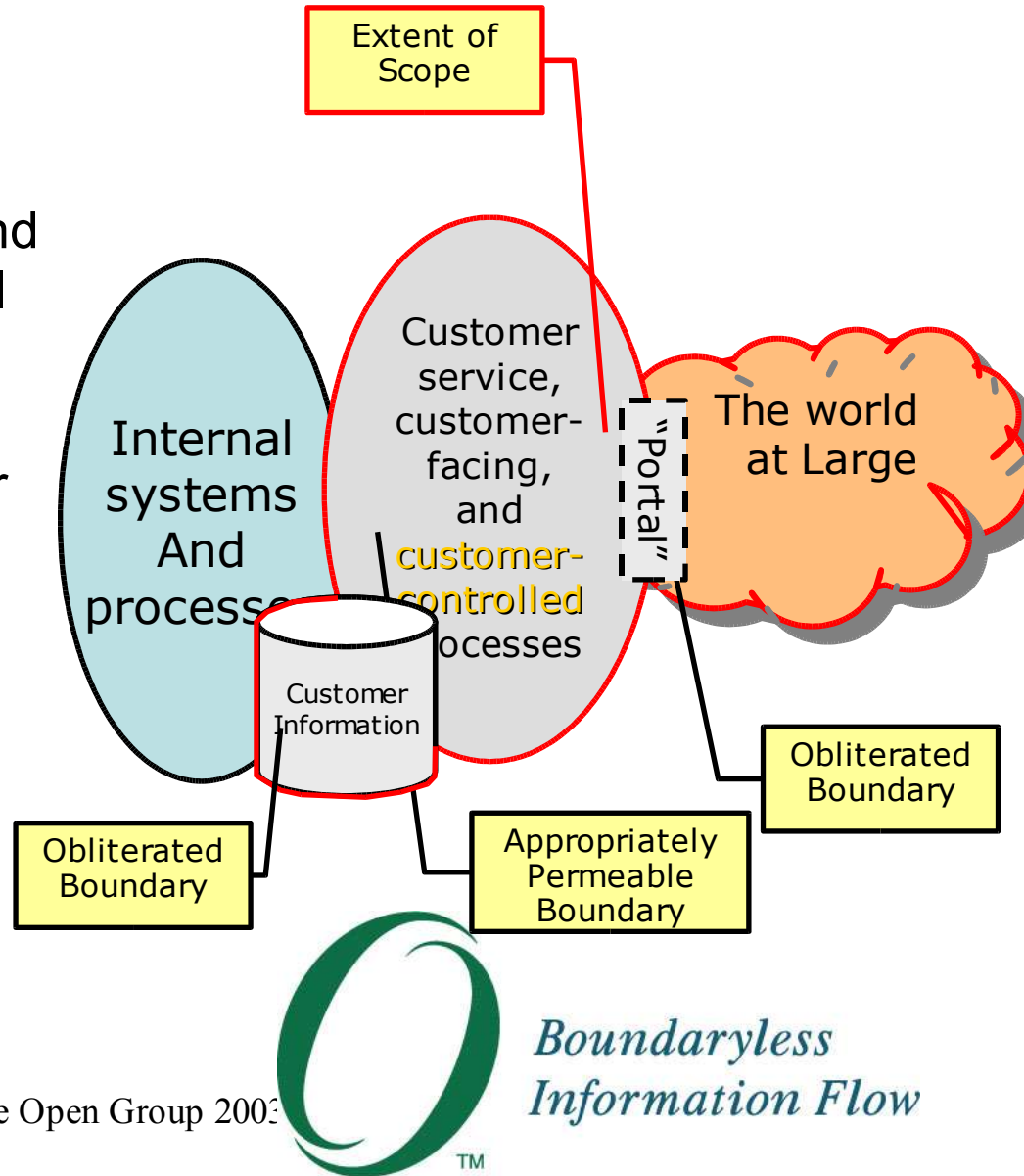
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*Boundaryless
Information Flow*

Scope

- ❑ Within the parts of the firm servicing retail customers and the Internet or other external communication environment
- ❑ All actual and potential customers and the customer service staff
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- ❑ Some information about customers, orders, shipping dates, accounts status, etc. (*with restrictions*)



***Example 4: Information outflow:
Online publishing, content
distribution***

*No boundaries between publishers and
subscribers, while preserving rights*

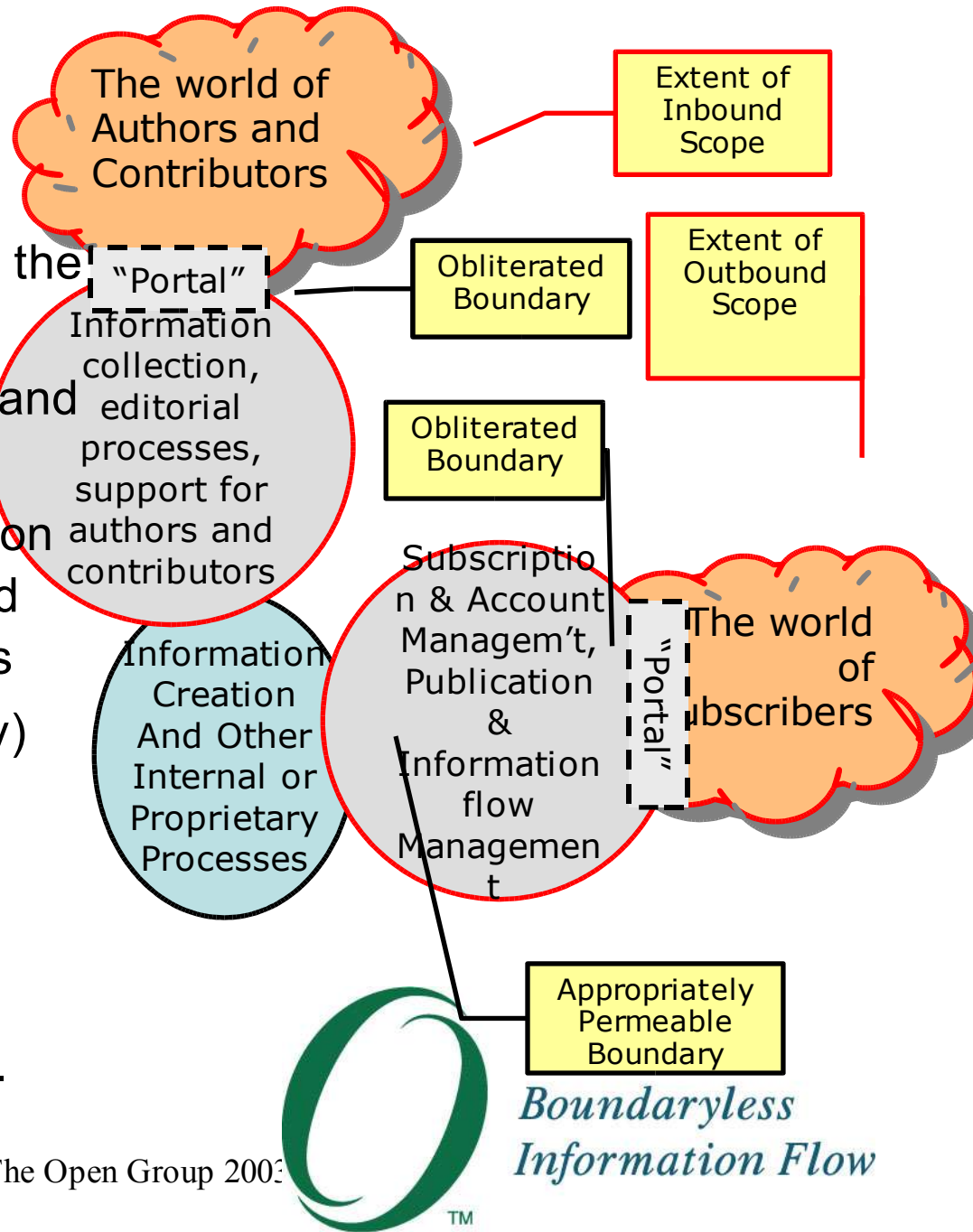
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*Boundaryless
Information Flow*

On-line Publishing
Scope

- Between the publisher and the “world” linking...
 - Sources of information and the editorial processes
 - Consumers of information and the publication (and subscription) processes
- Any information (potentially) being published
- information about that information and its provisioning
 - Availability, pricing, etc.
 - Account information



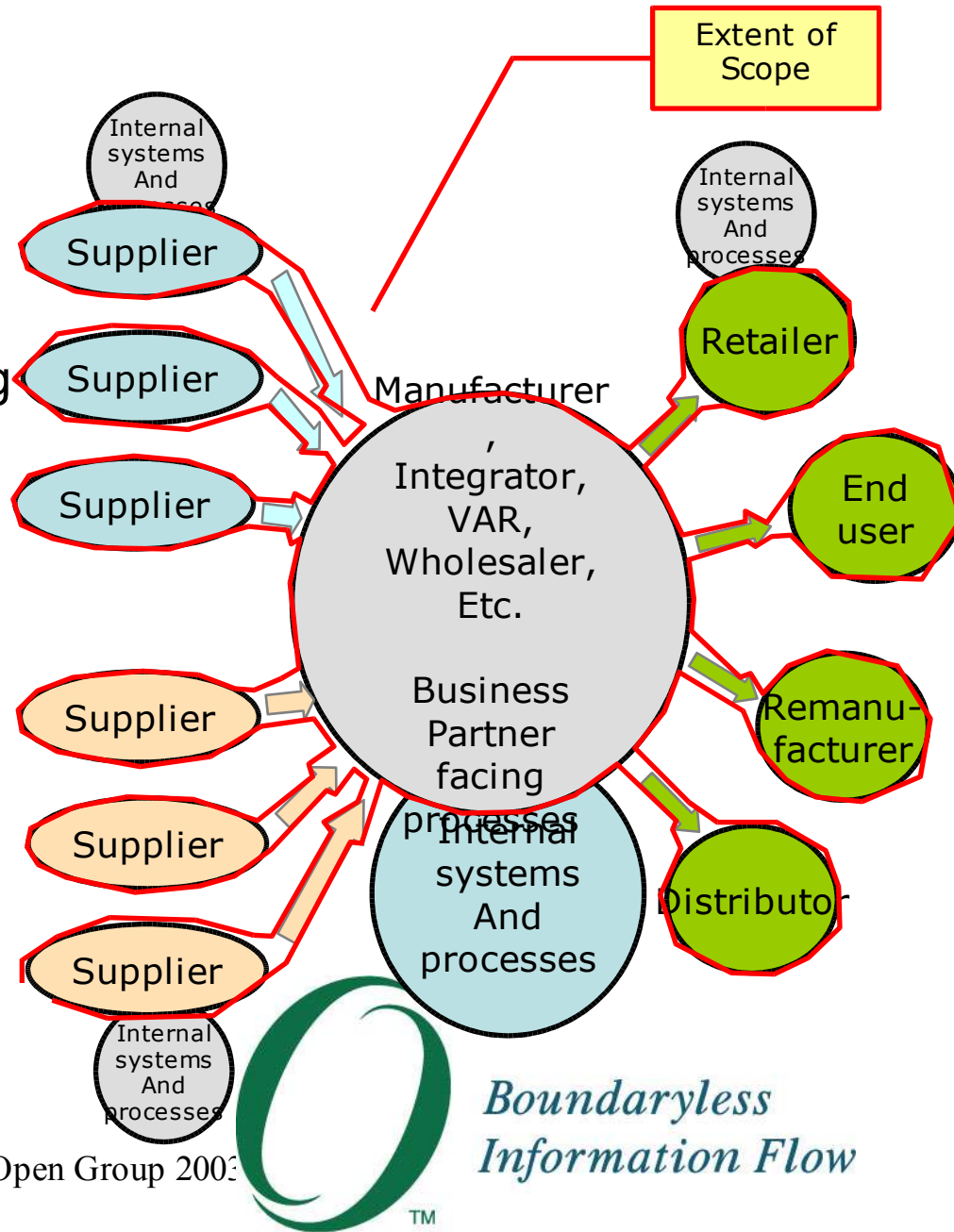
Example 5: Supply chain automation: dominant center

Just in time/just in case and other ways to ensure the flow of materials and products



Scope

- Between a firm and its suppliers and customers...
 - But not necessarily among suppliers or among customers
- All those involved in process scheduling, inventory management, pricing, purchasing, etc.
- Information about products, prices, availability, etc. (*available to buyers boundaryless*)
- Some information about suppliers, customers, orders, shipping dates, accounts status, etc. (*with restrictions*)



Example 6: Interpersonal boundarylessness

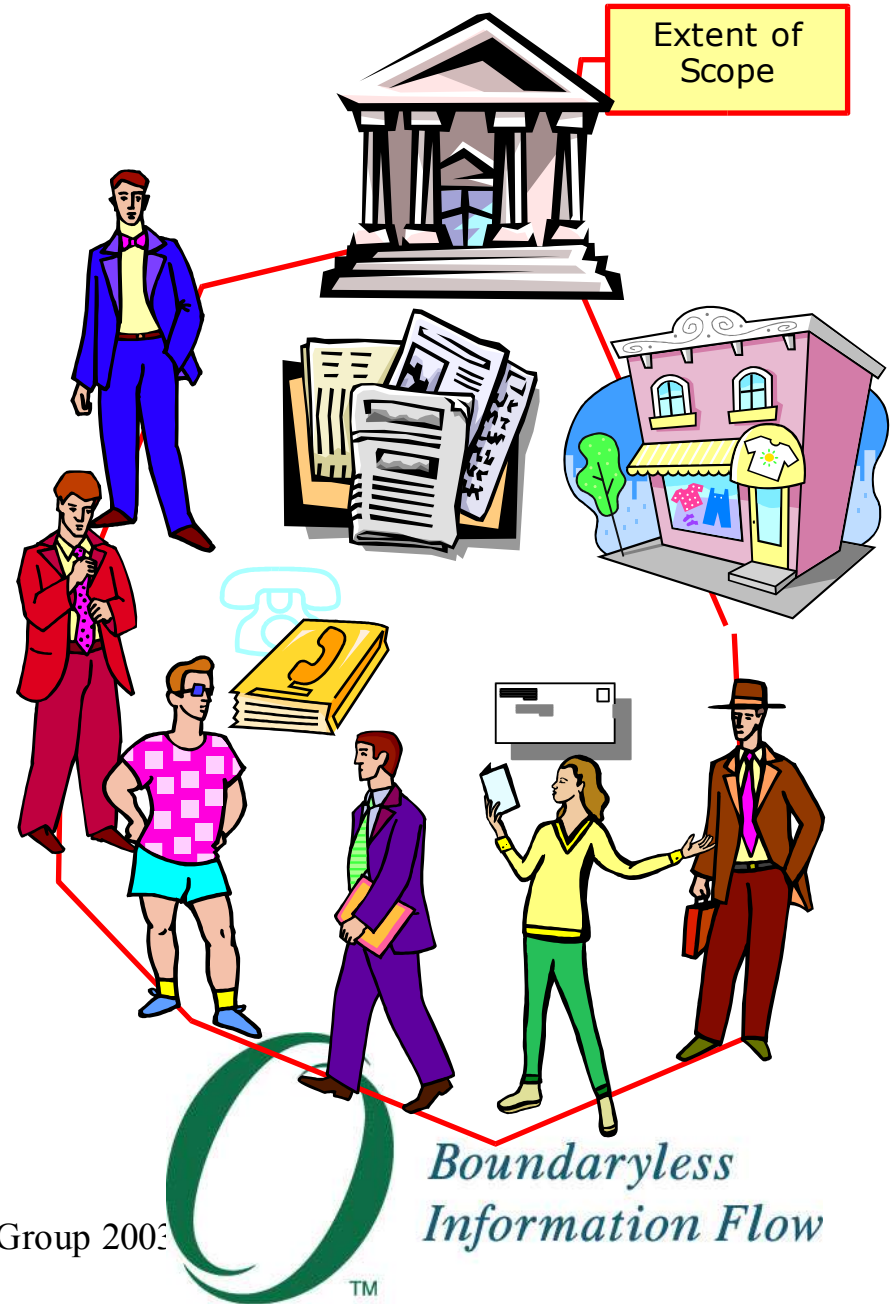
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*Boundaryless
Information Flow*

Scope

- Anybody, anywhere
 - Acting as an individual
- Personal communication
 - Informal: E-mail, chat, gaming, etc
 - Formal: applications, filings, notices
- Public directories
 - To find communicants
 - To help establish authenticity of communication
 - To provide other information the subject might choose to share
- Public information
 - News, information, public affairs
 - Entertainment, literature
 - Public libraries
- Government services



***Common systems that may
contribute***



Products and product classes

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Information Flow*

Common System Architectures

- ❑ Workflow Management Architecture
- ❑ Messaging Architectures
- ❑ Security Architecture
- ❑ Directory Architecture
- ❑ System Management Architecture
- ❑ Information Architecture
- ❑ User Interface and Ontology Architecture
- ❑ Transaction Management Architecture
- ❑ Other Contributing Architectures



Directions

What We Are Doing



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*Boundaryless
Information Flow*

Helping architects meet their challenges

- ❑ Matching form to function
- ❑ Relating theory to practice
- ❑ *Aligning IT strategy with business strategy*

- ❑ **Making the choices** that make the difference:
 - Trading costs and benefits
 - Balancing competing objectives
 - Achieving differentiated results from common elements

Helping buyers make informed choices

- ❑ There are many ***possible*** architectures that depict the problem
 - E.g. OGSA, ...
- ❑ There are many architectures that depict the solution
 - Brand architectures - but what are they?
- ❑ We need to formulate a way to help map between an organization's architecture and solutions

Making it real



*The Open Group's Contribution
YOUR Contribution*

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Information Flow*

Goal for October

- Identify specific technologies, products, standards, and architectures that address the specific models of boundaryless
 - Solicit/elicit vendors and other technology providers' input contribution
- Hold workshops/presentations at Washington Meeting at which the salient features that create “boundarylessness” are identified, compared, and contrasted
- Make plans for next steps, e.g. standards development, conformance testing, creation of guides, etc.

Your role for October

- ❑ Review the models in the white paper
- ❑ If you have addressed any of the models
 - Tell us what helped
 - Tell us what was a barrier
 - Share any architecture you used or created
- ❑ If you are starting to become Boundaryless
 - What do you want to know
 - What do you want you suppliers to know
- ❑ Contact us with your contributions at boundaryless@opengroup.org

Ongoing goals

- ❑ Hone the list of common system architectures that support or enhance boundarylessness
- ❑ Extend/enhance TOGAF to address boundarylessness
- ❑ Relate models of boundarylessness to other categories of architecture
 - Industry-specific architectures
 - Functional architectures
 - “Brand-name” architectures

Discussion



Thank you

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