



EA EXPERIENCE

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Agenda

- Objectives of this presentation
- What is Enterprise Architecture?
- The CIO's View
- Making EA Real and practical for the business
- Keeping it simple
- Questions



Objectives

- ⑩ How to ensure that Enterprise Architecture is an initiative seen as directly related to business value, and becomes championed by the business areas rather than by IS/IT.
- ⑩ How to balance the need to deliver immediate business value while developing a longer-term strategic capability to make the organization more responsive to change and ensure achievement of strategic competitive advantage.
- ⑩ How to “demystify” the Enterprise Architecture development process, and make the internal business case for moving from narrowly-defined technical architectures to holistic Enterprise Architectures.
- ⑩ How to implement Enterprise Architecture modeling and documentation standards across multiple projects to reduce costs and ensuring effective re-use of models.
- ⑩ How to move Enterprise Architecture from a static business and IT strategy to a dynamic, “living” strategy that is continuously maintained by the Enterprise Architecture process.
- ⑩ How to use Enterprise Architecture to support Knowledge Management, Risk Management, Organizational Design, and Enterprise Transformation, and increase the business value derived from mergers and acquisitions.



Architecture Generically

- Means different things to different people
- Oxford Compact Dictionary

“**noun 1** the art or practice of designing and constructing buildings. **2** the style in which a building is designed and constructed. **3** the complex structure of something.”

- Redhat.com

“The design, organization, and integration of components within a computer system, primarily determined by the central processing unit that the system employs.”



Defining Enterprise Architecture

“An enterprise architecture (EA) is a conceptual blueprint that defines the structure and operation of an organization. The intent of an enterprise architecture is to determine how an organization can most effectively achieve its current and future objectives.”

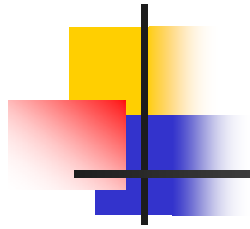
WhatIs.com



Or...

“Enterprise architecture is the practice of applying a comprehensive and rigorous method for describing a current and/or future structure and behavior for an organization's processes, information systems, personnel and organizational sub-units, so that they align with the organization's core goals and strategic direction. Although often associated strictly with information technology, it relates more broadly to the practice of business optimization in that it addresses business architecture, performance management, organizational structure and process architecture as well.”

Wikipedia.com



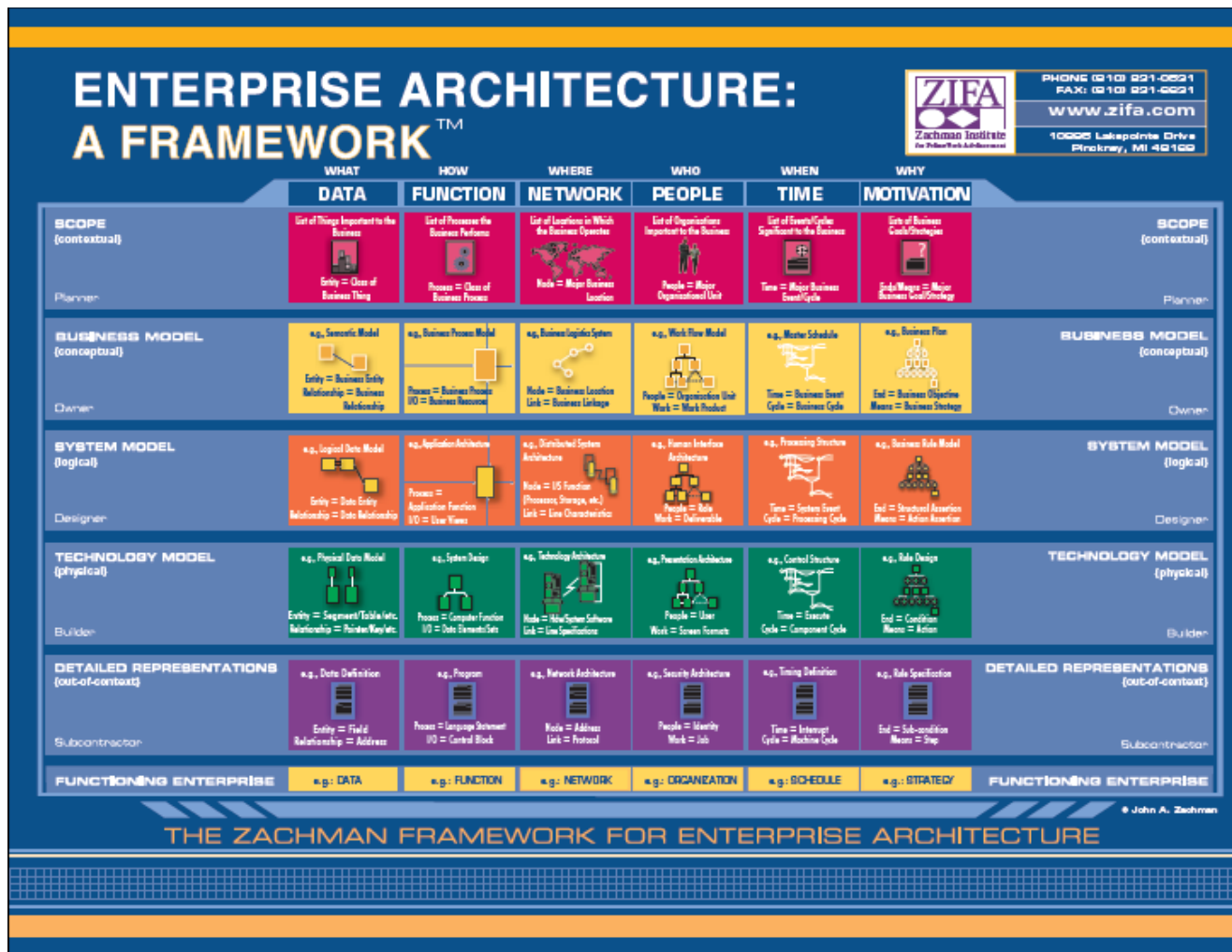
Eish !



So how does a CIO see EA?

- Confusing
 - So many definitions, frameworks, approaches, methods, etc, etc.
 - So many EA forums, seminars, courses...
 - Do we use Zachman, or DODAF, or MODAF, or TOGAF, or Drogba or.....
 - All the vendors have their own EA's as well
- If the CIO is confused, what is the CEO thinking?

Try showing this to a CEO





The CIO's view

- “House Analogy” – I don't want to see the detailed schematics, wiring diagrams etc.
- Need something to which business can relate and that is representative of how the business sees itself.
- This must then be translated into the various architectural layers
- Must be able to be used as a criteria for decision making
- Must be simple and practical



Making it practical

- Who - the Chief Technologist or Chief Architect
- How – lets look at a ‘previous employer’ and AA Auotbay



The approach

- Spend time with the business, in the business
- Define a model/representation that the business accepts and can understand (not an architecture)
- Use this as the “spine” for all subsequent architectures – i.e. everything must tie back to this one diagram



Disclaimers

- Wont work for everyone
- Nothing like what you have seen before
- May not work for you
- It isn't 'pretty

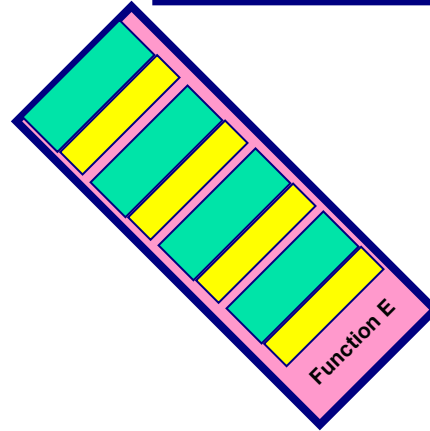
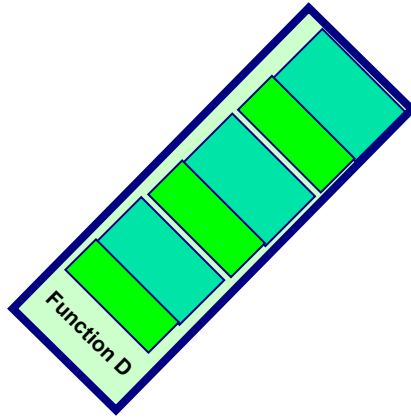
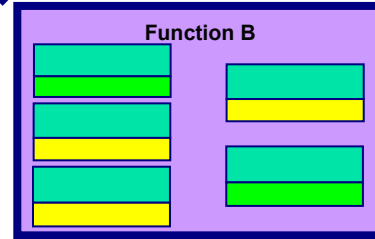
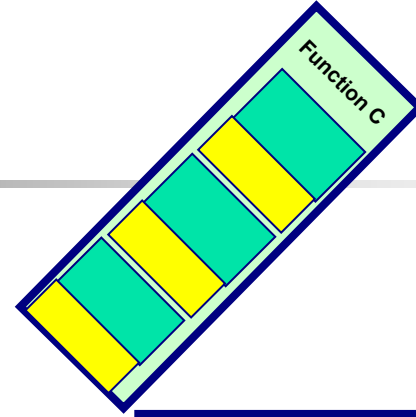
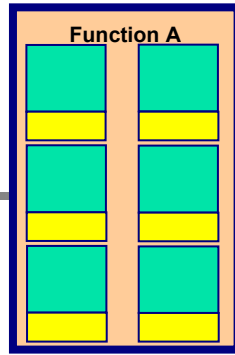
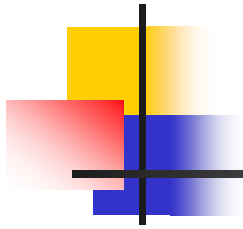
BUT

- It did work for our businesses



Building the Model

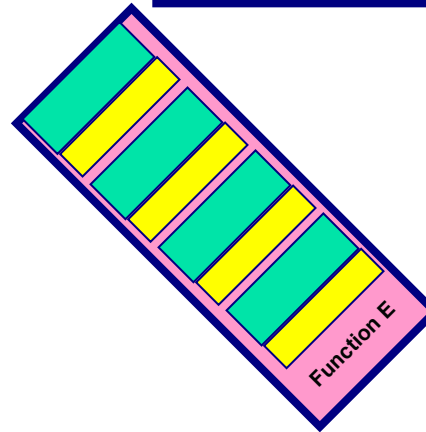
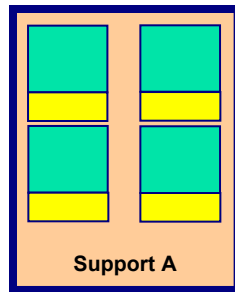
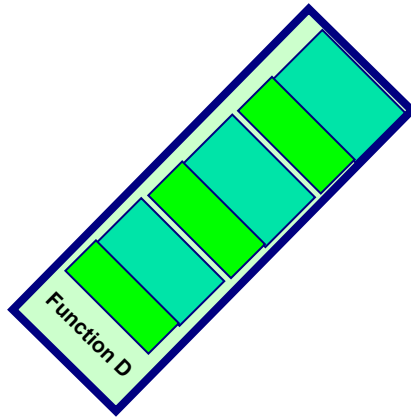
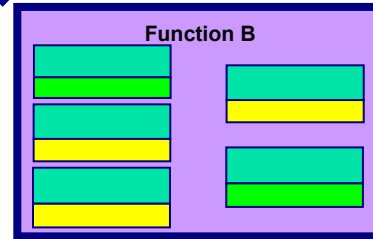
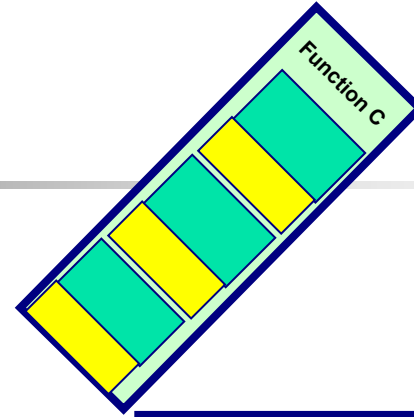
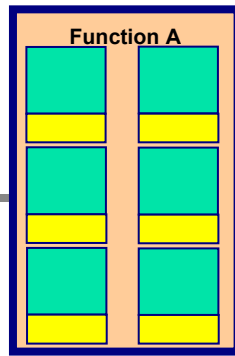
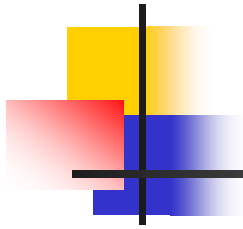
- Identify the key primary business functions





Building the Model

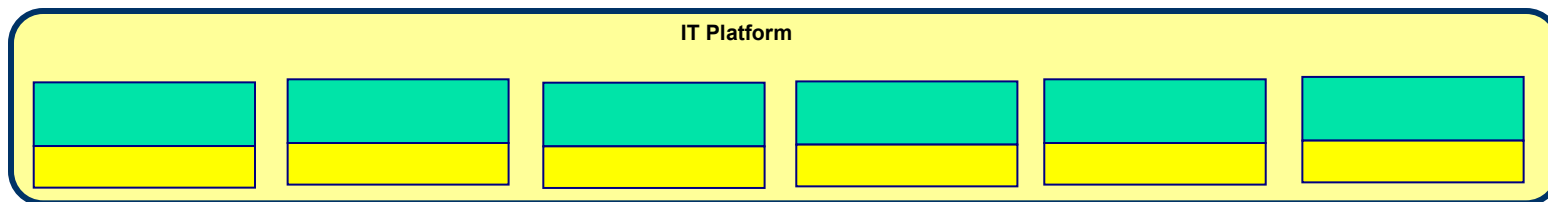
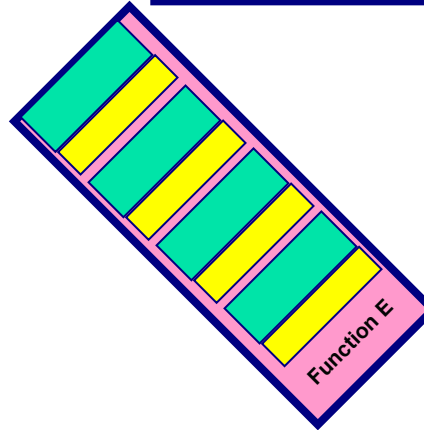
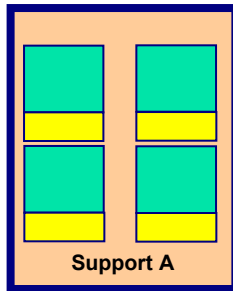
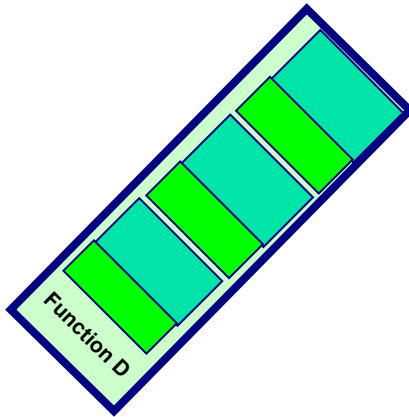
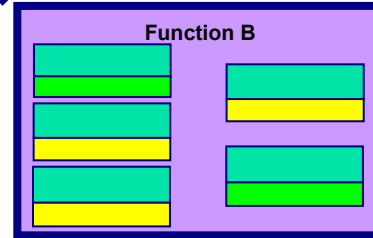
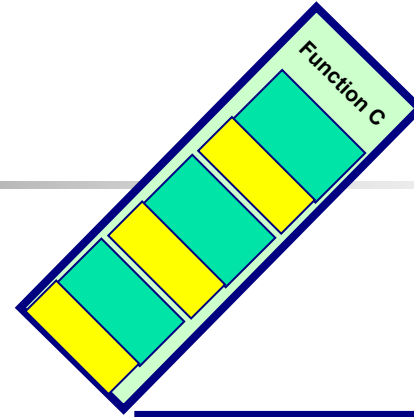
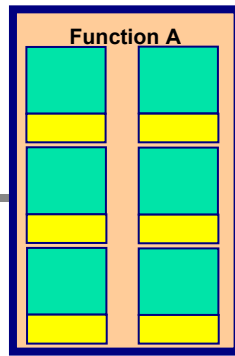
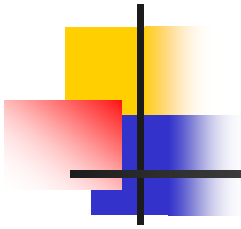
- Identify the key primary business functions
- Identify the key support business functions





Building the Model

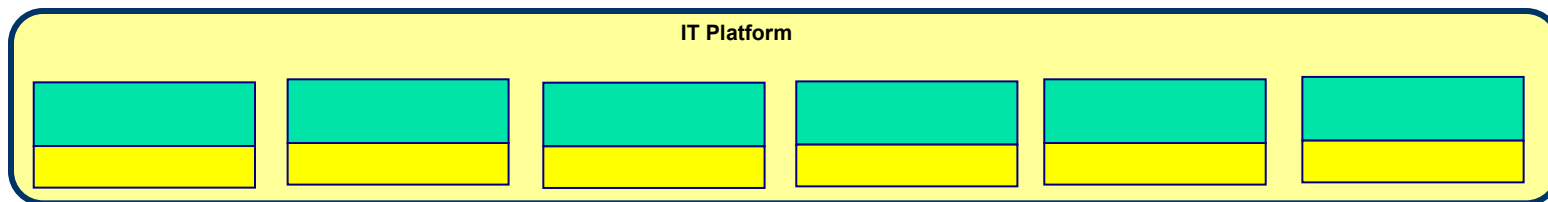
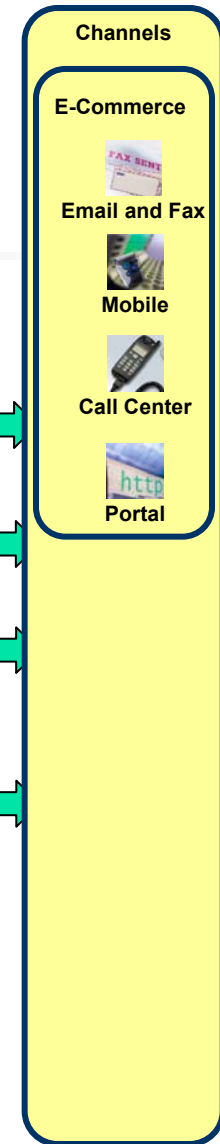
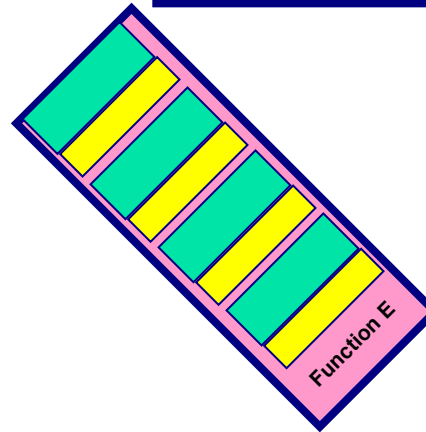
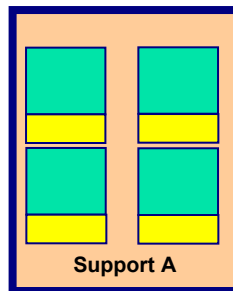
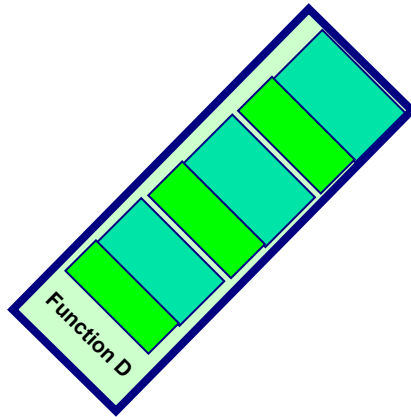
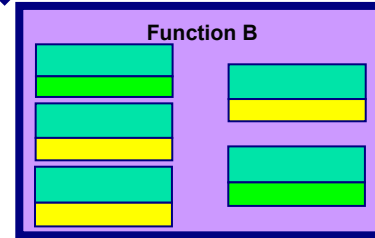
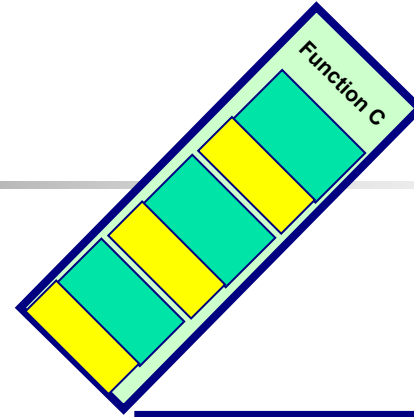
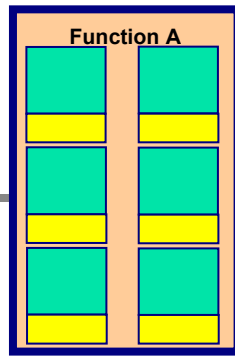
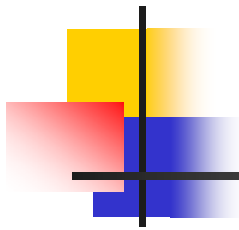
- Identify the key primary business functions
- Identify the key support business functions
- **Identify the basic infrastructure**





Building the Model

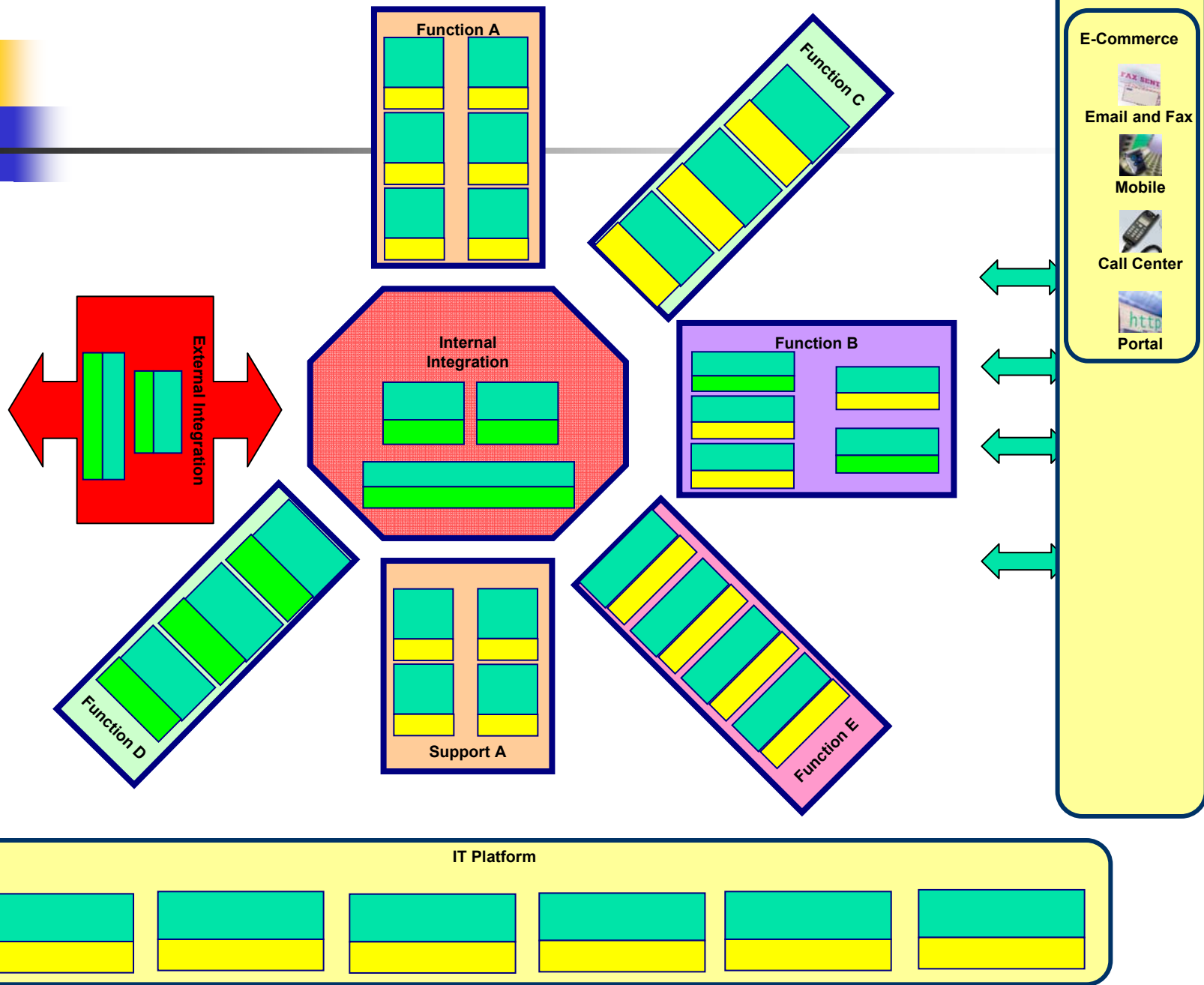
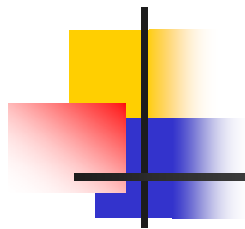
- Identify the key primary business functions
- Identify the key support business functions
- Identify the basic infrastructure
- **Identify the primary channels to market**





Building the Model

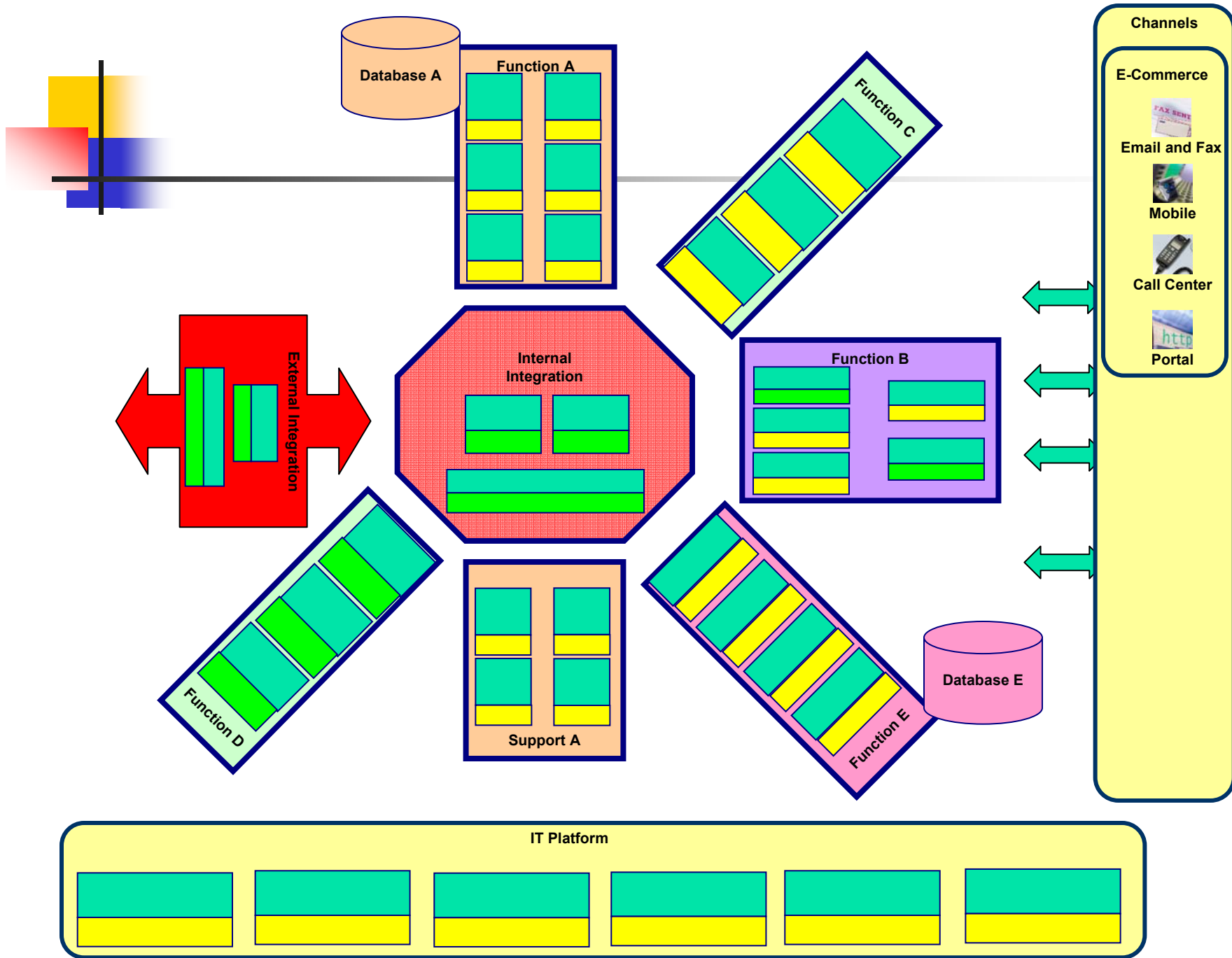
- Identify the key primary business functions
- Identify the key support business functions
- Identify the basic infrastructure
- Identify the primary channels to market
- **Define the integration requirements**





Building the Model

- Identify the key primary business functions
- Identify the key support business functions
- Identify the basic infrastructure
- Identify the primary channels to market
- Define the integration requirements
- **Define the common data requirements**

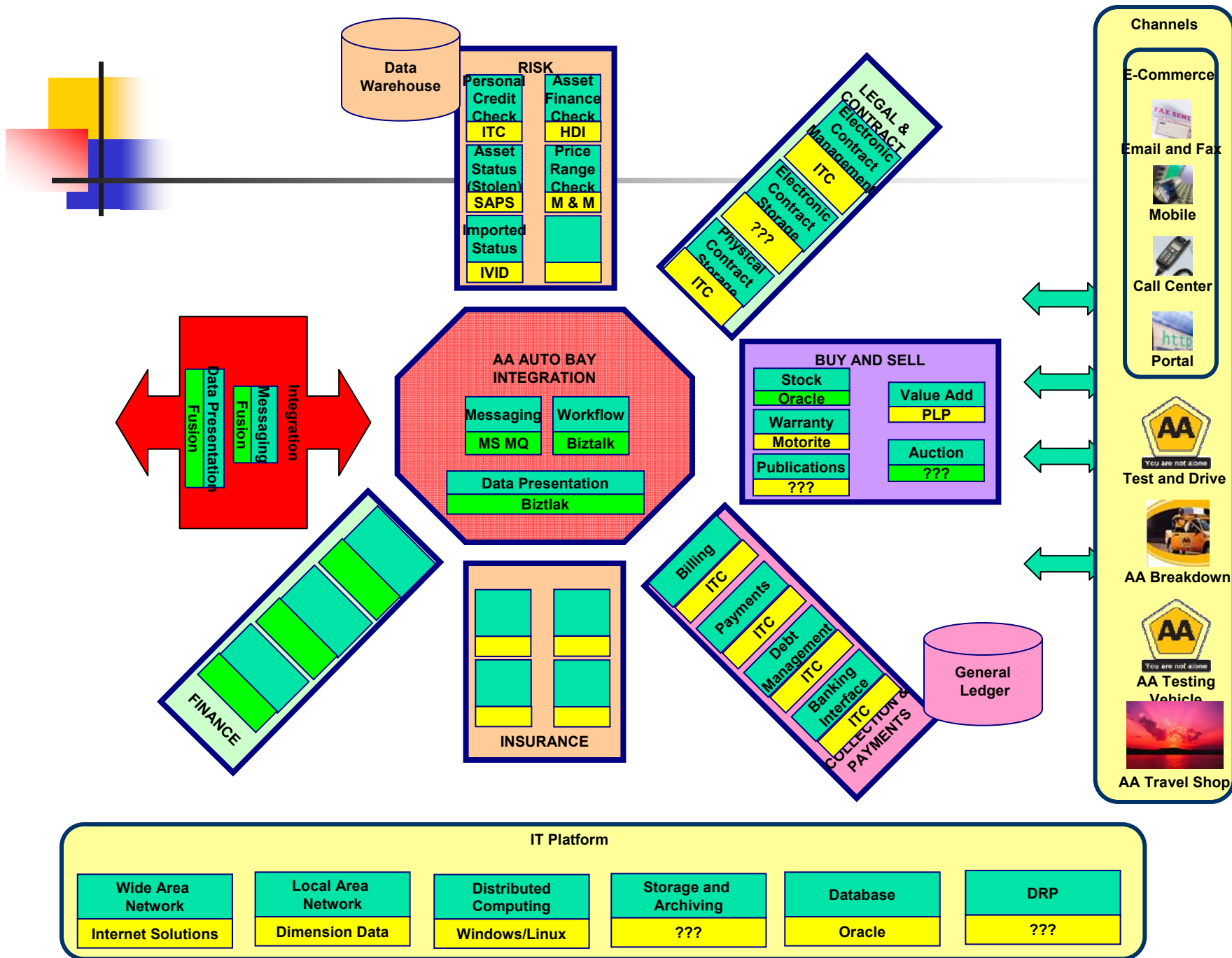




Complete Picture

- Add the IT investments
- Add any decisions that still need to be made

- A view of AA Autobay's Model





Simple and practical

- Shows the business functions in a way that represents what they do, not
 - Who does it (Human capital architecture)
 - How they do it (Process architecture)
 - What systems they use (ICT architecture)
 - When they do it (Lifecycle architecture)
 - Who can do what (Access and security architecture)
 - Why they do it (Performance architecture)
- Each individual architecture details the specifics (use the most appropriate framework/approach)
- Together they form an Enterprise Architecture
- All however, relate directly to this single model
- It is a continual work in progress



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Summary

- CIO's must focus on delivering value to the business and not get stuck in delivering the perfect EA (it doesn't exist)
- EA is critical to success, but must be made understandable, relevant and practical for the business
- There is “no one way” to deliver an appropriate EA
- If it isn't changing perpetually, it isn't keeping up with the business