



*The Open Group Conference Toronto*

23rd Enterprise Architecture Practitioners Conference

Toronto Marriott Downtown Eaton Centre  
525 Bay Street, Toronto  
Ontario, Canada  
July 20-22, 2009

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# ENTERPRISE ARCHITECTURE (EA) IMPLEMENTATION AND BUSINESS TRANSFORMATION STREAM

20<sup>TH</sup> OF JULY 2009

1400-1730 HRS

Hosted by:

Mr. Robert (Bob) Weisman MSc, PEng, PMP, CD  
CEO/Principal Consultant, Build The Vision Inc.

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# Stream /Host Introduction

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- 2:00 – 2:10  
[Host Introduction](#)
- 2:10 – 2:45  
[TOGAF 9 EA Support to Business Transformation](#)  
Robert Weisman, Build The Vision, Canada
- 2:45 – 3:30  
[Case Study: Enterprise Architecture and Rapid Business Transformation in HealthCare](#)  
Dorin Andreescu, General Project Management Systems and Solutions, US  
Refaat Shulaiba, CIO at Midwest Health Plan
- 4:00 – 4:45  
[Case Study: EA enabling Business Transformation](#)  
Paul van der Merwe, COO, Real IRM, South Africa
- 4:45 – 5:30  
**Panel Discussion: EA Implementation and Business Transformation**



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# EA Implementation and Business Transformation

- Innovation
  - True innovation, often using new technologies, within a company or institution often finds corporate culture as its major challenge.
- IT is key
  - IT = lifecycle management of information and related technology within an organization
  - IT (i.e. information and related technology) is a key or THE key business differentiator but success is a function of the corporation transforming itself to take advantage of the capabilities technology offers.
- Synergistic Rigour
  - EA provides a synergistic rigour to strategic and business planning allowing the creation of visionary, effective, and efficient top-down direction that identifies the business transformation issues and emplaces resourced measures to address them. This EA/Business Transformation direction establishes a capability based roadmap with well-thought out / architected milestones.



# EA Implementation and Business Transformation

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- End To End
  - The roadmap and implementation plan bring to bear a “whole of business” approach to achieving the new corporate goals; all lines of business and corporate services work together across all portfolios to deliver the target capabilities in lockstep.
- Incremental Change
  - EA provides the corporate milestones / “blueprints through time” allowing executives to rapidly assess the implications of current or emerging opportunities both in terms of business value and associated business transformation costs.
- This stream will illustrate examples the advantages of using Enterprise Architecture as an adjunct to Business Transformation



# TOGAF 9 Support for Business Transformation

- Robert Weisman, CEO, Build the Vision, Inc., Canada
- Spent more than 25 years in enterprise level planning and implementation for business and IM/IT capabilities, in both private and public sectors in North America, Europe and Australia.
- For the past five years Bob has been an active member of the Open Group Architecture Forum, a significant contributor to TOGAF 9 and President of the Ottawa/Gatineau Chapter of the Association of Open Group Enterprise Architects (AOGEA).
- As Principal Consultant and CEO of Build The Vision Inc., he both practices Enterprise Architecture and provides in-house training for Enterprise Architects leading to TOGAF 8 and 9 certification.
- Robert has a background in Strategic Planning and has an MSc in Computer Science and is a Professional Engineer and Project Management Professional



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# TOGAF 9 EA Support to Business Transformation

- Integrates the business planning, enterprise architecture, portfolio management, operations management, systems development and governance management frameworks in a coherent end-to-end methodology that defines and then proceeds to deliver the corporate vision to transform the enterprise.
- Techniques such as stakeholder management, capability-based planning, business transformation readiness assessments, capability maturity models, risk management, and migration planning provide a rich set of tools for the Business Transformation Architect, Business Planner and Enterprise Architect alike.
- TOGAF 9 clearly emphasizes that technology innovation alone will not provide the sought after business value unless the business transformation aspects are identified and addressed.
- This presentation will present from a business perspective the capabilities that TOGAF 9 brings to bear within an organization illustrated by case studies and lessons learned

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# Health Care Case Study

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- **Dorin Andreescu & Refaat Shulaiba**

**Dorin Andreescu** is the founder of Elinco SA and General Project Management Systems and Solutions with expertise in innovative turn-key Enterprise Resource Planning (ERP) and Rapid Business Transformation Solutions using Information Warehouse Systems. He is teaching IT Research Methods, Enterprise Modeling and Simulation and Quantitative Methods at Lawrence Technological University.

- **Refaat Shulaiba**, CIO, Midwest Health Plan is in the last phase of the Doctor of Management in Information Technology at Lawrence Technological University.



# Case Study: Enterprise Architecture and Rapid Business Transformation in HealthCare

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- The presentation describes a comprehensive case study of a medium size healthcare organization.
- This organization is specialized in Medicare and Medicaid.
- It reviews the business and IT challenges resulted from multiple uncertainties regarding the regulations, the size and the nature of the business, and innovative ways in which these challenges were addressed.
- The healthcare organization used a lightweight architectural approach inspired from TOGAF, COBIT, IEEE 1471, ISO 12207, ISO 15288, APQC and Baldrige National Quality Program.
- The case study details the business, data, application and technology views, modeling diagrams and development suites. It includes the business transformation methodology and the lessons learned.



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# Case Study: EA Enabling Business Transformation

- Paul is one of South Africa's most dynamic and insightful enterprise architects.
- A conceptual thinker, he has driven a number of advances in the fields in which he has specialised, among them software development, business intelligence, and now enterprise architecture.
- Under Paul's direction, Real IRM has taken enterprise architecture consulting and training into global markets, and as a consequence South Africa is a world leader in this domain.
- In May 2009 he was elected as Chair of the Architecture Forum of The Open Group.
- Paul is a certified TOGAF 9 practitioner and a respected academic who presents a post-graduate course in the Department of Informatics at the University of Pretoria.
- Member of the Association of Open Group Enterprise Architects, Institute of Internal Auditors (IIA), Computer Society of South Africa and the Information System Audit and Control Association (ISACA).

realIRM



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# Case Study: EA Enabling Business Transformation

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- This presentation will share the experience of the EA team in an energy company.
- The EA team focused on setting up an EA capability that enables business transformation.
- By understanding the various stakeholders and their respective viewpoints, they generated views out of their architecture repository that enabled the various stakeholders.
- A subset of these views will be demonstrated, those that were specifically focused on business transformation



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# Panel Discussion: EA Implementation and Business Transformation

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- Chance to discuss issues with presenters
- Presenters have a wealth of experience
- Questions from the audience
  - Planned
  - Not so planned



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# Enterprise Architecture (EA) Implementation and Business Transformation

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## On With the Show

Presented By:

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