EMBEDDING ENTERPRISE ARCHITECTURE IN A BUSINESS TRANSFORMATION PROGRAM AT ASTRAZENECA

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About this presentation

A presentation of how a holistic enterprise architecture approach was successfully embedded in a global multi million dollar business transformation programme at AstraZeneca R&D.

• How to earn a seat at the table?
• How to set the direction?
• How to drive the implementation?

Views expressed in this presentation are personal reflections based on working with AstraZeneca and do not necessarily represent the views of the company.
AstraZeneca
70 years of innovative medicines

One of the world’s leading biopharmaceutical companies

AstraZeneca employs over 60,000 people across the world (over 15,000 in R&D) in more than a 100 countries

AstraZeneca’s innovative medicines are used by millions of patients worldwide.
Architecture @ AstraZeneca

It’s Complex!

It’s’ Federated!

It’s an IT concern!
The Pharma Value Chain

- Drug Discovery
- Drug Development
- Manufacturing
- Sales & Distribution
- Product Management
The Pharma Value Chain

Setting the scope
Pharmaceutical Development
The Business Challenge

Turning molecules into medicines

Faster, better, less expensive...
Embedding an enterprise architecture approach

How to earn a seat at the table?

How to set the direction?

How to drive the implementation?
Earning a seat at the table
The challenge

“We can be dealt with IT later”

The reputation of IT

Silo thinking
Earning a seat at the table
Our approach

- Stakeholder management
- Visualization
- Selling EA by example

“We can be dealt with IT later.”

Silo thinking
Setting the direction
The challenge

Technology focus
Anticipating change
Managing legacy
Setting the direction
Our approach

- Keep the propeller heads at bay
- Focus on scope setting (rather than details)
- Get Business resources to take ownership
Drive the implementation
The challenge

Changes to technology
Business change
Inflated expectations
Drive the implementation
Our approach

- Use the force of the vision
- Continuously scrutinize the business case
- Focus on transitions
Reflections

Earning a seat at the table
- Stakeholder management
- Visualization
- Selling EA by example

Setting the direction
- Keep the propeller heads at bay
- Focus on scope setting
- Get Business resources to take ownership

Drive implementation
- Use the force of the vision
- Continuously scrutinize the business case
- Focus on transitions
Final words

You can’t be enough prepared

Stakeholder management is key

Be pragmatic but don’t forget the end goal
Questions...
Thank you!