

# **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.

 **Arimidex**  
anastrozole

 **CRESTOR**  
rosuvastatin calcium

 **Nexium**  
esomeprazole

 **SYMBICORT**  
budesonide/formoterol

 **Seroquel**  
quetiapine

# Architecture @ AstraZeneca

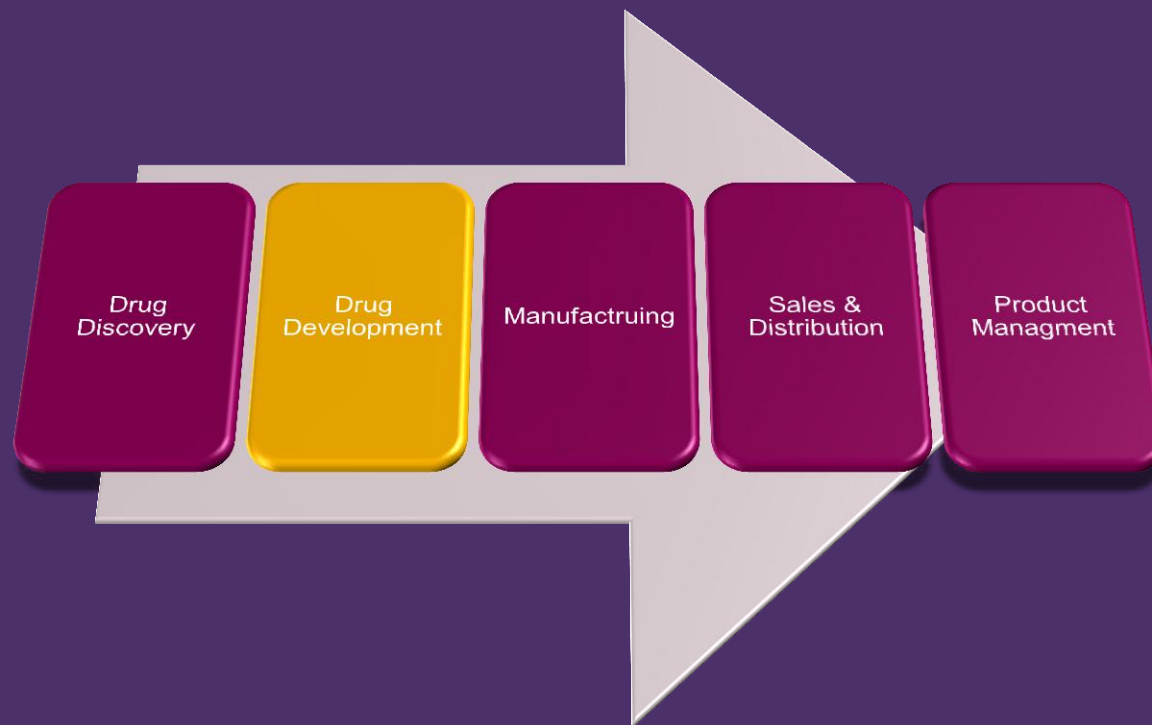
**It's Complex!**

**Its' Federated!**

**It's an IT concern!**

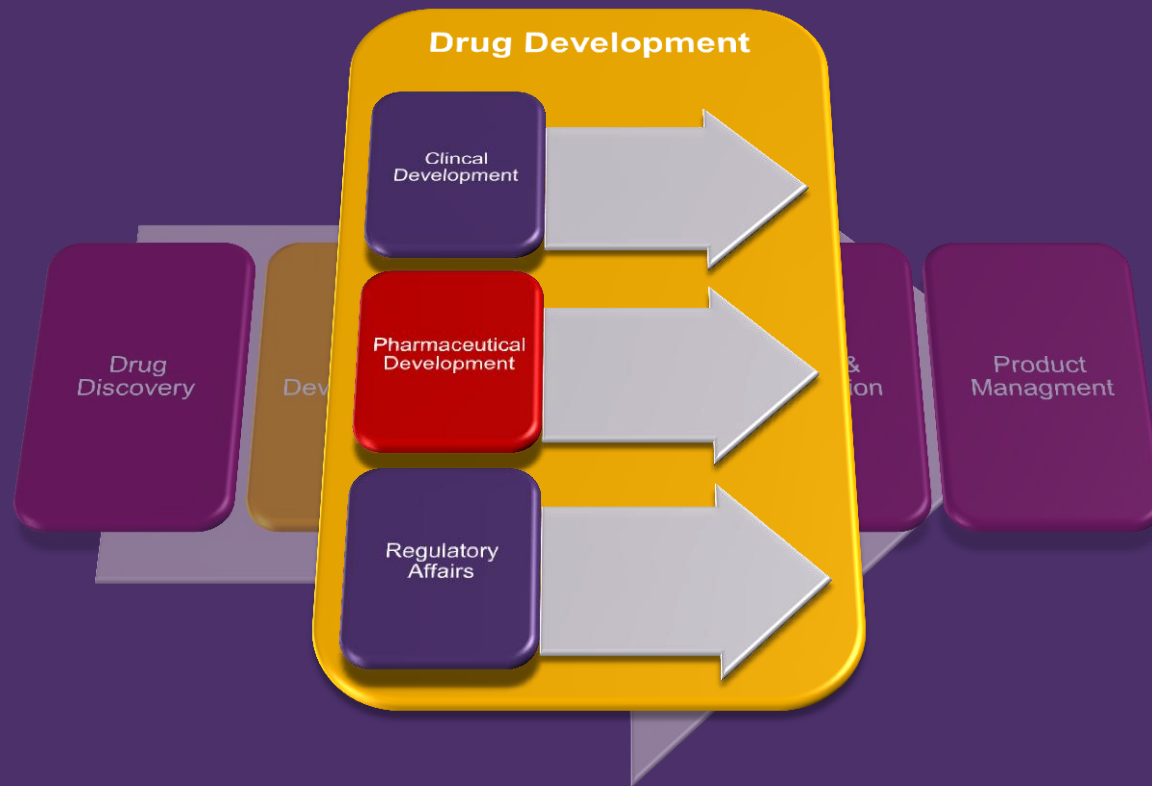


# The Pharma Value Chain



# 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

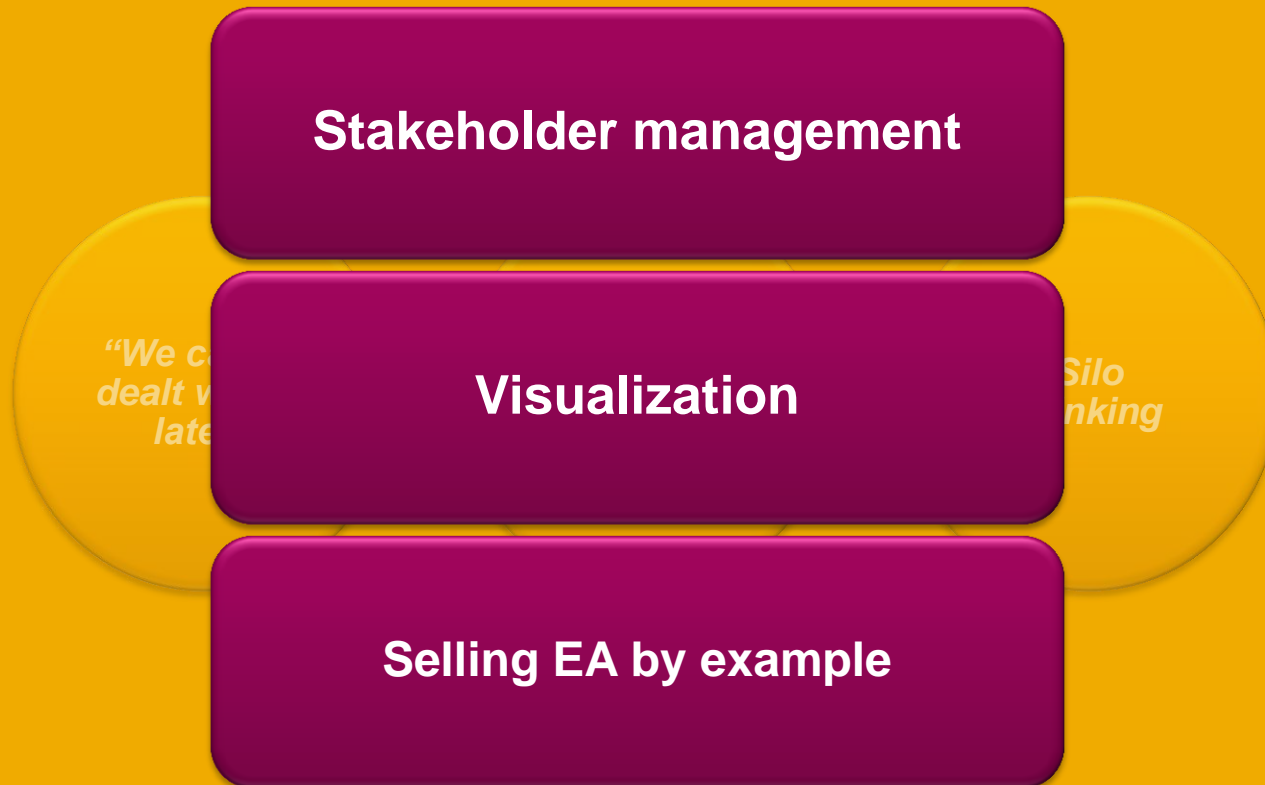
*“We can be  
dealt with IT  
later”*

*The  
reputation  
of IT*

*Silo  
thinking*

# Earning a seat at the table

## Our approach



# 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**

*Techno  
focus*

*aging  
legacy*

# 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**

*Change  
techn*

*lated  
ctations*



# 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!***