Turn your IT Plan into a Competitive Advantage: Harnessing the power of Enterprise Architecture

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Rational. software

iEA06

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Organizations Are Facing an Unparalleled Rate of Change

Innovation is Considered the Key to Success

Mergers & Acquisitions

Globalization

Workforce issues

IT Modernization

Escalating customer expectations

66% of CEOs expect their organizations to be inundated with change

Do more with less

Unexpected market shifts

Regulatory concerns

"We will fight our battles not on the low road to commoditization, but on the high road of innovation."

Howard Stringer, Chairman and CEO, Sony

WellsLanders Extreme Engineering

Source: IBM CEO Study 2006

Enterprise Architecture: Some of the benefits

Results!

Make faster, better-informed strategic and tactical decisions

Enterprise blueprinting with interactive visualization and analysis

"Our enterprise planning helped us recover £10M in costs by optimizing IT landscapes & processes"

Prioritize IT investments to support business goals

Maximize budget and resources with business-IT collaboration

"Our global insurance company saved $10.5M in the first year by better aligning IT resources to business processes"

Improve risk management of organizational transformation

Plan and execute change faster and with better insight

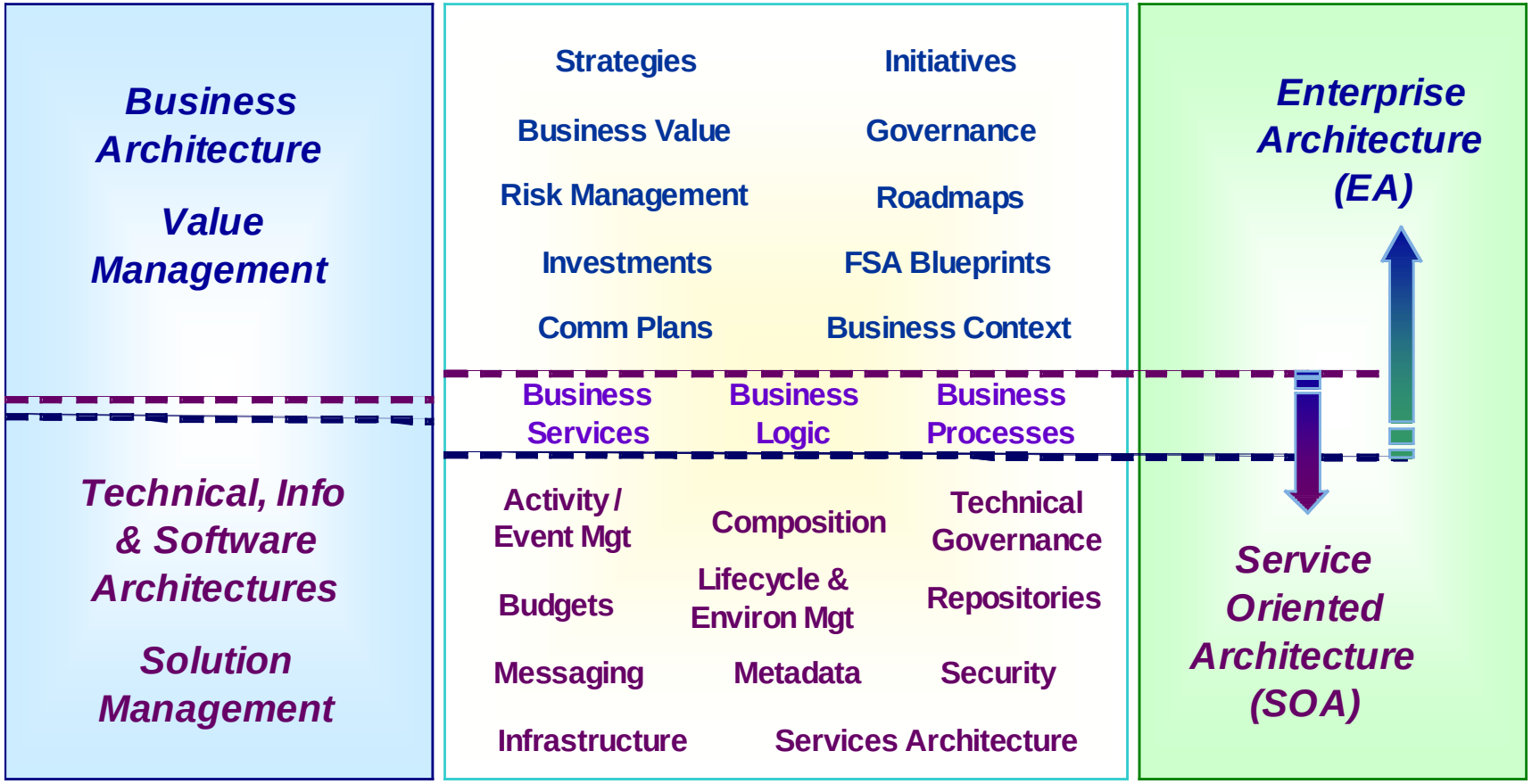
"We saved $20M by finding and avoiding risk in the implementation of a new merchandising system."

Turn strategy into execution and measure the results

Efficiently deliver solutions that keep pace with the business plan

"We have seen a 33% reduction in IT end-user costs based on implementation of enterprise architecture"

Business Alignment Model



Demonstrating EA Value

Mission Performance

- Are we supporting Core and Support Value Chain Business Areas together?
- What are the business changes I really need to have?
- Where can we achieve dramatic performance improvements? How do I know I've achieved them?
- Where are opportunities and risks for program collaboration, data sharing, and shared business processes?
- Where are opportunities for Governance Improvements?

Investment Performance

- Are investments supporting critical Core/Support Value Chain Business Areas?
- Are investments supporting critical business needs & increasing cash flow?

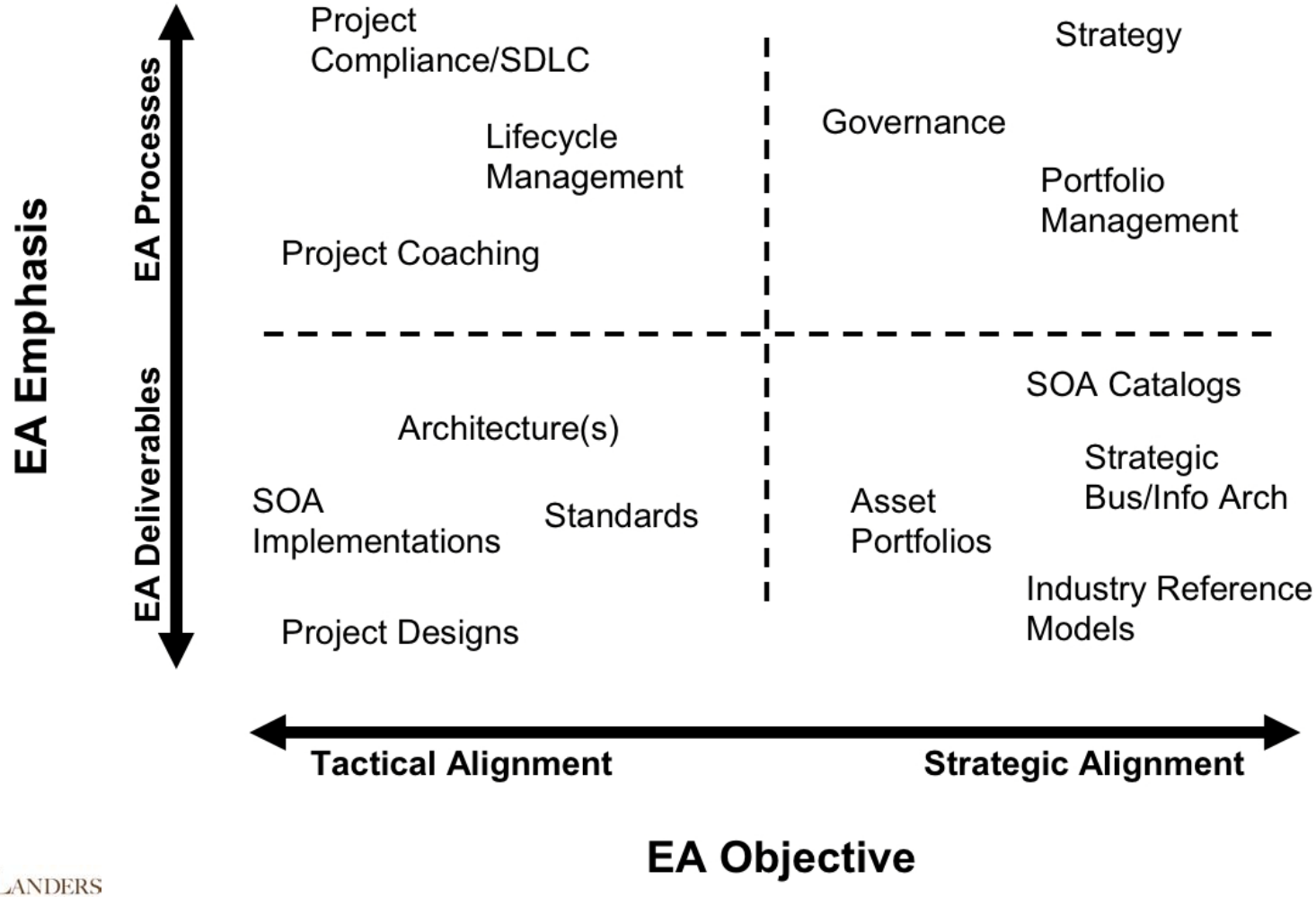
HR Performance

- What is the target level of resources I need to have in place, and where?
- How can I move back office resources into mission functions?

IT Performance

- Where do I have redundancies? Inefficiencies?
- Where am I over/under invested? How do I know?
- What metrics do I need for measuring business value?

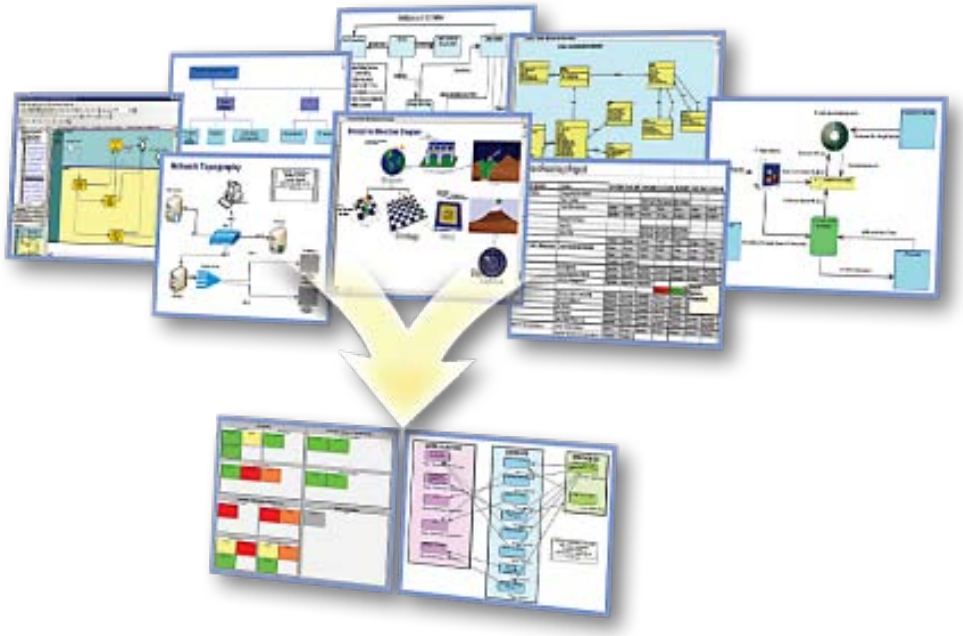
Emphasis and Objectives



Start with the Big Picture

An Enterprise View is Required for Enterprise Planning

Enterprise blueprinting with interactive visualization and analysis



Link, consolidate and analyze IT architecture information in blueprints

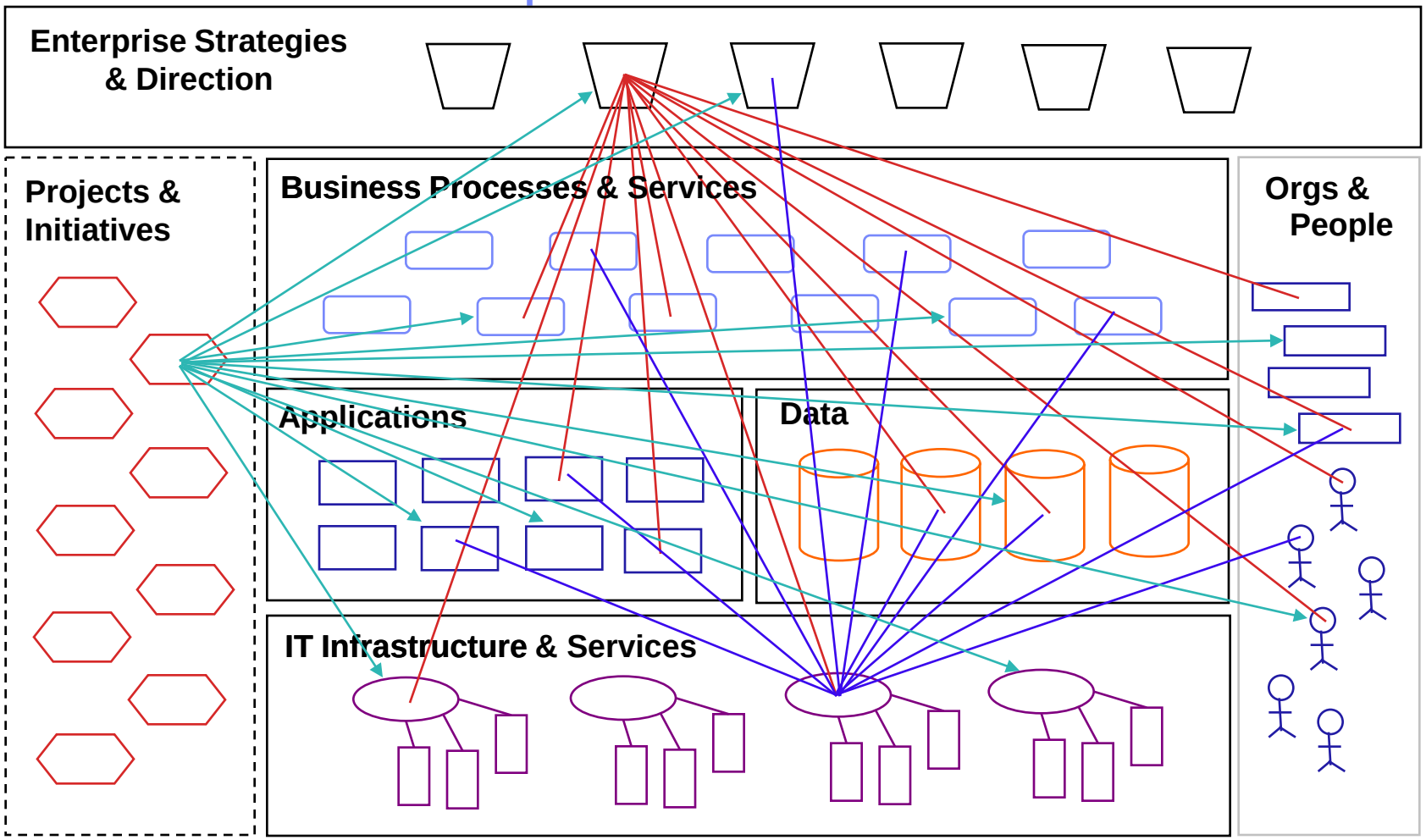
- Strategies, goals and organization
- Applications, services and data
- Systems, networks and components

Simplified modeling with robust support for standards

- Create a common and consistent information resource to guide enterprise planning
- Multiple modeling standards in one tool
- Changes are propagated throughout the data blueprint, simplifying maintenance

Enterprise Architecture identifies corporate systems, their key properties, and their interrelationships, and plans for and guides the evolution of the enterprise systems to support and enable the evolution of the enterprise in its pursuit of strategic advantage.

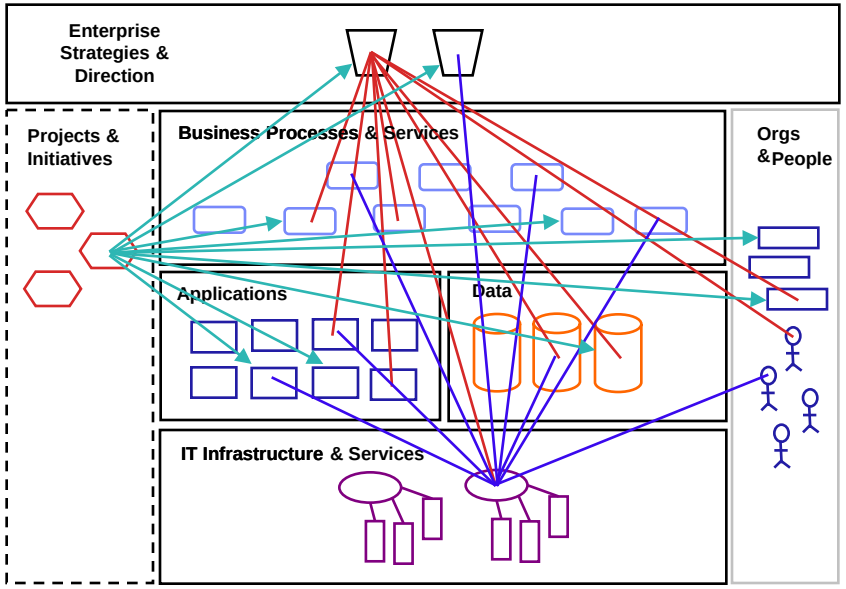
Visualize the Enterprise



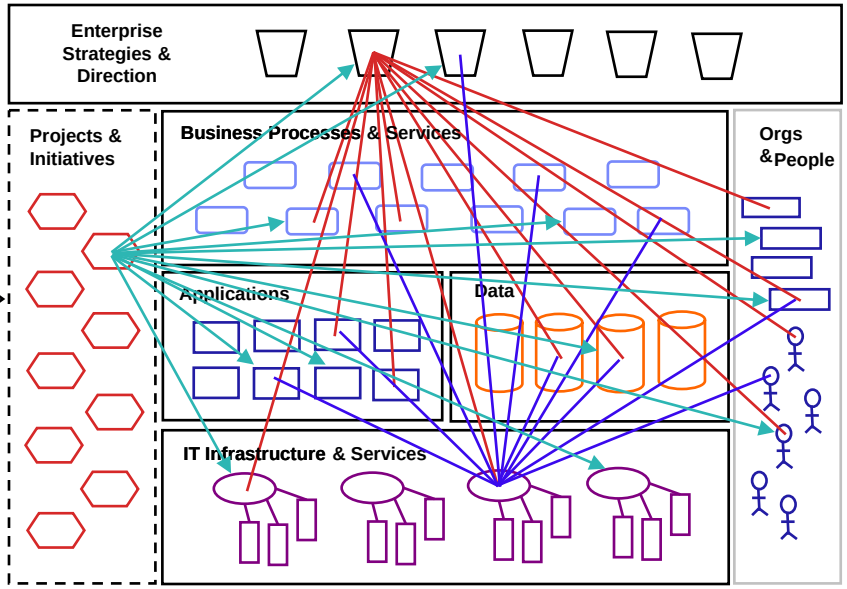
Visualize components supporting Enterprise strategies & goals.
Visualize dependencies upon specific infrastructure assets.
Visualize impact of projects and initiatives.

Optimize the Enterprise

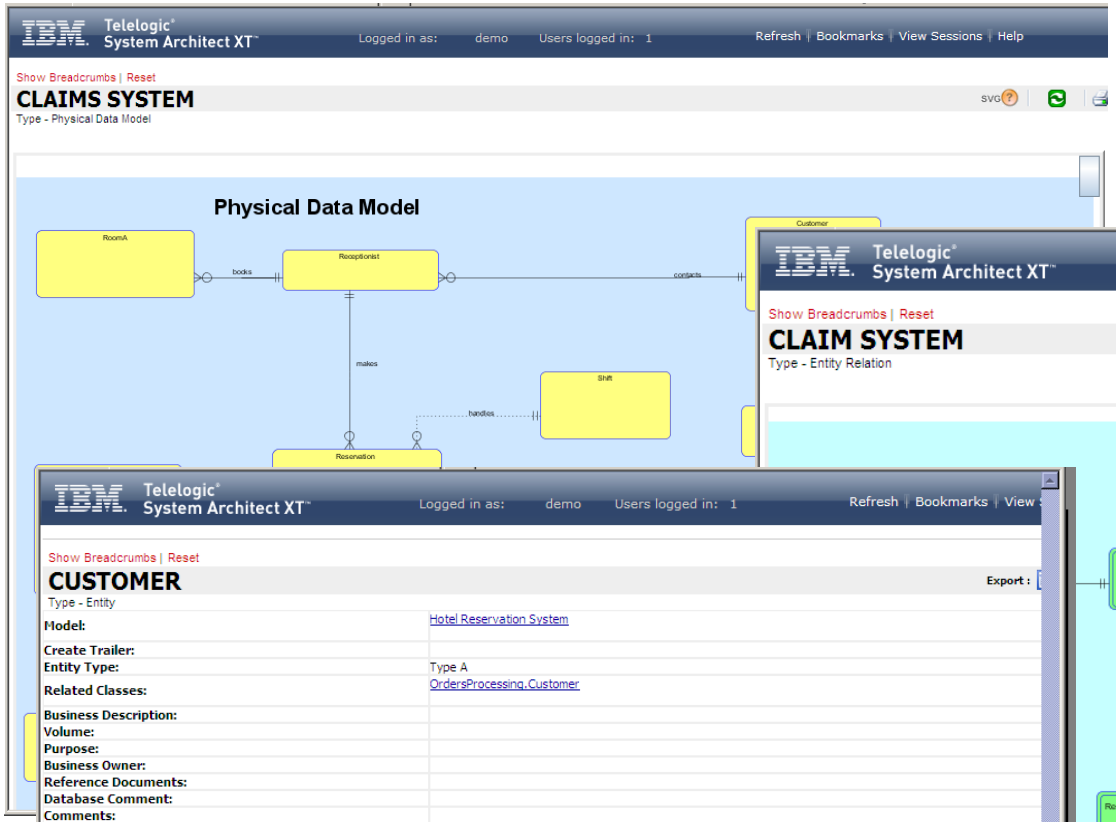
Current



Proposed



Initial investment:	**$600K**
Impacts:	
Operational expense:	**-16%**
Power consumption:	**-2%**
Complexity indicator:	**+3%**
Roadmap	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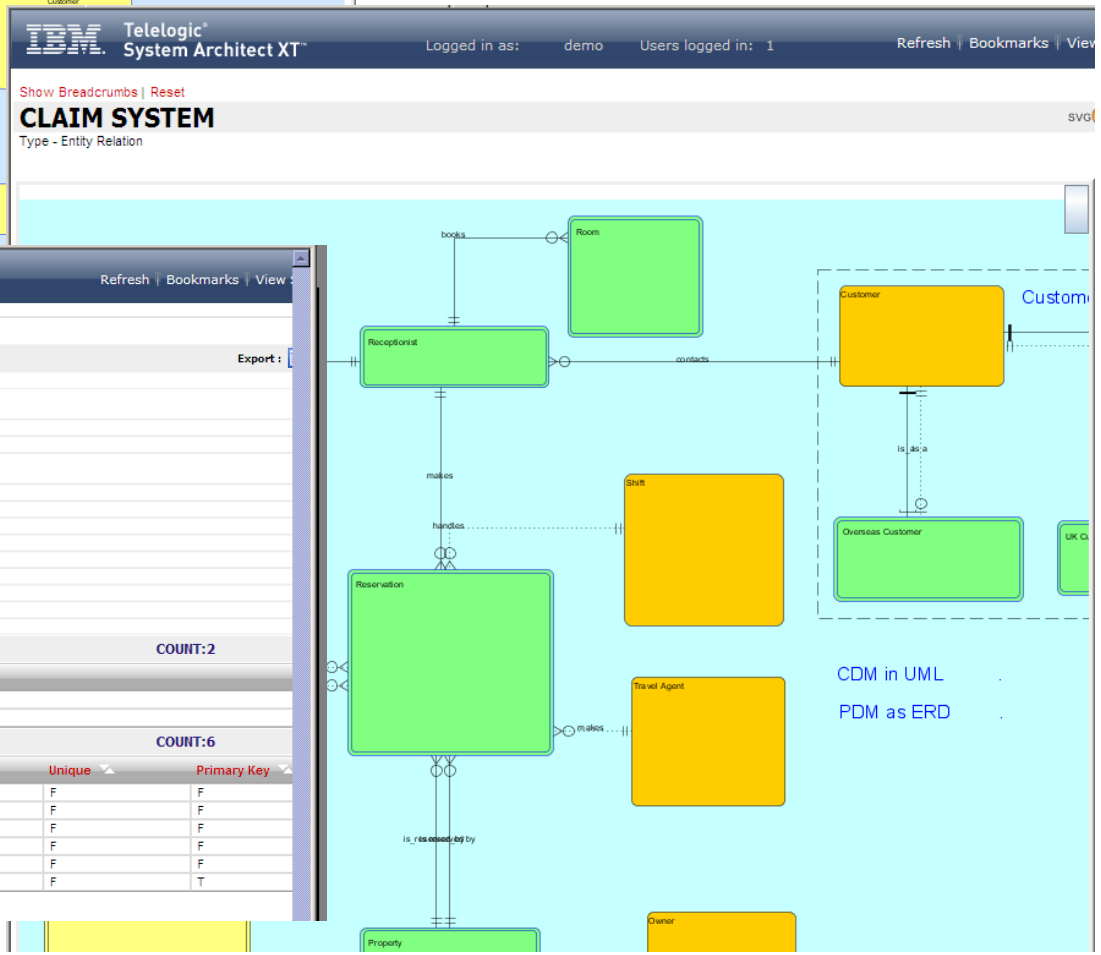
CLAIMS SYSTEM
Type - Physical Data Model
Physical Data Model
RoomA
books
Receptionist
contacts
Customer
makes
Shift
handles
Reservation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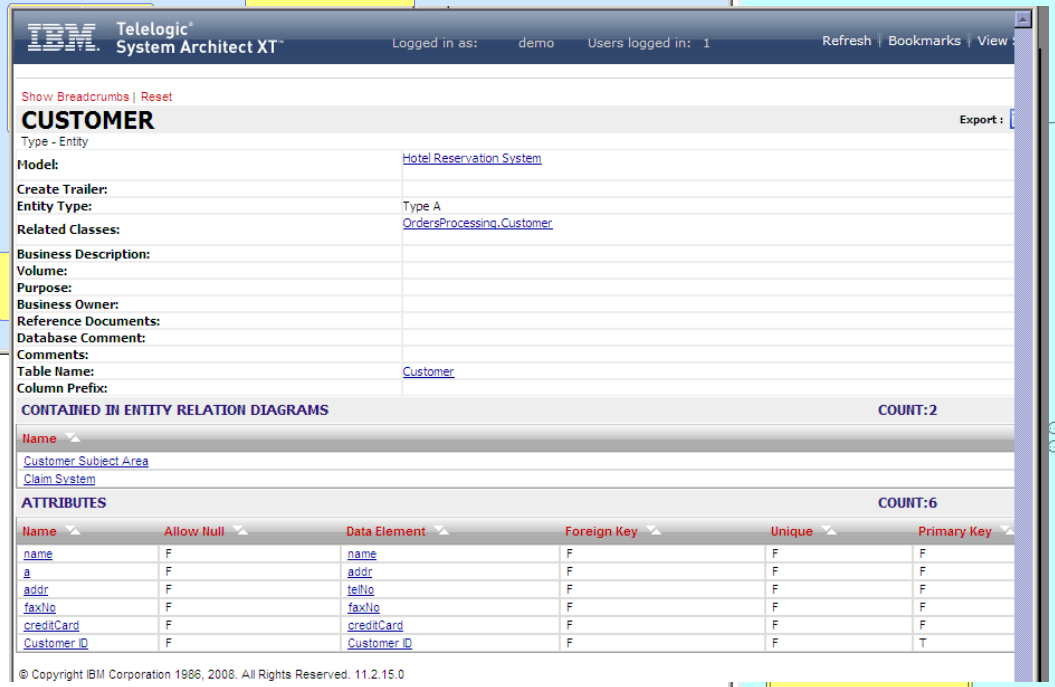
Show Breadcrumbs | Reset
CLAIM SYSTEM
Type - Entity Relation
books
Room
Receptionist
contacts
Customer
Custom
is_a
makes
Shift
handles
Overseas Customer
Reservation
Travel Agent
makes
CDM in UML
PDM as ERD
Property
Owner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CUSTOMER
Export :
Type - Entity
Model: Hotel Reservation System
Create Trailer:
Entity Type: Type A
Related Classes: OrdersProcessing.Customer
Business Description:
Volume:
Purpose:
Business Owner:
Reference Documents:
Database Comment:
Comments:
Table Name: Customer
Column Prefix:
CONTAINED IN ENTITY RELATION DIAGRAMS COUNT:2
Name
Customer Subject Area
Claim System
ATTRIBUTES COUNT:6
Name | Allow Null | Data Element | Foreign Key | Unique | Primary Key
name | F | name | F | F | F
a | F | addr | F | F | F
addr | F | telNo | F | F | F
faxNo | F | faxNo | F | F | F
creditCard | F | creditCard | F | F | F
Customer ID | F | Customer ID | F | F | T
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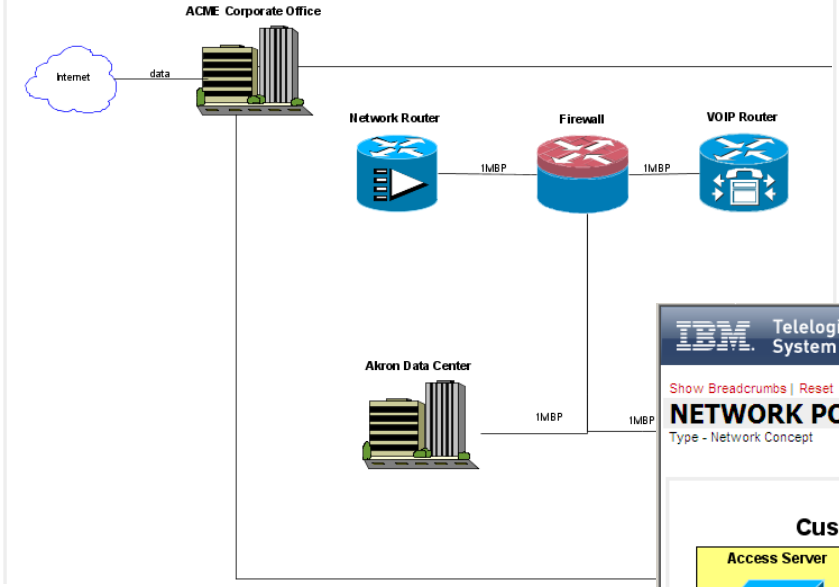
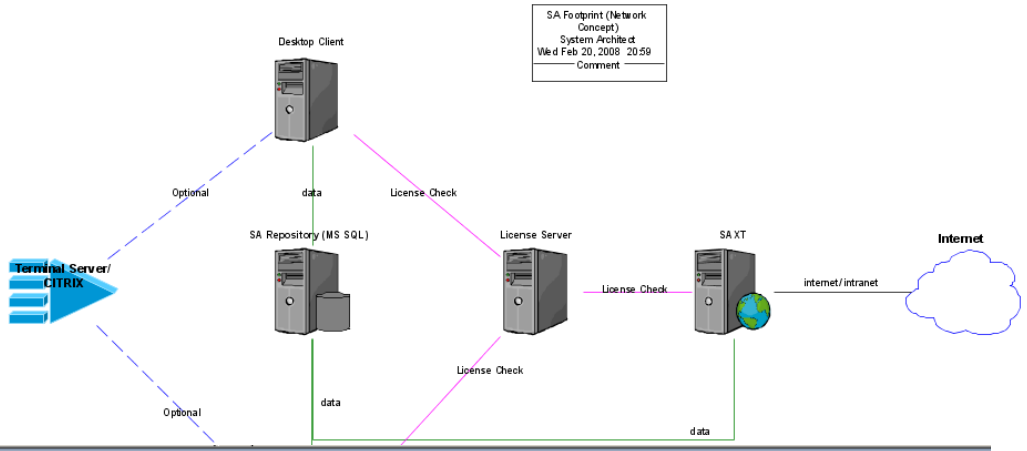
BACKBONE CONCEPT

Type - Network Concept



SA FOOTPRINT

Type - Network Concept



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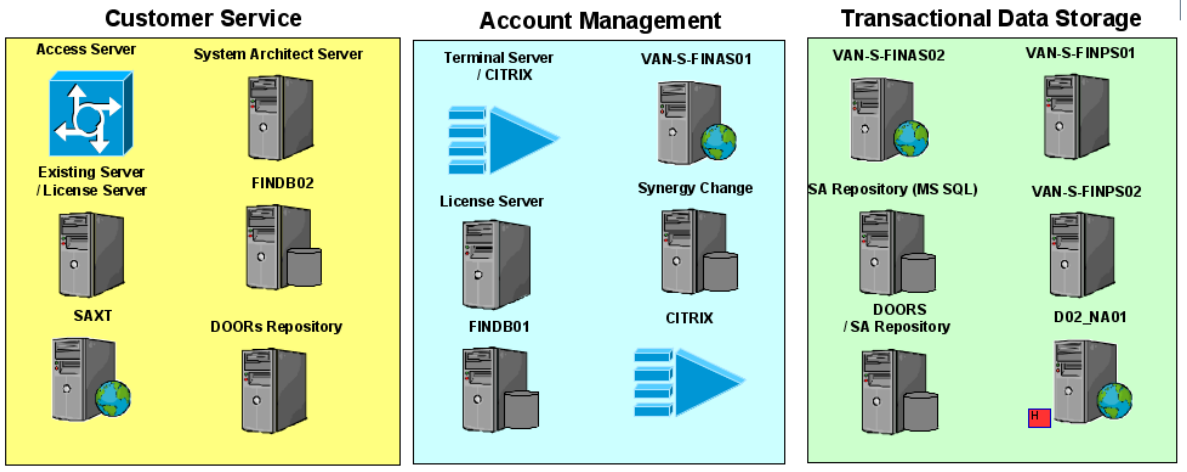
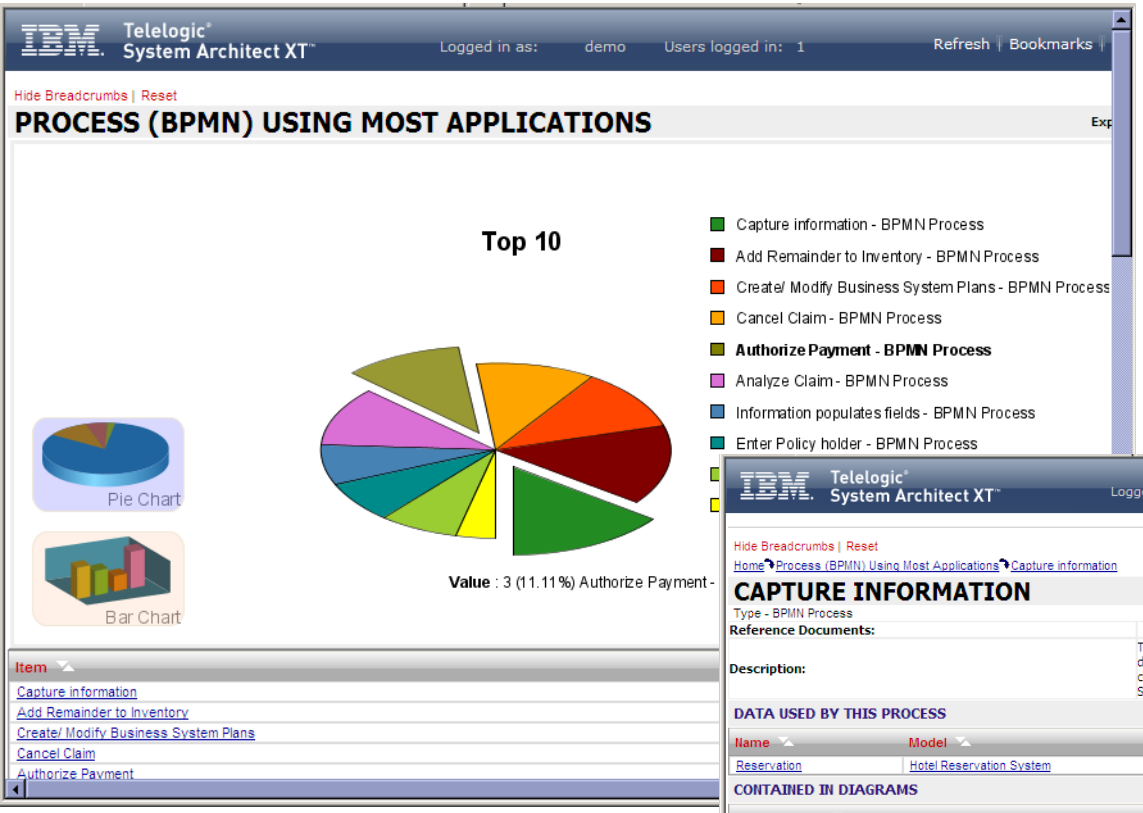
NETWORK PORTFOLIO

Type - Network Concept




Telelogic
System Architect XT
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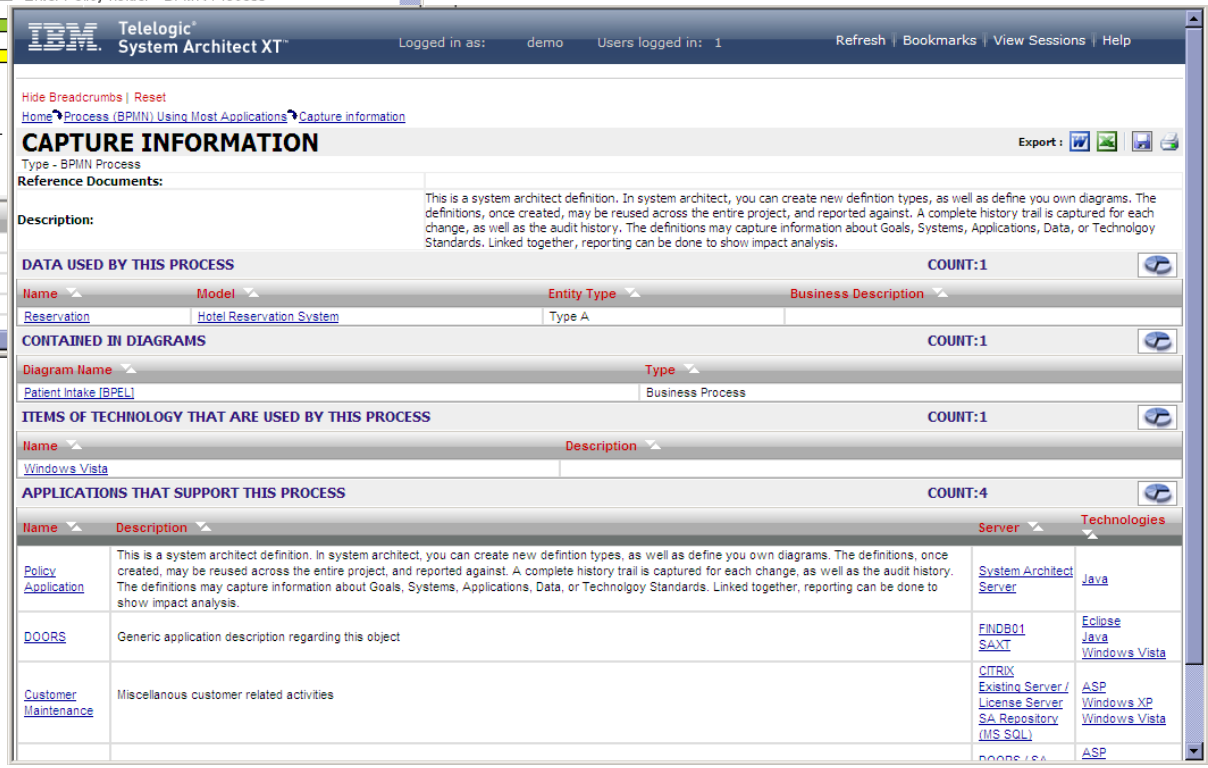
PROCESS (BPMN) USING MOST APPLICATIONS
Top 10
Capture information - BPMN Process
Add Remainder to Inventory - BPMN Process
Create/ Modify Business System Plans - BPMN Process
Cancel Claim - BPMN Process
Authorize Payment - BPMN Process
Analyze Claim - BPMN Process
Information populates fields - BPMN Process
Enter Policy holder - BPMN Process
Pie Chart
Bar Chart
Value : 3 (11.11%) Authorize Payment -
Item
Capture information
Add Remainder to Inventory
Create/ Modify Business System Plans
Cancel Claim
Authorize Payment


Telelogic
System Architect XT
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Refresh | Bookmarks | View Sessions | Help
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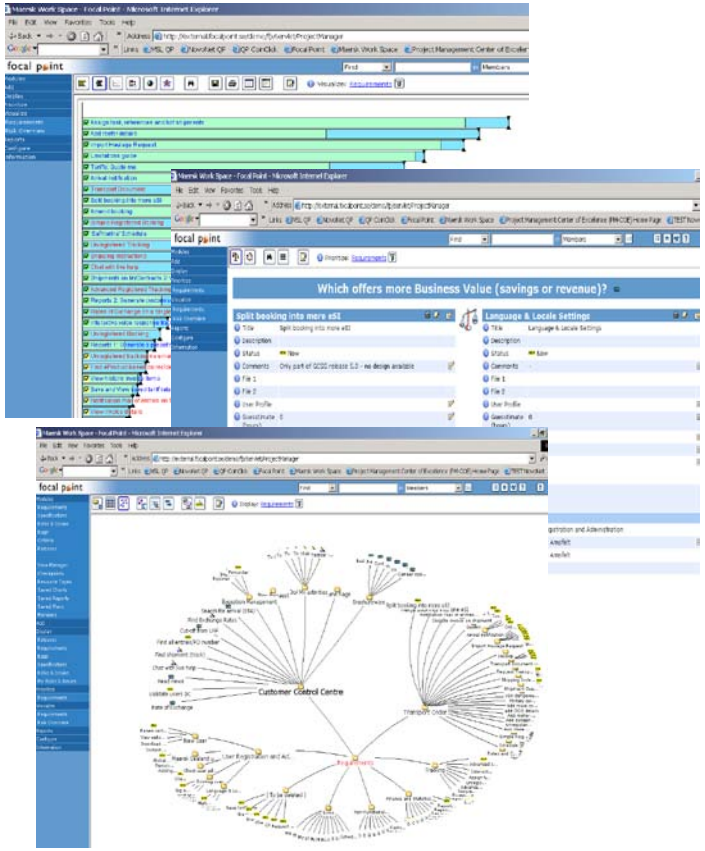
Home Process (BPMN) Using Most Applications Capture information
CAPTURE INFORMATION
Export :
Type - BPMN Process
Reference Documents:
Description:
This is a system architect definition. In system architect, you can create new defintion types, as well as define you own diagrams. The definitions, once created, may be reused across the entire project, and reported against. A complete history trail is captured for each change, as well as the audit history. The definitions may capture information about Goals, Systems, Applications, Data, or Technolgoy Standards. Linked together, reporting can be done to show impact analysis.
DATA USED BY THIS PROCESS
COUNT:1
Name Model Entity Type Business Description
Reservation Hotel Reservation System Type A
CONTAINED IN DIAGRAMS
COUNT:1
Diagram Name Type
Patient Intake [BPEL] Business Process
ITEMS OF TECHNOLOGY THAT ARE USED BY THIS PROCESS
COUNT:1
Name Description
Windows Vista
APPLICATIONS THAT SUPPORT THIS PROCESS
COUNT:4
Name Description Server Technologies
Policy Application
This is a system architect definition. In system architect, you can create new defintion types, as well as define you own diagrams. The definitions, once created, may be reused across the entire project, and reported against. A complete history trail is captured for each change, as well as the audit history. The definitions may capture information about Goals, Systems, Applications, Data, or Technolgoy Standards. Linked together, reporting can be done to show impact analysis.
System Architect Server
Java
DOORS
Generic application description regarding this object
FINDB01 SAXT
Eclipse Java Windows Vista
Customer Maintenance
Miscellanous customer related activities
CITRIX Existing Server / License Server SA Repository (MS SQL)
ASP Windows XP Windows Vista
ASP

What is Focal Point?

- A unique, visual management, decision support tool that automates, improves and supports:
  - Portfolio management
  - Plan Management
  - Resource Management
- A collaboration platform where all stakeholders can share and edit data
- Fully Web-based product
  - no client install
- Role-based user access
- Built-in decision and business scenario analysis support



Linking Strategy to Execution

- What is our current state?
- Is the portfolio ALIGNED with our strategy?
- Is the portfolio delivering the expected business VALUE?

- Are we doing the RIGHT projects?
- Are we spending in the RIGHT areas?
- Do we have the RIGHT resources?
- Do we have the right BALANCE of risk/reward?

- Doing projects well?
- Delivering results on time and budget?
- Enhancing communication and productivity?

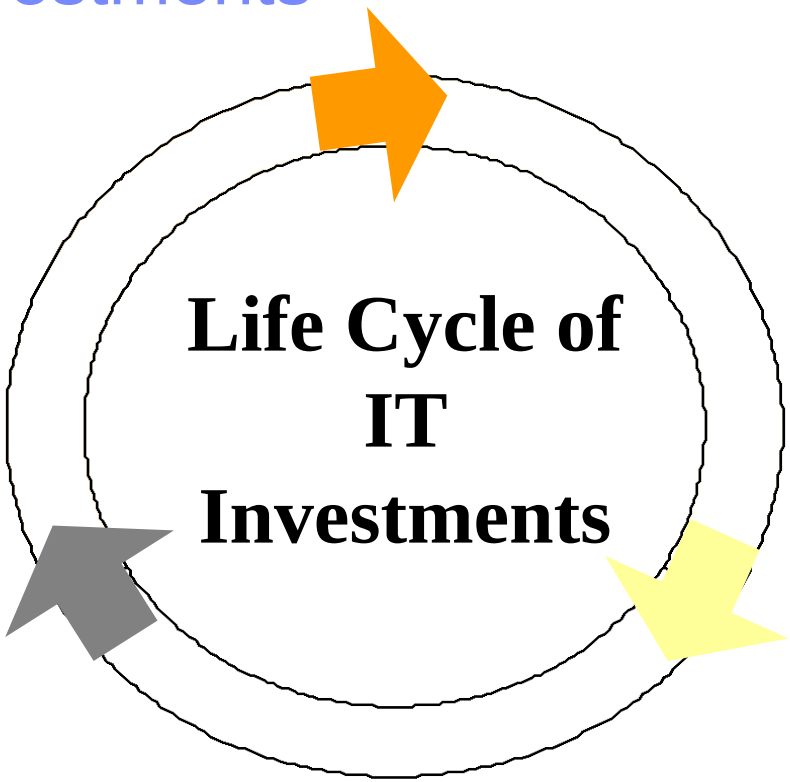
Managing IT Investments

III. Maintain Operate Assets in the Right Ways and Retire or Replace Them at the Right Times

Operate and maintain assets so that:

- Benefits/costs are optimized over their useful lives through astute and timely renovations, consolidations, or eliminations
- Services offered meet availability, reliability, security, quality, and recoverability expectations within acceptable budgets
- Retirements and replacements are effected when assets are no longer cost-justified or risk-acceptable

Application Portfolio Management



I. Build, Buy, and/or Implement the Right Assets

Identify investments that best:

- Enable governmental initiatives or agency missions and strategies
- Result in financial returns – revenue generation or cost savings
- Provide better constituent services or program effectiveness
- Fit technical architectures
- Satisfy budget, staffing, and other constraints
- Meet risk profiles

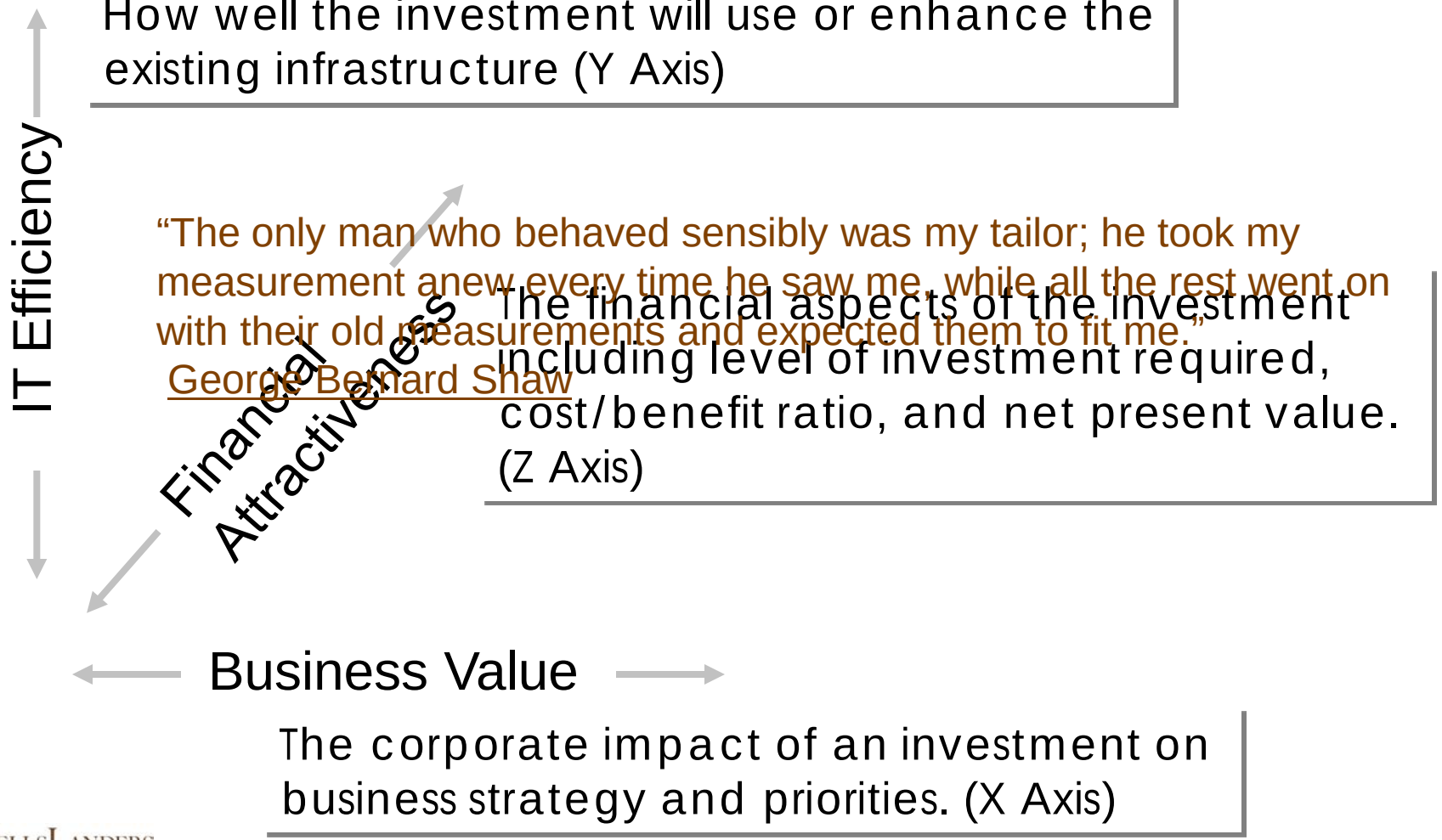
IT Portfolio Management

II. Build and Implement Assets in the Right Manner

- Clarifying roles and responsibilities
- Providing appropriate oversight
- Ensuring they are well planned and thoroughly researched prior to starting
- Defining, tracking, and evaluating project progress frequently to achieve budget, schedule, scope, and quality expectations
- Completing them successfully so that business goals and objectives are realized

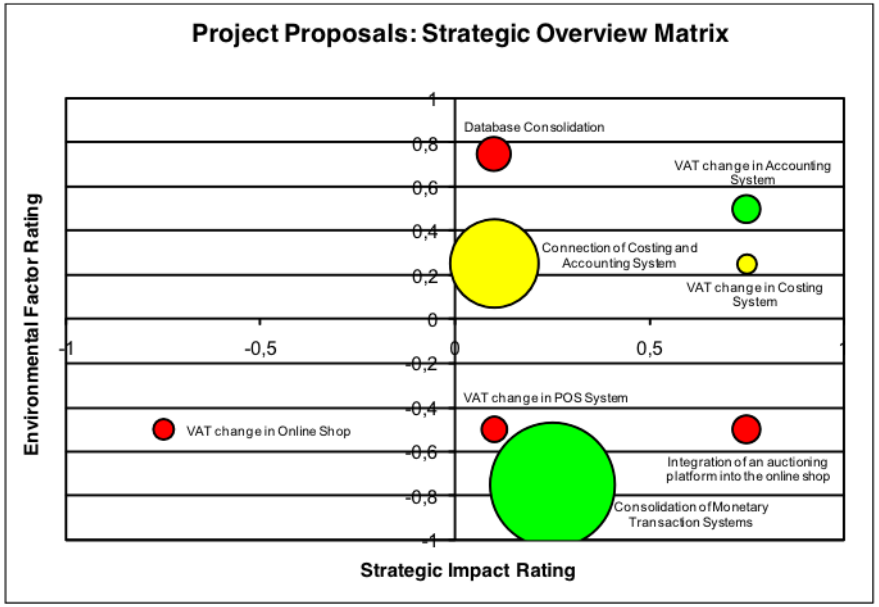
Project Portfolio Management

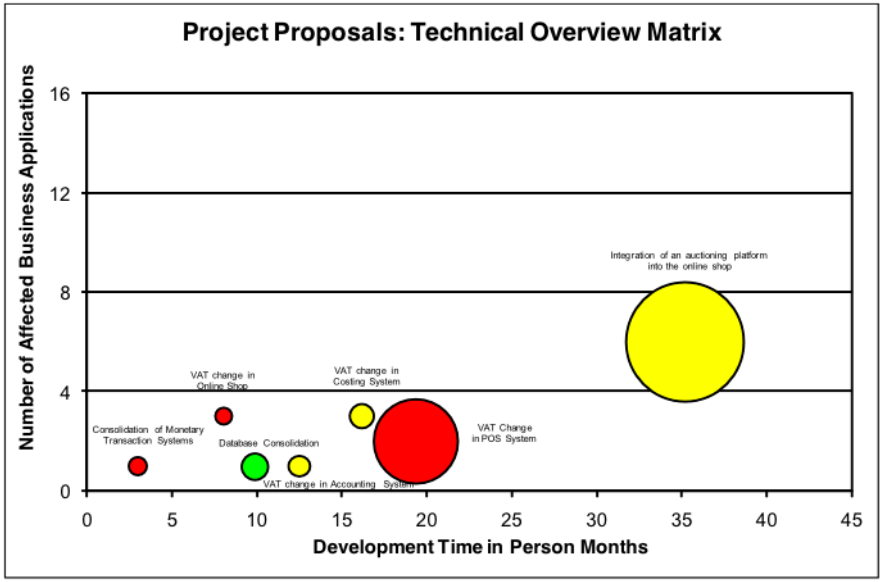
Key Measurements for Business Alignment



Managing the Portfolio

Portfolio Decisions





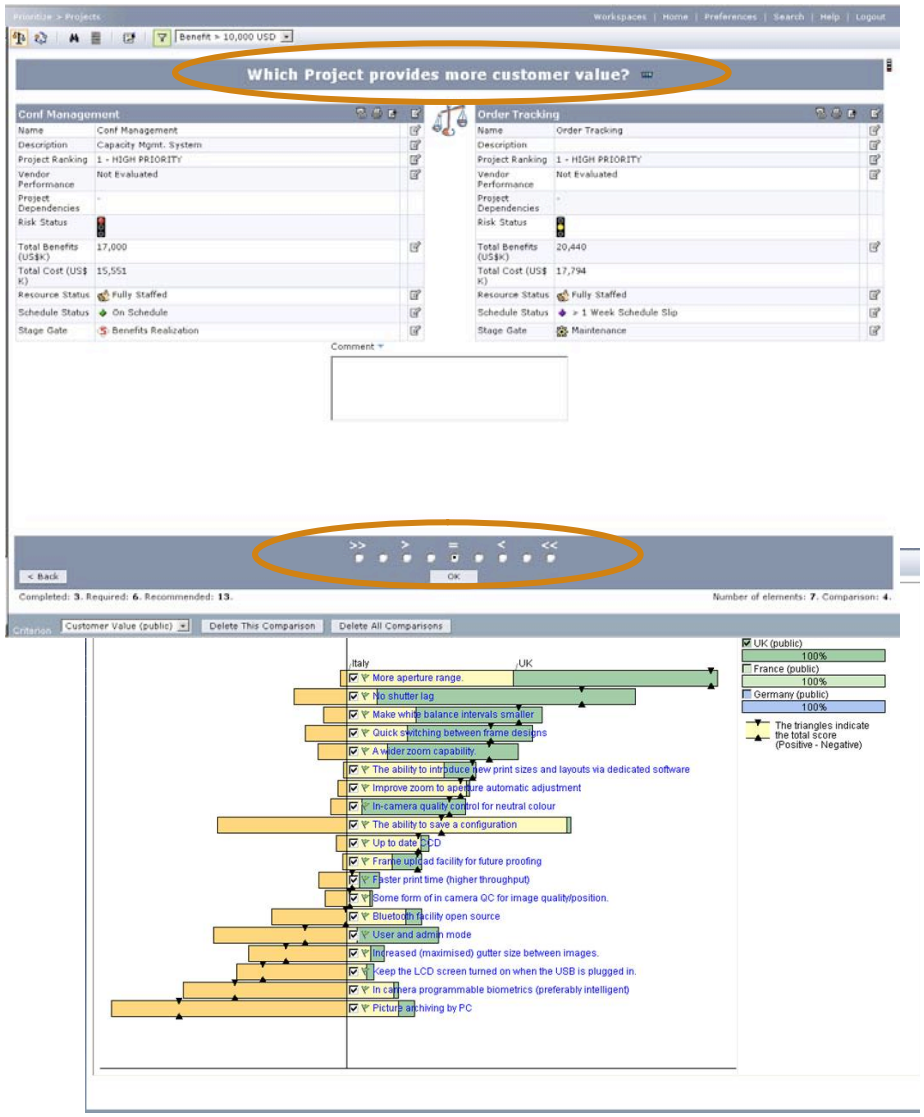
Intangibles:

Risk

Confidence of Success

Quality

Solicit Feedback for Organization Enhancement



Export Architecture Objects and Assets to Focal Point for prioritization

Perform cost/benefit analysis, weight user importance against factors such as cost, development times, and resources available.

User feedback guides decisions to:

Build, Buy, and/or Implement the Right Assets

"Everything that can be counted does not necessarily count; everything that counts cannot necessarily be counted"
- Albert Einstein

Success: Harnessing the Power of EA

"What do w

What

"Where should v

Where esources?"

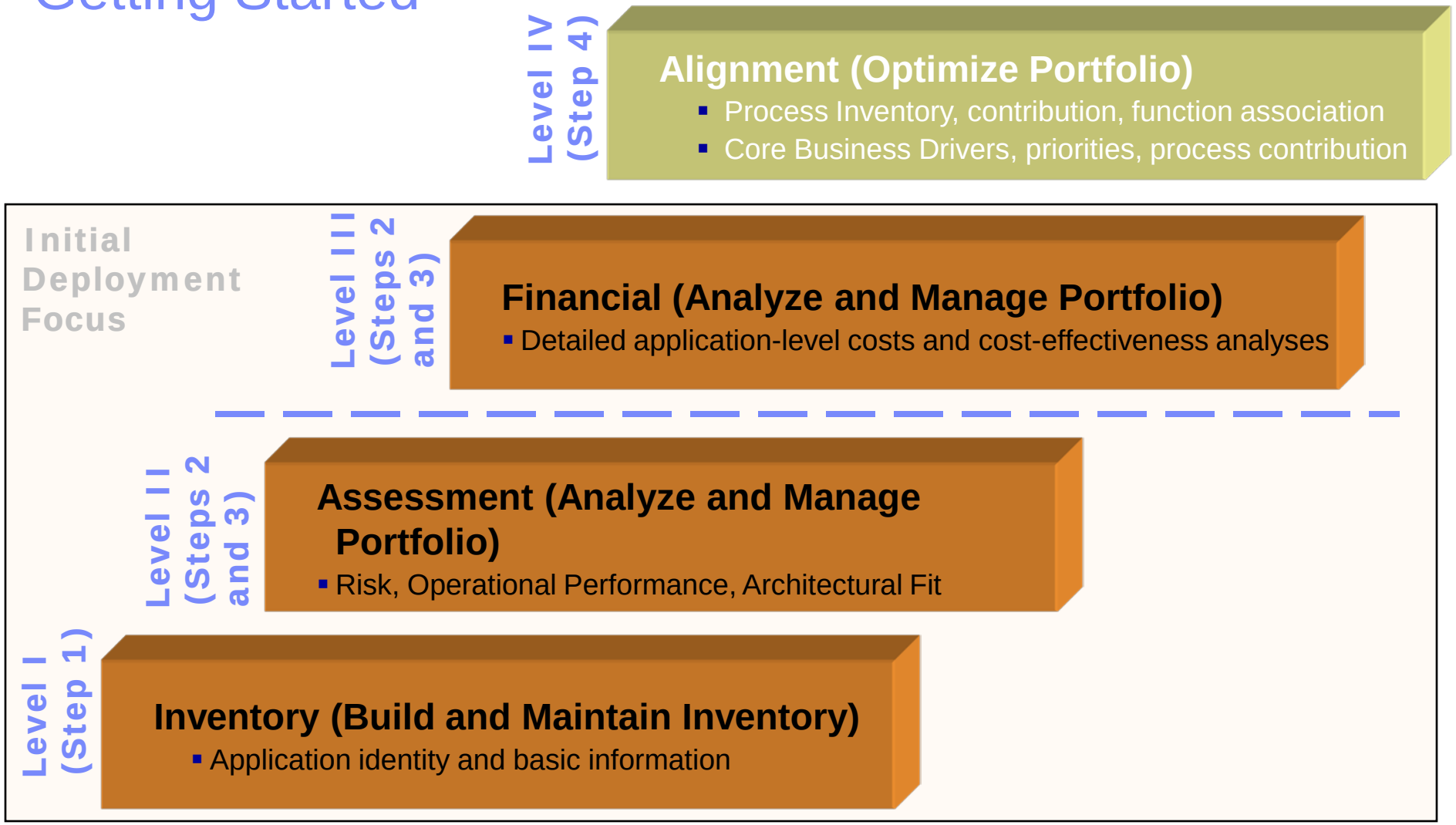
"Where are we going?

How

"How and when will we get t

When

Getting Started



DEMO

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WELLSLANDERS
Extreme Engineering

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