Enterprise Transformation in Business View

Integrating Business and Technology Strategies & Drive Cutting Edge

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Integrated Collaborative Environment
Enterprise Transformation in Business View

Enterprise transformation *is about making fundamental changes in how business is conducted in order to help cope with a shift in market environment.[1] It may be caused by* ***external changes*** *in the* ***market*** *such as an* ***organization's products or services*** *being out of date, funding or income streams being changed, new* ***regulations*** *coming into force or* ***market competition*** *becoming more intense. This management approach is widely used:[2]*

to increase ***revenue*** *or market share*

to improve customer satisfaction

to cut costs

Towards Business and Its Strategy – Cutting Edge Paradigm

- ✓ **Must Have** – An Approach and **Methodology** for **Business Strategy** Modeling, helping in Agile Business and Agile IT.

  – Value thru Strategic Planning?

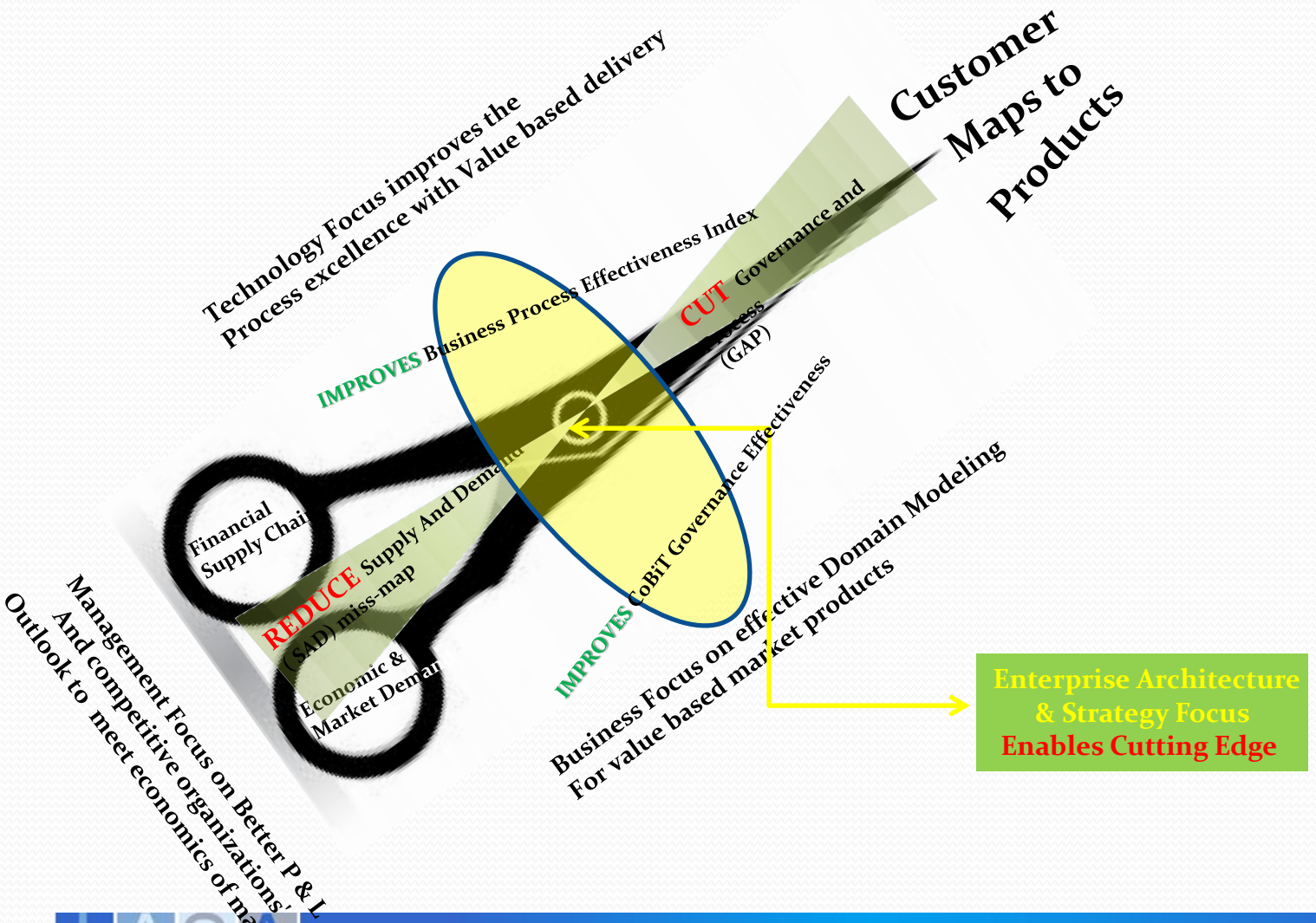
- ✓ **Improve** the **Supply & Demand Alignment** with improved Product Utilization, Leverage Levels in market and meet **Agile Customer Experience** – Qualitative Domain modeling?

- ✓ Technology Strategy (IT inclusive and NOT conclusive!) to **enable** the **consumer meet the product**, with Governance and Process Model.

  - Logical Process Modeling?

- ✓ Operational Strategy for Support, Sustain and Succeed (ICE) with agile Technology enablement? -Adopt Enterprise Architecture?

PROVIDED A SINGLE VIEW REPRESENTATION OF
Business and Its Strategy – Cutting Edge Paradigm

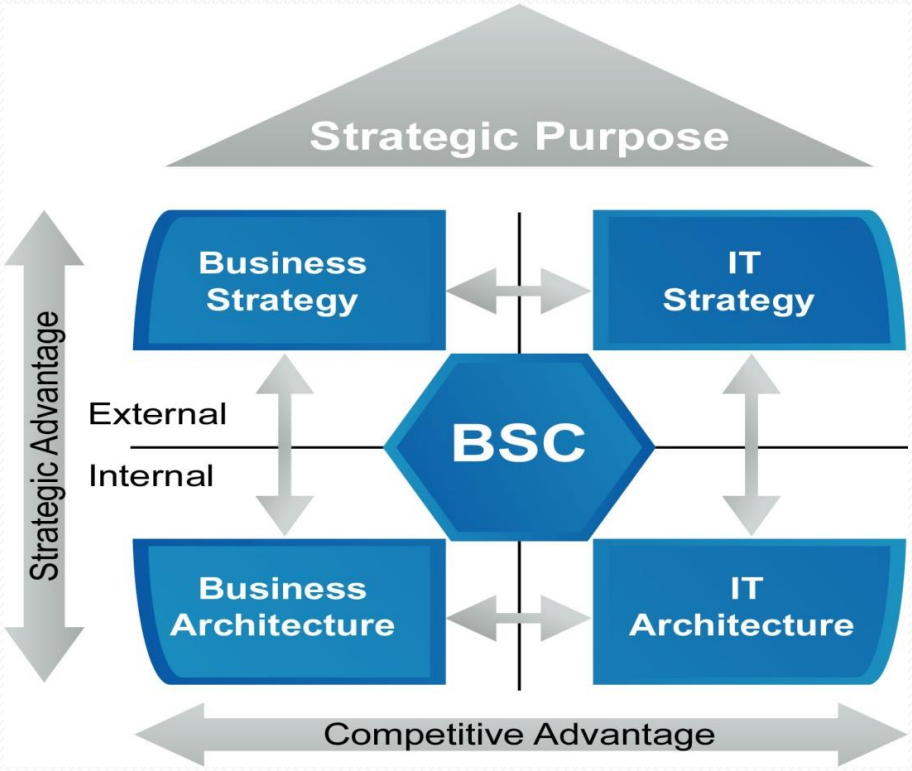


Integrating Business and Technolo
Drive Cutting Edge

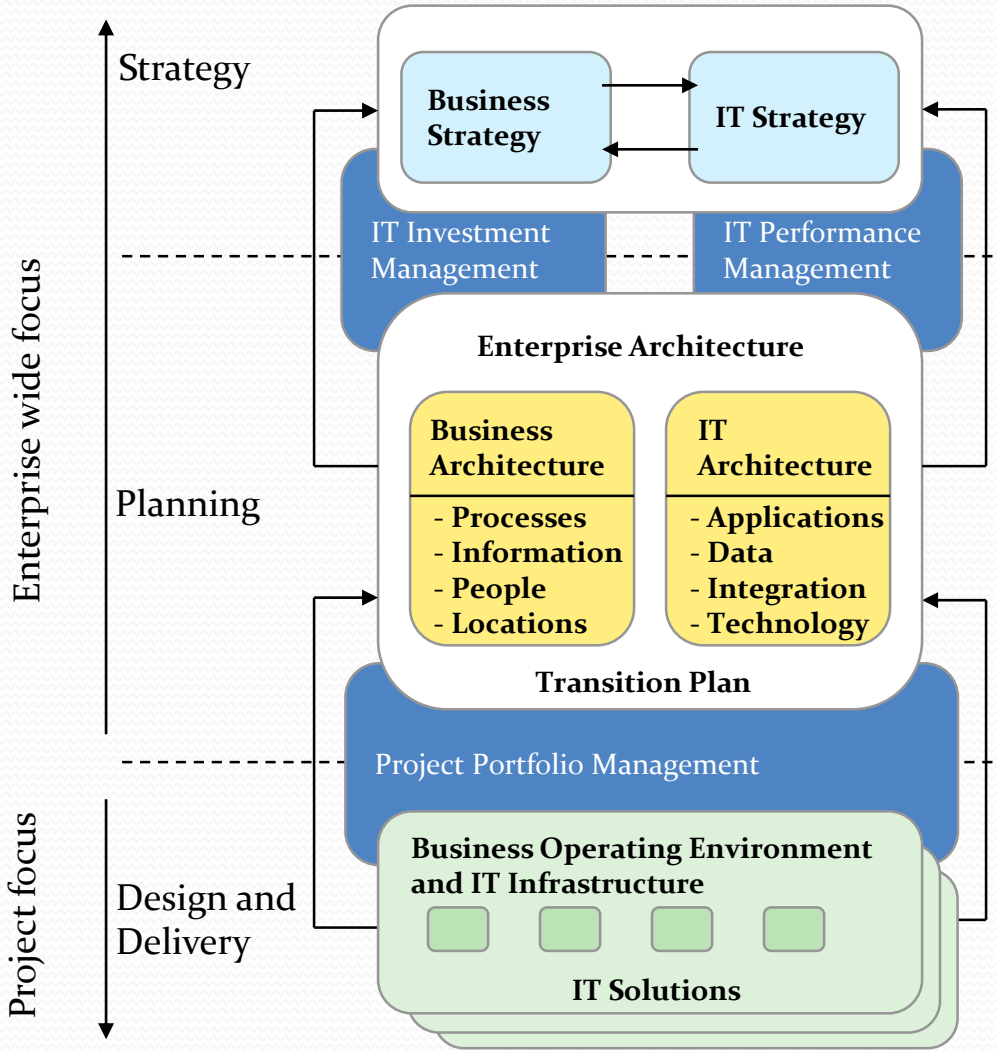
- Understand The key benefits and strategic values of Architecture to the business by opting to combine the best practices of Architecting with an agile IT and Business Strategy.
- Conceptual POV Accept both business and IT teams need to handle the challenges by synergy with an enterprise view, within Integrated Collaborative Environment (ICE)

Alignment to business is critical aspect of "envision" 'Business-IT Alignment' has multiple perspectives

- There are 4 dimensional perspectives for assessing Business-IT Alignment
  - Business Strategy as a driver
    - Strategy Execution (1 – 2 – 4)
    - IT Transformation (1 – 3 – 4)
  - IT Strategy as an Enabler
    - Competitive Potential (3 – 1 – 2)
    - Service Level (3 – 4 – 2)
- Each of the above perspective requires different role play of management team
- All perspectives are important to consider while defining IT Strategy and managing it.



EA Definition – "What is EA?"
Context of EA in an Enterprise



Forces on Enterprise
"Market Opportunity, Customer Needs, Internal Competencies, Technology"

The Absence of IT Architecture Practices & Strategic Integration

Enterprise Architecture
"the city plan"

Architecture covers Business and IT Architectures, providing the "city plan" for "building projects"

System Architecture
"the building design"

Integrated Collaborative Environment
Business Model

*"A **business model** describes the value an organization offers to various customers and portrays the capabilities and partners required for creating, marketing, and delivering this value and relationship capital with the goal of generating profitable and sustainable revenue streams"*

Integrated Collaborative Environment
Business Strategy

Strategy *is defined as "the identification of the* ***purpose*** *of the organization plans and* ***actions*** *to achieve a purpose. It is set of managerial* ***decisions*** *and actions that determine the long term* ***performance*** *of a business enterprise.*
It involves formulating and implementing strategies that will help in ***aligning*** *the organization and its* ***environment*** *to achieve organizational* ***goals****."*

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Business Strategic Management

Strategic management *evaluates and controls the business in which the company is involved; assesses its competitors, sets goals, strategies to meet relevant existing and potential competitors;* ***re-assesses*** *each strategy* ***regularly*** *to determine how it has been implemented to meet changed circumstances, new technology, new competitors, a new economic environment., or a new social, financial, or political environment."* [3][4]

Integrated Collaborative Environment

Business Strategy, Its Modeling & Strategic management need to be Integrated in a collaborative environment IT inclusive, for value benefit, which can be achieved by Keys to Sustain, Support & Succeed!

Architect a landscape, Integrating Business & Technology

Landscape or Global Framework provide the foundation for architecting needs for an enterprise

- Key to Sustain : Integrated Collaborative Environment (ICE), they form the *Water mass* in the global framework
  - All People, Project, Products with Promises are interlaced
  - All of them collaborate with Model, Mitigate, Migrate, Manage considering Monitoring aspects
  - This defines an Environment of Integration, Information, Infrastructure, with Innovation, Intelligence and Interdependencies
- Key Support : Themes that are the Landmass in the global framework of an enterprise
  - Touch Points
    - Business
    - Technologies
    - Environment
  - Overlap of Frameworks, standards, methodologies, practices and Values
- Key to Succeed : Strategic Value, they form the *Means of life* in the Global framework
  - In all initiatives in changes be it business or technologies
  - Profitability in business must be paramount in enabling means to achieve them

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Business Centric Approach

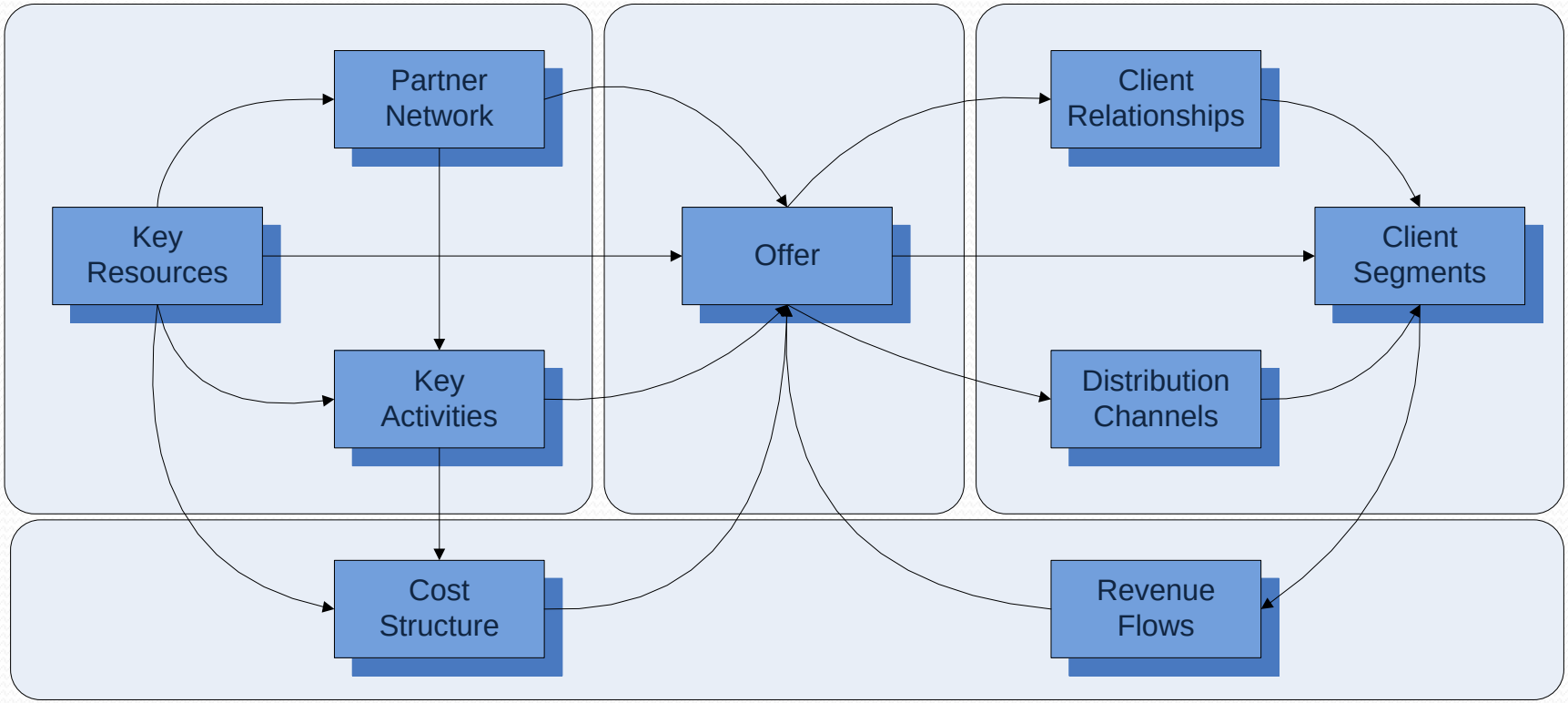
Perceive the Business Point of View

Integrated Collaborative Environment

- **Bring in Business Centricity to Environment**

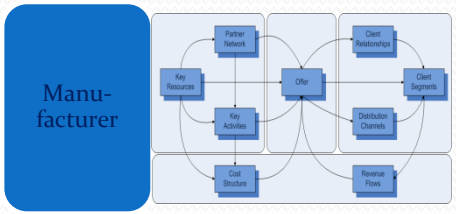
- Perspectives of Enterprise Architecture
- Some Business Models
- Mapping Business Model to Operating Model
- The Operating Model Characters and classifications

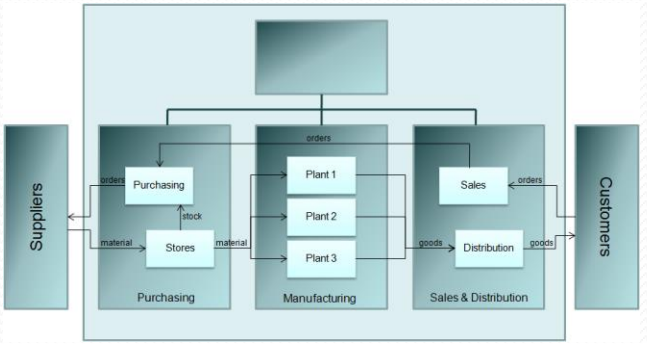
Integrated Collaborative Environment
Business Model Canvas



Integrated Collaborative Environment
Business Model to Operating Model

- Business Model → WHAT
- Operating Model → HOW
  Constitutes the business architecture and consists of the following models:
  - **Process model**
  - **Decision model**
  - **Structure model**
  - **Performance model**
  - **Governance model**
- Each business model type has a corresponding operating model type





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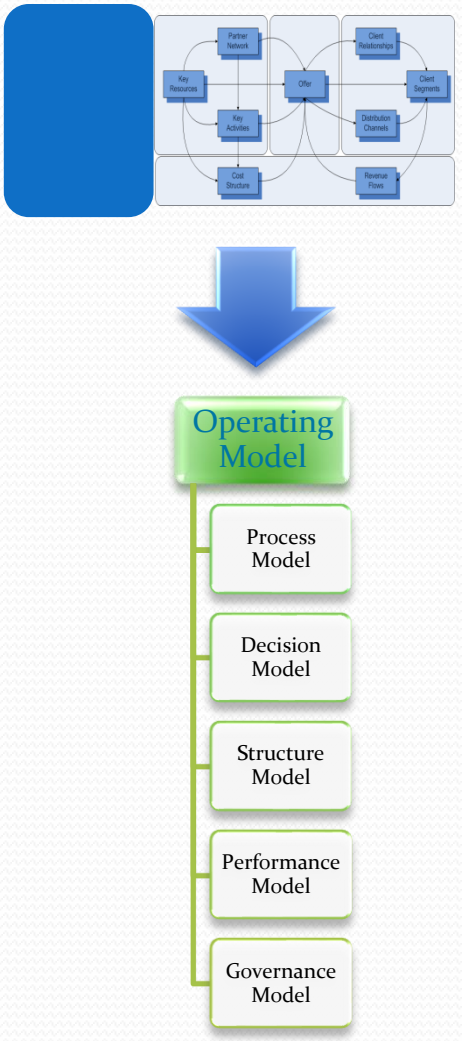
Operating Model

- Operating Model
  - **Process model**
    Describes a set of business processes at different levels
  - **Decision model**
    Describes the relationship between the processes, the role players and the organizational units
  - **Structure model**
    Describes the organizational structure and the roles of the organizational units
  - **Performance model**
    Describes the goal hierarchy and measurements
  - **Governance model**
    Describes the best practices in conducting the business and the influence of company policies and regulatory requirements



Integrated Collaborative Environment
Classifications of Operating Model

- Classification based on the standardization and integration of the processes
  - Diversification / Coordination
  - Replication / Unification
- Maturity stages
  - Business silos ….
  - Dynamic Venturing

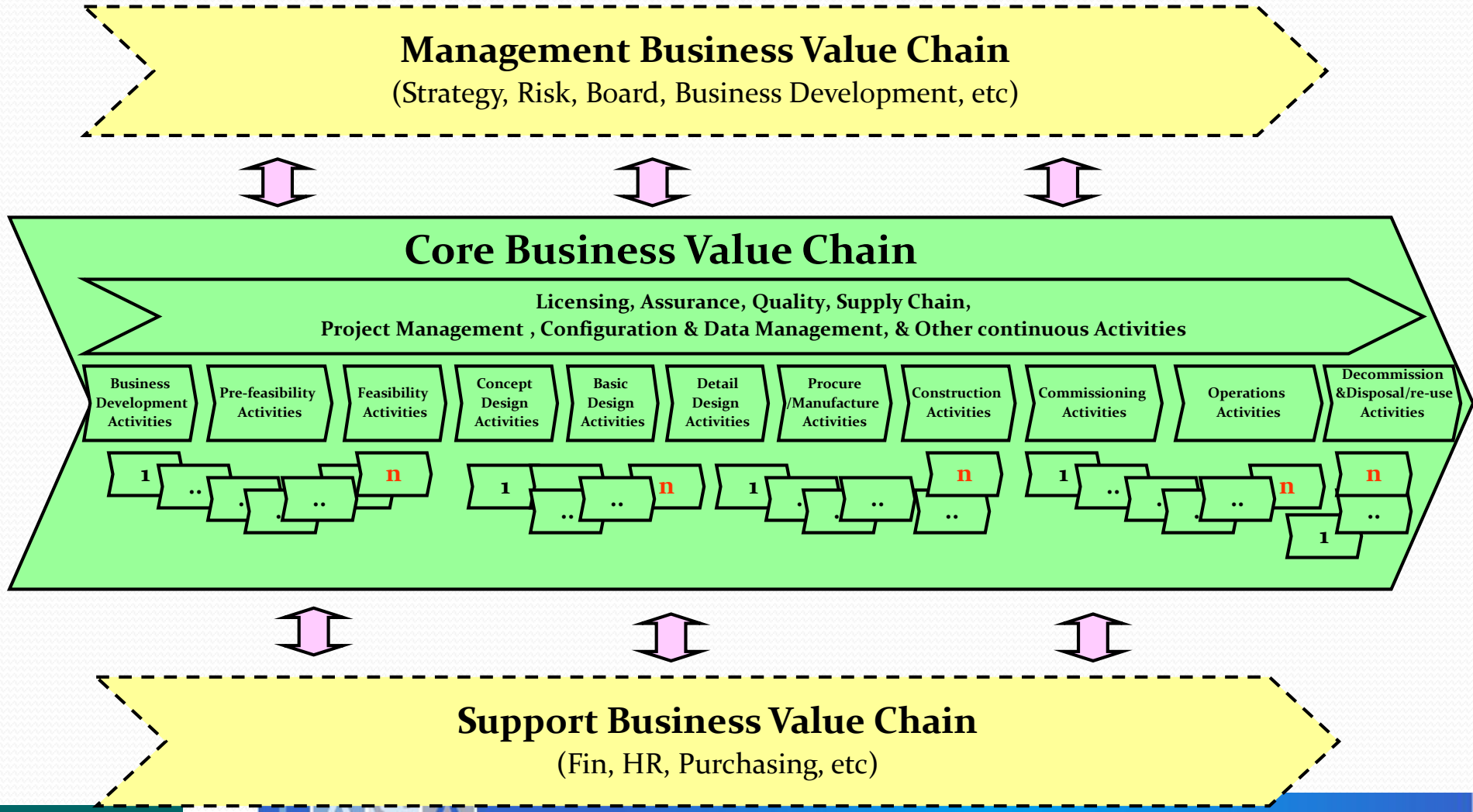
Integrated Collaborative Environment
A New Approach

TWO Major Approach Changes:

- The logical **Life Cycle Value Chain** approach in-addition-to the Functional Structured Enterprise Management System approach
  (Domain Modeling?)

- Adoption of an **End-to-End Event Logic** model for consolidation and integration of the operational level processes
  (Process Modeling?)

Integrated Collaborative Environment
The Value Chain Approach



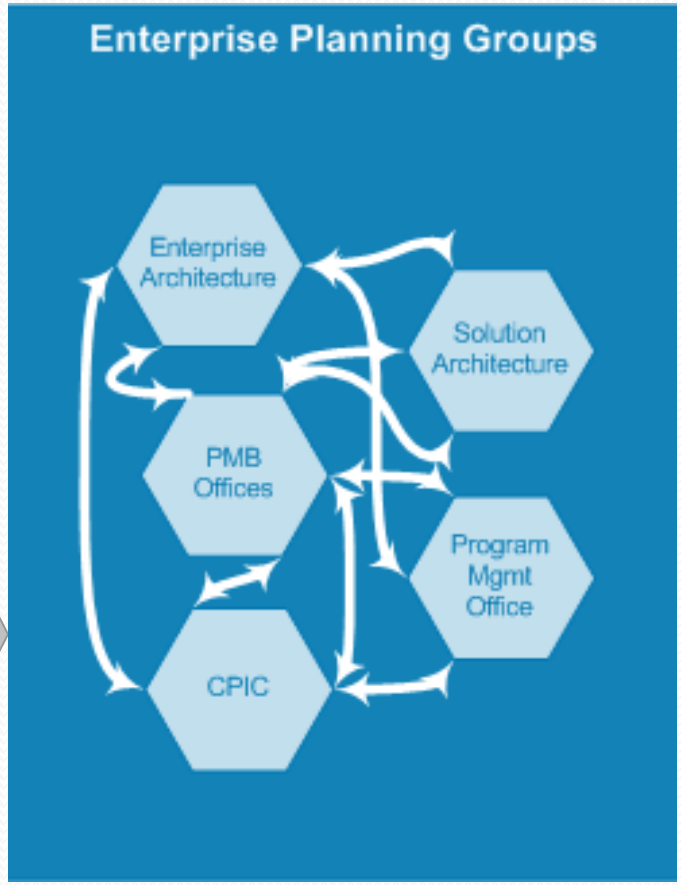
Integrated Collaborative Environment
Business Centricity.

Business Drivers

Are Used To

Prioritize Business Areas

Are Analyzed By



Back

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Questions, Discussions

email at v.jade@jdruids.com or vjade@iasahome.org,

This Presentation, that will be available on jDruids & IASA websites

It's a POV of the architect and Not compulsive

Knowledge share purpose only